



Shopfronts and Advertisements Design Guide Supplementary Planning Document

Individual Cabinet Member Decision

Report of Chief Officer – Planning and Climate Change

PURPOSE OF REPORT				
To advise of the preparation of a Draft Shopfronts and Advertisements Design Guide Supplementary Planning Document (SPD) and seek approval from the Cabinet Member for progression of the SPD through the statutory consultation process that is required prior to adoption of the SPD as a part of the suite of advice and guidance documents that supplement the adopted Local Plan.				
Key Decision	<input type="checkbox"/>	Non-Key Decision	<input checked="" type="checkbox"/>	Referral from Cabinet Member
Date of notice of forthcoming key decision				
This report is public				

RECOMMENDATIONS OF THE CHIEF OFFICER OF THE PLANNING AND CLIMATE CHANGE SERVICE

- (1) That the Cabinet Member approves the draft SPD for the purposes of advancing the document to the formal consultation process and delegates authority to the Service Manager – Planning and Housing Strategy to advance the draft SPD through the statutory Regulation 12 consultation processes.
- (2) Unless the response to the formal consultation results in a need to consider significant changes to the SPD it will be formally adopted as presented to the Cabinet Member (with potentially minor amendments). Should further consideration be needed to accommodate significant changes the SPD will be reported to the Cabinet Member again.

1.0 Introduction

- 1.1 The Local Plan sets out policies which seek to ensure that new shopfronts and advertisements in the district are of high design quality and appropriate to their townscape context. The draft SPD explains how these policies will be interpreted and provides guidance on the detail and criteria within policies.
- 1.2 The aim of the draft SPD is to provide guidance for prospective applicants and as a tool in decision making. To be afforded weight in decision making,

the draft SPD must follow statutory consultation procedures with the responses being considered and amendments made where necessary.

2.0 Proposal Details

- 2.1 The draft Shopfronts and Advertisements Design Guide SPD is a proposed update to the existing Shopfronts and Advertisements SPD (adopted in 2016). The document provides a series of design principles to be considered when installing or altering shopfronts and advertisements. The goal is to promote high quality, contextually sensitive designs, particularly in the district's Conservation Areas.
- 2.2 For an eight-week period between 20th July and 1st September 2023 the Council carried out public consultation on the draft SPD (Pre-Regulation 12 consultation). Full details of the consultation arrangements can be found in the Statement of Consultation. The aim was to gather feedback on the content of the SPD. Three responses were received: one in general support of the content of the SPD, and two making the suggestion that the SPD makes provisions to reduce the number of display boards in Lancaster city centre. These comments have been taken into account and the draft SPD amended accordingly.
- 2.3 It is now proposed to move forward with the draft document by undertaking a second consultation period (Regulation 12 consultation).

3.0 Details of Consultation

- 3.1 The formal process for preparing and adopting SPDs is set out in the Town and Country Planning (Local Planning) (England) Regulations 2012. The National Planning Policy Framework (NPPF), as updated in December 2024, defines SPDs as:

Documents which add further detail to the policies in the development plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. Supplementary planning documents are capable of being a material consideration in planning decisions but are not part of the development plan.

- 3.2 SPDs relate to specific sites or specific planning issues. They are not subject to Independent Examination and do not have Development Plan status. However, SPDs are given due consideration within the decision-making process.
- 3.3 There is a three-stage process for the preparation of Supplementary Planning Documents, this includes:
 - Evidence gathering
 - The preparation and consultation of a draft SPD
 - The Adoption of the SPD
- 3.4 The evidence in respect of the policies in the Local Plan was gathered in the lead up to the drafting of policies.
- 3.5 Early engagement in the preparation of SPDs is encouraged. A stage of informal consultation has allowed stakeholders to comment on the content of the SPD, resulting in amendments to the draft.
- 3.6 In order to progress as an SPD, the Council must undertake a statutorily defined consultation process set out in the Town and Country Planning (Local Planning) (England) Regulations 2012, Regulation 12 Public Participation.

- 3.7 The consultation responses must then be considered, and any necessary amendments made to the draft SPD. The final SPD and a Consultation Statement will then be reported to Cabinet with a request that the SPD is adopted.

4.0 Options and Options Analysis (including risk assessment)

	Option 1: The Draft SPD is approved and progressed through the statutorily defined consultation/adoption process	Option 2: The Draft SPD is not approved and not taken through the statutorily defined consultation/adoption process
Advantages	<p>The consultation process will provide engagement with stakeholders and allow them to influence the content of the draft SPD.</p> <p>Consultation and appropriate consideration of the responses will ensure that the SPD can be afforded weight when determining planning applications.</p>	No advantages
Disadvantages	No disadvantages	Additional guidance about the criteria within planning policies will not be available for prospective applicants or as a decision making tool.
Risks	No risks	Progressing the draft SPD without the necessary consultation will reduce any weight which could be attached to it in the decision making process.

5.0 Officer Preferred Option (and comments)

- 5.1 The officer preferred option is option 1 – to progress the SPD through the statutorily defined consultation process. This would ensure that it can be afforded weight in decision making.

6.0 Conclusion

- 6.1 In conclusion, it is recommended that the draft SPD is progressed via a formal consultation process, which would allow stakeholders a further final opportunity to influence its content and ensure that by virtue of being advance through informal and formal consultation it can be afforded weight in planning decisions once adopted.

RELATIONSHIP TO POLICY FRAMEWORK

The Council Plan 2024-2027 includes *An Inclusive and Prosperous Local Economy* as one of its key principles. Ambition 2.4, *Investment and Regeneration* aims to secure investment

and regeneration across our district and encourage tourism and the promotion of our district as an attractive destination for leisure and culture. This SPD provides guidance to help secure the realisation of policy compliant shopfronts and advertisements. The objective of enabling appropriate and thoughtfully considered Shopfronts and Advertisements aligns with the Council Plan's objective; it will help maintain and enhance a visually and aesthetically pleasing townscape that in turn enhance the district's attractiveness as a destination for leisure and culture.

The SPD supports the implementation of Policy DM21 Advertisements and Shopfronts in the Council's adopted Local Plan. The Policy specifically states that Further guidance on both shopfront and advertisement design can be found in the 'Shopfronts and Advertisements' Supplementary Planning Document (SPD) which will be a material consideration in proposals of this nature. The updated SPD presented here will update the existing SPD that was adopted in 2016, this pre-dates the current Local Plan. Updating the SPD will help in maintaining its effectiveness.

CONCLUSION OF IMPACT ASSESSMENT

(including Health & Safety, Equality & Diversity, Human Rights, Community Safety, HR, Sustainability and Rural Proofing)

The report sets out options for proceeding with the formal stage of consultation on a draft SPD. None of the options have adverse impacts on the matters listed above. Legislation and guidance prescribe the processes for preparing and advancing an SPD including the necessary statutory stage of consultation.

LEGAL IMPLICATIONS

There are no legal implications directly arising from this report. Whichever option is agreed, the local planning authority will follow the regulatory process for advancing a Supplementary Planning Document.

FINANCIAL IMPLICATIONS

There are no financial implications directly arising from this report. The SPD provides only guidance on development proposals.

OTHER RESOURCE IMPLICATIONS

None directly rising from this report.

SECTION 151 OFFICER'S COMMENTS

The s151 Officer has been consulted and has no comments to make.

MONITORING OFFICER'S COMMENTS

The Monitoring Officer has been consulted and has no further comments to add.

BACKGROUND PAPERS

Draft Shopfronts and Advertisements Design Guide Supplementary Planning Document.

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