

**SHOPFRONT AND ADVERTISEMENT DESIGN  
SUPPLEMENTARY PLANNING DOCUMENT (SPD)**

**REPORT TO THE EXECUTIVE**



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| <b>DATE</b>          | <b>18<sup>th</sup> June 2019</b>   |
| <b>PORTFOLIO</b>     | <b>Economy and Growth</b>  |
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**PURPOSE**

1. Executive considered a report at its meeting on the 11th December 2018 which sought approval to consult on the draft version of the Shopfront and Advertisement Design Supplementary Planning Document (SPD). The purpose of this report is to inform Executive of the representations received during the period of public consultation and the changes that have been made to the draft SPD as a result. Executive is requested to adopt the final SPD.
2. The SPD has been prepared to provide clear guidance on how to achieve high standards of design in relation to shopfront and advertisements as required by Burnley's Local Plan. Once adopted, it will become a material consideration to be used in the determination of relevant applications for planning permission and listed building consent.

**RECOMMENDATION**

3. (1) That Executive notes the matters raised in the consultation responses to the draft Shopfront and Advertisement Design Supplementary Planning Document (SPD) and agrees the minor changes to the consultation draft SPD outlined and explained in the Consultation Representation Report at Appendix A.  
  
(2) That Executive resolves to adopt of the Shopfront and Advertisement Design Supplementary Planning Document (SPD) at Appendix B under the provisions of Section 23 of the Planning and Compulsory Purchase Act 2004 and Regulation 14 of the Town and Country Planning (Local Planning) (England) Regulations 2012.  
  
(3) That Executive authorises the Strategic Head of Economy and Growth to make any minor typographical or presentational corrections to the SPD prior to its final publication.

**REASONS FOR RECOMMENDATION**

4. To meet the Council's commitment to preparing a Shopfront and Advertisement Design SPD as set out in Burnley's Local Plan and the Council's Local Development Scheme (LDS).
5. To ensure that the draft SPD is modified to take account of the outcome of the consultation, as appropriate.

## **SUMMARY OF KEY POINTS**

### **The SPD**

6. The Executive Report (11th December 2018) describes the scope and purpose of the SPD. In summary the primary purpose of the SPD is to provide clear guidance on the implementation of adopted Local Plan Policies SP5, HE2, HE3 and TC8 when considering proposals for new shopfronts and alterations to existing and to ensure owners and occupiers are well informed about what will be considered acceptable and how improvement can be achieved. The guidance will apply to new build shops as well as to alterations to existing shop fronts.
7. The document sets out general principles for the repair, reinstatement and replacement of shopfronts and provides guidance in relation to specific elements of a shop front including materials, colours, fascias and signage, blinds and awnings, and security measures. It is illustrated with good and bad examples.
8. The SPD does not introduce new policy and does not seek to restrain individual design freedom. It seeks to ensure high standards of design, including, where appropriate, innovative, high quality modern designs relevant to the character and tradition of the area as well as providing guidance on designing and restoring traditionally-styled shopfronts. The aim is to improve the overall quality and attractiveness of shopfronts and the borough's Town and District Centres.
9. The SPD is an important part of the Council's ongoing efforts to ensure that Burnley and Padiham continues to have vibrant and attractive town centres that serve residents and brings in visitors from further afield.

### **Consultation of the Draft SPD**

10. The draft version of the SPD was approved by the Executive for consultation in December 2018 and this consultation took place over a six week period during February and March 2019. The consultation was carried out in accordance with regulatory requirements and the Council's Statement of Community Involvement.
11. Groups and organisations, statutory consultees and individuals on the Local Plan consultation database were notified by letter or e-mail. In addition, the consultation letter was circulated to members of the Town Centre Partnership which includes retailers, businesses and organisations with an interest in and influence on the town centre such as the Local Chamber of Commerce and Trade, Standish Street Traders Group and St James's Street Development Group. The draft SPD and Consultation Statement were published on the Council's website and copies were made available at the Contact Centre and main libraries. A press release and social media posts were used to inform the wider public of the consultation.

### **Responses Received**

12. In all there were 17 consultation responses. A summary of the comments received and the proposed response is set out in Appendix A. In summary, the majority of substantive representations were supportive, offering suggestions on how the SPD could be improved through relatively minor amendment, clarification or addition. Where appropriate, the comments have been accepted and minor changes made to the document text. Six of the

responses simply stated that they had no comments. The suggestions that are not recommended for acceptance are generally those that relate to matters already covered in the SPD or matters that could not be controlled by the SPD.

### **Next Steps**

13. Following its Adoption, the Council is required to make the SPD and an Adoption Statement available as soon as reasonably practicable. The Council must also send a copy of the Adoption Statement to those who have asked to be notified of its adoption.
14. Any person with sufficient interest in the decision to adopt the SPD may apply to the High Court for permission to apply for judicial review of that decision not later than 3 months after the date on which the SPD is adopted.

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| <b>FINANCIAL IMPLICATIONS AND BUDGET PROVISION</b> |
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15. The costs associated with adoption and publication will be met within existing budgets. As such there are no financial implications directly associated with this report.

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| <b>POLICY IMPLICATIONS</b> |
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16. 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. Its production fulfils an existing commitment in Burnley's Local Plan and the Council's LDS.

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| <b>DETAILS OF CONSULTATION</b> |
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17. None

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| <b>BACKGROUND PAPERS</b> |
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18. None

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| <b>FURTHER INFORMATION</b> |                          |
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