

AGENDA MANAGEMENT SHEET

Report Title: Adoption of the Shopfronts Design Guide Supplementary Planning Document (SPD)

Name of Committee: Council

Date of Meeting: 10 July 2024

Report Director: Chief Officer – Growth and Investment

Portfolio: Growth and Investment

Ward Relevance: All

Prior Consultation: Town Centre Regeneration Working Group. The SPD has also been subject to public consultation carried out between 7 May and 18 June 2024.

Contact Officer: Abigail Murphy, Senior Design Officer
abigail.murphy@rugby.gov.uk

Public or Private: Public

Report Subject to Call-In: Yes

Report En-Bloc: No

Forward Plan: Yes

Corporate Priorities: This report relates to the following priority(ies):
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)
 Rugby Borough Council is a responsible, effective and efficient organisation. (O)
[Corporate Strategy 2021-2024](#)
 This report does not specifically relate to any Council priorities but

Summary: The Shopfronts Design Guide SPD provides guidance on design and quality of shopfronts especially in the town centre. The current draft has completed a public consultation and has been amended accordingly following representations

received and is now ready for adoption. Once adopted it will be used as material consideration for determining planning applications. This report seeks Council approval to formally adopt the document.

Financial Implications: No direct financial implications identified as a result of this report.

Risk Management/Health and Safety Implications: There are no health and safety implications arising from this report.

Environmental Implications: A climate and environmental impact assessment has been produced and is attached as Appendix 5.

Legal Implications: No direct legal implications identified as a result of this report.

Equality and Diversity: An Equality Impact Assessment is included in Appendix 4 to this report.

Options: 1. The Shopfronts Design Guide SPD be approved for adoption by Council.

Risks: None

Benefits: Adoption of the SPD will allow it to be a material consideration in decision making.

2. The Shopfronts Design Guide SPD is not adopted and the content is reconsidered.

Risks: The document is delayed or not produced at all and cannot be used to inform development.

Benefits: Further opportunity will be available to review the content of the SPD.

3. The Shopfronts Design Guide SPD is not adopted and no further action is taken towards its adoption.

Risks: The document is not produced at all and cannot be used to inform development.

Benefits: None.

Recommendation: IT BE RECOMMENDED TO COUNCIL THAT -
(1) The Shopfronts Design Guide SPD be adopted;

and

(2) delegated authority be given to the Chief Officer for Growth and Investment to make minor amendments as necessary following adoption and prior to it being published.

**Reasons for
Recommendation:**

Once adopted the document will help meet Council Corporate Plan priorities and Local Plan objectives by improving the quality of development.

Council – 10 July 2024

Adoption of the Shopfronts Design Guide Supplementary Planning Document (SPD)

Public Report of the Chief Officer – Growth and Investment

Recommendation

IT BE RECOMMENDED TO COUNCIL THAT -

- (1) the Shopfronts Design Guide SPD be adopted; and
- (2) delegated authority be given to the Chief Officer for Growth and Investment to make minor amendments as necessary to the Shopfronts Design Guide SPD following adoption, and prior to it being published.

1. EXECUTIVE SUMMARY

- 1.1 A Shopfronts Design Guide Supplementary Planning Document (SPD) has been produced within the Development Strategy team.
- 1.2 The need for higher quality development in the town centre is identified in Chapter 7 of the Local Plan. Policy TC1: Development in Rugby Town Centre further highlights this. The SPD also supports the aims of the Rugby Regeneration Strategy.
- 1.3 The SPD aims to provide specific design guidance regarding the design and quality of shopfronts to be restored, maintained and newly installed.
- 1.4 A draft SPD underwent a six week period of public consultation between 7th May to 18th June 2024. There was broad support for the document, with some representations made regarding additional points and clarifications. Responses to representations have been collated and the appropriate adjustments to the document made. Further detail can be found under heading 3 - Consultation Outcomes and in Appendix 2 – Consultation Statement.
- 1.5 This report seeks Council's authority for adoption of the document.

2. What is a supplementary planning document?

- 2.1 Supplementary Planning Documents (SPDs) provide further detailed guidance on Local Plan policy topics. SPDs do not form part of the Local Plan itself, however SPDs must not conflict with the adopted Local Plan (Regulation 8(3) of the Town and Country Planning (Local Planning) (England) Regulations

2012). SPDs are a material consideration when the Council is determining planning applications.

- 2.2 SPDs must be prepared in accordance with the Council's Statement of Community Involvement (SCI) (Section 19(3) of the Planning and Compulsory Purchase Act 2004). The SCI is a document which sets out the Council's policy for consulting and engaging with individuals, communities and other stakeholders for a range of planning matters.
- 2.3 Before an SPD is adopted, the Council must prepare a consultation statement (see appendix 2) setting out:
 - a) Who was consulted when the SPD was prepared;
 - b) A summary of the main issues raised by those persons; and
 - c) How those issues have been addressed in the SPD.
- 2.4 Unlike the Local Plan, SPDs are not subject to independent examination. Once the consultation has been completed, the Council can adopt an SPD either as originally prepared or as modified to take account of:
 - (i) Any representations received.
 - (ii) Any other matter the Council considers relevant.
- 2.5 As per the SCI, an SPD must be adopted by resolution of Council.
- 2.6 Once adopted, the Planning and Compulsory Purchase Act 2004 requires that SPDs are kept under review.

3. Why has the Shopfronts SPD has been produced?

- 3.1 The need for higher quality development in the town centre is identified in Chapter 7 of the Local Plan (adopted June 2019). Policy TC1: Development in Rugby Town Centre further highlights this. The SPD also supports the aims of the Rugby Regeneration Strategy.
- 3.2 The Shopfronts Design Guide SPD supports these aims by providing specific guidance regarding the design quality of shopfronts to be restored, maintained and newly installed.

4. Consultation outcomes

- 4.1 In accordance with the regulations, the SPD was subject to public consultation that took place between 7th May to 18th June 2024. In total, 12 representations were received from stakeholders. Broad support is evident across the responses, albeit that some suggestions of additional points and clarifications have been put forward. These include: shopfront colours, application of the SPD beyond Rugby town centre, energy efficiency, street furniture & signage and vacant shops.
- 4.2 The Consultation Statement outlining the consultation process, further detail of the comments made, and how they've been taken into account, is included in Appendix 2 to this report.

5. Implications

- 5.1 An Adoption Statement will be issued in the event the SPD is adopted. A draft version is included at Appendix 3 to this report.
- 5.2 The Equality Impact Assessment (Appendix 4 to this report) shows no negative impacts on any people who share a protected characteristic.
- 5.3 The Climate & Environmental Impact Assessment (Appendix 5 to this report) shows no negative impacts on climate or environmental factors.
- 5.4 The Shopfronts Design Guide SPD has also been subject to a Strategic Environmental Assessment (SEA) screening decision – which concluded that a SEA was not required. The SEA screening decision is included in Appendix 6 to this report.

6. Next steps

- 6.1 If the Shopfronts Design Guide SPD is adopted by Council then it will become a material consideration in the determination of planning applications for shopfront improvements and will help guide local businesses both in the town centre and across the Borough.
- 6.2 The Council has already committed £83,000 of UK Shared Prosperity Funds for a shop front improvement scheme. This scheme will provide grants for businesses in the town centre who wish to improve their shopfronts. More details of the scheme and how to apply will be promoted later in the summer.
- 6.3 A further £150,000 of funds already committed to town centre improvements in the 24/25 budget will also be made available as part of this grant scheme to ensure that business can be further supported in carrying out improvements which will contribute to the regeneration of the town centre.

7. Conclusion

- 7.1 The Shopfronts Design Guide SPD has been prepared to support the Corporate Plan priorities and Local Plan objectives of the Council by improving the design and quality of shopfronts, especially in the town centre. It has progressed through the necessary consultation stage and representations received have been carefully considered to help inform the final document.
- 7.2 The final version of the SPD is attached to this report and it is recommended that it be approved for adoption by Council. Following this it will be a material consideration used in the determination of planning applications.

Name of Meeting: Council

Date of Meeting: 10 July 2024

Subject Matter: Adoption of the Shopfronts Design Guide SPD

Originating Department: Growth and Investment

DO ANY BACKGROUND PAPERS APPLY YES NO

LIST OF BACKGROUND PAPERS

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A



Shopfronts Design Guide

Supplementary Planning Document



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Introduction

Rugby is a historic market town, with a market centre established in the 13th century due to its strategically beneficial location near important roads leading to Leicester, Coventry and Oxford. It continued to be an important location and saw expansion through the Victorian and Edwardian periods. The 19th century saw the development of the railway and station, with the town developing into a major rail junction soon after and its nature becoming that of an industrial centre as well as a market town.

The commercial centre of the town retains much of its dense historic fabric, with the historic street pattern and development from the Victorian and Edwardian eras making up much of its character.

While the wider Rugby area continues to be commercially important, the town centre along with many others faces an ongoing challenge to remain an attractive destination for residents and visitors. With continued competition from out of town and online retail alternatives it is important for it to offer a different experience, promoting a range of uses while enhancing and capitalising on its historic assets.

Shopfronts form an important part of a place's perception by both residents and visitors, forming a large part of the street scene at ground level. Shopfronts in Rugby currently make both positive and negative contributions, and it is important to ensure going forward that future development enhances its setting and the town centre overall.

1.1 Purpose of the guide

The purpose of this guide is to establish principles for the design of both historic and contemporary shopfronts in Rugby, to ensure that they contribute to, rather than detract from, its character. It takes into account the nature of the town centre as existing and provides recommendations for the restoration of historic shopfronts and implementation of new ones.

It is intended to support the aims in both the Local Plan and the Rugby Regeneration Strategy.

1.2 Status of the guide

This guide will take the status of a Supplementary Planning Document (SPD) which means it will be a material consideration in decision making.

Policy

2.1 National Planning Policy Framework

The National Planning Policy Framework (NPPF), published in 2012 and most recently updated in December 2023, sets out a framework for local development policy. It makes recommendations regarding the historic built environment and heritage assets in *Chapter 12: Achieving Well-designed and Beautiful Spaces* and *Chapter 16: Conserving and Enhancing the Historic Environment*. These recommend the conservation and enhancement of heritage assets and historic settings to make a positive contribution to the character of an area.

