

## Knowsley Council, Shopfront Signage and Design Supplementary Planning Document, Consultation Statement – June 2023

This statement sets out the consultation arrangements undertaken by the Council for an update to the Shopfront and Signage Design Supplementary Planning Document (SPD) and has been prepared in accordance with the Town and Country Planning (Local Development) (England) Regulations 2012 (as amended).

Consultation was undertaken in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended), other relevant regulations and the Knowsley Council Statement of Community Involvement 2017.

The Council's vision for community involvement in the preparation of planning documents is set out in the Statement of Community Involvement. It identifies that the local authority will actively seek wider involvement of the community in planning matters to get people involved from the earliest stages.

Preparation of the revised SPD commenced in early 2022 and the draft text of the revised document was informed by discussions with various teams within the Council, including Development Management and the Conservation and Design Officer, Major Development Team, Environmental Health and Highways.

The Cabinet Member for Regeneration and Economic Development approved the updated SPD for public consultation on 2<sup>nd</sup> November 2022 and all members were informed of the formal six-week public consultation prior to its commencement on 9am on Monday 14<sup>th</sup> November 2022 until 5pm on Friday December 23<sup>rd</sup> 2022.

The formal consultation involved sending emails to all individuals and organisations on the Local Plan database and bodies listed in Table 2 of the Statement of Community Involvement. Letters were sent to individuals/organisations who have previously requested correspondence via letter. The letter and email included a link where the draft updated Shopfront and Signage Design SPD could be viewed and comments could be submitted.

Paper copies of the SPD were available to view in the Borough's five libraries. Customers without access to the internet could also view the documents online in their local library (free of charge to library members). Alternatively, consultees could contact the Planning Policy team for assistance. A total of fourteen comments on the updated SPD were received from eight different individuals and organisations. These respondents provided comments regarding the following themes:

- Security measures and references to "Secured by Design".
- Biodiversity, access to open spaces, and green belt development
- Concern that increasing numbers of fly posters have not been removed by the Council
- Nothing is done regarding badly designed shopfronts already in existence

In response to this feedback, some changes were made to the revised SPD, along with some technical changes to improve the clarity and effectiveness of the SPD. A summary of the key changes is set out in the table below.

Date of comment	Consultee / Organisation	Comment	KMBC Response	Amendment to SPD.
22.12.2022	Stephen Hough (Merseyside Police)	<p>The representor requests changes to paragraph 11.3 which will see the deletion of text and addition of text as shown below:</p> <p>SECURITY GLASS – in many instances the installation of security glass has no impact on the appearance of the shop. <del>Toughened, Laminated</del> glass <u>offers both security and safety, and architectural perspex can give high levels of security and there are different strengths of glass available.</u></p>	<p>Agreed, this amendment would focus on laminated glass in line with the Police Initiative “Secured by Design” It is noted that the Design Checklist contains two sections for applicants to fill in regarding security.</p>	<p>This amendment has been made.</p>
22.12.2022	Stephen Hough (Merseyside Police)	<p>A new criterion has been added to ensure there is a reference to the police initiative “Secured by Design” in the guidance, as well as supporting text. This is criterion 1. f) and is shown below:</p> <p>f) <u>Reference should be made to the Police Initiative “Secured by Design” . This covers all aspects of security and designing out crime.</u></p>	<p>Agreed. This guidance clause would show the importance of Secured by Design regarding all security measures. This would also help officers when determining planning applications across the borough, and discussing information with applicants.</p>	<p>This criterion has been added. This ensures reference to “Secured by Design” is contained within the SPD guidance, and not solely supporting text.</p>
22.12.2022	Stephen Hough (Merseyside Police)	<p>The representor requests changes to paragraph 11.3 bullet point two which will see the deletion of text and addition of text as shown below:</p>	<p>Agreed. Regarding locks, paragraph 11.3 wording can be considered subjective and does not contain sufficient information regarding windows or certification.</p>	<p>This change has been made.</p>

		<p><b>ROBUST</b> LOCKS – a simple way of making doors and <del>open-able</del> windows more secure. <u>Locks should be certificated and approved as listed on the “Secured by Design” website. Windows are only tested as a whole unit, rather than individual locks.</u></p>		
22.12.2022	Stephen Hough (Merseyside Police)	<p>A new paragraph has been added to reference the need to consult the Merseyside Police Designing Out Crime Officer. This is criterion 11.6 and is shown below:</p> <p><u>In all matters of security it is important to consult the Merseyside Police Designing Out Crime Officer, as well as the Planning Authority.</u></p>	It is noted that similar text is contained within other adopted SPDs.	This proposed new paragraph is relevant and has been added. Similar wording is already contained within the SPD regarding Highways 12.4 “The Highways department at Knowsley Council can provide planning conditions which restrict the brightness of advertisements. This is in accordance with the Institute of Lighting Engineers (ILE) Technical Note 5 ‘The Brightness of Illuminated Advertisement’.
22.12.2022	Stephen Hough (Merseyside Police)	<p>The representor requests changes to paragraph 11.4 bullet point two which will see the addition of text as shown below:</p> <p>The above measures can be complemented by improved lighting within the shop and the use of alarms or other intruder detection equipment. <u>Reference should be made to “Secured by Design” and to</u></p>	Agreed. This supporting text reference would show the importance of Secured by Design regarding all security measures. This would also help officers when determining planning applications across the borough, and discussing information with applicants.	<p>This update has been made.</p> <p>Footnote 6 has been added regarding Secured by Design. A link to Secured by Design website has also been added to Appendix 4, and also to the glossary</p>

		<u>monitored security alarms with a police unique reference number.</u>		
--	--	---	--	--

All of the individual responses received and the Council's responses, and modifications to the Shopfront and Signage Design SPD, where applicable, are available here: [Response Schedule Shopfront and Signage Design SPD](#)

The updated SPD was adopted at the meeting of the Cabinet on 7<sup>th</sup> June 2023. Upon adoption, the updated SPD is a material consideration in deciding planning applications.