

Report Statement

Report Purpose:

To update the Planning Committee on the Shopfront and signage design guide

Author:

Admin and Governance Manager

Background

At the Planning Committee meeting on 20/08/21, the committee resolved to appoint Donald Insall Associates to produce a Macclesfield Shopfronts and Signage Design Guide.

Update

A kick-off meeting is scheduled for 16/11/21 with Cllr Hutchison, Cllr Wilson, Cllr Jackson MBE and the consultant from Donald Insall Associates.

The consultant has been advised of policy RET 4 in the draft SADPD (Site Allocations and Development Supplementary Planning Document) which states:

Policy RET 4

Shop fronts and security

Shop Fronts

1. Proposals for new shop fronts or alterations to existing shops, including commercial premises, will be supported subject to meeting the following criteria:
 - i. the design and materials used must be of a high quality and must relate to the building as an entity and the character of the area;
 - ii. proposals should reflect the traditional character of shop fronts and include historically accurate detailing;
 - iii. new shopfronts in conservation areas should incorporate traditional design elements and materials; and
 - iv. the proposals should be designed to meet the needs of disabled people; and
 - v. any existing features of historic or architectural interest are retained.

Shutters

2. Shopfronts should present an active frontage to the street scene at all times. Where security is essential, preference will be given to internal open mesh grilles. Where it is demonstrated that additional security is necessary, following the consideration first of other measures such as security glazing, lighting, closed circuit TV and alarms, external open mesh grilles may be permitted. The housing for retractable open mesh grilles should be integrated into the shop front fascia. External solid shutters that obscure the shopfront will not be permitted.

Blinds and Canopies

3. Applications for blinds, canopies, awnings or any such similar device will be permitted subject to satisfying the following criteria:
 - i. the size, colours, design and materials are appropriate to the character and features of the building, and the character and appearance of the local area;
 - ii. proposals should not obscure features of architectural or historic interest or be uncharacteristic of a building's design;
 - iii. by reason of height or degree of projection the canopy must not interfere with free pedestrian or traffic movement; and
 - iv. where canopies are retractable, the canopy/blind box must be recessed in the plane of the shop front. Where this is physically impossible, projecting blind boxes must be inconspicuous and painted in a colour to match the shop front.