2.2 Planning (Listed Buildings and Conservation Areas) Act 1990

The Planning (Listed Buildings and Conservation Areas) Act introduced further controls on development relating to heritage assets and settings of note. A statutory duty is placed on the local planning authority for the conservation of areas and buildings that are of historic and architectural significance.

There are 19 conservation areas in Rugby and much of the town centre falls within the Town Centre Conservation Area. This is thought of in three broad areas; the current commercial centre and the largely Victorian area around High Street and Sheep Street; the residential and commercial area around Albert Street and Castle Street and the mostly commercial Edwardian areas around Regent Street and Regent Place. More information can be found in the [Rugby Town Centre Conservation Area Appraisal](#).

2.3 Rugby Borough Council policies

The Rugby Borough Local Plan 2011 – 2031, seeks enhancement of Rugby's local character and built environment, including implementation of high quality design and enhancement of historic assets. Relevant policies include those below, refer directly to the Local Plan for more information:

Policy TC1: Development in Rugby Town Centre

“Proposals for the redevelopment and refurbishment of the existing natural and built environment and public space, including new development proposals, within the town centre (as defined on the Town Centre Policies Map) will demonstrate high quality design that complements and enhances the existing environment and townscape in a manner which contributes to local distinctiveness and a sense of place.”

“In assessing proposals for town centre schemes, the Council will seek to ensure that such proposals are compatible with the scale, nature and character of the town centre. This is important given the historic nature of the town centre and proposals will have to be of an appropriate scale and design quality in order to be successfully integrated.” (Local Plan, Para 7.7)

Policy SDC1: Development in Rugby Town Centre

“All development will demonstrate high quality, inclusive and sustainable design and new development will only be supported where the proposals are of a scale, density and design that responds to the character of the areas in which they are situated. All developments should aim to add to the overall quality of the areas in which they are situated.

Factors including the massing, height, landscape, layout, materials and access should also be a key consideration in the determination of planning applications.”

Policy SDC2: Protecting and Enhancing the Historic Environment

“Development will be supported that sustains and enhances the significance of the Borough’s heritage assets including listed buildings, conservation areas, historic parks and gardens, archaeology, historic landscapes and townscapes.

Development affecting the significance of a designated or non-designated heritage asset and its setting will be expected to preserve or enhance its significance.”

2.4 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

These regulations provide advertisement control regarding their impact on public safety and amenity. The regulations contain 3 categories of advertisement that relate to the type of consent they do or do not require. Each category contains a further breakdown of advertisements into advertisement classes.

2.5 Process & consents

The consent required for changes to shopfronts will depend on the status of the premises as existing and the nature of the proposed works. Multiple consents may be required for different purposes. Applicants are encouraged to engage in early conversation with the Development Management team to ensure the correct process and receive any necessary advice.

Planning permission

Planning permission is required for projects that will cause material changes to the external appearance of a building, so will be required for most works to shopfronts.

Much of the town centre also falls within the Rugby Town Centre Conservation Area, in which there is stricter control on development. In this scenario additional weight is placed on design and the impact of development within its setting.

Article 4 directions can be used by the local authority to remove specified permitted development rights within a defined area; the existence of Article 4 directions should be checked in advance.

Pre-application engagement with Rugby Borough Council is encouraged for proposed works in a conservation area. Development proposals will require the submission of detailed drawings as part of planning applications in the conservation area.

Advertisement consent

The process required to achieve advertisement consent depends on the characteristics of the advertisement and the related building. There are 3 categories of advertisement that relate to the type of consent they do or do not require; those that do not require any consent, those that have 'deemed consent' and those that require 'express consent' from the local authority.

Advertisement consent applications are decided by the local authority in relation to amenity and public safety.

Listed Building consent

All alterations that affect the internal or external historic fabric of a listed building, excluding maintenance and 'like-for-like' repairs, require Listed Building consent. Planning permission may also be required for works to a listed building, sometimes in relation to works for which it wouldn't ordinarily be required.

Pre-application engagement with Rugby Borough Council is encouraged for proposed works to listed buildings. A register of Rugby's listed buildings can be found at the Historic England website.

Building regulations

The Building Regulations 2010 (out of the Building Act 1984) address issues including health, safety, welfare, accessibility and use of resources. They apply to most building work in and around a building, to new buildings and to existing buildings that are subject to alteration, extension or changes of use.

There is a Manual to the Building Regulations, which offers guidance on the building control process. There are also approved documents that cover each topic of the building regulations and offer non-exhaustive guidance on how to achieve building regulations approval.

Approval can be sought through the local authority building control service or an approved inspector. For clarity on the correct route for a certain project it is recommended to make contact with the local authority building control service or an approved inspector.

Context

The below provides the context within which design proposals will be assessed and which should constitute key considerations during the design process. There will be overlap between the criteria on most projects.



The street: Shopfronts forming part of the streetscene, showing both similarities and differences between building and shopfront types, along with overall contribution to character of the street.

3.1 The street

A shopfront is an important part of the street at ground level, making a significant contribution to the overall character of an area. The aim should always be for it to make a positive contribution to and enhance the area.

The nature of the street as existing can form a starting point from which to develop a design approach. A terraced street made up of the same or similar repeated buildings may require an approach that is more in keeping with the whole, while streets containing of a variety of buildings with independent characters may warrant a more individual or building-based approach.



The building: Shopfronts which are an integral part of the building (or buildings) as a whole, with direct relationships between features on the ground floor and floors above, and between each building in the pair.

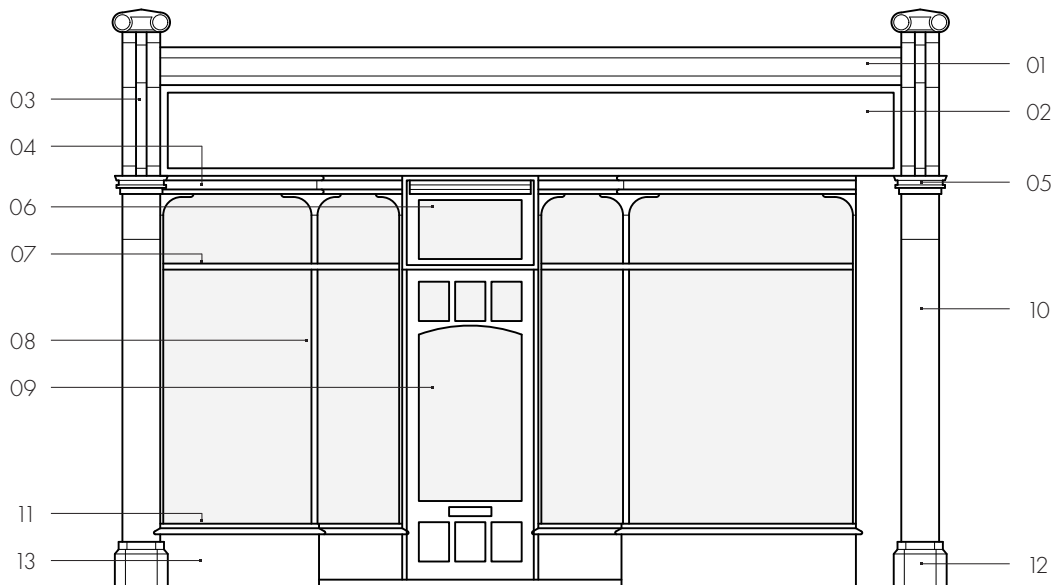
3.2 The building

A shopfront should also respond positively to the building it sits within, including existing characteristics such as age, scale, proportions and the hierarchy of built elements.

The relationship of the ground floor with any floors above will be a key consideration in ensuring the building reads as a whole. Design features which are carried between floors should be preserved.

Further to this a building's relationship with its immediate neighbours is an important consideration and architectural features relating to these should also be maintained. Double or triple fronted units (where previously separate units have been joined) should respect the character of both (or more) buildings.

Proposals that disrupt the façade of the existing building as intended will generally not be supported.



The shopfront: Example of a shopfront demonstrating typical features, which contribute to the character of the shopfront as a whole.

3.3 The shopfront

The built elements often found in historical shopfronts are shown above. The particular arrangement of and relationships between these may differ depending on the era of the building and any previous works, but they can usually form the basis of understanding what is existing and developing design proposals. They can and should also be used as a basis in the development of contemporary designs.

For further information, references to the original detailing of historical shopfronts may be found in historical drawings, photographs and neighbouring buildings.

Projects that propose to remove or alter existing features will generally not be supported.

- 01 **Blind box:** An often timber piece of structure, often timber, historically used to contain a roller blind.
- 02 **Fascia:** A usually flat area near the top of a shopfront that is the main location for displaying the shop's name and other details.
- 03 **Console/corbel:** A usually ornamental stone or timber bracket that might provide support to a lintel or fascia.
- 04 **Cornice:** A usually ornamental moulding providing horizontal separation between the windows and fascia or shopfront and upper floors.
- 05 **Capital:** The head of a column or pilaster.
- 06 **Fanlight:** The window over the top of a door.
- 07 **Transom:** A horizontal piece of structure usually used to separate and support pieces of glazing.
- 08 **Mullion:** A vertical piece of structure usually used to separate and support pieces of glazing.
- 09 **Entrance:** Often recessed between curved or angled flanking windows.
- 10 **Pilaster:** A vertical element partially projected from a wall to indicate structure and provide vertical separation.
- 11 **Sill:** A horizontal piece at the base of a window used to direct rain away from the building fabric.
- 12 **Plinth:** An often decorative or moulded base to a column or pilaster.
- 13 **Stallriser:** The horizontal element sitting below the window and sill.

Design

4.1 Design principles

These principles are applicable to the design of shopfronts throughout Rugby Borough. They do not only apply to shops, but also to other types of uses which have a 'shopfront' such as cafes, restaurants and some offices.

