

Leading in Design: Shopfronts & Signs

Supplementary Planning Document – Consultation Draft

February 2005

SUSTAINABILITY APPRAISAL REPORT

Shopfronts & Signs Supplementary Planning Document

Sustainability Appraisal Report

Introduction

1. Sustainability Appraisal is an integral part of the process for preparing Supplementary Planning Documents (SPDs). It is about making sure that, by carrying out the proposals set out in such planning documents, the aim of sustainable development is achieved. To achieve sustainable development the Government has 4 objectives:

- Social progress which recognises the needs of everyone
- Effective protection of the environment
- Prudent use of natural resources and
- Maintenance of high and stable levels of economic growth and employment

2. The contribution to sustainable development is a key aim of planning. Sustainable development is simply about ensuring a better quality of life for everyone now and for future generations. A widely used definition was drawn up the World Commission on Environment and Development in 1987:

‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’.

3. In applying the principles of sustainability development the Council must consider how its planning documents address the four Government objectives. They should seek to achieve outcomes that enable social, environmental and economic objectives are reached together over time. Sustainability appraisal is a tool for achieving this aim.

Summary and Outcomes

4. Sustainability Appraisal is a way of ensuring that the potential economic, social and environmental effects of the proposed Shopfronts & Signs SPD are identified and measures are taken to remedy any detrimental effects. The SPD proposes guidance for the redevelopment and refurbishment of the retail premises. The alternative would be a ‘business as usual’ approach which is likely to result in ad-hoc schemes to redevelop retail frontages.

5. The policies of the Shopfronts & Signs SPD have been assessed individually against the sustainability objectives. The SPD on its own scores few positive effects for sustainability objectives. Significant positive effects are scored for three of the 27 objectives. These relate to:

- maintaining and enhancing the landscape and townscape character,
- conserving and where appropriate enhancing the historical and cultural environment,
- reducing crime, anti social behaviour and promoting community safety.

6. In terms of the environment objectives there are no significant negative or positive effects for enhancing biodiversity, protecting water quality, minimising water consumption, conserving soil resources and reducing contributions or vulnerability to climate change. Similarly, in terms of material assets, the objectives relating to extraction,

re-use and recycling of minerals and aggregate and minimising the use of energy do not score any significant effect.

7. The social objectives show marginal positive effects in:
 - Improving access to a full range of appropriate public, private, community and voluntary services.
 - Ensuring that housing stock meets housing needs
 - Promoting vibrant and viable settlements.
 - Promoting sustainable design and construction.
8. Economic effects relate to improvements in the quality of buildings for retail activities. This is expected to contribute to improvements to the viability of town and village centres.
9. The SPD will be amended to take account of this Sustainability Appraisal after the consultation period and prior to final publication.

How to Comment

10. The Council has produced this Sustainability Appraisal Report to accompany publication of the draft *Shopfronts & Signs* SPD for consultation.
11. The findings of this sustainability appraisal along with any consultation responses will be taken into account prior to finalising the *Shopfronts & Signs* SPD. Any significant and valid responses requiring changes will have to be subject to sustainability appraisal to ensure that there will be no significant economic, social and environmental effects.
12. Comments regarding the Sustainability Appraisal Report should be sent to the Council by Thursday 24th March 2005 to:
Conservation & Design Team, Charnwood Borough Council, Council Offices,
Southfield Road, Loughborough LE11 2TN
email: built.heritage@charnwood.gov.uk
13. Please feel to contact the Conservation & Design Team if you have any queries concerning this document.
telephone 01509 634748 or email built.heritage@charnwood.gov.uk

If you would like to have the content of any part of this document explained to you in your language or to obtain copies in Braille, on audio tape or large print, please contact the Planning Policy Team (telephone 01509 634769 or email localplans@charnwood.gov.uk).

Appraisal Methodology

14. The Council is developing with the help of Halcrow Group Ltd an approach to Sustainability Appraisal which is at the heart of preparing the Local Development Framework from the outset of developing the constituent Development Plan Documents (DPD) and Supplementary Planning Documents (SPD).
15. The Planning and Compulsory Purchase Act 2004 makes Sustainability Appraisal a requirement for Development Plan Documents and Supplementary Planning Documents.

