



‘Shopfronts and Shopsign Design Guide’

Supplementary Planning Document

Sustainability Appraisal

April 2005

Royal Borough of Kingston

This document is a Sustainability Appraisal Report into the draft Supplementary Planning Document "Shopfronts and Shopsigns Design Guide. It is subject to public consultation along with the Design Guide.

Please send any comments on this Sustainability Appraisal to:

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The deadline for comments to be received by is 5pm 14th June 2005

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Non-Technical Summary

- i. The purpose of this document is to assess the social, economic and environmental effects of the Council's Draft Supplementary Planning Document 'Shopfronts and Shopsigns Design Guide'.
- ii. The design guide is intended for architects and for retailers and commercial operators occupying ground floor shop units, and their designers. It aims to improve the standard of design when building new shop units or altering or replacing shopfronts and associated signage within the Borough.
- iii. The draft guide builds upon and updates the Council's existing Supplementary Planning Guidance on the subject. It supplements Policy BE16 (Design of New Shopfronts) in the Royal Borough of Kingston Unitary Development Plan: Proposed First Alteration (referred to hereafter as the UDP). It also supplements those aspects of Policy BE17 (Signs and Advertisements) as they apply to shops.
- iv. This sustainability appraisal demonstrates there will be positive social, economic and environmental effects as a result of updating the guidance.
- v. **Social effects**
The guide has been updated to make reference to the Disability Discrimination Act 1995, and the Council's own Guide on preparing Design, Accessibility and Sustainability Statements. This should help ensure that applicants deal with accessibility issues at the early stages of designing new shopfronts. The draft guidance also strengthens existing guidance in terms of preventing solid metal external shutters. These foster the fear of crime on streets as they deaden the street scene. The guide is helpful in advising on how to have secure shopfronts without negative impacts on the public realm.
- vi. **Economic effects**
Many factors contribute to the vitality and viability of a shopping area, but shoppers are more likely to visit a shopping area with an attractive environment. Good shopfront design makes an important contribution to the street scene, and in this respect the revised guidance makes a positive contribution to sustainability.
- vii. **Environmental effects**
The primary objective of the SPD is to achieve high quality shopfronts in terms of their appearance. Respect for historical context and architectural detail is important for retaining local distinctiveness and sense of place. The SPD has the most significant effects on sustainability in terms of environmental effects.

1.0 Introduction

1.1 This Sustainability Appraisal report has been published in conjunction with the Council's draft Supplementary Planning Document "Shopfronts and Shopsign Design Guide". Comments are invited on both documents by 5pm on the 14th June 2005.

1.2 This purpose of this Sustainability Appraisal Report is to assess the likely social, economic and environmental effects of the "Draft Shopfronts and Shopsign Design Guide".

1.3 Sustainability Appraisal is mandatory for Supplementary Planning Documents¹. Its purpose is "to promote sustainable development through better integration of sustainability considerations into the preparation and adoption of plans"². It is an integral part of good plan-making and should not be seen as a separate activity.

Compliance with the 'Strategic Environmental Assessment Directive'

Where necessary, Sustainability Appraisals should incorporate the requirements of European Directive 2001/42/EC on the 'assessment of the effects of certain plans and programmes on the environment' (the 'Strategic Environmental Assessment (SEA) Directive'). The emphasis of SEA is on the integration of environmental considerations in the decision-making process. Preparation of 'The Draft Shopfronts and Shopsigns Design Guide' began before 21st July 2004 so it is not subject to the SEA requirements.³

The Draft 'Shopfronts and Shopsigns Design Guide'

1.4 The Draft Shopfronts and Shopsign Design Guide is a revision of the Council's existing Supplementary Planning Guidance 'Shopfronts and Shopsigns Design Guide' adopted in 1991. It will also supersede the Tolworth Shopfront Design Guide.

1.5 The new guide is being prepared as a Supplementary Planning Document (SPD) under the provisions of the Planning and Compulsory Act 2004. It supplements Policy BE16 (Design of New Shopfronts) in the Royal Borough of Kingston Unitary Development Plan: Proposed First Alteration (referred to hereafter as the UDP). It also supplements those aspects of Policy BE17 (Signs and Advertisements) as they apply to shops.

