

# Forest Heath District Council

(This report is not a key decision. This report has been subject to appropriate notice of publication under the Council's Access to Information Rules)

## Report of the Cabinet Member for Planning, Housing and Transport

**CABINET**

**28 OCTOBER 2014**

**CAB14/172**

### **WEST SUFFOLK SHOP FRONT AND ADVERTISEMENT DESIGN GUIDANCE – PUBLIC CONSULTATION DRAFT**

#### **1. Summary and reasons for recommendation(s)**

- 1.1 This report presents the consultation draft of the West Suffolk Shop Front and Advertisement Design Guide Supplementary Planning Document (See Appendix A) and sets out the measures proposed for its consultation.
- 1.2 This Supplementary Planning Document (SPD) will provide detailed guidance on the design of new and replacement shop fronts throughout the district. The guidance covers matters such as general design principles; materials and colour; signage and lighting; blinds and canopies; and security measures.

#### **2. Recommendation(s)**

- 2.1 **That Members agree the consultation draft West Suffolk Shop Front and Advertisement Design Guide for Public Consultation.**

#### **Contact details**

Names  
Title

Telephone  
E-mail

#### **Portfolio holder**

Councillor Mrs Rona Burt  
Cabinet Member for Planning,  
Housing and Transport.

01638 712309  
rona.burt@forest-heath.gov.uk

#### **Lead officer**

Boyd Nicholas  
Principal Planner

01638 719248  
boyd.nicholas@westsuffolk.gov.uk

### **3. Strategic priorities**

- 3.1 The West Suffolk Shop Front and Advertisement Design Guide (SFDG) has been drafted as a Supplementary Planning Document to support the policies of each authorities Core Strategy and the emerging Joint Development Management Policies Local Plan Document which in themselves relate to all three priorities contained within the West Suffolk Strategic Plan, (2014-16).

### **4. Key issues**

- 4.1 This Supplementary Planning Document (SPD) will provide detailed guidance on the design of new and replacement shop fronts throughout West Suffolk. The guidance covers matters such as general design principles; materials and colour; signage and lighting; blinds and canopies; and security measures for retail and other commercial properties.
- 4.2 It supplements the policies of both authorities Core Strategy DPD and the emerging Joint Development Management Policies Local Plan Document (JDMP LPD) in relation to the design of shop fronts, signage, lighting, blinds, canopies and external security shutters. The SFDG provides guidance, with examples, on how these policies can be met. It sets out details of acceptable design standards and uses text, illustrations and photographs to present the guidance. A glossary explains technical terms and further reading and contacts are included. The guide is comprehensive in content but small enough so that it is accessible and can be easily downloadable from the Council website.
- 4.3 It should be noted that the JDMP LPD policies have not yet been adopted and may be subject to change as a result of consultation on any post hearing modifications proposed by the Inspector. This may result in subsequent changes to section 2 of the SFDG.
- 4.4 The economic well being and environmental attractiveness of our retail areas is closely related. An attractive street is beneficial to both business and the public and helps to attract visitors to our town centres and other commercial areas. The SFDG provides detailed guidance to help applicants and decision makers to improve the standard of shop front design and advertisements / signage throughout the district.
- 4.5 This SFDG supersedes, and has been prepared referencing the St Edmundsbury Shopfront and Advertisement Design Guide (SPG No. 9) dating from the late 1990s, recent good practice and in line with current planning policy.

### **5. Other options considered**

- 5.1 None.

### **6. Community impact**

- 6.1 The community will have the opportunity to influence the content and form of the document as a result of public consultation. Once adopted the SPD is expected to contribute towards improving the environment in the districts town centres and other commercial areas.

## **7. Consultation**

- 7.1 Consultation on the draft document will be in accordance with the Joint Statement of Community Involvement which sets out how we will consult with the public and stakeholders when preparing supplementary planning documents. This will include informing specific consultation bodies and other consultees with interests in buildings where the SFDG will be applicable, making the document available to view at local authority buildings throughout the area and on the council's websites. It is envisaged the consultation of the draft SPD will be for a six week period in November and early December of this year.
- 7.2 Once the representations resulting from the six week consultation on the draft SPD have been considered, we will summarise and respond to the main issues raised in a publicly available report and make changes to the SPD if necessary. We will then present the final SPD to cabinet with the recommendation that it is adopted as council policy.

## **8. Financial and resource implications**

- 8.1 The SFDG SPD document's preparation can be delivered within the planning service budget for 2014/15.

## **9. Risk/opportunity assessment**

- 9.1 Failure to progress the SFDG SPD through to adoption will leave the Planning Authorities with less control over planning matters relating to shopfront and advertisements on commercial and other buildings in the district.

## **10. Legal and policy implications**

- 10.1 The SFDG SPD supplements the policies in both Councils Development Plans. The Planning and Compulsory Purchase Act, (2004), requires Local Planning Authorities to prepare and keep an up-to-date Development, (Local), Plan. An effective Development, (Local), Plan is essential for the continuation of an effective planning service.

## **11. Ward(s) affected**

- 11.1 Although particularly relevant to wards containing shopping or commercial areas all wards are affected by the provisions of the SFDG SPD in that many of their residents will use the districts main shopping and commercial areas.

## **12. Background papers**

- 12.1 See Bibliography of the SFDG SPD.

## **13. Documents attached**

- 13.1 Appendix A – Consultation Draft West Suffolk Shopfront and Advertisement Design Guide.