In general proposals to maintain, restore or reinstate historical shopfronts will be supported and proposals to remove or alter historical shopfronts will not be supported. It will generally be appropriate for shopfront design to be of a traditional nature relevant to the building and its surroundings. Carefully considered contemporary proposals may be accepted in certain situations. Refer to *4.2 Contemporary shopfronts* for further information.

Improvements to the sustainability and energy efficiency of a shopfront or building are to be encouraged. In this context considerations might include (but are not limited to) performance of the built fabric, building services and the sourcing of materials. These do not negate the importance of other principles regarding design and quality, but should be considered as part of a whole in achieving higher quality development.

Accessibility should form a fundamental part of design proposals, both within and outside of the shopfront itself.

The principles set out are not intended to stifle creativity, but to encourage quality. It is important to note that past development will not be considered as a precedent for future projects.

Materials

The use of traditional materials is one of the key characteristics of historical shopfronts. In Rugby materials include (but are not limited to) brick, stone, render, timber and brass. These are used in different ways depending on the age, location and style of the building. Some notable, more modern buildings have tiled areas and steel windows.

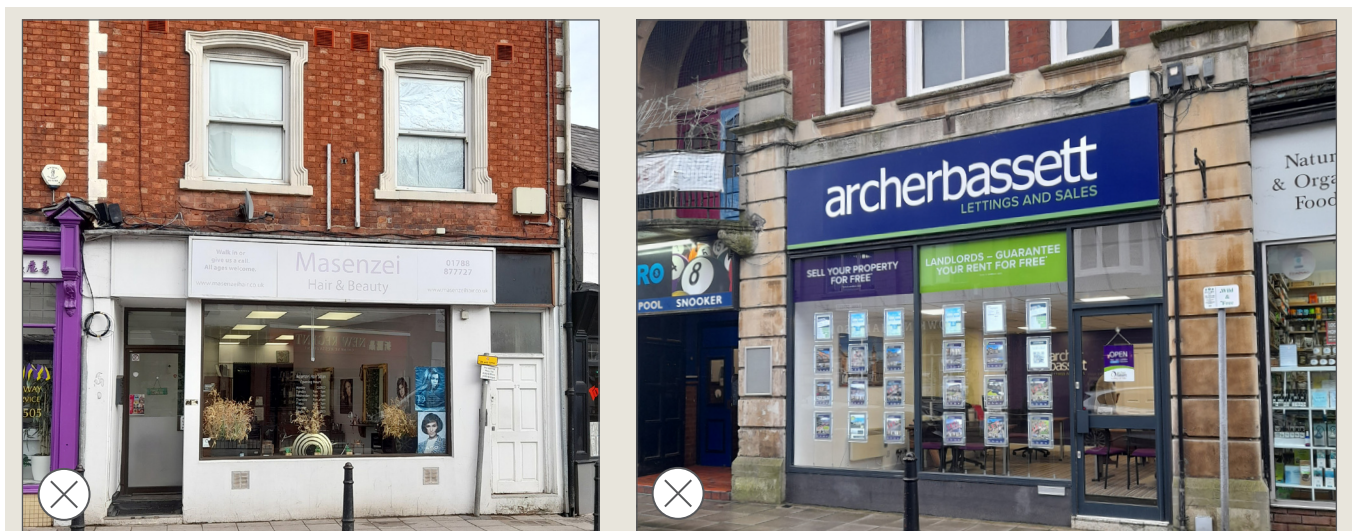
It is expected that high quality, traditional materials will be used on historical buildings and that the use of these will be appropriate to the characteristics of the building. Where more contemporary approaches are deemed

acceptable it is still expected that shopfronts will use the same high quality of material. The use of plastics generally will not be supported in either case.

The application of contemporary renders and paints to historical walls can both cause damage and significantly alter their appearance. It will therefore not be supported. Expert advice should be sought regarding the condition of walls that have already been subject to this treatment and whether remediation is necessary.

The use of high quality materials extends to elements that might be considered small details of a building, including but not limited to fixings, trims, ironmongery and flooring materials.

It is important for materials to be detailed in a way that minimises their susceptibility to weathering, which can have a detrimental impact on their appearance and integrity. Materials should further be responsibly sourced.



Left and right: These shopfronts both use inappropriate, contemporary materials to the building fabric, signage and windows. These detract from the overall character and impressions of the shopfronts to the street.



Left and right: These shopfronts use high quality materials that contribute to their overall character and impression on the street.

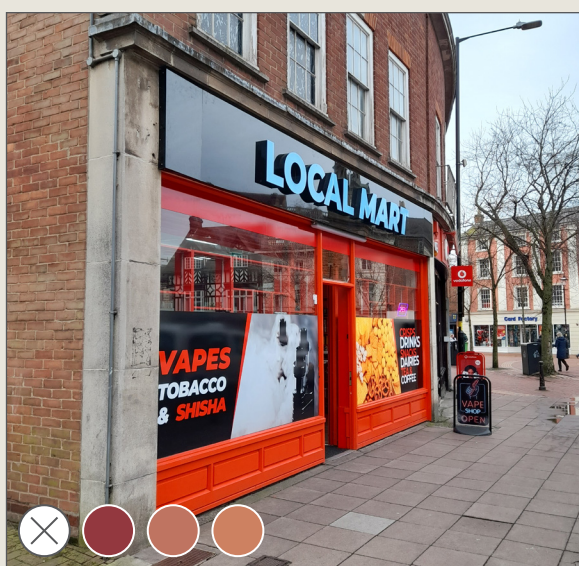
Colours

Original colours used on historical buildings tend to be of a subdued tone and limited palette, due to the absence of modern, synthetic pigments. These colours, often used for the painting of signage, doors, windows and stallrisers, are therefore characteristic of historical shopping streets.

Colours proposed for shopfronts to historical buildings should be accurate or sympathetic to their time period. Many paint companies have heritage or conservation ranges that can be used or referenced. The use of lighter colours should be carefully considered, as they will likely require more frequent maintenance than darker colours.

Shades of alternative colours may be accepted if considered appropriate. Very bright, non-traditional colours are likely to be considered inappropriate, especially in the conservation area and to listed buildings.

In certain cases it may be appropriate for corporate identity to be adjusted to suit the characteristics of the building or area.



Left and right: The colours to these shopfronts are highly saturated and very bright, likely inaccurate to the age of the building and inappropriate in a conservation area. Alongside are related colours that might be considered more appropriate.



Left and right: These shopfronts use more subdued, heritage-appropriate colours.

Entrances and doorways

Historical shopfront entrances often feature recessed doorways, curved or angled flanking windows and decorative flooring, which make significant contributions to the street scene and the shop's entrance sequence.

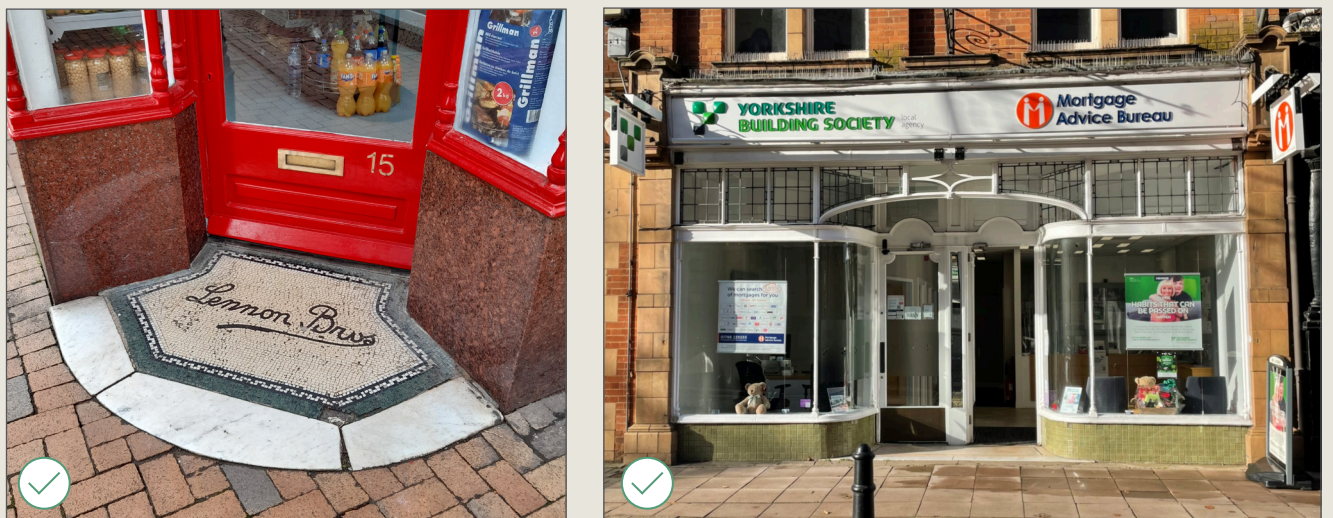
Removal of existing recessed entrances will not be accepted and they should be restored or reinstated where possible. All decorative flooring is to be retained or sympathetically restored. Proposals to install new decorative flooring where it has already been removed will be supported, provided it is suited to the age and character of the existing building.

All shop entrances should cater to the needs of people with a range of abilities, alongside those with prams or trolleys. Proposals may need to address aspects including level access, grab handles/handrails and technologies that can aid entry and exit. Solutions should be developed in a way as sympathetic to the building as possible. In the case of a level difference between the street and the floor of the shop, a solution might be utilising the space in a recessed entrance or a space inside the shop.

Addressing accessibility in the historic setting of a conservation area or listed building can be challenging and in some cases limiting. It is important for accessibility requirements to be incorporated in proposals from the beginning of the design process, to avoid unsatisfactory retrofitting at a later point.



Left and right: These shopfronts have lost their historic entrances and present a flat presence to the street with no depth to the entrance sequence. They have also lost any original materials or details as a result.



Left and right: These shops have retained their recessed entrances and flanking windows, with the shop to the left also retaining its decorative tiled flooring.

The Building Regulations should be consulted for accessibility requirements and design parameters. It is encouraged for the applicant to engage with the local authority and a building control body on these matters.

