

Shopfronts, Signage and Security

Supplementary Planning Document

Scoping Report

March 2020

Shopfronts, Security and Signage SPD (March 2020)

Sefton Council is preparing a Shopfronts, Security and Signage Supplementary Planning Document (SPD), to provide guidance on the key principles and standards for good design for shopfronts, security and signage to prevent harm to the character of the local area. The SPD will include more specific advice for historic or heritage shopfronts to support the 'Southport Townscape Heritage Project' (www.sefton.gov.uk/planning-building-control/conservation-and-heritage/southport-townscape-heritage-project.aspx). This will be consistent with the planning policies in the Sefton Local Plan (www.sefton.gov.uk/localplan).

We are inviting you to comment at this early stage to help us decide what level of guidance and background information should be contained in the Shopfronts, Security and Signage SPD.

Comments should be made by Friday 17th April 2020

We are seeking views from developers, organisations, individuals and others who are involved in the installation of shopfronts, security and signage in Sefton. This scoping report identifies some key issues. Please let us know if you agree with these and whether there are additional issues you would wish the SPD to cover.

What is a Supplementary Planning Document (SPD)?

SPDs give more detailed guidance to policies in the Adopted Local Plan and 'made' (i.e. adopted) Neighbourhood Plans in Sefton. They are subject to public consultation under The Town and Country Planning (Local Planning) (England) Regulations 2012. Once adopted SPDs are material considerations in the determination of planning applications.

Planning policies on shopfronts, security and signage

Government planning policy and how it is to be applied is set out in the National Planning Policy Framework (NPPF) (www.gov.uk/government/publications/national-planning-policy-framework--2). The NPPF requires each council to have robust and comprehensive policies that support the delivery of high-quality sustainable and inclusive development.

Sefton Local Plan was adopted in April 2017. The Local Plan includes a range of policies, which conform to national planning policy, to shape the future of Sefton. It sets out how new development will be managed in the period from 2015 to 2030, encouraging sustainable development and economic growth and giving current and future generations more opportunities to live and work in Sefton's outstanding environment.

The Shopfronts, Security and Signage SPD will put in place consistent design advice to advise on the consistent high-quality standards of design that are expected in Sefton.

The proposed Shopfronts, Security and Signage SPD will support the following Local Plan policies:

- SD2 Principles of sustainable development
- EQ2 Design
- EQ11 Advertisements
- ED6 Regeneration Areas
- ED7 Southport Central Area
- ED11 Crosby Centre.

The first three are general policies applicable across the whole borough, while the final three are relevant to the specific areas identified.

The SPD also supplements a number of Neighbourhood Plan policies. These include, in the Maghull Neighbourhood Plan (2019) policies MAG 2 'Regeneration of Maghull District Centre'; in the Lydiate Neighbourhood Plan (2019) policy LNP DEV1 'Protecting and Enhancing the Character of Lydiate'; and in the Formby Neighbourhood Plan (2019) policies WS4 'Vitality and Viability', WS5 'New Shop Fronts' and WS6 'Signage', ESD2 'High Quality Design'. Other neighbourhood plans may come forward in the future (www.sefton.gov.uk/neighbourhoodplanning).

Once adopted the SPD will replace the [Shopfront, Security and Signage SPG](#) (November 2003).

Role of the Shopfronts, Security and Signage SPD

The SPD will provide additional guidance on how the Local Plan policies set out above should be interpreted and applied in proposals for shopfronts, security and signage. It is particularly aimed at professionals, such as architects, urban designers, developers and shopfitters as well as anyone interested in the delivery of quality design particularly for historic or heritage shopfronts, in conservation areas including the Southport Townscape Heritage Project area.

Sustainability Appraisal and Strategic Environmental Assessment

National planning policy indicates that a Sustainability Appraisal (SA) and Strategic Environmental Assessment (SEA) are not required for an SPD unless it is considered that there are likely to be significant environmental effects or exceptional circumstances.

This SPD builds on policies in the adopted Local Plan, all of which have been subject to SA and SEA and detailed scrutiny at the Examination. Furthermore, the criteria in Schedule 1 of the Environmental Assessment of Plans and Programmes Regulations 2004 have been taken into consideration and it is the view of Sefton Council that these have not been triggered to the extent that it is necessary to subject this SPD to SEA.

If you believe SEA is required, please set out what the exceptional circumstances are requiring one to be undertaken as part of your response.

Key issues for consideration in the SPD:

- Key principles for the design of shopfronts
 - Proportional shop front elements
 - Materials, finishes and colours
- Additional principles for heritage assets
- Independent access to upper floors
- Access for all
- Canopies and awnings
- Automated telling machines
- Vacant unit shopfronts
- Key principles for the design of signage
 - Sign type and location
- Illumination
- Key principles for security measures
 - Shutters
 - Other security measures

How to comment

Comments on whether you agree with the scope of this SPD and/or whether there are other things that should be included should be sent to:

local.plan@sefton.gov.uk

Planning Department
Magdalen House
Trinity Road
Bootle L20 3NJ

Please include the name of the SPD you are commenting on in the subject line.

Comments must be received by Friday 17th April 2020

What happens next?

An indicative SPD timetable is provided below:

Prepare Draft SPD, taking into account comments made to the scope	April-May 2020
Approval from Cabinet Member to publish draft SPD for eight weeks public consultation.	June 2020
Publish draft SPD for eight weeks consultation.	July-September 2020
Prepare draft SPD for adoption, taking into account comments made	October 2020
Approval from Cabinet Member to adopt the SPD	November 2020

Data Protection

- All comments, including personal details, received will be logged securely.
- Comments from private individuals will be published online. Names will be published online unless a specific request to remain anonymous is made. However, we may not be able to give the same weight to anonymised comments.
- Comments from groups, organisations and companies will be published online giving name of group, organisation and company only.
- No contact details will be published online, including home address, email or telephone number
- The Council may need to contact you to request further information or clarification in relation to the comment(s) made.
- Personal details will be used for the purposes of SPD production only.

For full data protection rights in planning please see: www.sefton.gov.uk/PlanningGDPR