

Local Development Framework  
**Shop Fronts and Signage Design**  
**Guidance in Conservation Areas**  
**Supplementary Planning Document - Sustainability Appraisal**  
December 2011



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Telford & Wrekin  
COUNCIL



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# 1 Non Technical Summary

# 1 Non Technical Summary

**1.1** This document sets out the Sustainability Appraisal (SA) work undertaken for the Shop Fronts and Signage Design in Conservation Areas Supplementary Planning Document (referred to here after in this document as Shop Fronts SPD). This document should be read in conjunction with the Shop Fronts SPD draft for formal consultation.

**1.2** The Sustainability Appraisal (SA) process considers environmental, social, economic and natural resource implications of the SPD. The results of the SA are contained in appendix A and discussed in Chapter 6.

**1.3** The results of the SA of the SPD are predominately positive, where the SA objectives are relevant.

**1.4** The aim of this SPD is to provide advice to developers and owners of period commercial buildings who are considering external alterations to their properties. It will also be used by Council Officers and Members in considering planning applications, Listed Building Consent applications and enforcement issues as well as by the general public and local amenity societies in formulating their responses to such applications.

**1.5** The SA process has demonstrated that the Shop Fronts SPD has performed well in sustainability terms. By raising awareness and providing practical solutions for improving shop fronts and signage in conservation areas the SPD will improve the public realm in these areas.

## 2 Introduction

## 2 Introduction

**2.1** The Planning and Compulsory Purchase Act 2004 Section 39(2) requires all SPDs to be subject to a Sustainability Appraisal. This document reports on the work carried out in appraising the environmental, economic and social sustainability of the Shop Fronts SPD.

**2.2** The Shop Fronts SPD has been prepared to supplement CS15 Urban Design from the Council's Core Strategy (adopted 2007) Development Plan Document (DPD).

**2.3** Although an SA has already been undertaken for CS15 as part of the Core Strategy DPD SA, a further SA has been undertaken of CS15 in the context of the Shop Fronts SPD as shop front design in conservation areas was not specifically referred to in CS15. The results of further SA of CS15 and Shop Fronts SPD are included within this report.

**2.4** This SA was carried out on the finalised Shopfronts SPD. This SA report will be made available with the SPD upon adoption.

# 3 Background

## 3 Background

**3.1** The purpose of this SA is to help the Council to achieve its sustainable development aims and ensure that the environmental, social, economic and natural resource effects are fully considered in the preparation of this SPD.

**3.2** There are many definitions of sustainable development, however, for the purposes of clarity the Government set out four aims of Sustainable Development in its strategy 'A Better Quality of Life: a Strategy for Sustainable Development in the UK'.

**3.3** The four objectives are:

- Social Progress which recognises the needs of everyone;
- Effective protection of the environment;
- Prudent use of natural resources; and
- Maintenance of high and stable levels of economic growth and employment.

**3.4** Telford and Wrekin Council has designated 7 Conservation Areas within the Borough boundary; Wellington, Newport, High Ercall, Edgmond, Spring Village/Horsehay, Wrockwardine and the Ironbridge Gorge (including Madeley). The character of these Conservation Areas varies from the rural nature of Wrockwardine and High Ercall to the more industrial Ironbridge Gorge to the commercial feel of the historic market towns of Wellington and Newport and also of Madeley.

**3.5** These Conservation areas form a significant part of the Borough's built heritage, important to residents and visitors alike. Leisure and Tourism are vital to the local economy, and the character and appearance of these towns are a fundamental part of their attractiveness as destinations for shopping and tourism.

**3.6** The Shop Fronts SPD is principally to preserve the historic character of traditional shop fronts and signage in the conservation areas and where replacement is necessary, encourage high standards of traditional design and materials in commercial properties and, where applicable residential upper floors, within Conservation Areas. It will be targeted at anyone thinking of replacing or altering their shop frontages or signage.

**3.7** It is hoped this document will explain more clearly Council policy within conservation areas and give clear guidance on what is appropriate design for such areas and what is not. It will, therefore, contribute to a more efficient planning process for anyone seeking alterations to commercial frontages.

**3.8** Once the Shop Fronts SPD is adopted it will form part of the policy framework within which planning applications are determined.

**3.9** The SA will be monitored via the Annual Monitoring Report (AMR). The AMR is produced on an annual basis and indicators identified in the sustainability framework will be monitored as and when necessary through the annual monitoring process.

# 4 Methodology

## 4 Methodology

4

**4.1** European Directive 2001/42/EC requires a formal Strategic Environmental Assessment (SEA) of certain plans and programmes which are likely to have significant effects on the environment. However not all Local Development Documents will require an SEA because they might not be considered to have a significant impact on the environment. Where an SEA is required, this can form part of the overall SA that is undertaken.

