

WAVERLEY BOROUGH COUNCIL

EXECUTIVE – 7 JUNE 2016

Title:

**SHOPFRONT DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT
(ADOPTION)**

[Portfolio Holder: Cllr Brian Adams]

[Wards Affected: All]

Summary and purpose:

The purpose of this report is to recommend that the Shopfront Design Guide Supplementary Planning Document (SPD) be adopted by the Council as a material planning consideration and used in the determination of any application for planning permission (or listed building consent) related to a shopfront within the borough. It will also be relevant to the consideration of applications for advertisement consent.

How this report relates to the Council's Corporate Priorities:

The SPD supports the environmental priorities of the Council by encouraging protection and enhancement of Waverley's unique mix of rural and urban communities. The production of the SPD also supports the Planning Service Plan 2015/16 (PL/6) to maintain the quality of new developments.

Financial Implications:

There are no resource implications. The use of the document as a material planning consideration will be managed within existing resources.

Legal Implications:

The SPD will be used as a material consideration when considering relevant planning applications in the borough. It will also be relevant to applications for advertisement consent.

Introduction

1. This project has been prompted following the recent adoption of the Farnham Conservation Area Management Plan and Godalming Town Centre and Haslemere Conservation Area Appraisals (CAA). The Management Plans, which form part of the CAAs, recommend that the existing shopfront design guidance be reviewed to ensure that it is up-to-date and relevant.
2. National Planning Policy Framework (NPPF) paragraph 57 says it is important to plan positively for high quality and inclusive design; paragraph 60 says local distinctiveness should be promoted and reinforced, but should not stifle innovation, originality or initiative. The Local Plan Saved Policy D4 supports this.

3. The Council has some longstanding guidelines relating to the design of shopfronts. The new Shopfront Design Guide SPD, at Annexe 1, aims to provide up-to-date design guidance and good examples for the alteration or installation of shopfronts and shop signage within Waverley, to ensure that future developments are of the highest quality, whilst supporting the local distinctiveness of the towns and villages.
4. Once the document is adopted, it will be fully published to incorporate additional photographs and be published on the Waverley website.

Consultation Process

5. In accordance with the SPD regulations, a formal public consultation was undertaken for six weeks, commencing on Friday 31 July 2015 and ending on Friday 11 September 2015.
6. 14 responses were received to the consultation and are summarised in the Consultation Statement which is attached at Annexe 2. Overall the production of the document has been well supported, with some useful changes proposed and as a result, a number of amendments have been made to the original document.

Conclusion

7. The Shopfront Design Guide SPD has been subject to a robust consultation process to ensure relevant stakeholders had the opportunity to comment.

Recommendation

It is recommended to the Council that the Shopfront Design Guide SPD be adopted as a material planning consideration.

Background Papers

There are no background papers (as defined by Section 100D(5) of the Local Government Act 1972) relating to this report.

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