UDP (Proposed First Alteration) POLICY BE16 DESIGN OF NEW SHOPFRONTS
IN ALL PROPOSALS FOR NEW SHOPFRONTS, THE COUNCIL WILL REQUIRE A HIGH STANDARD OF DESIGN WITH THE USE OF GOOD QUALITY MATERIALS AND A REGARD TO THE RELATIONSHIP WITH NEARBY SHOPFRONTS.

UDP (Proposed First Alteration) POLICY BE17 SIGNS AND ADVERTISEMENTS
ADVERTISEMENT PROPOSALS WILL BE GIVEN CONSENT WHERE THEY DO NOT ADVERSELY AFFECT PUBLIC SAFETY, DO NOT DETRACT FROM THE

¹ Planning and Compulsory Purchase Act 2004

² Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks, Consultation Paper, Office of the Deputy Prime Minister, September 2004

³ European Parliament and Council of the European Union (2001) Directive 2001/42/EC on the assessment of the effects of certain plans and programmes on the environment.

APPEARANCE OF THE HOST BUILDING, WIDER BUILT ENVIRONMENT OR OPEN LANDSCAPE, OR OTHERWISE ADVERSELY AFFECT AMENITY. CAREFUL ATTENTION WILL BE PAID TO VISUAL AMENITY IN ENVIRONMENTALLY SENSITIVE AREAS SUCH AS AREAS OF SPECIAL ADVERTISEMENT CONTROL, CONSERVATION AREAS, LISTED BUILDINGS AND THEIR SETTING, STRATEGIC AND LOCAL AREAS OF SPECIAL CHARACTER, OPEN LAND, AND RESIDENTIAL AREAS, WHERE ADVERTISEMENT HOARDINGS WILL NOT NORMALLY BE ACCEPTABLE.

The design guide provides design principles and practical advice regarding various architectural and other elements of shop fronts. It also addresses accessibility requirements arising from the Disability Discrimination Act 1995 (DDA). The objectives of the design guide are:

- **To achieve high quality shop front and shop sign designs that are appropriate to the building and local context and make a positive contribution to the quality and appearance of the public realm**
- **To ensure shop fronts can be made secure**
- **To ensure shop signs don't pose a threat to public safety**
- **To ensure shop fronts are accessible to all through inclusive design**

2.0 Appraisal Methodology

2.1 This methodology for this appraisal was developed using the Government's draft guidance for sustainability appraisal⁴ and the Government's interim advice note published in April 2005⁵.

2.2 This report sets out the likely significant social, economic and environmental effects of policies BE16 and BE17 of the Unitary Development Plan, and goes on to assess the likely effects of the SPD. It also explores the option of not revising the existing design guide.

2.3 The appraisal was conducted by borough planning officers and the draft assessment subjected to independent review by officers of the Council's Environment and Sustainability Department.

2.4 This SA has not been subject to consultation at earlier stages because preparation of the SPD began before the Government's draft guidance was published.

2.5 The methodology follows the steps outlined below:

1. Develop a 'Sustainability Appraisal framework'

- 1.1 Relevant plans and guidance from international, national, regional and local level have been examined and any relevant targets, specific requirements and sustainability objectives have been noted.

⁴ Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks, Consultation Paper, Office of the Deputy Prime Minister, September 2004

⁵ Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks, Interim Advice note on frequently asked questions, Office of the Deputy Prime Minister, April 2005.

- 1.2 The Council collected baseline data regarding social, economic and environmental issues, which specifically related to the nature of the SPD.
 - 1.3 A set of 'sustainability issues' that emerge from analysis of plans and evidence base is listed.
 - 1.4 A set of sustainability objectives relevant to the SPD are developed from the issues. The sustainability objectives are used to predict and assess the effects of the draft SPD in social, economic and environmental terms. Indicators for the SA objectives are developed to measure the effects of the SPD on sustainability.
2. Predict and assess the likely social, economic and environmental effects of UDP policies BE16 and BE17 against the sustainability appraisal objectives.
 3. Test the SPD objectives against the sustainability objectives for compatibility.
 4. Predict and assess the effects of the SPD objectives
 5. Predict and assess the effects of the option of not revising the existing design guide (i.e. the 'business as usual' option).

3.0 Developing a Sustainability Framework

Analysis of relevant plans

3.1 An analysis of relevant national, regional and local plans, strategies and policy documents was undertaken to identify any external social, environmental or economic objectives that need to be reflected in the sustainability appraisal process specifically for the draft Shop Fronts and Shop Signs design guide. The full analysis is provided at Annex 1.

