

Statement of Consultation

Malvern Hills District Council - Shop Front Design Guide Supplementary Planning Document (SPD)

Introduction

Malvern Hills District Council prepared a draft revised Shop Front Design Guide SPD and carried out an associated consultation in the autumn of 2016. This report outlines how the consultation was undertaken, who was involved and how responses have been considered, and the final SPD revised as a consequence.

Malvern Hills District Draft Shop Front Design Guide Supplementary Planning Documents (SPD) (September 2016)

The SPD was originally adopted in April 2011. The SPD is still considered very relevant, but the policy background has changed, and since its adoption, the Local Plan policies it refers to have been superseded by the South Worcestershire Development Plan (SWDP) policies, and nationally, the National Planning Policy Framework. Thus, as it stands, the SPD adopted in 2011 carries very little, if any weight. As a result, we have consulted on a revised draft Shop Front Design Guide SPD for Malvern Hills District. The SPD has been amended to reflect the current policy position but the substantive design advice in the SPD remains the same.

Consultation Process

The revised draft Malvern Hills Shop Front Design Guide, (along with the Wychavon District Council Shop Front Design Guide) was approved for public consultation by Malvern Hills District Council planning committee on 28th September 2016, and at Wychavon planning committee on 22nd September, and the Wychavon Executive Board on 19th October 2016.

The formal six week consultation process for both the Malvern Hills draft SPD and the Wychavon draft SPD took place between Monday 24 October until 5pm on Monday 5 December 2016.

The methods to inform the public of the consultation included:

- Email to all planning agents on the SWDP consultation database
- Email to specific consultation bodies including:
 - Town and Parish Councils (and adjoining Town and Parish Councils)
 - Worcestershire County Council
 - Statutory consultees (Historic England, Natural England and Environment Agency)
- Email to the following:

- Local Civic Societies
- Local Chamber of Commerce and Trade
- Economic Development officers
- Relevant internal officers
- Local Councillors

Please see Appendix A for a full list of consultees.

A hard copy of the relevant draft Shop Front Design Guide SPD document was made available at the following locations:

- Malvern Hills Customer Services, The Library, Graham Road, Malvern WR14 2HU
- Tenbury Wells Customer Service Centre, Tenbury Wells Library, 24 Teme Street, Tenbury Wells WR15 8AA
- Upton-upon-Severn Customer Service Centre, School Lane, Upton-upon-Severn WR8 0LE

A copy could be viewed online at:

- www.swdevelopmentplan.org
- www.malvernhills.gov.uk

Respondents were able to comment of the Shopfront SPDs in a variety of ways:

- By email to: contact@swdevelopmentplan.org or
- By letter

A full summary of the consultation responses is set out below. The main issues have been identified as a result of this process and, where appropriate, amendments made to the SPD. In addition, a senior planning officer and a senior conservation officer met with a representative of Upton Business Association, and did a tour of Upton Town centre in January 2017 to consider improvements to Upton shop fronts in recent years.

Next Steps

The consultation responses have informed the necessary amendments to the SPD before being submitted through the committee process for adoption. Once adopted the SPD may be used as a material consideration in the determination of planning applications relating to shop fronts and signage.

Consultation Responses

Responses to draft Malvern Hills District Draft Shop Front Design Guide Supplementary Planning Documents (SPD) Oct- Dec 2016

Comments Received	Council Response	Proposed changes
<i>Upton Business Association</i>		
<p>Concerned that this document was only sent to the Upton Business Association by a third party. We believe that MHDC Economic Development Group [Simon Smith] should have been involved.</p> <p>We are in general agreement with the technical appraisal of shop front design, and the limitations on future development. We think that this works for Upton, with our historical town centre set in a conservation area.</p> <p>We would however wish the section on Upton upon Severn, in the Executive Summary, [page 3] to be significantly redrafted.</p> <p>The town centre is not only Old Street. It extends from the Parish Church to the west, right down to the waterfront, and includes New Street and Court Street. It</p>	<p>Noted. The Economic Development Officer and the Local Chambers of Trade were consulted. We have now added the Upton Business Association to the consultation database.</p> <p>Noted</p> <p>Noted. We are happy to have discussions with the UBA to incorporate more background and update the Executive summary in relation to Upton Town Centre.</p>	<p>Comment: Upton Business Association added to the consultation database. Officers have met with the Upton Business Association.</p> <p>Change: Executive Summary updated for Upton upon Severn section</p> <p>Change: Executive Summary updated for Upton upon Severn section</p> <p>Change: Delete reference to shops being shabby and in need of repair</p>