**4.2** Telford and Wrekin Council have undertaken a screening process to determine whether the requirements of the Strategic Environmental Assessment Directive apply for the Shop Fronts SPD. It has been determined that an SEA is not required for the Shop Fronts SPD. Appendix A of this Sustainability Appraisal Report contains a Statement of the reasons for this determination. However a SA is necessary for the SPD as the 'parent policy' CS15 Urban Design is a general design policy, where as this SPD covers a very specific design issue.

**4.3** The Sustainability Appraisal has been carried out in line with government guidance contained within the document 'Sustainability Appraisal of Regional Spatial Strategies and Local Development Documents' (November 2005). <http://www.communities.gov.uk/index.asp?id=1161341> The approach taken is outlined in the Councils 'Sustainability appraisal/Strategic Environmental Assessment Scoping Report' (2008) [http://www.telford.gov.uk/NR/rdonlyres/DF54563-22CB-4443-A2FD-72BC2699F3C7/0/FinalSA\\_Scoping\\_Report\\_2008\\_independes.pdf](http://www.telford.gov.uk/NR/rdonlyres/DF54563-22CB-4443-A2FD-72BC2699F3C7/0/FinalSA_Scoping_Report_2008_independes.pdf)

**4.4** The Sustainability Appraisal work has been undertaken jointly by a sustainability officer and a planning officer from Telford and Wrekin Council, in order to consider and respond to local circumstances. The role of the sustainability officer was to maintain and ensure a balanced view was taken when making assessments of the effects of plans and objectives.

**4.5** A group of officers from Council departments including, environmental health, economic development, leisure, landscape and transport was set up to consider the development of the sustainability objectives and the indicators contained within the Council's SA scoping report (May 2005). The 2008 SA Scoping Report has been prepared to improve robustness of the SA framework used to appraise the Local Development Documents and it now supersedes the 2005 SA Scoping Report. The Shop Fronts SPD has been assessed using the objectives and indicators set out in the 2008 SA Scoping Report. These are provided in Table 1 below.

**4.6** This SA has been carried out on the final draft of the Shop Fronts SPD November 2008. The Adopted version of Shop Fronts SPD will include changes made as a result of this SA and public consultation comments from the Formal Consultation period.

**4.7** Links to other plans and programmes and the social, environmental and economic baseline for the borough is contained in the SA Scoping Report (2008).

**4.8** The SA Framework includes the SA objectives which the Shop Fronts SPD will be appraised against. The SA Framework is in Appendix B. The assessment rationale is an interpretation of the SA Framework, which will be utilised to assist the assessment of the SPD, this is also within Appendix B. The results of the Sustainability Appraisal are expressed in one of the following ways:

Assessing the significance of the effects	
++	Strongly Positive
+	Slightly Positive

## 4 Methodology

0	Neutral/Not related
-	Slightly negative
--	Strongly negative
?	Insufficient information

**Table 1 : The SA Framework**

**4.9** In addition the likely timing and permanence of any impacts are also considered and the appraisal table includes clear mitigation measures and explanatory notes.

**4.10** When considering the SPD in relation to the SA objectives the assumption was made that the alternative option to having the SPD was 'no plan' or 'business as usual'.

# 5 Baseline Information

## 5 Baseline Information

**5.1** Telford and Wrekin Council has designated 7 Conservation Areas within the Borough boundary; Wellington, Newport, High Ercall, Edgmond, Spring Village/Horsehay, Wrockwardine and the Ironbridge Gorge (including Madeley). The character of these Conservation Areas varies from the rural nature of Wrockwardine and High Ercall to the more industrial Ironbridge Gorge to the commercial feel of the historic market towns of Wellington and Newport and also of Madeley.

**5.2** These Conservation areas form a significant part of the Borough's built heritage, important to residents and visitors alike. Leisure and Tourism are vital to the local economy, and the character and appearance of these towns are a fundamental part of their attractiveness as destinations for shopping and tourism.

**5.3** The Shop Fronts SPD is principally to preserve the historic character of traditional shop fronts and signage in the conservation areas and where replacement is necessary, encourage high standards of traditional design and materials in commercial properties and, where applicable residential upper floors, within Conservation Areas. It will be available to anyone thinking of replacing or altering their shop frontages or signage.

# 6 Findings and Conclusions

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**6.1** The outcome of the SA of the Shop Fronts SPD and CS15 Urban Design are predominately positive. Appendix A contains the results of the SA of Shop Fronts SPD.

**6.2** The SA Objectives are designed to cover a wide range of Local Development Framework (LDF) Documents, the SA Objectives are within the SA Framework (Appendix B). As such, a number of the sustainability objectives are not directly related to the Shop Fronts SPD or CS15 Urban Design and score a Neutral Score in the Appraisal Matrix (Appendix A).

