

Earl's Court Shopfront Design Guide Supplementary Planning Document (SPD) Regulation 12 - Consultation Statement February 2026



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

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1. CONSULTATION STATEMENT

1.1 INTRODUCTION

The Council has prepared the Earl's Court Shopfront Design Guide Supplementary Planning Document (SPD). The SPD provides guidance on Policy PLV14 and CD14 of Local Plan 2024. The document sets out the Council's commitment to enhancing the look and feel of Earl's Court Road District Centre by bringing a unified design identity to the shops and businesses, explaining the key design considerations that businesses and designers should take into account when preparing a shopfront scheme.

1.2 LEGISLATION, POLICY AND GUIDANCE CONTEXT

- 1.2.1. Regulation 12 (a) of The Town and Country Planning (Local Planning) (England) Regulations 2012 (as amended) sets out that before adopting a supplementary planning document, an LPA must:

(a) prepare a statement setting out —

(i) the persons the local planning authority consulted when preparing the supplementary planning document;

(ii) a summary of the main issues raised by those persons; and

(iii) how those issues have been addressed in the supplementary planning document;

1.3 (I) THE PERSONS THE LOCAL PLANNING AUTHORITY CONSULTED WHEN PREPARING THE SUPPLEMENTARY PLANNING DOCUMENT

- 1.3.1 The Council undertook several stages of engagement with the local community before the Draft SPD was published for consultation.

1.3.2 **Early engagement stage 1 (January to July 2024)**

- 1.3.3 The purpose of the early engagement phase was to understand the challenges and barriers to business owners to improve their shopfronts. It also involved understanding the concerns and priorities of local residents with regard to the design of shopfronts. This would inform the scope and type of guidance to include in a design guide.

- 1.3.4 The project team selected four businesses on the high street and discussed shopfront improvements. At the start of the early engagement phase, the

project team reached out to key community stakeholders to discuss and agree the engagement strategy, and to refine the initial community stakeholder mapping. Ward councillors, the Earl's Court Society, and the Earl's Court Community Trust were the first to hear from the team.

1.3.5 Once an engagement plan was agreed, the project team reached out to additional community stakeholders.

1.3.6 Early engagement stage 2 (7 October to 18 November 2024)

1.3.7 The design guide was included within the consultation on the Earl's Court Road Local Action Plan. The guide was one of the 20 projects in the action plan.

1.3.8 Formal statutory consultation: Draft Earl's Court Shopfront Design Guide Supplementary Planning Document (18 June to 30 July 2025)

1.3.9 The draft SPD was made available for inspection and on request in line with Regulation 35 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The Regulation requires a local planning authority to make documents available for public inspection at the authority's principal office and at such other places as the authority considers appropriate. 37 responses were received from residents, businesses, councillors, other councils, and interest groups such as Natural England and Historic England.

1.4 (II) A SUMMARY OF THE MAIN ISSUES RAISED BY THOSE PERSONS AND (III) HOW THOSE ISSUES HAVE BEEN ADDRESSED IN THE SUPPLEMENTARY PLANNING DOCUMENT

1.4.1 Early engagement stages 1 and 2

1.4.2 In these early-stage consultations, reception was largely positive. In the consultation on the Local Action Plan, comments about the guide were received from 110 survey respondents and 98 were supportive, i.e. 89 per cent.

1.4.3 Below is a summary of concerns about the guide that were raised:

Theme	No of mentions	Council response
Good but needs to be enforced	18	Adopting the guide as an SPD will make it a material planning consideration.
Even higher standards should be asked for	5	Based on engagement with business owners, the guide strikes a balance between what is achievable and what will have the most impact on

		the streetscape. Being more demanding of business owners could be counterproductive.
Funding should be provided	12	Based on engagement with business owners, officers found that clear and practical guidance for their particular businesses was the main blocker to change, rather than lack of funds. This will be monitored.
Concerns the guidance will erode eclectic character	3	The guidance is not a rigid design code and allows sufficient scope for individual businesses to use their logos, brand colours, and window displays to retain the eclectic character.

1.4.4 No specific comments were raised about the content of the guidance and therefore no amendments to the draft guide were suggested.

1.4.5 Based on the support received in the consultation, officers recommend proceeding to adoption of the guide by the Council as a Supplementary Planning Document. This would make the guidance a material consideration in determining shopfront planning applications and applications for advertisement consent within the Earl's Court Road District Centre.

1.4.6 **Formal Statutory Consultation**

1.4.7 Below is a summary of issues raised at formal statutory consultation and how they were addressed in the SPD:

Issue	How issue is addressed
I would like to see an additional requirement that shop fronts display the property number visibly on the fascia.	The wording of 5.3 has been strengthened to the following: "The fascia should display only the trader's name, street number, and type of trader, without including any additional information."
Please also ensure unsightly cables are clipped or hid away as part of this process.	Section 1.5 added: "Cables, including those that run from the ground to upper floors, should be clipped and pinned to the facade. <i>To give a tidy appearance and for safety reasons.</i> "

<p>Issue raised over consistency of proposing lettering sizes on fascias be limited to 50% of the fascia height in shop-by-shop guidance.</p>	<p>Specific advice to control lettering height added to some shops in shop-by-shop guidance.</p>
<p>The language at the start of the document needs to be strengthened to make it clear that this is a material planning consideration.</p>	<p>Page 6 re-written to make status as material planning consideration clearer.</p>
<p>Given the turnover in some parts of the high street, the shop-by-guidance may become out of date very quickly and I fear it would give the impression in a year or two that the document itself is no longer in effect, or merely an old set of guidelines.</p>	<p>Page 20 rewritten to make it clearer that guidance remains in place even if specific shopfronts have changes since publication.</p>
<p>It would be helpful to illustrate those areas covered by conservation area and designated heritage assets.</p>	<p>Conservation areas and listed buildings added to the map on page 6, and a paragraph included to encourage applicants to consider the impact of works on these heritage assets.</p>
<p>We would recommend summarising the planning requirements.</p>	<p>A link has been included on page 6 to the council's webpage on making planning applications, planning policies, and what requires planning permission.</p>