

<p>Regeneration Scrutiny and Performance Panel</p> <p>DATE: 4 September 2014</p>	<p>Agenda Item No. 8</p>
<p>Draft ‘Shop Front’ Supplementary Planning Document (SPD)</p> <p>Ward(s) All</p>	
<p>Portfolios: Councillor Nazir – Regeneration</p> <p>Report:</p> <p>The ‘Shop Front’ Supplementary Planning Document (SPD) builds on existing Unitary Development Plan policies and explains how good quality design which respects the built environment can be achieved. The main aim of the SPD is to protect and enhance the boroughs town centres. The SPD covers all aspects concerning the appearance of shop fronts of all styles and ages. Central to the regeneration of the town and district centres is the need to define for planning applicants, the aspects of shop fronts that make a positive contribution and those that have a negative impact.</p> <p>The document contains a series of policies that look at a variety of aspects concerning original, altered and new shop fronts. It addresses the proportions of the design, materials, colour finish, security measures, lighting and advertisement.</p> <p>The SPD was reported to Planning Committee on 20 August for Member endorsement and comments will be provided to the Scrutiny Panel.</p> <p>The consultation period will commence on 8 September and run until 17 October 2014. All responses will be incorporated into the final draft and provided to Cabinet where the document will be adopted.</p> <p>A copy of the ‘Shop Front’ SPD is enclosed separately.</p> <p>Recommendation</p> <ol style="list-style-type: none"> 1) That the Panel notes that the ‘Shop Front’ Supplementary Planning Document (SPD) will be going through a consultation exercise, the outcomes of which will be fed back into the document. 2) That, following the consultation process, the ‘Shop Front’ Supplementary Planning Document (SPD) is submitted to Cabinet for approval. 	
<p>Background papers:</p> <p>All published.</p>	

Reason for scrutiny:

To give the Regeneration Scrutiny and Performance Panel the opportunity to consider and influence the drafting of the SPD before it is considered by Cabinet for formal adoption.

Resource and legal considerations:

The cost of producing this document, including officer time, has been met from approved resources and will be contained within existing budgets. The content of the report aims to ensure that future development across the borough will be of a higher quality whilst conserving and enhancing the built environment, including town and district centres.

The SPD has to follow strict guidelines and must conform to national, regional and local planning policy. It cannot introduce new policy areas. Once adopted the SPD will carry weight in the development control planning process. The consultation process also has to follow guidelines.

Citizen impact:

The SPD will help to ensure that the quality of the built environment makes a positive contribution to peoples' quality of life. It will discourage poor quality development having a detrimental impact upon the borough's town and district centres. Improving the quality of development within the borough will help attract investment and improve the economy of the borough. It is also intended to be helpful to planning applicants in providing advice and information to make it easier to conceive shop fronts of a quality design.

Environmental impact:

The SPD will improve the environmental quality of development across the borough in line with the other policies of the SPD. It will also address issues concerning town centre investment and sustainable development. It will emphasise the need to protect historic building fabric and enhancing conservation areas.

Performance management:

Adoption of the SPD will further strengthen the Local Plan and the existing planning policies used in Development Management and will support the preparation of the Area action plan (AAP).

Equality Implications:

An Equality Impact Assessment (EqIA) was not considered necessary for this SPD.

Consultation:

The draft SPD will be subject to public consultation. This is described in more detail in the Statement on Consultation, which is housed within the SPD.

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