

Appendix A

Table of representations received on the draft Shop Front and Commercial Frontage Design Guide

List of respondents on draft Shop Front & Commercial Frontages Design Guide

No	Name	Address	Email Address
1	Andrea Gordon (Guide Dogs Cymru)	Building 3, Eastern Business Park, St Mellons, Cardiff, CF3 5EA	Andrea.Gordon@guidedogs.org.uk
2	Councillor Des Thomas		Cllr.Des.Thomas@swansea.gov.uk
3	Adrian Davies		Ukbossfacilities@gmail.com
4	Mike Cahill (MC Design Inc.)		mike_cahill@hotmail.co.uk
5	Ray Jones		rayjones261946@btinternet.com
6	Anita Stock		stock869@btinternet.com
7	Pamela Jones		pamela.jones37@ntlworld.com
8	Christina Demarco		tinamansi@hotmail.co.uk
9	Esprit		esprit1@sky.com
10	Richard Rowlands		rowlandsrj75@hotmail.com
11	Mike Harvey (Designing Out Crime Officer)		Michael.Harvey2@south-wales.pnn.police.uk
12	Violeta (Macro Violetics)		violeta@macrovioletics.co.uk
13	Mike Davis (Dilly's Kitchen)		mike@dillyskitchensketty.co.uk
14	Patrick Thiele		patrick.thiele@outlook.com
15	Paula Pritchard (The Residents & Traders Association of Sketty)		victorialuciohp8@btinternet.com

Comments

Respondent	Comments	Council response	Recommended change
1	<p>10.1 It is important to promote a safe and uncluttered pedestrian environment. To this end, the Council considers that the licensing of portable advertising boards on the pavement (public highway) should be carefully controlled. Pedestrians can be put at risk through poorly sited advertisements. Good design is particularly important for people with impaired vision, mobility difficulties and those pushing prams, who can be seriously disadvantaged.</p> <p>AG comment - This needs to echo our new "Pavements Are for People" policy in Swansea, Ben George is leading on it and you may have spoken to him already, but I'd say we need specific guidance on location of A boards, i.e. minimum acceptable pavement with, static location, (so people with sight loss know where the A board is), and, ideally, locating them against the building line.</p> <p>10.10 Many shops, particularly cafes, restaurants, greengrocers or hardware shops use an area in front of the shop for tables and chairs or to exhibit goods for sale. Outdoor areas may require planning permission and advice should be sought from the Planning Department. Care should be taken to avoid obstruction and to allow access for all users. This use may require a licence from the Highway Authority. Please contact the Highways department for further clarity on this.</p> <p>AG comment - This needs to be stronger: Shops often almost obstruct the entire pavement with their displays, and tables and chairs need to stay within the area for which they are licensed, again, this needs to echo the Pavements are for People policy.</p>	<p>Comment in relation to paragraph 10.1 – Details of the ‘Pavements are for People’ policy are provided in paragraphs 10.12 – 10.14 as well as example photos of the unacceptable blocking of pavements with signage.</p> <p>Comment regarding paragraph 10.10 – Reference is made to Pavements are for People Policy in paragraphs 10.1 & 10.12 – 10.14 (re-numbered 10.13 – 10.15 as result of new paragraph added), however issues with policing and enforcing fall outside of the scope of this guidance and would be dealt with by the council Pavement licensing team (Highways).</p>	<p>Add the following text to the end of paragraph 10.1:</p> <p><i>“ . . . To help provide a safe and accessible environment for all the council has a ‘Pavements are for People’ policy. Please see paragraphs 10.13—10.15 for further details (or the council website for full details).”</i></p> <p>Add new paragraph 10.16:</p> <p><i>“10.16 The purpose of licensing external displays, seating and other forms of activity on the street is therefore to ensure that these stay within the area to which they are licensed and do not cause obstructions within the public realm which can be particularly hazardous to some users.”</i></p>
2	<p>I welcome the introduction of a Shop Front Guide in SCC. Is it possible to include guidelines on how the appearance of the shop front should be when a tenancy ends, i.e. the state of many shops that are empty leave a lot to be desired and e.g. if the current BHS store is left with SALE notices etc. splashed across its windows that will make the centre of the city look extremely poor.</p>	<p>The support is noted</p> <p>In some areas temporary art hoardings and window vinyls have been installed as means to improve the appearance of vacant shops. However this is not typically a planning issue but could be addressed through regeneration funding or section 215 if the appearance of the building is particularly detrimental to the streetscene.</p>	<p>Change title of Section 10 to Other Features & Considerations in order to better reflect wider scope of section and new paragraphs (paras 10.17–10.20) to state:</p> <p><i>“Vacant Shops & Commercial Premises</i></p> <p><i>10.17 If a shop or commercial building is to be left vacant following the end of a tenancy, shop owners should consider means of improving the appearance of the street through the use of appropriate vinyl stickers, art hoardings or displays. A high quality appearance to an empty shop can also help to improve the attractiveness of this to potential business</i></p>