Windows

The appearance of the glazing to historical shopfronts is often a result of the available material sizes and styles at the time of construction. This has usually resulted in glazed areas that are divided by vertical timber mullions and pilasters, giving a vertical proportion to building facades. There are also sometimes decorative areas of glazing in the form of stained glass or patterns made of smaller panes, often at the top of the window.

Proposals to remove existing vertical features will not be accepted as this can introduce a horizontal visual emphasis that is incongruous within the rest of the building and street scene. Proposals to remove or alter other features of traditional glazing will also not be supported. Proposals to maintain, restore or reinstate original features will generally be supported.

Details are also an important part of the overall impression of the glazed façade. Different building eras may have used different details, such as profiles for mullions and transoms. Awareness of the building's age and original character should be reflected in proposals.

Larger panes of glass may be accepted in contemporary scenarios, but the proposal will need to demonstrate suitability to the building it sits in and the surrounding area.



Fascia signage

The fascia is often the primary location for displaying a business' name, details and sometimes building number, making it an integral part of both traditional and contemporary shopfronts.

Historical fascias should be maintained and restored where possible. New fascias should reflect the character and features of the building. Contemporary designs, where subtle and reflective of the character of the building, may be acceptable.

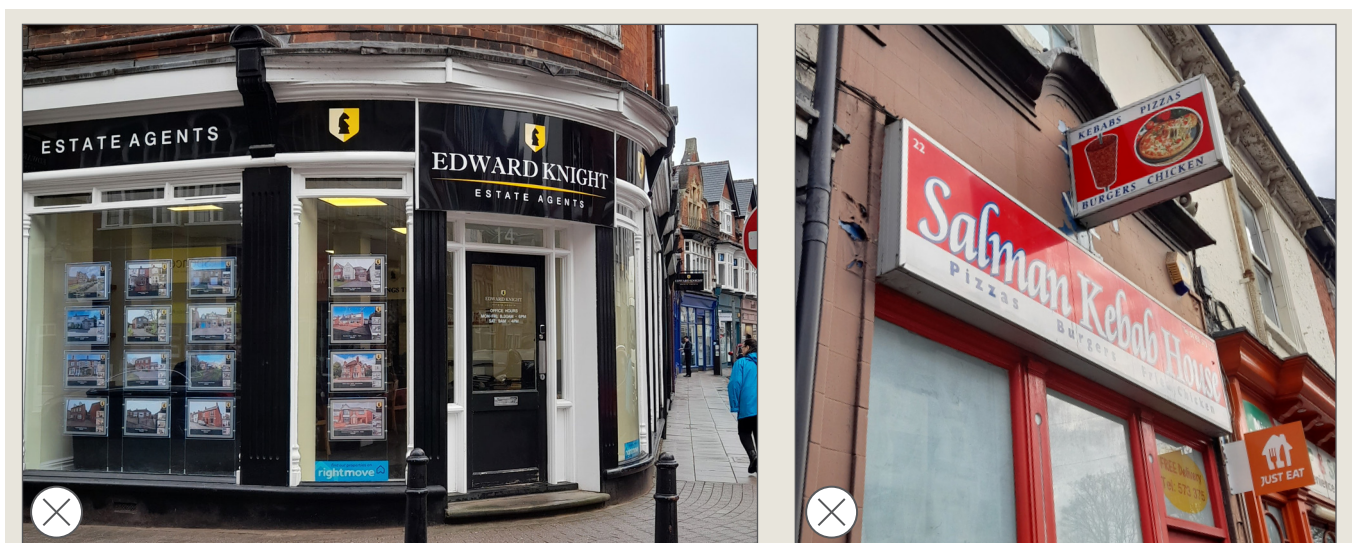
Fascia signage should be in proportion to the rest of the building and its existing features. It should not dominate and should not extend past or obscure any architectural features such as corbels, cornicing or the shop window itself.

Signs should be made from high quality and usually traditional materials, most likely painted timber.

The use of traditional signwriting is encouraged, as it represents a high level of skilled craftsmanship which is usually reflected in the quality of the finish. Signs could use traditional fonts or more contemporary fonts if considered suitable. This will be dependent on the shop, building and wider area. Lettering mounted to the fascia may be acceptable, where the lettering materials are of high quality finish and the design is appropriate to the context. Written text and logos should not clutter the fascia, but should be proportionate to the total area available and allow for space around them.

Modern 'box' style fascias that protrude from the facade can undermine the appearance of historical buildings and will generally not be supported. Glossy vinyl fascia signs will not be permitted.

In certain cases it may be appropriate for corporate identity to be adjusted to suit the characteristics of the building or area.



Left and right: Fascia signage made from inappropriate, glossy materials. The sign on the right is also box-type signage which are not acceptable.



The two shopfronts above sit within the same building. The one on the left appears to have retained many original features whereas the shopfront on the right has fascia signage made of inappropriate materials placed over the top of, and therefore concealing, any original architectural features. The lettering is also oversized and likely an unsuitable colour.



Left: Hand painted signage.
 Centre: Individually mounted lettering.
 Right: This building lacks a fascia that would be expected with other building types and the corporate signage has been adjusted accordingly.

Projecting signage

Projecting or hanging signs can be a characteristic part of historical shopping streets and were often symbolic of the trade inside the shop.

Projecting signs need to be reflective of the building, the street and the business they advertise. They should be proportionate in scale and appropriately positioned, usually within or above the fascia zone, but below the bottom of first floor windows. Their placement should not lead to the obscuring of signage on neighbouring buildings.

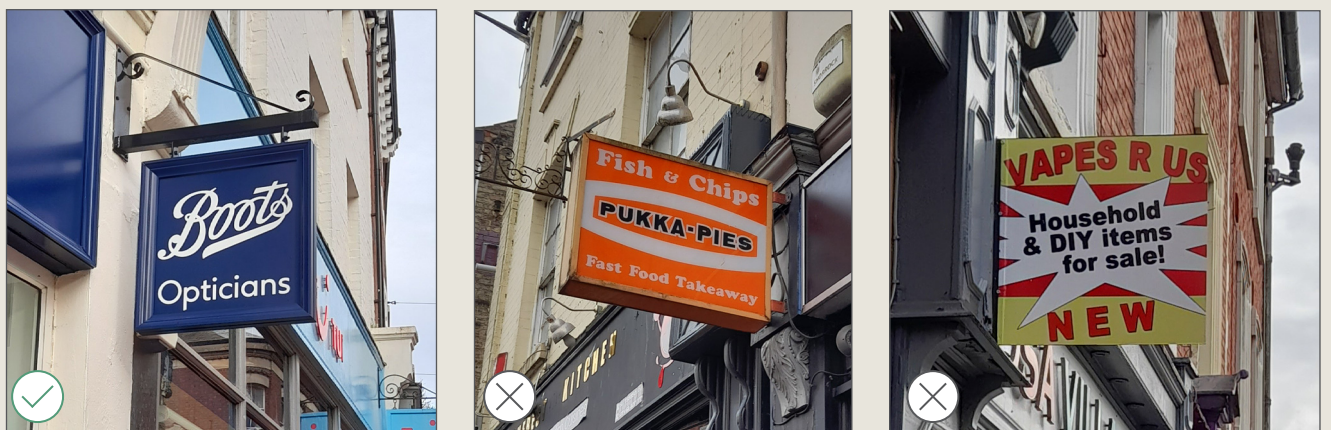
More than one projecting or hanging sign can create a cluttered appearance so will not usually be supported. The exception to this may be shops with more than one frontage and a sign on each, this will be assessed on a case-by-case basis.

Signs should be made from high quality and usually traditional materials, historically these would have been timber or metal. Hanging and projecting signs were also sometimes shaped to a profile representative of the trade of the shop. Creative approaches to this will be supported where considered appropriate to the shop, building and street.

The same approach to quality regarding signwriting and fonts apply to projecting signs as well as fascia signs. Contemporary designs that are an appropriate response to the character of the building may be acceptable.

Signs should be hung using brackets that are either traditional or sympathetic to the characteristics of the building.

Modern 'box' style projecting signs and glossy vinyl signs will not be accepted.



Left: Projecting signage made from high quality materials and hung using a traditional style bracket.

Centre and right: Projecting signs made using inappropriate materials. The sign in the centre is also a box-type sign, which is not acceptable.

Window signage

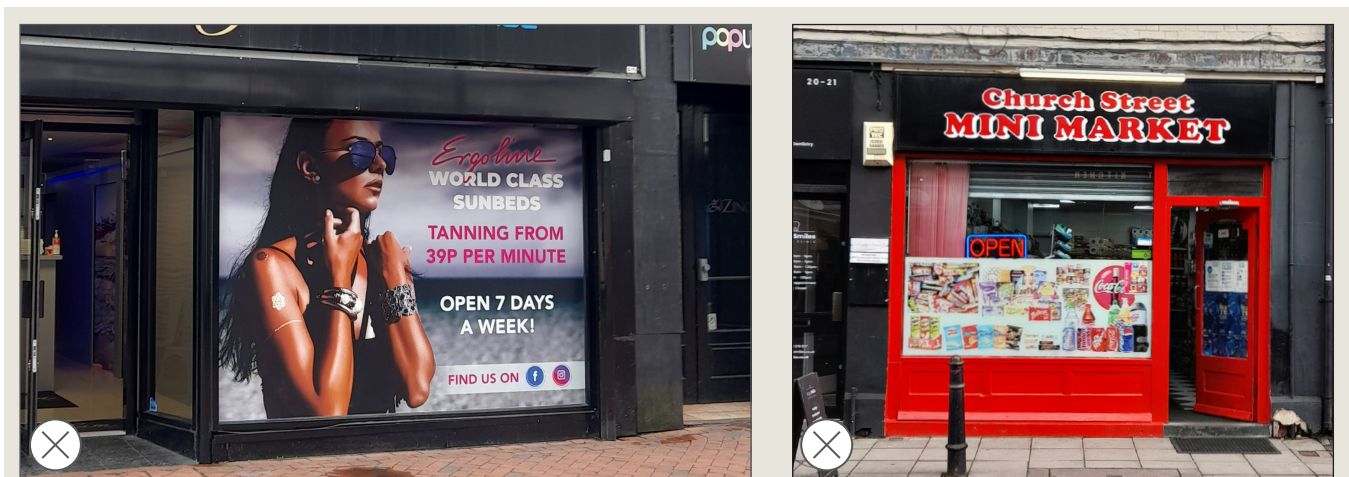
Signage to windows can allow for advertising of a premises where other space is limited, but can also have a significant impact on the impression of the shop from the street and the street itself.

