

**AGENDA ITEM**

**REPORT TO COUNCIL**

**11<sup>TH</sup> DECEMBER 2013**

**REPORT OF CORPORATE  
MANAGEMENT TEAM**

**Local Development Framework**

**Town Centre Shop Front and Advertisements Design Guidance Supplementary Planning Document**

**SUMMARY**

This report advises members that the 'Shop Front Design and Advertisements' Supplementary Planning Document, has fulfilled the requirements of the relevant regulations and can now progress to adoption by the Council. This document will provide additional information and guidance on the application of policies in the Core Strategy Development Plan Document adopted in March 2010. Following adoption, it will become available to guide applicants for planning permission and its contents will become material considerations in determining planning applications.

**RECOMMENDATIONS**

It is recommended that Council: -

1. Note the contents of this report;
2. Approve the Shop Fronts and Advertisements Supplementary Planning Document; and
3. Delegate to the Head of Planning the authority to make any necessary minor amendments to the Shop Fronts and Advertisements Supplementary Planning Document prior to adoption.

**DETAIL**

1. Supplementary Planning Documents (SPDs) are used to give further guidance and detail to applicants for planning permission and the wider community on policies set out in Development Plan Documents.
2. The Shop Fronts and Advertisements SPD is a revision of previous Supplementary Planning Guidance (SPG) on shop fronts which was first adopted in 2004, under the old Local Plan process. The SPD has been revised and updated to reflect changes in National Planning Guidance and to also expand and improve on other minor aspects as well as link it to the Core Strategy, particularly Core Strategy Policy CS3; Sustainable Living and Climate Change.
3. The SPD underwent public consultation from 30 July to 24 September 2012 alongside the consultation on Council's 'Preferred Options' draft of the Regeneration and Environment Local Development Document (LDD). Copies of the SPDs and a statement setting out how comments could be made (the 'SPD matters') were made available during normal office hours at the Council's Planning Office and at all libraries within the Borough and on the Council's

website. Letters were sent to organisations and individuals included on the Council's Local Development Framework consultation database informing them of the consultation period, the locations where the documents were available to view and the procedure for making comments. A statutory notice was also placed in the Herald and Post newspaper on 26 July 2012.

4. A number of comments were received regarding the document and these have been incorporated into the SPD as appropriate. Details of the consultation responses and the Council's response have been included in the Consultation Statement which is to accompany the SPD.
5. As required by the EC Habitats Directive Articles 6.3 and 6.4, a Habitats Regulations Assessment of the impact of all plans and projects on sites designated as of European importance for their nature conservation value was undertaken. Natural England, a statutory consultee on all LDF documents concluded that there was not likely to be any significant effects on the relevant sites from the adoption of this SPD.
6. Copies of the SPD, the Consultation Statement, the Consultation Responses, Habitats Regulations Assessment Screening Report and Equality Impact Assessment are available on the SBC agenda website.
7. Cabinet considered the matter at its meeting on the 27 November 2013. The relevant Cabinet decision record is attached as an Appendix to this report.

#### **THE NEXT STEPS**

8. Following adoption, the SPD will be made available to guide applicants for planning permission and their contents will become material considerations in determining planning applications.

#### **FINANCIAL IMPLICATIONS**

9. The adoption and publication of the adopted Shop fronts design and advertisements Supplementary Planning Document can be met within existing budgetary arrangements.

#### **LEGAL IMPLICATIONS**

10. The Planning and Compulsory Purchase Act 2004 requires local planning authorities to produce Local Development Frameworks, which consist of a portfolio of local development documents (LDDs) setting out spatial planning policies for a defined area. This includes Supplementary Planning Documents which are used to give further guidance and detail to applicants for planning permission and the wider community on policies set out in Development Plan Documents.

#### **RISK ASSESSMENT**

11. The Shop front design and advertisements Supplementary Planning Document is categorised as low to medium risk. Existing management systems and daily routine activities are sufficient to control and reduce risk.

#### **SUSTAINABLE COMMUNITY STRATEGY IMPLICATIONS**

12. The Shop Front Design and Advertisement SPD sets out general principles and design advice to those who are considering new shop frontages or advertisements. The overall aim is to improve the quality of the street scene, create a sense of place and improve the vibrancy and vitality of retail areas.

#### **EQUALITIES IMPACT ASSESSMENT**

13. This Supplementary Planning Document has also been subject to an Equality Impact Assessment and has been judged to have a positive impact. No remedial actions are required.

### **CONSULTATION INCLUDING WARD/COUNCILLORS**

14. The SPDs are equally applicable in all parts of the Borough, therefore there was no consultation with specific wards or ward councillors.

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Education related: No

Background Papers:

- National Planning Policy Framework
- Stockton on Tees Core Strategy
- Draft Shop Front Design and Advertisements Supplementary Planning Document

Ward(s) and Ward Councillors: ALL WARDS AND WARD COUNCILLORS

Property: N/A