### Results of SA of the Shop Fronts SPD

**6.3** The results of the appraisal indicate that compared to a 'no plan' scenario, the development of the Shop Fronts SPD is a positive addition to the LDF to help ensure that development is sustainable in the Borough. There are more positive (+) results than negative (-) within the SA results in appendix A.

**6.4** The aims and objectives of providing guidance of the design of shop fronts and signage in conservation areas accord with several of the social and environmental SA objectives. The SPD seeks to enhance the urban environment in conservation areas. The guidance within the SPD will potentially help reduce fear of crime, for example the replacement of solid roller shutters which are a symptom of a perceived problem and not a solution, with security features which are more sympathetic to the architecture of the area, such as demountable decorative ironwork grilles.

### Results of the SA of Parent policy

**6.5** Policy CS15 Urban Design states 'the design of development will assist in creating and sustaining safe places, strengthening local identity and projecting a positive local image'. The Shop Fronts SPD will clearly help the implementation of this policy. The SA of the CS15 had predominately positive results. However there was 'slightly negative' result for CS15 for SA objective 19, as CS15 doesn't mention sustainable design or energy systems. However the Council is proposing this element of design will be covered in subsequent SPDs.

### Conclusion

**6.6** The results of the SA indicate that the adoption of the Shop Fronts SPD is a positive addition to the LDF. The SA can identify no recommendations for improvement. The SPD provides guidance and advice for the design of shop fronts and signage in conservation areas in the Borough, it will help improve quality of the urban environment in the conservation areas.

# Appendix A - Sustainability Appraisal Matraces

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Obj	Sustainability Objectives	Shop Fronts SPD and Policy SA Results			
		Shop Fronts SPD	Comments from the SA of Shop Fronts SPD	Parent Policy CS15 Urban Design	Comments from the SA of CS15 Urban Design
1	To reduce poverty and social exclusion	+	It is considered that the implementation of this SPD will improve the public realm in conservation areas	+	CS15 will improve the public realm
2	To reduce and prevent anti social activity, crime and fear of crime	+	The improvement of the shop fronts in conservation areas by improving the public realm may reduce the likelihood of anti social behaviour	++	Through Community Safety SPD the policy will facilitate a sense of safety and reduce crime and fear of crime
3	To promote accessibility to a range of services and facilities to meet people's basic needs	0		0	
4	To provide a range of housing that meets the needs of the Council area accompanied by adequate supporting infrastructure.	0		0	

## Appendix A - Sustainability Appraisal Matraces

5	To improve the population's health and reduce inequalities in health	0	0	+	Secondary effect of improving urban design will help increasing walking and cycling
6	To improve the education and skills of the population	0	0	0	
7	To make the best use of previously developed land and buildings	+	This SPD will improve existing buildings of architectural merit through its implementation in conservation areas	+	Using existing shop fronts in conservation areas effectively as detailed in the Shop Fronts and Signage in Conservation Areas SPD, will help make the best use of previously developed buildings
8	To reduce the need to travel and promote modes of travel other than the car	0	0	0	
9	To protect and enhance the quality of the landscape and the countryside	0	0	0	
10	To protect and enhance wildlife habitats which are important on an international, national and local scale (and protect and enhance areas with biodiversity value)	0	0	0	

## Appendix A - Sustainability Appraisal Matraces

11	Protect and enhance geological and geomorphological diversity	0		0	
12	To protect and where appropriate enhance the landscape, buildings, sites and features of archaeological, historical or architectural interest and their settings	++	This SPD will improve existing buildings of architectural merit through its implementation in conservation areas	++	CS15 meets this objectives through all of the 'urban design' SPDs
13	To address the causes of climate change through reducing greenhouse gas emissions	0		0	
14	To reduce the risk of flooding	0		0	
15	To protect and enhance the availability and quality of water resources	0		0	
16	To reduce air pollution and ensure that air quality continues to improve	0		0	
17	To reduce noise and light pollution	0		0	
18	To reduce contamination and safeguard soil quality and quantity	0		0	
19	To increase energy efficiency and increase the use of renewable energy	0		-	There is no mention of environmental/climate change design measures in this policy

# Appendix A - Sustainability Appraisal Matrancies

20	To reduce the generation of waste and maximise re-use and recycling	0	0	0	
21	To promote the use of resources efficiently, as well as sustainably sourced products and resources and re-used and recycled products	0	0	0	
22	Create a balance of employment opportunities across all sectors	0	0	0	
23	To improve economic competitiveness in the area	+	+	+	The implementation of this SPD will improve the attractiveness of shop fronts within conservation areas, helping to boost the areas economic competitiveness  The policy and the associated SPDs will help improve the vitality of the borough

