

Meeting of the Cabinet – 13th September 2017

Report of the Strategic Director Place

Approval for Adoption of the Shop Front and Advertisement Supplementary Planning Document

Purpose of Report

1. To seek Cabinet approval for the adoption of the Council's Shopfront and Advertisement SPD.

Background

2. The purpose of the SPD is to:
 - Improve the quality and appearance of the Borough's retail and commercial centres whilst recognising and retaining its unique heritage and built environment
 - Be responsive to the social and economic regeneration of the Borough;
 - Conserve traditional and historic shopfronts and commercial premises;
 - Prevent unsympathetic alterations to existing shopfronts;
 - Provide detailed information for proposals to be submitted for schemes of amendments and new shopfronts.
3. The production of this SPD is also one of the five complementary initiatives to be delivered as part of the agreed Action plan for the Dudley Townscape Heritage scheme. The SPD takes into account national and local planning policy set out in the National Planning Policy Framework, Black Country Core Strategy and the Council's Dudley Borough Development Strategy. In accordance with Policy L12 (Shop Front Security) and D12 (Control of Advertisements) of the adopted Dudley Borough Development Strategy, the SPD has been prepared in consultation with other Council Departments (particularly Historic Environment and Access Teams) and key stakeholders in the Borough.
4. Following Cabinet approval on 8th March, the SPD was subject to public consultation for seven weeks from 31st March 2017 until 19th May 2017. This included a drop in session for Members which was held on 8th March 2017. During the consultation period a total of eight representations were received and a number of comments made within the representations have been incorporated into the final SPD.

5. One of the respondents was the West Midlands Police who provided helpful comments in respect of the security section of the document and expressed their full support for the contents and overall approach of the SPD, and has resulted in the document receiving their endorsement.
6. A list of comments received from the public consultation, the Council's responses, to and subsequent proposed amendments to the finalised SPD are included within the Consultation Statement (Appendix 1). In addition to some minor typographical changes and modifications were made to the document to improve clarity and consistency.
7. A copy of the final SPD for adoption is set out as Appendix 2 and, together with Appendix 1, is available on the 'Committee Management Information System'. The SPD and the consultation statement can also be accessed using the following link:
<http://www.dudley.gov.uk/resident/planning/planning-policy/local-plan/sf-spd/>
8. To ensure successful implementation of the SPD, information relating to Shopfronts and Advertisements will be provided direct to all new Business's in the Borough with the assistance of Business Rates colleagues who regularly correspond with local business owners. Furthermore letters will be sent to all the main letting agents operating in the Borough, and details of the SPD guidance leaflet will be provided by Dudley Business First to prospective occupiers interested in commercial properties within Dudley.,

Finance

9. The preparation of the document has been funded from existing budgets and resources dedicated to the production of Development Plan Documents and other statutory planning documents.

Law

10. Once adopted, the Shopfront and Advertisement SPD will become a material consideration in the determination of planning applications. The SPD has been prepared under the provisions of the Planning and Compulsory Purchase Act 2004 and the Town and Country Planning (Local Development) (England) Regulations 2012 and the National Planning Policy Framework (NPPF).

Equality Impact

11. The SPD has been prepared in accordance with the Council's policy on Equality and Diversity, ensuring that it provides benefits for adults, children and young people alike, promoting equal opportunities for all.

Recommendation

12. It is recommended that Cabinet approves the adoption of the Shopfront and Advertisement SPD.



.....
Alan Lunt
Strategic Director Place

Contact Officer: Paul Mountford
Head of Planning and Regeneration
Telephone: 01384 814186
Email: paul.mountford@dudley.gov.uk

Documents (available on the Council's Committee Management Information System)

Appendix 1: Consultation Statement for the Shopfront and Advertisement SPD (September 2017)

Appendix 2: Amended Shopfront and Advertisement SPD (September 2017)

List of Background Papers

Draft Shopfront and Advertisement SPD (March 2017)

.