



CABINET AGENDA

Thursday, 16 June 2011

The Jeffrey Room, St. Giles Square, Northampton,
NN1 1DE.

6:00 pm

Members of the Cabinet:

Councillor: David Palethorpe (Leader of the Council)

Councillor: Michael Hill (Deputy Leader)

Councillors: Alan Bottwood, Tim Hadland, Christopher Malpas, John Yates,

Chief Executive David Kennedy

If you have any enquiries about this agenda please contact
democraticservices@northampton.gov.uk or 01604 837722

PORTFOLIOS OF CABINET MEMBERS

CABINET MEMBER	PORTFOLIO TITLE
Councillor D Palethorpe	Leader
Councillor M Hill	Deputy Leader Community Engagement
Councillor A Bottwood	Finance
Councillor T Hadland	Regeneration and Enterprise
Councillor C Malpas	Housing
Councillor J Yates	Planning and Environment

SPEAKING AT CABINET MEETINGS

Persons (other than Members) wishing to address Cabinet must register their intention to do so by 12 noon on the day of the meeting and may speak on any item on that meeting's agenda.

Registration can be by:

Telephone: (01604) 837101, 837089, 837355, 837356
(Fax 01604 838729)

In writing: The Borough Solicitor,
The Guildhall, St Giles Square, Northampton NN1 1DE
For the attention of the Democratic Services Officer

By e-mail to democraticservices@northampton.gov.uk

Only thirty minutes in total will be allowed for addresses, so that if speakers each take three minutes no more than ten speakers will be heard. Each speaker will be allowed to speak for a maximum of three minutes at each meeting. Speakers will normally be heard in the order in which they registered to speak. However, the Chair of Cabinet may decide to depart from that order in the interest of hearing a greater diversity of views on an item, or hearing views on a greater number of items. The Chair of Cabinet may also decide to allow a greater number of addresses and a greater time slot subject still to the maximum three minutes per address for such addresses for items of special public interest.

Members who wish to address Cabinet shall notify the Chair prior to the commencement of the meeting and may speak on any item on that meeting's agenda. Such addresses will be for a maximum of three minutes unless the Chair exercises discretion to allow longer. The time these addresses take will not count towards the thirty minute period referred to above so as to prejudice any other persons who have registered their wish to speak.

KEY DECISIONS



denotes the issue is a 'Key' decision:

- Any decision in relation to the Executive function* which results in the Council incurring expenditure which is, or the making of saving which are significant having regard to the Council's budget for the service or function to which the decision relates. For these purpose the minimum financial threshold will be £250,000;
- Where decisions are not likely to involve significant expenditure or savings but nevertheless are likely to be significant in terms of their effects on communities in two or more wards or electoral divisions; and
- For the purpose of interpretation a decision, which is ancillary or incidental to a Key decision, which had been previously taken by or on behalf of the Council shall not of itself be further deemed to be significant for the purpose of the definition.

NORTHAMPTON BOROUGH COUNCIL

CABINET

Your attendance is requested at a meeting to be held:

in The Jeffrey Room, St. Giles Square, Northampton, NN1 1DE.

on Thursday, 16 June 2011

at 6:00 pm.

D Kennedy
Chief Executive

AGENDA

1. APOLOGIES

2. MINUTES

Copy herewith

3. DEPUTATIONS/PUBLIC ADDRESSES

4. DECLARATIONS OF INTEREST

5. ISSUES ARISING FROM OVERVIEW AND SCRUTINY COMMITTEES

None

6. PROPOSED BOOT AND SHOE CONSERVATION AREA

Report of Director of Planning and Regeneration

7. SHOPFRONT DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT



Report of Director of Planning and Regeneration.

8. FREE CAR PARKING - TOWN CENTRE - PHASE 1



Report of Director of Environment and Culture.

9. EXCLUSION OF PUBLIC AND PRESS

THE CHAIR TO MOVE:

“THAT THE PUBLIC AND PRESS BE EXCLUDED FROM THE REMAINDER OF THE MEETING ON THE GROUNDS THAT THERE IS LIKELY TO BE DISCLOSURE TO THEM OF SUCH CATEGORIES OF EXEMPT INFORMATION AS DEFINED BY SECTION 100(1) OF THE LOCAL GOVERNMENT ACT 1972 AS LISTED AGAINST SUCH ITEMS OF BUSINESS BY REFERENCE TO THE APPROPRIATE PARAGRAPH OF SCHEDULE 12A TO SUCH ACT.”

SUPPLEMENTARY AGENDA

**Exempted Under Schedule
12A of L.Govt Act 1972
Para No:-**

CABINET

Wednesday, 25 May 2011

PRESENT: Councillor Palethorpe (Chair); Councillor Hill (Deputy Chair); Councillors Bottwood, Hadland and Councillor Malpas

1. APOLOGIES

None

2. MINUTES

The minutes of the meeting held on 30th March 2011 were confirmed and signed by the Chairman.

3. DEPUTATIONS/PUBLIC ADDRESSES

Pam Varnsvery spoke in respect of Item 5a – Overview and Scrutiny Committee Report of Scrutiny Panel H – Lease between NBC, Northampton Football Club and the Athletics Club. As a former member of the Overview and Scrutiny Panel, and stated that she welcomed and supported the report and recommendations within it. She commented that she had no confidence in the new Administrations commitment to carry out the duties as stated in the recommendations. In reference to section 5.1.3 of the report, Mrs Varnsvery further commented that she had concerns about the future of the Athletics Club and emphasised the fact that she wished for all future discussions about the club be held in public and stated that the Conservative Administration had the opportunity to rectify the failings she suggested they had made in 2005.

Paul Varnsvery spoke in respect of Item 5b – Overview and Scrutiny Committee Report of Scrutiny Panel E – Commissioning Framework for the Voluntary and Community Sector. He reported that Northampton Borough Council had enjoyed a very good relationship with the Voluntary and Community Sector. The transferred dates of CEFAP funding had been well received and that under the Liberal Democrat Administration there had been an increase in funding of the Voluntary and Community sector. He thanked the former members of the Scrutiny Panel who had been involved and wished the new Administration would be able to work with the County Council and other Authorities in the implementation of the Commissioning Framework.

David Garlick addressed Cabinet in respect of Item 5b - Overview and Scrutiny Committee Report of Scrutiny Panel E – Commissioning Framework for the Voluntary and Community Sector. He explained that he had been Chair of the Panel and thanked members of the panel and the Scrutiny Officer for the excellent report presented. He recommended the report be implemented and noted that the relationship between the Borough Council and the Voluntary and Community Sector was excellent and added that there had been significant improvements with the County Council. He requested that care be taken of the Voluntary Sector and not treated or judged as a business.

Richard Matthews spoke in respect of Item 5a - Overview and Scrutiny Committee Report of Scrutiny Panel H – Lease between NBC, Northampton Football Club and the Athletics Club. He commented that the conduct of the former Conservative Administration with regards to the football and athletics club had been unacceptable and that lessons should be learned and he hoped for the new administration to rectify the problems from the past and hope that they implement the recommendations.

4. DECLARATIONS OF INTEREST

There were none.

5. ISSUES ARISING FROM OVERVIEW AND SCRUTINY COMMITTEES

5.1 OVERVIEW AND SCRUTINY COMMITTEE REPORT OF SCRUTINY PANEL H - LEASE BETWEEN NBC, NORTHAMPTON FOOTBALL CLUB AND THE ATHLETICS CLUB

The Deputy Chair of Overview and Scrutiny welcomed the Panel Member- Councillor Glynane, who outlined the report. He commented that he regarded it as an exceptional piece of work and emphasised that the recommendations should be taken seriously. He reported that there was a good opportunity to develop the athletics club and progress towards improving the facilities. He reported that he very much appreciated the work carried out by Councillors Yates and Malpas as former members of the Overview and Scrutiny Committee.

Councillor Beardsworth explained that during her term a Mayor, she had been involved in the Special Olympics, some of which had been held at Sixfields. She reported that she was aware that some people with special needs no longer felt welcome and that emphasis should be placed on providing the right facilities for the right people. She requested that Cabinet take on the recommendations laid out in the report and to consider the suggestions made.

RESOLVED:

That the report be noted

5.2 OVERVIEW AND SCRUTINY COMMITTEE REPORT OF SCRUTINY PANEL E - COMMISSIONING FRAMEWORK FOR THE VOLUNTARY AND COMMUNITY SECTOR

The Deputy Chair of Overview and Scrutiny welcomed the Panel Member- Councillor Meredith, who outlined the report. He congratulated all the Members and staff who had been involved in the report and expressed his excitement and satisfaction at how well the Council has worked with the voluntary and community sectors and hoped for a continuation of this in the future. He emphasised that all the evidence gathered in the findings of the review had been carried out over a ten month period and that he had also received very positive feedback from voluntary sectors who had congratulated the work of the Council. He further stated that he agreed with all the recommendations made in the report and hoped that Cabinet would take any necessary action.

Councillor Mennell reported that she was very pleased with the work that had been carried out between the Council and the Voluntary and Community Sectors. She commented that further communication and work should be carried out with the tenants association and asked how the new administration would be approaching the matter in the future.

The Chairman commented that comments were appreciated but that this Cabinet was not the correct arena for answers to be given on the matter, but a possible meeting could be arranged at a later date to discuss.

The Chairman reported that the Review was a sound piece of work and commented that people be minded that the Council did have limited resources.

RESOLVED:

That the report be noted

5.3 OVERVIEW AND SCRUTINY COMMITTEE - REPORT OF SCRUTINY PANEL R & P - NEIGHBOURHOOD MODEL

The Deputy Chair of Overview and Scrutiny welcomed the Panel Member- Councillor Mason, who outlined the report. She explained that the Review had taken three months to complete and had been conducted due to the fact that a number of agencies, such as the Residents Association and other co-opted members, had expressed their dissatisfaction of the neighbourhood model. She commented that there was greater support for alternative methods in which people could engage with the Council such as more involvement with Parish Councils and Further Education establishments. She argued that consideration should be given to those people whose first language was not English and that there was a need to liaise with such people more extensively in the future.

Councillor Mason reported that there was a need to hold at least two public meetings a year and it would be, and has always been considered, necessary for the Police to be involved in them. It was commented that the Chief Executive would be communicating with people from the Police Force and the Fire Brigade to request continued representation at Public Meetings. She further commented that all members of the Scrutiny Panel had been very keen on continued communication with residents and hoped that Cabinet would accept the recommendations.

The Chairman thanked the work of all of the Scrutiny Panels.

Councillor Malpas thanked Councillor Mason for taking over his position of Chair of the Overview and Scrutiny Panel when he had been unable to continue in that capacity. He also expressed his gratitude to the Overview and Scrutiny Officer for her continued hard work.

RESOLVED:

That the report be noted

6. EXCLUSION OF PUBLIC AND PRESS

7. COMMUNITY ENERGY SAVINGS PROGRAMME (CESP)

Councillor Malpas, as the relevant Portfolio Holder, introduced and outlined the report. He explained that at a previous Cabinet meeting (16th March 2011) previous Cabinet Members had been advised on the Community Energy Savings Programme (CESP). He commented that whilst it was a small report the implications that it would have, if the recommendations were to be accepted, would be considerable and significant to some of the more deprived residents of Northampton. It was reported that the measures listed in the report that the CESP would be able to deliver would allow people to have options about what would be most suitable in assisting those people affected by fuel poverty.

Councillor Mason commented that it would be useful for the newly elected Ward Councillors to be consulted on the issue and requested a re-consultation in order to ensure the affected Ward Councillors were fully aware of the implications of the report.

Councillor Beardsworth explained that this had been a programme, which she was most keen on. She commented that by saving people money on their energy bills would lead directly to an increase in living standards and championed any means in the reduction of fuel poverty.

RESOLVED:

Cabinet approved the Community Energy Savings Programme work to be awarded to E-on

The Director of Housing, in consultation with the Portfolio Holder and Borough Solicitor, be authorised to confirm the terms of the legal agreement.

The meeting concluded at 6.55pm

Appendices

4



NORTHAMPTON
BOROUGH COUNCIL

Item No.

6

CABINET REPORT

Report Title	Proposed Boot & Shoe Conservation Area
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AGENDA STATUS: **Public**

Cabinet Meeting Date:	16 June 2011
Key Decision:	No
Listed on Forward Plan:	Yes
Within Policy:	N/A
Policy Document:	N/A
Directorate:	Planning & Regeneration
Accountable Cabinet Member:	Cllr John Yates
Ward(s)	Castle and Abington

1. Purpose

- 1.1 The purpose of this report is to inform Cabinet of the outcome of the public consultation on the proposal to designate a conservation area that recognised and sought to protect the historic legacy of the boot & shoe industry on Northampton's built form. It recommends designation of an extensive conservation area to be known as the 'Boot and Shoe Quarter'.

2. Recommendations

- 2.1 Cabinet note the consultation feedback and approve officer responses to the detailed representations set out in Appendix 3
- 2.2 Cabinet designate a conservation area that covers the area as shown in Appendix 4
- 2.3 The conservation area is named 'The Boot and Shoe Quarter'

- 2.4 That the Director of Planning and Regeneration in consultation with the Portfolio Holder for Planning and Environment be delegated to approve the finalised Boot and Shoe Quarter Conservation Area Appraisal and Management Plan

3. Issues and Choices

3.1 Report Background

3.1.1 Importance of Northampton's Boot & Shoe History

- 3.1.1.1 The Council recognises and appreciates the importance of the boot and shoe industry together with the role played in Northampton's history and development. In 2010 the Council commissioned a specialist consultant to evaluate an area for potential designation as a conservation area. This was for an area to the north and east of the town centre with a particularly high concentration of boot and shoe factories and associated buildings. The designation of a conservation area would formally recognise the history of the shoe industry within Northampton, together with protecting and enhancing the impact of this industry on the built form of the town.
- 3.1.1.2 The consultant together with officers identified an area incorporating approximately 70% of the surviving boot & shoe buildings in the town to be appropriate to potentially designate as a conservation area. This extensive area was considered to capture the character of the industry, from its origins as a craft industry through to the development of single large factories employing teams of workers.

3.1.2 Consultation on Designation of a Conservation Area

- 3.1.2.1 Given the extensive coverage of the area, officers considered it appropriate to gauge external reaction to a range of options for potential designation. Cabinet on 24th November 2010 approved the recommendation to consult on three alternative boundaries for a potential conservation area that reflected the importance of the boot and shoe industry. The three boundaries related to designation of:
- a) one large conservation area
 - b) a single smaller area
 - c) a cluster of 5 smaller areas
- 3.1.2.1 These were subject to extensive consultation from 13 January - 10 March 2011. The consultation included a letter, a summary leaflet as set out in Appendix 1 and questionnaire posted to every residential and commercial property within the potential conservation area (4279 properties). Properties in adjacent areas to the proposed boundary were given letters (2062 properties) outlining the consultation taking place and how to respond. Statutory consultees, together with amenity societies, letting agents, housing associations, residents associations, conservation area advisory committees and local ward members were also contacted.

3.1.2.2 In addition two drop-in events were held on 20 & 21 January 2011 at Mount Pleasant Baptist Church on the Kettering Road where officers were available to answer questions about the project. These were well attended by members of the public. There was also the opportunity to view and comment on the proposals via the internet. The consultation was also well received and heavily publicised in the local media. A statistical summary of the consultation results is attached at Appendix 2.

3.1.3 Response to Consultation

3.1.3.1 In total 209 responses were received, this represents a 3.24% return on all the letters that were delivered. Given the fact each property in the area had an individual letter and high quality leaflet; this can perhaps be regarded as disappointing as it is below what might be expected when compared to other planning issues related surveys nationally. On the other hand, it probably reflects the fact that most people do not regard the designation of the conservation area as particularly contentious.

3.1.3.2 The response to the consultation showed overwhelming support for the designation of a conservation area (85.6%). The summary in Appendix 2 shows that the majority favoured the single large conservation area. The response to the name of the conservation area was more evenly split between 'Boot & Shoe Quarter' and 'Boot and Shoe Conservation Area', with most in favour of the Quarter. A summary schedule of more detailed representations made and the response that officers consider appropriate is contained in Appendix 3.

3.2 Issues

3.2.1 Extent of Area Designated and name of the conservation area

3.2.1.1 It is important that a designated conservation area adequately reflects the principal characteristics of the boot & shoe industry and its influence on the development of this area of the town. The principal characteristics include the:

- a) development of the industry from a home based workshop industry to mass production,
- b) regimented street pattern,
- c) close association of industrial and domestic buildings, and
- d) subtle architectural embellishments.

3.2.1.2 They were identified more fully in the document 'Background Evaluation of Northampton's Boot & Shoe Heritage' which was informed by the research of the consultant. A reference copy of this document has been placed in the Members' Room. It also sets out the extent of the area that the consultant and officers considered to reasonably exhibit the characteristics that merited potential designation as a conservation area. The document was also available for comment as part of the consultation: in addition, the characteristics were also set out in the summary leaflet that was used for consultation purposes (Appendix 1). The whole area recommended for potential designation in the background document was included as Option 1

'one large conservation area' in the summary leaflet. The extent of this area can be seen Appendix 4.

3.2.1.3 The consultation clearly showed (as can be seen in Appendix 2) that Option 1 was preferred by the majority of respondents. Whilst this is important as the good will of property owners / occupiers increases the longer term chances of the implementation of a successful designation, the main issue in selecting the boundary of a conservation area is the technical merits of doing so. The designation has to be 'fit for purpose' in being able to enhance or protect the character of the area included. Officers consider that the advantages of the larger area (Option 1) namely that it:

- a) includes approximately 70% of the surviving boot and shoe buildings, including the oldest surviving buildings,
- b) covers an area which fully demonstrates the development of the industry from its home based craft origins through to large-scale mechanised production,
- c) clearly demonstrates the regimented street pattern layout,
- d) clearly demonstrates the relationship between industrial and domestic buildings outweigh the potential disadvantages that it has of covering:
- e) an area of 63.72 hectares, therefore capturing buildings which are not associated with the industry, and
- f) any buildings, both industrial and domestic, which have already experienced significant change

3.2.1.4 The other two options consulted upon did not have the same level of advantages that would have the ability to enhance or protect the historic character of the boot and shoe influence on this part of the town that Option 1 would have. On this basis officers consider that Option 1 is the best choice for designation. In line with the consultation responses, it is recommended that the 'Boot and Shoe Quarter' should be the name of the designated conservation area.

3.2.2 Appraisal and Management Plan

3.2.2.1 In designating the conservation area it is important that the Council produces an associated Conservation Area Appraisal and Management Plan. This has been done for the conservation areas that have been reviewed over the last 5 years and is consistent with best-practice advice. The appraisal and management plan highlights the key features within the conservation area that need to be enhanced or protected and how improvements to the Conservation Area will be delivered. This will enable those proposing change or conservation within the area to properly understand how they can preserve or enhance the character of the area.

3.2.2.2 The 'Background Evaluation of Northampton's Boot & Shoe Heritage' document that was consulted upon has through slight amendment to recognise the boundary that has been designated and responses to consultation representations set out in Appendix 3, become the appraisal and management plan. A copy of the final version of Northampton's Boot and Shoe Quarter Conservation Area Appraisal and Management Plan has also been placed in the Members' Room and is available for Cabinet to peruse. This will be made more widely available when the Council

publicises the designation of the conservation area. As this is a sizeable technical document, in the interests of saving resources in reproducing the printed agenda, there is little merit in it being attached to the Cabinet report. It is recommended that Cabinet delegate responsibility for approval of the appraisal and management plan to the Director of Planning and Regeneration in consultation with the Portfolio Holder Planning and Environment.

3.3 Choices (Options)

3.3.1 There are a number of choices available to Cabinet. It could decide to:

- a) not designate the 'Boot and Shoe Quarter' conservation area
- b) designate the 'Boot and Shoe Quarter' conservation area to cover the boundary shown in Appendix 4
- c) designate the 'Boot and Shoe Quarter' conservation area, and if there are material technical reasons for doing so, to cover an alternative boundary to that shown in Appendix 4

3.3.2 Option (a) Not designating the 'Boot and Shoe Quarter' conservation area

3.3.2.1 Given the recognition of unique value of the historical importance of the boot and shoe industry on the development of the urban form of Northampton and in particular the area identified in Appendix 4 there is substantial merit in designating a conservation area. As well as the planning/historic arguments for doing so, there is widespread support for conservation area designation. It is therefore considered that option (a) is not appropriate.

3.3.3 Option (b) Designate the 'Boot and Shoe Quarter' conservation area to cover the boundary shown in Appendix 4

3.3.3.1 This report sets out the rationale for choosing option (b). Paragraph 3.2.1.3 sets out the technical reasons for the preferred boundary and is the choice that is recommended for Cabinet approval.

3.3.4 Option (c) designate the 'Boot and Shoe Quarter' conservation area to cover an alternative boundary to that shown in Appendix 4

3.3.4.1 If Cabinet is persuaded that there are sound technical reasons that would stand up to external scrutiny, e.g. at a planning inquiry, why the designation of a conservation area with a boundary different from Appendix 4 is appropriate, then Option (c) would be acceptable. However, officers currently think that on the basis of representations and the evidence made available to date that option (b) is the most appropriate.

4. Implications (including financial implications)

4.1 Policy

4.1.1 Conservation Areas were first introduced in 1967 in the Civic Amenities Act. They were later defined as 'areas of special architectural or historic interest,

the character or appearance of which it is desirable to preserve or enhance' in the Planning (Listed Buildings and Conservation Areas) Act 1990. The Act places a duty on the Council to consider designating conservation areas.

- 4.1.2 Planning Policy Statement 5: Planning for the Historic Environment (2010) sets out government planning policy on conservation areas. They are defined as 'designated heritage assets' and there is an emphasis on enhancing or better revealing the significance of conservation areas. English Heritage has also published best practice guidance on the designation and subsequent management of conservation areas.

4.2 Resources and Risk

- 4.2.1 The Council has been under some pressure from heritage groups and English Heritage to assess the potential for a boot & shoe conservation area. It may face criticism and risk reputational damage if the significance of the industry is not adequately protected through the designation of a conservation area of suitable extent.
- 4.2.2 Designation will have some implications for property owners who could react negatively because some national permitted development rights will be removed. However, representations highlight much support for designation, so this is considered a low risk.
- 4.2.3 Following designation the Council will have a duty to undertake a minimum level of formal notification in the press (London Gazette and one local newspaper). Each respondent to the consultation will be notified of the outcome of Cabinet's decision. Printing of the appraisal and management plan will be limited, with the main emphasis on making the document available electronically both via the internet and on CD-ROM.
- 4.2.4 The Council will have to deal with additional planning applications resulting from the removal of permitted development rights, conservation area consents and enforcement issues related to the designation. At this stage, it is difficult to gauge what the implications are in terms of demands on the resource of the Planning Division. This is something that will be kept under review. Nevertheless, it should be borne in mind that the national good practice target of reviews of conservation area appraisals and management plans being no more than 5 years old is currently an unrealistic proposition within Northampton given the limited resource currently available to the Built and Natural Environment Team. The Planning Division's service plan targets for 2012-14 reflect this.

4.3 Legal

- 4.3.1 Legal Services will ensure the necessary formal notifications are placed in appropriate press.

4.4 Equality

- 4.4.1 An Equality Impact Screening Assessment consistent with the new duties placed under the Equalities Act 2010 has been completed. This did not

identify any adverse impact on those with protected characteristics would occur through the designation of a conservation area. Nevertheless the ethnic diversity of the local community was recognised and addressed through making people aware the consultation material was available in other languages if required.

4.5 Consultees (Internal and External)

- 4.5.1 Section 3.1.2 sets out the consultation process. In addition to this a number of internal departments were consulted. Copies of the consultation documents were provided on request. Copies of the summary leaflet were available in large print, Braille and in other languages on request.

4.6 How the Proposals deliver Priority Outcomes

- 4.6.1 Designation of a Conservation Area will assist in delivery of Priority Three of the Corporate Plan: A confident, ambitious and successful Northampton, by recognising the historic significance of the Boot and Shoe industry and the influence it had on the importance and development of the town.

4.7 Other Implications

- 4.7.1 None relating to this report.

5. Background Papers

- 5.1 Cabinet 16th November 2010 Boot and Shoe Quarter: Potential Designation of a Conservation Area
- 5.2 Background Evaluation of Northampton's Boot & Shoe Heritage January 2011
<http://www.northampton.gov.uk/downloads/B-S-evaluation-draft.pdf>
- 5.3 Northampton Boot and Shoe Quarter Appraisal and Management Plan – Working Draft May 2011
- 5.4 File – 348/22

Jane Jennings
Built & Natural Environment Team Leader
Ext 7637

Paul Lewin
Planning Policy & Heritage Manager
01604 838734
plewin@northampton.gov.uk

The consultation period runs until

Thursday 10 March 2011

Further copies of this leaflet and the questionnaire and the full evaluation that was commissioned to assess the potential for a Boot and Shoe Conservation Area can be found in the following locations:

- Northampton Borough Council's website: www.northampton.gov.uk/consultation
- Mount Pleasant Baptist Church, 147-155 Kettering Road
- Mounts Baths Reception, Upper Mounts
- Central Library, Abington Street
- Abington Library, Lindsay Avenue
- Cliftonville House, Bedford Road

Or you can talk to a Conservation Officer by calling 01604 837637 or send an e-mail to conservation@northampton.gov.uk


Or write to us at our FREEPOST address: Conservation Team, Northampton Borough Council, FREEPOST MID 17327, Northampton, NN1 1WJ

Two drop-in surgeries where you can talk to conservation officers will be held at
Mount Pleasant Baptist Church, 147-155 Kettering Road, NN1 4BS

Thursday 20 January, 3:00 - 7:00 pm

Friday 21 January, 9:00 am - 4:00pm

If you would like a copy of this leaflet in large print, Braille, audiotape or translated into another language, please contact:

 A J Gray on 01604 837 861

 agray@northampton.gov.uk

This information can be made available in other languages and formats upon request by contacting us on **01604 837 861**

POLISH
Informacje te mogą być dostępne w różnych językach i różnym formacie poprzez skontaktowanie się z nami **01604 837 861**

RUSSIAN
Эта информация имеется по просьбе на других языках и форматах — пожалуйста обратитесь к нам по номеру **01604 837 861**

SOMALI
Macluumaadkani waaxaad ku helli kartaa luqooyin iyo habab kale haddii aad dalbato adigoo nagala soo xiriirayo **01604 837 861**

BENGALI
এই তথ্য অন্যান্য ভাষায় এবং পদ্ধতিতে জানাশের সাথে নিজের কোন নথিতে যোগাযোগ করে জানুয়ারি করে পাওয়া যেতে পারে **01604 837 861**

LITHUANIAN
Šita informacija galima gauti kitomis kalbomis ir kitais formatais, jeigu paprašysite ir paskambinsite mums: **01604 837 861**

TURKISH
Burada yer alan bilgileri Türkçe olarak ve diğer formatlarda da edinebilirsiniz. Bunun için lütfen şu numaraya telefon ederek isteginizi bize bildiriniz: **01604 837 861**



Proposed Boot & Shoe Conservation Area



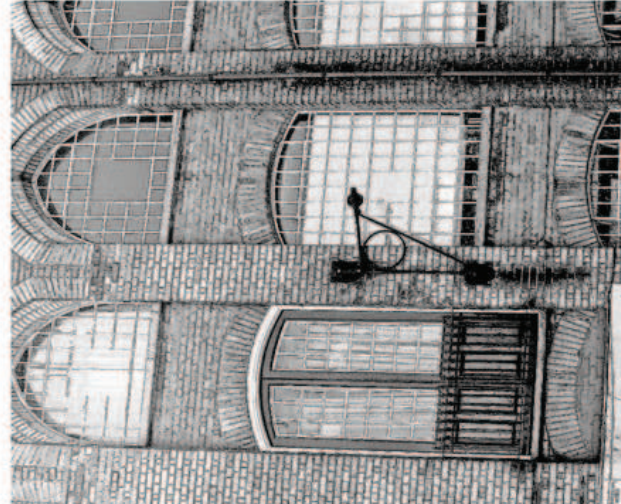
Introduction

Northampton's history as a boot and shoe town is well recognised. The town has even been used as the location for the film *Kinky Boots*. Significant numbers of local people were employed in the Northampton boot and shoe industry for a century or more. Evidence of the strong relationship with the industry can still be seen today in the long rows of terraced housing and associated factory buildings and community facilities. These historical remnants of the boot and shoe industry are very important to the town, and the Council is proposing to recognise them through the designation of a Boot and Shoe Conservation Area. What a conservation area is and what it means for residents and businesses in the area is explained later in this leaflet.

What we need to know

We would like your views on the proposed boundary for the Boot and Shoe Conservation Area.

Three boundary options have been identified, along with the advantages and disadvantages of each. You will find a short questionnaire in the middle of this leaflet for you to pull out and return to a FREEPOST address.



Former factory, Palmerston Road



Artizan Road

The proposed Boot and Shoe Conservation Area

The finest remnants of Northampton's boot and shoe industry can be found in the area immediately to the north and east of the town centre (around Lower Mounts up to the Racecourse, Abington Square and down to the Billing Road). An independent evaluation (see map) of the boot and shoe industry shows that this area has the highest density of boot and shoe factories, the greatest survival of buildings (around 70%) associated with the industry, and the widest range of building types in Northampton. These remnants lend themselves well to the creation of a conservation area, which is supported by the national body protecting the country's historic assets, English Heritage.

The completed evaluation can be found at www.northampton.gov.uk/consultation. This provides much more detailed information about the Boot and Shoe industry in this area and why it should be protected and enhanced.

Characteristics of the area

The street layout and buildings within this area show the development of the boot and shoe industry from its origins as a home-based craft through to the establishing of single large factories employing whole teams of workers. The street layout is regimented, with long straight rows of terraces which have long been considered commonplace and ordinary but are now recognised as having unique characteristics and importance.

The oldest surviving buildings are grouped around the area to the west of Overstone Road and the area to the south of Abington Square. The evaluated area currently contains eight listed buildings (nationally recognised as being of architectural or historic importance). There are also five buildings on the Council's "local list" (which records buildings recognised as being of local importance).

Conservation Area Appraisal and Management Plan

A more detailed Conservation Area Appraisal and Management Plan will be produced following this boundary consultation. The final appraisal will provide a full evaluation of the agreed conservation area and the management plan will look at ways to protect and enhance the area.

The management plan will:

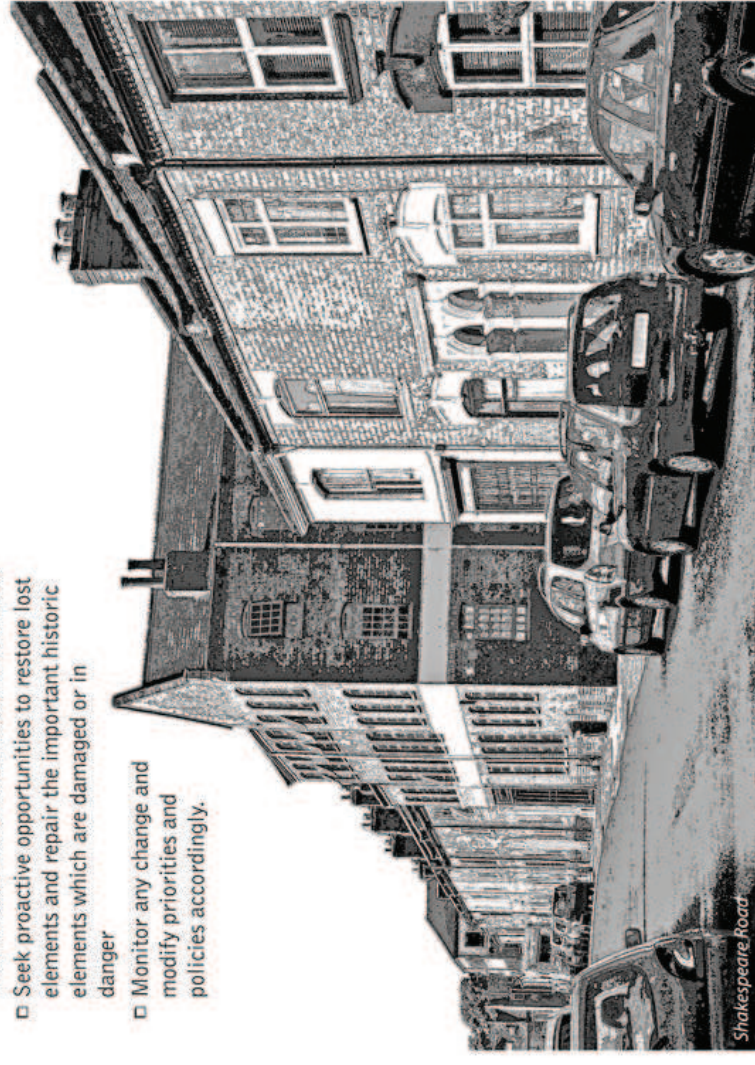
- Provide general planning policies (which apply to the whole area) along with those that are site-specific in determining planning applications
- Ensure protection of locally important buildings, structures and trees, and review this protection on a regular basis
- Provide an enforcement strategy to ensure that the policies and planning requirements are met
- Ensure that any new development complements the character of the existing area
- Ensure that works within the public realm (streets, spaces and squares) reinforce the historic boot and shoe character of the area
- Seek proactive opportunities to restore lost elements and repair the important historic elements which are damaged or in danger
- Monitor any change and modify priorities and policies accordingly.