Table 1

Criteria for assessing the significance of effects	Strongly Positive ++	Slightly Positive +	Neutral/Not related 0	Slightly Negative -	Strongly Negative --	Insufficient information ?
			0	-	--	

Table 2

# Appendix B - SA Framework

## Appendix B - SA Framework

	New SA Objectives	Assessment Rationale for the SA Objectives	Indicators [ <u>Key to Data Availability for Indicators</u>  <b>Bold</b> = Known data for Telford and Wrekin <i>Italic</i> = Known data for Shropshire and/or West Midlands Region <u>Underlined</u> = No data currently available]
<b>SOCIAL</b>			
<b>1</b>	<b>To reduce poverty and social exclusion</b>	<p>Consideration of whether the policies introduce measures such as:</p> <ul style="list-style-type: none"> <li>improving the public realm and community facilities,</li> <li>ensuring that the pattern of development focuses on more deprived areas, to help reduce the imbalances across the Council area.</li> <li>promoting employment opportunities and access improvements to employment and health services will help to reduce levels of people claiming benefits hence reducing poverty. An improvement in these facilities may also help to improve people's satisfaction with the area as a place to live.</li> </ul>	<p><b>% of population of working age claiming key benefits such as Job Seekers Allowance (JSA)</b></p> <p><b>% of Super Output Areas that fall within the 20% most deprived areas within the UK using the Index of Multiple Deprivation (IMD)</b></p> <p><b>% of people who say they are satisfied with their local area as a place to live</b></p>
<b>2</b>	<b>To reduce and prevent anti social activity, crime and fear of crime</b>	<p>The extent to which policies engender:</p> <ul style="list-style-type: none"> <li>a sense of safety and reduce crime and fear of crime through indirect measures such as</li> </ul>	<p><b>Total crime per 1000 population</b></p> <p><b>Crime by type (vehicle, burglary, violent) per 1000 population</b></p>

## Appendix B - SA Framework

		<p>incorporating design features in new development (such as additional lighting, CCTV).</p> <p>Policies that seek to deliver an increase in the range and availability of community facilities should be considered favourably on the basis of their potential contribution to discouraging incidences of anti-social behaviour and opportunistic crime, the latter often being attributed to 'boredom' or a 'lack of things to do'.</p>	<p><b>Racially aggravated crimes per 1000 population</b></p>	
<p><b>3</b></p>	<p><b>To promote accessibility to a range of services and facilities to meet people's basic needs</b></p>	<p>Consideration of whether policies will either directly (through new or significantly enhanced provision) or indirectly (through improved transport links) increase accessibility to employment opportunities and the following services:</p> <ul style="list-style-type: none"> <li>● Schools;</li> <li>● Bus stops</li> <li>● Shopping facilities;</li> <li>● Health and Social Facilities;</li> <li>● Nurseries;</li> <li>● Further Education Establishments;</li> <li>● Children's Centres;</li> <li>● Community Halls;</li> <li>● Churches;</li> <li>● Church Halls and Day Centres;</li> <li>● Libraries;</li> <li>● Residential Homes for the Elderly;</li> <li>● Cemeteries;</li> <li>● Open Space;</li> <li>● Sports and leisure Facilities and Centres;</li> <li>● Supported Accommodation; and</li> <li>● Theatres and Cinemas.</li> </ul>	<p><b>% of residents with difficulty accessing services</b></p> <p><b>% of houses 800m from a bus stop</b></p> <p><b>% of houses 800m from local shopping facilities</b></p> <p><b>% of buildings open to the public where all areas are suitable for accessible to disabled people</b></p> <p><b>Hectares of accessible green space per 1,000 people</b></p> <p><b>% of people experiencing difficulty accessing sports facilities</b></p> <p><b>% of people who say they are satisfied with local sports and leisure facilities</b></p>	

