

Herefordshire
Local Development Framework

**Edgar Street Grid SPD -
Consultation Report**

November 2007

Executive Summary

This statement outlines the consultation process that has been taken in preparing the ESG Design Framework Supplementary Planning Document (SPD). It follows the Council's adopted policy of how it consults people on planning matters as set out in its Statement of Community Involvement (SCI). The key principles of the SCI being:

- Opinion should be informed
- Purpose should be clear
- Consultation should be well planned and timely
- Consultation should be inclusive
- Results should be acknowledged and fully considered
- Accessible feedback should be given

In following these principles the consultation approach for the ESG SPD reflects local circumstances, is meaningful and easy to understand.

The consultation statement is in three parts; the report details the history of the consultation on the area to date. The second deals with the initial consultation, which took place in November 2006 in the form of a seminar followed by workshop groups with key stakeholders at the Courtyard Theatre, Edgar Street to gather views on issues to be addressed in the SPD.

The third part details the main consultation on the draft SPD which took place over a six-week period from 28th May 2007. This included a second seminar at the Courtyard Theatre inviting open discussion, followed by a manned exhibition in the Maylords Orchards shopping centre for one week, an unmanned exhibition in the Info Centre, Garrick House, and an event at Herefordshire College of Technology. These events along with written invitations to comment to all occupiers on/around the grid, interest groups, statutory undertakers and developers generated a good response and in particular significant interest from members of the public who raised many important points on the SPD. All were invited to put these points into written format or answer the questionnaire provided and return to Forward Planning. These comments can be seen within the appendices of part 2 along with the Council's response and any changes that have been made as a result.

Results of the consultation and proposed changes to the draft SPD were presented to and agreed by Planning Committee at their meeting on 28th September 2007. The Cabinet Member (Environment and Strategic Housing) subsequently endorsed these changes with the final document being adopted as part of the Council's Local Development Framework. All documents relating to the SPD are available to view on the Council's website with hard copies available from the Forward Planning team.

Part 1

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Pre SPD

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1. Consultation history prior to pre SPD

There has been extensive past consultation with both statutory and other stakeholders and the general public during the preparation of proposals for the Edgar Street Grid area and their subsequent incorporation into the UDP.

In 2003 the Council and Advantage West Midlands commissioned a consultancy team to prepare a Masterplan strategy for the Grid. The team was led by DTZ Pineda and also included MacGregor Smith, Stubbs Rich and Arup. This work included a consultation paper in June 2003 which highlighted the key objectives, the development requirements and consultation responses on design aspirations, transport, flooding, Hereford United Football Club and the development framework. To gather this information a number of consultation methods were used including: consultation via the ESG website; Edgar Street advisory group; raising the profile through the press and media; the help of primary school children carrying out their own consultation project. Letters were sent out to key stakeholders within Herefordshire. This consultation work was designed to inform the master planning process through qualitative work and help address some of the key strategic issues facing the area.

The key issues raised from the consultation responses and highlighted within the reports were:

- Hereford, and the surrounding area, is facing serious economic problems compounded by poor strategic infrastructure and poor local transport and access links
- ESG holds the key to the future of the area and it's redevelopment must be vibrant and show a creativity lacking in past projects
- There is a lack of high quality cultural and leisure facilities, particularly for younger people
- The study area needs to make a positive contribution to the local economy
- The heritage of the city needs to be protected and promoted
- The need for a public area
- The migration of young people out of the county for employment and leisure opportunities needs to be halted.

The framework assisted preparation of a draft masterplan strategy which was subject to further consultation in November 2003, with the final document being produced by the consultancy team in 2004. The masterplan was reviewed by CABE in 2004 at a Design Review meeting.