<p>now comprises an interesting range of independent shops, hospitality outlets and service providers.</p> <p>We estimate that since the original draft of this document in 2011, individual traders have invested more than £750K in upgrading their business facilities, both inside and outside, and the “many of them are shabby and need maintenance and repair before it is too late to save them” quotation is now wholly inaccurate, and MUST be amended.</p> <p>The Upton Business Association would welcome the opportunity to give your officers a tour of the town centre, and to assist in the redrafting of this important part of the Executive Summary of the document.</p>	<p>Noted- and we are happy to acknowledge this- as above.</p> <p>Noted, this can be amended.</p> <p>Noted. We agree that the paragraph should be updated. Officers have met the UBA in Upton town centre.</p>	<p>Change: Planning officer has liaised with UBA and Executive Summary for Upton upon Severn has been reworded.</p>
<p><i>Upton Upon Severn Town Council</i></p>		
<p>No comments to make</p>	<p>Noted</p>	<p>Not applicable</p>
<p><i>Malvern Civic Society- Planning Sub Committee</i></p>		
<p>Welcome the proposals in the Shop front design guide</p> <p>Note the photos are from the 2011 edition- suggest we check the topicality,</p>	<p>Noted</p>	<p>No change</p> <p>Change: Add new photographic examples to</p>

and use up to date photos where changes have occurred.	Noted agreed.	final adopted, published version of the SPD.
Other changes suggested by planning officers (apart from minor grammar/ spelling changes)		
Page 1. Update statement on the Sustainability Appraisal		<p>Change: After the heading Adoption and Sustainability Appraisal replace the text relating to the SA with the following:</p> <p><i>“A Strategic Environmental Assessment (SEA) Joint Screening Statement was produced in January 2014, in the light of the intended SPD production in line with the emerging South Worcestershire Development Plan policies. The Design Guide SPD was one of those assessed, and it was intended to incorporate guidance on the design of shop fronts. This SPD relates to the same policy basis and therefore the conclusion, that no additional SEA, over and above that carried out for the SWDP policies, is required is still valid.”</i></p>
Executive summary page 2, 2 nd paragraph- clarify that SPD applies to all shop fronts, not just those in the main shopping centres		<p>Change: Add to sentence: “It is intended that this SPD will give advice on maintenance, restoration and design, to those wishing to alter or replace shop fronts within the District, <u>“regardless of whether they are stand alone units, small groups of shops, or located in existing shopping centres.”</u></p>
Executive summary, after page 2 add a short description of Malvern Link and		Change:“ <i>Malvern Link and Barnards Green District Centres</i>

Barnards green District centres.

The population and tourism growth centred on Great Malvern also resulted in further commercial growth in the outlying district centres at Malvern Link and Barnards Green, which today are nucleuses of small shopping parades interspersed with some larger shop units and other commercial premises.”

“The majority of the Malvern Link district centre is designated as a Conservation Area. The merits of the historic significance and design of the shop fronts in the Link are outlined in the Conservation Area Appraisal, and this reflects the importance of policies in retaining or improving the quality of the shop fronts there.”

“The Barnards Green district centre contains a range of mainly smaller, local shops and a small supermarket. It does not have designated conservation area status nor many listed buildings, but nevertheless the policy stance to promote good shop front design is still important.”

Appendix A – Consultees consulted on draft SPD Monday 24 October until 5pm on Monday 5 December 2016

Specific Consultees

- Parish and Town Councils within Malvern and Wychavon and adjoining Parish and Town Councils
- County and District Councils
 - Tewkesbury Borough Council
 - Herefordshire Council
 - Shropshire Council
 - Forest Of Dean District Council
 - Bromsgrove District Council
 - Warwickshire County Council
 - Stratford-upon-Avon District Council
 - Redditch Borough Council
 - Worcester City Council
 - Malvern Hills District Council
 - Wyre Forest District Council
 - Worcester City Council
 - Cotswold District Council
 - Wyre Forest District Council
 - Worcestershire County Council
 - Tewkesbury Borough Council
- Worcester City Council
- The Police and Crime Commissioner
- Adjoining Police and Crime Commissioners
- The Coal Authority
- Environment Agency
- English Heritage
- Marine Management
- Natural England
- Network Rail
- Highways England
- EE

- British Telecom
- Three
- Vodafone and O2
- Clinical Commissioning Group
- Severn Trent Water
- Electric and gas companies listed on our SWDP database
- Severn Waste Services Ltd
- Homes and Communities Agency

Other Specific Consultees

- Historic England
- National Grid
- Network Rail
- West Mercia Constabulary
- Worcestershire Local Enterprise Partnership
- Worcestershire Local Nature Partnership
- Worcestershire Regulatory Services

General Consultees

Organisations registered in the SWDP database including:

- Planning Agents
- Environment Agency
- Natural England
- Malvern and Wychavon County and District Councillors
- The Highways Agency
- Worcestershire County Council and adjoining County Councils
- Adjoining District Councils
- Local Chamber of Commerce
- Local Civic Societies
- Police and Architectural Liaison Officer
- Relevant internal officers to Wychavon and Malvern Hills District Council

Additional consultees

Upton upon Severn Business Association