## Appendix B - SA Framework

4	<p><b>To provide a range of housing that meets the needs of the Council area accompanied by adequate supporting infrastructure.</b></p>	<p>Consideration of the extent to which policies will ensure supply of housing appropriate to local needs, especially in relation to affordability.</p> <ul style="list-style-type: none"> <li>• Whether policies help to ensure an improvement in the quality of housing, especially in deprived communities is also a key factor.</li> <li>• Consideration should also be made of whether new residential development is supported by adequate infrastructural capacity, including transport and wastewater considerations.</li> </ul>	<p><b>Annual housing completion rate</b></p> <p><u>Annual affordable housing completion rate</u></p> <p><b>Affordable housing deficit</b></p> <p><b>Non-decent homes by housing sector</b></p>	
5	<p><b>To improve the population's health and reduce inequalities in health</b></p>	<p>Consideration of whether policies</p> <ul style="list-style-type: none"> <li>• improve access to health facilities or indirectly improve health for all.</li> <li>• Secondary effects of reducing air pollution, ensuring homes are of a decent standard, and other indirect or longer-term effects upon health.</li> <li>• Secondary effects of improving walking and cycling for both purposeful and recreational trips, as well as improving access to green space and health services by walking and cycling and the positive effect on levels of health arising from such measures.</li> </ul>	<p><b>Life expectancy</b></p> <p><b>% of people who describe their health as good</b></p> <p><b>% of people with limiting long term illness</b></p> <p><i>% of population partaking in 3 x 30 minutes of moderate intensity sport and physical activity per week</i></p> <p><b>Access to GP</b></p>	
6	<p><b>To improve the education and skills of the population</b></p>	<p>Consideration of whether policies contribute towards improvements in existing education facilities or the creation of additional educational facilities, specifically tertiary and higher education centres.</p>	<p><b>% of 3 year olds receiving free education</b></p> <p><b>% of residents able to access appropriate training</b></p> <p><b>% of population of working age qualified to NVQ 3+</b></p>	

# Appendix B - SA Framework

			<p><b>Number of people in higher education</b></p> <p><b>Number of people with business and commercial expertise (Advantage WM)</b></p>	
<b>ENVIRONMENT</b>				
<b>7</b>	<p><b>To make the best use of previously developed land (providing this does not harm its biodiversity value) and buildings</b></p>	<p>Consideration of the extent to which policies will make the best use of land and buildings (for example through higher density development, and the use of previously developed land) in locations served by sustainable transport modes.</p> <p>The biodiversity value of previously developed land should be considered in advance of any development, and any potential effects mitigated. Consideration also given to indirect effects such as improving accessibility since this can allow more intensive land uses.</p>	<p><b>% development built on previously developed land (housing and employment)</b></p> <p><u>% of new housing built at more than 30dph dwellings per hectare</u></p>	
<b>8</b>	<p><b>To reduce the need to travel and promote modes of travel other than the car</b></p>	<p>Consideration of whether policies directly reduce the current trend of traffic growth by reducing reliance on the private car through improving the public transport system and increasing walking and cycling trips in the Council area.</p> <p>The extent to which policies encourage a modal shift to bus and train transport, from the current domination of the car, by improving frequency, reliability, and convenience of services, especially with regard to journeys to work and school.</p>	<p><b>Travel to work (mode of transport)</b></p> <p><b>Average distance travelled to work</b></p> <p><b>Travel to school (mode of transport)</b></p> <p><b>% trips to Telford Town Centre by sustainable transport</b></p>	

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			<p><b>% of new build housing within 800m of a half hourly or better bus service</b></p>	
<p><b>9</b></p>	<p><b>To protect and enhance the quality of the landscape and the countryside</b></p>	<p>Consideration of whether policies will seek to directly or indirectly maintain and enhance the landscape quality of the Council area, including historic landscape features (e.g. field boundaries and hedgerows/ hedgebanks).</p> <p>Specific consideration of the effects of policies on the special qualities of the AONB. Assessment of the extent to which the quality and quantity of areas of landscape are affected by policies.</p>	<p><i>Area and type of landscape character areas in Telford and Wrekin</i></p> <p><u>Number of proposals/policies affecting Shropshire Hills Area of Outstanding Natural Beauty</u></p> <p><i>Number of plans and proposals agreed by the council where the advice of Natural England and the AONB management plan is not followed</i></p>	
<p><b>10</b></p>	<p><b>To protect and enhance wildlife habitats which are important on an international, national and local scale</b></p>	<p>Consideration of whether policies may have a positive effect on designated and non-designated habitats and species (e.g. through increased connectivity or reduced disturbance).</p> <p>Additional consideration of whether the policies will result in the conservation, enhancement or creation of habitats. Connectivity of habitats and mitigation of the effects of climate change should be especially considered.</p>	<p><b>Area of Sites of Special Scientific Interest (ha)</b></p> <p><i>Reported condition of Sites of Special Scientific Interest</i></p> <p><b>Progress towards achieving Biodiversity Action Plan targets</b></p> <p><b>Area and condition of Local Nature Reserves (ha)</b></p> <p><b>Area and condition of Wildlife Sites (ha)</b></p>	

