

Appendix 1: Herefordshire Shop Front Design Guide – Responses to Consultation of Draft Document

Organisation	Comments	Officer Response
Ross & District Civic Society	<p>Well argued and comprehensive statement of what is desirable.</p> <p>Concern is of persuading/cajoling owners, particularly multiples, into adopting a sensitive approach. Main issue is the application of standards and guidelines.</p> <p>Fear that in an environment in which local communities are often desperate to attract businesses into town centres, aesthetics will be a relatively minor consideration.</p>	<p>The guide will enable Planners to ensure that the standards and guidelines are applied in a robust and consistent manner and ensure that aesthetic issues are not ignored.</p>
British Waterways	No comments to make	
English Heritage	No comments to make at this stage	
Ross Town Council (Planning Sub Committee)	<p>Appendix 1 – Pressure for change, vibrancy of night life, and the imperative for conservation are as significant for Ross-on-Wye as they are for Hereford.</p> <p>Committee would like this reflected in the guidelines and specifically believe Article 4 controls on painting of shop fronts in Ross-on-Wye should be imposed.</p>	<p>Imposition of Article 4 controls would have to be implemented as part of a Conservation Area Management Plan and is therefore outwith the scope of this guide. However the views of the Town Council are acknowledged and will be considered as part of the Ross Conservation Area appraisal process underway.</p>

Hereford Civic Society	Support views for future development of shop fronts in city centre. City centre has some excellent designs from previous centuries that need to be protected. City centre must not be moth balled and some exciting new designs will come to planning in the future, which should be considered on their standards of architecture and respect of the character of the area. Society feels that some guidance should be given to the floors above shops. It is disheartening to see dirty windows full of untidy goods. Overall aspect of building is as important as the shop front.	It is not possible to control the arrangement of goods behind upper windows however mention of the importance of overall appearance could be included in the guide. The guide is not intended to restrict good modern shop front design where this follows sound architectural principles reflecting local distinctiveness.
Bromyard & Winslow Town Council	Guide is well planned and quality of photos and layout is one of the best they have seen in recent years. Response to questionnaire: Q1. Yes; Q2. No, very comprehensive document; Q3. No, needs to be clarified with a Glossary; Q4. Yes; Q5. Yes, a good reference book in plain English; Q6. No – expectation of multiples to relax corporate image is welcomed.	We have tried to explain technical terms through both description and drawings/photographs. In particular pages 15 and 16 describe a range of terms used in the document.
Brian Atherton	Q2. Should be a 'Design Statement' for each town which could be included in a Parish Plan.	This falls outside the scope of the guide. However, identification of locally distinctive elements for particular centres could be included in parish plans and the Conservation section would be willing to assist those preparing such plans if requested.
Ross Chamber of Commerce	Q2. As towns produce Parish Plans, and Design Statement within those should be incorporated into the shop front guide where appropriate.	As above.
Colwall Parish Council	Q1. Document is comprehensive and clearly explains rationale behind the policy; Q3. Very well presented; Q4. There is conflict between desire to retain character and need to comply with Part M of Building Regulations. Where it is necessary to provide a ramp where possible this should be temporary and original entrance and steps retained.	There is flexibility within the Building Regulations when dealing with listed buildings, in other cases a dialogue between Planners and Building Control officers should be able to resolve any conflicts. Text amended to include retention of historic steps.

Ledbury Town Council	Q1. Principles explained with sufficient regard to modern world and can be applied in a modern context; Q2. Consideration should be given to 'green' issues; Q3. Felt some aspects not helpful to layman such as principle of 'street rhythm' and terminology such as 'entablature'; Q4. Felt guidance should have flexibility to respond sympathetically to individuality of buildings.	Green issues can be taken into consideration should any detailed guidance relating to shop fronts become available. Altering terminology would result in confusion if the correct terms were not used. The guide offers guidance rather than a set of inflexible principles and therefore should have the flexibility to respond to individual buildings.
David Price, Hereford Access for All	Q1. Fairly well; Q2. No; Q3; Not really; Q4. Street furniture – A boards and clutter at shop entrances – are shop owners aware of regulations and are infringements noted and corrected?; Q5. Yes; Q6. Need to retain as much of Hereford's character and charm as we can, especially with ESG, where there is danger of town being split in two. Is Bewell Street meant to be included in plan on p.22?	Clutter at shop entrances is a highway enforcement issue and outside the scope of this guide. Bewell Street is not included in the Article 4 Direction shown by this map.
Jim Lawes, Hereford Access for All	Disappointed that only half a page devoted to Accessibility. Design principles clearly explained and HAA are in complete agreement that a shop front should be in harmony with the building. Hanging signs can enhance a shop front if they are relevant, unobtrusive and in character. Window posters can detract from general appearance but how can complaints be enforced? Boxes of goods, flower displays and A-boards placed in front of shops can prevent disabled people from viewing the window display. If space does not permit automatic doors then easy access for wheelchairs should be provided. Steps are deterrents. Ramps can be of assistance but must be correctly fitted. Some misgivings about the terminology of the guide but welcome the initiative in producing it and that HAA were consulted. Included survey of access to shops on Church Street in Hereford.	Text amended to include more advice on accessibility to issues relating to shops fronts.