The emerging land use and transport proposals from the masterplan were included in the Revised Deposit Draft UDP, published for formal consultation in May 2004. The new proposals represented a development of policy statements included in the Deposit Draft UDP (2002). The 2004 draft Plan included policies TCR20, TCR21, TCR22 and TCR23, with specific proposals for the following areas within the Grid: Livestock Market; Canal basin and historic core; Hereford United football club / Merton Meadow, and Civic quarter. In addition, the central shopping and commercial area was extended to the north to Blackfriars Street and Coningsby Street. Objections to these policies were subject to a public inquiry in 2005. The Inspector was generally supportive of the Plan proposals whilst making limited recommendations. These were considered by the Council in 2006 and the UDP was adopted in March 2007.

Part 1

November 2006

Initial Consultation

2. Introduction

Herefordshire Council has prepared a design Supplementary Planning Document (SPD) for the Edgar Street Grid (ESG) area. As part of the SPD preparation process various consultations have been undertaken at specific stages of production as detailed in the Council's Statement of Community Involvement.

The initial consultation was undertaken to gather information to help inform preparation of the first draft of the SPD. This initial consultation included the staging of a seminar for key stakeholders with particular interests in the Grid area. This report provides information on those involved in the seminar, a summary of the main issues raised through the consultation and how information received will help inform preparation of the SPD.

3. Purpose of the Supplementary Planning Document

The SPD for Edgar Street Grid aims to:

- Establish an urban design framework for the 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 Unitary Development Plan (UDP).
- Provide greater certainty for the market on what is expected from future schemes
- Ensure delivery of a comprehensive, coordinated and sustainable development, which adds to and does not undermine the vitality and viability of development within the city centre.

4. Initial SPD consultation

The initial consultation primarily took the form of a seminar on the 7th November 2006 at The Courtyard Theatre for Arts, Hereford. A letter of invite was sent to key stakeholders with interests in the grid area. A total of 90 people attended the seminar, representing businesses, landowners and homeowners, to give their opinions on the design issues facing the grid (Appendix 1). In addition a number of Councillors and Council employees attended representing services covering regeneration, transport and planning.

The seminar sought to fulfil three key objectives:

- To promote the SPD and explain the purpose of the document
- To gather information to assist preparation of the SPD
- To promote the work currently being undertaken by the ESG Herefordshire Ltd which has been formed to progress and implement schemes within the grid area.

The seminar started with presentations from members of the planning team which sought to identify the objectives of the consultation and set the scene with respect to the planning policy framework within which the SPD needs to comply. This focussed on the Unitary Development Plan and its associated policies which will guide future development within the grid area. In addition a slide presentation was given which identified various issues within the grid with respect to listed buildings, important views, key buildings, and examples of areas on the grid which would benefit from redevelopment.

This was followed by a presentation by Jonathon Bretherton, Chief Executive of ESG Herefordshire Ltd who gave an overview of the ESG company and the work that they have been undertaking which included details of their technical work that is ongoing and the expected delivery plan.

There were also presentations given by consultants Crowd Dynamics and Urban Initiatives who have been commissioned by the ESG Herefordshire Ltd to review and refine the masterplan for the grid area.

A representative of Crowd Dynamics, gave an informative presentation on travel and movement around the grid area and also around the City itself, including opportunities to address some of the traffic problems currently experienced in the vicinity of the grid area. In addition the presentation included details on the proposed inner relief road identified as part of the grid developments.

A representative from Urban initiatives, gave a presentation on the design issues which need to be addressed within the SPD suggesting ways to draw and re-orientate the grid into the historic city centre as well as looking at ways of successfully bridging the ring road. In addition the need to promote improved access links between the railway station the grid and the city centre was also referred to as was the need to strengthen the role of the historic spine road of Widemarsh Street. The presentation noted that the city of Hereford had examples of fine architecture, attractive buildings and historic street patterns which needed to be reflected within the design of future developments. High quality public realm was seen as key to ensuring delivery of successful schemes.