Part of the aim of the management plan is to enhance and reinforce the historic boot and shoe character. This might include changes to the street, pavings, public spaces, lighting, building frontages, etc. We would like to know what you think the priorities should be for this part of the management plan. We would also like to know about those other buildings and spaces which are important to the community, to help us take them into account when making decisions about planning applications. Please use the questionnaire to tell us your views.

Conservation Area Advisory Committees

Some of the existing conservation areas benefit from Conservation Area Advisory Committees. These are independent community-led groups. They set their own terms of reference and priorities in order to contribute towards the protection and enhancement of these conservation areas. Northampton Borough Council consults these groups on planning applications within conservation areas so that they can use their local knowledge to help influence change and development.

If you are interested in being part of an Advisory Committee for this area, please indicate this on the questionnaire.



Shakespeare Road

What does living in a Conservation Area mean?

The designation of a conservation area indicates the council's positive commitment to these areas and its intention to preserve and enhance the quality of the environment. However, conservation areas are not open-air museums but living communities which must be allowed to change over time in order to remain vital and prosperous. It is important that all new development in conservation areas should be sympathetic to the special architectural and aesthetic qualities of the area, particularly in terms of scale, design, materials and space between buildings.

The council has statutory powers to control changes within conservation areas.

It is important to note that the designation of a conservation area will not affect changes which have already taken place. Rather, it will seek to ensure future change does not detract from the historic character of the area and the legacy of the boot and shoe industry.

It is always advisable to seek planning advice before making any changes. This is because, in addition to the normal requirements for making planning applications, in a conservation area you will also be required to make an application for the following:

Changes to Property

Alterations to roofs or proposals to change the profile of a roof (for example, the provision of a dormer window), and cladding of buildings with different materials, such as imitation stone, will require planning consent from the council.

Satellite dishes and aerials

The siting of a satellite dish or aerial on the chimney stack or on the roof slope or elevation fronting the road requires planning consent from your council.

Trees

If you wish to prune or fell trees within a conservation area, you are required to give the council six weeks notice in writing.

Demolition of buildings

Conservation area consent is required for the demolition of most buildings and structures, including walls and outhouses. If demolition is being considered then advice should be sought from the council.

Design of new development

The council has the power to require a very high standard of design which is sympathetic to the existing boot and shoe industry environment. New development must make a positive contribution to the character of the area. This can mean you will need to submit additional information about your plan – for example full details of the proposal, how it relates to adjacent buildings, and examples of materials and colours. Usually only a fully detailed planning application will be considered, which should be accompanied by a design statement.

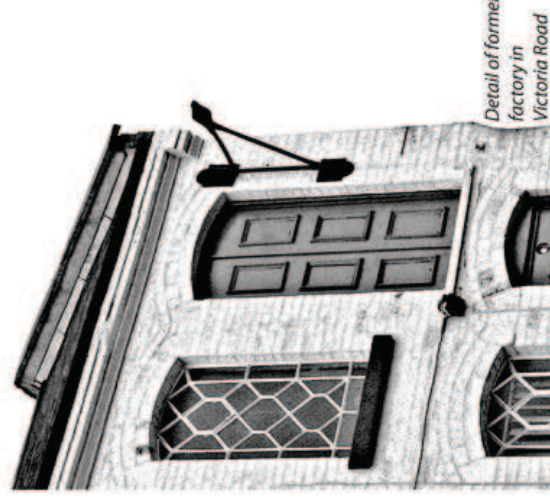
The council will advertise all planning applications affecting the character of a conservation area both on-site and in the local paper.

There are a number of distinctive features worth preserving. These include:

- Long straight streets with regular layout and continuous rooflines
- Houses and industrial buildings sitting side-by-side, as you might expect from an era when most people would have walked to work.
- Factories and specialist workshops of different sizes and types
- Houses which are usually two-storey; factories typically no higher than three-store
- Houses facing immediately on to the street with no front gardens
- Factory buildings with elaborate designs to illustrate their importance in the community
- Chapels and churches in key locations dominating views in the area
- Important corner buildings including shops, pubs and factory entrances
- A range of social, religious, educational and commercial buildings intermixed with houses and places of work, providing for all of the community's needs
- Few trees or public green / open space.

What are Conservation Areas?

A Conservation Area is an area which has special architectural or historic interest and whose overall character should be preserved or enhanced.



Detail of former factory in Victoria Road

In Northampton there are 19 existing conservation areas of different types, covering a wide range of locations, each with their own individual character and architecture.

Historically they have typically covered attractive, rural villages such as Hardingstone, Collingtree and Great Billing; the historic town centre – including buildings such as All Saints, County Hall and the Guildhall; and the large majestic houses surrounding Abington Park and the Racecourse.

The Boot and Shoe Conservation Area will recognise Northampton's important industrial heritage, adding to the range of conservation areas reflecting the history of the town.

What will the Boot and Shoe Conservation Area mean?

The special character of the Boot and Shoe area can be protected through its designation as a Conservation Area.

The boot and shoe area evaluation has:

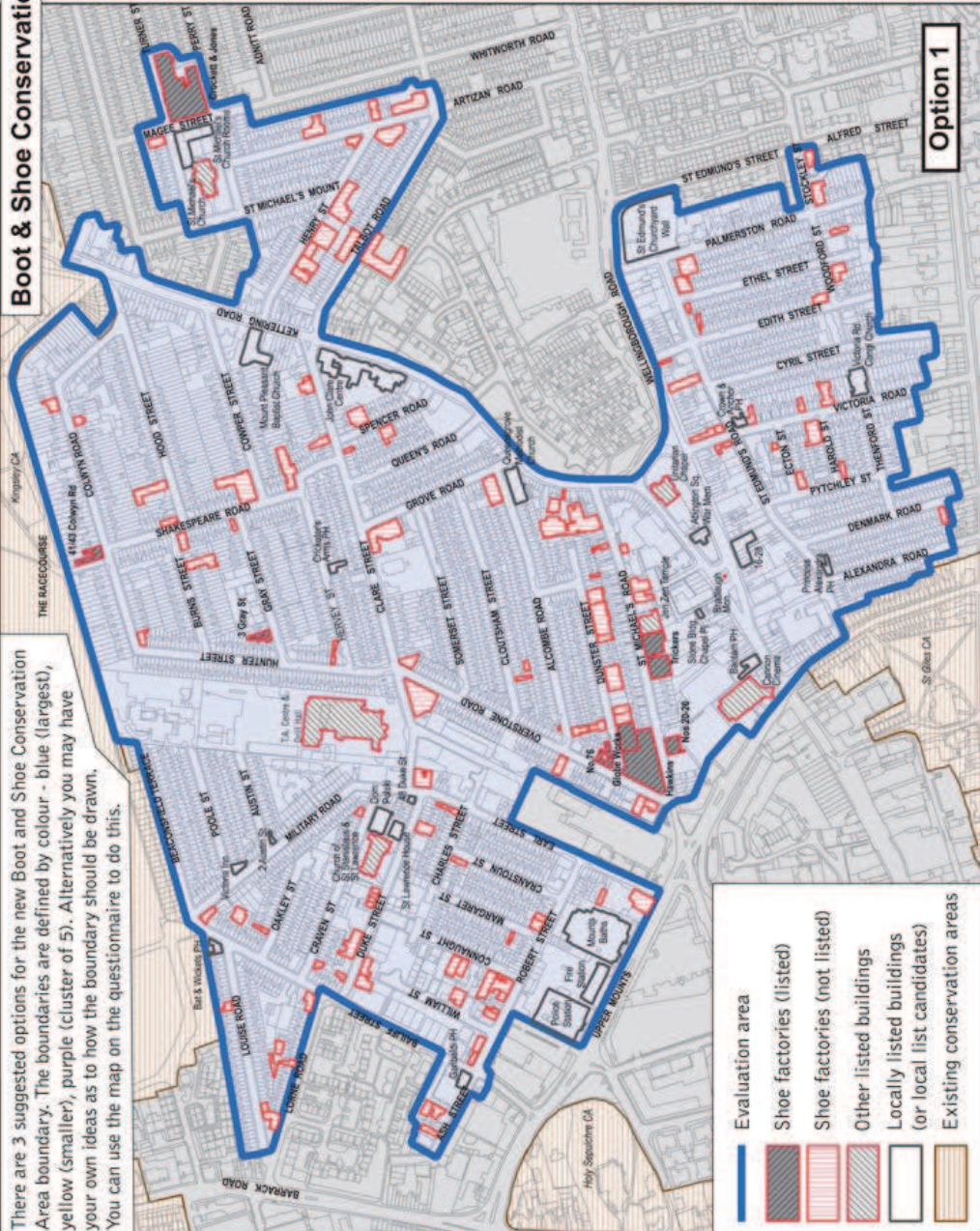
- Identified the historically important parts of the area that need to be protected
- Provided guidance on how new building and other works can enhance the character of the area and the sense of place
- Identified policies that will improve the issues which detract from the overall character of the area

There are some particular issues which have been identified already:

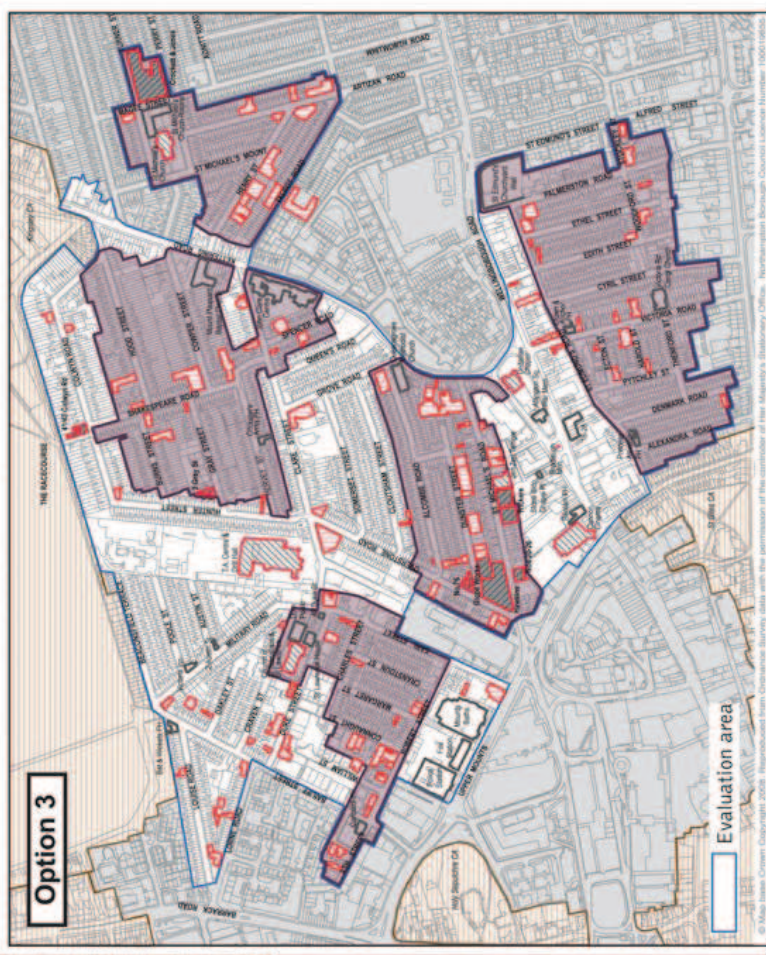
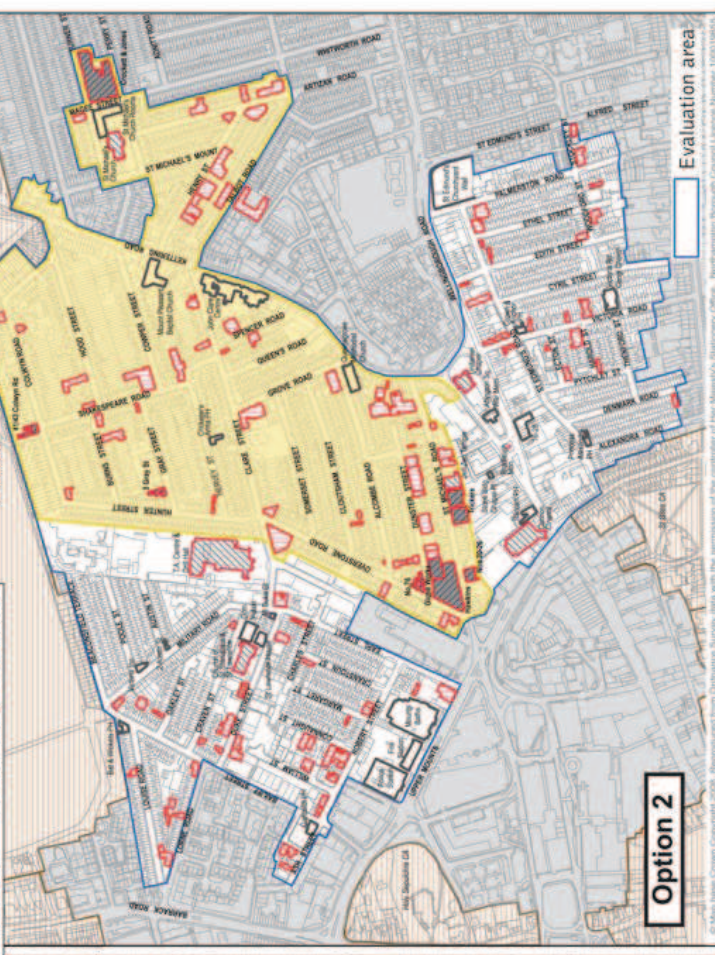
- Unsympathetic change of use of former factories
- Traffic management
- Parking
- Loss of historic building materials
- Loss of industrial workshops
- Loss of characteristic features of the area such as chimneys
- Introduction of unsympathetic roof alterations
- Loss or inappropriate alteration of corner sites

Conservation area status can encourage civic pride and a clear sense of place and identity. This can encourage inward investment to improve the area.

There are 3 suggested options for the new Boot and Shoe Conservation Area boundary. The boundaries are defined by colour - blue (largest), yellow (smaller), purple (cluster of 5). Alternatively you may have your own ideas as to how the boundary should be drawn. You can use the map on the questionnaire to do this.



Boot & Shoe Conservation Area - Boundary Options



Option 2: a single smaller area

Advantages

- Reduces the number of non-boot and shoe buildings included within the designation
- Covers an area which demonstrates the regimented street pattern or layout
- Incorporates the most significant boot and shoe buildings

Disadvantages

- Includes a smaller percentage of surviving boot and shoe buildings, leaving those outside at risk of loss or unsympathetic alteration
- Gives a poorer understanding of the character of the area and how it has been moulded by the development of the industry

Option 1: One large conservation area

Advantages

- Includes approximately 70% of the surviving boot and shoe buildings, including the oldest surviving buildings
- Includes the area within the town which most fully illustrates the development of the boot and shoe industry from its home based craft origins through to large-scale mechanised production
- Clearly demonstrates the regimented street pattern or layout
- Clearly demonstrates the relationship between the industrial and domestic buildings

Disadvantages

- Covers an area of 63.72 hectares and therefore includes buildings which are not associated with the boot and shoe industry
- Covers many buildings, both industrial and domestic, which have already experienced significant change

Option 3: a cluster of 5 small areas

Advantages

- Minimises the impact on non-boot and shoe related buildings
- Includes the oldest surviving boot and shoe buildings

Disadvantages

- The effect of the regimented street pattern is reduced
- Disjointed understanding of the development of the industry and the relationships of the surviving buildings
- Less clarity as to the identity of the conservation area, potentially leading to misunderstandings about its location.

Proposed Boot and Shoe Conservation Area

Statistical summary of replies to consultation

Total no of questionnaires sent out: 6,460, of which 4,279 were within the Evaluation Area

Responses received: **209** of which 70 (33%) were through the on-line form

Response rate: 3.24%

Q.1: Do you live and/or work within the evaluation area?

Live	127	55.7%
Work	38	16.7%
Other	63	27.6%

Q.2: The Council should designate a conservation area to recognise Northampton's boot and shoe heritage

Strongly support	128	65.6%
Support	39	20.0%
No particular opinion	10	5.1%
Do not support	5	2.6%
Strongly do not support	13	6.7%

Support Rating for designation * **4.4**

Q.3: Please indicate your level of support for each of the boundary options:

Option 1 – one large conservation area

Strongly support	108	56.5%
Support	38	19.9%
No particular opinion	6	3.1%
Do not support	11	5.8%
Strongly do not support	28	14.7%

Support Rating for Option 1 * **4.0**

Option 2 – a smaller conservation area

Strongly support	25	16.0%
Support	46	29.5%
No particular opinion	28	17.9%
Do not support	29	18.6%
Strongly do not support	28	17.9%

Support Rating for Option 2 * **3.1**

Option 3 – a cluster of conservation areas

Strongly support	12	7.7%
Support	42	26.9%
No particular opinion	21	13.5%
Do not support	41	26.3%
Strongly do not support	40	25.6%

Support Rating for Option 3 * **2.6**

Q.4: Which boundary do you prefer?

Boundary option 1	131	72.8%
Boundary option 2	32	17.8%
Boundary option 3	17	9.4%

Q.4: Which name would you prefer?

Boot and Shoe Conservation Area	80	46.2%
Boot and Shoe Quarter	86	49.7%
Boot and Shoe Sector	7	4.0%

Other suggestions:

Cobblers Quarter (2)
Artizan Cobblers' Quarter
Shoe Quarter (snappier)
Jubilee Conservation Area
Footwear Valley
Post-industrial Abandoned Zone 1

Q.8: Would you volunteer as a member of a Conservation Area Advisory Committee?

Yes	62
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* Support Rating: A coarse measure of the overall strength of support for the action proposed, ranging from 5 for maximum support to 1 for no support. Average is 3.

The calculation is: (Strongly support x 5) + (Support x 4) + (No opinion x 3) + (Do not support x 2) + (Strongly do not support), all divided by the number of responses.



Proposed Northampton Boot and Shoe Quarter



Consultation Response – Comments –

Conservation Section
May 2011

Proposed Boot and Shoe Quarter Consultation

January – March 2011

Additional information is in [square brackets].

Officer responses to these comments are added in brown italics with a faint background

Responses to Q.3: Any additional comments on the boundary options.

PB = preferred boundary, as indicated in Q.4.

PB	Comments on the boundary options
1	<p>[English Heritage] Although there are ‘hotspots’, the boot and shoe interest is distributed quite widely across the study area, as evidenced by the schedule of Boot and Shoe factories included in the survey of the area in 2000. We should note that the area is also significant as a relatively intact C19 inner suburb, with its terraced housing, public houses and other building types consistent with this. The whole of the study area would therefore seem to have sufficient interest to merit the protection that conservation area designation would afford. This would also avoid the potential confusion that could arise from the designation of a number of separate smaller areas in close proximity.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>[Northampton Industrial Archaeology Group] The larger boundary would enable the preservation of the streetscape of the greatest area.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>[Northamptonshire Association for Local History] One large conservation area would certainly highlight the street patterns and the relationship between the industrial and domestic buildings. Option 1 shows the extent to which the boot and shoe industry covered Northampton, and whilst the proposal for this option would cover many aspects unrelated to the boot and shoe industry, it would have the desired effect of informing persons unconnected with the town the importance of the boot and shoe industry to Northampton. Whilst Options 2 and 3 are in themselves quite compact, there would be a danger of losing a building or a small area which is of importance to the whole.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>[Northamptonshire Enterprise Ltd] I think all the Boot & Shoe buildings should be kept as we are losing too much of the town's history. If it is conserved it will improve the look of the area.</p> <p><i>Noted</i></p>
1	<p>[Northants Green Party] We are in favour of Option 1, the one large conservation area, subject to it not becoming a hindrance to the reasonable day-to-day residential and commercial life of the area.</p> <p><i>Noted</i></p>
1	<p>[Playhouse Theatre] There may be a single, identifiable area, not a confusing cluster</p> <p><i>Noted</i></p>
1	<p>[St. James Residents' Association] From the outset, the proposal is a worthy one and should be adopted with option 1 being the preferred option as it is more inclusive and better represents the concentration of shoe related buildings in the proposed area. Rather than concentrate on isolated pockets of buildings it makes sense to base the area on an inclusive "whole" area as most buildings grew as a result of the Boot and Shoe and allied industries plus it will be easy to identify. The St James area should also be included.</p> <p><i>Support for option 1 is noted. With regard to extending the boundary to include the St James area, the Council is aware that other areas played an important role in the industry but it is considered that Option 1 incorporates an area sufficient to identify and demonstrate the character and development of the Boot & Shoe industry over time.</i></p>
1	<p>[Town Centre Conservation Area Advisory Committee] We strongly support option 1 as the best alternative: it will afford maximum protection to the maximum area, and be easier for the public to understand. We also propose an enlargement to the area to include the Chronicle and Echo building: continuing the boundary SE along the frontage of Upper Mounts, and round the curve at the junction of St Michael's Road, until it meets the current proposed boundary (leaving the new Northampton College buildings outside the proposed area). The Chronicle and Echo building is also important to</p>

PB	Comments on the boundary options
	<p>the area's heritage, and links well with the adjacent civic buildings: the police station, fire station and Mounts Baths. All of these buildings need protection, and the Committee feel that this is an ideal opportunity to provide it. The Committee also fears that if these buildings are not included now, there is little likelihood of an opportunity to increase their protection in the future. If option 1 is not chosen, we would support option 3 as protecting the next highest area, but we do not feel that this multi-site approach would have the same clarity or impact on the public. Finally, option 2 would be better than no protection at all.</p> <p>Support for Option 1 is noted. The Chronicle & Echo building is not identified as making a contribution to the proposed conservation area in the supporting documentation. After looking at its merits again in light of the response to the consultation, it is considered that as this building is not related to the Boot and Shoe industry and is relatively contemporary, therefore there is no merit in extending the boundary to allow its inclusion.</p>
1	<p>[Map provided including whole area from Barrack Road to Billing Road, Adnitt Road and beyond]. All this area was vital to the shoe industry once.</p> <p>Noted. The Council is aware that the industry was wide reaching throughout the town. However, it is considered that the area evaluated encapsulates an area which captures both the significance and character of the industry.</p>
1	<p>Above all no old factory should be allowed to roll into disrepair or a state of neglect so the largest catchment is most favourable. There isn't really anywhere in option 1 where the Boot & Shoe character seems far away. The risks long term in option 2 & 3 are far too high (mixed character, losing buildings altogether)</p> <p>Noted</p>
1	<p>Area is large but more defined. Option 3 is too disjointed and is more "areas" than "area". Option 2 seems too much of a compromise to the original area.</p> <p>Noted</p>
1	<p>Definitely needs an unbroken block of buildings to be recognised.</p> <p>Noted</p>
1	<p>Don't really need to include Mounts Baths/Police Station, as these have already changed use since the 1930's*</p> <p>Whilst these buildings are not related to the Boot & Shoe industry they are important civic buildings which make a positive contribution to the local environment and are included for completeness.</p>
1	<p>I believe Option 1 protects all the important buildings / landmarks etc in the area. From a personal viewpoint, no. 1 Colwyn Road is the building used by Northampton Weightlifting Club and its existence will be enhanced by this conservation area.</p> <p>Noted</p>
1	<p>I don't feel either you or I have the "say-so" to differentiate one shoe company from the other to be 'boxed' into a conservation area - just because Trickers, say, is known for it Kinky Boots film, doesn't mean it's more important than a tiny concern, maybe making tools for the shoe trade - they are all of equal importance - Northampton as a whole is important for its Shoe Industry - not just its Town Centre!!</p> <p>Noted. The Council is aware that the industry was wide reaching throughout the town. However, it is considered that the area evaluated encapsulates an area which captures both the significance and character of the industry.</p>
1	<p>I live at The Water Works, 3 Stockley Street - it is not clear if this property falls into the area in option 1. The property was originally located in the back garden of Palmerston Road. To split the conservation area up into two or three separate areas means that there would be no continuity for your proposal and the control of the area for possible visitor/education attraction would be fragmented.</p> <p>3 Stockley Street is located within the Option 1 area. Support for this option is noted.</p>
1	<p>I think all Boot & Shoe buildings should be kept as we are losing too much of the towns history if it is conserved it will improve the look of the areas.</p> <p>Noted – the statistical summary demonstrates support for the larger area</p>

PB	Comments on the boundary options
1	<p>I think it will be less 'bitty' and more impactful if the larger area becomes a conservation area.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>I think the largest although including buildings that may have been changed will show how the area has changed over time and can draw comparisons with other time periods.</p> <p><i>Noted</i></p>
1	<p>I think they should be extended to include the shoemaking area begun in the 1840s, between the Wellingborough Road and the north side of the Billing Road from Alexandra Road east to the cemetery. This includes shoeworkers' houses, a school and a converted factory.</p> <p><i>Part of this area, from Alexandra Road to Palmerston Road, is included within both options 1 and 3. The North East portion of the additional area suggested has seen considerable change and therefore it would be inappropriate to include this area within the conservation area. Billing Road has a recognisably different character the proposed conservation area and therefore it would be inappropriate to include it within the proposed boundary. The Billing Road is currently being evaluated for potential designation as a conservation area separately</i></p>
1	<p>I wish Adnitt Road was included within the boundaries</p> <p><i>Noted</i></p>
1	<p>If the area is going to be true to the buildings we still have left, it should be the larger area as indicated.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>If you are going to preserve some of Northampton's history when most other historic buildings have gone - make the most of what we have NOW</p> <p><i>Noted</i></p>
1	<p>Jolly Good</p> <p><i>Noted</i></p>
1	<p>Keep it uniform</p> <p><i>Noted</i></p>
1	<p>Keep the area as one whole complete zone, than there will be less confusion as to who is in and who is out, and hopefully eliminate future "eyesores" which could spoil the overall effect.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>Large area preferred as covers more buildings and promotes an often neglected area as a more defined location, helping to drive forward change for the better and giving the area a sense of purpose and rejuvenation.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>One advantage of larger area is inclusion of Mounts Baths, Fire Station etc. It also protects the housing associated with shoe factories</p> <p><i>Noted</i></p>
1	<p>One area is less confusing for people and simpler to manage and have a standard overall smart appearance: i.e. signage, lighting, frontages etc.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>One large conservation area is much more preferable in our opinion.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>Option 1 gives scope to keep everything together. In the future new items/buildings of significance might be found outside the clusters (option3) then they might not be protected. To break the boundary up makes it confusing and messy.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>
1	<p>Option 1 is the most cohesive and will preserve the largest number of boot and shoe buildings. It shows the development of the industry more clearly. However, any option would have my support.</p> <p><i>Noted – the statistical summary demonstrates support for the larger area</i></p>

PB	Comments on the boundary options
1	Option 1 maintains the integrity of the conservation area Noted
1	Option 1 strongly supported as it best embraces the wider character of the Victorian Edwardian and later boot and shoe town including the best representation of its range of mixed residential, commercial & other activity. If this option is not possible, option 3 is preferred over option 2. [Suggested boundary drawn on map: option 1 with extension to include St Edmund's Hospital (surviving part), Vernon Terrace, Upper & Lower Thrift Streets and Billing Road from Alexandra Road up to and including the cemetery] St Edmunds Hospital is a Grade II Listed Building and is therefore already protected from alteration or demolition. The area between Alexandra Road and Palmerston Road is included in both options 1 and 3. The area north east of St Edmunds Street has been significantly altered and therefore it would be inappropriate for inclusion in the proposed conservation area. Billing Road has a different character to the Boot & Shoe area and is currently being evaluated for conservation area designation separately
1	Option 1. Clearly captures the true 'Boot and Shoe' quarter, its growth layout and purpose. Option 2. Dilutes the whole to an extent that the purpose of designating it is in danger of being lost. Option 3. Not valid at all. Noted – the statistical summary demonstrates support for the larger area
1	Option 3 is too fragmented Noted
1	Options 1 and 2 give a unified sense of place and will go some way towards creating a benefit for the community. In addition a co-ordinated notion of historical and architectural value will be provided and potentially something marketable for the town - i.e. heritage trails, exhibitions, guided tours, podcasts. The disjointed and uncoordinated option 3 achieves the opposite effect and would result in no clear sense of place or belonging amongst visitors or residents. For the conservation area to work effectively option 3 cannot be allowed to go ahead. Noted
1	Shoe workers' houses and factories are being changed. Would be a good tourist attraction to have an area in keeping with the prime of the shoe production in Northampton/shire Noted
1	Some of the factory buildings in my area are really strong and attractive looking and I would be sad to see them knocked down or altered without care and attention being given to maintaining their façade. Noted
1	The larger area encapsulates the history of the area, the other two options leave the conservation area feeling 'disjointed' Noted – the statistical summary demonstrates support for the larger area
1	The three options include streets where a large number of! houses are abandoned (e.g. on St Michaels Road, near the Dance School) - would these be renovated as part of your scheme ? Evidence from other areas demonstrates that Conservation Area designation acts as a catalyst for investment and improvement
1	There are other buildings in other parts of the Town, e.g. Manfield's factory near Abington Park, which has, in my opinion been well re-used. Such efforts should be encouraged where possible. (Local List) Noted
1	While I prefer option 1 I recognise that 2 might be preferable for others. I think 3 would create a fragmented area. On one hand this creates pressures by identifying areas with stricter planning conditions and pushing development into the non-protected areas. This could result in a overall reduction of the quality of the neighbourhood. I would say the Mounts particularly has a strong cohesive neighbourhood feel and blocking some areas out of the eventual benefits of the protection might work against it. Noted

