

## **Consultation Statement**

### Design Guidelines for Conservation Areas

This statement sets out the preparation and consultation process for the Design Guidelines for Conservation Areas Supplementary Planning Document in accordance with Regulation 17 (1) (b) of the Town and Country Planning (Local Development) (England) Regulations 2004. The purpose of this statement is to detail what consultation has already taken place prior to the SPD being released for its formal period of public participation under regulation 17, what issues were raised by this consultation and how the SPD has been amended in response to these issues.

The Supplementary Planning Document is based on saved policies in the Rochford District Replacement Local Plan (adopted 16<sup>th</sup> June 2006). The main policy to which the Design Guidelines for Conservation Areas SPD relates is shown below.

#### **POLICY BC1 – CONSERVATION AREAS: GENERAL**

*The Local Planning Authority will preserve and enhance the character and appearance of conservation areas, including the buildings, open spaces, trees, views and other aspects of the environment that contribute to the character of such areas.*

*Applications for new buildings, extensions and alterations within, or affecting, Conservation Areas, will be permitted provided that the following design criteria are met:-*

- i. The design and siting of the proposal respects the townscape character, and the proposal logically forms a part of the larger composition of the area in which it is situated;*
- ii. The mass of the proposal is in scale and harmony with adjoining buildings and the area as a whole, and the volumes making up its block form are proportioned such that they form a satisfactory composition with each other and with adjoining buildings;*
- iii. The proposal uses appropriate architectural detailing to reinforce the character of the conservation area within which it is sited. Architectural details in the new building would be expected to complement the existing development;*
- iv. The external materials are appropriate to the particular building and to the character of the area; and,*
- v. in the case of shopfronts, the proposal exhibits a high standard of shopfront design, reflecting the traditional character of the particular conservation area.*

*Guidance to be used for the assessment of proposals against the above criteria is to be found in LPSPD6.*

As part of the Replacement Local Plan, the above policy has been subject to a high level of public consultation including public inquiry. The policy shown above is the result of this process, adopted after all of the issues raised in public consultation had been addressed.

This Supplementary Planning Document, like all that the LPA currently intend to adopt, has also been previously adopted as Supplementary Planning Guidance under the Rochford District Replacement Local Plan (adopted 16<sup>th</sup> June 2006). The draft supplementary planning guidance was released for public consultation in 2003 as part of the consultation on the Rochford District Replacement Local Plan. There were 15 responses to this consultation which were considered and, where appropriate, the documents amended before they were adopted as SPG. The content of the draft Supplementary Planning Documents remains largely similar to the SPGs that were subject to this consultation. Due to this recent consultation the LPA has carried out a limited level of further consultation prior to the formal regulation 17 public participation.

Further consultation on the Supplementary Planning Document has taken place through the Sustainability Appraisal process incorporating the requirements of the Strategic Environmental Assessment Directive. In the scoping stage of this process the draft Supplementary Planning Document and Scoping Report were made available to statutory consultees for comment over a five week period.

The statutory consultees were:

Countryside Agency  
English Heritage  
English Nature  
Environment Agency

As a result of the sustainability appraisal process, including the scoping consultation with statutory consultees, the final sustainability appraisal report identifies a number of issues and recommendations. The main issues raised and suggested actions to be taken are set out in the Design Guidelines for Conservation Areas Sustainability Appraisal Environmental Report, available for public consultation along with this statement. In order to ensure a proper balance between economic, social and environmental interests in the district, the LPA has endeavoured wherever possible to amend the draft SPD inline with the recommendations of the sustainability appraisal.