It is important that windows graphics do not become an overbearing feature of the window. Proposals should aim to avoid visual clutter, maintain views of the interior and retain natural surveillance to the outside. In order to achieve this signs should be carefully designed and appropriately placed.

It is again recommended for a professional to apply window signage, to encourage a considered design and a high quality finish.

Proposals for signage that covers the whole window area will generally not be supported as this can look cluttered and block views in and out of the shop frontage.

Exceptions may be made where a unit has been vacant and the vinyl is part of a specific, temporary decorative scheme. In these cases justifications must be made to the local planning authority.



Left and right: These shopfronts feature window signage that covers a large part or all of the shop window, which have a detrimental impact to both the shop and the street.



Left, centre and right: These shopfronts utilise carefully designed window signage that relates to the rest of the shop to advertise additional information.

Lighting

Lighting can have a significant impact on the impression of an area, with the potential to extend advertisement hours, bring security benefits and contribute to a generally more appealing area at night.

Unsuitable types and levels of lighting can however have a detrimental impact, especially in historical settings. Lighting design therefore needs to be considered within the characteristics of the building as a whole and within the street.

Lighting should be subtly integrated within the shopfront structure where possible, for example recessed into the blind box. Other concealed fittings may be considered, such as concealed spotlight or trough fittings. Subtle 'halo' backlighting to individually mounted letters and numbers may be acceptable, depending on the other characteristics of the proposed shopfront.

Lighting that illuminates displays inside a window or shop can be an attractive way of extending advertisement hours and contributing to light levels on the street.

Internally illuminated signage, especially box-type, is generally not considered acceptable. This includes fascia signs, projecting signs and signs behind windows. Lighting that interrupts the architectural features of historical buildings or clutters the façade will also not be accepted.

Due to their potential impact on a wider area, lighting proposals will need to demonstrate a positive contribution to the building and street.





Above left: Subtly illuminated halo lighting around individual letters may be acceptable.
Above right: Illumination of interior shop displays can contribute positively to the street.

Blinds and canopies

Blinds and canopies can be a traditional feature in traditional shopfronts and therefore characteristic of historical shopping streets. Their purpose is to shelter goods, people, the shop frontage and interior from weather conditions.

Existing traditional blinds and canopies should be retained and restored.

New blinds and canopies need to respond to the characteristics of the building and shopfront they are part of. They should further enhance the street and will not be supported if thought to have a detrimental impact or are considered to be inappropriate in their setting.

Canopies should utilise the existing blind box where present or use an alternative concealed fitting. They should not obscure any of the building's architectural features. They should further be made from traditional materials, likely to be a type of canvas, rather than anything plastic-based or glossy. The colours should relate to the other colours of the shopfront and signage should be kept to a minimum if present at all.



Above left: Retention of original blinds and canopies is encouraged.
Above right: Installation of new blinds and canopies in non-traditional materials with bulky, exposed fittings will not be accepted.

Security

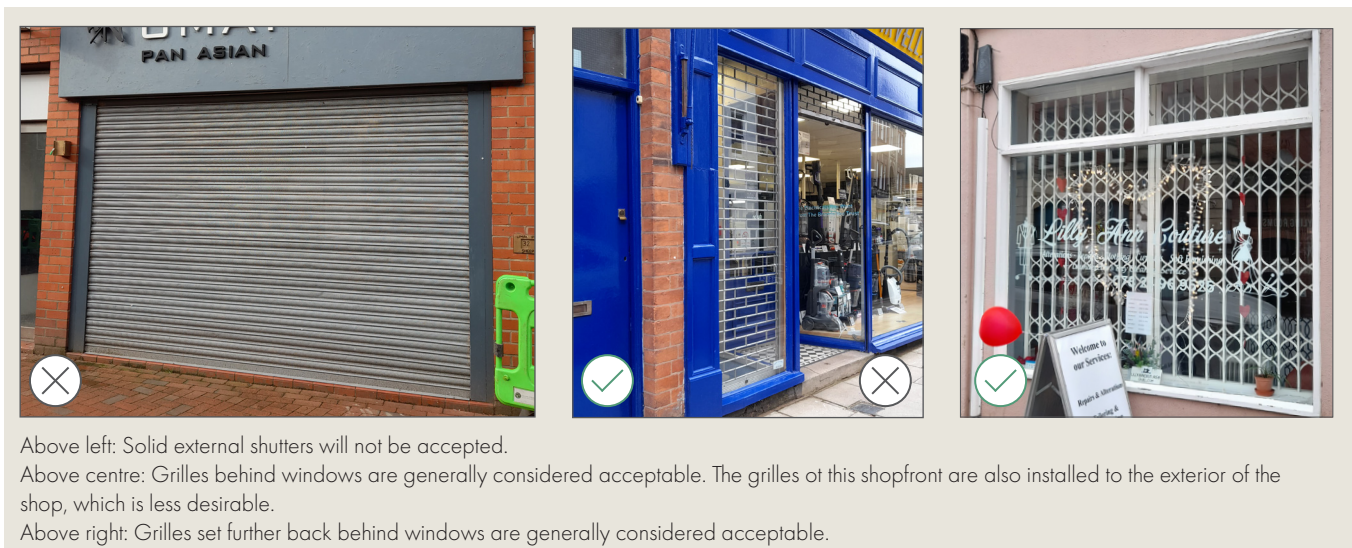
Security features are an important consideration for business premises but can also drastically alter the appearance a shopfront, so need to be carefully considered.

Laminated glass is considered as the least intrusive security measure and is the preferred option. Internal grilles, that sit behind windows panes or further back into the shop, are also considered generally acceptable.

External grilles are not acceptable unless in extreme circumstances where other measures cannot be implemented. Justification must be provided and in these cases grilles will need to be carefully designed to contribute to the street scene and their shopfront. They should also be subservient to the other architectural features of the building such as the fascia, columns and pilasters.

Solid external shutters are not acceptable in a Conservation Area.

Materials of all security features should be of high quality and appropriate finish to the building, likely a high quality metal or a powder-coated colour finish.



CCTV cameras and alarm boxes

Security features are another especially important consideration for commercial premises, where they act as a deterrent against crime. Their position and the choice of fitting is especially important for historical settings as they can be visually intrusive.

The locations of CCTV cameras and alarm boxes should be carefully considered – they will need to be visible enough to act as a deterrent but should not detract from or clutter the building elevation.

‘Dome’ style cameras are considered more appropriate than bracket mounted CCTV cameras. CCTV cameras should be an appropriate colour to prevent them detracting from the wider building.

4.2 Contemporary shopfronts

Contemporary shopfront design proposals may be accepted where suitable, usually to more modern buildings. The degree to which it is appropriate will be evaluated on a case-by-case basis.

The most important design consideration in these cases is for the proposal to be appropriate to the building's age and character. It would be inappropriate to install a Victorian-style shopfront to a building constructed in the post-war period.

Contemporary design proposals may need more extensive justification and will be required to demonstrate that they align with an equally high quality of design and finish.

This guide often refers to 'historical buildings', many of which in Rugby are likely to be from the Edwardian and Victorian eras. There are however several significant buildings from later eras, such as 30 High Street and The Napier building. Buildings such as these have a more contemporary façade with different features and materials.

These buildings should be treated with as much consideration as older buildings and it is expected that proposals will follow the principles in this guide regarding design quality, standard of finish, consideration of shopfront elements and their relationships to each other.



Left and right: Both of these buildings are contemporary in comparison to the majority of shop buildings referenced in this document. They have a horizontal emphasis relevant to their time period and require a different approach rooted in their own characteristics.

4.3 Conversion of shopfronts to residential uses

Some changes of use from commercial to residential fall under permitted development, however some physical alterations may require planning permission.

Where a residential conversion of a shop is proposed features, especially historic ones, are expected to be retained. The introduction of blank walls to the primary shopping area not acceptable as it has a detrimental impact on the aspect of the building itself and the character of the street as a whole. The introduction of new doors and windows are expected to match the design, proportions and positioning of adjacent units. Creative approaches to achieving a satisfactory outcome that both maintains the character of the building and meets the needs of residents are encouraged.



Above and above right: The Islington Residential Shopfront by Satish Jassal Architects uses elements and proportions of a traditional shopfront in this residential conversion. It utilises a retractable printed shutter to maintain privacy levels appropriate for a dwelling while maintaining a large shopfront-type window. ¹



Above and above right: These examples do not represent high quality proposals for the residential conversion of shopfronts. They do not retain an active relationship to the street, no shopfront features have been retained and the placement and proportions of new windows and doors do not appear to have been considered within the building as a whole.

¹ Images used with permission from Satish Jassal Architects.

Appendix 2: Shopfronts Design Guide Supplementary Planning Document (SPD) Consultation Statement

1. Introduction

1.1 This document sets out a summary of the responses received and modifications made to the Shopfronts Design Guide Supplementary Planning Document (SPD). It is written in accordance with Regulations 11-14 of the Town and Country Planning (Local Planning) (England) Regulations 2012.

1.2 The consultation on the draft SPD ran from 07 May 2024 to 18 June 2024.

1.3 In total 12 responses were received, all via email. Responses are summarized within this document, along with modifications resulting from them.

2. How did we consult?

2.1 The consultation ran for a period of 6 weeks from 07 May 2024 to 18 June 2024.

2.2 The consultation details, including where to view the document and how to respond were published:

- on the Council's website
- by press notice in the Rugby Observer
- on the Council's social media channels

2.3 The consultation document was published on the Council's website, and hard copies were made available for inspection at:

- The Town Hall, Evreux Way, Rugby, CV21 2RR

- Rugby Library, Little Elbow Street, Rugby, CV21 3BZ

2.4 All statutory consultees, individuals and businesses on the Development Strategy Consultation Database on 07 May 2024 were notified by email or letter of the consultation, with details of how to view the document and how to respond.