PB	Comments on the boundary options
1	With one large area basically everything is one place. Noted
1	Whilst ideally I would support option 1, a smaller area centred around the Mounts may be more practical in terms of funding the conservation plan. For me option 3 seems too fragmented. Noted
1	Why exclude the Earl Street area? Most of the Earl Street area is included in the evaluation area, apart from the Chronicle & Echo building, a relatively modern building which is unrelated to the boot & shoe industry
1	Would be best to preserve as many factories as possible, but maybe concentrate the potential cultural attractions of a "shoe quarter" to the areas closest to the town centre Noted
1	Would have liked my road/area to be included...Adnitt Road. Noted
2	[Map provided] Does it need to be restricted to a 'post boot and shoe' area - why not a general inner city Environmental Improvement Area including some fine Victorian Villas. Focusing on the black spots within the area. The "Mounts General Environmental Improvement" could be given priority over "Boot & Shoe Industrial Past". As the "Jubilee Area" it would focus on all the diverse social amenities of all cultural groups in the district, the goal being a safe clean environment where diversity is celebrated and fine features of the past are maintained to enrich its current residential use. The Council has a duty to consider designating as conservation areas 'areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance'. National guidance is published with regard to how the special interest of the proposed area should be identified. The respondent highlights two 'black spots', one of which (Great Russell Street) is located within evaluation area and included in option 1. The other relates to the former St Edmunds Hospital, which is a Listed Building.
2	A large area will dilute the overall objective and a scattered idea such as option 3 will also have no impact or improvement in recognising our heritage. Noted
2	I don't think this question is easy to answer as all 3 options have merits: my feeling is that, practically, option 2 would be the easiest to achieve. Noted
2	I like the cluster of small for option 3 in order to keep cost down, but to really concentrate on the works that would bring it alive and for the boot and shoe to stand out. My only concern is that option 3 doesn't cover the bottom of Spencer Road meeting the Kettering Road, which is an eyesore. Noted
2	I would consider that the Option 1 of the boundary options could be too extensive to adequately manage, better to make a good job of a smaller area. Option 3 could disjoint the overall effect of the plan. Noted
2	None of the boundaries take in Church's, Manfield and Sears' Factories, so why do half a job. The money would be better spent elsewhere. The Council has a statutory duty to consider areas for designation as conservation areas, thus the current project enables the Council to fulfil that duty. The former Manfield factory is a Listed Building, Church's located some distance from the evaluated area and Sear's has seen significant change and therefore it would be inappropriate to include them.
2	Option 1 Is too large an area to maintain and regulate effectively. Option 2 Appears to be the central area requiring conservation. Option 3 Too scattered and will lead to inconsistencies in regulation Noted
2	Option '2' does appear to be a more practical consideration in terms of management, policing of policy and costs, and as the budgets and planning of such proposals will require public benefit and

PB	Comments on the boundary options
	support, this 'midway' boundary option just may meet more sympathetic approval. Noted
2	Option 3 is too disjointed. Option 1 is far too large and incorporates too many buildings that have little or no connection, and also buildings that in all honesty would be better for being drastically altered in future. Option 2 is the best as it incorporates the main focus, would make for a good "quarter" of the town that people could easily walk around and get a flavour for the history without walking rows and rows of similar roads, and this area also links nicely with other good areas of town that should be promoted/celebrated including the town centre, Wellingborough Road and Kettering Road. Noted
2	Option one may be too large an area to apply quality. Option three far too disjointed Noted
2	Silly idea. I cannot see tourists coming to visit Northampton for the boot and shoe industry, so what is the point of spending time and money on these consultations when Council services are suffering from cuts? Conservation areas can inconvenience the people living there - nobody is allowed to watch Sky then?? - and this can deter buyers when selling property. I know someone living on Barrack Road and they wish they hadn't bothered due to the parking restrictions and petty objections they had to decorating the front of their property. Noted
2	The buildings to the north side of Colwyn Road, which back on to the Racecourse would 'all' be better placed in the new Kingsley Conservation Area. This is for several reasons; they particularly add to the aesthetic value of the Racecourse Park, many residents not only use their direct access on to the park daily but some use this access as their primary access, some of this row is already included in the Kingsley Conservation area and majority of residents feel they are more connected and part of the Racecourse than they rest of the area. Unfortunately the majority of this row of houses were left out of the Kingsley Conservation Area even though their railings were included. This simply doesn't make sense and has split the row not only between houses included/not included, but with the actual components of each estate. I would like to see the whole row be included in the Kingsley Conservation Area as the majority of these houses are different from the rest of the houses in the proposed Boot and Shoe conservation area both in terms of type of residents living in them (demographics) and in terms of their large size and internal architectural features (which are more in keeping with East Park Parade, Watkin Terrace and Barrack Road). The rear of many of these houses also consist of bay windows to view the park and a number of rear entrances to access gardens and directly on to the Racecourse Park. These houses only have one entrance to Colwyn Road. Many people also use the Park side entrances as their main entrance and not Colwyn Road. Either way, it is important that these houses are protected within a Conservation Area even if it had to be the Boot and Shoe Conservation Area. Kingsley, though would be a better fit and would avoid fragmentation of this side of Colwyn Road and be more 'in tune' with the feeling of the residents. Noted – this issue can be considered as part of a future review of the Kingsley Conservation Area.
3	Do not really like any of the options, but if I have to pick one it is Option 3. I suggest just preserving the shoe factories and listed buildings [Map provided], although most of the factories have already been turned into flats and probably have lost any features you may want to keep. As for the houses in between the factories, most already have aerials and dishes in places that would need planning consent under the proposed areas. How would you know if an extra one went up? The front aspects of the houses do not change much anyway so I see no point unless there is a unique feature which must be preserved, then that particular house could have a conservation order put on it. Noted
3	Please exclude buildings in Thomas Street Noted - no reason has been offered for this request but doing so would create a small 'hole' in option 1.
3	It protects as many buildings as possible Noted

PB	Comments on the boundary options
3	<p>If you choose a cluster of small conservation area your buildings you choose will not get over loaded with people.</p> <p>Noted</p>
3	<p>Keep it Clean</p> <p>Noted</p>
3	<p>Keep it small, to keep costs down. Concentrate on keeping all well swept and street litter removed</p> <p>Noted</p>
3	<p>I am happy to support Option 1 or 2 although I feel I would prefer Option 3 as it would mean that money would be allocated for improving the areas that affect me most. A Cluster would help to define the specific areas and make the history seem more special.</p> <p>Noted</p>
3	<p>We are in favour of OPTION 3 as so many of the buildings in the designated areas have already been changed to unrecognisable status. For instance Kettering Road does not resemble anything it did 30 years ago, when it had many locally owned shops, whereas now most shops along this street do not reflect the original culture of our town. Therefore it would better make sense to adopt OPTION 3, as it would target areas, where conservation of sorts is still somewhat possible. We note that this conservation option has been applied to a degree to buildings in the Abington Park area, where some buildings have been omitted from the conservation area around the Park rather than include everything on block.</p> <p>Noted</p>
	<p>[Trickers] This is not enforceable, too costly and about 30 years too late!!</p> <p>Noted</p>
	<p>All of the boundaries include a significant amount of streets/ groups of buildings that make no contribution to the heritage that is to be conserved. I would prefer to see smaller clusters of streets located near an already identified building of interest. These clusters of streets should be selected for the amount of original features that remain on the buildings. In many cases the streets that have been identified as proposed conservation areas the buildings have already been altered and original features removed, cladding added, unsympathetic windows and doors added etc that to make them into conservation areas would make no sense and appear a little ridiculous.</p> <p>Noted</p>
	<p>Church's factory and the Old Barratt's factory are not included.</p> <p><i>Barratt's Shoe factory at Kingsthorpe Hollow is a listed building and therefore well protected and Church's located in St James. It is considered that the evaluation area adequately reflects the character of the industry.</i></p>
	<p>I think individual buildings of interest should be conserved. There is little point in making residential houses part of the conservation area. A lot of houses have already got dishes on them and had windows and roofs modified. The terraced houses can not be changed dramatically without planning permission anyway.</p> <p>Noted</p>
	<p>If you are going to "conserve" this dump, make the area as small as possible, thereby maximising the probability that one day someone will flatten it and start again.</p> <p>Noted</p>
	<p>On-going management of the area must be taken into account. [Boundary drawn on map: Overstone Road/Hunter Street to Whitworth Road (upper) and Artizan Road (lower), Racecourse to Billing Road]. My suggestion is because experience will need to be gained here in Northampton in managing such a large conservation area, this will take time. At some future date a decision can then be made to increase the area if it is deemed desirable.</p> <p><i>There is an on-going rolling programme of conservation area reviews, which enables appropriate amendment to boundaries. The area suggested for inclusion would include an area which has seen significant change.</i></p>

PB	Comments on the boundary options
	I do not support any of the proposals Noted
	Option 1 plus grassed area adjacent to Kettering Road opposite junctions of Queen's Road, Grove Road and St Michael's Road. [Map provided] One of the identified characteristics of the evaluation area is the noticeable lack of trees and green-space.
	Small & medium enterprises have to be brought back into the neighbouring housing estates. HMO's during business conversions period. Advanced student training courses i.e. CCNA and MCDDBA for I.T. jobs - entry level positions for county-only based students. Noted
	Use existing planning procedures or alter criteria for buildings of special interest that have not already been changed. Designation of a conservation area will enhance the opportunity to safeguard buildings from inappropriate change
	We do not have a boot and shoe industry any more. Most of the factories are now flats. The area is full of buy-to-let houses with tenants who do not know or care about the shoe industry. My house is in all 3 proposed conservation areas. I will not ask for permission to change my windows or trim a bush! Noted – designation of a conservation area will not generate a need to apply for consent to alter windows but will require 6 weeks written notice for works to trees above a certain size.

Responses to Q.7: Identify the top 3 priorities for improvements within the public realm

Many people just listed one of the suggested topics (building frontages, public spaces etc). Others provided more detailed comments within the topics. The total number for each topic is recorded on the left, while the detailed comments are displayed on the right. The number includes the detailed comments.

Priority 1

1	Topic	Selected comments
62	Building Frontages	Houses and other original buildings associated with the industry which have been allowed to deteriorate or be degraded should be enabled to have a new lease of life by structural strengthening, cleaning and repairs. Noted
		Building frontages - many houses are now rendered, covering original brickwork Noted
		Building Frontages - more sympathetic renovation, windows & doors more in keeping with period properties. No large satellite dishes on fronts of houses. Noted – designation of a conservation area will not control the alteration of windows and doors
		Building frontages - restore all frontages to their original character as far as possible. Noted – designation will not enable the Council to insist on the restoration of original character or features
		Building Frontages - specifically original features of the industrial and residential buildings Noted
		Building Frontages, particularly the 'factory units' Noted

1	Topic	Selected comments
		<p>Building Frontages. To be maintained as close as to the original concept and design of the property where safety and common sense allow.</p> <p>Noted</p>
		<p>Buildings- use sympathetic materials - ban satellite dishes</p> <p>Noted</p>
		<p>Regulation of the maintenance, decoration and sympathetic upkeep to all buildings within the 'quarter' even if this means a grant to assist residents to re-paint or maintain. There are a lot of distasteful treatments about the 'quarter' that detract.</p> <p>Noted – designation of a conservation area will not regulate upkeep and general maintenance of buildings.</p>
		<p>[Town Centre Conservation Area Advisory Committee] Building materials - we would like to see strong encouragement for using traditional materials. We would also highlight the benefit of retaining the visual integrity of the terraced housing by ensuring that houses within a terrace use the same materials, e.g. all using slates for roofing.</p> <p>Noted</p>
		<p>Protecting the historic residential buildings within the area, including alterations to use, including careful consideration to multiple occupancy plans and general aesthetics is very important. I would also like consideration given to temporary alterations such as for sale or to let boards. Many of these (especially student lettings) are on display most of the year and detract from the general Victorian nature of the buildings.</p> <p>Noted. Designation of a conservation area will not bring under control 'for sale/to let' boards</p>
		<p>Controlled restoration of building elevations - decorations etc.</p> <p>Noted</p>
		<p>To maintain and keep as many of the old factory frontages as possible</p> <p>Noted</p>
		<p>Roofs of empty buildings</p> <p>Noted</p>
		<p>Improving the frontages at Abington Square to give a good entry point</p> <p>Noted</p>
		<p>Kettering Road shop frontage from Racecourse to War Memorial looks and feels untidy.</p> <p>Noted</p>
		<p>It would be nice to tidy up/do something with the empty buildings near St Michaels car park, where the print company that are always offering cheap flyers is based.</p> <p>Noted</p>
		<p>Improvements should be made to the shoe factory on Overstone Road in the first instance.</p> <p>The economic downturn has impacted on this site</p>
		<p>G T Hawkins, not sure it's its NCC or owner - or both that's stopped this - red tape restrictions etc.</p> <p>The economic downturn has impacted on this site</p>

1	Topic	Selected comments
		<p>Restore the old factories, in particular The Globe Works building. This is one of the largest and first factories that can be viewed when you enter the Mounts/town area. Restore to a museum would be ideal - rather than studio apartment. Example such as the canal museum in Stoke Bruerne attracts many tourists - it would be great if the Mounts could do the same.</p> <p><i>The economic downturn has impacted on this site</i></p>
20	Clear up the rubbish, litter, stop flytipping etc	<p>Rubbish on the streets. Fly tipping a problem in the Mounts area</p> <p><i>The issue of refuse, litter and fly tipping is dealt with by the Council's Environmental Crime Team who pro-actively and actively deals with these issues. Cases can be referred to them directly.</i></p> <p>Litter and Flytipping (This is a major problem in the area)</p> <p><i>As above</i></p> <p>Cleaning streets to include fly tipping prevention.</p> <p><i>As above</i></p> <p>Clean up litter, sweep streets more often, remove flytipping quickly and encourage local community to take responsibility.</p> <p><i>As above</i></p> <p>Clean, safe footpaths - so one can look up as one walks along to view the architectural features</p> <p><i>As above</i></p> <p>Litter Free - do something about bin bags and rubbish collection for terraced properties that don't have bins.</p> <p><i>As above</i></p> <p>A decent graffiti removal program as the proposed area suffers greatly</p> <p><i>As above</i></p>
17	Road and pavement surfaces	<p>The roads and pavements are in need of desperate replacement and repair. Pot holes, uneven road surfaces, cracked pavements, etc, etc are just awful. Especially around the Palmerston Road area (St Edmund's Road is very very bad)</p> <p><i>Northamptonshire County Council is the highway authority and the Borough Council works in partnership with them with regard to street works in conservation areas. This issue will be highlighted with them.</i></p> <p>Improving the pavements. They are damaged, cracked and could be re-slabbed.</p> <p>Paving - very uneven and unsafe (Artizan Road)</p> <p><i>As above</i></p> <p>Proper relaying of the roads & pavements, not just patch jobs which last only a short time. Dunster Street & Bailiff Street are particularly poor roads. Pavements are in very poor condition in most streets.</p> <p><i>As above</i></p> <p>Pavements - As people will need to walk - pause to view and walk on</p> <p><i>As above</i></p> <p>Pavements and roads to be made good with appropriate street furniture. Trees to be planted.</p> <p><i>As above</i></p>
13	Signage	<p>Signage and shop fronts should be sympathetic to the conservation area - muted colours, no protruding signage</p> <p><i>Noted – the updated shop front design guide addresses these issues</i></p>

1	Topic	Selected comments
		<p>Clear signage when entering the conservation area</p> <p><i>This subject can be addressed as part of the ongoing management of the area once designated</i></p> <p>Remove street signage.</p> <p><i>Street clutter is a matter which can be addressed with the Northamptonshire County Council as highway authority</i></p>
12	Streets	
8	Public spaces	
6	Parking	<p>Full residents' parking including provision for visitors. Why should residents have to pay when the public can park in the public bays for free?</p> <p><i>Residents' Parking Schemes are the remit of the Northamptonshire County Council as highway authority</i></p>
6	Suggestions for enhancements	<p>Footpaths and roads- paving slabs/ cobbled areas etc could be introduced. The overall appearance of the street is very important. Maybe a few breaks in the rows of parking.</p> <p><i>Noted</i></p> <p>Paving - lowering curbs for elderly, disabled and pushchairs etc</p> <p><i>Noted</i></p> <p>[Ramprint Ltd] Green Areas - Planters, Shrubs, Hanging Baskets</p> <p><i>Noted</i></p> <p>Promotion of trees, plants and gardens</p> <p><i>Noted</i></p> <p>Trees</p> <p><i>Noted</i></p> <p>Improve street scene - begin to remove untidy and unsightly street furniture and phase in lighting, bins/seating that is sympathetic to purpose.</p> <p><i>Noted</i></p>
4	Lighting	
4	Use street furniture to give the area an identity	<p>Identifiable by different street lighting or similar street furniture for recognition like St Giles Street.</p> <p><i>Noted – this can be raised with the Northamptonshire County Council as highway authority</i></p> <p>It would be nice to make everything consistent to identify the area such as Victorian style lighting. Signs up outside historic places would also be good.</p> <p><i>Noted – this can be raised with the Northamptonshire County Council as highway authority</i></p> <p>Street furniture - particularly street lamps - need to reflect the area</p> <p><i>Noted – this can be raised with the Northamptonshire County Council as highway authority</i></p> <p>Improve street scene - begin to remove untidy and unsightly street furniture and phase in lighting, bins/seating that is sympathetic to purpose.</p> <p><i>Noted – this can be raised with the Northamptonshire County Council as highway authority</i></p>
2	Traffic calming	<p>Traffic calming/control - To restrict use of roads as 'rat runs'</p> <p><i>Noted</i></p>
2	Crime Reduction	<p>Crime Reduction, Alcohol and Drug mainly and related to being an area of deprivation due to high influx of immigration. Disbursement of immigration away</p>

1	Topic	Selected comments
		<p>from this concentrated area and an encouragement of business and development opportunity would help lift the area to better prosperity.</p> <p>Noted</p>
	Other comments	<p>Improve Abington Square, particularly access to the Garden of Remembrance</p> <p>Noted</p> <p>[Learn Today] Squares</p> <p>Make it a designated no drinking area to minimise anti social behaviour</p> <p>Noted</p> <p>Monitoring of existing identified key buildings and appropriate planning consent. Ensuring that any conversion of buildings takes into account the considerable parking issues in this area.</p> <p>Noted</p> <p>Provide good, clear, accessible guidance which extends the understanding of the area and the practical aspects of helping protect its 'best' features and details. Also provide guidance which encourages high standards of design and use of good quality materials in alterations and new development and thereby complements / strengthens existing character.</p> <p>Noted – this is something which can be addressed through the planning process</p> <p>Planning permission only to be given for new buildings that complement the style of the boot and shoe buildings.</p> <p>Noted</p> <p>Preventing shopkeepers displaying and blocking pavements with white goods and second-hand bikes etc outside their premises</p> <p>Noted. Obstructing the highway is a police matter</p> <p>Prohibit some advertising (in top windows)</p> <p>Noted</p> <p>Park Warden (permanent and full-time) for the Racecourse Park - especially Weekend and Evening</p> <p>Noted. The Racecourse is within the Kingsley Conservation Area</p> <p>Small & medium enterprise high-tech industries to be moved into buildings, local people only into empty houses</p> <p>Noted</p> <p>Article 4's</p> <p>Upper Mounts</p> <p>Demolish almost everything, save for a few factories like Trickers. Get rid of the terraced housing. I live in it, and I will be moving out as soon as I can afford it. I think most people in this area live here for the same reasons. Stop being so emotional about horrible, cheap housing that is 100 years out of date.</p> <p>Noted</p>

Priority 2

2	Topic	Selected comments
26	Lighting	<p>Improved lighting along St Edmund's Road</p> <p>Noted – this can be raised with the County Council as Highway Authority</p> <p>Lighting - retrograde street lighting to Victorian style would add character</p> <p>Noted – this can be raised with the County Council as Highway Authority</p>

2	Topic	Selected comments
		<p>Street lighting to fit the image of the quarter</p> <p><i>Noted – this can be raised with the County Council as Highway Authority</i></p> <p>Sympathetic street lighting (similar to the Lamplighter pub)</p> <p><i>Noted – this can be raised with the County Council as Highway Authority</i></p> <p>To maintain an old style to the area, maybe old fashioned street lighting etc</p> <p><i>Noted – this can be raised with the County Council as Highway Authority</i></p>
20	Building frontages	<p>Sort out frontages. In particular satellite dishes that are already in place. Some houses have more than one, and are larger than standard Sky dishes. Such an example can be seen on St Michael's Road. Also, to stop people 'hanging' items outside the front windows - again often the case with houses on St Michael's Road. Also, to police the rubbish bags that are left out. Some houses still leave rubbish out days before collection.</p> <p><i>Satellite dishes will require consent should a Conservation Area be designated – existing dishes cannot be controlled retrospectively</i></p> <p>Community regeneration of derelict factories - not exclusively for dwellings. This would allow members of the public to see inside these historic buildings. At present regeneration seems limited to factory apartment conversions. Whilst any conversion from derelict is welcome, having something that visitors could enjoy collectively would be ideal. This should include appropriate signage, reflecting past industries and provide a link to the past. Recognising the place names of the area is vitally important and should be done sympathetically with correct period design.</p> <p><i>Noted</i></p> <p>Retaining the existing factory building frontages</p> <p><i>Noted</i></p> <p>Hawkins factory</p> <p>Improve the shop frontages on Kettering Road</p> <p><i>Noted</i></p>
19	Streets	
17	Signage	<p>Signage - company name and logo restored to every building, date (from, to) story, photos</p> <p><i>Noted</i></p> <p>Signage - Also to protect the buildings and not turn them into flats</p> <p><i>Noted</i></p> <p>Signage - make people aware of the area, create guides/heritage walks</p> <p><i>Noted – this is a project a conservation area advisory committee could undertake</i></p> <p>Signage - missing on lots of streets - signs marked up to reflect Boot & Shoe CA?!</p> <p><i>Noted</i></p> <p>Signage - relative to the heritage, symbolism and architecture of the buildings mentioned above</p> <p><i>Noted</i></p> <p>Street signs easily identifiable</p> <p><i>Noted</i></p> <p>Unnecessary and unsightly signage will need removing</p> <p><i>Noted – the Borough Council works in partnership with the highway Authority in this respect.</i></p> <p>Informative signage</p>
16	Road and pavement	<p>Improved footpaths and priority for pedestrians and cyclist</p> <p><i>Noted</i></p>

2	Topic	Selected comments
	surfaces	<p>Improve the pavement on the main Kettering Road between Grove Road and beyond St Michael's Road, making it more even to walk on without the drainage area within the centre of the pavement</p> <p>Noted</p> <p>Dig up the roads properly and resurface them. Not just a pathetic resurfacing over the top, but a proper refurbishment. Some of the roads are like hills in the middle due to repeated cheap maintenance. Do the pavements at the same time and make them all consistent. Put telephone and internet cables underground to get rid of ugly telegraph poles. Install floodlights on buildings and get rid of lamp posts - they are unnecessary with such narrow streets.</p> <p>Noted – this matter will be highlighted with the Highway Authority</p> <p>Improvements to pavements and walkways, and to the many side roads that are badly in need of proper resurfacing</p> <p>Noted – this matter will be highlighted with the Highway Authority</p> <p>Work spent on improving the pavements and road surfaces to provide a visual sign that the area is looked after</p> <p>Noted – this matter will be highlighted with the Highway Authority</p> <p>Put immediate stop to unnecessary works - the water board has just dug up all the streets and made a mess of it, to put water meters in. No-one has asked for them: it's in case we ask!!! Enforcement of stricter rules for this must take place.</p> <p>Noted – this matter will be highlighted with the Highway Authority</p>
15	Clear up the rubbish, litter, stop flytipping etc	<p>There are problems with fly-tipping & litter in the conservation area: that is not in keeping with its historical significance</p> <p>The issue of refuse, litter and fly tipping is dealt with by the Council's Environmental Crime Team who pro-actively and actively deals with these issues. Cases can be referred to them directly.</p> <p>Flytipping and general street rubbish is a big problem in Alcombe Road.</p> <p>As above</p> <p>The streets behind the St Michaels car park area could do with a bit of a clean up in general. Although the area is actually quite pretty and offers a good sense of the history, parts are very dirty and littered and could just do with a bit of a "spring clean".</p> <p>Noted</p> <p>Streets - improve cleanliness of streets. Making furniture collection free would deter fly tipping.</p> <p>Noted – these matters can be raised with the Environmental Team</p> <p>Black old bins that are in the town centre. Not the silver ones. There are limited street bins. A general clean up.</p> <p>Noted</p> <p>Stop fly-tipping</p> <p>Noted</p> <p>Removal of litter & graffiti</p> <p>Noted</p> <p>Remove graffiti etc</p> <p>Noted</p>
9	Parking	<p>Cars parked on roads are an eyesore - as well as causing hazard - suggest low cost parking in car parks built solely for residents that can rent their own parking space. Limit the number of cars parked on residential roads.</p> <p>Noted</p>

2	Topic	Selected comments
		<p>Increase parking. Reduce all double yellow lines, they are not needed.</p> <p><i>Noted – the matter will be highlighted with the Highway Authority</i></p> <p>[Playhouse Theatre] Parking - could the playground of the [former] school on Clare Street be used for off-road parking?</p> <p><i>It would be important for the proposer to establish the need for Planning Permission</i></p> <p>Parking - Edith St / Ethel St area - insufficient - can be increased by making one way</p> <p><i>Noted – this can be highlighted with the Highway Authority</i></p> <p>Parking restrictions</p> <p>Review the traffic flow and parking situation. The Mounts area is overcrowded and parking is a huge problem. Possible one-way system in Upper Mounts and designated parking for shop owners would allow homeowners with 'quarter' permits to park in their streets.</p> <p><i>Noted – this can be highlighted with the Highway Authority</i></p>
9	Public spaces	<p>Public Spaces - maintaining - improving - to enhance community pride</p> <p><i>Noted</i></p> <p>Public spaces. Draw the public into the established heritage, history and structure of the town and shoe industry that surrounds them.</p> <p><i>Noted – designation should assist in this</i></p> <p>Safe public areas</p>
4	Squares	
2	Foliage such as trees/shrubs/planting	
Other		<p>Support homeowners and business owners in the conservation of their properties - whether this is with advice and appropriate grants where the conservation route is a more expensive option to take.</p> <p>The shops along the Wellingborough and Kettering Roads (closer to the town centre) need to be seriously looked at. They bring the area down, especially some of the 'food' shops that display foods across the pavements. The shops fronts are awful and should be controlled by the council if they wish to trade. These types of shops are not helping Northampton's image and they should be excluded (or drastically improved) if the conservation area goes ahead. Thinking about it, regardless of any conservation area these shops and this area of Northampton needs drastic improvement.</p> <p>Planning permission to take into account the use of buildings, in particular, to stop public houses being turned into private accommodation.</p> <p>To bring industry back into the unused factories for local people to work in (as the area was originally designed for) rather than converting them into flats as this puts a lot of people crammed into one area, some of the conversions already look like slums. At the time of building the work force would have lived worked and shopped in this area. Why not today?</p> <p>Improve area around former 'Soundhaus' (near Duke Street)</p> <p>Limit takeaways - we are already overrun</p> <p>Retain mixed use to reflect the historic pattern of diversity within the area. Retain non-domestic use where possible. It is the close association & inter-relationship of a wide variety of components (former and existing factories, workshops, shops, public houses, clubs, schools, churches, chapels along with the pattern of streets, 'jetties' and other spaces), utilising a simple range of materials and finishes that helps make the area so distinctive and gives it special character. It helps makes this part of Northampton special.</p> <p>Vagrants hanging around, drinking on street corners</p> <p>Ways to enforce Landlords of HIMO's to maintain their buildings and to clear rubbish</p>

2	Topic	Selected comments
		Better / in-keeping street furniture
		A grant scheme to encourage fitting of traditional character wooden glazed windows (can be double glazed) instead of the sea of upvc windows which stripped every terrace of its identity and heritage.
		A publicly accessible and properly staffed archive of the industry should be established either in the Central Museum, which holds the core collections and has such an archive, or in a building of the period within the conservation area.
		Abington Square and Abington Street to become one/merge
		Boot and Shoe buildings to be recognised, restored if needed eg. Hawkins, please get it sorted out. Not many about even original windows.
		improvements in safety and security.
		Buildings of note to be identified and named linked into a walking plan and the town museum.
		Descriptive Plaques
		Discouraging of pigeon feeding
		Fewer posts, especially down Overstone Road (a count of these would be eye opening - what an eyesore and an inconvenience to disabled and push chairs at the last count)
		No cars allowed, bike sheds at rear. Small & medium enterprise student high tech businesses only.
		No more new builds or flats with inadequate parking

Priority 3

3	Topic	Selected comments
36	Building Frontages	Building frontages and better unification of colours and styles and standard of workmanship.
		Noted
		Encourage retention of original detail including doors and windows along with factory metal windows, factory taking-in doors and external wall mounted winches, date-stones, painted signs and other contemporary details. Examples of painted signs range from an excellent small example at the junction of St Edmund's Rd and Denmark Rd where the earlier name for the former, 'Bird's Piece' is still legible, to wall painted commercial and former public house signs and adverts. Should Billing Rd frontage buildings be included, discourage conversion of front gardens to car parking and other hard paved surfaces. Such change detracts from the selling of the buildings and the wider area as well as being environmentally inappropriate.
		<i>A number of the issues raised can be considered as part of the consideration for applications for Planning Permission (where required). Billing Road is currently being evaluated for designation as a conservation area separately.</i>
		Building frontage - retention of original features - both commercial & domestic
		Noted
		Building frontages and character of buildings
		Noted
		Ensure properties are painted and decorated sympathetically (no more stone cladding: brickwork can be protected)
		<i>Noted – should a conservation area be designated, cladding will require planning permission.</i>
		Factories to be made good with appropriate windows etc., and relevant houses and shops to have appropriate frontages.
		Noted
		Any building alterations to be in keeping with the appearance of the area
		Noted

3	Topic	Selected comments
		Any houses with original fronts have orders on them to preserve features.
		Noted
		Frontages - keeping building exteriors well maintained.
		Noted
		Trickers factory
		Owners of dilapidated buildings to improve their properties
		Noted
		Repair dilapidated houses & warehouses
		Noted
		Shop fronts - particularly on Kettering Road.
		Noted
		Strong control on external look of infill development (e.g. so a building with the appearance of 28 Colwyn Road could not be inserted into a terrace in the future)
		Noted
		New development - should be in keeping with the traditional style
		Noted
		Reinvigorate - return building frontages to former glory, encourage former factories to re-open for employment or as museum.
		Noted
23	Lighting	Lighting: it would be nice to have old street lamps in keeping.
		Noted – this matter can be highlighted with the Highway Authority
		Low light pollution street lighting
		Noted
		Improve the lighting in the area and ensure that any replacement strategies conform to the conservation area.
		Noted – this matter can be highlighted with the Highway Authority
23	Signage	Clear signage on boundaries to indicate the Boot & shoe Quarter
		Noted – this is an issue a future conservation area advisory committee may wish to address
		Distinctive signage would define the area from the other streets that are! not to be included
		Noted
		Good historic signage and lighting, and trees where possible
		Noted
		[Ramprint Ltd] Less Street sign garbage and more sympathetic signs
		Noted – this matter can be highlighted with the Highway Authority
		Signage - proper street signs, clean the old ones. Maybe include historical information and maps
		Noted – this matter can be highlighted with the Highway Authority
		Signage / interpretation
		Signage as Boot & Shoe Quarter
		Signage. ...Where possible. Let the public see the business signs of yesteryear ...gravitate their interest, show our current populace who live within the proposed area as to the history that surrounds them, still.
		Noted

3	Topic	Selected comments
14	Public spaces	<p>Public Spaces - to regenerate and add value to this area of Northampton's Inner City</p> <p>Noted</p> <p>Public spaces, including streets should be upgraded to provide a recognised heritage trail (including signage). Above all, the dereliction currently extant should not be the defining image of the area. In order to keep the area in good upkeep I would welcome the expansion of the CCTV area to encompass the Mounts area. Vandalism is regularly reported and this could help preserve any aesthetic upgrades made as part of the conservation plan.</p> <p>Noted – a heritage trail may be something a future conservation area advisory committee may wish to address</p>
12	Clear up the rubbish, litter, stop flytipping etc	<p>Clean up and restore character to all streets, zero tolerance on litter and tipping, and all features as close to original character as possible. No shabby shop frontages.</p> <p>Noted.</p> <p>Dog mess and chewing gum on pavements. Don't tolerate it. Provide bins and impose fines.</p> <p>Noted</p> <p>Litter control and street enhancement (trees or flower baskets) etc</p> <p>Better more regular street cleansing of dumped sofas, beds, TVs, rubbish</p> <p>Noted</p> <p>Keep it clean and tidy and a few trees</p> <p>Noted</p> <p>Less rubbish left out prior to recycling day</p> <p>Noted – the Council's Environmental Crime Team address this</p>
11	Streets	
8	Parking	<p>Parking - provide more for residents</p> <p>Noted</p> <p>Parking in Alcombe Road. Many months ago now portions of the pavement that strutted out into the road where removed to prevent flytipping (hasn't actually helped improve the problem) but no-one ever came back to sort out the now missing yellow lines. 'Free-for-all' parking now makes the T-junction in the middle of Alcombe Road dangerously obscured for those entering Alcombe Road from Alcombe Terrace.</p> <p>Noted – this matter can be highlighted with the Highway Authority.</p> <p>Increase in permit parking and removal of redundant "double yellow line"</p> <p>Noted – this matter can be highlighted with the Highway Authority.</p> <p>Removal of unnecessary double yellow lines</p> <p>Noted – this matter can be highlighted with the Highway Authority</p>
6	Greenery	<p>Establishment of maintained planted landscaped areas</p> <p>Noted</p> <p>Flower beds and investment with the community - provide planters and get the community to maintain, I will do my street</p> <p>Noted</p> <p>Introduce more greenery to the area in form of planters etc.</p> <p>Noted – one of the identified characteristics of the area is the lack of open space and planting</p> <p>Greenery - trees, shrubs, bins</p> <p>Noted</p>
2	Street furniture	<p>Public benches/seating in areas of particular interest</p> <p>Noted</p>