A description of the social, environmental and economic baseline characteristics

3.2 There are a total of 1479 shops in the Royal Borough of Kingston, the vast majority being located within the town, district and local centres. Some retail areas contain a number of Buildings of Townscape Merit, and in the case of Kingston Town Centre in particular, a number of Listed Buildings (see Annex 2).

3.3 Between October 2002 and November 2004 the Council received 131 planning applications related to shopfronts. This demonstrates the potential over the years for shopfront design to have a significant impact on the quality and historic character of the townscape.

Sustainability issues and objectives

3.4 From an analysis of relevant plans and programmes (annex 1), and of the baseline data (annex 2), a set of sustainability issues can be identified that are relevant to the design guide (i.e. aspects of sustainability that could be affected by the SPD). From this set of sustainability issues a corresponding set of sustainability objectives is derived against which the SPD is assessed. These are set out below.

Sustainability issue	Source	Sustainability objective
<i>Social</i> 1. Accessibility to premises for everybody, including disabled people.	Disability Discrimination Act 1995 Planning Policy Statement 1 London Plan Policy 4B.5 UDP Policy RES3 (Determination of Planning Applications)	1. To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people
2. To role of good design (and location of adverts/signs) in creating safer places, reducing crime rates, and reducing the fear of crime.	Planning Policy Statement 1 Safer Places London Plan Community Plan, Chapter 2: Community Safety UDP Policy BE15	2. To reduce crime and the fear of crime
<i>Economy</i> 3. Maintain the vitality and viability of shopping areas. Places must be attractive to visitors, and the viability of shops must not be threatened by unduly onerous planning requirements.	PPS6: Planning for Town Centres UDP Policy STR5 Shopping and Town Centres The Community Plan Chapter 5: Local Economy and Housing	3. To have thriving town and district centres
<i>Environment</i> 4. The need for high quality design that respects local and historic context.	London Plan UDP Policy STR6: Conserving and Enhancing the Built Environment. UDP Policies BE16 (Design of New Shopfronts) and BE17 (Signs and Advertisements)	4. To achieve a high quality townscape which pays regard to local and historic context.

3.5 The sustainability objectives are set out at Annex 3 in the form of a Sustainability Appraisal Framework, with sub-objectives and indicators. The sustainability objectives are distinct from the objectives of the SPD.

4.0 Appraising Policies BE16 and BE17 of the Unitary Development Plan: Proposed First Alteration

4.1 It is a requirement that when appraising an SPD, the development policies being supplemented should themselves be appraised if this has not previously happened⁶.

4.2 The SPD supplements UDP Policy BE16 (Design of New Shopfronts) and Policy BE17 (Signs and Advertisements). Using the sustainability objectives derived above, Annex 4 shows how these policies are appraised.

POLICY BE16 DESIGN OF NEW SHOPFRONTS

IN ALL PROPOSALS FOR NEW SHOPFRONTS, THE COUNCIL WILL REQUIRE A HIGH STANDARD OF DESIGN WITH THE USE OF GOOD QUALITY MATERIALS AND A REGARD TO THE RELATIONSHIP WITH NEARBY SHOPFRONTS.

Outcome of appraisal

4.3 The policy should improve the street scene in shopping areas with positive benefits for safety, and the perception of safety, in the public realm. There are no negative effects identified from the policy, but a tension is highlighted between requirements to achieve high quality designs to improve environmental quality and attract shoppers, thereby increasing viability, and the possibility that unduly onerous costs cannot be afforded, putting shops out of business.

POLICY BE17 SIGNS AND ADVERTISEMENTS

ADVERTISEMENT PROPOSALS WILL BE GIVEN CONSENT WHERE THEY DO NOT ADVERSELY AFFECT PUBLIC SAFETY, DO NOT DETRACT FROM THE APPEARANCE OF THE HOST BUILDING, WIDER BUILT ENVIRONMENT OR OPEN LANDSCAPE, OR OTHERWISE ADVERSELY AFFECT AMENITY. CAREFUL ATTENTION WILL BE PAID TO VISUAL AMENITY IN ENVIRONMENTALLY SENSITIVE AREAS SUCH AS AREAS OF SPECIAL ADVERTISEMENT CONTROL, CONSERVATION AREAS, LISTED BUILDINGS AND THEIR SETTING, STRATEGIC AND LOCAL AREAS OF SPECIAL CHARACTER, OPEN LAND, AND RESIDENTIAL AREAS, WHERE ADVERTISEMENT HOARDINGS WILL NOT NORMALLY BE ACCEPTABLE.