2.5 Responses could be made by email or via post. In total, 12 responses were received, all via email.

3. What did the respondents say?

3.1 Of the responses received, all those with comments to make (a number expressed 'no comments') expressed overall support for the document and its content. The following matters were however raised by one or more respondents:

Shop front colour

3.2 The draft SPD identifies the colour of shopfronts as an element of the design. It suggests a general preference for more muted tones, and that very bright colours are likely to be considered inappropriate in the context of historic properties and the general streetscene. One respondent expresses agreement with a broad use of "neutral" colours, but disagrees with one of the bright colour shopfront examples given as a less desirable example in the document. The respondent considers the blue colour in question to be appropriate in its location, and wants to see colour retained in some shopfronts.

3.3 Another respondent suggests that the Council should proactively negotiate a discount on an appropriate paint range as a more affordable way of improving shopfronts, and limiting use of inappropriate colours.

Application of the SPD

3.4 One respondent indicated that the application of the SPD should be broadened beyond shopfronts in Rugby Town Centre, and be used to inform shopfront design elsewhere in the borough too.

Energy Efficiency in shop front design

3.5 One respondent suggests encouraging energy efficient shopfront design, whilst still respecting the heritage of the town centre.

Street furniture and signage

3.6 One respondent suggests the SPD should address street furniture such as tables and chairs and A frame advertisements in the context of accommodating people with mobility issues.

Vacant shops

3.7 One respondent suggests that the SPD should address vacant shops, including maintenance of the shop front and using them to promote local activities and services.

4. What action did RBC take as a result of the comments received?

Shop front colours

4.1 It is not intended that the SPD would preclude the use of a range of colours on shopfronts. It is instead aiming to discourage the use of very bright colours, in favour of more muted tones in line with the largely heritage setting. To make this clearer, colour samples have been added to the precedent images on page 11 to illustrate different tones that might be more successful. This includes the specific precedent one respondent expressed disagreement about.

4.2 The suggestion that the Council might negotiate discounted prices on a paint palette will be conveyed to colleagues working on the Town Centre Regeneration Strategy. No changes have been made to the SPD on this matter, as it is beyond the scope of this document.

Application of the SPD

4.2 The text has been amended so that the SPD may be applied to shop front designs in other conservation areas, local centres and parish areas.

Energy Efficiency in shop front design

4.3 The text on page 9 of the document has been updated to include reference to energy efficiency with the design of new shop fronts.

Vacant shops

4.4 The SPD is intended to guide the design and quality of existing and new shop fronts. It is beyond the scope of the document (and planning control) to prescribe maintenance of vacant shops or promotional material that may be placed within them.

Consultation responses and modifications

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
1. Resident	<p>As a local resident I have reviewed the enclosed and it looks a well thought through and well-presented pack.</p> <p>In the plan though, if changes are needed, who will pay for them?</p>	<p>Noted</p> <p>A shop front grant fund is being developed separately</p>	None	N/A
2. Resident	<p>I am in full support of the Supplementary Planning Document for shop fronts.</p> <p>My only comments would be on Colours, I agree they should be much more neutral on the whole, however I disagree with the Carvells example. This type of blue does seem quite fitting with the area, while it makes the shop 'bolder', it isn't nearly as ugly as the neon orange also used as an example.</p>	<p>Noted</p> <p>The SPD identifies a preference for a 'muted' (but not neutral), heritage-appropriate palette of colours in relevant areas. This would include the use of colours, but discourages very bright</p>	<p>None</p> <p>Add colour 'samples' to images on p11 to illustrate the type of muted colour options that would be preferable.</p>	<p>Add colour samples to images on p11 to illustrate more muted colour options.</p>

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
	<p>I think we need to be careful that while trying to retain a more neutral town centre, we shouldn't want to deprive it of all colour.</p>	<p>colours. We will seek to clarify this through the introduction of colour examples that would be more 'muted'.</p> <p>Agree with observations comparing the examples, though consider it appropriate to retain the example in the document.</p> <p>Agree. It is not the intention to remove colour, simply to consider the tones that might be most suitable.</p>	<p>As above – add colour samples to make this clearer.</p>	<p>Add colour samples to images on p11 to illustrate more muted colour options.</p>
<p>3. Historic England</p>	<p>Historic England recognises the clear benefits of producing an SPD for this topic area.</p> <p>Pleased to note that the historic environment is well referenced throughout. Especially pleased</p>	<p>Notes</p>	<p>None</p>	<p>N/A</p>

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
	<p>that the Rugby Town Centre Conservation Area, and Conservation Area appraisal are referred to.</p> <p>Pleased with references to historic shop fronts.</p> <p>Recommend that Council conservation advisors are involved throughout the process</p>			
4. National Highways	No comments	N/A	None	N/A
5. Natural England	No comments	N/A	None	N/A
6. Resident	<p>I totally agree to all the proposals that are suggested.</p> <p>When some one we met recently asked us where we live and we said “ Rugby “ they said “ oh that must be a beautiful old market town “ to which we replied that the area with most of the Independent shops is very nice and traditional but isn’t the same for all of Ruby . At the other end of town of course we also have Rugby school Which again is very traditional and well kept .</p>	Noted	None	N/A

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
	<p>I think the measures you want to put in place will address this issue and make all establishments look in keeping of a Traditional Market Town .</p> <p>This would then hopefully encourage more local people to come into Rugby town centre and other visitors too & hopefully encourage some more independent shops or high street shops of high calibre to return or come to Rugby . We do not however need any more coffee shops !!</p>			
7. Shop owner	<p>I am delighted to see your proposals.</p> <p>I have owned two business in Rugby for over 30 years, and it has long been a bug bear of mine that any old shop front seemed to be allowed, when you look up in Rugby there is some magnificent architecture so I love your proposals.</p> <p>Please please however do not make the mistakes previously made whereby new, very expensive shop fronts were grant funded (but still cost the individuals a lot of money) and then allowed any colour to be painted and because the design was so prescriptive they were not affordable for many businesses.</p>	<p>Noted</p> <p>Noted. To be conveyed to the Economic Development Team</p>	<p>N/A</p> <p>N/A</p>	<p>N/A</p> <p>N/A</p>

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
	<p>How about some encouragement for those who are not in a position to change their fronts but may be able to repaint?</p> <p>I propose, if it is possible, that you make a deal with a paint manufacture/supplier, for a discounted price on a colour range, of your choosing, that can be passed on to individuals to encourage them to replace some of the, quite frankly, garish colours. Hopefully this will speed up the improvement process as it will take many many years for your vision to come to fruition.</p> <p>Please stick with it though</p>	Noted – will relay to officers involved in shop front grants	Relay this suggestion to Economic Development team	N/A
8. The Coal Authority	No comments	Noted	N/A	N/A
9. Cllr Gillias	<p>I think that some policy and wording may be needed to provide policy to cover shop fronts/business premises, in rural street locations, to protect the historic street scene. This may be covered in a parish with a NHP, but those parishes without, it may not be.</p> <p>I raise this, simply because a situation has arisen in the village of Pailton.</p>	Agreed	Amend text on page 9 to address shop fronts outside of Rugby Town Centre	These design principles are applicable throughout the Rugby Town Centre Boundary and the Rugby Town Conservation Area <i>Borough Conservation Areas. They may also be applied to relevant local centres and parishes</i>

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
				<i>areas, that fall outside of these designations.</i>
10. Paul Grundy, Conservation Officer	<p>In my opinion it is excellent, covering all the required considerations for shop front design and has a key focus on ensuring design quality.</p> <p>Suggest images be given titles/figure reference.</p> <p>Some typographical errors identified</p>	<p>Noted</p> <p>Agree</p> <p>Noted</p>	<p>N/A</p> <p>Add titles to diagrams</p> <p>Correct typographical errors</p>	N/a
11. Warwickshire County Council	<p>Thank you for affording Warwickshire County Council the opportunity to comment on the draft Shopfronts Design Guide SPD.</p> <p>Colleagues have considered the document in detail and are wholly supportive of the content.</p> <p>The County Council looks forward to working with you as this document progresses and on other matters going forward.</p>	Noted	None	N/A

	Comments	RBC response	Action	Recommended Change <i>Italics</i> – new text to be added. Strikethrough – text to be deleted
12. Cllr Dickson	<p>This is a valuable document and has many sensible proposals.</p> <p>It could be further improved by:</p> <ol style="list-style-type: none"> 1. focussing not just on the experience of visitors, but on the experience of residents and repeat visitors and, in both cases, residents and visitors who spend money and time in the town; 2. setting out how shop front design characteristics can be as energy-efficient as possible whilst also being consistent with the town centre's heritage; 	<p>Agree</p> <p>Agree</p>	<p>Adjust text on page 1 to focus on residents as well as visitors</p> <p>Add some text on energy efficiency.</p>	<p>Add the following to page 1: While the wider Rugby area continues to be commercially important, the town centre along with many others faces an ongoing challenge to attract visitors <i>remain an attractive destination for residents and visitors.</i></p> <p>Add the following to page 9: <i>Improvements to the sustainability and energy efficiency of a shopfront or building are to be encouraged. In this context considerations might include (but are not limited to) performance of the built fabric, building</i></p>

	Comments	RBC response	Action	Recommended Change <i>Italics – new text to be added. Strikethrough – text to be deleted</i>
	<p>3. including proposals for street furniture (e.g. A-Boards, chairs and tables) that accommodate the needs of residents and visitors with mobility issues, and</p> <p>4. when, inevitably, a shop becomes vacant the owner is required to ensure that the shop frontage is maintained in a clean and attractive way and, until a new commercial occupier is found, that the shop window is used to promote local community activities.</p>	<p>Acknowledge and agree with the idea. It is beyond the scope of this SPD to make specific design proposals.</p> <p>Acknowledge and agree with the idea, though it is beyond the scope of an SPD to tackle this issue.</p>	<p>Add specific reference to accessibility.</p> <p>None</p>	<p><i>services and the sourcing of materials. These do not negate the importance of other principles regarding design and quality, but should be considered as part of a whole in achieving higher quality development.</i></p> <p>Add the following to page 9: <i>Accessibility should form a fundamental part of design proposals, both within and outside of the shopfront itself.</i></p> <p>N/A</p>

Appendix 3 – Shopfronts Design Guide Supplementary Planning Document Adoption Statement

In accordance with Regulation 11 of the Town and Country Planning Regulations (Local Planning) (England) Regulations 2012 (as amended) notice is hereby given that Rugby Borough Council adopted the Shopfronts Design Guide Supplementary Planning Document (SPD) on **INSERT DATE 2024**.

