

Draft Shopfront Design Guide SPD

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PURPOSE OF REPORT

To present the Draft Shopfront Design Guide Supplementary Planning Document (SPD) to Members, seek comments on the document and gain approval to consult on the draft Design Guide.

RECOMMENDATION

That Members consider the issues and guidance proposed in the Draft SPD, and agree that the Draft SPD be presented at Full Council with a recommendation that the Council undertakes a six-week public consultation on the Draft SPD between Monday 10th May and Monday 21st June 2021.

1.0 INTRODUCTION

- 1.1 The Council is producing a Shopfront Design Guide Supplementary Planning Document (SPD) to help ensure attractive and effective shopfronts are provided and maintained in order to support the vitality of the borough's town centres and villages.
- 1.2 Many of the shops are traditional in style and within historic buildings within the towns and villages, and so this Shopfront SPD will complement and add more detail to the Conservation Area Design Guide SPD.
- 1.3 Supplementary Planning Documents need to go through a consultation process before they can be adopted, and this report briefly outlines that process and the content of the Draft SPD. It is proposed to consult on the document for six-weeks Monday 10th May and Monday 21 June.

- 1.4 It is expected that following the consultation the amended SPD will be presented to Members for adoption in the Autumn.
- 1.5 Once adopted the SPD will provide further detail and guidance on the implementation of policies and proposals contained in the Copeland Local Plan and will be a material consideration when determining planning applications.

2.0 PRODUCING THE SHOPFRONT DESIGN GUIDE SPD

- 2.1 Supplementary Planning Documents are non-statutory documents which are not subject to an independent examination and do not have Development Plan status; instead their purpose is to provide greater detail to support policies in the Local Plan.
- 2.2 The Council's Conservation and Design Officer has produced a draft document. The Draft SPD identifies key elements of shopfronts, and provides a history of how they have evolved over time, to give owners and businesses an understanding of their buildings and shopfronts. It then highlights things to consider, good practice and things to avoid for anyone maintaining or providing a new shopfront so it can maximise its effectiveness for the business and the building.
- 2.3 SPDs usually require a Sustainability Appraisal in order to assess the potential impacts on social, economic and environmental objectives, however it has been confirmed by the statutory consultees that a Sustainability Appraisal is not required for this document.
- 2.4 The Draft SPD will be subject to a thorough process of public consultation, in accordance with the Council's Statement of Community Involvement (SCI), and it is proposed to hold this consultation between Monday 10th May and Monday 21st June 2021.
- 2.5 Following the public consultation, the proposed amendments to take account of the issues raised will be reported back to the LDF Panel later in the year for consideration and approval. Following this it will be presented at Full Council with a recommendation to adopt the Shopfront Design Guide as a Supplementary Planning Document.

3.0 CONCLUSION

- 3.1 The Shopfront Design Guide Supplementary Planning Document will be a useful tool in ensuring that traditional shopfronts in the borough's towns and villages are as attractive and effective as possible.
- 3.2 The process of producing an SPD requires public consultation and this report seeks comments on the draft document and approval for a six week public consultation.

APPENDICES

Appendix 1: Draft Shopfront Design Guide Supplementary Planning Document