

WAVERLEY BOROUGH COUNCIL

EXECUTIVE – 7 JULY 2015

Title:

**DRAFT SHOPFRONT DESIGN GUIDE SUPPLEMENTARY PLANNING
DOCUMENT**

[Portfolio Holder: Cllr Brian Adams]

[Wards Affected: All]

Summary and purpose:

The purpose of this report is to gain authorisation to undertake a formal public consultation on the draft Shopfront Design Guide Supplementary Planning Document (SPD). The long term objective is that the Shopfront Design Guide SPD will be adopted and become a material consideration and used in the determination of relevant applications for planning permission and listed building consent. It will also be relevant to the consideration of applications for advertisement consent.

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

It relates to the Council's environment priority to protect and enhance Waverley's unique mix of rural and urban communities.

The Shopfront Design Guide SPD was prompted by recently adopted Conservation Area Appraisal Management Plans. Conservation Area Appraisals are set out in the Planning Service Plan 2014/15 and follow the programme agreed at Executive in October 2011 and Executive Briefing in January 2015.

Resource Implications:

The work will be completed within existing officer resources but will require input from a range of stakeholders. There are no direct financial implications as a result of this report.

Legal Implications:

The Shopfront Design Guide SPD will be a material consideration when considering relevant applications for planning permission and listed building consent. It will also be relevant to applications for advertisement consent.

Background

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 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. The draft Shopfront Design Guide SPD is attached at Annexe 1. The proposed SPD covers a range of considerations, including how a shopfront fits with the building and the street scene; detailed matters such as doorway and window design; materials and colours; and advertisements.
5. Following the consultation, it is proposed that the Shopfront Design Guide adopted as a Supplementary Planning Document (SPD) and will become a material consideration to be used in the determination of relevant applications for planning permission and listed building consent across the Borough. It will also be relevant to the consideration of applications for advertisement consent.

The Consultation Process

6. Under the Town and Country Planning (England) Regulations 2012, there is a requirement for the Council to undertake a minimum of four week, but no longer than six week, public consultation on all SPDs. A six week consultation is proposed to ensure that the consultation is robust and that the public have the maximum time to respond.
7. The consultation will target all relevant business groups, and will reach the wider community through a press release, publication on the Waverley Borough Council website and being made publicly available at Planning Reception at Waverley Borough Council and the Farnham Locality Office. The statutory consultees (Environment Agency, Historic England and Natural England), as well as the Town and Parish Councils, neighbouring authorities, amenity societies and the Chambers of Commerce/ Trade, will also be consulted.
8. A consultation leaflet summarising the Shopfront Design Guide SPD will be distributed to all relevant business groups and other stakeholders invited to comment on the consultation. This is attached at Annexe 2.
9. The consultation will inform any necessary amendments to the document before it is submitted through the Council's democratic process for adoption by the Council.

Recommendation

It is recommended that the Executive approves the draft Shopfront Design Guide SPD for the purposes of public consultation.

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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