Outcome of appraisal

4.4 Policy BE17 has a positive effect on sustainability by protecting visual amenity and public safety.

⁶ Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks, Interim Advice note on frequently asked questions, Office of the Deputy Prime Minister, April 2005.

5.0 Testing the SPD objectives against the sustainability objectives for compatibility

Matrix for comparing SPD objectives against sustainability objectives				
SPD objectives	Sustainability Objectives			
	To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people	To reduce crime, the fear of crime and promote public safety	To promote the vitality and viability of Kingston town centre, and the district and local centres.	To achieve a high quality townscape which pays regard to local and historic context.
To achieve high quality shop front and shop sign designs that are appropriate the building and local context and make a positive contribution to the quality and appearance of the public realm	Compatible	Compatible	Compatible	Compatible
To ensure shop fronts can be made secure	Compatible	Possible conflict	Compatible	Possible conflict
To ensure shop signs don't pose a threat to public safety	Compatible	Compatible	Compatible	Compatible
To ensure shop fronts are accessible to all through inclusive design	Compatible	Compatible	Compatible	Compatible

5.1 The analysis above demonstrates that the objectives of the design guide SPD are mainly compatible with the sustainability objectives. Possible conflict is identified between the SPD objective to make shops secure and the SA objectives of reducing the fear of crime and achieving a high quality townscape. However, security measures in line with the SPD, which avoid, for example, solid roller shutters, can provide an acceptable level of shop security and internal lighting adds to security in the street.

6.0 Predict and assess the effects of the SPD

6.1 The effects of the SPD when assessed against the SA objectives are set out at Annex 5. The effects are positive overall, with benefits for historic conservation and the quality of the street scene and the public realm (including reducing the fear of crime) without compromising shop security. The guidance also addresses accessibility issues raised by the Disability Discrimination Act. The only potential

negative impact is if the requirements for high quality designs are so onerous as to deter shops having new shop fronts, or they are rendered unviable. This would have a negative impact on the vitality and viability of shopping centres. However, it is considered that the guidance is realistic and necessary to avoid inappropriate designs.

7.0 Predict and assess the effects of the option of not revising the existing design guide (i.e. the 'business as usual' option).

7.1 Most of the design principles in the draft SPD are carried forward from the 1991 Supplementary Planning Guidance. The main changes with the new draft SPD are outlined below:

Section 1 Permissions

- A diagrammatic explanation of when planning permission and Advert Consent is needed;
- Guidance on Design, Access and Sustainability Statements;

Section 2 Architectural Elements

- Extending the principles designed specifically for Conservation Areas and Listed Buildings to all historic buildings and their setting, including Listed Buildings, Buildings of Townscape Merit and those adjoining Conservation Areas;
- A clearer explanation and illustration of the two groups of elements, the architectural framework and the shopfront;
- Fascia signs- a move away from internally illuminated signs and away from spot and swan neck lamps;
- Disability Discrimination Act update and clarification;
- A new policy to discourage the removal of entire shopfronts in most cases;
- Two new policies on folding or concertina shopfronts (for historic buildings and for other buildings);

Section 3 Other Elements

- Encouraging non-illuminated projecting signs, reducing bulk;
- A move away from illuminated projecting signs on historic buildings;
- A-boards bringing SPD policy in to line with Council policy and the proposals in the 2005 London Local Authorities Bill;

7.2 The detailed appraisal is at Annex 6. The overall conclusion of this appraisal is that not reviewing the existing SPG would leave the Council with guidance that is out of date with respect to the Disability Discrimination Act, the Council's recent initiative of Design, Accessibility and Sustainability Guidance, and 'A' boards. The impact would therefore be negative on accessibility and public safety. It would also be a missed opportunity to clarify and improve existing guidance, and introduce new policies on folding or concertina shopfronts and internally lit signs, and removal of shopfronts.

8.0 Proposals for monitoring

8.1 The Council will produce an Annual Monitoring Report as a requirement of the Planning and Compulsory Purchase Act 2004. This will be published no later than

December each year, and will report on UDP Policies, Development Plan Documents and Supplementary Planning Documents.