3	Topic	Selected comments
		Provide more litter bins
		Noted
4	Road & pavement surfaces	Improvement of road surfaces in centre of town
		Noted – this matter can be highlighted with the Highway Authority.
		Fix broken pavements
		Noted – this matter can be highlighted with the Highway Authority.
		Pot holes in roads
		Noted – this matter can be highlighted with the Highway Authority.
		Potholes/state of roads
		Noted – this matter can be highlighted with the Highway Authority.
4	Traffic management	There should be a clear main route developed/preserved linking people through from town centre, through the Mounts to the Wellingborough/Kettering Road areas. This could be done with better lighting, and cleaning up of boarded up buildings and those buildings whose frontages that look untidy and desolate rather than historically diminished over time. This would make the route less intimidating as sometimes walking down there you can get a feeling it's a bit unsafe
		Traffic management especially to discourage the high speeding and heavy vehicles that travel down St Michael's Road.
		Noted
		Remove mini roundabout at Earl St/Military Road and Clare Street junction - reinstate conventional rights of way.
		Noted – this matter can be highlighted with the Highway Authority
Other comments		Review street furniture lighting and benches, re- introduce trees in streets and introduce a really effective street maintenance programme. Foster a real sense of pride in the area and dispel the current attitude towards the Mounts area.
		Increase living density of the area with reuse of factory buildings and convenience shops
		Encourage (tax breaks or something) return of proper little "artizan" type shops
		Encourage pride in area - residents need to improve their own exterior environment.
		Something needs to be done about the old hospital. For years now nothing has happened. DO SOMETHING!!!!!!
		A permanent publicity base, appropriate to the conservation area and a basic national industry, should be created to increase local, regional, national and international awareness of this industry and of its substantial Northampton remains.
		A self-guided heritage trail - I'm sure you'll be able to find a local pub willing to sponsor such a leaflet.
		Blue/plaques/small statues/sculptures to brighten the area
		General condition of adjacent areas
		Prevent shops being bill-boarded with posters and unnecessary advertising
		Minimal political interference by Cllr Church et al during the whole process
		More evidence of Police presence especially at weekends and evenings

3	Topic	Selected comments
		Stop the shop owners putting their wares on the pavements (Kettering Road)
		Re-introduce the trams and make Abington Square and Abington Street tram and pedestrian only

Responses to Question 9 – Any other comments

These comments have been split into groups according to whether they are:

- ♦ In favour of the conservation area in principle
- ♦ Neutral about the idea
- ♦ Against the conservation area

Within each group, comments are grouped by the location of the responder:

- ♦ From within the evaluation area
- ♦ From the streets adjacent to the evaluation area boundary
- ♦ From elsewhere within Northampton
- ♦ From within Northamptonshire (excluding Northampton)
- ♦ From the rest of the country
- ♦ Finally, those who did not record their address

Comments in favour of the Conservation Area	From within the Evaluation Area
I am pleased to see the Council trying to do something to protect the history and heritage of Northampton.	
I think this is really good idea and of benefit to the town and the local residents. I think it will support the history and legacy of the Boot and Shoe industry of Northampton, linking in with the museum and as a visitor attraction bringing valuable income into the town while improving this run-down area, giving a better quality of environment for us living locally.	
No-one knows about Cordwainers and Northampton's rich heritage in the shoe industry round here. I did a shoe design course at the London School of Fashion and it was amazing how much Northampton was mentioned, even now we still have the main leather factories and the only shoe last factory left in England. We should be proud of this. Would love to know who used to live in my house and story about how all these houses were built by the Northampton Town and Country Building Society.	
This is a very positive move in the right direction. Since 2006 when I bought my home, I've felt a tangible lack of enthusiasm throughout the town for its standard of upkeep, its heritage and its place in the development of the boot and shoe industry. This is an opportunity to really turn this around and give pride in the 'Boot and Shoe' quarter that should be celebrated, maintained and enhanced. Throw out the negative connotations of the 'Mounts' and give the area a new and inspiring name.	
Terrific idea – well done for the concept	
Hopefully the old buildings will be preserved.	
Reminds all concerned that the integrity of the neighbourhood needs care.	
I think it's great this is happening – history should be conserved and can only help improve the area we live in and preserve some of the beautiful Victorian frontages and buildings. It may also assist in reducing crime and increasing the market value of our properties. Thank you for the opportunity to feed back!	
I think this plan needs to be realised urgently given the amount of damage that has already taken place. The whole area is in danger of becoming totally run down and has been neglected for too long. I would like to see a museum house or building in the area. A house in the original Victorian workers' style would be of huge interest.	
Although I fully support the proposal to preserve these fantastic old buildings, the Council should also keep in mind that many people who live here are in the lowest wage bracket and could not afford to finance any radical changes individually. I would urge the Council to be realistic with any plans which involve high costs. To use an extreme example – making people replace their old doorsteps with marble or Victorian tiles.	
Any efforts to improve the area in partnership with the community is welcome.	

I strongly agree with the Conservation Area proposal and as a resident I would be happy to pro-actively support this project in any way possible.

Improvements do need to be made to the area, if the conservation area will make this happen then I'm 110% for it. If however any government money allocated to the area 'get's re-directed to other projects' it would be one of the biggest losses for the town.

This is an unmissable opportunity to turn Northampton from simply a place to work to a place of tourism and recognised heritage, especially after so much missed opportunity and ruin in the 1970's. I would love to see a conservation area where the boot and shoe character is unmissable. I would love to see guided tours and opportunity for any member of the public to see inside a working shoe factory (perhaps as part of a new museum) but not just a static exhibition like the ones in Derngate. Affordable workspace for one-man shoemakers like myself would be another idea as part of a new museum. Northampton is famous in Italy and Japan amongst other countries and people I know here do not have a clue about this. Having been here for 3 years my entire passion for this area is based on the shoe industry. There is nothing else that gets my attention and yet the shoe industry is so hidden and misunderstood. Act now! Golden opportunity!

Consider making the area a business improvement district (B.I.D.) with revenues going towards improving the sense of place and building on the heritage. Negotiate with N.C.C./Borough Council/W.N.D.C and or regional growth funds to have subsidies or reduced taxes/rates (for specific period) to businesses (specifically boot & shoe) bringing former factories back to use. Encourage 'boutique' shoe manufacturers to use factories, work with Northampton University to provide degree/courses in leather work. Encourage these students / graduates to set up business in a proud Boot & Shoe Heritage site.

Plaques to mark out various boot and shoe companies. Factory on Lorne Road with eagle on front in dire condition outside – nice if done up. Generally all boot and shoe buildings restored would be great. Love the Globe works building near Hawkins. Please clean up our streets too.

I am not sure it is original but The Lamplighters public house is a well used and well maintained building that would become a landmark boundary building. It is quite unusual in terms of general pub architecture but equivalent to some of the others in the area that are protected. I have lived in the area for over 8 years and feel that the conservation area would recognise not only its unique appearance but strengthen a well-liked inner city neighbourhood. I would expect the benefits to take several years to come to fruition bearing in mind the current funding regime. I echo the comments in the document that refer to the lack of gentrification in the area and would think the degree of short term rental properties and HMOS, student housing, etc add to its diversity but give challenges to its implementation. It's outside the scope of the consultation but the area lacks a community venue that could be its focus. Using one of the run-down or ignored buildings could give the area a centre and perhaps perform the function of interpreting it. My employer used to have an office in Birmingham's jewellery quarter and I often thought that there were many similarities and options for development and improvements.

The building on Overstone Road is included in the Conservation area, but something really needs to be done to this building to preserve it for future generations, or it will be lost. I know this building needs considerable work, but once this is done, it would be another beautiful example of the shoe factories.

Very much welcome this development, provided there are positive benefits for local residents through improvements in the local environment

I think it is in general a good idea but has the potential to be a little too far-reaching and not achieve the objectives that have been set. If a small area or series of small areas were selected then there would be greater opportunity to make a significant impact and create distinctive area that could be instantly identified other than being just the same as before but with increased planning restrictions which I feel would be the outcome of the large area (option 1).

I have lived in Northampton all my life. My family on my mothers side have lived in Northampton since the late 1700's and many of them have been in the boot and shoe trade. I am proud of my heritage and feel that this initiative is good for the town's prestige. The town, particularly the centre, is not what it was – it is encouraging to see some positive action for a change.

Money and time needs to be spent in keeping the town clean and general maintenance of the area. i.e. keeping shrubs cut back, walk ways clean and user friendly – more rubbish bins and regular collection. I understand this is a growing community BUT it needs to be managed more effectively.

I hope this idea gets the go-ahead as it could have a really positive effect on my local area. Would love to see Hawkins, Trickers factories restored.

All conservation of our heritage is of paramount importance.

Generally, I feel there should be provision for the Victorian residential housing within the town centre. I would also recommend the former Irish centre and Soundhaus on Great Russell Street for listing due to its importance as a former hub of community arts and society. Regeneration of the Mounts area in particular is long overdue and I wholeheartedly welcome consultation on the matter. You may be interested in a piece of research-based work I recently completed as a part of my Masters studies in Graphic Design with Coventry University. My brief initially was to give a graphical identity to the town centre areas of Northampton. I found that much of Northampton's heritage was often overlooked, especially in the residential but former industrial areas of the town. I had recently moved into the Mounts area and I was immediately struck with the magnificence and beauty of the renovated factories and also the Victorian signage still in situ on the sides of people's homes. The areas immediately surrounding the town centre are often perceived to be dirty or run down, and whilst these areas have some problems, I saw a vibrant, multicultural community steeped in history. I consider local history to be integral to an area's future development and history should not be ignored. Initially my concept was to place Northampton's industrial (shoe) heritage back in the minds of local residents by way of signage or typographic design. As such I researched the graphic language of the local Victorian shoe industry, including charting and photographing key buildings still standing in the area. As far as possible I used traditional graphic and illustration techniques such as pen and ink and letterpress printing using my photography as a starting point. My final designs included elements of the areas themselves, including architectural gestures and links to past industry, commerce or key buildings or events. My research showed me that there was more to Northampton's industrial past than shoes. I wanted my work to become interwoven with the area it represented. Aside from the historical research carried out through Northamptonshire library services and the 'field' research done in the area, I secured ethical consent from the Coventry University academic research department to conduct a series of interviews with people living in the town centre communities. This provided the final piece of the design puzzle: talking to local people, connecting with the human element. This enriched my research and enabled me to identify the best way in which my work could be digested by the public. I produced designs for around nine areas including Mounts, Abington, Kingsley, and Phippsville, and it is my long term intention to work on designs for other areas – perhaps eventually all of the Northampton boroughs. I produced an initial run of limited edition t-shirts, many of which were given to friends and the local people who helped me with my research. I have forwarded copies of my work and critical paper to your conservation department for their interest. If you are interested in seeing my work on local heritage please contact me at captainalexis@yahoo.com. This project has been my small part to raise awareness of local history and I fully endorse any conservation plans for the town.

The Mounts has potential to be a really great area. At the moment, it is quite run down with a lot of litter and fly tipping. There are a lot of young professionals living in the area and the area has a lot of potential to improve. This conservation area is a great idea – but you need to do more than just labelling it a special area. If the improvements in Q7 were done (especially priority 1) it would make a huge difference in improving the town. The Lace Market in Nottingham is built on a similar heritage – could you take inspiration from that may be?

We need this CA and should do all we can to draw any additional funding / resources / opportunities by establishing it. Should become a tourist destination like the Jewellery Quarter in Birmingham.

We need to conserve the original painted street signs – some are already gone, but those remaining need protection.

We see this as a very positive proposal to recognise this very important part of Northampton's history, affording it and this urban area the recognition it deserves. This part of the town has escaped the worst ravages of bomb damage and 20th century unsympathetic development. Every effort should be made to maintain this and enhance the aesthetic quality of the buildings and the sense of community in the area.

I thoroughly approve of the idea, however I feel it is too little too late, as so much has changed in the area; for instance we are one of the few people to have kept our sash windows and not double glazed. I think it would help people to agree to the scheme, if you make them aware of any grants that are available, stemming from being in a conservation area (if there are any).

I can see the benefits & agree with the scheme to preserve the nature of the area & prevent unsightly developments, but residents' lives are affected by the two issues, which I believe some measures should be taken against. – Street drinkers, attracted by shops selling alcohol 24 hours a day. – Litter, mainly from late night takeaways which flout their opening hours. Can some measures be taken to reduce these issues, such as reducing the hours for both the shops that sell alcohol & takeaways serving food? These shops regularly serve drunk people & I have witnessed selling to underage children, & report street drinkers to the police when I see them, but these measures would go some way to aiding the police.

Comments in favour of the Conservation Area**From streets adjacent to the Evaluation Area**

Went to the drop-in surgery at Mount Pleasant Baptist Church and was very impressed with display and information provided. The two ladies running the surgery were very knowledgeable and extremely helpful. Full marks to them.

This should have been done years ago to prevent the loss of so many important buildings.

I think this is long overdue and much needed in the area to protect what the town has left of the industry. It will be exciting to see yellow AA signage showing the way to the Boot & Shoe Quarter. Very exciting times. For those that have replied via email, an email alert should be set up and sent advising of when the next drop-in surgeries will be before the consultation ends in March. The 2 ladies that were in the drop-in surgery on Friday 21st Jan were fantastic. Very informative, patient and enthusiastic.

Comments in favour of the Conservation Area**From elsewhere in Northampton**

[Northampton Heritage Hunters] As a Heritage group we appreciate an effort is being made to preserve our local heritage.

Strongly feel this is very important. As a member of NIAG we have watched this with interest.

The more we can do to highlight our history and improve the “feel” of areas of the town centre the better! I think individual pockets of the town are in a disgraceful condition (e.g. St Edmunds Hospital) and am surprised the owners (both private and municipal) are allowed to get away with it. I’m sure I’m not alone in saying that I would happily pay a council tax “Construction Supplement” to help improve the town.

Along with preservation of the cultural heritage of the shoe quarter, there should be a reason for people to visit the shoe quarter – i.e. more mixed use buildings rather than just housing, otherwise it the area will be outwardly preserved, but visitors to Northampton still won’t appreciate its heritage.

I strongly support this plan. Please see www.northamptonshireleather.com Please encourage use of the area for start up fashion, footwear, leather goods design and light manufacturing. NOTE; This industry is not dead! Over 120 firms remain.

It’s a good idea

[English Heritage] The significance of the boot and shoe industry to Northamptonshire (and in particular Northampton) was highlighted in the publication “Built to Last”, which was published by English Heritage in 2004. The designation of a conservation area to conserve this significance is something that has long been regarded as desirable, and we therefore welcome the emerging proposals for designation. The joint English Heritage/CABE Urban Panel in their visit to Northampton in July last year were particularly supportive.

[English Heritage (CABE Urban Panel)] The Urban Panel visited Northampton in July 2010 and was very impressed by the large “Boot and Shoe” area of the town. The Panel expressed unanimous support of a Conservation Area designation. It considered that in addition to its historic and architectural interest, the area is also represented by a large amount of affordable housing near the town centre, the character of which could be maintained and reinforced by good conservation area policies. The Panel also commended an approach to the Heritage Lottery Fund to assess the possibility of a Townscape Heritage Initiative for the area to stimulate much-needed investment.

Better late than never. The splendid factories have gone, apart from pathetic, neglected 1892 Manfield’s, on Wellingborough Road (pioneer single-storey layout). The site of Manfield’s and Isaac Campbell’s 3½ storey pioneer factories, Campbell Square, need blue plaques. Preferred name: “Boot and Shoe Conservation Area” – not the others since footwear was made all over the town, including Kingsthorpe, St James, Kingsley & town centre.

I’m pleased to learn about this venture. Its late, but better late than never.

[Town Centre Conservation Area Advisory Committee] We strongly support the designation of the conservation area, protecting this important aspect of Northampton’s heritage. However, it will be important to educate, monitor and enforce planning regulations for the designation to be effective. Encouraging the involvement of the active resident associations in the area would help, as would setting up a CAAC for the area. We would be happy to offer advice and support to any new CAAC, and feel that more interaction with the other CAACs nearby would be of benefit to us all.

Northamptonshire Industrial Archaeology Group believes that this was probably the most important area in the county in terms of the evolution of the boot & shoe industry and fully supports the proposal which would help to protect not just the former factory buildings but the whole streetscape of factories interspersed with Victorian terraced housing.

An excellent idea! I obtained my degree in Industrial Archaeology & Environmental Chemistry in 2002 with my dissertation on an area I called "Brier Lane Development" – this was an area from York Road to Palmerston Road, Abington Sq/Wellingborough Road to Billing Road. All the research material is in my Archive and I would be pleased to make this material (photos) and myself available. This dissertation is the survey of an area of Victorian Northampton between the Wellingborough and Billing Roads developed, unlike much of the town of this period, by private builders and speculators. It attempts a survey whilst developing a system and nomenclature for describing the architectural details associated with buildings of this period. Most of the Area of Study was rapidly developed between 1863 and 1884. The resulting pattern of land use included terraced streets of houses interspersed with pubs, shops, and small to medium factories, largely devoted to the boot and shoe trade. Information from documents such as the Census indicates that the houses were largely occupied by skilled boot and shoe factory workers, their bosses, middle-class tradespeople and professionals. The change from homeworking to factories is illustrated through the changes in occupations entered in the Census from 1871 and the death of garden workshops. The Architectural Detail Type-series developed during this study will in the future be extended and used for surveys elsewhere in the town.

The proposal to create a boot and shoe conservation area is very welcome. With careful and sensitive implementation this can help keep the area in good condition, making an important contribution to the quality of life of those living and working within the area. This in turn can strengthen the area's sense of cultural identity and support its economic well being. The former residents association (Thrift Streets & Vernon Terrace RA) did press NBC to establish a conservation area for its wider area as a means of helping safeguard the strong local Victorian, Edwardian and later historic character and valued sense of place. This familiar & distinctive character was recognised and greatly valued by many local residents but it was also one that is being eroded, including by development not in keeping (in scale, design and materials) with the area. One particular threat was from development in the gardens of local terraced houses. Such development was encouraged by the gardens being designated as 'brown field'. There was often strong local objection to such development. As a result, the residents association pressed for change of the 'brown field' designation. The evaluation report accompanying the proposal is a very useful document and will aid the vital process of extending understanding of the area. One related aspect worth highlighting, is the role of early building societies, bearing as it does on the form and nature of the terrace housing. Northampton may have been unusual in that some terrace house development was encouraged not by the private sector but by early forms of 'mutual aid' building society. The Northampton Town and County Benefit Building Society was the largest, a forerunner of what eventually has become the Nationwide today but many others also operated. They promoted the idea of personal thrift through mutuality. Such activity appears to have influenced the form of houses and streets. These early societies bought up land in various parts of the town, including within and outside the proposed conservation area. Land was purchased, plots laid out and allocated to members who could build or sell on. A building pattern emerged with groups of two, four or more houses being built in the same style but often with slightly differing, modest architectural embellishments, from those next door. Matching details within such groups provided variety between buildings in the same street. Variations in plan form also undoubtedly occurred behind otherwise similar frontages. The overall terrace coherence and unity was maintained but with variety between houses or small groups of houses reflecting work by different owners, builders or of different dates of building. Speculative building encouraged by the emergence of the early building societies, led to variety in the houses built – a feature still very evident across the proposed conservation area.

Failing the extension of the proposed area even beyond what is envisaged in the plan, there should be an assessment of the remains of this industry in other parts of the town to ensure other structures are retained and identifiable and, where possible, also conserved: the concept of conservation is often disliked as people think their houses will be treated as relics and their areas made artificial; but best practice shows it is realisable and can be interesting and popular.

I think this is a very worthwhile project vital to preserving the towns heritage.

[St. James Residents' Association] Whilst, we broadly accept the proposal as a benefit to the town and in turn protecting our valuable industrial heritage we feel it does not go far enough. We feel that the proposal should also include St. James as a conservation area. Without prejudice to the many valid reasons for the area already proposed, we feel St. James also has many reasons to commend it as a "Boot and Shoe" conservation area and we feel the area is being overlooked. [Illustrated brief history in support of this supplied]. We hope ... those involved in the decision making will not forget other areas during this consultation, they are no less important than anywhere else, indeed combined with other important historical industrial buildings such as the Tram depot on St. James Road it gives us a rich seam of heritage to be proud of and a lasting testament to our forefathers who gave us what we have today and is what Northampton was built on.

Comments in favour of the Conservation Area**From elsewhere in Northampton**

Good idea to help Northampton take pride in its Boot & Shoe heritage.

...MAKE IT HAPPEN ! Bring this town's Boot and Shoe history to the fore !!!

I think it would enhance the profile of the town, bring trade and be a good link to the museum, a fantastic idea.

Using the shoe museum in my town has been a great pleasure used on many occasion with relatives and friends. They have enjoyed learning the history of may types of footwear. I have signed the visitor books available on many occasions. My favourite section is the rock-star, as you actually get too see some the footwear that they have worn at gigs – strange they may be sometimes.

Comments in favour of the Conservation Area**From within Northamptonshire**

I do think that there should be several of the shoe factories listed because they typify a specific design and architectural period. Many of the conversions from factory to dwellings or warehousing in the past 25 years have been done with scant regard to maintaining a sympathetic townscape or maintaining the symbolism the show factories offer. Key features have often been lost. With local listing this might be prevented in future. It may - or may not - be relevant now but I lodged a copy of my undergraduate dissertation with Northampton Borough Council Planning Dept and also with the libraries service at the Central Library. Bibliographical details appear below. It includes a significant sample of residents' interviews - from a sample area equating to the proposed Option 1, and also from the populace as a whole in Northampton. The premise of the research was centred on the idea that the sentiment and symbolism residents feel for the boot and shoe architecture and heritage would act as some form of preservation method. Interviews and questionnaires yielded a wealth of information relevant to your proposals. Bibliographical details: Blackmore, M. 1999. Sentiment, Symbolism and Shoe Factories. Leicester University.

[Northamptonshire Association for Local History] With regards to any proposal for demolition of buildings then everything should be done to ensure that the shell of the building is retained, with 'new build' being behind the original façade. This has been successfully achieved in other towns and cities where the building is of historic interest. With regards to alterations to properties the Association fully supports the motion that planning permission should be sought prior to any building alteration, be it windows, doors, roofs etc. The charm of the original dwellings must remain.

Comments in favour of the Conservation Area**From outside Northamptonshire**

You have a good cause. Keep it up. God Bless

I would like to see an improvement to the Hawkins Factory building on the corner of Overstone Road and St Michaels Road. This building is prominent at the start of the conservation area, a marvellous looking building and a disgrace that it has been allowed to get into the state that it is in now. I am in total agreement with the proposal and hope it is successful.

Great tourism potential and educational visits. Include a new boot and shoe museum and separate reconstructed factory and house to demonstrate homeworked shoe making. Visit Birmingham's Jewellery Quarter for inspiration.

Comments in favour of the Conservation Area**No address given**

Think it is a great idea. Be nice to have some informative plaques about what the buildings are. Area could do with regeneration.

[Northants Green Party] We are writing to support Northampton Borough Council's proposed Conservation Area subject to the following points: - We agree with all but one of the "distinctive features worth preserving" (listed on the third page of the council's leaflet) but would like to see the promotion of tree planting and the provision of safe public green/open space, where this can be done in sympathy with the current area in order to provide some necessary colour and health benefit. - We fully support the encouragement of local pubs, small local stores and small-scale local industry by reasonable means to put them on a 'level playing field' with national and international competitors.

Hopefully, your scheme would include 'tidying up' these streets in the conservation area and the streets surrounding it. Litter, graffiti, etc., are a real problem in the area, and any effort to improve these can only be a good thing. But would this increase the council tax? 2011 is a very tight year for families, and an increase in council taxes will put people against the idea of a conservation area.

Comments in favour of the Conservation Area

No address given

I think this is a really good idea, and if done well could be a real addition to the town. Please try to continue the excellent work and replicate the standards that have been put in place in the St Giles' Street/Derngate area if at all possible, as these are really nice areas to walk along and it would be great to see this expand. I also think simple things, such as how you've lit the Market Square and put the flowers etc around make a huge difference to the appearance of the place and it would be good to continue this in the area around the Jaguar garage and St Michael's car park, linking down to the Wellingborough and Kettering Roads and would make them a far nicer place to walk and less intimidating. I think focusing on the smaller area would give the place a better sense of belonging and preserve the history well, as with the larger option one you would find you're lost in just a sea of houses rather than a cultural quarter.

A lot of the town's history has been destroyed over the last 50 years or so - preserve what we have NOW - but in a sensitive manner

I think this is a fantastic idea to help maintain this important part of Northampton's history

I fear the response to this consultation will be disappointingly low. My letter included neither "the accompanying leaflet" nor "the enclosed questionnaire". Not everyone has access to the internet, and there is little "spark" about the letter to encourage residents to seek out information at their local library. The town has neglected its heritage pitifully in the past, and even in my life time, significant buildings have been destroyed (Horton & Aldridge factory; Phipps' brewery) or ruined by inappropriate "improvements" (Barry Road School windows; Market Square cobbles). I wholeheartedly support the conservation of the little that is left.

Neutral comments about the proposal

From within the Evaluation Area

Parking: provide car parks, or encourage the use of existing car parks for shoppers and tourists - and move this away from residential street (residents to park only). This could help the area to look less like a car park and more like a traditional street.

How will the residents living in the area be affected, will there be a change in the Council Tax?

The boot and shoe area should be given an identity (so you know when your in it and when you're not): the best and most economical way to do that would be new street signs throughout the whole area? (See drawing on hard copy)

Road signs and information signs would improve visibility and pride in the area - and will encourage learning of all ages in the area.

The main issue would be not restricting parking due to the conservation area. There still must be efforts to provide and improve parking space ability by doing things like removing curved kerbs and out-of-date double yellow lines.

[Haynes & Cann Limited] Haynes & Cann is not correctly identified as a shoe factory on the plan. The background document contains no reference to Haynes and Cann as a current manufacturer (as we would have been when the document was drafted). Also there is no reference to the building in which we occupy the first floor, having previously been occupied by the Brevitt Shoe Company. I thought the document missed an opportunity to celebrate how much footwear manufacturing there was still left in Northampton relative to most (if not all) towns in the county where footwear manufacturing used to dominate. I do, however, applaud your efforts to conserve the town's industrial heritage.

I do have the concern that being a conservation area the need to ask for permission for many things is a bit off-putting. Also anybody wanting to sell their property could find difficulty as perhaps people would not like to buy in a conservation area knowing what it entails. My grandfather and my great grandfather were involved in the boot and shoe industry, so I think it is good that it is conserved.

I live in one of the listed buildings in Colwyn Road so are subject to greater planning restrictions than most residents anyway. However, I am Chair of our Residents' Association, and many residents are anxious about possible greater restrictions and possibly costs that they may have to take into account when renovating the outside of their homes.

What about support for business in the zone. Particularly for those related to boot and shoe, and for those businesses that serve them like local shops. Why can't Northampton begin producing boots and shoes again? Or at least produce something? Conservation for its own sake is rather pointless.

A little late for this to happen. I wonder where the funding will come from, but hope this will improve a run-down area.

Neutral comments about the proposal**From within the Evaluation Area**

Considering the developments allowed over the last few years the new sector seems a bit too late for some factory buildings. I would also question why the Hawkins factory on the corner of St Michael's & Overstone Road has remained derelict for so long. It's an amazing building but it is getting an eyesore now!

I have a personal interest as my daughter works for Crockett & Jones

Where the Kettering Road borders the proposed conservation area is currently very shabby. It would be nice to see some investment into this area which is in keeping with the character of the proposed conservation ideas.

The Hawkins Factory is beautiful. This should not be made into flats. Would the shoe museum consider moving to this, bigger site and become a national museum? Whatever happens to this building it should be treated as the showcase of the area.

Consider grants to householders for maintaining original features on front of houses i.e. windows, doors etc. This encourages householders to be more aware of overall look of the conservation area.

[Colwyn Road Residents' Association] A number of residents are very positive about the proposals but some have concerns and questions. These include: ~ concerns about increased restrictions on residents when they renovate the outside of their homes, and possible resulting increased costs if brick, slate and timber are preferred building materials and replacement must be made "like-for-like"; ~ concerns about being able to prune or remove trees from gardens; ~ questions about cost implications for possible increases in Council Tax, or household insurance premiums or house prices; ~ questions about costs for submitting planning applications; ~ concerns about the cost to NBC of creating the conservation area, and then of monitoring and enforcing planning controls, especially at this time of great pressure on public finances.

Will references be made to the support industries within the town i.e. tanneries within Spring Boroughs (Wilson, Tilt, Pettits, British Chrome etc). Shoemakers Phipps Faire, Chamberlains shoe components. British United shoe machinery Co and many other famous footwear companies outside the designated area Church & Co, Barratt's, Norvic, Lotus, Sears and Manfield just to name a few.

I'm concerned that Council tax will be reviewed and I could be in a high bracket. How will this affect any planning permissions in the future? When will the works start - planned finish? What are the priority areas?

How will this be enforced?

Whatever you do - keep it tidy

Some streets are filthy and poorly maintained e.g. St Michael's Road - one would hope that more of an effort to maintain physical appearance of the streets will be made to show the buildings in the best of light.

Remember the 'Jubilee Works'? Why is this area inferior to 'Abington'? Could the difference be eradicated? Would it be further degraded by reference to its industrial past? Because the area is mainly one of Victorian heritage and in particular 1887, Queen Victoria's Jubilee Year, would it be a good idea to link this with Queen Elizabeth II and her Jubilee Year, by calling the project and area the Jubilee Conservation Area. There may be funding for Jubilee Projects.

Please do not invoke/include Article 4 for area/proposal. Whilst I support the development of a conservation area I do not believe the residents will have much to benefit without the commitment of public sector bodies such as Northampton Borough Council, Northampton County Council and the Highways Agency etc. to actually deal with the problems of the dangerous state of the pavements and road surfaces and to review the parking problems/reduce the double yellow line markings/increase spaces for parking. It is quite obvious that the student population impacts on parking spaces for year-round residents. I can rarely park outside my house, in fact it is a bonus to be able to park in my street!! - I long for the holidays when they leave the area and free up the spaces!! Please review the sites of street name signs to enable drivers to see them when approaching a road, not after you have passed it!!

[Guy Salmon Jaguar] Particular attention should be given to the cleanliness and state of repair of the streets and pavements within the conservation area

Neutral comments about the proposal**From streets adjoining the Evaluation Area**

Existing factories could be encouraged to participate in Heritage weekend. Re-used factories could have info boards about their history displayed. Independent shoe shops could be part of the Quarter, e.g. Stuarts.

To keep the green space opposite Queensgrove Methodist Church green. No more development on the Racecourse – not even play areas. Green space only

Neutral comments about the proposal

From streets adjoining the Evaluation Area

As far as I can see, very little will change/be noticeable, as presumably these historic buildings do already carry planning protection re: the exterior. I don't see how you can make a feature out of any of the areas as the expanse is to great. Therefore, this exercise won't mean a great deal to anyone visually.