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			<p><b>Net change in natural / semi natural habitats</b></p>	
<p><b>11</b></p>	<p><b>Protect and enhance geological and geomorphological diversity</b></p>	<p>Consideration of whether policies may have an effect on designated and non-designated sites of geological importance. Additional consideration of whether the policies will result in the conservation or enhancement of such features.</p>	<p><b>Area of Regionally Important Geological and Geomorphological Sites (RIGS) adversely affected by water resource options</b></p> <p><b>Progress towards achieving Geodiversity Action Plan targets</b></p>	
<p><b>12</b></p>	<p><b>To protect and where appropriate enhance the landscape, buildings, sites and features of archaeological, historical or architectural interest and their settings</b></p>	<p>Consideration given to the extent to which policies will have a direct effect on designated World Heritage Sites, Scheduled Ancient Monuments, Conservation Areas, listed buildings, locally listed buildings and their settings, whether through physical change or increased disturbance. In addition, the extent to which policy interventions will encourage sympathetic integration of development with local character will be assessed.</p> <p>The effect on non-designated features of local historic or architectural interest and value should also be considered, since these can make an important contribution to creating a sense of place, local identity and distinctiveness in both rural and urban areas. Consideration should also be given to the historic character of landscapes and townscapes beyond site specific areas, and the potential for as yet unrecorded archaeological interest.</p> <p>Secondary beneficial effects will be associated with policies that will reduce traffic levels in the Council area as well as other non-intrusive traffic</p>	<p><b>Number of World Heritage Sites, Listed Buildings, Registered Parks and Gardens and Scheduled Ancient Monuments</b></p> <p><b>Number of Listed Buildings or Scheduled Ancient Monuments at Risk</b></p> <p><i>Number and % of historic buildings, sites, areas and/or their settings affected by proposals/policies</i></p> <p><b>Number/area of Conservation Areas</b></p> <p><b>New sites recorded for their archaeological interest</b></p>	

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		management/exclusion measures. Policies that encourage a reduction in activities causing climate change will reduce the impact on heritage sites from the weather events.		
<b>13</b>	<b>To address the causes of climate change through reducing greenhouse gas emissions</b>	Consideration of whether policies will result in reductions or increases of greenhouse gas emissions and to what extent. This includes a consideration of emissions arising from buildings, land use change and transport.	<b>Emissions of greenhouse gases by sector</b> <b>Council's greenhouse gas emissions</b>	
<b>14</b>	<b>To reduce the risk of flooding</b>	Consideration of whether policies will have positive or negative effects on flood risk from all sources either directly through proximity/location within areas of flood risk (for example through locating development in flood plains), or indirectly through exacerbation of effects downstream or increasing the proportion of impermeable surfaces. Consideration of whether policies will result in an increase/decrease of flooding e.g. through using Sustainable Urban Drainage Systems.	<u>Number of planning permissions within flood risk areas granted contrary to advice from the Environment Agency</u> <u>Number of new planning permissions with Sustainable Urban Drainage Systems (SUDS) installed</u>	
<b>15</b>	<b>To protect and enhance the availability and quality of water resources</b>	Consideration of whether policies will have positive or negative effects on maintaining and improving the quality of surface, ground and coastal waters.  Consideration also given to aspects such as: surface water run-off from impermeable surfaces; proximity of development to water courses; intensity of development; and delivery of measures to encourage a responsible approach to water use, re-use and conservation. The opening up of culverts into open watercourse and the length of watercourse restored/ impacted on should also be considered.	<i>% of watercourses classified as good or fair biological and chemical quality</i> <i>Incidents of major and significant water pollution</i> <i>Groundwater quality</i>  Length of culverts opened up into open watercourse and the length of watercourse restored	

## Appendix B - SA Framework

			Use of SUDs and other water conservation measures	
<b>16</b>	<b>To reduce air pollution and ensure that air quality continues to improve</b>	<p>Consideration of whether policies will result in reductions or increases in traffic- and industry- derived pollutant concentrations.</p> <p>Effect of policy interventions on predicted changes in road traffic numbers and the effect on the concentrations of certain pollutants (NO<sub>2</sub> and PM<sub>10</sub>). Secondary effect of the use of more sustainable modes of transport, reductions in vehicle use, and changes in industrial activities and locations, leading to improvements in air quality.</p>	<p><i>Levels of main air pollutants</i></p> <p><i>Number of days when air pollution is moderate or high</i></p> <p><b>Number of Air Quality Management Areas declared</b></p>	
<b>17</b>	<b>To reduce noise and light pollution</b>	<p>Consideration of whether policies will result in an increase in noise or light that will affect the amenity of residents in the area. Policies may seek to reduce these impacts through the location of roads and new development away from residential areas, or seek to minimise the generation of these effects.</p>	<p>Light pollution from and affecting new and existing development</p> <p>Noise pollution from and affecting new and existing development</p>	
<b>18</b>	<b>To reduce contamination and safeguard soil quality and quantity</b>	<p>Consideration of how policies will reduce or increase soil contamination and safeguard agricultural soil quality and quantity, particularly the best and most versatile land (grades 1, 2 and 3A in the national classification). Effects of policies on RIGS should also be considered. Secondary consideration of the effects of climate change on soils, such as the loss of organic content and whether policies mitigate these.</p>	<p><u>Number of sites affected by contamination remediated as part of new development and put back into use</u></p> <p><b>Total area of grade 1, 2 or 3a agricultural land</b></p> <p><i>Number and condition of Regionally Important Geological Sites (RIGS)</i></p>	