Table for documenting the requirements of other plans and programmes
Key objectives relevant to the SPD and Sustainability Appraisal
PPS1: Creating Sustainable Communities
Ensure high quality development through good and inclusive design, and the efficient use of resources.
PPS6: Planning for Town Centres
To promote high quality and inclusive design, improve the quality of the public realm and open spaces, protect and enhance the architectural and historic heritage of centres, provide a sense of place and a focus for the community and for civic activity and ensure that town centres provide an attractive, accessible and safe environment for businesses, shoppers and residents.
PPG19: Outdoor Advertisement Control
To help everyone involved in the display of outdoor advertising to contribute positively to the appearance of an attractive and cared for environment in cities, town and the countryside.
Public Safety – regard should be paid to the effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air.
The London Plan
Policy 4B.1 Design principles for a compact city <ul style="list-style-type: none"> • Create or enhance the public realm • Are accessible usable and permeable for all users • Are safe for occupants and passers by • Respect local context, character and communities • Are attractive to look at and, where appropriate, inspire, excite and delight • Respect London's built heritage.
Safer Places: The Planning System and Crime Prevention
Surveillance Places where all publicly accessible spaces are overlooked
Physical Protection – Places that include all the necessary, well designed security features
Royal Borough Of Kingston Community Plan
Reducing anti-social behaviour and disorder
Reduce fear of crime
RKB Unitary Development Plan: Proposed First Alteration
Policy STR6 – Conserving and Enhancing the Built Environment
Policy BE16 – Design of New Shop Fronts The Council requires a high standard of design with the use of good quality materials and a regard to the relationship with the nearby shopfronts.
Policy BE17 – Signs and Advertisements Advertisement proposals will be given consent where they do not adversely affect public safety, do not detract from the appearance of the host building, wider built environment or open landscape, or otherwise adversely affect amenity. In environmentally sensitive areas and areas such as areas of special advertisement control, conservation areas, listed buildings and their setting, strategic and local areas of special character, open land and residential areas, where advertisement hoardings will not normally be acceptable.

Baseline Data		
Indicator	Quantified Data	Issue Identified
Total number of shops in the Borough (at 2004)	1479	The presence of this number of shops suggests that cumulatively improved shopfront design will have a positive impact on the Borough
Distribution of shops across the Borough (at 2004)	<p>Kingston Primary – 251 units Secondary – 259 units</p> <p>New Malden Primary – 99 units Secondary – 62 units</p> <p>Surbiton Primary – 77 units Secondary – 93 units</p> <p>Tolworth Primary – 93 units Secondary – 31 units</p> <p>514 units within the local shopping centres (02/03 data)</p>	Clustering of shops in centres means that cumulatively the impact of good or poor shopfront design is significant to the quality of those areas.
Buildings of Townscape Merit within the identified Retail Areas (policy DC1)	Kingston – 74 New Malden – 13 Surbiton – 51 Tolworth - 0	It is likely that many retail units are also BTMs where there is a particular need for shopfront design guidance
Listed Buildings identified within the Retail Area (policy DC1)	Kingston - 50 New Malden - 0 Surbiton - 5 Tolworth - 0	In Kingston the number of LBs reflects the quality and historic character of the town centre, and emphasises the need for the guidance to promote designs sensitive to historic context. Surbiton also has a high proportion of premises which are listed or Buildings of Townscape Merit.
Number of planning applications for new shopfronts received between Oct 2002 and Nov 2004	131	Demonstrates the potential for adverse change to the street scene over the years if the quality of shopfront design is poor.

Sustainability Appraisal Framework			
Headline Objective	Headline Indicator	Sub-objective	Detailed Indicator
Social Objectives			
1. To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people	Surveys of the accessibility of facilities and services within the borough	Will it improve accessibility to shopping facilities?	Numbers of shops that meet DDA requirements Complaints from disabled people about the lack of accessibility of local facilities.
2. To reduce crime and the fear of crime and promote public safety	Instances of Anti-social behaviour in the borough. Surveys of public safety perceptions	Will it reduce burglaries? Will it reduce incidents of muggings etc and anti-social behaviour? Will it reduce the fear of crime? Will it increase the feeling of public safety in the public realm and shopping areas?	Burglary rates for shops Instances of crime and anti-social behaviour in the borough with relation to shopping areas. Percentage of residents surveyed who feel 'fairly safe' or 'very safe' after dark whilst outside in their local authority area.
Economic Objectives			
3. To promote the vitality and viability of Kingston town centre, and the district and local centres.	PPS6 Indicators of vitality and viability	Will better-designed shopfronts result in more shoppers? Will improved shop frontages be more attractive to shoppers? Will the requirements be too onerous for retailers?	
Environmental Objectives			
4. To achieve a high quality townscape which pays regard to local and historic context.	Quality of the surroundings Conservation Area appraisals of shopping districts. Buildings of grade 1 or II* at risk of decay	Will it enhance the quality of shopping areas? Will it protect Listed Buildings, Buildings of Townscape Merit and Conservation Areas? Will it reinforce the historic character of shopping districts within the borough?	Conservation Area Appraisals Shopping centre surveys Loss or damage to listed buildings or their settings Improvements to Conservation Areas