Alongside this is the requirement to undertake environmental assessment of plans and programmes through the European Directive 2001/42/EC. Regulations on Local Development (SI 2004/2204) and the Environmental Assessment of Plans and Programmes (SI 2004/1633) as well as draft Government guidance on sustainability appraisal have also been taken into account in developing an approach. This includes the following stages:

- Setting the context, objectives and baseline data
- Developing and refining options
- Appraising the effects of the draft DPD or SPD
- Consultation on the Sustainability Report and draft DPD or SPD
- Monitoring the implementation of the DPD or SPD

16. The approach adopted for this Sustainability Appraisal Report follows the method being developed by Halcrow Group Ltd for Sustainability Appraisal of the documents comprising Charnwood's Development Framework. The development of this approach did not begin until after the publication of the draft Government guidance on sustainability appraisals published in September 2004. Preparation of the draft Shopfronts & Signs SPD began prior this. As a result, work on the sustainability appraisal for this SPD did not begin until after an initial key stakeholder consultation had taken place, and therefore, it was not possible to carry out early stakeholder consultation on the scope of the Appraisal. Given the stage the draft SPD has reached it is not considered appropriate to carry out a separate consultation the scope of the sustainability appraisal for this SPD. The Sustainability Appraisal Report focuses on the SPD. However, if you wish to comment on the scope of the appraisal you may do so at this stage.
17. An initial stakeholder consultation for the *Shopfronts & Signs* SPD was undertaken in October 2004 prior to the Sustainability Appraisal. This involved contacting English Heritage, Commission for Architecture & the Built Environment and other key stakeholders by letter, requesting their views.
18. The Sustainability Appraisal for the *Shopfronts & Signs* SPD was undertaken by Council officers in January 2005.

Background

19. The Sustainability Appraisal will measure the policies set out in the *Shopfronts & Signs* SPD against a number of sustainability objectives to establish whether there will be any significant economic, social or environmental effects. Where necessary consideration will be given to revising policy or applying measures to tackle unwanted effects. This Sustainability Report sets out how the sustainability report was undertaken, the results of the appraisal and the recommendations for amendment to policy.
20. The purpose of this SPD is to set out the general principles that should be followed in order to achieve good shopfront design. The Council recognises that companies make an investment in promoting their business and image. In turn we ask those companies to realise that the Council and other public bodies make an investment in conserving and restoring the character of our streets. This character makes a significant contribution to the commercial vitality and viability of an area.

21. This SPD outlines the Council's aim for improving the standard of shopfront design and advertisement display throughout the Borough. The objectives of this design guidance are not to introduce additional control beyond the current provisions but to assist applicants in the preparation of plans for shopfront works and advertisement proposals in the Borough's towns and villages, and to assist the Local Planning Authority in carrying out its duty to control development in accordance with relevant policies and government guidance.

Sustainability Objectives, Baseline Data and Context

22. The *Shopfronts & Signs* SPD has been prepared in the context of national, regional and local planning policy and other strategies, plans and programmes. The relevant Local Plan Policies include EV/1, 4, 10, 11, 12, 13, 15, 16 and CA/11, 12, 13.

23. The Corporate Plan to 2011/12 'Leading in Leicestershire' sets out the overarching priority for the Council as:

'Ensuring the Borough is recognised as Leading in Leicestershire for the quality of its living environment for all.'

This SPD will support the Council's overarching priority and is relevant to the key aims of the Corporate Plan. Six aims have been identified to support achievement of the priority:

- A sustainable environment:
- A clean, safe and healthy environment
- Leisure and cultural opportunities for all
- Decent homes and neighbourhoods
- An economically prosperous environment
- An excellent council

24. Streets are made up of individual buildings, each with their own character and place, within an overall townscape, whose collective characteristics are greater than the sum of its parts. This is due to the effect of topography, light, weather, landscape and buildings, which often have a strong impact on their individual design and distinctiveness of the street or area. These differences will require distinct and responsive design solutions from the applicant.

25. High quality of shopfront design contributes to the local economy by maintaining and in some instances improving the vitality of streets.

26. A sustainability framework has been drawn up to assess consistently the component documents of the Charnwood's Development Framework. This framework takes account of the objectives of national, regional and local planning policy, other strategies, plans and programmes and the context of the economic, social and environmental characteristics of Charnwood. The sustainability framework sets out sustainability objectives against which the proposals will be measured to assess significant effects. The sustainability framework is set out in Appendix I.

SPD Issues and Options

27. Two strategic options were considered in relation to preparing additional guidance on the design of shopfronts & signs:

- to prepare guidance to encourage, promote and inspire higher design standards in the design of shopfronts & signs throughout Charnwood;
- to undertake 'Business as Usual' approach and rely on existing national, regional and local planning policy.

