

**Decision Maker:**      **Development Control Committee**

**Date:**                    **10<sup>th</sup> April 2014**

**Decision Type:**      Non-Urgent                    Non-Executive                    Non-Key

**Title:**                    **SHOPFRONT DESIGN GUIDANCE**

**Contact Officer:**      Kevin Munnelly, Head of Renewal  
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**Ward:**                    All

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1. Reason for report

- 1.1 A draft Shopfront Design Guide for Chislehurst High Street has been produced by the Chislehurst Town Team, supported by the Chislehurst Society. It has been produced with the aim of providing a framework for existing and new owners to deliver a sensitive approach to shop front design and signage and protecting buildings from insensitive change over time. The Town Team are seeking that the guidance be adopted by the Council either in its current form or as part of a wider Borough Wide shopfront design guidance note. It is proposed that the current shopfront design guide is used as the basis of a consultation on the production of a borough wide Shopfront Design Guide.
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2. **RECOMMENDATION(S)**

- 2.1 Members are requested to note the content of the Chislehurst High Street Shopfront Design Guide, and authorise this to be used as a basis for consultation on a borough wide Shopfront Design Guide to be produced by the Council as part of the current Local Plan review.

### Corporate Policy

1. Policy Status: Existing policy. Local Plan
  2. BBB Priority: Vibrant Thriving Town Centres.
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### Financial

1. Cost of proposal: Estimated cost £5,000
  2. Ongoing costs: Non-recurring cost.
  3. Budget head/performance centre: Renewal - Other hired services
  4. Total current budget for this head: £21k
  5. Source of funding: Existing revenue budget for 2014/15
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### Staff

1. Number of staff (current and additional): 2
  2. If from existing staff resources, number of staff hours:
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### Legal

1. Legal Requirement: Non-statutory - Government guidance.
  2. Call-in: Call-in is applicable
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### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): All town Centres
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### Ward Councillor Views

1. Have Ward Councillors been asked for comments? No.
2. Summary of Ward Councillors comments:

### 3. COMMENTARY

- 3.1 The shopfront design guide was produced by the Chislehurst Town Team who made extensive use of similar documents in other boroughs and the Bromley North Village Shopfront Design Guide which was produced by the Council's Heritage team using funds allocated to Bromley North Village by the Mayor of London's Outer London Fund.
- 3.2 The Chislehurst Town Team is a Town Centre partnership made up of volunteers who are traders, businesses, landlords, local charities, interest groups, and residents in Chislehurst.
- 3.2 It is proposed that the Chislehurst Town Team undertake a consultation based on this document with a view that the findings will be used to inform a borough wide Shopfront Design Guide.
- 3.3 It is proposed that the resultant Borough wide design guide should be adopted as Supplementary Planning Document, although its exact status will be subject to further examination by the DCC as part of the Local Plan review.

### 4. POLICY IMPLICATIONS

- 4.1 It is proposed the any Borough wide shopfront design guidance should be adopted as a Supplementary Planning Document. This document would support the strategic objectives of the Local Plan. There are currently two adopted SPG's covering General Design Principles and Residential Design Guidance.

### 5. FINANCIAL IMPLICATIONS

- 5.1 Based on costs associated with the production of the Bromley North Village Shopfront design guide it is estimated that a borough wide production would cost £5,000 (inclusive of design and printing), which would be funded from the Renewal 2014/15 hired services budget.

### 6. PERSONNEL IMPLICATIONS

- 6.1 Since the deletion of one of the Conservation officer posts there has only been one Conservation officer to provide conservation and heritage advice. This additional work will need to be programmed into Renewal Team's work programme.

<b>Non-Applicable Sections:</b>	Legal Implications
Background Documents: (Access via Contact Officer)	Chislehurst Shopfront Design Guidance – Draft March 2014