



Cabinet report

Date **10 NOVEMBER 2022**

Title **ADOPTION OF THE NEWPORT AND RYDE COMMERCIAL FRONTAGES DESIGN GUIDE SUPPLEMENTARY PLANNING DOCUMENT (SPD)**

Report of **CABINET MEMBER FOR PLANNING AND ENFORCEMENT**

EXECUTIVE SUMMARY

1. The purpose of this report is to consider the adoption of the Newport and Ryde Commercial Frontages Design Guide supplementary planning document (SPD), following a consultation exercise undertaken by the Isle of Wight Council.
2. The report recommends the adoption of the design guidance, following the consultation period, as a supplementary planning document.
3. The adoption of the design guide as an SPD will result in the council and property owners being able to use the detailed guidance within the document as clear and consistent advice in relation to the redesign and refurbishment of commercial frontages within Newport and Ryde. The SPD will support the work of the Heritage Action Zone (HAZ) projects by helping to emphasise the importance of the High Street in both locations, contributing towards the sense of place and retaining the historic character.

RECOMMENDATION

4. That the Newport and Ryde Commercial Frontages Design Guide be adopted as a supplementary planning document.
5. That any final editorial and presentational changes to the draft supplementary planning document are delegated to the Director of Regeneration in consultation with the Cabinet Member for Planning and Enforcement. These changes will not alter the meaning of the document and will be restricted to grammatical and typographical errors.

BACKGROUND

Island Plan

6. The Island Plan Core Strategy was adopted by the council in March 2012. Policy DM2 (Design Quality for New Development) and Policy DM9 (Town Centres)

establish the strategic principles, from a planning perspective for the redesign of and refurbishment to existing buildings within town centres.

SPD adoption process

7. The national planning policy framework (NPPF) sets out that SPDs are ‘documents which add further detail to the policies in the Local Plan. They can be used to provide further guidance for development on specific sites, or on particular issues, such as design. SPDs are capable of being a material consideration in planning decisions but are not part of the development plan’.
8. SPDs are subject to statutory preparation procedures under regulations 11 to 14 of the [Town and Country Planning \(Local Planning\) \(England\) Regulations 2012](#).
9. For an SPD to come into force it must be agreed and formally adopted by the council’s Cabinet. Once adopted the SPD will then be a material consideration, where relevant, in the determination of planning applications. The proposed SPD can be found as the first background paper link.

Heritage Action Zone / Commercial Frontages

10. Newport and Ryde were both successful in bidding to become High Street Heritage Action Zones in 2019 and project work commenced in April 2020. The Heritage Action Zone’s aim to restore key buildings and traditional shopfronts, improve public spaces and bring unused parts of buildings back into use as homes, workplaces and community spaces. The work will help our High Streets recover and evolve, with one eye on the past and one on the future.
11. As part of the Heritage Action Zone (HAZ) projects, the Isle of Wight Council, Ryde Town Council and Newport and Carisbrooke Community Council, working in partnership with Historic England and design consultants Create Streets, jointly commissioned and produced a Newport and Ryde Commercial Frontages Design Guide (the Design Guide). The purpose of the document is to seek an improvement in the quality of shopfronts in the historic conservation areas of Newport and Ryde town centres.
12. The detailed guidance within the document provides further detail to Core Strategy policies DM2 and DM9 that can be applied in Newport and Ryde town centres.

CORPORATE PRIORITIES AND STRATEGIC CONTEXT

13. The [Corporate Plan 2021 - 2025](#) sets out the administration’s key areas for action, aspirations and key activities. The specific key area for action, aspirations and key activities relevant to the Newport and Ryde Commercial Frontages Design Guide SPD are:

Key area for action:

- Economic recovery

Aspirations and key activities:

- (39) Focus on regeneration our High Street and visitor economy to assist post COVID-19 recovery and growth;

- (40) Promote people-oriented place planning for town centres;

Responding to climate change and enhancing the biosphere

14. As detailed in section 4.1.2 of the design guide document, upgrading building stock to reduce energy use will make an important contribution to the net zero targets set out in the [Council's Climate and Environment Strategy](#).
15. Shopfront design can help support climate action in a number of simple but effective ways:
 - Longevity: Buildings and shopfronts that last the longest are the most sustainable as the carbon embodied in their design is not lost but remains in use;
 - Street use: By making shops and the street a more comfortable place to be, people are encouraged to spend time in their local high street and shop locally rather than, perhaps, drive to a less sustainable out of town option;
 - Energy Efficiency: Historic buildings perform differently to modern buildings in terms of energy efficiency and there are a number of measures shopfronts can adopt to improve energy efficiency.
16. Therefore adopting the design guide to be used as a material consideration in the determination of planning applications will make a positive contribution towards the Council's net zero ambitions.