A number of modifications were made to the SPD in accordance with Section 23(1) of the Planning and Compulsory Purchase Act 2004. These are set out in the ‘Shopfronts Design Guide Consultation Statement’.

In accordance with Regulation 35 of the Town and Country Planning Regulations (Local Planning) (England) 2012, the following have been made available:

1. Shopfronts Design Guide SPD
2. Shopfronts Design Guide SPD Adoption Statement
3. Shopfronts Design Guide SPD Consultation Statement

These are available on Rugby Borough Council’s website: **Link TBA**

Paper copies may also be inspected within normal opening hours at: The Town Hall, Evreux Way, Rugby, CV21 2RR.


Any person aggrieved by the decision to adopt the Shopfronts Design Guide SPD may apply to the High Court under Section 113 of the Planning and Compulsory Purchase Act 2004 for a judicial review of the decision to adopt the document. Any such application should be made promptly and in any event, no later than three months from the date of adoption.

EQUALITY IMPACT ASSESSMENT (EqIA)

Context

1. The Public Sector Equality Duty as set out under section 149 of the Equality Act 2010 requires Rugby Borough Council when making decisions to have due regard to the following:
 - eliminating unlawful discrimination, harassment and victimisation, and other conduct prohibited by the Act,
 - advancing equality of opportunity between people who share a protected characteristic and those who do not,
 - fostering good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.
2. The characteristics protected by the Equality Act are:
 - age
 - disability
 - gender reassignment
 - marriage/civil partnership
 - pregnancy/maternity
 - race
 - religion/belief
 - sex/gender
 - sexual orientation
3. In addition to the above-protected characteristics, you should consider the crosscutting elements of the proposed policy, such as impact on social inequalities and impact on carers who look after older people or people with disabilities as part of this assessment.
4. The Equality Impact Assessment (EqIA) document is a tool that enables RBC to test and analyse the nature and impact of what it is currently doing or is planning to do in the future. It can be used flexibly for reviewing existing arrangements but in particular should enable identification where further consultation, engagement and data is required.
5. The questions will enable you to record your findings.
6. Where the EqIA relates to a continuing project, it must be reviewed and updated at each stage of the decision.
7. Once completed and signed off the EqIA will be published online.
8. An EqIA must accompany all **Key Decisions** and **Cabinet Reports**.
9. For further information, refer to the EqIA guidance for staff.

Equality Impact Assessment

Service Area	Development Strategy
Policy/Service being assessed	Shopfronts Design Guide Supplementary Planning Document
Is this is a new or existing policy/service? If existing policy/service please state date of last assessment	New.
EqlA Review team – List of members	Abigail Murphy – Senior Design Officer
Date of this assessment	19 June 2024
Signature of responsible officer (to be signed after the EqlA has been completed)	

A copy of this Equality Impact Assessment report, including relevant data and information to be forwarded to the Corporate Equality & Diversity Advisor.

If you require help, advice and support to complete the forms, please contact Aftab Razzaq, Chief Officer – Legal and Governance via email: aftab.razzaq@rugby.gov.uk or 01788 533521

Details of Strategy/ Service/ Policy to be analysed

<u>Stage 1 – Scoping and Defining</u>	
(1) Describe the main aims, objectives and purpose of the Strategy/Service/Policy (or decision)?	The Shopfronts Design Guide Supplementary Planning Document provides guidance on design and quality of shopfronts within the town centre, in support of the Local Plan and Rugby Town Centre Regeneration Strategy. The council report seeks authority to adopt the document.
(2) How does it fit with Rugby Borough Council's Corporate priorities and your service area priorities?	The SPD supports the Corporate Strategy objectives under Outcome 2: Economy to: 'promote the borough of Rugby as a place to do business': 'help businesses thrive; and 'promote our town centre as a place to live, socialise and work'.
(3) What are the expected outcomes you are hoping to achieve?	The outcome is to have an adopted SPD that will; aid premises owners in developing proposals; contribute to pre-application discussions between applicants and development management officers; support development management officers in making planning application decisions. This will contribute to shopfront developments of a higher quality in the town centre.
(4) Does or will the policy or decision affect: <ul style="list-style-type: none"> • Customers • Employees • Wider community or groups 	The policy will affect the wider community, providing shop owners with design guidance and contributing to an improved experience in the town centre.
<u>Stage 2 - Information Gathering</u>	
(1) What does the information tell you about those groups identified?	Those impacted would be residents and current and future business owners in Rugby town centre.

<p>(2) Have you consulted or involved those groups that are likely to be affected by the strategy/ service/policy you want to implement? If yes, what were their views and how have their views influenced your decision?</p>	<p>The draft SPD was subject to a period of public consultation between 7th May and 18th June. Comments received in relation to the consultation are summarised in the Consultation Statement appended to the report. These views were used to amend the SPD where appropriate.</p>		
<p>(3) If you have not consulted or engaged with communities that are likely to be affected by the policy or decision, give details about when you intend to carry out consultation or provide reasons for why you feel this is not necessary.</p>	<p>As above, the a public consultation on the SPD has been carried out.</p>		
<p><u>Stage 3 – Analysis of impact</u></p>			
<p><u>(1)Protected Characteristics</u> From your data and consultations is there any positive, adverse or negative impact identified for any particular group, which could amount to discrimination? If yes, identify the groups and how they are affected.</p>	<p>RACE No impact</p>	<p>DISABILITY No impact</p>	<p>GENDER No impact</p>
	<p>MARRIAGE/CIVIL PARTNERSHIP No impact</p>	<p>AGE No impact</p>	<p>GENDER REASSIGNMENT No impact</p>
	<p>RELIGION/BELIEF No impact</p>	<p>PREGNANCY MATERNITY No impact</p>	<p>SEXUAL ORIENTATION No impact</p>

<p><u>(2) Cross cutting themes</u> (a) Are your proposals likely to impact on social inequalities e.g. child poverty, geographically disadvantaged communities? If yes, please explain how?</p> <p>(b) Are your proposals likely to impact on a carer who looks after older people or people with disabilities? If yes, please explain how?</p>	<p>No.</p> <p>No.</p>
<p>(3) If there is an adverse impact, can this be justified?</p>	<p>N/A</p>
<p>(4)What actions are going to be taken to reduce or eliminate negative or adverse impact? (this should form part of your action plan under Stage 4.)</p>	<p>N/A</p>
<p>(5) How does the strategy/service/policy contribute to the promotion of equality? If not what can be done?</p>	<p>The SPD recommends inclusion of accessibility considerations as a fundamental part of the design development process.</p>
<p>(6) How does the strategy/service/policy promote good relations between groups? If not what can be done?</p>	<p>The SPD promotes conversation between shop owners/planning permission applicants and development management officers to reach proposals satisfactory to both groups.</p>
<p>(7) Are there any obvious barriers to accessing the service? If yes how can they be overcome?</p>	<p>N/A</p>

<u>Stage 4 – Action Planning, Review & Monitoring</u>																														
<p>If No Further Action is required then go to – Review & Monitoring</p> <p>(1) Action Planning – Specify any changes or improvements that can be made to the service or policy to mitigate or eradicate negative or adverse impact on specific groups, including resource implications.</p>	<p>No further action is required.</p> <p>EqIA Action Plan</p> <table border="1" data-bbox="891 464 2134 689"> <thead> <tr> <th data-bbox="891 464 1135 539">Action</th> <th data-bbox="1135 464 1379 539">Lead Officer</th> <th data-bbox="1379 464 1624 539">Date for completion</th> <th data-bbox="1624 464 1868 539">Resource requirements</th> <th data-bbox="1868 464 2134 539">Comments</th> </tr> </thead> <tbody> <tr> <td data-bbox="891 539 1135 576"></td> <td data-bbox="1135 539 1379 576"></td> <td data-bbox="1379 539 1624 576"></td> <td data-bbox="1624 539 1868 576"></td> <td data-bbox="1868 539 2134 576"></td> </tr> <tr> <td data-bbox="891 576 1135 612"></td> <td data-bbox="1135 576 1379 612"></td> <td data-bbox="1379 576 1624 612"></td> <td data-bbox="1624 576 1868 612"></td> <td data-bbox="1868 576 2134 612"></td> </tr> <tr> <td data-bbox="891 612 1135 649"></td> <td data-bbox="1135 612 1379 649"></td> <td data-bbox="1379 612 1624 649"></td> <td data-bbox="1624 612 1868 649"></td> <td data-bbox="1868 612 2134 649"></td> </tr> <tr> <td data-bbox="891 649 1135 686"></td> <td data-bbox="1135 649 1379 686"></td> <td data-bbox="1379 649 1624 686"></td> <td data-bbox="1624 649 1868 686"></td> <td data-bbox="1868 649 2134 686"></td> </tr> </tbody> </table>					Action	Lead Officer	Date for completion	Resource requirements	Comments																				
Action	Lead Officer	Date for completion	Resource requirements	Comments																										
<p>(2) Review and Monitoring State how and when you will monitor policy and Action Plan</p>	<p>To be reviewed periodically in light of planning applications to which the Shopfronts Design Guide is applicable.</p>																													

Please annotate your policy with the following statement:

‘An Equality Impact Assessment on this policy was undertaken on 19/06/2024 and will be reviewed periodically in light of planning applications to which the Shopfronts Design Guide is applicable.’

