

# **Shopfront and Advertisement Design Supplementary Planning Document (SPD)**

## **Consultation Statement under Regulation 12 (a)**

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## Introduction

Burnley Council has prepared a draft Shopfront and Advertisement Supplementary Planning Document (SPD) for consultation.

The purpose of the SPD is to provide additional information and advice about the interpretation of a number of policies within Burnley's Local Plan.

This statement is the Consultation Statement for the draft SPD as required by Regulation 12(a) of the Town and Country Planning (Local Planning) (England) Regulations 2012.

## The draft SPD

Burnley's Local Plan, which was adopted on 31 July 2018, includes a number of policies that aim to promote and secure high quality design. Policies SP5, HE2 and HE3 set out how the Council expects new development to achieve high standards of design and contribute to enhancing and protecting Burnley's built and historic environment. Policy TC8 sets out specific requirements against which applications will be assessed in relation to the design of new or alterations to existing shopfronts and advertisements.

The purpose of the draft SPD is to provide clear guidance on the implementation of these policies 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 SPD provides detailed guidance on specific issues relating to design of and alteration to shopfronts and advertisements. This includes best practice on shopfront composition, proportion, styles, materials, colours and security, together with requirements of signage in terms of types, position and illumination.

Once adopted the SPD will become a material consideration to be 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.

## Early Consultation

During the preparation of the draft SPD, early and informal consultation took place on its scope and content with internal officers, specifically those whose work relates to the issues to be addressed within the document and those who work with relevant organisation and bodies; and also with Lancashire County Council Highways. The emerging document was refined to take into account the comments/advice received.

## Formal Consultation

The draft SPD was presented to the Council's Executive at their meeting on the 11<sup>th</sup> December 2018 to seek approval for its statutory consultation under Regulation 12 (b).

This consultation is to commence on Friday 1<sup>st</sup> February 2019 for a six week period until to Friday 15<sup>th</sup> March 2019. Whilst a 4 weeks period is required the regulations, the Council has committed to a six weeks period in its adopted Statement of Community Involvement (SCI).

## **Strategic Environmental Assessment (SEA)**

SPDs can require Strategic Environmental Assessment under Directive 2001/42/EC on the assessment of the effects of certain plans and programmes on the environment ('the SEA Directive') and under UK legislation through the Environmental Assessment of Plans and Programmes Regulations 2004 ('the SEA Regulations').

The Council carried out a screening exercise in order to establish whether the SPD requires a Strategic Environmental Assessment (SEA). The Council prepared an initial assessment/preliminary determination on 22 October for four SPDs currently proposed in the Council's LDS. It found that it is unlikely that significant effects on the environment will arise as a result of any of the SPDs and as such that that Strategic Environmental Assessment is not required.

The Council consulted with the three statutory consultees required for this purpose (Historic England, Natural England and the Environment Agency) who confirmed their agreement with the Council's conclusion.

**31 January 2019**