28. The *Shopfronts & Signs SPD* recognises key principles, which include:

- Promote the vitality of streets/communities;
- Reducing crime, the fear of crime and anti-social behaviour;
- Use design and building techniques that reduce impact on the environment;
- Use the local context to create distinctive townscape through high quality design.

29. The *Shopfronts & Signs SPD* emphasises national, regional and local policy and guidance on good shopfront design and construction techniques. This approach will inspire developers and their professional advisors, Councillors and Council officers by having relevant information for good design in one document. To promote good shopfront design and contribute to sustainable development it is considered that publication of the *Shopfronts & Signs SPD*, as opposed to the 'Business as Usual' approach, will produce significant improvements to the economic, social and environmental objectives of the sustainability framework.

SPD Policies

30. The policies of the *Shopfronts & Signs SPD* have been assessed individually against the sustainability objectives. The individual assessments are set out in Appendix II and a summary is given in Appendix III. Table I illustrates those policies, which will significantly or marginally support the sustainability objectives. This indicates those policies which will have a significant impact:

Table I – Shopfronts & Signs SPD Policies indicating Positive Effects towards Sustainability Objectives

Sustainability Objective	Significant Positive Effect		Marginal Positive Effect	
	Policies	Number	Policies	Number
To maintain and enhance biodiversity, flora and fauna				
To maintain and enhance the landscape and townscape character (whilst minimising visual impacts of proposed developments)	1, 2, 3, 4, 5	5	6, 8	2
To protect and improve surface and groundwater quality				
To minimise water consumption				
To protect and improve air quality			6	1
To conserve soil resources and quality				
To reduce contributions to climate change				

Sustainability Objective	Significant Positive Effect		Marginal Positive Effect	
	Policies	Number	Policies	Number
To reduce vulnerability to climate change				
To conserve and where appropriate enhance the historic and cultural environment	1, 2, 3, 4, 5, 6, 7	7		
To increase the (appropriate) re-use of previously developed land and buildings			1, 2, 3, 6, 7	5
To support the sustainable extraction, re use and recycling of minerals and aggregates resources				
To manage waste in accordance with the waste hierarchy in all sectors (i.e. household, commercial and industrial)			1, 2	2
To minimise the use of energy and optimise the use of renewable resources				
Ensure the population of Charnwood can have access to a full range of appropriate public, private, community and voluntary services			7	1
To encourage appropriate access to the countryside, open spaces and semi urban environments (eg parks)				
Promote a strong community where people feel they have a say in the future				
To reduce crime, anti social behaviour and promote community safety	5	1	1	1
To ensure that the people of Charnwood have an opportunity to participate in culture, media and sport in Charnwood Borough				
To ensure that the housing stock meets the housing needs of all parts of the community			6	1
To reduce poverty and social exclusion				
To improve learning, skills and employability for all sectors of the community				

Sustainability Objective	Significant Positive Effect		Marginal Positive Effect	
	Policies	Number	Policies	Number
To promote vibrant and viable settlements			1, 6	2
To promote sustainable design and construction			2, 5	2
To promote healthy life styles				
To encourage sustainable economic growth			1	1
To encourage efficient patterns of movement to support sustainable economic growth				
To reduce disparities in economic performance				

31. There is a high proportion of positive effects for:

- To maintain and enhance the landscape and townscape character (whilst minimising visual impact of development)
- To conserve and where appropriate enhance the historic and cultural environment
- To reduce crime and anti-social behaviour and improve community safety

32. Positive effects were less for:

- Protect and improve air quality
- To increase the (appropriate) re-use of previously developed land and buildings
- To manage waste in accordance with the waste hierarchy in all sectors (i.e. household, commercial and industrial)
- Ensure the population of Charnwood can have access to a full range of appropriate public, private, community and voluntary services
- To ensure that the housing stock meets the housing needs of all parts of the community
- To promote vibrant and viable settlements
- To promote sustainable design and construction
- To encourage sustainable economic growth

33. Potential negative impacts were not identified.

34. Shortcomings were not readily identified. However it is recommended that specific reference to *Leading in Design* be made through out this SPD.

35. The outcome of Shopfronts & Signs SPD is potentially uncertain because the implementation is dependant upon developers, Council officers and Councillors getting to grips with the principles set out in the SPD and applying them.