Having been born in Northampton and lived the majority of my life here. I am returning anyway. I would have been very interested in the above, but think I will be 150 miles away soon.

Neutral comments about the proposal

From elsewhere in Northampton

[Northampton University] The summary states that the first remnant of the boot and shoe industry in immediately north and east of the town. When English Heritage generalises about things from 1850 it doesn't recognise the locality shift in Northampton. The Historical Section is making guesses between Wood & Law 1847 and the earliest Ordnance Survey Maps in the 1880s, but there is a lot of documentary evidence for what happened over this time scale. They only then tackle the progressive development but again mostly from maps. We have a serious attempt to recognise an important heritage area based on archaeology style "lets look at maps and make guesses", followed by a documents section that is superficial stuff from text books (nearly as bad as BDP researching Northampton from two books in Manchester City Library). It hardly scratches the surface and is full of misunderstandings. There is some contemporary survey work but it needs the documentary underpinning. A lot of very general architectural material around listed buildings. The references list looks like something straight out of an archaeology report. Why are we using archaeologists to write local history? There is a vast amount of documentary material untouched. I bet none of this was carried out in the Record Office. [The boot and shoe industry in this area] applies only post 1875 and wasn't established until 1890. In terms of the surviving boot & shoe industry it is of course vital. However it means we are not celebrating the old boot and shoe areas. I've been researching tanneries and curriers rather than shoe trade but they are closely related. The traditional areas include Newlands, Silver Street/Bearward Street, Marehold/Upper Horsemarket (rough-stuff makers especially), Woolmonger Street, Horseshoe Street, The Green. Obviously all these areas are now unrecognisable for that. However I think it important to recognise that the conservation area is post 1880. For a long time the trade carried on in the old areas, and there were shoe factories in the old areas. The two continued up to the 1930s. There seems to be no intention to consider the association with curriers and tanneries. The plans talk about non-shoemaking without evidently recognising related trade. Shoe manufacturing and piecework and associated currying and tanneries caught fire a lot. There is a lot of history of the proposed conservation area wrapped up in fire reports. There were several instances of multiple arson in the trade, possibly rivalry or insurance, especially around 1902 and 1922. There is a lot of evidence from bankruptcies.

The designated area should not be exploited for political gain by anybody. The areas should be properly redeveloped for locally employable people by the currently employed business people. I'm prepared to lead and steamroller projects through via self-employed techniques, then focus upon known "brown field sites" which are known eyesores.

[Playhouse Theatre, Clare Street] Publish a guide book with short histories of the buildings and suggested walking tours. House the leather museum in a shoe factory - Hawkins? Put 'blue plaques' on factories, with the name and dates of occupants.

Neutral comments about the proposal

From within Northamptonshire

When NBC had a YTS unit they produced a booklet entitled 'Northampton remembers Boot & Shoe'. A reprint might be a source of revenue.

Neutral comments about the proposal

From outside Northamptonshire

Having left Northampton, I have moved to an area of London that has a large terraced area originally built for railway workers. The council does not seem to pay much heed to this and beautiful examples of terraced housing are being knocked down to be replaced by characterless, poorly built, and uncomplimentary flats, that seem to owe more in style to Scandinavia than Victorian Britain. Once these buildings are gone, they're gone for good.

Neutral comments about the proposal

No address given

You may find my Masters dissertation on Boot and Shoe building conversions useful in policy generation for alterations to the factories. It is on the SMR.

Neutral comments about the proposal

No address given

Restrictions on the residential properties in the area should be limited to building use and demolition. It is too late to impose rules like no satellite dishes, antennas and dormer windows. So many properties already have these that preventing more has no positive effect. The area also needs to be regenerated, preventing the use of better materials for doors and windows will reverse the regeneration, adding more cost to residents in an area that is certainly not affluent. It would be better to accept that UPVC and tiled roofs, while not in keeping with the Victorian heritage, actually help improve the standard of living and this will have positive benefits in time for the area.

As many of the old factories have already been converted into flats wouldn't it be easier just to conserve the buildings with features that need it. Most of the terraced houses do not need conserving. Any major changes would have to go through planning permission anyway.

Over the past few years I have given material e.g. shoes - lasts - patterns (paper), personal interviews e.g. types - recordings, interviews - recorded on C.D.s.

The tatty shops on the Kettering Road should be looked at in order to bring them in line with the conservation area

Comments against the Conservation Area

From within the Evaluation Area

Because of the council the Hawkins building is now an eyesore. Why don't you just let it be developed into flats? Find something better to do with your time rather than coming up with ridiculous schemes. I suppose the same person who came up with the re-development of Gold Street and Marefair is responsible for this scheme.

It is too little to late: the Councils of this town have let the Boot and Shoe industry go into a state of decline, the same as with the rest of our Town: it once was a very nice Town. The problem is now you cannot turn the clock back, which is what we think you are trying to do. To conserve something means to keep looking like it was when it was new: how are you going to do that when you have no money to spend? Take a look at the old Hawkins factory - you are leaving it to fall down. It should have been turned into a working factory museum instead of letting it go to rack and ruin like it has.

[Trickers] Nothing like bolting the stable door after the horse has bolted. Do not restrict progress with a plan that should have been implemented years ago!!!

Budgets are being cut everywhere with important services affected. Yet the council has decided to research and consult on this stupid scheme aimed at sustaining a poverty-stricken, out of date, dirty, deprived excuse for a locality which will only serve to make the lives of residents even more torturous by delaying and preventing modernisation and redevelopment of the area. The person who allocated funding for this harebrained scheme should be fired.

Conservation area - what a joke, I've just come home to find Anglian Water has just removed one of the last decent paving stones from outside my doorstep for a water meter, not only for me but the 4 flats next door as well! As all the factories are now converted to flats there's nothing left to conserve. When planning notices were posted I objected and said could they be included in the 'culture mile' that was being talked about at that time that died a death as well.

Although it appears and might feel like a nice idea to live in such a conservation zone, I think that we need to live in the century we are in and not feel like we are living in a version of 'The Black Country Living Museum' All the restrictions and planning permission required just complicates the lives of those living in the area.

My guess is the Mounts area will be your priority! Before you encourage tourists - PLEASE CLEAN IT UP - they can have a 2 day tour as there are plenty of beds and mattresses about - even a TV will be thrown (in)!! Please don't spend money on this as though it's going out of fashion! - if you get a 5-10% return on this, I'd be surprised. I do not agree with restrictions being put on buildings when improvements need to be made - because someone has a fad about making somewhere a Conservation Area!

Any plan to eliminate or restrict the development of an area could be the worst thing we can donate to the forthcoming generation and for all the future, that can be in the name of natural conservation, conservation of traditions or heritage. We need to conserve our own traditions and heritage of course, but the past is over. As a family, we are the real victims of anti-development movements. Regular power cuts, inadequate traffic facility and so many are some examples for that, from where I am. Again, we need to think about whether this is the right time to make decisions and spend in any aspect for that when we are in deep financial crisis.

No need to exist at all. I would rather the money involved in this idea be channelled to improvements in 1) town centre shops 2) roads

Comments against the Conservation Area

From within the Evaluation Area

How can you consider undertaking these proposal consultation plans in the financial climate?? Money far better spent on pavements and the dire condition of the roads! So easy to spend other peoples money. Cut the changes - ref Planning Permission not needed.

Too late, too many unsympathetic changes already, horse, door and bolted springs to mind. Where are we getting this money to waste when we haven't got any to look after people. I thought the Conservatives were going to use my vote to cut back on waste, obviously the same as the rest when in control.

There is a considerable concern that, with the demise of corner shops and retail businesses in general, that the proposed conservation plans will not allow these types of premises to be later converted back into residential dwellings after these businesses have ceased trading. This would then result in shops that nobody wants becoming empty that could otherwise provide much needed residential dwellings, if their owners were able to convert their premises (shop fronts in particular) into houses or flats.

I believe this is a pointless exercise, the areas marked on all of the maps have changed enormously over the past 30 years and although saving what historic buildings we have is worth while, these are the only buildings that should be affected by the proposal. Making someone apply for planning permission to put up a satellite dish when their neighbour has one before the change seems ridiculous. This proposal is a waste of money, in a time of saving budgets and trying to save jobs, when the country is facing it's biggest financial problems in history, how can a council be so flippant with peoples money. The council needs to remember the money in their budgets is the people's money, they are guardians of it, it is not theirs to squander on stupid ideas that will make the lives of those living in the area harder and full of red tape.

Comments against the Conservation Area

From elsewhere in Northampton

[Billing Finance Ltd] I am a director of A J Mackaness Ltd and we own 16 – 28 Wellingborough Road. We have owned the building for 3 years and for all of this time the majority of it has been empty. In our opinion we would not support the introduction of a new conservation area as we believe that it could lead to further red tape and bureaucracy which will negatively affect the chance of us letting the building. Although we recognise the fact that old and important buildings need to be preserved. We feel that that the council should be spending more time promoting Northampton Town Centre and providing incentives so that empty shops can be let. I sincerely hope that in these times of economic hardship and cut backs the council is setting aside the smallest possible budget to this project so that other areas: e.g. waste collection, policing etc are not affected.

Comments against the Conservation Area

From within Northamptonshire

Leave it alone. Abandon this idea. It is a waste of time and resources. I think this proposal is ill-conceived and entirely unnecessary and as such is a waste of council resources. I do not want the council to spend my council tax on inventing a conservation area where none is necessary. The long term impact of this proposal will have little or no benefit to anyone living in the area and will cause problems for existing and future property owners when wishing to alter or improve their properties in the future. Please abandon this wasteful project and concentrate on other priorities that will enhance the environment of our town, this one will not!

Comments against the Conservation Area

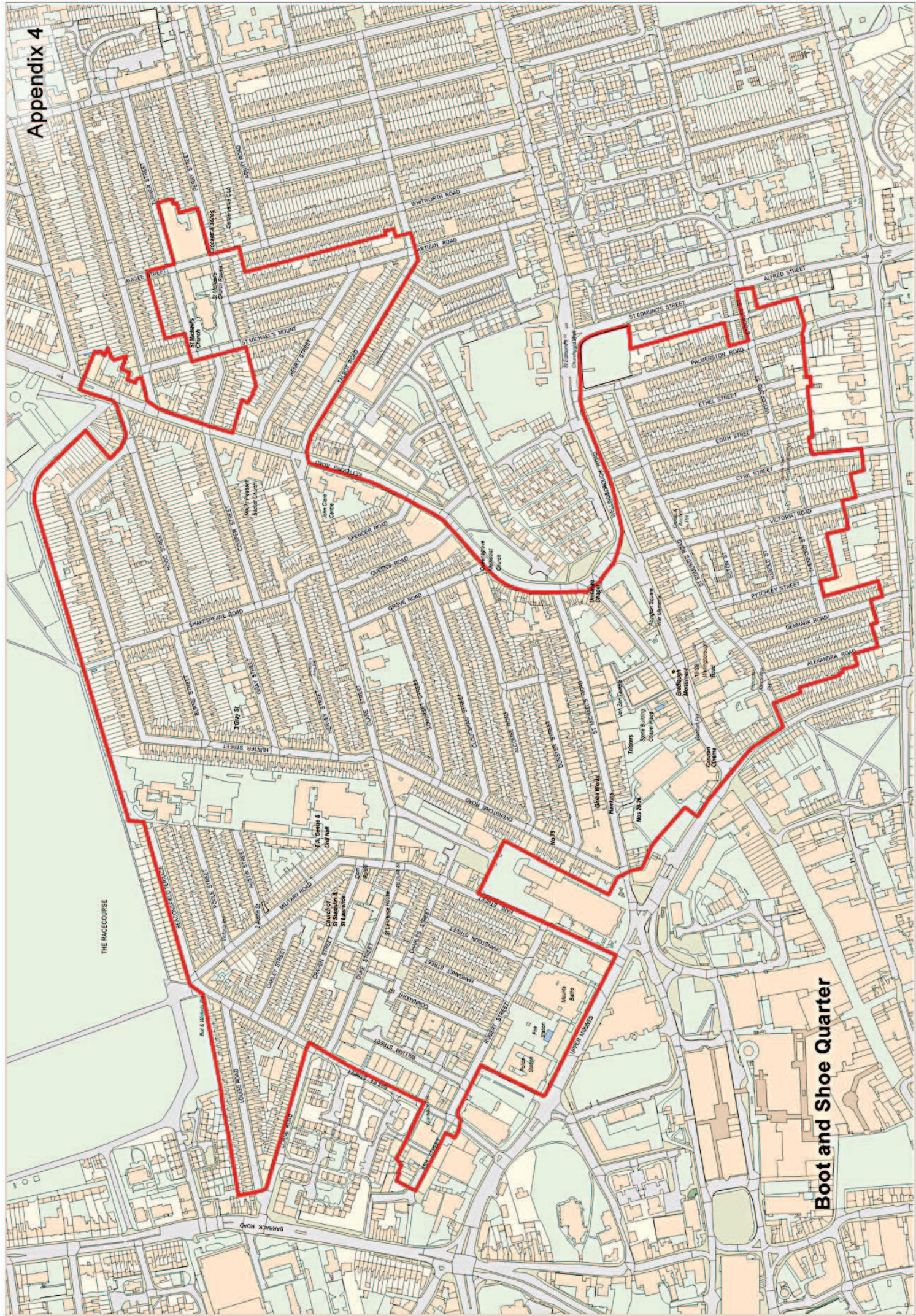
No address given

Do not agree with the whole idea.

Lived in area 40 years. Do not agree with proposals. We need good paving, lighting and most of all parking improvements. It seems a waste of our money not everything has been made into flats. We need to look forward, not back in time. Conservation area - usually means a place of beauty or nature, unspoilt green areas. How can terraced houses and factories be in this category.

This is a bad idea

It should not be a conservation area. I have lived in this area for over thirty years, if I want to make my single brick house more energy efficient - a PV roof or replace the single glazed wooden sash with upvc you want me to beg (and no doubt pay for) permission.



Boot and Shoe Quarter

Appendices

2



NORTHAMPTON
BOROUGH COUNCIL

Item No.

7

CABINET REPORT

Report Title	SHOPFRONT DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT
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AGENDA STATUS: PUBLIC

Cabinet Meeting Date:	16 th June 2011
Key Decision:	Yes
Listed on Forward Plan:	Yes
Within Policy:	Yes
Policy Document:	Yes
Directorate:	Planning and Regeneration
Accountable Cabinet Member:	Councillor John Yates
Ward(s)	All

1. Purpose

- 1.1 The report seeks to apprise Cabinet of representations received to formal consultation undertaken on the draft Shopfront Design Guide Supplementary Planning Document. It sets out Officer responses to these representations together with proposed amendments to the Guide. It also seeks approval of the Guide as a Supplementary Planning Document (SPD).

2. Recommendations

- 2.1 Cabinet notes the representations made to the consultation on the draft Shopfront Design Guide SPD and agrees the associated Officer responses in Appendix 1.
- 2.2 Cabinet approves the Shopfront Design Guide attached in Appendix 2 as a Supplementary Planning Document to replace the Shopfront Design Guide April 1998.

3. Issues and Choices

3.1 Report Background

- 3.1.1 The need for development to exhibit high quality design and enhance Northampton's historic character is a key objective within the emerging West Northamptonshire Joint Core Strategy and Northampton Central Area Action Plan. To support policies within the Northampton Local Plan 1997, a Shopfront Design Guide was adopted as a Supplementary Planning Guidance in April 1998. Practical experience of the use of the Guide over the last 12 years together with the increased emphasis on high quality design has highlighted some weaknesses that need to be addressed. In particular, it is considered too generic in many respects, not providing sufficient detail to ensure that applications for quality shopfronts were submitted and approved.
- 3.1.2 In response to this, a draft Shopfront Design Guide was published for consultation, with a view to it being adopted as a Supplementary Planning Document to replace the existing Guide.
- 3.1.3 It contains updated design principles, which are more in line with current Government policies and guidance. It also provides further details on the implementation of policies contained in both the adopted Northampton Local Plan (saved), the Central Area Action Plan and the West Northamptonshire Joint Core Strategy.
- 3.1.4 Once adopted, the Council is required by regulation to let people know that if any person is aggrieved by its contents they can consider applying to the High Court for a judicial review of the decision to adopt the Supplementary Planning Document. Any such application must be made within 3 months of the adoption date.

3.2 Issues

3.2.1 Planning process

- 3.2.1.1 Northampton's town centre, as well as its district and local centres, has experienced an increase in poor quality and sometimes unauthorised shopfronts over the last few years.

3.2.2 Poor physical appearance

- 3.2.2.1 As the number of poorly designed shopfronts increases, the negative impacts on the street scene worsen. The character and architectural rhythm of a parade of shops can be damaged by the installation of poor quality shopfronts.

3.2.2 Town centre performance

- 3.2.3.1 Evidence shows that Northampton's town centre has been performing reasonably well but could be improved. Encouraging new regular visitors to the town centre who will participate in both shopping and leisure activities can be partly facilitated by improving the physical appearance of the town at

ground floor level and increasing the safety and perception of safety in the centre. The installation of high quality shopfronts can have a positive impact on both of the above issues.

3.3 Public consultation

3.3.1 A draft document for consultation was prepared, containing one general design principle, and eleven more specific principles including those relating to individual elements of a shopfront such as stallrisers, pilasters, security measures and lighting.

3.3.1 The formal public consultation exercise was for the period between the 17th March and the 16th April. This timescale accords with the legal requirements contained in the Planning & Compulsory Purchase Act 2004, which states that representations on Supplementary Planning Documents should be for a period of “no less than 4 weeks or more than 6 weeks starting on the day on which the local planning authority complies with regulation 17 (guidance on public participation)”.

3.3.2 In undertaking the public consultation exercise, Officers:

- 3.3.4 a) Prepared a press release which was published in the Chronicle & Echo;
- 3.3.4 b) Published an advert notice in the Chronicle & Echo;
- 3.3.4 c) E-mailed consultees on the Local Development Framework database, attaching a notification letter advising them about the document and its consultation; and
- 3.3.4 d) Released the following consultation documents: the draft Shopfront Design Guide SPD, the draft Consultation Statement, the draft Sustainability Appraisal and the Environmental Impact Assessment screening form

3.3.3 A total of 9 representations were received. A summary of their comments can be found in the Consultation Statement (Appendix 1). Comments were received for the draft Supplementary Planning Document only. The overall response was positive. The Council’s intention to improve the design of shopfronts was welcomed, although there were concerns about the enforcement of these principles. There were also additional design considerations on offer, although they relate predominantly on retaining local character, supporting/enhancing the heritage elements of the principles and further guidance from an equalities perspective. Where appropriate, these comments have been used to finalise the Supplementary Planning Document. A copy of the Shopfront Design Guide, which incorporates amendments made in response to representations received, is provided in Appendix 2.

3.4 Choices (Options)

3.4.1 Option 1: Do nothing and use the existing Guide

- 3.4.1.1 The existing Guide was published in April 1998, and is severely out of date. The Guide is also quite generic and does not provide sufficient detailed principles, which would benefit both applicants and those assessing the merits of any proposed changes.
- 3.4.1.2 By doing nothing and relying on the existing Guide, there is the potential that poor quality applications will continue to be submitted. In addition, Planning Officers assessing these applications are unlikely to have sufficient clear, locally distinctive, policy guidance to enable them refuse planning permission. This could be to the detriment of the physical appearance and economic future of the town and its district/local centres.

3.4.2 Option 2: Adopt the updated Guide attached in Appendix 2 as a Supplementary Planning Document

- 3.4.2.1 The Guide has been updated to overcome the shortfalls that have been identified in its use over the last 12 years. In addition it has been able to take account of the significant shifts in national policy since 1998, in particular:
- a) PPS1 (Planning for Sustainable Communities) – which places significant importance in design when preparing plans;
 - b) PPS4 (Planning for Sustainable Economic Development) – which promotes a town centre first approach when it comes to developments of main uses such as retail, offices and commercial leisure. To meet this objective, clear and effective principles and policies which will improve the physical, accessibility and environmental aspects of a town are required; and
 - c) Design guidelines published by CABE
- 3.4.2.2 The new Guide will strengthen the Council's position in seeking to enforce the principles of good shopfront design when planning applications come forward. It will also encourage applicants to seek professional advice on design matters before submitting a planning application.

3.4.3 Option 3: Adopt the updated Guide attached in Appendix 2 as a Supplementary Planning Document with amendments

- 3.4.3.1 The Guide can be adopted as a Supplementary Planning Document subject to further amendments if Cabinet consider that there are sound planning reasons, which are justified by evidence base.
- 3.4.3.2 It is recommended that Option 2, or Option 3 if it is applicable, is pursued.

4. Implications (including financial implications)

4.1 Policy

- 4.1.1 The report sets out some design principles, which have been shaped by the policies contained in the existing Northampton Local Plan, the pre-submission draft to the Central Area Action Plan and the pre-submission draft West Northamptonshire Joint Core Strategy.
- 4.1.2 This Guide will provide a clear design framework to contribute to the improvements of ground floor shops and commercial frontages, which will ultimately enhance and/or improve the street scene and local character.

4.2 Resources and Risk

- 4.2.1 Financial Implications – none. The Guide will be one of the many tools used to determine planning applications.

4.3 Legal

- 4.3.1 The Guide has been produced in accordance with the relevant planning regulations. As a Supplementary Planning Document, it will be a material consideration in the determination of planning applications.

4.4 Equality

- 4.4.1 Consistent with the duties placed under the Equalities Act 2010 an Equality Impact Assessment screening form was completed at the inception of the work. This exercise helped identify those parts of the community with protected characteristics, which would assist in shaping the design principles. As a result of this there was early engagement with the Council's Pensioner and Disability Forums that were able to influence the contents of the guide prior to its wider consultation. Officers have been praised by these groups for the pro-active approach that they have taken.
- 4.4.2 The guide incorporates design principles, which will improve accessibility for disadvantaged groups, including the disabled, parents using push chairs and the elderly. Guidance on issues such as materials and colour has been improved as a result of these responses. The finalised guide will include reference to the ability to be available in other languages and formats.

4.5 Consultees (Internal and External)

- 4.5.1 Internal colleagues within the following sections: Development Control, Built and Natural Heritage, Building Control, Regeneration and Economic Intelligence.

4.5.2 External consultees: Northamptonshire Police, Chair of the Northampton Town Business Improvement District, West Northamptonshire Development Corporation, Pensioners Forum and Northamptonshire Association for the Blind.

4.5.3 Public wide consultation: A formal public consultation was undertaken between the 17th March and the 26th April 2011.

4.6 How the Proposals deliver Priority Outcomes

4.6.1 The implementation of this Guide by planning applicants and development control officers will result in improved shopfronts, which will ultimately improve the physical appearance of the town and other retail centres. This will meet the Council's priority to regenerate the town centre as identified in the Corporate Plan.

4.7 Other Implications

4.7.1 None.

5. Background Papers

- 5.1 Northampton's Shopfront Design Guide April 1998;
- 5.2 Northampton's adopted Local Plan June 1997;
- 5.3 Northampton Central Area Action Plan pre-submission draft November 2010;
- 5.4 West Northamptonshire Joint Core Strategy pre-submission draft February 2011
- 5.5 Shopfront Design Guide Draft Supplementary Planning Document Equality Impact Assessment Part 1: Screening 2011
<http://www.northampton.gov.uk/downloads/ShopFrontEIA-ScreeningFeb2011.pdf>
- 5.6 Shopfront Design Guide Draft Supplementary Planning Document Consultation Statement March 2011
<http://www.northampton.gov.uk/downloads/ShopFrontDG-Consultation-Statement.pdf>
- 5.7 Shopfront Design Guide Supplementary Planning Document Consultation Draft 2011 <http://www.northampton.gov.uk/downloads/ShopfrontDesignGuide-Draft-SPD.pdf>
- 5.8 Shopfront Design Guide Supplementary Planning Document Draft Sustainability Report 2011
<http://www.northampton.gov.uk/downloads/ShopFrontDG-SEA-March2011.pdf>

Paul Lewin, Planning Policy and Heritage Manager, extension 8734
Noreen Banks, Senior Planning Officer, Planning Policy ext 7835
Greg Shaw, Planning Officer, Planning Policy ext 8362

SHOPFRONT **DESIGN GUIDE**

SUPPLEMENTARY PLANNING **DOCUMENT**

CONSULTATION STATEMENT **JUNE 2011**

Planning Policy Team
Northampton Borough Council
2011



NORTHAMPTON
BOROUGH COUNCIL

CONTENTS

- 1. Introduction**
- 2. Purpose of the Consultation Statement**
- 3. Consultation Process**
 - i. Frontloading**
 - Internal Dialogue
 - External Dialogue
 - ii. Working Draft Consultation**
 - iii. Final Draft – public wide consultation**
 - Press release
 - Advert Notice
 - Publicity
 - Public consultation exercise
- 4. Consultation responses**
- 5. The next stage**
- 6. Appendices**

Appendix 1: Frontloading – list of consultees

Appendix 2: Public Consultation Exercise - Summary of responses and Officer comments

Appendix 3: Press Release

Appendix 4: Advert Notice

- 7. Glossary**

1. INTRODUCTION

1.1 Northampton Borough Council updated its Shopfront Design Guide in March 2011. The existing Guide was published in April 1998. The Guide will take the form of a Supplementary Planning Document in accordance with the requirements set out in the Planning and Compulsory Purchase Act 2004 (updated 2008) (Referred to as “the Planning Act”) and Planning Policy Statement 12 on Local Spatial Planning.

1.2 The Shopfront Design Guide Supplementary Planning Document (SPD) will aid retailers and commercial operators occupying ground floor units, when making alterations to, replacing or designing a shopfront. Northampton Borough Council is committed to ensuring that shopfronts enhance and contribute to the streetscene and its local character. This will create an attractive, safe and vibrant environment for the public, in addition to protecting and enhancing Northampton heritage assets.

2. PURPOSE OF THE CONSULTATION STATEMENT

2.1 The preparation of this Consultation Statement conforms to Regulations 17 and 18 of the Planning Act. It sets out the details of the people whom the Council consulted in assisting with the preparation of the design principles, how they were consulted, what key issues were raised and how they have been addressed in the SPD.

2.2 The purpose of this consultation statement is twofold:

- To comply with regulations 17 and 18 of the Planning Act. This includes a public consultation exercise undertaken between the 17th March and the 26th April 2011, and
- To demonstrate that a comprehensive consultation exercise has been undertaken in compliance with Northampton’s Statement of Community Involvement (SCI)

3. CONSULTATION PROCESS

3.1 This Consultation Statement demonstrates how the Council resolved to actively engage key representatives from within the Council as well as external organisations in formulating design principles for the SPD.

3.2 In preparing and updating the guide, Planning Policy Officers undertook the following 3 stages of consultation:

i. Frontloading

3.3 In starting the consultation, copies of the existing Shopfront Design Guide were made available on request. It was made available so people could have an idea of the kind of matters which can be included in a new Shopfront Design Guide SPD.

a. *Internal dialogue*

3.4 During the first 3 weeks of January, discussions were held with Officers from the Built and Natural Environment (Conservation and Urban Design), Development Control, Building Control and Regeneration Teams. Ideas and comments raised at the meetings; such as legislative controls, the design of key features, restrictions and opportunities; were used to develop the design principles contained in the Guide.

3.5 Planning Policy sought the views of Council's Equalities Officer to ensure that the Guide contains design principles which are compliant with the requirements of the law. In undertaking an Equalities Impact Assessment screening, Officers were able to establish who should be approached as part of this initial engagement exercise. Discussions with the Council's Community Engagement Officer also provided guidance on the consultation process itself.

3.6 A list of those consulted at this stage is given in Appendix 1. The key issues raised during the discussions centred around:

- the need to clarify the planning process so people are clear about when they need to submit a planning application;
- the need to be more specific about the design guidelines so Officers are able to make sound decisions; and
- the need to inform users on the implementation of such policies including the need to secure support from the Town Centre's Business Improvement District.

b. *External dialogue*

3.7 Planning Policy Officers also met / had communications with the following representatives from outside the Council:

- The Council's Planning Advisor from Northamptonshire Police
- Representative from Northamptonshire's Association for the Blind
- Representative from the Pensioners Forum
- Chair of the Town Centre's Business Improvement District (BID)
- West Northamptonshire Development Corporation
- Northamptonshire County Council

3.8 The key considerations emerging from these discussions are:

- The need to specify the right types of security measures, because some security measures can potentially encourage criminal acts
- There are groups of people, including the elderly and the registered blind, who have access to both time and money. It would be excellent if they could be encourage to spend more time in Northampton's town and commercial centres instead of towns outside Northampton

- The operators need to be given a message that these guidelines, if implemented, will make the shopping experience more pleasant. Visitor numbers and returns will increase – bringing with it economic spend; and
- The document needs to be written in a language that is simple and easy for the operators to understand.

3.9 It should be noted that some consultees expressed preference to make more comments when the document is released for a public consultation. It should also be noted that a briefing note was sent to the Chair of the BID to be used for an informal presentation to Board Members.

ii. Working Draft Consultation

3.10 Planning Policy Officers prepared a working draft, utilising the initial information obtained from the frontloading exercise as well as research material. In preparing the working draft, Officers continued to engage informally with those already approached at frontloading stage. Officers remained open to any further discussions, information and recommendations which will assist in progressing the Guide.

3.11 A key event from this stage of the consultation was the informal Development Control workshop, which was held on the 8th February 2011. Discussions centred around:

- the length of the document and the possibility of moving some text to appendices or removing text altogether. This resulted in the planning policy extracts being moved to an appendix;
- the need to avoid confusion by providing too much information on the planning process – this resulted in a simpler guide followed by key contact details; and
- the general design principles should be linked more closely to the information about shopfronts and be accompanied by examples – this resulted in a set of generic principles that are clearly justified by the presence of the different types of shopfronts in Northampton.

3.12 Further information from Northampton's Planning Policy and Regeneration's Urban Designer led to the preparation of a shopfront timeline, which explains the historical progression of shopfronts. In addition, Northamptonshire Police continued to engage with Planning Policy Officers and information on security measures and ATMs (cash machines) were incorporated into the consultation draft.

3.13 West Northamptonshire Development Corporation recommended that general design principles be written in plain English. Other comments were also received stating the same thing about the working draft. Officers therefore attempted to make the document more legible, whilst increasing the amount of photographs and illustrations.

3.14 A list of those consulted at this stage can be found in Appendix 1.

iii. Final Draft – public wide consultation

3.15 A formal public wide consultation was undertaken between 17th March and the 26th April. For the consultation process to be effective, the Council prepared the following:

a. Press Release

3.16 The Council prepared a short press release for the Northampton Chronicle & Echo (see Appendix 3).

b. Advert notice

3.17 The Council prepared an advert notice for the Northampton Chronicle & Echo (see Appendix 4).

c. Publicity

3.18 The Council wrote to:

- all its internal Team Leaders
- partner organisations within Northamptonshire County Council and West Northamptonshire Development Corporation
- its relevant consultees registered on the Local Development Framework database, including statutory consultees and community groups such as English Heritage, Residents Associations and the Town Centre Conservation Area Advisory Committee

informing them about the availability of the draft documents. The availability of the document was also publicised on Facebook and on the Council's website.

d. Public Consultation Exercise

3.19 As mentioned in para 3.15, the Council undertook a formal public consultation exercise between the 17th March and 26th April 2011, in accordance with Regulations 17 and 18 of the Planning Act. In undertaking this exercise, the following documents were made available on the Council's Consultation portal:

- The draft Shopfront Design Guide (March 2011)
- The draft Sustainability Appraisal (March 2011)
- The draft Consultation Statement (March 2011)
- The draft Equalities Impact Assessment screening form

3.20 The above documents were also made available at the:

- Council's One Stop Shop at the Guildhall
- Council's Cliftonville House Reception in Bedford Road

- Northampton libraries

4. PUBLIC PARTICIPATION CONSULTATION RESPONSES

4.1 Regulation 18 of the Planning Act requires that representations on Supplementary Planning Documents should be for the period of not less than 4 weeks or more than 6 weeks starting on the day on which the local planning authority complies with Regulation 17.