5. Findings of the initial consultation

Following the presentations the attendees were invited to join one of a number of workshops on the following topics:

- Regeneration / Commercial / Business issues
- Movement and accessibility
- Design Principles
- Historic / Natural Environment / Landscape issues
- Sustainability Card Game

A list of the attendees in each of the workshops can be found in appendix 2. The questions that were used to encourage debate within the workshops can be seen in appendix 3.

Regeneration / Commercial / Business issue

Through the group discussion the main points raised included:

- The possibility of a hi-tech area in the grid which could target the creative end of the market.
- There was strong opinion that there should be integration between the city centre and the retail quarter of the grid. It was felt that the area is limited by access and that for the area to succeed the ease of access would be vital, both into the grid area and out of the grid area into the city centre.
- The possibility of high quality office space to be incorporated, to assist retention of graduates in the city was discussed. The need for better links between higher education and employment was highlighted. The need to identify opportunities on the grid for start up businesses was raised with the overall aim of attracting high quality small businesses.
- It was identified that the media and communications sector was not recognised, and could be a focus on the grid.
- The need to promote the commercial sector was identified.
- It was felt that the area should be promoted to local businesses first and then to a much larger target. Discussion also centred around whether businesses would be prepared to pay for increased quality.
- It was considered that the design of the area must give landmark buildings a purpose and not to lose sight of what already exists in the city and on the site. There was strong consensus that the ring road must go in order to help the integration. It was felt that sustainable design would work out cheaper in the long run.

Movement and Accessibility

Through the group discussion the main points raised included:

- There was general consensus that downgrading Newmarket Street / Blueschool Street was a sensible way forward as this would promote the linkage between the historic core of the city and the grid. The group defined effective linkage and efficient crossing point on foot and cycle as important.
- The group considered that prioritisation should be given to pedestrians, cyclists and public transport over the motorcar within the area. However, the rurality of Hereford was also considered with the option of travel by car, in some cases, being the only option. A balanced approach was sought for the grid.
- There was concern that the current bus stations felt unsafe and were of poor design. It was suggested that a public transport hub be provided around the train station allowing ease of movement between train and bus use. This would also free up sites on the edge of the grid. The need for park and ride was also discussed. The group concluded that park and ride was successful in cities with bus priority lanes allowing buses to reach the centre more quickly than travel by car. However there was concern over whether Hereford's historic road pattern would provide the width of highway to allow priority lanes to be provided and whether any prioritisation could make congestion of traffic even worse.
- It was considered that a way of reducing peak traffic problems would be to make Hereford an 18-hour economy.
- The need for improved signage to ensure flow of traffic is managed more successfully was identified particularly for commercial traffic coming into the city from the North travelling to Rotherwas.
- The group considered that a pay on exit car parking scheme should be introduced to encourage shoppers and visitors to stay longer and spend more, with good signage to the available space and parking alternatives. It was also considered that there should be encouragement for park and walk or park and ride, and targeting groups not to bring their cars into the city centre.

Design Principles

Through the group discussion the main points raised included:

- The need to ensure that there was integration between the city centre and the grid was identified with the provision of a good access point across Blueschool street / Newmarket Street. A dedicated pedestrian link to the city with vistas and views of the historic city was identified as important within any future schemes.
- The group agreed that access links to and from the train station and city centre was required accompanied by a sense of arrival, 'Welcome to Hereford'. This could then provide a sense of place.
- The need to enhance the role of Widemarsh Street was recognised making it a focus for regeneration. The group thought the area was currently too car dominated. The group agreed that new uses needed to be introduced with landscaping forming an important element in the design of future schemes for the street. An enhancement of the existing streets was also identified.
- The creation of open spaces provided by developers was also identified.
- It was also recognised that there needed to be a focus on education and entrepreneurship in addition to retail elements within future schemes.

- The need to improve the quality of retailers was discussed by having a mixed-use approach rather than 'retail sheds'. The grid retailers must complement the historic centre users and retailers.
- The need for a mechanism which ensures that the city centre benefits from money generated in the ESG was discussed. It was agreed that any additional money needed to be recycled into the city.
- The group considered that inclusion of an urban village would be a major opportunity to create mixed use sustainable development to meet future demand. It was agreed that this would be preferential to relying on retail development in terms of creating a sense of place.