Economic Recovery and Reducing Poverty

17. It is considered that there will be no direct impact on reducing poverty arising from adopting the design guide. By providing clear and consistent advice in relation to the redesign and refurbishment of commercial frontages within Newport and Ryde, adopting the design guide as SPD will support:
 - the council's regeneration ambitions
 - sustainable economic growth
 - development of opportunities for investment
 - skills development

Impact on Young People and Future Generations

18. It is considered that there will be no direct impact on young people and future generations arising from adopting the design guide.

CONSULTATION

19. Extensive consultation took place during the preparation of the design guide. From March 2021 to December 2021 the document was developed alongside local stakeholders through a five-part consultation programme: "deep" stakeholder consultation, "wide" community engagement, face-to-face interviews, public workshops, and a feedback review. A wide range of stakeholders and the public were engaged throughout the consultation exercise and helped to shape the content. A summary of the consultation stages and outcomes can be found at Appendix 1.

20. In line with regulations 11 to 14 of the Town and Country Planning (Local Planning) (England) Regulations 2012, the local planning authority also undertook a statutory 6 week consultation on the Draft SPD. This took place from Friday 17 June 2022 until Monday 1 August 2022.
21. A summary of responses from the aforementioned statutory consultation period is attached at Appendix 2, and the responses did not result in any changes to the content of the design guide document.

FINANCIAL / BUDGET IMPLICATIONS

22. It is considered that there will be no direct financial / budget implications arising from adopting the design guide.

LEGAL IMPLICATIONS

23. Supplementary planning documents should be prepared only where necessary and in line with paragraph 153 of the NPPF.
24. If adopted the SPD will add further detail to the policies already in the Island Plan Core Strategy. The SPD will be a formal document that will be a material consideration in planning decisions, but not part of the development plan.

EQUALITY AND DIVERSITY

25. The council as a public body is required to meet its statutory obligations under the Equality Act 2010 to have due regard to eliminate unlawful discrimination, promote equal opportunities between people from different groups and to foster good relations between people who share a protected characteristic and people who do not share it. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.
26. A stage one equality impact assessment (EqIA) has been undertaken in connection with the proposed SPD (see Appendix 3).
27. It is considered that the SPD itself will not have a negative impact on any of the protected characteristics. This is because the status of the document is such that higher level policy and legislation is also required to be considered as part of the determination of any planning application, which would take account of our legal duties under equality legislation.

PROPERTY IMPLICATIONS

28. It is considered that there will be no direct property implications, although any decisions over the future of council owned sites within the geographical area covered by the proposed SPD will need to consider relevant planning policy that would include the SPD once adopted.

OPTIONS

29. The options are set out as follows:

- a) To adopt the Newport and Ryde Commercial Frontages Design Guide document as a supplementary planning document; and
- b) To delegate any final editorial and presentational changes to the draft supplementary planning document to the Director of Regeneration in consultation with the Cabinet Member for Planning and Enforcement. These changes will not alter the meaning of the document and will be restricted to grammatical and typographical errors; or
- c) To not adopt Newport and Ryde Commercial Frontages Design Guide document as a supplementary planning document.

RISK MANAGEMENT

30. The main risk of not adopting the design guide as an SPD is that the council will not be able to use the detailed guidance within the document, that has been prepared with significant public and stakeholder engagement as a key part of the Heritage Action Zone (HAZ) project, as a material consideration when determining planning applications.

EVALUATION

31. The adoption of the design guide as an SPD will result in the council being able to use the detailed guidance within the document as clear and consistent advice in relation to the redesign and refurbishment of commercial frontages within Newport and Ryde. This will help support the objectives of the Heritage Action Zone projects in both towns and provide clarity for property owners when considering investment and refurbishment projects.

APPENDICES

- Appendix 1: Consultation stages summary
- Appendix 2: Summary of consultation responses
- Appendix 3: Stage one equality impact assessment (EqIA)

BACKGROUND PAPERS

32. Newport and Ryde Commercial Frontages Design Guide: [Viewing Document: Commercial Frontages Design Guide 2022 \(iow.gov.uk\)](#)
33. Island Plan Core Strategy: [Microsoft Word - Core Strategy - Mar 2012.doc \(iow.gov.uk\)](#)

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