4.2 The Statement of Community Involvement for Northampton (SCI), adopted in March 2006, states that draft SPDs will be subject to a 6 week consultation period.

4.3 Northampton Borough Council therefore undertook a public wide consultation period of just under 5 weeks for this SPD. This decision was taken following advice from the Council's Legal Services. Responses received over the consultation period were assessed and used to finalise the SPD. Although the Council did not release the document for 6 weeks, the iterative consultation process with key partners and external organisations meant that the requirements of the SCI have been met.

5. THE NEXT STAGE

5.1 The Council received 9 representations on the draft SPD. There were no representations made on the other consultation documents. Respondents include shop operators, community groups, commercial agents and private individuals. The consultation draft generated a majority support for the Guide, its aims and contents. There are some key issues highlighted, which relate mainly to the design considerations themselves as well as its presentation. Most of the recommendations were considered acceptable and the Guide was altered to reflect them. Further information including a summary of respondents' comments and Officer's responses are available in Appendix 2.

5.2 This Consultation Statement is being considered at the Council's Cabinet as part of the formal process for adopting this Guide as a Supplementary Planning Document.

APPENDIX 1: FRONTLOADING CONSULTATION

Frontloading

Internal Consultees (Northampton Borough Council)

Key Officers (in alphabetical order)

- L Ambrose (Equalities Officer)
- D Bailey (Director of Planning and Regeneration)
- R Boyt (Development Control)
- S Bridge (Head of Planning)
- Councillor R Church (Portfolio Holder, Planning and Regeneration)
- P Cox (Building Control)
- N Fox (Conservation)
- J Jennings (Conservation)
- G Jones (Development Control)
- M Lorkins (Regeneration and Investment)
- M Rhodius (Urban Designer)

External Consultees (in alphabetical order)

- Stephen Chown (Northampton Town Centre Business Improvement District)
- Sharon Henley (Northamptonshire Police)
- John Hill (West Northamptonshire Development Corporation)
- Roger Rumsey (Northamptonshire Pensioners Forum)
- John Wood (Northamptonshire Association for the Blind)

Appendix 2
Public Consultation Exercise
Summary of responses and Officer response

* Details of respondents available overleaf

Ref No (*)	Agree with the Design Principles	Comments	NBC response
001		No particular regard to Northampton's architectural and heritage issues	The design principles contain guidance on heritage assets as required by national policy. In addition, experts in heritage matters from both within and outside the Council have been sought through the consultation process.
		West side of Drapery and much of Gold Street, George Row and St Giles Square contain very good burgage patterns which ought to be kept	Agree, but the Guide relates to the shopfronts only.
		East side of Drapery, west side of Market Square and south of Market Square through to All Saints have exceptional, historically important insula of former wooden permanent shops from the medieval period which ought to be kept	Noted and addressed in the final Guide.
		St Giles Street east of the Square, Abington Street, Derngate and Sheep Street are largely 18 th century in organisation, but architecturally worthy of their medieval character	Noted and addressed in the final Guide.
		The guide has to respect local characteristics better	Respecting the local character is one of the key messages in the Guide. However, this comment is noted and the message will be reinforced in the final Guide.

002	Yes	If the Council has these guidelines in place, why are shop keepers not made to follow them?	<p>These guidelines will take the form of a Supplementary Planning Document which will give it greater weight when it comes to determining planning applications. The Guide also contains clear step by step guidelines on how to proceed with any proposal, who to contact and what design elements are to be considered. These will encourage shop keepers to follow them.</p> <p>Also, not all works require planning permission and all applications submitted will be judged on its merits.</p>
004	Yes		Noted and welcomed.
005	Yes	Essential to implement the proposed SPD	Noted and welcomed.
		Restrict the initial focus to the Town Centre BID	The Guide has to apply to all commercial sectors because every commercial unit has a role to play in the improvements of both the property and the street scene.
		Ensure that the correct and enforceable byelaws and planning powers are in place	The remits of the Guide are to outline clear design principles and provide generic planning advice and contact details.
		Audit each street within the town centre into “achievers” and “failures” and give “failures” until 2015 to get it right or face consequences	An audit is acceptable because it provides an overview of the shopfronts within the town and commercial areas. However,

			<p>splitting them into achievers and failures is not considered acceptable because:</p> <ul style="list-style-type: none"> • This is considered too subjective to be used as evidence in any planning inquiries • Those noted as failures and given until 2015 to make changes may not be able to do so for a variety of reasons including finance • Existing unattractive shopfronts is not illegal. Imposing stringent demands will be deemed unreasonable and unacceptable from a planning perspective
		No shopfront to be altered with planning approval by a dedicated taskforce	All planning applications will be determined on its merits by the Development Control section of the Local Planning Authority.
		Recruit the support of Northampton Town Centre Ltd and the University for the audit	Noted. This will be addressed if a full audit is undertaken.
		Ban protruding signs, they are ugly, out of proportion and lack conformity	The design principles will help deter the installation of signs that could have negative impact on the character of a shopfront / building.

006	No	General Design Principle 1 – shopfronts – clarify that replacement shopfronts should not mirror existing “inappropriate” neighbouring shopfronts for the sake of harmony and that “bad” neighbouring shopfronts do not mean it will be deemed acceptable to introduce another	Design Principle 1 uses the word ‘enhanced’ to ensure that any change to a shopfront will ultimately be positive.
		General Design Principle 7 – materials – additional comment on the appropriate treatment of materials	Treatment of materials is not a design issue. Maintenance can be addressed as part of a generic statement but not a design principle.
		General Design principle 8 – scale and proportion – add fascia signs to the list of features	Noted and included in the final Guide.
		Fascias – add “traditional colours should be used in conservation areas and heritage assets”	Noted and included in the final Guide.
		Doors and windows – give examples of what evidence would be useful and where it could be sources	Agree – however, this applies to all the design consideration so an additional recommendation is added to Design Principle 1.
		Materials and colours – traditional / heritage colours should be used on heritage assets and in conservation areas. Add comment about the need to maintain / use appropriate materials and colours in upper storeys	The issue of heritage materials is addressed in DP5. “Colour” has been added to strengthen the policy, The Guide relates to ground floor shopfronts only.
		Signs – add section on banners – danger of too much visual clutter, give advice on suitable sizes, sites and so on	This is covered under the signage principle and the general design principle.
		Illumination – add warning of the negative impact of over-use of lighting	This issue is covered by the final sentence of DP 9 ‘All illuminations should be aesthetically sympathetic to the individual building and the streetscape’.
		Blinds and canopies – unclear as to	Para 6.10 explains the

		<p>which aspects of the Dutch style canopy make it inappropriate. CAAC do not have objections to Dutch canopy.</p> <p>Non-retractable canopies should be refused in conservation areas / heritage assets.</p>	<p>reason why fixed, Dutch and folding canopies are considered inappropriate.</p> <p>Reference to non-retractable canopies noted and amended in the final Guide.</p>
		Draw figures 32 and 33 to scale	This is not considered necessary as the figures are for illustration only.
		<p>Fixtures and fittings – add to say anything adding to the character of the building / area should be retained and refer the applicant to Conservation Officers for advice</p>	<p>Fixtures and fittings – noted and added to the final Guide.</p> <p>Referring applicants to Conservation Offices is applicable for all design considerations and this has been addressed in Sections 1 and 2, and Appendix 1.</p>
		ATM machines should be sensitive to their location	Noted and included in the final Guide.
		<p>Corner plots – unclear about the advice to site entrances. Question the safety of a hidden entrance. Amend to read: “consider the possibility of siting pedestrian access to new units on the corner of the site, as shown in Figure 35, if health and safety and disability access requirements can be met. However, existing entrances should not be re-sited unless there is evidence to support the case”</p>	<p>The issue of health and safety of all design principles is provided in Design Principle 1 (5), which has been slightly amended to reflect the point raised by the respondent.</p>
		<p>Include a “Good Practice” section under “Delivery” – include “Good and Timely Maintenance” and advice of colour palette etc for heritage areas</p>	<p>As a development control tool, the delivery element can only touch on how good shopfront design can be supported. It cannot enforce maintenance issues. However, this issue is covered as part of a generic statement under delivery.</p>

		Use pictures of local buildings, good and bad	The use of local buildings to demonstrate bad design is not considered appropriate and portrays a negative message for Northampton operators. It is considered much more helpful to identify local examples of good design as something people can aspire to in addition to following the design principles.
		Page 12 – modernist / Edwardian shopfronts – should be early – mid 20 th century as described in Appendix 4	Noted and included in the final Guide.
		Page 21 – figures 26 – 28 need ticks and crosses	The photos provide examples of hanging signs which would meet the requirements of the Guide and do not therefore need ticks and crosses. However, further explanations have been provided to clarify this.
		Page 28 – section 7.2 – give Alternative Sources of Funding more prominence	Agree that this is an important topic. However, funding is one element of delivery and it is considered appropriate to keep this topic within this section.
		Page 29 – include different types of canopy in the glossary	Noted and included in the final Guide.
		Page 33 – include conservation officers on the list of NBC contacts	They are included on the list. To accord with the designation of the relevant sections, Conservation Officers are included under Built and Natural Environment – Appendix 2.
		Page 33 – include local studies collection in the library and county records office (source of historical	Noted and included in the final Guide.

		records)	
		Page 34 – background colours make words difficult to read and did not print well	Colours toned down in the final Guide.
		<p>Page 34 – Don'ts:</p> <p>Bullet point 2-not true for heritage sites where fixtures and fittings should be kept if they add to the character</p> <p>Bullet point 3-did not see a reference to a max number of hanging signs per shopfront in the main document and this should be done</p>	<p>Bullet point 2 - Noted and amended in the final Guide.</p> <p>Bullet point 3 – Noted and amended in the final Guide.</p>
007		Page 7 – last sentence is incomplete	Noted. Some words missing and these will be added to the final Guide.
		Para 4.1.2 – Northamptonshire Association for the Blind	Noted and amended.
		Para 4.1.2 – Approx 3,000 people in Northamptonshire registered blind or partially sighted. It is projected that there are over 19,000 people aged 65 who have substantial sight problems	Noted and included in the final Guide.
		Design Principle 5 – include that tactile floor surface change inside shopfront doorways will assist those who are visually impaired	Noted and included in the final Guide.
		Para 6.9.1 – third line – suggest the removal of “always”	Noted and accepted.
		Para 6.11.1 – typing error on the second line	Noted and amended.
		Design principle 12 – third line – error in the sentence	Noted and amended.
		Page 34 – bold background of green and red creates difficulty reading the text, could the colour be reduced	Noted. Colours toned down.
008		Para 6.13.2 – further flexibility should be applied into the design points as it is anticipated that pilasters will not always be utilised and there are likely to be minimal numbers of recessed doorways	Noted. Para 6.13.2 has been redrafted to make it more flexible in presentation, tone and requirement.

		within the Grosvenor Centre	
		It would be more appropriate for shopfront design for the Grosvenor Centre to be controlled by a tenants handbook rather than the draft policies set out in the SPD	The Guide contains design principles, not policies, which can be used to inform the contents of the tenants handbook.
009		Conservation Area Consent only relates to the demolition of a building within a conservation area. This should be made clear.	The Guide is not meant to describe in detail the various planning processes, as this might confuse
		Detail which technical studies have been used for shopfronts guide	The full list is available in the reference section
		Para 3.2.2: should read “creatively designed”	Noted and amended.
		Para 5.2.2: Needs re-wording or insert earlier section relating to background.	Section 5 as a whole deals with both the historical and architectural elements of shopfronts and how these are reflected in Northampton.
		List a few more examples photos in the text.	Noted and added.
		DP7: below 1 st floor window cill might be considered too high, would be better contained within fascia.	Limiting hanging and projecting signs within the fascia would be more intrusive and may not potentially meet the required minimum height off the public highway. The existing guiding principle is considered to offer the balance required.
		Figures 26 – 28: useful to indicate which ones are considered acceptable / sympathetic	The photos provide examples of hanging signs which would meet the requirements of the Guide and do not therefore need ticks and crosses. However, further explanations have been provided to clarify this.
		DP8: “May” rather than “will” – there may be exceptions to the suggested security measures being	Noted and amended.

		acceptable in all circumstances	
		Para 6.10.1 line 3: This is particularly so when they are....	Noted and amended.
		Para 6.11.1: or reduced (spacing)	Noted and amended.
		DP11: first sentence does not make sense	Additional statement added to clarify the first sentence.
		DP12: Add caveat about - if this is the historic arrangement	This is not considered relevant as the Guide seeks to provide guidance for corner plots where it is deemed feasible to do so.
		Is it worth saying anymore about THIs? Do we have any intention to apply for more?	It is not considered necessary to provide too many details on specific funding as their availability and arrangements change all the time. This section provides a brief overview of what is available in the current climate. The introduction to this section will be amended to make this clearer.
		Could a summary be done as the document ends quite abruptly.	A summary is not considered necessary because Section 6 provides the direction necessary for various elements of shopfront proposals.
		Should the dos and don'ts have more prominence? Could it go in the main guide or as Appendix 1?	The do's and don'ts are there to provide a quick checklist (it is not exhaustive) and is not intended to take prominence.

Details of respondents

Ref	Name	Organisation
001	Dr Tom Welsh	
002	Miss Gudny Bjarnadottir	DAPP UK
003 (**)	Geoffrey Brown	East Midlands Development Agency
004	Sharon Henley	Northamptonshire Police
005	Mr Colin Richardson	The Richardson Group
006	Kate Servant	Town Centre Conservation Area Advisory Committee
007	John Wood	Northamptonshire Association for the Blind
008	Julia Chowings	Drivers Jonas Deloitte
009	Jenny Ballinger	Conservation, NBC

**** these respondents did not make any comments**

Appendix 3

Press Release

18 Northampton Chronicle & Echo, Thursday, March 17, 2011

www.northamptonchron.co.uk

Work of art originally sold for just for £252 back in 1969

Painting goes for £49k

AN oil painting by a famous Northamptonshire based artist which sold for just £252 in 1969 has been sold but this time it fetched £49,250.

Although the picture by Charles Spencelayh - titled *A Chelsea Pensioner* - is not dated, it is thought to have been painted by Spencelayh in the 1940s.

It was at the time when he fled, at the age of seventy five, to Northamptonshire when his London home was bombed during the Second World War.

Spencelayh spent the rest of his life, until his death at the age of 92, at St Andrew's nursing home in Northampton, on June 25, 1950 - living and working at

By Rob Middleton
Assistant News Editor

rob.middleton@northamptonchron.co.uk

London Road, Bozeat, where his studio was a converted shed at the bottom of his garden. The painting of a Chelsea Pensioner, was sold by an anonymous vendor for just £552 at Christie's in London on October 10, 1969.

But at Christie's South Kensington in London yesterday, it was bought by an anonymous British collector for £49,250.

Spencelayh specialized in sharply-observed, painstakingly-painted pictures of elderly men in cluttered rooms.

Some of his models were Bozeat pen-

sioners, including "Rocker" Drago and Dick Byrne.

Spencelayh was once quoted as saying: "My old men are all amateur sitters."

"Usually they work - and smoke - from 9.30 to 5 or 6pm and if I paid them some of them would gladly stay all night. I feed them well, give them plenty of rests and let them do exactly as they like. I always 'give in' to a sitter, because I know the picture depends entirely on him."

After the Second World War, it was possible to buy a Spencelayh painting for less than £30. On January 30, 1946, Rosie Levy sold fourteen Spencelayh pictures at Sotheby's in London for £1,504 and one of these pictures - titled *Old Coins* - fetched only £23.



This painting of Charles Spencelayh by Northampton artist Spencelayh raised £49,250, significantly more than the £252 it sold for originally in 1969

Submitted picture

Bid to improve the style of shop fronts

PEOPLE in Northampton are being given the chance to have their say on how shop fronts will look in the future.

A new planning guide, out for consultation today, aims to improve the appearance of shopping areas with Northampton. If adopted, it will provide clear planning and design standards to help recognise and improve the appearance of Northampton's shopping streets.

This could improve and enhance the way shops look and ensure they are in keeping with the building and the wider street and location.

Councillor Richard Church, (Lib Dem, Kingsthorpe) cabinet member for planning and regeneration, said: "This is an opportunity to improve

the frontages of our shops, whilst enhancing our town's architectural assets.

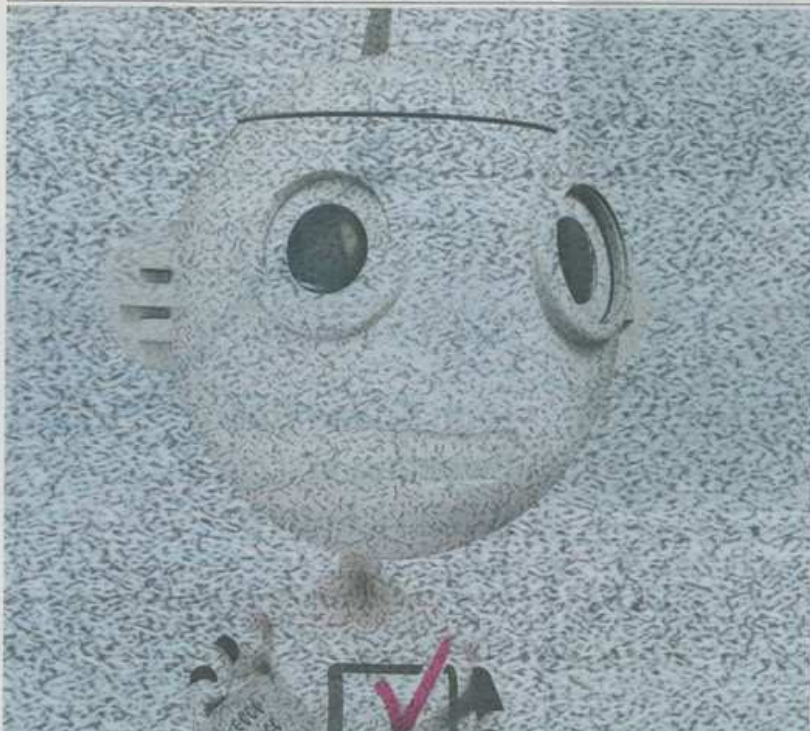
"It seems common for people to say that 'Northampton has some wonderful buildings if only you look up'. We want to address this by using planning powers to make Northampton an attractive place to shop and visit.

"For Northampton's town centre, this could be a real boost to our businesses.

"An attractive town centre will bring in more shoppers and encourage more shops to come to our town.

"I would encourage everyone to take a look at what we're proposing."


Information is available at www.northampton.gov.uk/ consultation and in libraries.



Appendix 4

Advert notice

Northampton Chronicle & Echo, Thursday, March 17th, 2011

Northampton Chronicle & Echo  :: telephone us now on... **01604 467000**

Public Notices

**NORTHAMPTON BOROUGH COUNCIL
NORTHAMPTON BOROUGH LOCAL
DEVELOPMENT FRAMEWORK
NOTICE OF PUBLICATION PERIOD FOR
THE SHOPFRONT DESIGN GUIDE
SUPPLEMENTARY PLANNING DOCUMENT
AND THE ACCOMPANYING
SUSTAINABILITY APPRAISAL REPORT.**

Planning and Compulsory Purchase Act 2004
Town and Country Planning (Local Development)
(England) Regulations 2004
(As Amended 2008)(The Regulations)

The Council has published Draft Shopfront Design Guide Supplementary Planning Document (SPD) for representations to be made, in accordance with Regulation 17 of the Regulations. The SPD sets out the design principles which owners of ground floor shopfronts and commercial premises need to take into account when making alterations to, or creating new shopfronts. The SPD is accompanied by a Sustainability Appraisal report, which sets out the potential social, economic and environmental effects of the SPD. The Draft documents (comprising the SPD, the Sustainability Appraisal report, Equality Impact Assessment screening, Consultation Statement and Representations Form) are available for inspection during normal office opening hours at the Council's Cliftonville House Reception, Bedford Road, Northampton NN4 7NR and the Guildhall One Stop Shop, St Giles Square, Northampton NN1 1DE. The documents are also available to view within opening hours at all libraries in the Borough (Central Library (Abington Street), Abington, Duston, Far Cotton, Hunsbury, Kingsthorpe, St James, Weston Favell and Wootton Fields).

Copies of the documents can be obtained from the Cliftonville House Reception and the Guildhall One Stop Shop. The full documentation can be downloaded from www.northampton.gov.uk, or requests for copies can be made to the Planning Policy Team on 01604 838 907 or email planningpolicy@northampton.gov.uk.

Representations are invited during the consultation period which runs from 17 March and closes on the 26 April 2011 at 23:59. Representations may be accompanied by a request to be notified of the adoption of the SPD. If making such a request please specify the address for this purpose. Representations can be sent in the following ways:

Via the Council's website on www.northampton.gov.uk or in writing to: Mr Paul Lewin, Planning Policy & Heritage Manager, Planning Policy, Northampton Borough Council, FREEPOST MID 17237, Northampton, NN1 1WJ, or by email to planningpolicy@northampton.gov.uk, or by fax to 01604 837 527.

All representations must be received on Tuesday 26 April 2011 by 23:59.
Dated: 16 March 2011.

Public Notice

NOTICE

is hereby given that Marc Bradley, of John Lea Way, Wellingborough, Northamptonshire NN8 2QA, has applied to the Judge at Northampton County Court, for a Bail Certificate. Any person who knows of a reason why Mr Bradley is not a fit proper person to be granted a Bail Certificate, should write to The Court Manager at Northampton County Court, 85/87 Lace Lane, Northampton NN1 3HQ, before 26 March 2011.

Public Notices

**NORTHAMPTON BOROUGH COUNCIL
NORTHAMPTON BOROUGH LOCAL
DEVELOPMENT FRAMEWORK
NOTICE OF PUBLICATION PERIOD FOR
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(England) Regulations 2004
(As Amended 2008)(The Regulations)

The Council has published Draft Shopfront Design Guide Supplementary Planning Document (SPD) for representations to be made, in accordance with Regulation 17 of the Regulations. The SPD sets out the design principles which owners of ground floor shopfronts and commercial premises need to take into account when making alterations to, or creating new shopfronts. The SPD is accompanied by a Sustainability Appraisal report, which sets out the potential social, economic and environmental effects of the SPD. The Draft documents (comprising the SPD, the Sustainability Appraisal report, Equality Impact Assessment screening, Consultation Statement and Representations Form) are available for inspection during normal office opening hours at the Council's Cliftonville House Reception, Bedford Road, Northampton NN4 7NR and the Guildhall One Stop Shop, St Giles Square, Northampton NN1 1DE. The documents are also available to view within opening hours at all libraries in the Borough (Central Library (Abington Street), Abington, Duston, Far Cotton, Hunsbury, Kingsthorpe, St James, Weston Favell and Wootton Fields).

Copies of the documents can be obtained from the Cliftonville House Reception and the Guildhall One Stop Shop. The full documentation can be downloaded from www.northampton.gov.uk, or requests for copies can be made to the Planning Policy Team on 01604 838 907 or email planningpolicy@northampton.gov.uk.

Representations are invited during the consultation period which runs from 17 March and closes on the 26 April 2011 at 23:59. Representations may be accompanied by a request to be notified of the adoption of the SPD. If making such a request please specify the address for this purpose. Representations can be sent in the following ways:

Via the Council's website on www.northampton.gov.uk or in writing to: Mr Paul Lewin, Planning Policy & Heritage Manager, Planning Policy, Northampton Borough Council, FREEPOST MID 17237, Northampton, NN1 1WJ, or by email to planningpolicy@northampton.gov.uk, or by fax to 01604 837 527.

All representations must be received on Tuesday 26 April 2011 by 23:59.
Dated: 16 March 2011.

Public Notice

NOTICE

is hereby given that Michael Ronald Keane, of 27 Beaulieu Road, Tonbridge, Kent, TN11 3TE, has applied to the Judge at Northampton County Court, for a Bail Certificate. Any person who knows of a reason why Mr Keane is not a fit proper person to be granted a Bail Certificate, should write to The Court Manager at Northampton County Court, 85/87 Lace Lane, Northampton NN1 3HQ, before 26 March 2011.

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Glossary

BID	Business Improvement District
SCI	Statement of Community Involvement
SPD	Supplementary Planning Document

SHOPFRONT DESIGN GUIDE

Appendix 2

Supplementary Planning Document

Planning Policy Team, 2011



NORTHAMPTON
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CONTENTS

Page No

PART A

1.0	Introduction	4
1.1	Purpose of the Document	4
1.2	The Benefits of Improving Shopfront Design	5
2.0	The Planning Process	6
2.1	Planning Permission	6
3.0	Planning Policy	7
3.1	Planning Policy Context	7
3.2	Supporting Evidence	7
3.3	Sustainability Objectives of the Guide	8
4.0	Access for All	9
4.1	Disability and Equality Act 2010	9

PART B

5.0	Design Considerations	11
5.1	Understanding Shopfronts	11
5.2	Northampton Shopfronts	11
5.3	Rhythm of the Street	13
5.4	Respect the Building	14
6.0	Design Principles	15
6.1	1: General Design Principles	15
6.2	2: Fascias	16
6.3	3: Doors and Windows	17
6.4	4: Stallriser	18
6.5	5: Materials and Colour	19
6.6	6: Pilasters	19
6.7	7: Signs	21
6.8	8: Security	22
6.9	9: Lighting	23
6.10	10: Blinds and Canopies	25
6.11	11: Fixtures and Fittings	26
6.12	12: Corner Plots	26
6.13	New Build Indoor Shopfronts	27
7.0	Delivery	28
7.1	Business Improvement District	28
7.2	Alternative Sources of Funding	28
7.3	Maintenance	29
7.4	Monitoring	29
8.0	Glossary	30
9.0	References	31

PART C

10.0	Appendices	32
	Appendix 1: Making a Planning Application	33
	Appendix 2: Do's and Don'ts	35
	Appendix 3: Planning Policies	36
	Appendix 4: The Evolution of the Shopfront	38

PART A:

CONTEXT

1.0 INTRODUCTION

1.1 Purpose of the document

1.1.1 This Shopfront Design Guide Supplementary Planning Document (SPD) will help retailers and commercial operators, when they want to make alterations to or replace a shopfront. Northampton Borough Council is committed to ensuring that shopfronts enhance and contribute to the street scene and the local character. This will help create an attractive, safe and vibrant environment for the public, in addition to protecting and enhancing Northampton's heritage.

1.1.2 For the purposes of this Guide, a shopfront relates to all ground floor retail and commercial frontages. The Guide is to be applied to all shopfronts within Northampton's town centre, district centres, local centres, neighbourhood centres, parades and corner shops / standalone shops.

1.1.3 A shopfront, regardless of its architectural style, requires its own individual design consideration in order to take the opportunity to harmonise a building and/or a street. This Shopfront Design Guide is a tool for applicants to follow and take into consideration to ensure that this happens. It is also a tool for shopfront owners who wish to improve their shopfronts even if planning permission is not required.

1.1.4 However, it is strongly recommended that the applicant consults a planning expert and / or Northampton Borough Council Planning Officers if clarity is needed on when planning permission is legally required. It is also recommended that the applicant seeks the professional advice of an architect when drawing up proposals for the shopfront.

1.1.5 Northampton Borough Council has produced this SPD to support relevant saved policies contained in the adopted 1997 Northampton Local Plan as well as emerging policies contained in the Central Area Action Plan and the West Northamptonshire Joint Core Strategy. It also replaces the existing Shopfront Design Guide, published by Northampton Borough Council in April 1998.

1.2 The Benefits of Improving Shopfront Design

1.2.1 A successful and thriving town centre is reflected by the high number of visitors (both during the day and in the evenings) and high financial spend per person. People are particularly attracted to town centres which not only offer variety but also security and an attractive environment. District and local centres serve people within their catchment areas.

1.2.2 Evidence shows that Northampton's town centre continues to perform solidly, but with clear potential for improvement. One way in which the town and other commercial centres can improve is through their physical appearance and quality of shopfronts. Cumulative shopfront improvements will:

- Improve the physical aspects of a shopping frontage – creative, attractive, stylish and period sensitive shopfronts create a vibrancy in the street scene attracting shoppers and visitors alike. The street becomes a dynamic place encouraging people to return;
- Encourage vitality of the area, increasing investment in other shopfronts and encourage good maintenance of existing shopfronts;
- Bring more visitors into town - this comes with economic growth, leading to an increase in demand for commercial space and offers of investment; and
- Make the town feel safer – empty streets or shopfronts that lend themselves to easy vandalism can be intimidating



Figure 1: Gold Street, Northampton

2.0 THE PLANNING PROCESS

2.1 Planning Permission

2.1.1 For all building work, the owner of the property is ultimately responsible for complying with the relevant planning laws and building regulations (regardless of the need to apply for planning permission and/or building regulations approval or not).

2.1.2 Failure to comply with the relevant laws could result in the owner being liable for prosecution, any remedial action (which could go as far as demolition and/or restoration) and any other related enforcement actions. The general advice is to always discuss your proposals with a planning expert and / or Northampton Borough Council Planning Officers before starting work.

2.1.3 The Planning Portal is the Government's official planning website. Every local authority in England and Wales accepts planning applications via the Planning Portal (www.northampton.gov.uk/planning).

2.1.4 There are many types of planning processes which may be applicable to undertaking changes or creating a new shopfront. These include:

- standard planning permission
- advertisement consent
- listed building consent
- conservation area consent
- lawful development certificates

For further information on seeking pre-application advice, submitting a planning application, key contacts and a brief Do's and Don'ts Guide see, *Appendices 1 and 2*.

3.0 PLANNING POLICY

3.1 Planning Policy Context

3.1.1 This Guide provides details and interpretation of relevant policies contained in the existing adopted Northampton Local Plan June 1997, the pre-submission draft Central Area Action Plan November 2010 and the pre-submission draft West Northamptonshire Joint Core Strategy February 2011 (see *Appendix 3*). The saved policies will remain a material consideration for the purposes of determining planning applications until replaced by new policies.

3.1.2 This SPD also conforms to Government guidelines contained in *Planning Policy Statement 1 (Delivering for Sustainable Development)*, *Planning Policy Statement 4 (Planning for Sustainable Economic Development)* and *Planning Policy Statement 5 (Planning for the Historic Environment)* as well as Highways Regulations.

3.2 Supporting Evidence

3.2.1 In preparing the Central Area Action Plan and the West Northamptonshire Joint Core Strategy various technical studies were published as part of the need to provide robust evidence to support policy formulation. These technical studies were equally useful for updating this Shopfront Design Guide.

3.2.2 Key messages emerging from these technical studies include:

- **Fixtures and fittings:** redundant, inappropriate and poorly sited fixtures and fitting should be removed or redesigned/relocated. These include permanent and temporary items such as security alarm boxes and pigeon deterrents;
- **Maintenance:** within the town centre, Abington Street is considered to have poor standard of maintenance of fixtures and fittings, especially street furniture. Gold Street is characterised by rundown, poorly maintained buildings;
- **Lighting:** there should be a balance between shop display lighting, street lighting and architectural lighting. Lighting which is aesthetically sympathetic to the buildings and streetscape should be provided;
- **Environment:** some streets, such as Abington Street, are increasingly blighted by boarded up shops and “to let” signs;
- **Heritage:** development proposals should be well-designed and imaginative whilst still respecting the appearance and setting of heritage assets;
- **Design and Innovation:** high quality and creatively design shopfronts which exhibit a harmonious relationship with their surroundings will collectively reinforce the identity and commercial aspects of that street or parade; and
- **Sustainable development:** utilising high quality materials and creating well-designed buildings will help ensure that they last for longer periods and require less resources to run on a daily basis.

3.3 Sustainability Objectives of the Guide

3.3.1 The sustainability objectives for preparing the Guide builds on the requirements contained in the saved policies of the adopted Local Plan and the policy direction of both the Central Area Action Plan and the West Northamptonshire Joint Core Strategy given in *Appendix 3*. The objectives are:

Social objectives

- To provide clarity and guidance to shopfront owners about the planning process and the design principles for their shopfronts;
- To ensure that shops and commercial units on the ground floors are accessible to everyone including those from vulnerable groups; and
- To reduce crime and fear of crime.

