

TITLE OF REPORT:	Coatsworth Shopfront Design Guide SPD – Proposed appendix to support detailed design guidance for planning applications
REPORT OF:	Colin Huntington, Acting Strategic Director, Communities and Environment

Purpose of the Report

1. To seek Cabinet approval of the detailed design appendix (attached at appendix 2) to the 2013 Coatsworth Shopfront Design Guide Supplementary Planning Document (SPD) as part of the SPD (attached at appendix 3), which sets out detailed design guidelines to support planning applications.

Background

2. Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 places on Local Planning Authorities the duty to draw up and publish proposals for the preservation and enhancement of conservation areas in their district. There is also a requirement under s.71 to consult the local community.
3. In 2012 The Council successfully secured a grant from Heritage Lottery Fund (HLF) to deliver a Townscape Heritage initiative (THI) scheme in Coatsworth Conservation Area which focused on the shopfronts and buildings along Coatsworth Road.
4. As part of the preparation for the scheme, to meet HLF criteria, a conservation area character appraisal and management plan was prepared and subsequently adopted by the Council as a supplementary planning document (SPD) on 16th April 2013.
5. A condition of the THI, is that the Council is required to prepare, and adopt a shopfront design guide. This, with conservation area management strategy, will inform the future development of the conservation area in a constructive manner, assist the delivery of the THI, and provide a mechanism for the maintenance of the public investment during the THI after the project has ended in 2017

Shopfront Design

6. The THI scheme has a strong focus on the renewal of shopfronts, including restoration of historic fronts, and replacement shopfronts. The shopfront design guide, as well as informing scheme development, informs grant contributions.
7. The Shopfront Design Guide was prepared and approved in 2013 specifically to respond to the nature of the THI and the grants identified. The restoration of, or replacement of, shopfronts is a significant component of the THI and one which will have a material effect on the appearance of Coatsworth Road. The guidance was prepared to inform the restoration of existing, traditional shopfronts, and the replacement of shopfronts on Coatsworth Road.

8. The guidance was adopted by the Council as a supplementary planning document on 16th April 2013 to be used as a material planning consideration in the determination of planning applications in Coatsworth Conservation Area.

New Guidance

9. The THI scheme finished in August 2018. As part of the THI conditions, the HLF requires the Council to provide a plan to maintain the investment generated through the THI scheme.
10. Feedback during the lifetime of the scheme noted that the approved shopfront design guide did not provide sufficient detail for shop owners or tenants to use to develop planning applications. The good/bad practice was welcome but more images, large scale drawings and plan based information would benefit the audience.
11. The shopfront design guide is proposed to be amended, to include an appendix of large scale drawings and details, and specific technical advice on creating a shopfront in a user friendly format for owners and tenants. This will meet the HLF criteria to produce a plan to maintain investment.
12. The revised SPD will supplement policy CS15 of the Local Plan and draft policy MSGP26 of Making Spaces for Growing Places.
13. The revised SPD contributes to the requirement in the National Planning Policy Framework (NPPF) (2018) paragraph 185 to publish a positive strategy for the conservation and enjoyment of the historic environment.

Proposal

14. It is proposed that Cabinet adopts the appendix as part of the Coatsworth Shopfront Design Guide SPD.

Recommendations

15. It is recommended that Cabinet approves the adoption of the appendix to the Coatsworth Shopfront Design Guide SPD

For the following reasons:

- (i) To maintain the Council's and HLF investment through the THI scheme.
- (ii) To publish proposals to conserve and enhance the conservation area as required by the 1990 Planning (Listed Buildings and Conservation Areas) Act.

APPENDIX 1

Policy Context

1. The review of, and amendment to, the Shopfront Design Guide SPD forms part of the Council's Local Plan.
2. Coatsworth Conservation Area was designated in 1987. The Coatsworth Conservation Area Management Strategy (CAMS) was prepared to specifically support and amplify saved UDP Policies and emerging Core Strategy Policies as part of the THI scheme development. This was adopted as SPD in 2013. The CAMS and Shopfront Design Guide support the Local Plan policy CS15 'Promoting Place Making'. The documents also relate to Saved UDP Policies ENV 7 – 10 which deal with development in or affecting conservation areas until the UDP Policies are replaced by the draft Making Spaces for Growing Places Plan and specifically draft policy MSGP26.