POLICY BE16 DESIGN OF NEW SHOPFRONTS							
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Sustainability objective	Summary baseline situation/ targets	Predicted effects					Justification for assessment:
		Indicator	Nature of effect	Assessment of effect			
				Short term	Medium term	Long term	
Social objectives							
1. To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people		Complaints from disabled people about the lack of accessibility of local facilities	No effect as this policy does not mention accessibility.	0	0	0	UDP Policy BE16 makes no mention of accessibility issues. However, the SPD does which is why accessibility is a relevant sustainability consideration. Accessibility issues are covered elsewhere in the UDP at Policy BE12 (Layout and Amenity of Buildings and Extensions) and Policy RES 3 (Determination of Planning Applications)
2. To reduce crime and the fear of crime		Burglaries Incidents of muggings, attacks and anti-social behaviour Surveys of public perception about fear of crime	The policy will have an effect on improving the overall quality of streets with shops so that they are more inviting to pedestrians, and particularly in the evening will have a sense of natural surveillance to promote a feeling of safety.	0	✓	✓	The supporting text of Policy BE16 makes explicit reference to the unacceptability of external solid metal shutters. This is primarily because they deaden the street scene, discouraging pedestrians from using those streets outside shopping hours, and thereby reducing natural surveillance as a deterrent to crime and anti-social behaviour. The effect of the policy is not likely to be short term as it applies to new shopfront designs coming forward. It will not necessarily be a major effect on its own because of other factors that influence crime rates.
Economic objectives							
3. To promote the vitality and viability of	Vacancy rates provided at Annex 2.	Vacancy rates Footfall Shopping	The cumulative effect of good shop front designs will enhance	0	✓	✓	Shopfront design is only one aspect of attracting shoppers and maintaining vitality and viability. It needs to be used as one of a

POLICY BE16 DESIGN OF NEW SHOPFRONTS							
IN ALL PROPOSALS FOR NEW SHOPFRONTS, THE COUNCIL WILL REQUIRE A HIGH STANDARD OF DESIGN WITH THE USE OF GOOD QUALITY MATERIALS AND A REGARD TO THE RELATIONSHIP WITH NEARBY SHOPFRONTS.							
Sustainability objective	Summary baseline situation/ targets	Predicted effects					Justification for assessment:
		Indicator	Nature of effect	Assessment of effect			
				Short term	Medium term	Long term	
Kingston town centre, and the district and local centres.		surveys Healthchecks	the image of a place overall, and therefore have a bearing on how many visitors it is likely to receive.				number of measures. There needs to be realism in the requirements for shop owners so that no undue financial burdens arise from the policy such that businesses are rendered unviable. However, good design can usually be achieved without excessive additional cost.
Environmental objectives							
4. To achieve a high quality townscape which pays regard to local and historic context.		Conservation Area Appraisal Shopping centre studies Healthchecks	This is the primary purpose of the policy. Impossible to quantify, the issue is about setting out the Council's expectations for good design of shop fronts and signage, and how it can be achieved.	0	✓	✓✓	As time goes on more and more redesigned shopfronts should be in accordance with the policy with a cumulative effect such that in retail-dominated areas where shop fronts have such an impact on the street scene, the quality of the townscape should increase significantly, or remain at high standards where they are already high.
Conclusions							
The policy should improve the street scene in shopping areas with positive benefits for safety, and the perception of safety, in the public realm. There are no negative effects identified from the policy, but a possible tension is highlighted between requirements to achieve high quality designs to improve environmental quality and attract shoppers, and the possibility that the costs cannot be afforded, putting shops out of business.							
Key to Appraisal of Effects							
Will the policy make a positive or negative contribution to the appraisal objective?							
✓✓ Major positive ✓ Minor positive × Minor negative ×× Major negative 0 Neutral effect ? Uncertain effect							

