

TELFORD & WREKIN COUNCIL

CABINET - 26 APRIL 2012

**SHOP FRONTS AND SIGNAGE DESIGN GUIDANCE IN CONSERVATION AREAS
SUPPLEMENTARY PLANNING DOCUMENT**

REPORT OF ASSISTANT DIRECTOR: PLANNING SPECIALIST

LEAD CABINET MEMBER: Cllr Charles Smith – Housing, Regeneration & Economic Development

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 A supplementary planning document (SPD) has been prepared to provide shop front and signage design guidance in conservation areas. The SPD is attached at Appendix 1. On adoption the SPD will form part of the Telford and Wrekin Local Development Framework (LDF).

2. RECOMMENDATIONS

- 2.1 **That Cabinet approve the Shop Fronts and Signage Design Guidance in Conservation Areas Supplementary Planning Document and the accompanying consultation statement and sustainability appraisal, as set out in Appendices A, B and C to this report**
- 2.2 **That Cabinet adopt the Supplementary Planning Document as part of the Local Development Framework, to be used in assessing planning applications.**

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	The document provides guidance for planning decisions to support improvements in shop front and signage in conservation areas. As such it will contribute to achieving the following three Council priorities: <ul style="list-style-type: none">• A growing local economy to create jobs;• Clean and well maintained neighbourhoods and streets;• Residents feeling safe and proud of where they live.
	Will the proposals impact on specific groups of people?	
	Yes	The intended audience for the document is planning officers, developers, agents, members of the public, Parish Councils and other external organisations. As the completed document will form part of the Council's policy framework it would have a potential impact on a wide range of groups. Groups across the Borough have been consulted on the SPD and its equalities impact has been assessed. It was noted there can be tensions between facilitating ease of access to shops and protecting the character of Conservation Areas and traditional shop fronts. This issue is therefore addressed in the document. It is stated that ramps and widened doorways will be

		appropriate but should be designed in a manner sensitive to the character of the building and the wider Conservation area. Guidance is provided in this respect.
TARGET COMPLETION/DELIVERY DATE	26 April 2012	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes/No	There are no direct financial implications to the Council of adopting the Supplementary Planning Document. JAC210312.
LEGAL ISSUES	Yes/No	The process behind the proposed adoption of this SPD has been set out in the report. The relevance of the SPD, if adopted, as a material planning consideration in consideration of future planning applications has also been explained in the report. There is no further legal comment to add to this report.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	A detailed Sustainability Appraisal of the document has been undertaken as part of its preparation. This considers the environmental, social, economic and natural resource implications of the SPD and has enabled changes to be made to improve sustainability impact. The completed results of the Sustainability Appraisal process are set out in Appendix 3 to this report. In summary, the results of the Sustainability Appraisal of the SPD are predominately positive and demonstrate that overall the SPD performs well in sustainability terms.
IMPACT ON SPECIFIC WARDS	No	The guidance applies Borough-wide.

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

- 4.1 The Shop Fronts SPD is intended to provide guidance to developers, planning consultants, property owners, occupiers and the general public about how to manage and protect conservation areas when designing development proposals for shop fronts and signage. It will be a policy document that development management officers use for planning applications in conservation areas and it also provides wider in respect of good shop front and signage design. Linkages are made in the document between building design, conservation of existing buildings, signage, crime prevention and disabled access within the overall townscape.
- 4.2 The preparation of the SPD followed the Heritage Lottery Fund-supported Townscape Heritage Initiative (THI) project in Wellington. This encouraged repairs and other works to preserve and enhance the character of Wellington Conservation Area. Similar issues were also identified in other town centre conservation areas, such as Newport and Madeley. To support good quality design, the production of a shop fronts design guide and adoption as a supplementary planning document was therefore proposed.
- 4.3 Two 6 week stages of public consultation have been carried out with key stakeholders such as town and parish councils, local interest groups planning industry contacts, statutory consultees and a list of local consultees. The SPD was available to view in Civic Offices and Darby House and all of the principal libraries and available to view or download from the Telford and Wrekin Council website.

- 4.5 A Consultation Statement is attached as Appendix B summarising the consultation undertaken, the responses received and the changes made to the SPD. This will be made available with the SPD.
- 4.6 A Sustainability Appraisal is attached as Appendix C. This sets out the sustainability appraisal (SA) undertaken for the SPD. The Sustainability Appraisal will be published and made available in association with the SPD. The results of the SA of the SPD are predominately positive.
- 4.7 The document was considered by members of the Council's Development Plans Steering Group (DPSG) in December 2011. The members of DPSG agreed that the SPD be endorsed and reported to Cabinet for adoption. If adopted by Cabinet, the detailed guidance given in the SPD will be a material planning consideration when the Council makes planning decisions on Shop Fronts and Signage Design in conservation areas.

5. PREVIOUS MINUTES

- 5.1 Cabinet 11 May 2009, Shop Fronts and Signage Design Guidance in Conservation Areas draft Supplementary Planning Document, report of Head of Planning and Environment.

6. BACKGROUND PAPERS

- 6.1 N/A

Report prepared by Matthew Wedderburn, Development Plans Team Leader