Historic/ Natural Environment / Landscape

Through the group discussion the main points raised included:

- The group felt that the historic assets of the city were limited, however, they could provide some basis for guiding development. It was felt important that the scale of the new buildings be in keeping with the existing developments already within the city. The Franklin Barnes building was identified and there was a concern that all new development would be built to the same scale and would overlook all of the older buildings on the grid area.
- It was felt that the views and vistas towards the Cathedral were extremely important visually and also helped with access links and the creation of integration between the city and the grid. The group agreed that it was very important to protect key vistas and this could be achieved by not encouraging tall developments within the grid. It was proposed that consideration should be given not only to the views out of the grid towards the city but also the views looking into the grid and views within the grid area. Design of buildings and spaces would need to bear this in mind.
- The use of gateway features to enhance the city as a whole was discussed. Suggestions included the train station and the bus station with the possibility of combining the two and making a landmark feature of the existing historic train station.
- It was felt important to incorporate green features within the grid which linked vistas and provided open space for play. It was agreed that this could be provided close to development to help with self policing and for the areas to be utilised to their full potential.
- It was agreed that car parking, mobility and accessibility all need to be tackled at a city scale not just within the grid area.
- With climate change being such an important topic currently, it was felt that all elements should be considered from the outset and not as an afterthought, and that developers should incorporate sustainable solutions into their designs to include water minimalisation and energy conservation. The Environment Agency are able to provide advice on relevant aspects.

Sustainability Card Game

The sustainability card game was carried out in two groups of 4/5 people. The policies of the UDP assessed were TCR20 Eign Gate Regeneration Area and TCR22 Hereford United Football Club / Merton Meadow. The aim of the game was to confirm key issues, priorities and provide greater detail on the design principles of the UDP policies.

The results showed that the greatest positive opportunities for improvement lay in:

- sustainable economic growth and investment without environmental damage;
- to reduce traffic and congestion;
- improvement to transport choices;

- access for cultural, leisure, recreational activities;
- strengthening the function and vibrancy of the area and wider city;
- opportunity to live in decent, affordable housing;
- provision of an integrated, efficient and balanced land use and protection and enhancement of the built quality of settlements and neighbourhoods.

There were minor negatives however overall there were more positive opportunities for improvement and enhancement than negative ones.

6. Key issues and how they have been incorporated into the SPD

The key issues which were raised throughout the five workshop groups were as follows:

- Everyone was within the strong opinion that there should be integration between the city centre and the grid
- The ring road must be downgraded or changed to accept a lighter flow of traffic in order to allow for better integration
- The need for effective linkage and efficient crossing points on foot and cycle not only between the city centre and the grid but also throughout the grid area
- To decrease the car domination within the grid area, and improve car parking within the city as well as the grid or to introduce park and ride schemes to the city
- Design on the grid must give landmark buildings a purpose and not to lose sight of what already exists within the city and on the site
- The scale of new development to be kept with what currently surrounds the grid area and within it so to protect and not lose the important views and vistas into and out of the grid, preferably the scale would not match that of the Franklin Barnes building
- Sustainable solutions into the design, and the use of renewable energy and materials to be incorporated into development
- Provide a safer, more pleasant area around the railway station and bus station, to introduce a strong sense of 'Welcome to Hereford'. The workshops also thought that an integration of both the railway station and the country bus station would improve the area and transport links into and around the county
- Key open space areas to be provided and which are able to link vistas. These areas, provided that they are close to development, would help to make the areas more secure
- To provide a mix of integrated, efficient and balanced land use and provide a mix of housing which fulfils local need.

Each of the key issues that were raised have been addressed in the SPD. The points below show how they have been taken into account whilst developing the design SPD.