Implementation

36. The *Shopfronts & Signs* SPD sits within the local planning framework through its links to Local Plan Policies EV/1, 4, 10, 11, 12, 13, 15, 16 and CA/11, 12, 13. Further guidance is

set out in the emerging *Leading in Design* SPD which is a framework for securing good design and sustainable construction techniques under the umbrella of the Charnwood Development Framework. In addition, a further Supplementary Planning Document *Making It Easy* will also be prepared to give further guidance on access issues.

37. The overarching sustainability appraisal framework will set out indicators against which to measure the sustainability effects of implementing the component documents of the Charnwood's Development Framework. Such monitoring will enable any unforeseen undesirable effects and so enable corrective action to be taken. It is proposed to develop a single monitoring system for the various components of the Local Development Framework. This will be reported through an Annual Monitoring Report.

Appendix A - Complying with the SEA Directive

The following table indicates how this sustainability appraisal complies with the SEA Directive (2001/42/EC):

SEA Directive	How this Sustainability Appraisal complies with the SEA Directive.
Article 4 – General Obligations Carry out an Environmental Assessment during the preparation of a plan before its adoption.	The Sustainability Appraisal for the Shopfronts & Signs SPD was carried out prior to publication of a draft SPD for public consultation.
Article 5 – Environmental Report Prepare an Environmental Report including (information to be provided under Article 5(1), subject to Article 5(2) and (3) of the SEA Directive):	A sustainability report incorporating the environment report was published alongside the draft SPD for public consultation.
(a) an outline of the contents, main objectives of the plan and relationship with other relevant plans and programmes;	Refer to paragraphs 20-22 and 23
(b) the relevant aspects of the current state of the environment and the likely evolution thereof without implementation of the plan;	Refer to paragraphs 20-22 and 25
(c) the environmental characteristics of areas likely to be significantly affected;	Refer to paragraphs 20-22 and 25
(d) any existing environmental problems which are relevant to the plan including, in particular, those relating to any areas of a particular environmental importance, such as areas designated pursuant to Directives 79/409/EEC and 92/43/EEC;	Refer to paragraphs 20-22 and 25
(e) the environmental protection objectives, established at international, Community or Member State level, which are relevant to the plan and the way those objectives and any environmental considerations have been taken into account during its preparation;	Refer to paragraphs 1-3
(f) the likely significant effects (I) on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors;	Refer to paragraphs 30-34 and Appendices III and IV

(g) the measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan;	Refer to paragraphs 33-34
(h) an outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies or lack of know-how) encountered in compiling the required information;	Refer to paragraphs 25-29
(i) a description of the measures envisaged concerning monitoring in accordance with Article 10;	Refer to paragraphs 36-37
(j) a non-technical summary of the information provided under the above headings.	Refer to paragraphs 4-9
Consult responsible environmental authorities on the scope and level of detail of the information which must be included in the environmental report.	This document includes consultation on the scope of the proposed approach to sustainability appraisal for this SPD.
Article 6 – Consultations Consult with responsible environmental bodies – the Countryside Agency, Environment Agency, English Heritage, English Nature – and the public on the draft plan and the Environment Report before the plan is adopted.	This sustainability report incorporating the environment report is published alongside the draft SPD for public consultation.
Article 7 – Transboundary Consultations Consult with other European Member States where there will be significant effects on the environment in another Member State.	A transboundary consultation is not considered appropriate in the case of the Shopfronts & Signs SPD.
Article 8 – Decision Making Take into account the Environment Report and consultation responses during the preparation of the plan before it is adopted	The sustainability report and consultation responses will be taken into account before the Shopfronts & Signs SPD is adopted.
Article 9 - Information on the Decision When a plan is adopted responsible environmental bodies, the public and transboundary Member States will be	Responsible environmental bodies and the public and other relevant bodies will be informed of the appropriate documents when the Shopfronts & Signs SPD is adopted.

