

**Herefordshire Local Plan**  
**Hereford Design Guide**  
**Supplementary Planning Document**  
**Consultation Statement**

**April 2019**

## **Hereford Design Guide Supplementary Planning Document**

### **Consultation Statement**

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## **Introduction**

The purpose of this consultation document is to explain how the council has complied with its Statement of Community Involvement and Regulation 12 of the Town and Country Planning (Local Planning) (England) Regulations 2012 in the arrangement of this consultation.

This statement sets out the methods Herefordshire Council has used to engage with both stakeholders and the community in the preparation of the Hereford Design Guide, including the following:

- Which bodies and persons were invited to make representations
- How those bodies and persons were invited to make representations
- How information was made available to be viewed
- A summary of the key issues raised through representations
- How those issues have been addressed in the document

The document preparation process includes undertaking appropriate consultation and engagement at key stages.

## **Preparation of the Hereford Design Guide**

The preparation of a Herefordshire Hereford Design Guide Supplementary Planning Document (SPD) has been commissioned in order to provide design guidance and good practice advice to help developers, applicants and the council improve the quality of design in new development, public realm and movement projects across the city centre. The Design Guide will also inform emerging policies within the Hereford Area Plan.

In supplementing adopted policy, the Design SPD will be used by:

- planning officers to assess the design quality of development proposals when determining planning applications and offering pre-application advice;
- council members when assessing development proposals in advance of and at planning committee;
- applicants and developers when preparing their schemes

This document will support the emerging Hereford Area Plan. It will be adopted by the Council as a Supplementary Planning Document and form part of the Local Development Framework. The purpose of the document is to add greater detail in terms of design guidance for new development, views and building heights, public realm and movement proposals for the city.

## **The Consultation**

The Council published the draft Hereford Design Guide for public consultation from Monday 28 January to Monday 11 March 2019.

The council used a range of methods to engage with all potentially interested parties, in order to ensure the opportunity to make a representation.

The purpose of the consultation was to invite feedback on a number of aspects featured in the document.

## Consultation Methodology

The council has an extensive consultation database. The list includes individual residents, developers, businesses based across the county, parish councils, community and voluntary groups, infrastructure providers, industry contacts, neighbouring authorities, government agencies and elected members.

Stakeholders and local community members were informed by email or letter about ways to get involved in the consultation. Methods to respond both on and offline were given, in order to reach the broadest audience possible.

The following table details each method used to distribute information:

Method	
Email Specified statutory consultees, local business owners, groups representing, parish reps & neighbouring authorities	Notification of consultation  Reminder sent part way through consultation
Letter As above with no email address known, inc MPs	Notification of consultation
Social Media	Notification of consultation start posted on council page with direct link to website followed by regular reminders. Over 42K users reached.
Council Website	Featured on council news page with a direct link to consultation page.
Cabinet members' Newsletter	Information in weekly newsletter
Hard copies made available at info points / libraries across the county	Posted to each with instructions. Followed up to ensure information was on display and address any queries from staff
Presentation to council members and stakeholders as well as an exhibition open to the public	The Courtyard, Hereford 12 & 13 February

A Members' briefing took place on 12 February, with a presentation to stakeholders the following day.

Invitations were sent to representatives of stakeholder groups & organisations. The following were able to attend:

- Hereford City Council
- Hereford Civic Society
- Herefordshire Wildlife Trust
- Hereford City Youth Council
- West Mercia Police
- The Old Market
- City Heart Partnerships
- Keepmoat
- Stanton Walker
- Engie
- NMiTE

### **Consultees**

The Town and Country Planning (Local Planning) (England) Regulations 2012 sets out those bodies that the Council must consult with when preparing plan documents and planning applications.

Organisations and Groups targeted include:

- Central, regional and local Government organisations
- Adjoining local authorities
- Statutory bodies such as Highways England and utility companies
- Community, voluntary, resident and other interested groups
- Members of the public
- Parish/Town Councils
- Local businesses
- Developers and agents

The following documentation was made available to download on the dedicated webpage [www.herefordshire.gov.uk/HDG](http://www.herefordshire.gov.uk/HDG)

- Draft Design Guide
- Questionnaire

### **Responses to the Consultation**

32 responses were submitted either via the online survey or direct email.

Of those that responded, the following organisations were among them:

- Green Party
- Hereford CC Planning Committee
- Stanton Walker. Comments submitted on behalf of Engie Regeneration and Cityheart Partnerships
- Warren Benbow Architects
- St. Peter's Church, Hereford
- West Mercia Police
- Environment Agency
- Herefordshire County Council
- Herefordshire Local Nature Partnership
- Herefordshire Tree Forum
- Herefordshire Autism Partnership Board
- Natural England
- Historic England
- Highways England
- Sport England

Please refer to the summary report for a detailed breakdown of the responses received.

### **What Happens Next?**

- Final draft plan for Herefordshire Council approval spring/summer 2019

## Appendices - Stakeholder Letter



**Economy and Place Directorate**  
Richard Ball (Director)

Our Ref:

Please ask for: Susi Gilson / Kevin Singleton

Direct line / Extension: 01432 383357 / 2601137

E-mail: [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)

Date as postmark

### **Public consultation Monday 28 January until Monday 11 March 2019**

The preparation of a Herefordshire Hereford Design Guide Supplementary Planning Document (SPD) has been commissioned in order to provide design guidance and good practice advice to help developers, applicants and the council improve the quality of design in new development, public realm and movement projects across the city centre.