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19	<p><b>To increase energy efficiency and increase the use of renewable energy</b></p>	<p>Consideration of whether policies will directly reduce energy demand by encouraging energy efficiency and micro-generation by efficient sources. Consideration will also be given to indirect effects, e.g. development located to reduce transport distances and design factors such as building orientation (linked to passive solar gain) and building form.</p> <p>Consideration of whether policies will directly encourage the use of renewable energy technologies in new developments and renewable generation schemes.</p>	<p><b>Energy consumption per capita</b></p> <p><u>Number of planning applications promoting energy efficient design</u></p> <p><u>Number of planning applications promoting renewable energy</u></p>	
20	<p><b>To reduce the generation of waste and maximise re-use and recycling</b></p>	<p>Consideration of whether policies directly reduce the generation of waste and increase recycling of waste against standard levels expected for development, e.g. by providing recycling facilities within and near to homes.</p> <p>Consideration will also be given to construction waste reduction, re-use and recycling. Additional consideration of policies that require sufficient land to be allocated within the Council area to encourage regional self-sufficiency in waste management and processing.</p>	<p><b>% of household waste sent to landfill</b></p> <p><b>% of household waste recycled or composted</b></p>	
21	<p><b>To promote the use of resources efficiently, as well as sustainably sourced products and re-used resources and re-used and recycled products</b></p>	<p>The extent to which policies will promote the use of low embodied energy materials from sustainable sources and material from local sources and suppliers in the construction of new developments. Policies which require new build and retrofit development to meet BREEAM and the Ecohomes 'very good'/Code for Sustainable Homes Level 4 as a minimum.</p>	<p><u>% of new build residential meeting Ecohomes Very Good or Code for Sustainable Homes level 4/6</u></p> <p><u>% of new build commercial meeting BREEAM Very Good Standard</u></p> <p><u>CO2 emissions from residential buildings</u></p>	

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<b>ECONOMIC</b>		<p><b>% change in employment</b></p> <p><b>All people of a working age claiming a key benefit</b></p> <p><b>Number of jobs by sector</b></p>	<p>The extent to which policies will encourage diversification of the economy to attract both increased employment opportunities and people; and the extent of the expected effect of the policies on the overall quality and attractiveness of the area will be primary considerations. A key consideration is whether policies will reduce the number of economically inactive people, through the promotion of increased employment.</p>	
<b>22</b>	<p><b>Create a balance of employment opportunities across all sectors</b></p>		<p>Consideration of whether policies will be successful in adding to the diversity of town and rural centres through new development.</p> <p>Assessment of the ability of policy interventions to increase the vitality of town centres through improvements to public transportation and access; physical environment improvements; regeneration works; and measures that encourage increased length of stay for residents and visitors, including new housing provision. Consideration of whether policies will support maintaining and extending the range of wealth generating activities, including retail, leisure, recreation and tourism in addition to business activities, opportunities and educational facilities.</p>	
<b>23</b>	<p><b>To improve economic competitiveness in the area</b></p>	<p><b>New employment floorspace by type</b></p> <p><i>Average earnings of employees</i></p> <p><b>Breakdown of businesses by sector</b></p> <p><b>Net change in VAT registered businesses per 10,000 population</b></p> <p><i>Provision of services and infrastructure that supports an improvement in economic competitiveness in the area (Advantage WM)</i></p>		

**Table 3**

# Appendix C - SEA Determination

## Appendix C - SEA Determination

### Determination:

In accordance with Directive 2001/42/EC and the Environmental Assessment of Plans and Programmes Regulations 2004, Regulation 9 and Schedule 1, Telford and Wrekin Council, as the responsible Authority, has concluded that the Shop Fronts SPD does not need a Strategic Environmental Assessment to form part of the Sustainability Appraisal of this SPD.

This is the final determination for the proposed Shop Fronts SPD and was made on 29<sup>th</sup> October 2007.