Economic objectives

- To regenerate Northampton's town centre;
- To encourage investment in the town centre by setting a good standard of street scene; and
- To retain and promote the vitality and viability of district, local and neighbourhood centres.

Environmental objectives

- To achieve a high quality and pleasant street scene; and
- To maintain and enhance Northampton's historic and architectural heritage.

3.3.2 These objectives and the design principles listed have been subjected to a Sustainability Appraisal. The Sustainability Appraisal report accompanies this SPD and can be viewed online.

4.0 ACCESS FOR ALL

4.1 The Disability and Equalities Act 2010 (known as the Equality Act 2010)

4.1.1 The design principles contained in this Guide comply with the Equality Act 2010 by ensuring that they do not discriminate, nor are deemed to discriminate against anyone, especially those within the protected characteristics.

4.1.2 The Council is committed to ensuring that new development improves accessibility for everyone, including vulnerable groups. In formulating the design principles, the Council has consulted key Community Forums to establish how their requirements can be incorporated, whilst balancing against other legislative controls.

4.1.3 According to the Census 2001, there were just under 58,000 people aged 50 and upwards living in Northampton at that time. Evidence shows that the population increase to 2026 will be made up in the majority by the more elderly age bands. The Northamptonshire Association for the Blind stated that there are about 3,000 people in Northamptonshire who are registered or partially sighted. However, it is estimated that there are 19,000 people aged 65 or over who have substantial sight problems. Northamptonshire Observatory states that in November 2009 (most recent available dataset), there were 9,440 people claiming disability living allowance in Northampton and 28,820 in Northamptonshire.

4.1.4 It is therefore essential that they consider Northampton to be their main destination for leisure and shopping, not just to secure return visits but also to contribute to the economy in the town.

PART B:

DESIGN GUIDANCE

5.0 DESIGN CONSIDERATIONS

5.1 Understanding Shopfronts

5.1.1 Shopfronts have an important role to play in respect of; promoting the vitality of the street scene, providing advertisement opportunities for businesses and promoting the safety of the general public.

5.1.2 The design of a shopfront should not therefore be considered in isolation but as a key part of the overall composition of the building itself and the wider rhythm of the street. In order to understand how to design a shopfront, it is important to understand the key features of a high quality shopfront (see *Figure 2* below). Many of these features such as fascias, pilaster and stallrisers are still seen in shopfront design today.

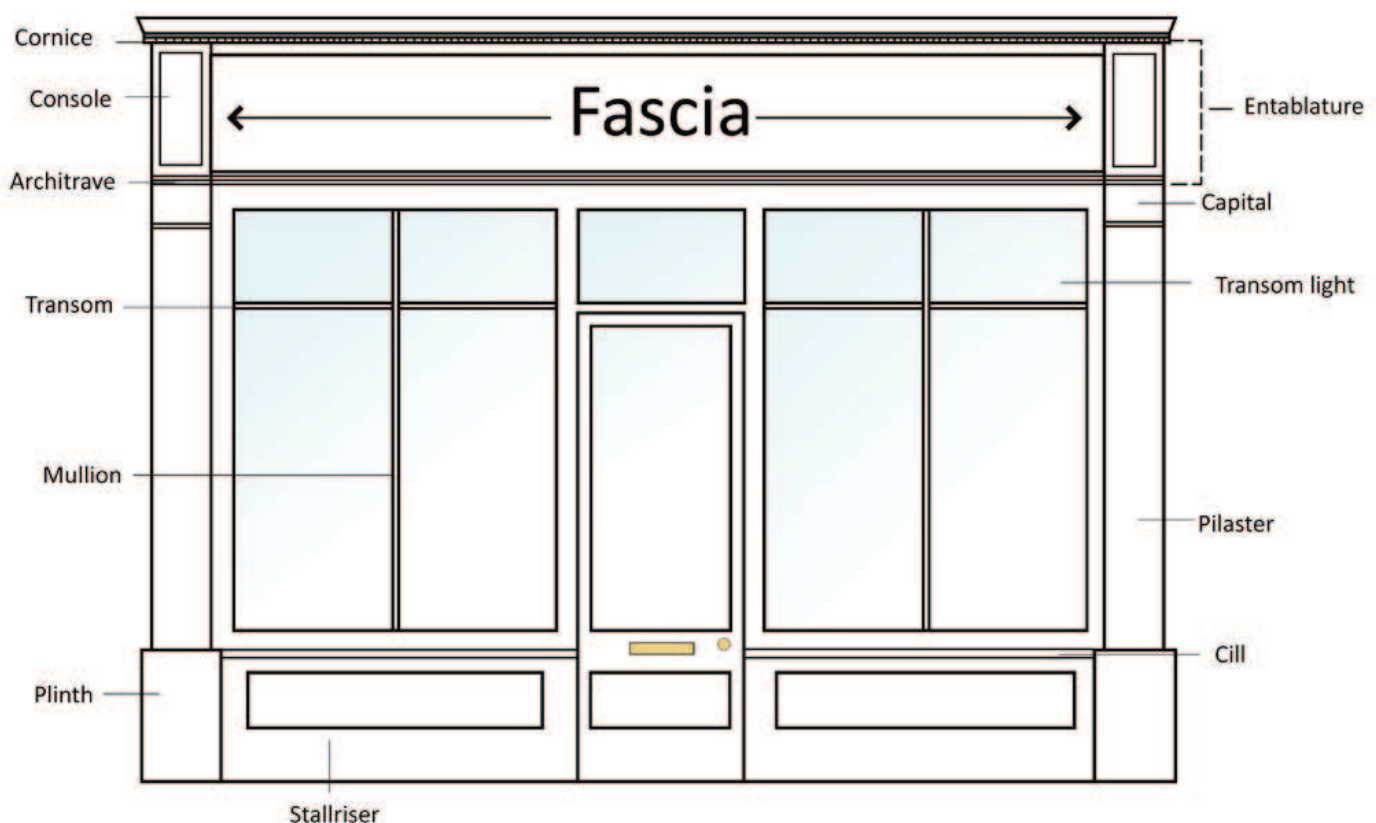


Figure 2: A guide to shopfront terminology

5.2 Northampton Shopfronts

5.2.1 Northampton has a variety of shopfronts which range in style and quality. The following section of the Guide briefly describes three common types of shopfront in Northampton. It is important to identify and understand the different types of shopfronts to improve and enhance the character of retail centres and shopping parades. Despite the variation in shopfront styles throughout Northampton the Shopfront Design Principles (*Section 6*) can be equally and successfully applied to maintain and enhance the aesthetic appearance and overall quality of the shopfront and the streetscape.

Traditional Shopfronts – (19th century Victorian)

5.2.2 In the late 19th century came the traditional shopfront based on the principles of Greek Classical design. Features of a traditional shopfront such as the plinth and column are borne from the design of classical buildings. Adopting this approach to design helps ensure that the shopfront and the building are not developed as two separate entities, but as a whole building.

5.2.3 Advances in materials and different technologies allowed for subtle variations in the shopfront design, however, the flexibility and adaptability of design within the traditional shopfront format, allowed for a fairly consistent approach to shopfront design through the Victorian periods.

Edwardian and Modernist Shopfronts (1900 - 1950)

5.2.4 The rise of Modern shopfronts came in early to mid 20th century and encompassed styles such as Art-Deco. The Modernist approach further embraced the growing desire of shop owners to display more of their merchandise to the passing public. Thus, an increased amount of glazing was incorporated into designs and different materials such as marble and aluminium became prominent in the design of shopfronts.

5.2.5 Modernist shopfronts were more open in design with a recessed doorway making more room for display areas and glazing. To increase the attractiveness of shopfronts the use of electric lighting was incorporated in window displays and on the exterior of shopfronts for the first time.

Post Modernist (1950 – Present day)

5.2.6 Post Modern shopfronts in the late 20th and 21st century possess a variety of different architectural styles and are increasingly different aesthetically, due to further advances in materials and technologies. Shopfronts have now become a trading asset for businesses to reinforce their brand and overall reputation.

5.2.7 Most businesses today want a creative and attractive shopfront that stands out and competes. However, this has often led to the installation of new corporate style shopfronts that have little relationship with the rest of the building and streetscene.



Figure 3: Victorian Shopfront, St Giles Street



Figure 4: Modernist shopfront, Abington Street



Figure 5: Post Modern shopfront, Abington Street

5.2.8 The late 20th Century saw the installation of many poor quality shopfronts. Such shopfronts have little in the way of quality and pride in their appearance and sometimes lack detailing and some of the constituent elements of a traditional shopfront e.g. stallrisers and architraves. Moreover shopfronts are used as cheap advertisement opportunities, with limited consideration for design issues. The advent of security grilles and shutters during this time has also hindered the design quality of shopfronts.

Please see *Appendix 4* for a brief overview of the history of shopfronts and their varying characteristics



Figure 6: Poor quality post modern shopfront

5.3 Rhythm of the Street

5.3.1 When formulating design proposals for shopfronts it is vital to consider the architectural styles of adjoining buildings/shopfronts and the wider street scene. Materials, colour and proportions of key elements of a shopfront should provide variation to the streetscape whilst maintaining the architectural rhythm of the street and integrity of the individual building.



Figure 7: Rhythm of the street -The negative impacts of mixing shopfront styles without due regard for street scene. Negatives on this street include the mixture of; signage, fascias, doorways, materials and the colour palette.



Figure 8: Rhythm of the street - A positive street scene which still possesses a variety in shopfront styles and materials

5.4 Respect the Building

5.4.1 A shopfront should look to complement the character and structural integrity of the whole building whilst retaining an element of creativity and individual style. *Figure 9* shows how the appropriate use of colour, windows and architectural style have been incorporated into the design of the shopfront in order to complement the whole building and its setting in Northampton's historic Market Square.

5.4.2 *Figure 10* shows how a poor quality and insensitively designed shopfront can damage the integrity of a building. The composition, colour, signage and materials used in this shopfront have no relationship with the upper floors of the building.



Figure 9: Market Square, Northampton



Figure 10

6.0 DESIGN PRINCIPLES

6.1 General Shopfront design principles

6.1.1 The General Shopfront Design Principles outline the key requirements and considerations for property owners and Development Control Officers when assessing proposals to repair, replace or install a new shopfront. Guidance on specific shopfront design challenges is outlined in Design Principles 2-12.

DESIGN PRINCIPLE 1: GENERAL DESIGN PRINCIPLES

1. Shopfronts in harmony

When considering a proposal to replace a shopfront, the applicant should consider how the shopfront can be restored and enhanced, not just in isolation but in conjunction with the architectural style and character of the whole property, its neighbours and its immediate public realm (*Figure 11*).

2. Removal of historic shopfronts

The partial or complete removal of a historic shopfront (on a heritage asset and on a building within a conservation area) will be resisted, unless there are exceptional circumstances to justify removal.

3. Shopfront Design Cues

New shopfront design should look to respect and take design cues from existing features of architectural merit and/or historical records (*Figure 12*).

4. Corporate branding

The corporate branding of a shopfront, by a residing business, comes secondary to the quality of the shopfront design and the need to create a positive relationship between the shopfront and the rest of the building and surrounding street scene (*Figure 13*).



Figure 11: Shopfronts design should complement the individual building and adjoining properties.



Figure 12: Shopfronts design should look to reinstate positive design features such as fascias.



Figure 13: Accessorize & Carphone Warehouse show varying approaches to the relationship between shopfront design and corporate branding

5. Access

The design of the shopfront should incorporate safe, easy and convenient access to the premises for everyone, including disabled and elderly customers, and customers with twin buggies (*Figure 14*).

6. Separate doors

Where a separate door to upper floors is required, these should be designed as an integral part of a shopfront. Such new shopfronts should respect and complement the design of an existing entrance, provided these entrances are themselves of aesthetic quality (*Figure 15*).

7. Materials

Materials should be in harmony with the age and design features of the rest of the main building and neighbouring properties. The type and number of different materials should be kept to a minimum.

8. Scale and proportion

The scale and proportion of window frames, doors, fascias and any other external features should respect the established character of the streetscape as well as the architectural and historical features of the upper floors (*Figure 16*).

Horizontal features including stallrisers and door panels should be aligned and not be clearly disproportionate to their neighbouring feature.



Figure 14: Easy store access.



Figure 15: On the left, a well integrated door to upper floor of a building. On the right, an inappropriate door to upper floors in terms of its fenestration, materials, colour and style.



Figure 16: A row of shopfronts that vary in style whilst still respecting scales and proportions. However street clutter is still a problem.

6.2 Fascia

6.2.1 Fascias form the dominant feature of the shopfront. The fascia is key to advertising a shop's product and/or service and is usually the first feature a customer will take notice of. Therefore it is critical that acceptable materials for fascias are used and subsequently incorporated into the wider design of the shopfront. This will ensure that it remains an attraction without harming the overall shopfront.



Figure 17: Fascias should complement the overall shopfront design and adjoining buildings.

DESIGN PRINCIPLE 2: FASCIAS

The design of a fascia should:

- be of a scale proportionate to the rest of the building;
- not extend below the top of the capital;
- not obscure windows and architectural detailing; and
- not extend above the ground floor level.

In addition:

- any existing fascias of historic and/or architectural merit on shopfronts should be incorporated into design proposals and not be covered by a new fascia or sign;
- the use of box fascias should be avoided as they are often unsympathetic to their surroundings in terms of bulk, size, materials and the lighting within the box fascia; and
- non acrylic and matt finish materials should be used in fascia design on heritage assets.

6.3 Doors and Windows

Doors

6.3.1 Northampton's shopfronts contain a combination of both modern and traditional styles. The more traditional shopfronts, such as those in the Market Square and along St Giles Street and Gold Street, contain recessed doorways. These provide depth to the shopfront and break the monotony of an aligned feature. They also offer opportunities for additional retail display space.

6.3.2 However, recessed doors can encourage anti-social behaviour such as street fouling, litter and sleeping rough. Where there is evidence of such behaviour, these recessed doors need to be given proper security measures (see *Design Principle 8* for more details).

6.3.3 Doors are used to access both the shops and the units above. The Council would like to see an imaginative approach to the design of doors, to ensure that they not only complement the whole shopfront and the rest of the property, but also improve accessibility for all including disadvantaged groups.

Windows

6.3.4 A variety of design for windows can also be seen across Northampton. The Market Square and St Giles Street possesses some traditional style windows such as oriel windows and sash windows, which complement the character of the individual building and the wider streetscape. This is to be encouraged. The design of the windows is an essential part of achieving good shopfront design.

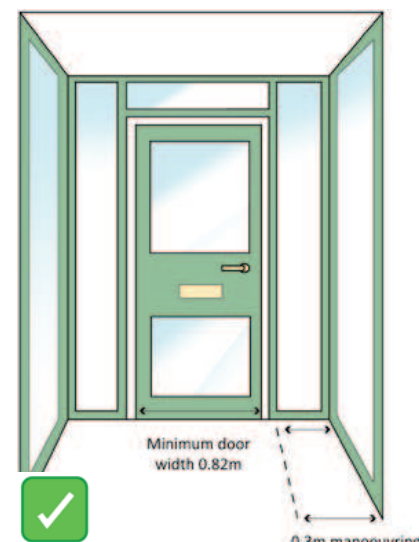


Figure 18: The minimum door width

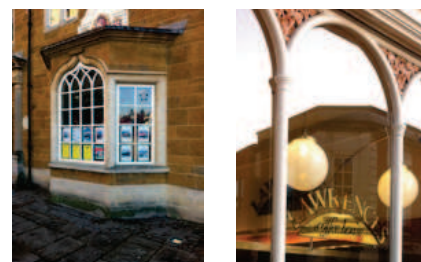


Figure 19 & 20: Differing styles of windows in Northampton town centre

DESIGN PRINCIPLE 3: DOORS AND WINDOWS

Windows

When designing windows, the applicant should take into account existing window design above the shopfront and consider how their proposal will complement the individual building and the rhythm of the streetscape. Glazed areas should be sub-divided to achieve a well proportioned shopfront.

Doors

When designing the door of a shopfront:

- the entrance into the premises should be located centrally or adjacent to either pilaster.

- doorways and entrances should be level with the footpath and / or ramped; and
- the entrance should be easily accessible by all through the imaginative use of colours and materials, with a minimum unobstructed opening of 0.82m (see paragraph 6.5.2).

Where recessed doorways are already in place, (not on historic assets) consideration should be given to fitting gates for use after close of business.

6.4 Stallriser

6.4.1 Stallrisers have both a visual and security function. Where appropriate materials are used, and colours which blend in with its surroundings chosen, stallrisers will add positively to the appearance of the shopfront whilst enhancing the display of goods on sale. They can also protect the shopfronts from accidental knocks, splashes and other potential damage, therefore adding to the security of the shopfront. Common materials for stallrisers include: timber, stone, brick and ceramics.

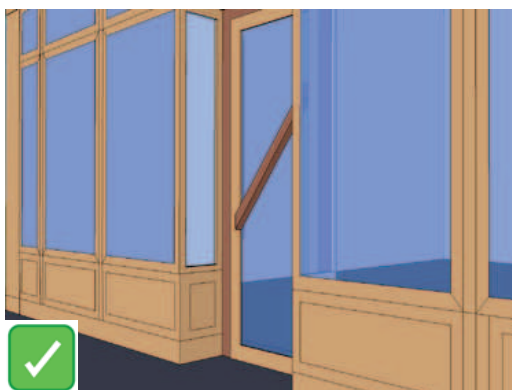


Figure 21: A high quality stallriser on a postmodern shopfront

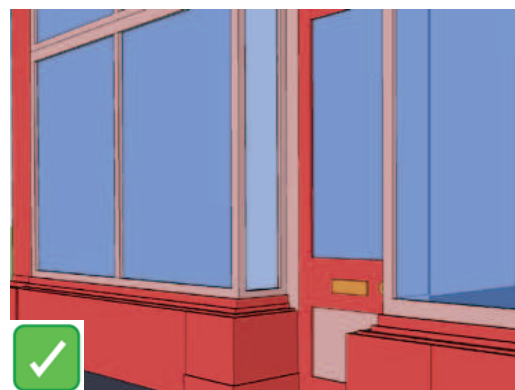


Figure 22: A traditional stallriser

DESIGN PRINCIPLE 4: STALLRISER

Proposals which will result in improvements and enhancements to stallrisers will be supported, particularly where it has been shown that new materials to be incorporated into the design would not detract visually from the individual building and neighbouring shopfronts.

Stallrisers should be incorporated into new shopfront design proposals where appropriate. The scale of the stallriser required should be in proportion with the plinth supporting the pilaster.

6.5 Materials and Colours

6.5.1 Materials, in terms of types, colour, variations and quality; can either enhance or detract from the physical appearance of a shopfront. Using appropriate type and quality of materials is essential to ensure the protection and enhancement of an individual building and the wider streetscape.

6.5.2 The imaginative use of materials can also positively aid access for people with visual impairment. Contrasting colours and textures, for instance, including those on doors and shop floor entrances, will make them recognisable therefore allowing ease of access.

DESIGN PRINCIPLE 5: MATERIALS AND COLOURS

All materials used should be high quality, durable and robust. The design of attractive and unique shopfronts through the creative use of materials and colour will be supported provided that proposals meet Design Principle 1.

Colour contrast between the frame and door, and the door and handle needs to conform to the requirements contained in the Building Control Approved Document M. The use of tactile paving at the entrance to a shop to aid the visually impaired will be supported.

For shopfronts on heritage assets or within conservation areas, materials and the colour of materials for all constituent parts of the shopfront should complement the architectural style and period of the individual building and the surrounding streetscape.

6.6 Pilaster

6.6.1 The pilaster is a vertical column which frames the shopfront and provides visual support to the fascia and the upper floors of the building. Pilasters usually project from the rest of the shopfront and incorporate a capital at the top and a plinth on the bottom.

6.6.2 Within traditional shopfronts, when a single shopfront extends across two or more buildings, the use / retention of pilasters provides the ideal design solution when shopfront design is seeking to respect the character and identity of an individual building.

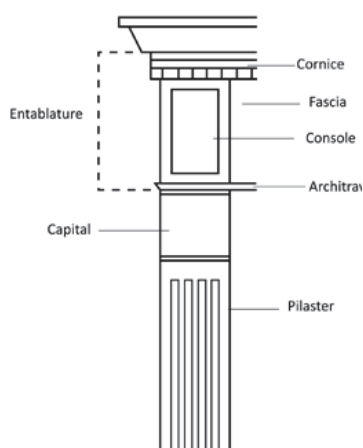


Figure 23: Pilaster detailing



Figure 24: Supporting console bracket

DESIGN PRINCIPLE 6: PILASTERS

Pilasters are an integral part of shopfront design and should always be incorporated into shopfront design in some capacity. The design of a pilaster in terms of height, width, materials and make up will vary depending on the shopfront style and the building itself.

When there is opportunity, particularly on heritage assets, moulding on pilasters (and capitals) should take prompts from surrounding properties and historic records.

6.7 Signs & Lettering

6.7.1 Signs are used to advertise a shop's product or service and is often incorporated into the design of a shopfront's fascia, glazing, hanging sign and projecting sign. The design of signs including the use of lettering and colour, needs to respect the character of the individual building and wider streetscape in order to harmonise the shopfront with its surroundings. Whilst working within these parameters, designing signs also provides businesses with the opportunity to be creative and innovative in order to capture the interests of passers by and develop a vibrant and interesting streetscape.

6.7.2 Shops, banks, restaurants and commercial premises often have a corporate style which is incorporated into shopfronts, signs and lettering. In some circumstances there may be a need to adapt signs and lettering, so that it is proportionate to the fascia and the rest of the shopfront, without compromising the overall legibility of the signs. The use of colour in signs can enhance or intrude upon the streetscape, so it may be necessary to tone down corporate branding in order to harmonise with both the shopfront and the streetscape.

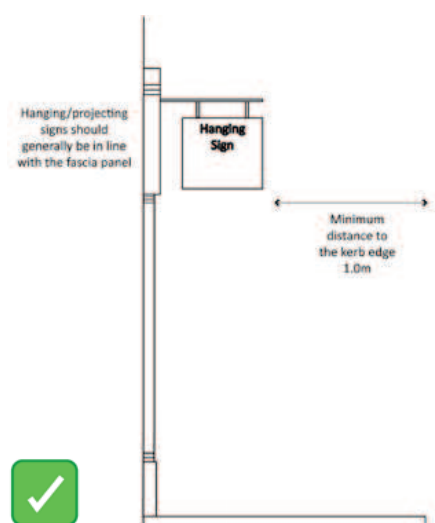


Figure 25: Dimensions for hanging and projecting signs

Figure 26-28: Examples of box and hanging signs in Northampton



Appropriate style and lettering on hanging signs



Well located box sign, however there is evidence of clutter on the shopfront

DESIGN PRINCIPLE 7: SIGNS

Signs should respect the character of the individual building and adjoining properties. Businesses located within a heritage asset or conservation area should adapt their corporate style in terms of signage in order to preserve and enhance the integrity of the shopfront / building and the wider streetscape.

Projecting or hanging signs should:

- not obscure architectural detailing;
- be located below the first floor window cill (preferably at fascia level);
- clear the highway by a minimum height of 2.14m; and
- allow for a minimum distance of 1m between its furthest projecting edge and the vehicular highway.

Projecting box signs are not suitable in conservation areas or on heritage assets. External illumination can be achieved by subtle trough lighting. In addition, there should only be one box or hanging sign per shopfront.

Lettering on signs and fascias should:

- enhance the appearance and attraction of the shopfront whilst respecting the character of the shopfront and streetscape;
- be spaced and sized appropriately; and
- not project beyond the width of the existing fascia board.

6.8 Shopfront Security

6.8.1 Retail centres and shopping parades should be places where people feel confident and safe to shop, live, work and undertake leisure pursuits, not just on their own, but with their families and friends. This should remain the case even outside normal shopping hours.

6.8.2 Shopfront security should be included as a complementary part of any design from the outset and should not dominate the shopfront when the premises are closed. Solid steel and metal shutters, create a dull and an unwelcoming atmosphere. Solid steel shutters reduce the surveillance of the street and provide a surface that can easily be used for graffiti. The key to successful shopfront security is to ensure that the area is kept busy and well lit over the course of the day and into the evening. Even if the shops are closed, it is preferable for the shopfronts not to be closed off completely.

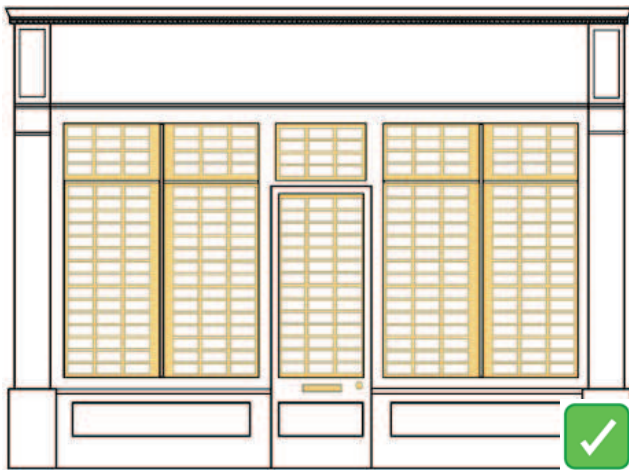


Figure 29: Internal or external lattice shutters are appropriate if needed



Figure 30: Solid roller shutters detract from the street scene, and are unacceptable.

DESIGN PRINCIPLE 8: SECURITY

The following security measures may be acceptable:

- laminated glazing;
- lattice grill or perforated shutters which offer a level of transparency on to the street (shutter boxes should be located within the shopfront or recessed level with the fascia); and
- expandable gates and lockable metal gates on recessed doors.

The use of solid shutters on shopfronts is wholly unacceptable. The use of external security shutters will not be acceptable on heritage assets and on buildings located within conservation areas.

6.9 Lighting and Illumination

Lighting of shopfronts and facades

6.9.1 Lighting and illuminations can add to or detract from the attractiveness of the shopfront and its neighbouring frontages. The principle of lighting a shopfront, especially artistic lighting, is usually positive as it can: increase advertising and future sales opportunities for businesses, improve the vibrancy of the streetscene at night and improve the quality of the local environment for users. Lighting and illumination also plays an important role in shop security as it has the ability to indirectly impact on the behaviour of the general public.

6.9.2 Ultimately, how a shopfront is illuminated will depend on the individual characteristics of the building. However the addition of lighting fixtures and fittings should not have a detrimental impact on the overall character of the building and the wider street scene. Caution and care should be applied to avoid unnecessary light pollution.

Lighting

6.9.3 As with lighting the shopfront and window display, the illumination of signs should be considered as part of the overall design proposal and be appropriate to its immediate and wider street context. Projecting box lighting and fascias should be avoided in favour of halo lighting, this is of particular importance on traditional shopfronts within the Borough.

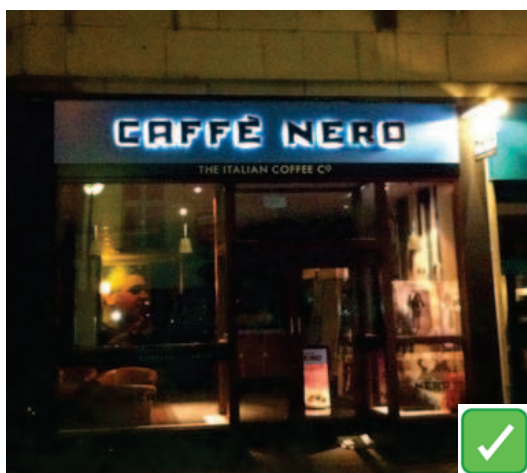


Figure 31: Halo lighting, Abington Street

DESIGN PRINCIPLE 9: LIGHTING

Building Lighting

Illuminations will be acceptable where:

- it can be demonstrated that the visual appearance of the shopfront can be improved without having a negative impact on neighbouring shopfronts; and
- fixtures and fittings such as cabling are suitably concealed within any design proposals.

Signage Illuminations

Illuminations will be acceptable where:

- the lighting used comprises halo lighting behind individual letters or small quantity of spotlights; and
- internally projected illuminations are unacceptable on heritage assets and within conservation areas.

All illuminations should be aesthetically sympathetic to the individual building and the streetscape.

6.10 Blinds and Canopies

6.10.1 Blinds and canopies are primarily used to provide protection from the weather for shoppers and goods inside or outside a shop. They can be an attractive addition to a shopfront and the wider street scene when included in the overall shopfront design, not as a separate 'add-on' entity. Highways regulations require that all blinds and canopies should clear the pavement by a minimum height of 2.14m, the distance between the far edge of the canopy/blind and the kerb should be at least 1m. Fixed, Dutch or folding canopies could be considered inappropriate additions to shopfronts as they may be visually obtrusive when open and fully retracted.

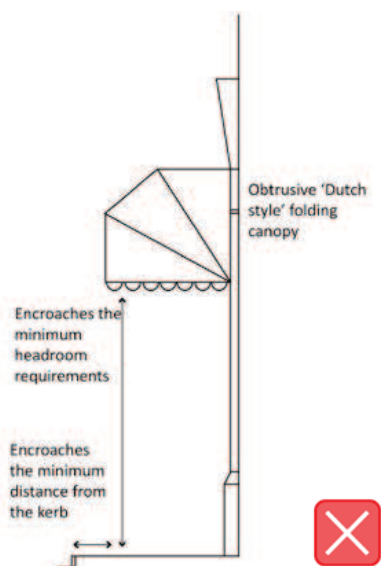


Figure 32: Inappropriate dimensions for a 'Dutch style' canopy

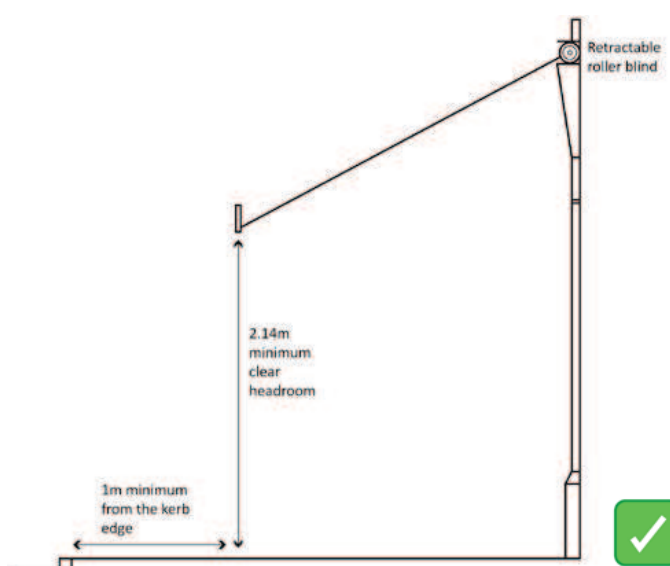


Figure 33: Acceptable dimensions for installing a roller blind/canopy

DESIGN PRINCIPLE 10: BLINDS AND CANOPIES

The most suitable type of canopy/blind is a straight canvas retractable canopy/blind (see Figure 33). The blind/canopy should be the width of the shopfront's fascia and the accompanying blind box should be fitted flush with or behind the fascia. Proposals will be required to meet the following criteria:

- the blind box should be successfully incorporated into shopfront design;
- the size, shape, colour and materials of blinds/canopies (and any accompanying blind box) should be compatible with the character of the shopfront, the building and the street scene;
- blinds and canopies should be positioned appropriately in the context of the shop and not to obscure any architectural detailing;
- the use of non retractable canopies will not be permitted in conservation areas and on heritage assets;
- the outer edge of the blind/canopy needs to be a minimum of 1m from to the kerb line; and
- the height of the blind/canopy must be no less than 2.14m from pavement level.

6.11 Fixtures and Fittings

6.11.1 The visual appeal of a building's frontage, particularly on heritage assets, can be enhanced or reduced, depending on the existence, nature, amount and location of fixtures and fittings such as redundant security alarms, external cable runs and pigeon deterrents.

6.11.2 Where new ATM's are to be installed, it is essential that they be installed securely, for the benefit of both the public and the banks.