POLICY BE17 SIGNS AND ADVERTISEMENTS							
ADVERTISEMENT PROPOSALS WILL BE GIVEN CONSENT WHERE THEY DO NOT ADVERSELY AFFECT PUBLIC SAFETY, DO NOT DETRACT FROM THE APPEARANCE OF THE HOST BUILDING, WIDER BUILT ENVIRONMENT OR OPEN LANDSCAPE, OR OTHERWISE ADVERSELY AFFECT AMENITY. CAREFUL ATTENTION WILL BE PAID TO VISUAL AMENITY IN ENVIRONMENTALLY SENSITIVE AREAS SUCH AS AREAS OF SPECIAL ADVERTISEMENT CONTROL, CONSERVATION AREAS, LISTED BUILDINGS AND THEIR SETTING, STRATEGIC AND LOCAL AREAS OF SPECIAL CHARACTER, OPEN LAND, AND RESIDENTIAL AREAS, WHERE ADVERTISEMENT HOARDINGS WILL NOT NORMALLY BE ACCEPTABLE.							
Sustainability objective	Summary baseline situation/ targets	Predicted effects					Justification for assessment
		Indicator	Nature of effect	Assessment of effect			
				Short term	Medium term	Long term	
Social objectives							
1. To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people			Neutral	0	0	0	UDP Policy BE17 makes no mention of accessibility issues. However, the SPD does which is why accessibility is a relevant consideration in the SA framework. Accessibility issues are covered elsewhere in the UDP, including at Policy BE12 (Layout and Amenity of Buildings and Extensions) and Policy RES 3 (Determination of Planning Applications)
2. To reduce crime and the fear of crime and promote public safety			Neutral	0	✓	✓	Public safety is promoted by the policy which will not allow signs and adverts where adversely affect public safety.
Economic objectives							
3. To promote the vitality and viability of Kingston town centre, and the district and local centres.	Vacancy rates provided at Annex 2.	Vacancy rates Borough Shopping surveys Healthchecks	Neutral	0	✓	✓	It could be argued that advertising promotes retail activity, and that curbing the use of advertisements will have a negative effect on attracting customers to particular shops. However, maintaining the visual appeal of places is also important in attracting people to the centre as a whole and maintaining viability in the longer term. If advertisements and signs

Sustainability Appraisal of the Shop fronts and Shop Signs Design Guide Supplementary Planning Document							
Sustainability objective	Summary baseline situation / targets	Predicted effects					Justification for assessment:
		Indicator	Nature of effect	Assessment of effect			
				Short term	Medium term	Long term	
To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people	No data	Complaints from disabled people about the lack of accessibility of local facilities.	Medium Effect. Shopfront design guidance will underline the obligation placed on service providers to design shopfronts which enable access for all.	✓	✓	✓	The guidance will cross reference with accessibility guidance. This will ensure that the aspirations of both of these documents are incorporated into the acceptable design solutions. No recommendations for improvement.
To reduce crime and the fear of crime and promote public safety	No data	Crime rates Reported incidents anti social behaviour Surveys of public perception re. safety	Minor effect. The main issue regarding shop fronts and crime is keeping shops secure without having solid shutters that deaden the street scene.	0	✓	✓	The UDP already states that that solid metal shutters won't be allowed, but the guidance re-states this, and gives guidance on alternative security solutions. No recommendations for improvement.
To promote the vitality and viability of Kingston town centre, and the district and local centres.	Vacancy rates provided at Annex 2.	Vacancy rates Footfall Shopping surveys Healthchecks	The effect will be on environmental quality in terms of the contribution shopfronts and signs make. This may have a positive effect in terms of attracting shoppers, but will probably be minor.	0	✓	✓	Many other factors beyond the remit of the SPD contribute to vitality and viability. There is a possible concern over the cost implications of the guidance and whether or not the SPD will be too onerous and render some businesses unviable. However, on the SPD is not introducing new policy – it is offering advice on how to meet the policy. This advice provides realistic possibilities for shop owners. No recommendations for improvement
To achieve a	Analysis of town	The conservation	Major	✓	✓	✓✓	The guidance will help shop owners and