<p>informed of:</p> <ul style="list-style-type: none"> (a) The plan as adopted; (b) A statement summarizing how environmental considerations have been integrated into the plan, how any consultation responses have been taken into account and the reasons for choosing the plan as adopted; (c) The measures for monitoring. 	
<p>Article 10 – Monitoring Monitor the significant environmental effects of the implementation of plans to identify at an early stage unforeseen adverse effects and so to take remedial action.</p>	<p>The draft SPD sets out key monitoring indicators. The scoping report setting out the proposed approach to sustainability appraisal for Charnwood’s Development Framework will include indicators for monitoring the sustainability objectives.</p>

Appendix II – Sustainability Appraisal Framework

Policy Reference:

Date Completed:

Participants:

	Geographic Scale						Comment
	Within the Plan Area				Regional	National /Interntl	
	Within the period Plan period		Beyond the Plan period				
Objective	Urban	Rural	Urban	Rural			
To maintain and enhance biodiversity, flora and fauna							
To maintain and enhance the landscape and townscape character (whilst minimising visual impacts of proposed developments)							
To protect and improve surface and groundwater quality							
To minimise water consumption							
To protect and improve air quality							
To conserve soil resources and quality							
To reduce contributions to climate change							
To reduce vulnerability to climate change							
To conserve and where appropriate enhance the historic and cultural environment							
To increase the (appropriate) re-use of previously developed land and buildings							
To support the sustainable extraction, re-use and recycling of minerals and							

	Geographic Scale						Comment
	Within the Plan Area				Regional	National /Interntl	
	Within the period Plan period		Beyond the Plan period				
Objective	Urban	Rural	Urban	Rural			
aggregates resources							
To manage waste in accordance with the waste hierarchy in all sectors (i.e. household, commercial and industrial)							
To minimise the use of energy and optimise the use of renewable resources							
Ensure the population of Charnwood can have access to a full range of appropriate public, private, community and voluntary services							
To encourage appropriate access to the countryside, open spaces and semi urban environments (eg parks)							
Promote a strong community where people feel they have a say in the future							
To reduce crime, anti social behaviour and promote community safety							
To ensure that the people of Charnwood have an opportunity to participate in culture, media and sport in Charnwood Borough							
To ensure that the housing stock meets the housing needs of all parts of the community							
To reduce poverty and social exclusion							
To improve learning, skills and employability for all sectors of the community							

	Geographic Scale					Comment	
	Within the Plan Area				Regional		National /Interntl
	Within the period Plan period		Beyond the Plan period				
Objective	Urban	Rural	Urban	Rural			
To promote vibrant and viable settlements							
To promote sustainable design and construction							
To promote healthy life styles							
To encourage sustainable economic growth							
To encourage efficient patterns of movement to support sustainable economic growth							
To reduce disparities in economic performance							
Overall Commentary [including suggestions for mitigation and enhancement]:							

Key to Matrix

→	Significant negative effect (i.e. a move away from the objective)	←	Significant positive effect (i.e. a move towards the objective)	↔	Effect depends on how the policy is implemented (one form of uncertainty)	*	There is no relationship or no significant relationship between the objective and the policy
→	Marginal negative effect (i.e. a move away from the objective)	←	Marginal positive effect (i.e. a move towards the objective)	?	It is not known whether the policy will move towards or away from the objective (another form of uncertainty)	T	Denotes a temporary effect Effects are permanent if this symbol is not used.

Appendix III – Sustainability Appraisal of Individual Policies

This Appendix is available on the Council's website or by request.

Objective	Policies							
	1	2	3	4	5	6	7	8
To reduce crime, anti social behaviour and promote community safety	←	←	*	*	← ←	*	*	*
To ensure that the people of Charnwood have an opportunity to participate in culture, media and sport in Charnwood Borough	*	*	*	*	*	*	*	*
To ensure that the housing stock meets the housing needs of all parts of the community	*	*	*	*	*	←	*	*
To reduce poverty and social exclusion	*	*	*	*	*	*	*	*
To improve learning, skills and employability for all sectors of the community	*	*	*	*	*	*	*	*
To promote vibrant and viable settlements	←	↔	*	*	↔	←	*	*
To promote sustainable design and construction	*	←	*	↔	←	*	*	*
To promote healthy life styles	*	*	*	*	*	*	*	*
To encourage sustainable economic growth	←	*	*	*	*	*	*	*
To encourage efficient patterns of movement to support sustainable economic growth	*	*	*	*	*	*	*	*
To reduce disparities in economic performance	*	*	*	*	*	*	*	*

Key to Matrix

→	Significant negative effect (i.e. a move away from the objective)	←	Significant positive effect (i.e. a move towards the objective)	↔	Effect depends on how the policy is implemented (one form of uncertainty)	*	There is no relationship or no significant relationship between the objective and the policy
→	Marginal negative effect (i.e. a move away from the objective)	←	Marginal positive effect (i.e. a move towards the objective)	?	It is not known whether the policy will move towards or away from the objective (another form of uncertainty)	T	Denotes a temporary effect Effects are permanent if this symbol is not used.