DESIGN PRINCIPLE 11: FIXTURES AND FITTINGS

Redundant fixtures and fittings should be removed as part of the planning application, with the exception of those which add to the character of a heritage asset. Any holes or marks left on the building following removal should be sympathetically repaired with materials that will not have a detrimental impact upon the fabric of the building.

If new fixtures and fittings are required, these need to be discreetly positioned within the building and should not cover any existing architectural detailing. If required a rod and wire deterrent system should be used to deter pigeons.

Where new ATM machines (cash machines) are to be installed they should be:

- sited in a well lit area where the machine can be well surveilled by passing pedestrians and vehicles;
- sensitively sited in the context of their location; and
- installed flush with the wall and not positioned in a recess.

6.12 Shopfronts on corner plots

6.12.1 Shops located on the corner of a parade have an advantage in attracting visitors because of dual frontage. When designing the shopfront, careful consideration needs to be given to providing access on the corner plot.



Figure 34: Providing the entrance to a unit on the corner can draw the attention of pedestrians on both streets.



Figure 35: Poorly placed unit entrances reduce the legibility of the building for users

DESIGN PRINCIPLE 12: SHOPFRONTS ON CORNER PLOTS

Where possible, shopfronts spanning the corner of a parade should look to provide pedestrian access to the unit on the corner of the site as shown in Figure 35. If an entrance has been accommodated on the corner unit, it may also be acceptable to provide an additional entrance on either side of the unit.

To maximise advertisement opportunities on corner units whilst reducing clutter on shopfronts, hanging and projecting signs should be located at the end of the fascia, which is farthest away from the corner.

6.13 Shopfronts on new buildings / developments

6.13.1 Northampton's population is expected to grow, and this will be accompanied by a similar increase in job opportunities. This means that Northampton's town centre needs to expand to cater for increasing demand in retail and other commercial leisure activities. One way in which this can be achieved is through new development, including the proposal for a redeveloped Grosvenor Centre.

6.13.2 Shopfronts within new indoor shopping centres do not need planning consent. However, the following design principles will secure the provision of well designed shopfronts within indoor shopping centres. Within new indoor/covered shopping centres, shopfronts should aim to:

- provide a clear visual division between the individual shops, including through the creative use of pilasters, contrasting colour and high quality materials;
- provide fascias of an acceptable proportion to the rest of the building; and
- incorporate recessed doorways where possible to break up the monotony of the streetscape and / or set a clear point of entry into the individual shops.



Figure 36: New high quality shopfronts, Bury St Edmunds

7.0 Delivery

7.1 Business Improvement District

7.1.1 The Town Centre Business Improvement District (BID), which will generate additional funding to help promote local businesses and attract shoppers and visitors, was formed in 2010. The BID covers all the commercial sectors within Northampton town centre's inner ring road and lasts for 5 years.

7.1.2 The BID has a number of short and long terms goals, including the objective of encouraging more investors into town and looking at different ways to use vacant units. This will improve trading conditions for businesses, reduce operating costs and increase the competitiveness of the local area.

7.1.3 Businesses within the BID have the power to manage their own trading environment, funded by a small levy (about 1%) of each of their business rates. This creates a pot of money which they can use to deliver extra services that they would jointly choose to improve the Northampton town centre.

7.1.4 For further information on the BID, please contact the current Chair (details in *Appendix 2*)

7.2 Alternative Sources of Funding

7.2.1 In addition to the more well known sources of funding, for instance, small business loans from high street banks, there are other sources of funding which shopfront owners could investigate. These include:

- **European Investment Bank** – they offer intermediated loans for small and medium sized businesses. These loans can support all types of investment or expenditure necessary to grow a small business;
- **Heritage Lottery Fund** – applicants should be charitable or non-profit distributing bodies concerned with heritage. Applications for projects requesting less than £50,000 can be considered, provided the scheme addresses, amongst others, the underlying priorities of conserving heritage and opening up heritage resources and sites to wider audiences; and
- **Townscape Heritage Fund** – this provides support for schemes, led by partnerships of local, regional and national interests, that aim to regenerate the conservation areas across the United Kingdom. Eligible activities include structural and external repair of historic buildings that are still being used, and the repair/conversion for new uses of vacant or partly-used historic buildings. Local authorities and not-for-profit organisations are eligible to apply.

7.3 Maintenance

7.3.1 Once a shopfront undergoes an alteration or a complete change, it is essential that a shopfront is proactively maintained by the occupant to ensure that the character of the property and wider street scene is kept to a high standard.

7.4 Monitoring

7.4.1 The effectiveness of the design principles contained in this Guide can be monitored through an annual assessment of the number of planning applications which have been approved, contrary to the Guide.

7.4.2 To do this, it is anticipated that there will be an annual environmental audit of shopfront approvals.

8.0 GLOSSARY

Architrave:	It is a lintel or beam that rests on the capitals of pilasters.
Capital:	An ornamental feature at the top of a pilaster.
Cill:	Horizontal bar at the bottom of a window or a door.
Console/Corbel:	An ornamental bracket used to support a horizontal feature.
Cornice:	Projecting moulding at the top of a building or other architectural feature.
Dutch Canopy:	Hooded shopfront canopy made popular in continental Europe.
Edwardian:	The Edwardian period of architecture in the United Kingdom is the period covering the reign of King Edward VII and the early 20th century.
Entablature:	The whole of the horizontal structure above the capitals in a Classical order.
Facade:	The front exterior face of a building.
Fascia:	Flat or canted surface above a shop window, which often displays the name or the shop / commercial use.
Georgian:	English architectural style of c1714 - 1810.
Heritage Asset:	Buildings of architectural merit that are afforded special consideration in making planning decisions.
Modernism:	An architectural style from the first half of the 20th century. This architectural style embraced the use of new modern materials.
Mullion:	Vertical bar that separates panes of glass in a window into sections.
Oriel window:	Style of window dating back to the Georgian period.
Pilaster:	Shallow / flat rectangular column attached to the face of a wall.
Plinth:	Moulded projecting base at the foot of a pilaster.
Post Modernism:	Architectural style from the 1950s, onwards.
Sash window:	Window with vertically or horizontally sliding wooden frames holding glass panes.
Stallriser:	Vertical surface between the pavement and the window.
Transom:	Horizontal bar across a window.
Victorian:	Architecture style pertaining to the reign of Queen Victoria 1837 - 1901

9.0 REFERENCES

National

1. Planning Policy Statement 1: Delivering Sustainable Development (CLG, 2005)
2. Planning Policy Statement 4: Planning for Sustainable Economic Development (CLG, 2009)
3. Planning Policy Statement 5: Planning for the Historic Environment (CLG, 2010)
4. Planning Policy Statement 12: Local Spatial Planning (CLG, 2008)
5. Safer Places: the Planning System and Crime Prevention (DCLG, Feb 2004)
6. Urban Design compendium (*English Partnership/Housing Corporation, 2000*)

Local

1. West Northamptonshire Annual Monitoring Report (*West Northamptonshire Joint Planning Unit 2009/10*)
2. West Northamptonshire Joint Core Strategy pre-submission draft (*West Northamptonshire Joint Planning Unit, February 2011*)
3. Central Area Action Plan pre-submission draft (*Northampton Borough Council, November 2010*)
4. Sustainability Appraisal (*Environ UK, October 2010*)
5. Statement of Community Involvement (*Northampton Borough Council, March 2006*)
6. Northampton Shopfront Design Guide (*Northampton Borough Council, April 1998*)
7. Northampton Local Plan (*Northampton Borough Council, June 1997*)

Technical Studies

1. Population, Households and Labour Force technical paper (*West Northamptonshire Joint Planning Unit, February 2011*)
2. Northampton Central Area Character Assessment (*Space, July 2010*)
3. Town Centre Health Check (*Roger Tym & Partners, October 2009*)
4. Northampton Town Centre Environmental Audit (*Northamptonshire Police, July 2009*)
5. Building Frontage Appraisal for Market Square and Abington Street (*Rodney Melville and Partners, May 2008*)

Others

1. Cragoe, C.A (2009), *How to Read Buildings a Crash Course in Architecture*, Herbert Press, London
2. Morrison, K (2003), *English Shops and Shopping*, Yale University Press, New Haven and London
3. Northamptonshire Observatory website datasets
4. Geoffrey Hunt Building Services Ltd (2008), *Architectural Timeline*

PART C:

APPENDICES

APPENDIX 1:

Making a Planning Application and Key Contacts

Pre-application Advice

Northampton Borough Council offers pre-application advice. For further information on pre-application advice, please access www.northampton.gov.uk or contact 0300 330 7000 and ask to speak to a Planning Officer in the Development Control section.

Submitting a Planning Application

All planning applications must comprise:

- the completed and signed forms – to include precise information about the proposals;
- a site location plan with the property outlined in red;
- the appropriate fee;
- accurately scaled drawings and clear annotations of the materials to be used;
- a Design & Access Statement if in a conservation area and/or is a Listed Building; and
- a recent, dated photograph of the shop and adjacent units (optional)

Planning application forms can be obtained in the following ways:

- online by accessing the planning portal on www.northampton.gov.uk and viewing the National Standards 1 APP forms;
- requesting a hard copy by post by calling 01604 838 915; and
- obtaining a hard copy directly from the Council's Planning Department located at the Guildhall.

Three hard copies of the form and the supporting documents need to be completed if they are to be posted or delivered by hand. If completing on-line, 1 copy of the form and all supporting documents are required.

Submitting a Building Regulations Application

Applicants are encouraged to submit a Buildings Regulations Application either simultaneously with the planning application or straight after planning permission has been granted. Key regulations to be met relate to opening, access and cleaning requirements for elements of the building that are glazed including windows and doors. Further information can be found by accessing the link below.

- Reference Building Regs Document M in relation to Access and Use of Buildings - <http://www.planningportal.gov.uk/buildingregulations/approveddocuments/partm/approved>
- Reference Building Regs Approved Document N in relation to Access and Use - <http://www.planningportal.gov.uk/buildingregulations/approveddocuments/partn/approved>

Applicants are recommended to speak to a Building Control Officer to ascertain whether there are any other relevant regulations to be met or whether these guidelines have been updated.

Key Contacts

For further information relating to the use of this design guide, or a pre-application discussion, please contact Officers within the following divisions during normal working hours:

Northampton Borough Council

- Main switchboard (0300 330 7000)
- Development Control (01604 838 915 option 2)
- Built and Natural Environment (01604 837 637)
- Building Control (01604 838 920)
- Community Engagement and Equalities Division (01604 837 566)

Northamptonshire County Council

- Highway Regulations (01604 236 236)

Northamptonshire Police

- Crime Prevention Design Advisor (03000 111 222)

Northampton Town Centre Business Improvement District (BID)

- Stephen Chown (01604 60 40 50) or his successor (Chair of BID)

Northamptonshire County Council Historic Records Office

- General Enquiries (01604 762129)

APPENDIX 2

Do's and Don'ts

The information below is a checklist to guide shopfront owners:

DO:



- Speak to a Planning Officer at the Borough Council before undertaking any works to your shopfront and check if planning consent is required;
- Speak to representatives of Community Forums, they can help you with your design;
- Undertake a proper survey of your shopfront, your neighbours' shopfronts and the floors above your shop when thinking about what you want to do;
- Look at historical pictures of how the shopfront used to look like to assist you further;
- Utilise existing shopfront features which have architectural or historical merit and incorporate them into your proposals;
- Consider how your new shopfront will look as part of the individual building and wider street or parade;
- Make sure that you complete and submit all the relevant forms and drawings, this will save you time; and
- Be creative, it is an opportunity to create attractive and unique shopfronts, but do so in conformity to the design principles contained in this guide.

DON'T:



- Forget the details when thinking about your shopfront design – for instance the scale, architectural detailing, the materials and the colour;
- Keep any redundant fixtures and fittings which create clutter on your shopfronts, unless it can be demonstrated that they add to the character of the building
- Put more than one hanging sign / projecting box sign on your shopfront; and
- Install a new fascia board over an existing one. The existing fascia board might have some historical or architectural merit. Keeping and improving an original fascia board might make your shopfront look more interesting and appealing to customers.

APPENDIX 3

1997 Northampton Adopted Local Plan Saved Policies

Northampton's Local Plan was adopted in June 1997. Following the establishment of a new planning system under the Planning & Compulsory Purchase Act 2004, some of the policies were saved by Government Office for East Midlands to assist with the determination of planning applications. The relevant saved policies for the purposes of this Guide are:

Saved Policy E29 – Shopping Environment

Planning permission for new or replacement shopfronts will be granted where:

- The quality of design complements the character of the building and its locality
- The quality and use of materials complements the townscape
- The proposal does not detract from the character and appearance of the street scene
- Provision has been made for an advertisement as an integral part of the overall design
- The proposal would not involve the removal of an historic shopfront



Saved Policy E30 – Shop Front Security

Planning permission will be granted for external security protection to new and existing shopfronts where the fittings:

- Allow visibility into the premises where they are fitted
- Are colour coated, preferably in a factory-applied colour in keeping with the shopfront
- Are designed to be as unobtrusive as possible during business hours
- Will not have an adverse effect on the character or appearance of a listed building or Conservation Area

Northampton's Central Area Action Plan – Pre Submission draft (November 2010)

The Central Area Action Plan (CAAP) is being prepared by Northampton Borough Council. It is the future development plan which will guide how Northampton's town centre and its immediate surrounding area will develop. When adopted, it will guide and regulate the type, quality and quantity of development up to the period 2026.

The CAAP completed its Pre-Submission publication stage in December 2010. This means that the policies contained in the published CAAP carry some weight. Policies provide details on the policy direction which the Council intends to take to Examination by an independent Government Inspector. This shopfront design guide will therefore support Policies 2 and 14 of the Central Area Action Plan.

Policy 2 – Promoting Design Excellence (extracts)

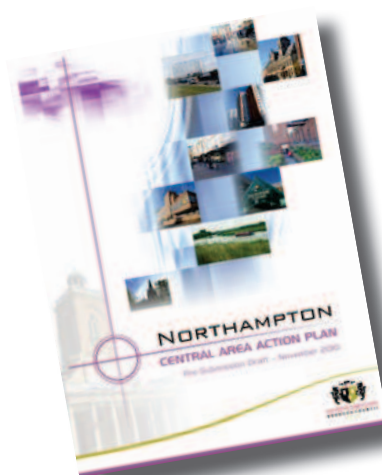
All new development within the Central Area must demonstrate a high design standard and successfully address the following design objectives:

- preserve and enhance the character, appearance and setting of the Central Area's heritage assets; and
- promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact on the character and quality of an area.

Policy 14 – Improving the Retail Offer (extracts)

Development at ground floor level within the Central Area will be expected to:

- Positively contribute to the character and function of a frontage and be compatible with adjoining uses;
- Provide high quality shopfronts which will be consistent with the Shopfront Design Guide; and
- In the case of non-retail uses, provide an active frontage with views into the unit, or, if this cannot be achieved, a high quality window display.



West Northamptonshire Joint Core Strategy

The West Northamptonshire Joint Core Strategy (WNJCS) is being prepared by the Joint Planning Unit, covering the administrative areas of Northampton, South Northamptonshire and Daventry. It will set out the long-term vision and objectives for the whole of West Northamptonshire to 2026, as well as strategic policies for steering and shaping developments.

The WNJCS reached its Publication stage in February 2011, and was released for consultation on the 17th February, for a period of 6 weeks. The key policy which the Shopfront SPD will conform to is Policy S10.

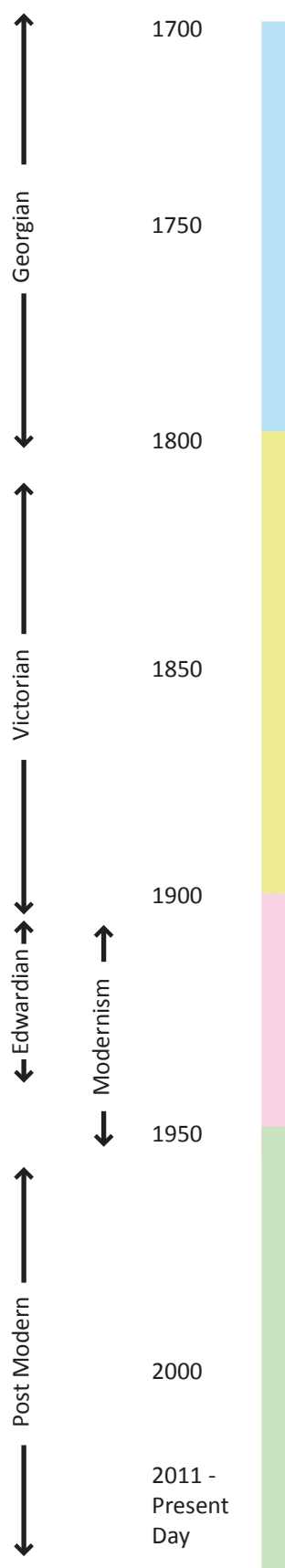
Policy S10 – Sustainable Development Principles (extracts)

In order to achieve the overarching goals of sustainability, development will:

- Achieve the highest standards of design including in relation to safety and security

Architectural Styles & Shopfront Timeline

Shopfront Characteristics: Key Facts



Georgian Shopfronts: 1700 - 1810

- Oriel windows on either side of the doorway,
- Classical design inspirations (the use of Greek lines),
- Georgian bowed windows (full/cantered bays above the stallriser),
- Thin entablature,
- Small panes of windows,
- Horizontal sliding Sash windows

Victorian Shopfronts: 1810 - 1900

- Design still largely based on Classical design ethos,
- Vertical sliding Sash windows now more commonly used,
- Plate glass begins to be incorporated in shopfront design,
- Thicker mullions required to support heavier sheets of glass,
- Arches are incorporated into the design at the top of mullions,
- Full entablatures begin to be replaced by fascias ending in consoles,
- Classical columns begin to be replaced by pilasters,
- Panes of glass become taller and thinner in the 1850's and 1860's.

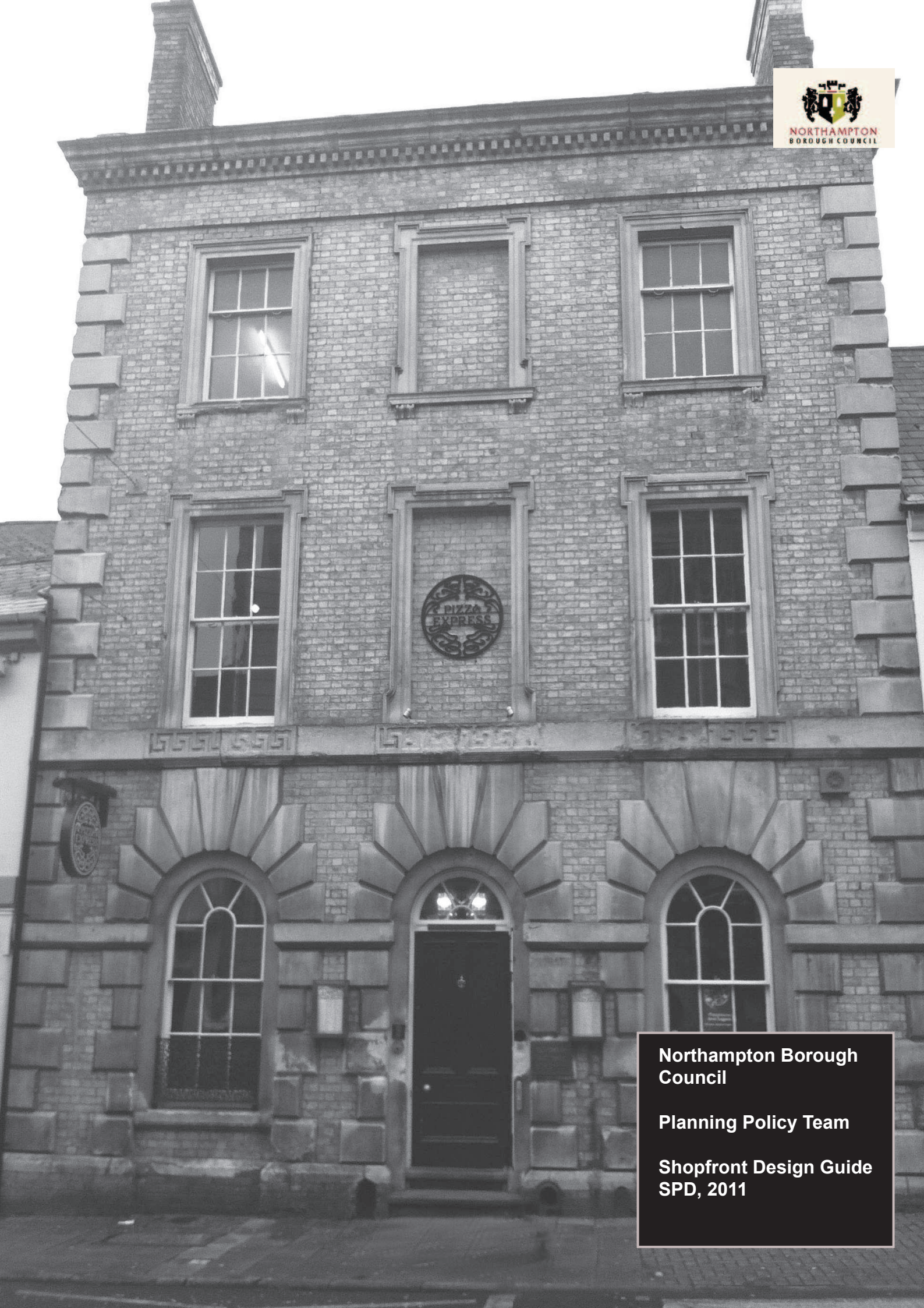
Edwardian & Modernist Shopfronts: 1900 -1950

- Taller shopfronts provide a greater vertical emphasis,
- Lower stallrisers,
- Angled fascias,
- Recessed doorways,
- Storey height glazed facades and curved glass,
- Thinner pilasters,
- The use of mullions in shopfront design subsides,
- Lighting now more commonly incorporated into design proposals,
- Mahogany frames
- British Avant-garde shopfronts of the 1920s and 1930s characterised by shiny smooth materials e.g. chrome

Post Modern Shopfronts: 1950 - Present day

- Shopfronts become a more active trading/corporate asset,
- Undivided display windows,
- Shop security becomes part of the design process, e.g. grilles and shutters,
- UPVC and double glazed windows incorporated in design proposals,
- Stainless steel and plastics more commonly used in shopfronts with varying levels of design success,
- Energy conservation and 'Access for All' requirements now considerations as part of the design process





**Northampton Borough
Council**

Planning Policy Team

**Shopfront Design Guide
SPD, 2011**

Agenda Item 8



NORTHAMPTON
BOROUGH COUNCIL

Appendices

0

Item No.

8

CABINET REPORT

Report Title

Free Car Parking – Town Centre – Phase 1

AGENDA STATUS:

PUBLIC

Cabinet Meeting Date:	16 June 2011
Key Decision:	Yes
Listed on Forward Plan:	No
Within Policy:	Yes
Policy Document:	No
Directorate:	Environment and Culture
Accountable Cabinet Member:	Councillor Tim Hadland
Ward(s)	Castle

1. Purpose

- 1.1 As set out in its election manifesto, Northampton Borough Council's new administration believes that convenient and reasonably priced car parking is key to improving access to the town centre and plays an important part in attracting visitors and supporting the local economy.
- 1.2 The new administration has therefore decided to review the operation of the council's town centre car parks to ensure that it is able to maximise the impact of these important assets.
- 1.3 A firm proposal has promptly been developed to:
 - Introduce **free one hour car parking** in three of the town centre's main shoppers' car parks (Mayorhold, St Michael's and St John's multi-storey)
 - **Reduce charges by 20p for one hour and by 40p for two hours** in all town centre premier car parks
 - Introduce **free Sunday car parking** in all town centre premier car parks
- 1.4 The purpose of this report is to seek Cabinet's agreement to this proposal and to advise Cabinet that further proposals may be brought forward as new opportunities are identified to deliver future improvements to the council's town centre car parking offer.

2. Recommendations

That Cabinet:

- 2.1 Agrees to introduce free one hour car parking and a 40p reduction for the second hour in the following town centre premier car parks:
 - Mayorhold
 - St Michael's
 - St John's (multi-storey)
- 2.2 Agrees to reduce car parking charges by 20p for the first hour (where one hour charges apply) and by 40p for the second hour in all of the other town centre premier car parks.
- 2.3 Agrees to introduce free Sunday car parking in all town centre premier car parks.
- 2.4 Notes the financial implications of the proposal contained in this report, as set out at paragraph 4.3.
- 2.5 Delegates to the chief executive authority to implement changes to the proposal contained in this report, in response to the statutory consultation process, if he deems it necessary and appropriate to do so.
- 2.6 Notes that further proposals to improve town centre car parks may be brought forward to Cabinet as they are identified and developed.

3. Issues and Choices

3.1 Report background

- 3.1.1 As part of the planned growth of Northampton a number of key redevelopment and regeneration proposals are planned to add to the retail, employment, leisure and amenity value of the town and to ensure that the town centre offer keeps pace with the demands of a changing and growing population.
- 3.1.2 An approach to car parking is required in the town centre that will support and enable this growth and which will encourage and enhance the economic viability and vibrancy of the town centre.
- 3.1.3 It is important that the council's car parking service supports the economic prosperity of the town centre.
- 3.1.4 The proposal contained within this report and those that may be brought forward in the future are intended to balance the income the council taxpayers of Northampton can achieve from the council's car parking resources whilst at the same time actively supporting the town's retail and commercial offer and minimising the impact on car park users.

- 3.1.5 Consideration needs to be given to the future development and management of the council's town centre car parks so as to ensure that these assets are able to meet the needs of the people and businesses of Northampton in the future.

Free car parking

- 3.1.6 A proposal has been developed to:

- 3.1.6.1 Introduce free one hour car parking and a 40p reduction for the second hour in three of the town centre's premier car parks – Mayorhold, St Michael's, St John's (multi-storey) – reducing the charge for up to two hours from £1.60 to £1.20.
- 3.1.6.2 Reduce car parking charges by 20p for the first hour (where one hour charges apply) and by 40p for the second hour in all of the other town centre premier car parks, reducing the charge for up to one hour from 80p to 60p and the charge for up to two hours from £1.60 to £1.20.
- 3.1.6.3 Introduce free Sunday car parking in all town centre premier car parks.

- 3.1.7 A complete list of the council's premier town centre car parks is provided below:

- Mayorhold
- St Michael's
- St John's (multi-storey)
- St John's (surface)
- Grosvenor Centre
- Commercial South
- St Peter's
- Albion Place
- Upper Mounts
- Ridings
- Commercial Street
- Newlands
- Wellington Street
- Abington Place
- Campbell Square

- 3.1.8 Premier car parks are designated as such because they are located in the heart of the town centre and are therefore the most popular car parks for town centre shoppers.
- 3.1.9 Premier car parks have been selected for free and reduced cost car parking because they are the car parks where the lowering of charges is likely to have the biggest impact on town centre visitor numbers.
- 3.1.10 It is anticipated that free and reduced cost car parking in the council's premier car parks will improve access to the town centre, benefiting both shoppers and retailers.

Monitoring and evaluation

- 3.1.11 There will be close monitoring of all aspects of this free/reduced charge car parking proposal. A robust evaluation will take place in February 2012 to assess its impact on town centre visitors, retailers and other town centre stakeholders.

Approvals

- 3.1.12 If Cabinet approves this proposal, an application will be made to Northamptonshire County Council to amend the traffic regulation order. It is expected that the proposal will be implementable during October, which will conveniently coincide with the Christmas shopping period.

Christmas 2011

- 3.1.13 In consultation with the Town Centre BID, other proposals for 'free car parking' will also be developed to create a **Christmas 2011 shopping package** that will make Northampton town centre a destination of choice for residents within and outside of the Northampton boundary.

Future improvements

- 3.1.14 Future proposals to improve the town centre car parking service may be brought forward under some or all of the following headings
- Standardisation of charges
 - Free parking to promote retail and business and community events
 - Evening, overnight, Sunday and bank holiday parking
 - Season tickets/direct debit savers
 - Contract parking
 - Capital investment
- 3.1.15 Further proposals for amendments to car parking charges and the way payment is made may take account of the following:
- The impact upon town centre businesses of reductions in parking charges
 - The potential benefits of the implementation of new technologies
 - Financial pressures upon the Council's General Fund
 - Opportunities arising from working with the Town Centre BID

Longer term issues

3.1.16 There is also a range of more fundamental issues that may be considered in order to deliver ongoing improvements to the council's car parking service, which might include:

- Upgrading ticket machines to take payments by credit/debit card and by mobile phone and to ensure change can be provided to customers in all car parks
- Further introduction of pay on exit
- Implementation of systems that will provide real time management information
- Extension of the use of CCTV to improve efficiency
- Introduction of new shift and working patterns to more effectively manage the work of the service
- Radical re-engineering of back office processes, to remove existing manual processes improving efficiency and management information
- Consideration of future management options and alternative delivery vehicles for the service

3.1.17 Where appropriate, business cases will be developed to secure necessary investment.

3.2 Choices (Options)

3.2.1 Cabinet can choose to agree or not agree the introduction of free one hour car parking in the Mayorhold, St Michael's and St John's (multi-storey) car parks and reductions to car park charges in all of the town centre's premier car parks.

3.2.2 If the proposal is not agreed an opportunity to improve access to the town centre will be missed and benefits that would flow to shoppers and retailers will not be realised.

3.2.3 Other options may also be brought forward to Cabinet in the future aimed at improving the council's town centre car park offer.

4. Implications (including financial implications)

4.1 Policy

4.1.1 The proposal contained in this report will require a change to the council's car park charging policy.

4.1.2 Further changes to policy will also likely be required as future proposals are brought forward.

4.2 Risk

- 4.2.1 Risks arising from this report relate to loss of income. Analysis has been undertaken to assess the potential financial impact of one hour's free parking/reduced cost car parking so that steps can be taken to effectively manage this risk.
- 4.2.2 Management of risk will include ongoing monitoring and review and a robust evaluation of impacts before the end of the financial year.

4.3 Financial implications

- 4.3.1 Annual income from car parks is in the region of £4m. Around 85% of this income is from daily tickets with the remainder arising from season tickets and contract parking.
- 4.3.2 The cost implications of the proposal contained in this report is difficult to calculate as the impact on usage is not predictable. If, as anticipated, usage becomes greater, cost reductions will be offset to some extent.
- 4.3.3 If there was no increase in usage, analysis of historic data indicates that the full year impact would be approximately **£450k**.
- 4.3.4 Implementation is expected to take place during October and the financial impact on the 2011/12 budget is therefore estimated at approximately **£250k**.
- 4.3.5 The cost of effectively implementing the proposal will be **£25k**.
- 4.3.6 The cost implications of this report can be met from monies held in the council's car parking reserve.

4.4 Legal implications (including property)

- 4.4.1 There is a clearly defined process that must be followed to make changes to car park charges. Timescales and consultation requirements must be observed before changes to prices can be lawfully implemented.
- 4.4.2 The process is understood and will be adhered to. Advice has been sought from the council's internal legal advisors.

4.5 Equality

- 4.5.1 Proposals contained in this report will improve access to the town centre for all customers. There are no anticipated negative impacts for any section of society.
- 4.5.2 Future proposals that may be brought forward will give careful consideration to addressing any inequalities that are identified.

4.6 Consultees (internal and external)

- 4.6.1 Consultation with service users will inform future proposals for town centre car parking. The views of the Town Centre BID and other commercial stakeholders will also be considered.
- 4.6.2 Changes to charges for St Peter's car park must be agreed with the owners of that car park prior to implementation.
- 4.6.3 Consultation will take place with Legal & General in respect of changes to charges for the Grosvenor Centre, Mayorhold and Upper Mounts car parks.

4.7 How the proposals deliver priority outcomes

- 4.7.1 The proposals contained in this report will significantly contribute to the priority outcome of 'a well managed organisation that puts the customer at the heart of what we do'.

4.8 Other implications

- 4.8.1 None.

Julie Seddon, Director of Environment and Culture