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			<p>occupants.</p> <p>10.18 Where empty commercial buildings are considered to be particularly detrimental to the appearance of an area these could be served with an 'Untidy Land Notice' under Section 215 of the Town and Country Planning Act 1990.</p> <p>10.19 Such a notice can be served on the owner or occupier of any private land or building which is in an unreasonably untidy condition and which the Council consider has an adverse effect on the amenity of the area.</p> <p>10.20 The Notice will specify what needs to be done to correct the situation within a given timescale. It is an offence not to comply with the notice within the specified period. If the requirements of the notice are not carried out in the required timescale the landowner could be fined and have a criminal record."</p> <p>Also add one photo example of both an art hoarding and vinyl sticker approach to vacant shop units within Swansea.</p>
3	<p>I would like to give my opinion of how the council could possibly improve the centre.</p> <p>I think the city should have a new city inner park. The old Oxford Street school, which is now a shabby car park could be the location of a new niche park. The city could purchase the whole block and demolish the poor ugly 1960 s buildings.</p> <p>Think a nice beautiful park to attract people into the centre surrounded by cafes and coffee shops.</p> <p>Bring people back to the centre make it something to be proud of again</p>	<p>Comments in relation to general ideas to improve the city centre. These are addressed by the Swansea Central Area Regeneration Framework and are not specifically relevant to the proposed shopfront guidance document.</p>	No change
4	<p>I support the draft document.</p>	<p>The support is noted.</p>	No change
5	<p>As a resident of Swansea I fully support the proposal for shop fronts and commercial properties throughout the Swansea area and around Swansea Bay.</p> <p>At present it is a hotch pot of varying designs and a much more co-ordinated approach would vastly improve the area and its ability to thrive. The new building and renovations currently seen in both Swansea City and Mumbles show how successful a co-ordinated approach can be. I applaud Swansea Council for being forward looking and wish them every success in delivering this for</p>	<p>The support is noted.</p>	No change


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	all of us who live and work or visit this area.		
6	I can appreciate that new shop fronts and new commercial frontages may encourage more people to use the facilities of Sketty. However I understand that the new flats proposed on the existing car park will greatly reduce the parking spaces in Sketty. Where is the balance in this situation?	<p>These comments are in relation to a specific development proposals for Eversley Road/Vivian Road(ref 2014/1172) which have been approved. The comments have been forwarded onto case officer.</p> <p>No comments are made specifically in relation to the guidance document or content within this.</p>	No change
7	<p>I find it ludicrous that the council intends spending money on shops many of whom will relocate when the building of flats in the only car park will take place in the near future. Talk about putting the cart before the horse. It is difficult to park in Sketty now which at present is a good little shopping area but will become a lot of empty shops with nice new fronts when this development takes place.</p> <p>Note: Email titled – shop front design sketty</p>	<p>These comments are in relation to specific development proposals for Eversley Road/Vivian Road (ref 2014/1172) which have been approved. The comments have been forwarded onto case officer.</p> <p>The proposed Shop Front Design Guide is intended as a guidance document for private developers and owners of shops who wish to change the appearance of these through the planning process. Any such works will therefore be undertaken at the cost of these individuals and not the council.</p> <p>No comments are made specifically in relation to the guidance document or content within this.</p>	No change
8	<p>My ideas for improvements.</p> <p>Pavements made safe even and attractive uniform design.</p> <p>Parking on one side only shop side,</p> <p>Diagonally, take some tarmac pavement away for this.</p> <p>Weed control</p> <p>Subsidise hanging baskets for all shops.</p> <p>Make old petrol station a seating garden area. Streetlife are campaigning for this.</p> <p>Have a big sign on Gower road naming the shops in Eversley road.</p> <p>Maps from tourist info with adverts of shops around the edge of page.</p>	<p>These comments are in relation to general ideas to improve the public realm around Sketty Cross. They are not specifically relevant to the proposed shopfront guidance document.</p>	No change
9	I feel this is madness to spend money on shop fronts when the businesses will be a real threat from the closure of Eversley Road car park for up to two years	<p>These comments are in relation to a specific development proposal for Eversley Road/Vivian Road (ref 2014/1172) which have been approved. The</p>	No change