Sustainability Appraisal of the Shop fronts and Shop Signs Design Guide Supplementary Planning Document							
Sustainability objective	Summary baseline situation / targets	Predicted effects					Justification for assessment:
		Indicator	Nature of effect	Assessment of effect			
				Short term	Medium term	Long term	
high quality townscape which pays regard to local and historic context.	centres has identified areas of poor quality shopping environments	area appraisals of shopping districts will be used as a basis for making assessments of improvements.	The effect will be to improve the environmental quality and attractiveness of district centres as places to live and to visit. The effect will be to reinforce the historic character of shopping districts within the borough.				the Council make decisions about what are appropriate shopfront and shop sign designs to help implement UDP policies.
<p>Conclusion</p> <p>This SPD would lead to permanent positive social, economic and environmental effects in the medium to long term over the whole of the Royal Borough of Kingston.</p> <p>Key to Appraisal of Effects</p> <p>Will the policy make a positive or negative contribution to the appraisal objective?</p> <p>✓✓ Major positive ✓ Minor positive × Minor negative ×× Major negative 0 Neutral effect ? Uncertain effect</p>							

Sustainability Appraisal of <i>not</i> revising the Shop fronts and Shop Signs Design Guide Supplementary Planning Document									
Sustainability objective	Summary baseline situation / targets	Predicted effects			Justification for assessment noting:				
		Indicator	Nature of effect	Assessment of effect					
				Short term				Medium term	Long term
To ensure that non-domestic buildings are accessible to everyone in the community, including disabled people		Complaints from disabled people about the lack of accessibility of local facilities.	Major negative		X	X	The existing SPG did address access to buildings in the context of Buildings Regulations as at 1991. The SPD has been updated to be relevant since the Disability Discrimination Act and to give guidance on Design, Access and Sustainability Statements.		
To reduce crime and the fear of crime and promote public safety	No data	Crime rates Reported incidents anti social behaviour Surveys of public perception re. safety	Minor negative		X	X	The existing SPG does deal with the issue of external solid metal shutters and safety in the external public realm, but the SPD strengthens and enhances the guidance. Regarding A boards the new SPD brings policy into line with Council policy and the 2005 London Local Authorities Bill.		
To promote the vitality and viability of Kingston town centre, and the district and local centres.			Neutral	0	0	0	Whilst the SPD will provide updated guidance on many aspects of shopfront design, it is not considered that it will have any significantly greater effect than the existing SPG on vitality and viability given the wide range of factors that influence this issue.		

Sustainability Appraisal of <i>not</i> revising the Shop fronts and Shop Signs Design Guide Supplementary Planning Document									
Sustainability objective	Summary baseline situation / targets	Predicted effects			Justification for assessment noting:				
		Indicator	Nature of effect	Assessment of effect					
				Short term				Medium term	Long term
To achieve a high quality townscape which pays regard to local and historic context.	Analysis of town centres has identified areas of poor quality shopping environments	The conservation area appraisals of shopping districts will be used as a basis for making assessments of improvements.	Negative		X	X	The new SPD improves on the old SPG in the following ways: Extends the principles designed specifically for Conservation Areas and Listed Buildings to all historic buildings including Buildings of Townscape Merit and adjoining Conservation Areas; Gives a clearer explanation and illustration of the architectural framework and the shopfront; Moves away from internally illuminated signs and away from spot and swan neck lamps; Contains a new policy to resist the removal of entire shopfronts; Contains two new policies on folding or concertina shopfronts (for historic buildings and for other buildings; Encourages non-illuminated projecting signs, reducing bulk; Moves away from illuminated projecting signs on historic buildings.		
Conclusion									
Not reviewing the existing SPG would leave the Council with guidance that is out of with respect to the Disability Discrimination Act, the Council's recent initiative of Design, Accessibility and Sustainability Guidance, and 'A' boards. The impact would therefore be negative on accessibility and public safety. It would also be a missed opportunity to clarify and improve existing guidance, and introduce new policies on folding or concertina shopfronts and internally lit signs, and removal of shopfronts.									

Sustainability Appraisal of <i>not</i> revising the Shop fronts and Shop Signs Design Guide Supplementary Planning Document							
Sustainability objective	Summary baseline situation / targets	Predicted effects					Justification for assessment noting:
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				Short term	Medium term	Long term	
Key to Appraisal of Effects							
Will the policy make a positive or negative contribution to the appraisal objective?							
✓✓ Major positive		✓ Minor positive		× Minor negative		×× Major negative	
				0 Neutral effect		? Uncertain effect	