Rugby Borough Council

Climate Change and Environmental Impact Assessment

Shopfronts Design Guide SPD

CONTEXT

The need for higher quality development in the town centre is identified in Chapter 7 of the Local Plan (adopted June 2019). Policy TC1: Development in Rugby Town Centre further highlights this. The SPD also supports the aims of the Rugby Regeneration Strategy.

The shopfronts Design Guide SPD supports these by providing specific guidance regarding the design quality of shopfronts to be restored, maintained and newly installed.

If you require help, advice and support to complete the forms, please contact Dan Green, Deputy Executive Director.

SECTION 1: OVERVIEW

Portfolio and Service Area	Growth and Investment
Policy/Service/Change being assessed	The report recommends to Council that it approves the adoption of the draft Shopfronts Design Guide SPD.
Is this a new or existing Policy/Service/Change?	New.
If existing policy/service please state date of last assessment	Not applicable.
Ward Specific Impacts	All.
Summary of assessment Briefly summarise the policy/service/change and potential impacts.	<p>The Shopfronts Design Guide Supplementary Planning Document provides guidance on design and quality of shopfronts within the town centre, in support of the Local Plan and Rugby Town Centre Regeneration Strategy.</p> <p>The aim for the document is to have a positive impact on the design and quality of shopfronts in the town centre, and therefore a positive impact on the town centre itself.</p>
Completed By	Abigail Murphy, Senior Design Officer
Authorised By	Neil Holly, Development Strategy Manager
Date of Assessment	19 June 2024

SECTION 2: IMPACT ASSESSMENT

Climate Change and Environmental Impacts	No Impact	Positive	Negative	Description of impact	Any actions or mitigation to reduce negative impacts	Action owner	Timescales
Energy usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Fleet usage	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Sustainable Transport/Travel (customers and staff)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Community leadership	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Biodiversity and habitats	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Adaptation/Mitigation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			
Impact on other providers/partners	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	None at this stage			

SECTION 3: REVIEW

Where a negative impact is identified, the proposal and/or implementation can be adapted or changed; meaning there is a need for regular review. This review may also be needed to reflect additional data and evidence for a fuller assessment (proportionate to the decision in question). Please state the agreed review timescale for the identified impacts of the policy implementation or service change.

Review date	To be reviewed periodically in light of planning applications to which the Shopfronts Design Guide is applicable.
Key points to be considered through review	No negative impacts have been identified at this stage.
Person responsible for review	Abigail Murphy, Senior Design Officer
Authorised by	Neil Holly, Development Strategy Manager

Shopfronts Design Guide Supplementary Planning Document (SPD) - SEA Screening Decision

Introduction

This screening decision has been produced to determine the need for a Strategic Environmental Assessment (SEA) in accordance with the Environmental Assessment of Plans and Programmes Regulations 2004 (EAPP Regulations).

The purpose of this screening decision is to meet the requirements of the EAPP Regulations.

The policy framework for the Shopfronts Design Guide Supplementary Planning Document (SPD) is the Rugby Borough Local Plan 2011-2031 (adopted June 2019).

The SPD has been subject to public consultation in accordance with the relevant regulations and in line with the Council's Statement of Community Involvement.

Requirement for SEA

Previously all land use plans, including Supplementary Planning Documents to be subject to Sustainability Appraisal, which incorporated the need for Strategic Environmental Assessment. The 2008 Planning Act (paragraph 180 (5d)) and the Town and Country Planning (Local Planning) (England) Regulations 2012 removed the requirement for the sustainability appraisal of Supplementary Planning Documents. However, SPDs may still require SEA in exceptional circumstances if they are likely to have significant environmental effects that have not already been assessed during the preparation of the Local Plan. Many councils prepare screening opinions to provide a transparent process to demonstrate that the environmental effects have been assessed in accordance with the EAPP Regulations to identify any requirement for SEA.

SEA Screening Opinion

The assessment has been made by Rugby Borough Council as to whether the SPD is likely to have any significant environmental effects. This assessment has been undertaken bearing in mind the following context:

- The SPD has been developed to be in general conformity with the strategic policies of the adopted development plan together with the NPPF
- The Local Plan was subject to a Sustainability Appraisal that sets the framework for growth and development within the borough until 2031.

Application of the SEA Directive

SEA Directive Criteria Schedule 1 of Environmental Assessment of Plans and Programmes Regulations 2004		Summary of significant effects. Scope and influence of the document
Regulation	Y / N	Reason
Regulation 2 (1) Is the SPD subject to preparation and/or adoption by a national, regional or local authority or prepared by an authority through a legislative procedure by Parliament or Government (Article 2(a))	Yes	The SPD is prepared and will be adopted by Rugby Borough Council.
Is the SPD required by legislative, regulatory or administrative provisions (Article 2(a))	Yes	It is required to support local plan policy.

<p>Regulation 5(2)</p> <p>Is the SPD prepared for agriculture, forestry, fisheries, energy, industry, transport, waste management, water management, telecommunications, tourism, town and country planning or land use; AND does it set the framework for future development consent of projects in Annex I or II to Council Directive 85/337/EEC on the assessment of the effects of certain public and private projects on the environment, as amended by Council Directive 97/11/EC?</p> <p>(Article 3.2(a))</p>	Yes	<p>The SPD is required for town and country planning purposes and it provides further detail to adopted policies in the Local Plan. It seeks to guide the design of shopfronts to support the regeneration of Rugby Town Centre and the quality of the built environment within the borough.</p>
<p>Regulation 5(3)</p> <p>Will the SPD, in view of the likely effect on sites, require an assessment pursuant to Article 6 or 7 of the Habitats Directive?</p> <p>(Article 3.2(b))</p>	No	<p>The adopted Local Plan was subject to a Sustainability Appraisal and Habitat Regulations Assessment. No effect on habitats directive sites is likely.</p>
<p>It may be required that the Plan would be eligible for full SEA, unless the exemptions set out under Reg 5 (5) or 5(6) apply.</p>		
<p>Regulation 5 (5)</p> <p>Is the SPD sole purpose to serve national defence or civil emergency; a financial or budget PP or is it co-financed under Council Regulations (EC) No's 1260/1999 or 1257/1999</p> <p>(Article 3.8,3.9)</p>	No	Not applicable
<p>Regulation 5(6)</p> <p>Does the SPD:</p> <p>determine the use of a small area at local level; or propose a minor modification of an existing PP subject of the regulations.</p> <p>(Article 3.3)</p>	No	<p>(a) The SPD does not designate land for development (b)The SPD does not propose minor modifications of an existing PP subject of the regulations.</p>
<p>It may still be required that the Plan would be eligible for full SEA, unless it is determined that it will not give rise to significant environmental effects under Regulation 9.</p>		
<p>Regulation 9(1)</p> <p>Is the plan likely to have a significant effect on the environment taking into account the views of the consultation bodies and the criteria set out at Schedule 1 of the Regulations?</p> <p>(Article 3.5)</p>	No	<p>The SPD does not allocate land for development and it is merely supplementary to a Local Plan policy.</p> <p>Historic England has confirmed agreement that an SEA is not required.</p> <p>Natural England has confirmed agreement that an SEA is not required.</p> <p>The Environment Agency has been consulted and hasn't replied.</p>

Criteria in Schedule 1	Assessment	Significant environmental effect (positive or negative)?
1. The characteristics of plans and programmes, having regard to:		
(a) The degree to which the SPD sets a framework for projects and other activities, either in regard to location, nature, size and operating conditions or by allocating resources.	No, it does not set a framework, only adding detail to existing policies.	No
(b) The degree to which the plan or programme influences other plans and programmes including those in the hierarchy.	The SPD supplements the policies of the Local Plan by adding further detail. The SPD does not influence other development plan documents and is in general conformity with the development plan.	No
(c) The relevance of the plan or programme for the integration of environmental considerations in particular with a view to promoting sustainable development.	SPDs are required, by virtue of the fact they must be supplementary to an adopted policy, to help achieve sustainable development. This includes environmental sustainability, as one of the three pillars identified in the NPPF. The primary objective of the SPD is to guide and improve the overall quality of shopfront design.	No
(d) Environmental problems relevant to the plan or programme.	The Local Plan has been subject to a Sustainability Appraisal process. No environmental problems have been identified.	No
(e) The relevance of the plan or programme for the implementation of Community legislation on the environment (for example, plans and programmes linked to waste management or water protection).	The matters described are primarily guided by higher level legislation.	No
2. The characteristics of the effects and of the area likely to be affected, having regard, in particular, to:		
(a) The probability, duration, frequency and reversibility of effects	Since the SPD itself does not allocate land or formulate policies, the effects of the SPD are not considered significant.	No
(b) The cumulative nature of the effects	Since the SPD itself does not allocate land or formulate policies for this land, the effects of the SPD are not considered significant.	No
(c) The transboundary nature of the effects	The SPD will not have any sort of significant transboundary effect, taken primarily to mean impacting on another state, as defined in the EIA Regulations. Even if 'transboundary' were to be defined as impacting on the jurisdiction of other administrative areas within the UK (for example between parishes or boroughs) the effect would be minimal in both instances.	No
(d) The risks to human health or the environment (for example, due to accidents)	It is highly unlikely that the SPD will give rise to any significant instances of risk to human health.	No
(e) The magnitude and spatial extent of the effects (geographical area and size of the population likely to be affected)	As identified above it is highly unlikely that any environmental effect brought about by the SPD will be of any magnitude or impact on any area of scale. It is particularly important to remember that the SPD does not allocate land for development and it is merely supplementary to a Local Plan policy.	No
(f) The value and vulnerability of the area likely to be affected due to (i) special natural characteristics or cultural heritage; (ii) exceeded environmental quality standards or	The response from all three consultation bodies, including Natural England's response in relation to Habitats Regulations Assessment screening have been referred to in this instance.	No

limit values; or (iii) intensive land use.		
(g)The effects on areas or landscapes which have a recognised national, Community or international protection status.	The shopfronts SPD should have positive impacts on designated conservation areas, but environmental effects would not be significant.	No

As a result of the assessment set out above, Rugby Borough Council has concluded that the SPD will not give rise to any significant environmental effects and therefore SEA is not required.