The SPD confirms that 'It is considered that accessibility and integration between quadrants and the surrounding areas as well as providing key areas of open space with the provision of a high quality public realm are some of the most important design requirements of this framework.'

Specific linkages are discussed within the document, for instance by bridging the ring road and identifying connection points within the Livestock Market area and along Widemarsh Street.

The SPD provides for the opening up of the historic Blackfriars Friary into a more pleasant and safer area of open space. Other open space areas which have been suggested is an area within the current Livestock Market area, this would draw pedestrian movement to and from the Grid area therefore providing integration to and from the City, and one adjacent to the Railway station, this should help provide a more sense of place and provide a 'Welcome to Hereford' for visitors to the City.

The SPD has also incorporates the requirement to meet local accommodation needs through the provision of a range of housing types. It also explains the balanced land use required across the grid, this is detailed in the maps located within the appendices of the SPD. A

successful mix of uses is sought within ESG which are compatible and interact with each other positively.

The views of the Cathedral and of All Saints Church are acknowledged as needing protection. The height of new development and the positioning of buildings will frame and enhance these views.

In terms of the improvement of accessibility by foot and cycle and ensuring accessibility for all through ESG developments, the design framework encourages proposed footpath links which will improve linkages between areas and encourage more to walk as an alternative to the car. Development proposals will be required to ensure a more accessible environment for everyone, including wheelchair users, carers with young children, the visually impaired, older people and other people with mobility difficulties.

The design framework requires that maximising use of natural heat and light and minimising the use of non-renewable sources be taken into account through the orientation, siting, and external and internal design of buildings, with the possible incorporation of solar panels and other small scale sources of renewable energy.

7. Conclusion and next stages

In conclusion, the initial consultation proved to be very informative and helpful in gathering information on peoples' views and opinions on the design aspects within the grid area.

As shown above the main consensus is the need for integration between the grid and the city centre, through the use of views and vistas, access linkages for pedestrians and cyclists and that retail within the grid cannot form a separate shopping area from the city centre. It seems there is also a request to give prioritisation to pedestrians within the grid area. The need to enhance linkages between the railway station and the city was identified as well as the need to integrate bus and rail services on the same site. The importance of provision of open space and gateway features was also identified as was the need to ensure high quality schemes which reflect the historic make up of Hereford city centre. All of these thoughts have been reflected within the Design SPD to help ensure a more vibrant and successful development.

Following on from this seminar ongoing consultation has been identified to assist and guide preparation of the document. Detailed information using the specialist advice of local and national organisations has been sought as well as urban design input from the ongoing masterplan work currently being commissioned by ESG.

Part 3

Main Consultation

May 2007

8. Introduction

Following on and using information gained from the Initial Consultation stage a draft SPD was prepared which was subject to further consultation. This was a statutory six-week consultation which started on the 24th May and finished on the 6th July 2007.

9. Consultation Process

This Consultation followed a very similar process to that of the Initial Consultation, whereby letters were sent out to all key stakeholders inviting them to a seminar event to be held at The Courtyard Theatre of Arts in the morning of 30th May 2007. In addition members of the public were also invited.

The four main objectives of the seminar were:

- To ensure the attendees understood what the planning framework is
- To let them know how to comment on the SPD
- To update on the Masterplan of the site
- To identify links between the SPD and the Masterplan

The initial points made within the feedback about the SPD from this seminar were:

- That there wasn't anything specifically within the SPD that seemed to promote local businesses
- The SPD provided a lot of scope for the area
- Some of the diagrams were hard to read
- Historic buildings are listed as a constraint, however this is thought to be wrong and heritage should be used to seed regeneration in the area
- The SPD could show how the cycle paths will link up with each other around the City for commuting
- Need a key for land uses within Appendix 5
- It seems that there is too much consideration for access with vehicles to ESG rather than people, the public thought that the policy was to minimise car use within the Grid
- It is hoped that valuable land will not be used for car parking
- Will the plans for Widemarsh Street increase the traffic or affect current flows
- Will the urban village be encouraging families to live there
- Council need to encourage young people to get involved in the consultation of the scheme
- Ensure that there are provisions for the younger generation within the Grid area
- Often the only safe way for the elderly or disabled to get across to the Grid is via the subway, and it seems as though intentions are to close this, is there possibilities of keeping the subway but making it more inviting?
- Current residents on the Newtown Road have concerns about the distance from the rear of their properties to the new developments to take place on the Merton Meadow area.