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	<p>while Coastal develop their housing ,and then considerable less spaces than they have now. When people can't park they drive on. Why are the council not investing in alternative parking?</p>	<p>comments have been forwarded onto case officer.</p> <p>The proposed Shop Front Design Guide is intended as a guidance document for private developers and owners of shops who wish to change the appearance of these through the planning process. Any such works will therefore be undertaken at the cost of these individuals and not the council.</p> <p>No comments are made specifically in relation to the guidance document or content within this.</p>	
10	<p>How the new design for external signage was approved is beyond me. Its a complete backwards step. Anyone could have come up with that design in 20 seconds using the Arial font. The signage in previous years have had at least some design merit to them and enhanced the area. I would be grateful for a reply as to why anyone thought this would improve the area.</p> <p>Note: Email titled – Wig & Pen public house, St Helens Road</p>	<p>Comments relate to signage for the Wig and Pen pub on St Helens Road.</p> <p>No comments made specifically in relation to the guidance document or content within this.</p>	No change
11	<p>Whilst Section 9 in the paragraph relates to Security there is no reference made to security standards. It is important that this document in providing security advice also advises on recognised security standards.</p> <p>For this reason I would ask for the following to be included under Section 9 Security:</p> <p><u>(i). Door Sets.</u></p> <p>Low risk retail units should be fitted with door sets that comply with the security standard PAS 24, LPS 1175 SR1 or equivalent. Higher risk retail units should have door sets with a higher security rating e.g. LPS 1175 SR2.</p> <p><u>(ii). Window security.</u></p> <p>Vulnerable windows fitted in retail units should comply with the security standard PAS 24, LPS 1175 SR1 or equivalent. Higher risk retail units should have windows with a higher security rating e.g. LPS 1175 SR2.</p> <p><u>(iii). Glazing.</u></p> <p>All accessible glazing should incorporate one panel of laminated glass to a minimum thickness of 6.4 mm. The glass should be certificated to BS EN 356: 2000 rating P1A</p>	<p>Comments from the Police Designing Out Crime Officer (PDOCO) regarding specific security rating information for doors, window units, glazing, grilles and shutters, lighting.</p> <p>PDOCO also recommends that door recesses should be avoided – However a contextual response is considered more appropriate which takes into account the crime context, street character and conservation status of the site.</p>	<p>Given the technical nature of the Security rating information this will be included as an appendix at the end of the document with a reference note in Section 9 – New paragraph 9.20 to state:</p> <p><i>“A list of the recommended security ratings for doors, windows, glazing and grilles and shutters can be found in appendix 2 at the back of this document.”</i></p> <p>Add new bullet point to section 7.2 to state:</p> <p><i>“g) When considering whether to recess a shop door as part of the proposals a balanced and contextual design response which takes into account the street character, local crime context and any heritage designations should be taken. <u>In high crime context areas where there are character or heritage restrictions it is recommended that doors be set flush with the remainder of the shop front or the recessed door be protected by a roller shutter.</u>”</i></p>

	<p>Occasionally when large laminated glazed panels are used on south facing elevations there have been incidents of glazing failure (cracking) due to thermal stress. Whilst the use of toughened glass may be seen as a simple solution ordinary toughened glass offers no security resistance. It is therefore recommended that the inner pane of glass used in a double glazed unit is laminated toughened.</p> <p>This combination of the two sheets of toughened glass and the interlayer offers both resistance to intrusion and thermal stress.</p> <p>Laminated glazing should be fitted to all external doors and windows in areas where there are crowded places e.g. town or city centres. This is to reduce the amount of injuries caused by broken glass during a terrorist incident.</p> <p><u>(iv). Grilles and Shutters.</u></p> <p>Any grilles or security shutters fitted to protect doors or windows should meet the security standard LPS 1175 SR1 or equivalent. A higher security rating may be required on the most vulnerable premises.</p> <p><u>(v). Lighting.</u></p> <p>Any lighting installed on premises should complement and enhance any CCTV installed on site.</p> <p><u>(vi). Door recesses.</u></p> <p>Recesses where possible should be avoided.</p>		
<p>12</p>	<p>I have become aware of your public consultation with regards to the measures needed to provide a better and more welcoming place for business.</p> <p>Some of the security measures are very well thought and contribute to the comfort and accessibility (such as limiting the use of the sidewalk for advertising, and promoting ways to reducing the barriers for access such as steps).</p> <p>My most immediate concern is the funding provided. What would happen to those small businesses which have not got enough budget and may not qualify for fully funded refurbishment works?</p> <p>Personally, I would take advantage of the shutters which</p>	<p>These comments are supportive in relation to security measures and accessibility on the street.</p> <p>Comments regarding funding concerns – The council has a grant funding programme with a set budget for each year as outlined in section 11. Unfortunately due to council budget constraints this cannot cover all proposals for refurbished shops etc. As such funding is dealt with on case by case basis with those projects which deliver the most economic benefits (e.g. most jobs created, most vacant space brought back into beneficial use etc.) qualifying for such funding.</p> <p>Comments in relation to the appearance of vacant shops – In some areas temporary art hoardings and window vinyls have been installed as means to</p>	<p>Add new paragraph 9.7 to state:</p> <p><i>“However where existing solid roller shutters are in use consideration should be given to improving their appearance through appropriate artwork painted onto these. If this includes shop signage and/or logos then this approach would require the submission of a signage application.”</i></p>

