

CRADLEY AND STORRIDGE VILLAGE DESIGN STATEMENT

Report By: Chief Forward Planning Officer

Wards Affected

Hope End

Purpose

1. To consider the accompanying Village Design Statement (VDS) for adoption as Supplementary Planning Guidance to the Malvern Hills District Local Plan.

Financial Implications

None identified.

Wards Affected

Hope

Background

2. Village Design Statements are a Countryside Agency initiative to encourage local people to make an assessment of local character based upon their own knowledge and perceptions of their village and its surroundings. Community participation is at the heart of the initiative. This participation is used to draw together a VDS that identifies, describes and illustrates local character valued by the community. The Countryside Agency recommends that VDS's should be adopted as Supplementary Planning Guidance (SPG) by the Local Planning Authority.

Adoption by Herefordshire Council

3. The VDS will not have any statutory powers. It will however be a definitive statement about local character and design issues with a clear message of environmental values and an expression of local distinctiveness. For a VDS to be adopted as SPG it must be consistent with planning policy and prepared in wide consultation with the community and interested parties.
4. Adoption will enable the Parish Council and local community to draw the attention of the Local Planning Authority and others to its context whenever it is pertinent to planning decisions within the village. The VDS will be used as a material consideration in the determination of planning applications and be of assistance at pre-application stages where applicants are able to demonstrate their design rationale in relation to local context.
5. The VDS steering group has prepared the VDS for adoption as Supplementary Planning Guidance to the Malvern Hills District Local Plan. The VDS has been prepared to reflect the policies of that Plan rather than the UDP Deposit Draft and

Further information on the subject of this report is available from S Dring on (01432) 260139

therefore the lifetime of the VDS will be limited. However, the steering group intend to review and update the VDS to reflect the policies of the UDP once it is adopted.

Cradley and Storridge VDS

The objectives of the VDS are to protect the distinctive character of the parish through adopting local design principles and to work in partnership with the Council with regard to future planning policy.

The statement is a result of two years investigation that included three well attended planning for real exercises for each of Cradley, Storridge and the farming community. Following a questionnaire sent out to all households over 40 local residents have partaken in various topic groups studying particular aspects of the village including local history, landscape, development pattern, highways, buildings, landmarks, spaces and views. The steering group then prepared the VDS, which has been approved by the parish council.

Through the extensive work undertaken by the parish on the VDS, the steering group have made a number of objections to the Unitary Development Plan Deposit Draft. These objections which relate to the settlement boundary and open spaces are currently being considered.

Officers of the Council's Forward Planning, Development Control and Conservation sections have commented on the draft versions of the VDS to enable a final version which is now before members. This conforms with the Malvern Hills District Local Plan and contains sufficient detail to be used as a material consideration in the determination of planning applications.

RECOMMENDATION

THAT it be recommended to the Cabinet Member (Environment) that;

the Cradley and Storridge Village Design Statement be adopted as Supplementary Planning Guidance to the Malvern Hills District Local Plan as an expression of local distinctiveness and community participation.

the Statement be treated as a material consideration when dealing with planning matters.

BACKGROUND PAPERS

Cradley and Storridge Village Design Statement