

Shopfront Design Guide SPD

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PURPOSE OF REPORT

To outline to Members the comments received following the consultation on the draft SPD during May and June 2020, the minor changes that are proposed in response to those comments, and to recommend the adoption of the Shopfront Design Guide Supplementary Planning Document (SPD).

RECOMMENDATION

That Members approve the minor changes to the Shopfront Design Guide Supplementary Planning Document and present the final draft SPD to Full Council with a recommendation that the Council adopts the Shopfront Design Guide as a Supplementary Planning Document.

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 To this end a draft SPD was approved at Full Council on 27th April and a six week public consultation was held between Monday 10th May and

Monday 21 June to gather stakeholder and public views on the draft SPD.

- 1.4 The consultation documents were made available on the Council's website and the consultation was promoted on the Council's website and social media, as well as media releases.

2.0 RESPONSES TO THE DRAFT SPD

- 2.1 The consultation generated three responses. Two of these supported the document and suggested minor amendments to enhance the document, while the third talked about maintenance issues
- 2.2 A consultation report with full details of the comments received can be found in Appendix 2.
- 2.3 Following the consultation the document has been updated and the final draft of the Shopfront Design Guide can be found at Appendix 1.

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 Shopfront Design Guide SPD has been updated following comments made during the consultation and once adopted will be a useful tool in supporting and enabling attractive and vibrant shopfronts in Copeland.

APPENDICES

Appendix 1: Shopfront Design Guide Supplementary Planning Document

Appendix 2: Consultation Report