

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

CABINET – TUESDAY, 18 JUNE 2019

Title of report	SHOP FRONTS AND ADVERTISEMENTS SPD: ADOPTION
Key Decision	a) Financial No b) Community Yes
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Purpose of report	a) To consider responses to the recent public consultation and b) To adopt the Shop Fronts and Advertisements supplementary planning document as revised ('the revised SPD').
Reason for decision	Adoption of the revised SPD would support the aims of the Council Delivery Plan relating to sustainable development and growth and people feeling proud of their homes and communities.
Council priorities	Business and Jobs Adoption of the revised SPD would contribute toward achieving the Council's aim of supporting sustainable development and growth. Homes and Communities Adoption of the revised SPD would contribute toward achieving the Council's aim of people feeling proud of their homes and communities.
Implications:	
Financial/Staff	Not applicable.
Health and Safety	Not applicable.
Risk Management	Not applicable.

Equalities Impact Screening	The revised SPD would have a neutral impact on groups with protected characteristics; see appendix 4.
Human Rights	Not applicable.
Transformational Government	Not applicable.
Comments of Head of Paid Service	Report is satisfactory
Comments of Section 151 Officer	Report is satisfactory
Comments of Monitoring Officer	Report is satisfactory
Consultees	Public consultation was carried out between 25 April and 13 June 2018, as detailed in section 3 of the report below.
Background papers	Draft shop fronts and advertisements SPD ('the draft SPD') Existing shop front planning guidance (2007) www.nwleics.gov.uk/shop_front_SPD
Recommendations	IT IS RECOMMENDED THAT CABINET ADOPTS THE REVISED SPD.

1 INTRODUCTION

- 1.1 In most instances the installation or alteration of a shop front would require Planning Permission. In some instances the installation of advertisements on business premises would require Advertisement Consent. The revised SPD would guide the District Council in determining relevant applications for Planning Permission or Advertisement Consent.
- 1.2 The revised SPD would supplement national and local planning policies relating to the conservation and enhancement of the historic environment, the design of new development generally and the design of shop fronts specifically. These policies comprise chapters 12 and 16 of the *National planning policy framework* (2019) and policies HE1 and HE2 of the *NW Leicestershire Local Plan* (2017).
- 1.3 In 2007 the District Council published informal guidance on 'traditional shop fronts and signage'. In 2018 officers prepared the draft SPD for the purposes of public consultation.

2 CONSULTATIONS

- 2.1 Between 25 April and 13 June 2018 the following people and organisations were consulted on the draft SPD:

- District councillors;
- Town and parish councils;
- Ashby Civic Society and
- Thirteen local history societies and museums.

3 CONSULTATION RESPONSES

- 3.1 Eleven consultation responses were received. Appendix 1 records these consultation responses and explains how the revised SPD has taken account of these responses.
- 3.2 The draft SPD received general support from three parish councils, a parish councillor, two members of the public and the Ashby Civic Society.
- 3.3 Ashby Civic Society, Ashby Town Council and a District Council officer drew attention to inconsistent wording whereby some features were considered “not acceptable”, some “unlikely to be suitable”, some “seldom appropriate” and some “to be avoided”. As a result of these responses the wording of the SPD has been revised to improve consistency.
- 3.4 A member of the public and a District Council officer described the draft SPD as “not very illustrative” and advised that it “needs more images”. As a result three images have been added to the SPD and officers have prepared an annex of *traditional shop front details* at Appendix 3.

4 OTHER REVISIONS

- 4.1 In February 2019 the DCLG replaced the *National planning policy framework* (NPPF). The SPD has been revised to reflect the replacement NPPF.
- 4.2 The draft SPD advised that blinds and security provisions “should be well integrated into the shop front” but offered no comparable advice regarding illumination. An application for advertisement consent in Ashby (18/01718/ADC) highlighted this flaw. The SPD has been revised accordingly; see additional paragraph 46a of the revised SPD.
- 4.3 The draft SPD advised that internally illuminated fascia boxes are “seldom appropriate” and encouraged external illumination in the form of “shallow trough lighting”. The draft SPD was silent regarding ‘fret cut’ internal illumination; an application for advertisement consent in Castle Donington (18/00911/ADC) highlighted this flaw. The revised SPD advises that “for shop fronts that adopt a contemporary design approach, ‘fret cut’ internal illumination may be acceptable”; see paragraph 79 of the revised SPD.

Appendices

- Appendix 1 Consultation responses
 Appendix 2 Shop fronts and advertisements SPD (revised)
 Appendix 3 Annex: Traditional shop front details
 Appendix 4 Equality impact matrix