

# ESG DESIGN FRAMEWORK SUPPLEMENTARY PLANNING DOCUMENT

Report By: Forward Planning Manager

## 1 Wards Affected

Central

## 2 Purpose

- 2.1 To inform members of the comments received to the Draft ESG Design Framework Supplementary Planning Document (SPD) published for consultation purposes earlier this year and to consider appropriate changes. This document is included within the Council's Local Development Scheme and is being produced as part of Herefordshire's Local Development Framework. It will provide a more detailed design concept for the regeneration of the area, encouraging and enabling the delivery of schemes to make a positive statement and giving more certainty to developers and the market on what is expected from future schemes.

## 3 Financial Implications

- 3.1 The costs of preparing and producing this document are being met from the Planning Delivery Grant.

## 4 Background

- 4.1 The Grid represents a unique opportunity to develop an under-utilised area of land to the north of the city centre, strengthening the role of Hereford as a sub regional shopping centre and ensuring the city plays a full role in the wider rural economy.
- 4.2 The SPD will expand and add further detail to the policies and accompanying text contained in the Herefordshire Unitary Development Plan (UDP). This is mainly provided within UDP Chapter 7 Town Centres and Retail, paragraphs 7.7 – 7.7.49 and policies for the following areas or 'quadrants' within the Grid:
- TCR 20 Eign Gate regeneration area
  - TCR 21 Canal basin and historic core
  - TCR 22 Hereford United Football Club/Merton Meadow
  - TCR 23 Civic quarter

## 5 Role of the SPD

- 5.1 The SPD is to make clear the Council's design requirements for ESG developments. Once adopted it will become a material consideration in the determination of planning applications alongside the ESG Masterplan which it has helped inform. The

Masterplan being the guide to the physical regeneration of this area over the next 20 years.

5.2 The role and purpose of the SPD is to:

- Establish an urban design framework for the Edgar Street Grid area in a positive and enabling manner providing a design concept early on in the process which will be used to guide landowners, developers and the community on the form development proposals should take
- Address and supplement with additional information the policies contained within the UDP
- Provide greater certainty for the market on what is expected from future schemes
- Ensure delivery of a comprehensive, coordinated and sustainable development for the Grid area.

## 6 SPD in outline

6.1 The SPD has been drafted as follows:

- Introduction and Scene Setting
- Design Challenges
- General Design Guidance
- Specific design issues for UDP quadrant areas.
- Conclusion

6.2 The draft SPD has been informed by a Sustainability Appraisal and has based its design guidance around a number of sustainability objectives derived from the appraisal.

## 7 Consultation

7.1 Initial consultation on the SPD took place late last year and focussed around a seminar at the Courtyard Theatre in Hereford, where 90 people from businesses, interest groups, landowners and residents gave their opinions on design issues facing the Grid. Such comments helped inform the preparation of a draft document which was presented to Planning Committee (20<sup>th</sup> April) and subsequently agreed for consultation purposes by the Cabinet Member for the Environment. The draft SPD was accompanied by a Sustainability Appraisal and a Consultation Statement. Consultation on the draft took place over a six week period 24<sup>th</sup> May to 6<sup>th</sup> July 2007 and was undertaken in accordance with the Council's Statement of Community Involvement.

7.2 Consultation on the draft document was heralded by public notice and included a second seminar at the Courtyard Theatre, exhibitions at Maylords Orchards and at Hereford Sixth Form College and a press release. Consultation on the SPD has been deliberately kept separate from the ESG Masterplan process. Documents were

made available at all Info Centres and Libraries and on the Forward Planning website.

## 8. Comments received

8.1 A total of 38 organisations and individuals made a response. Of those 38 responses approximately one third replied to the questionnaire. Most respondents made specific comments which along with a Council response is set out in a schedule which will be included in the Consultation Statement.

8.2 The following provides a summary of the comments received to the draft SPD.

### General Comments:

- Document should provide clearer design advice
- More emphasis on heritage led regeneration.
- Clarify role of this SPD and ESG Masterplan and consultation
- Improve presentation particularly graphics to make easier to understand
- Address sustainability issues more clearly
- General support for document in what it is trying to achieve

### Specific Comments:

- Clarify link to sustainability appraisal
- Improve guidance on views
- Provide encouraging guidance on role of contemporary design
- Clarify position on planning obligations
- Clarify redevelopment proposals around football ground
- Clarify the road hierarchy and how ESG transport study relates
- Concern over compatible uses, residential amenity and disturbance to existing businesses
- Add new design challenges. (Climate change, infrastructure and utilities)
- Provide new information on urban characterisation as context for new proposals.

8.3 As a number of comments made are likely to be as relevant to the draft ESG Masterplan, a schedule of all comments received (and Council's response) has being forwarded to ESG Herefordshire Ltd for their consideration of any changes to the Masterplan. As a result any further comments from the company to SPD changes will be reported verbally to Committee Members.

## 9. Proposed amendments

- 9.1 Attached (Appendix 1) is a tracked change version of the SPD which is intended to be used as a basis for the changes that are proposed to be made. In summary and highlighting the main changes this will involve:
- General improvements to text, use of jargon, clarification/improvements to maps/diagrams, introduction of new photographs to assist text, improved diagram for views
  - Include new sub-sections entitled 'Climate change' and 'Infrastructure and utilities' as further design challenges
  - Include new 'characterisation' section to provide a historical development context to guide new development proposals
  - Delete Appendix 4 as a result of new characterisation section and include more encouraging regeneration advice elsewhere and throughout document that focuses upon historic assets, contemporary design and the 'Hereford Effect' (Hereford is developing an excellent tradition of good modern design in historic settings)
  - More specific design advice/clarification around the football ground, the road hierarchy and consultants studies, views, disturbance to existing businesses and residential amenity
- 9.2 In total the amendments will relate to a significant redrafting which will greatly improve the document and its usefulness. Such amendments emphasise the role and importance of consultation in the preparation of planning documents.

## RECOMMENDATION

**THAT the Cabinet Member (Environment and Strategic Housing) be recommended to agree the changes to the Draft ESG Design Framework SPD as identified in this report and for the document to be adopted as part of the Councils Local Development Framework.**

## Background papers

Local Development Scheme (January 2007)  
Statement of Community Involvement (Adopted March 2007)  
Herefordshire Unitary Development Plan (Adopted March 2007)