### Reasons for the determination:

The reasons for this determination are based on Directive 2001/42/EC and the criteria specified in Schedule 1 to the Environmental Assessment of Plans and Programmes Regulations 2004 and are;

- The Shop Fronts SPD does not provide a framework for the future development consent of projects as listed in Annexes I and II of the EIA Directive (Article 3.2 (a));
- The Shop Fronts SPD will not require Appropriate Assessment under Article 6 or 7 of the Habitat Directive (Article 3.2 (b));
- The Shop Fronts SPD determines the use of land at a local level and is a minor modification to an existing policy in the Core Strategy DPD (Article 3.3) and is unlikely to have significant environment effects (Article 3.4). In evaluating the significance of the effects the criteria in Schedule 1 were considered, together with the comments from the statutory consultees. Table 1 contains further details on the assessment of potential significant environmental effects and the reasons for the determination.

Criteria (Schedule 1)	Significant Environmental Effect likely (Yes/No)	Justification
The characteristics of the plans and programmes, having regard in particular to;  a) the degree to which the plan and programme sets a framework for projects and other activities, either with regard to the location, nature, size and operating conditions or by allocating resources.	No	The Shop Fronts SPD will not set a new policy framework as it provides additional guidance to supplement existing CS15 Urban Design Core Strategy Development Plan Document
1(b) the degree to which the plan or programme influences other plans and programme including those in a hierarchy	No	The Shop Fronts SPD is at the bottom of the LDF hierarchy and thus will not influence other Plans/Programmes in this hierarchy

## Appendix C - SEA Determination

1 (c ) the relevance of the plan or programme for the integration of environmental considerations, in particular with a view to promoting sustainable development	No	The Shop Fronts SPD is at the bottom of the LDF hierarchy and thus will not influence other Plans/Programmes in this hierarchy. This SPD contains the principles and elements for good design for commercial buildings within the Borough's conservation areas.
1 (d) environmental problems relevant to the plan or programme and;	No	The Shop Fronts SPD aims to reflect principles and elements for good design for commercial buildings within the Borough's conservation areas. 'Poor' design can detrimentally affect the built environment.
1 (e) the relevance of the plan or programme for the implementation of community legislation on the environment (for example, plans and programme linked to waste management or water protection)	No	It is unlikely that the Shop Fronts SPD will affect the implementation of other community legislation.
2 Characteristics of the effects and of the area likely to be affected, having regard, in particular to;  a) the probability, duration, frequency and reversibility of effects	No	The Shop Fronts SPD will be used to help guide future applications in the Borough. It is unlikely to have significant effects on the probability, duration, frequency and reversibility of effects.
b) the cumulative nature of the effects	No	The Shop Fronts SPD is unlikely to have any significant cumulative environmental effects.
c) the trans-boundary nature of the effects	No	There will be no trans-boundary effects arising from the Shop Fronts SPD.
d) the risks to human health or the environment (for example, due to accidents )	No	There will be no human health or environmental risks arising from the Shop Fronts SPD.

## Appendix C - SEA Determination

e) the magnitude and spatial extent of effects (geographical area and size of the population likely to be affected)	No	The Shop Fronts SPD will influence design of the physical environment in conservation areas in the borough of Telford and Wrekin geographical area however it is only one factor amongst many other factors.
f) the value and vulnerability of the area likely to be affected due to:  i. special natural characteristics or cultural heritage  ii. intensive land use	No	The Shop Fronts SPD is unlikely to have any significant environmental impact on the value and vulnerability of the likely to be affected.
g) the effects on areas or landscapes which have a recognised national, community or international protection status	No	The Shop Fronts SPD is unlikely to have an effect on landscapes of recognised national, community or international protection status.

**Table 4 Assessment of significant environmental effects**

### Consultation

The consultation bodies specified in the Environmental Assessment of Plans and Programmes Regulations 2004 were consulted in the preparation of the SPD as below:

- Environment Agency;
- English Heritage;
- Natural England.

The comments received included:

#### Natural England

'...Natural England considers that the Shop Fronts and Signage Design SPD is appropriate, supported by existing policies and that there are unlikely to be significant environmental effects as a result of this SPD.'

#### English Heritage

'...On the basis of the information supplied, and in the context of the criteria set out in Schedule 1 of the Environmental Assessment Regulations [Annex II of 'SEA' Directive], English Heritage concurs with the Council that the preparation of a Strategic Environmental Assessment is not required....'

#### Environment Agency

## Appendix C - SEA Determination

'...the Environment Agency has considered the Screening Report and is of the view that there are no significant environmental impacts from the document and its proposals...'

### **Conclusion**

Following consultation with the statutory environmental consultation bodies and analysing the information above, the determination has been made that the Shop Fronts SPD does not require a Strategic Environmental Assessment. However a Sustainability Appraisal will be undertaken on the Shop Fronts SPD which will consider environmental, social and economic effect.

Copies of this determination, together with the reasons for the determination, have been circulated to the statutory consultation bodies in line with the regulation.