	<p>are already in place and use them as a canvass for artwork (as opposed to seeing graffiti as vandalism). In fact, some building contractors use their fences as a canvass for local artists (i.e. in Oxford Street). Many places in bigger and artistically minded cities, like Bristol, have an allowance for street art that makes it personal and brightens the place.</p> <p>This would be a great initiative for all the art students that are educating themselves in Swansea (Gower College, Trinity Saint David University), being able to use the existing "unwelcoming" shutters and transform them into something beautiful and meaningful. This would also save the hassle of application for grants, stress on the shop owners, disturbance of customers while the works are happening, disposal of the old shutters, acquirement of new ones that may not cover the glass from danger completely. So, if your decision is purely for aesthetic reasons, I would recommend the artwork solution.</p> <p>Another point that I have interest in is the good condition of vacant shops for the sake of security. I run a business of pop-up cafe for health and well-being (where I cater for food allergies, all gluten-free and vegan, nut-free, no refined sugars) and I am looking for ephemeral venues I can "shop-sit" while the building is not being occupied by a permanent owner. My interest match your need for security and someone who is taking care of the venue, therefore I would like to discuss this issue further and get to an agreement to use one of the multiples venues in Swansea town centre (such as the former Polish bakery, the former Turkish shop, etc.) which are ready for business and I could use short term.</p>	<p>improve the appearance of these. However this is not typically a planning issue but could be addressed through regeneration funding or section 215 if the appearance of the building is particularly detrimental to the streetscene.</p> <p>Comments in relation to shutters – The general approach is for new shutters to be at least 75% open (typically brickbond type) in order to provide a welcoming, attractive and safe environment (when closed - typically at night). However there may be scope for painted artwork on existing solid shutters however this would need the co-operation of existing owners etc.</p> <p>Comments in relation to ‘pop up’ shops are outside of the scope of the guide and such enterprises are typically led by the landowner – However comments forwarded onto City Centre Manager for consideration.</p>	 <p>Example of painted roller shutter approach</p> <p>(Will also require re-numbering of existing paragraphs 9.7 – 9.18)</p> <p>Section 10 has also been amended to address earlier comments on temporary treatments of vacant units.</p>
<p>13</p>	<p>I would like to see my shop front design to be in keeping with the shop to my left (as you look at it).</p> <p>Also it would be nice if the pavements could be improved, look and safety.</p> <p>Then how about hanging baskets off lamp posts or the pedestrian road barriers.</p> <hr/> <p>Could you consider access to customers who are visiting Sketty should have an ability to park. With the loss of 1/2 our carpark through the coastal development. Can you consider looking to take over/purchasing land to have another carpark. This would then be in line with the Killay shops.</p>	<p>This comment relates to a specific business premises in Sketty and is not relevant to content of draft guidance document.</p> <p>The general comment regarding pavements is not considered relevant to content of the draft shopfront guidance document.</p> <p>The comment about hanging baskets is relevant and this requires a minor amendment.</p>	<p>Add new paragraph 10.12 to state:</p> <p><i>“10.12 In appropriate locations hanging baskets can add interest and greening to shops. Where these are proposed consideration should be given to how best to integrate them into shop front designs.”</i></p> <p>Will require re-numbering of previous paras 10.12 – 10.14</p>

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	Note: 2 separate emails received		
14	<p>ideas for local food market venue and to attract tourism</p> <p>I ran a food business recently and had my own stall built after I designed it. I think a market put together with multiple of that stall dimension and build with a few modifications would be ideal to support the community in establishing new business; and the best location would in my view be the derelict grounds opposite the costal group parking space in Eversley road. I have the architects drawings for that stall.</p> <p>Also, in 2005 I created a promotional tourism video for swansea (and there are others), please see: https://www.dropbox.com/s/ool9yto9tus20g1/VTS_02_1.VOB?dl=0</p> <p>attached (superior market stall prototype)</p> <p>Note: Pictures attached to email</p>	<p>These comments relate to specific area and proposals and are not relevant to content of the draft shopfront guidance document.</p> <p>The comments relate to tourism marketing are again not relevant to content of the draft shopfront guidance document.</p>	No Change
15	<p>Could we please suggest, that by placing parking on the agenda for Sketty Cross, possibly on the land alongside the Seventh Day Adventist Church? This would be an asset for all concerned.</p>	<p>These comments relate to the Sketty area and are not relevant to the content of the draft shopfront guidance document.</p>	No Change