In supplementing adopted policy, the Design SPD will be used by:

- Planning Officers to assess the design quality of development proposals when determining planning applications and offering pre-application advice;
- council members when assessing development proposals in advance of and at planning committee;
- applicants and developers when preparing their schemes

A stakeholder presentation by Allies & Morrison, the consultants appointed to prepare the plan, will take place from 10-12, at The Courtyard Theatre, Edgar Street, Hereford on Wednesday 13<sup>th</sup> February, where you will have the opportunity to find out more about the Hereford Design Guide.

The display will then move to reception at Plough Lane Council Offices for the remainder of the consultation.

For more information, go to [www.herefordshire.gov.uk/HDG](http://www.herefordshire.gov.uk/HDG)

Alternatively, you can email [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk) or call 01432 383357/ 01432 260137, if you have any questions.

**All comments on the plan must be received no later than midnight on Monday 11<sup>th</sup> March 2019**

Your details are contained within our consultation database. You have the right for them to be withdrawn at any time by contacting [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)

Kind regards

*Susi Gilson*



Press release

## News release

PR019/19

29 January 2019

### Residents urged to take part in Hereford planning consultation

#### Hereford Design Guide will help inform future decision-making on planning applications

Herefordshire Council is encouraging local people to take part in a consultation to help inform the development of a design Guide for the centre of Hereford – a key planning document that will aim to improve the design of new development within the heart of the City

The Hereford Design Guide has been commissioned by the council and funded jointly with the new University. Allies & Morrison are the consultants preparing the document, which will guide regeneration and the short-, medium- and long-term potential for change and growth in the town centre.

The public consultation is now live and will continue until **Monday 11 March**.

There will be a public drop-in session at the **Courtyard** on **Wednesday 13 February**. The session, running from **1 - 4pm**, will allow local people the chance to learn more and discuss the Hereford Design Guide with Forward Planning Officers and consultants Allies & Morrison.

Display materials will then be available in the council's Plough Lane offices for the remainder of the consultation.

**Cllr Philip Price, Cabinet member infrastructure, said:** "This draft document has been produced to assist in guiding planning policy for the Hereford Area Plan, which is currently in development. The consultation aims to gauge public opinion on the influence the draft document should have on future planning policies in Hereford City.

"We want to ensure we have a wide range of views represented, so public feedback is vital. I would urge all residents to take part, and help to shape future planning policies which will further improve Hereford as a great place to live, work, study and visit."

For more information visit [www.herefordshire.gov.uk/HDG](http://www.herefordshire.gov.uk/HDG)

**Ends**

[Rory O'Rafferty](#) (Press and Publicity Officer): 01432 260650

## Questionnaire



### Hereford Design Guide Supplementary Planning Document

#### Consultation 28 January – 11 March 2019

We would like to know what you think of the draft Design Guide. Your views will help to shape the document before it is adopted by Herefordshire Council.

Please read the draft guide before answering the following questions:

1. Are there other priorities we have missed in the section 'key principles for design and development in Hereford' (Part A of the Design Guide)?

Yes  No

Please explain

2. Are there other priorities we have missed in the section 'key principles for views and building heights in Hereford' (Part B of the Design Guide)?

Yes  No

Please explain

3. Are there other priorities we have missed in the section 'key principles for the public realm in Hereford' (Part C of the Design Guide)?

Yes  No

Please explain

4. Are there other priorities we have missed in the section 'key principles for movement in Hereford' (Part D of the Design Guide)?

Yes  No

Please explain

5. What do you think of the ideas for the Aubrey Street Quarter (within part E of the Design Guide)?

Please explain

6. What do you think of the ideas for the St Peter's Square area (within part E of the Design Guide)?

Please explain

7. What do you think of the ideas for the Widemarsh to Station area (within part E of the Design Guide)?

Please explain

8. Do you have any other comments to make?

Yes  No

Please explain (you can find extra space for comment on page 4)

About you:

Name: .....

Organisation: .....

Address: .....

.....

Email: .....

Do you wish to be informed of future planning policy consultations?

Yes  No

(You have the right to withdraw your consent at any time by notifying us.)

All personal data will be treated in line with our obligations under the Data Protection Act 2018, which includes the provisions of GDPR. This means your personal data will not be shared. The data collected will not be used for any other purpose. We do publish representations but email addresses, telephone numbers and signatures will be removed beforehand.

Herefordshire Council is subject to the Freedom of Information Act, 2000, (Fol) and Environmental Information Regulations (EIRs) which means that questionnaires may be released in response to a request for information but private information would be redacted.

Details of our privacy notice can be found at:  
[www.herefordshire.gov.uk/privacynotices](http://www.herefordshire.gov.uk/privacynotices)

If you would like any further assistance, please contact us in one of the following ways:

Email: [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk) or telephone 01432 383357

Questionnaires can be returned by post to:  
Forward Planning, Herefordshire Council Offices, Plough Lane, Hereford, HR4 0LE  
Or by email to [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)  
Please return this questionnaire by midnight on Monday 11 March 2019

Further comments (Please indicate the question you are referring to).