Background

3. The Townscape Heritage Initiative (THI) grant scheme is designed to protect and repair historic properties and features in Conservation Areas. Following the Council's success with the previous THI in the Bridges Conservation Area, the Council successfully submitted secured a THI scheme for Coatsworth Road.
4. Project development funding awarded at Stage 1 was used to specialist conservation consultants The North of England Civic Trust (NECT) to manage the bid process, undertake necessary heritage led building surveying and valuations, prepare a Conservation Area Character Appraisal (CACA), CAMS and Shopfront Guide.
5. The CAMS aims to provide guidance to the local community, developers, the Council and statutory agencies to promote the protection and enhancement of the Conservation Area through the positive management of change and the identification of opportunities for improvement. The CAMS document provides a framework for managing the implementation of the THI on Coatsworth Road and its subsequent management.
6. The Shopfront Design Guide was prepared to provide guidance for the restoration of existing, traditional shopfronts, and the replacement of shopfronts on Coatsworth Road. This has underpinned the offer of grants through the THI for works affecting shopfronts.

Next Steps

7. The approval of the appendix as a formal amendment to the existing SPD will ensure that the guidance continues to inform planning decisions and maintain the investment through the THI.

Consultation

8. The public consultation was approved by Cabinet on 22 May 2018. It ran from 1 August to 12 September. The consultation was carried out in accordance with the Council's Statement of Community Involvement (SCI).

9. The consultation statement is attached at Appendix 4. The appendix was met positively, and no changes were made to it as a result of the comments received. A further consultation was undertaken from 1 November for 4 weeks, including the consultation statement.
10. The Cabinet Members for Environment and Transport have been consulted.

Alternative Options

11. The Council could choose to not adopt the appendix to the Shopfront Design Guide. However, this would impact negatively on the future maintenance of the investment received through the THI and the successful shopfront restoration schemes achieved to date. The publication of the CAMS and shopfront design guide are a requirement of the THI.

Implications of Recommended Option

12. Resources:

- a. **Financial Implications** – There are no financial implications arising from this report.
 - b. **Human Resources Implications** – There are no human resource implications arising from this report.
 - c. **Property Implications** - There are no direct property implications arising from this report.
13. **Risk Management Implication** – Adopting this appendix will ensure it has full weight when it comes to planning decisions and will help to ensure the delivery of a positive strategy to conserve and enhance the historic environment. A consequence of not adopting the appendix would reduce the ability of the Council to maintain the investment secured through the THI scheme. This would increase the likelihood of new developments being assessed and decided in an unplanned way and reduce the ability of Gateshead to resist inappropriate development.
 14. **Equality and Diversity Implications** – There are no equality and diversity implications arising from this report.
 15. **Crime and Disorder Implications** – There are no crime and disorder implications arising from this report.
 16. **Health Implications** – There are no health implications arising from this report.
 17. **Sustainability Implications** – There are no sustainability implications arising from this report.
 18. **Human Rights Implications** - There are no human rights implications arising from this report..
 19. **Ward Implications – Saltwell, Bridges and Lobley Hill and Bensham**

20. Background Documents

Approved Coatsworth Shopfront Design Guide SPD 2013

(<http://www.gateshead.gov.uk/DocumentLibrary/Building/regeneration/Coatsworth-Road-Design-Guide.pdf>)

Approved Coatsworth Conservation Area Management Strategy SPD and Conservation Area Character Appraisal, 2013

(<http://www.gateshead.gov.uk/Building%20and%20Development/PlanningpolicyandLDF/LocalPlan/SupplementaryPlanningDocuments/Coatsworth-Road-Conservation-Area-Management-Strategy.aspx>)