To promote the consultation, on the first day, a press release was published in the Hereford Times, this press release also informed of other ways in which the public could view or receive copies of the SPD and where they would be able to talk through the document in detail with one of the Planning officers. (a copy of the press release can be found in Appendix 4). This press release was also published within May's edition of Hereford Matters, the Council publication which goes to the door of every household within Herefordshire.

Also within this edition of The Hereford Times a Public Notice was also published informing of the Seminar and the public exhibitions (See Appendix 5).

A complete update of all text relating to the SPD was put onto the Herefordshire Council website (See Appendix 6) this also contained links through to the new Innovem Questionnaire which was set up for this particular SPD (appendix 7), this particular programme allows

people to fill in an online version of the questionnaire. Other documents available on the web page included the Initial Consultation Statement and the Sustainability Appraisal.

An exhibition of the SPD took place in the Maylord Shopping Centre in the Centre of town for one week from the 4th – 9th June where it was manned by planning officers during the busiest lunch time period. Each day between 30 – 50 people approached the stand and asked the officers questions and gave their verbal comments. The main comments coming from these discussions were:

- More cycle provision needed across the Grid area and to ensure it linked up with all other parts of the City
- To promote more sustainable modes of transport through the City and to discourage cars into the area.
- Promote Park and Ride schemes in the City
- Ensure that the Canal Basin doesn't become a stagnant pond
- Good idea to downgrade the Blueschool street
- It is hoped that people won't use the smaller roads through the Grid as 'rat-runs'
- Would there be increased problems on the traffic congestion within the area as addition development would be occurring

This exhibition was then displayed but un-manned from the 11th June till the end of the consultation period in the Hereford Info centre at Garrick House. A duplicate exhibition was set up in the Hereford College of Technology for the same time period where the students were able to view the document, feedback from the college showed that a lot of interest had been provoked by the display.

Towards the end of the consultation period a presentation took place at Minster School in Leominster with Year 8 students, they were broken down into small groups to talk through their ideas and aspirations for the Grid area, the main points that the school children raised were:

- The definite need for a park and Ride scheme
- Would underground trains be a possibility within Hereford
- Accessibility is an issue into the Grid area as well as into the City as a whole
- Their preference for the type of housing to be provided on the Grid would be Studio type living
- They also recognised that affordable housing was needed and that it was a very big issue within Herefordshire
- They understood that there was a need for an improved public transport system within the County as a whole
- However the 12 / 13 year olds found it difficult to try and understand the needs and requirements of a City, when most of the development wouldn't be completed for another 20 years.

For all attendees at the seminar, visitors to the public exhibition and anyone else who requested a copy of the SPD, a copy of the questionnaire was also given to them to aide their responses towards the SPD and to provide structure to their answers. Throughout the consultation the total responses which we received back were 38 in total, of these 17 were via the online Innovem questionnaire and 21 were via the paper questionnaires. Results of the questionnaires can be found in appendix 8. Of the 38 responses only one third replied to the questionnaire. Most made specific comments which along with Council response is set out in summary in the response schedule, (appendix 9).

10. Conclusions

In Conclusion, the consultation that was undertaken proved very useful and informative. Comments received have helped to shape the final ESG Supplementary Document. The adaptations that have been made following this Consultation process are as follows:

- 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

In total the amendments will relate to a significant re-drafting which will greatly improve the document and its usefulness. Such amendments emphasise the role and importance of consultation in the preparation of planning documents. A copy of this statement has been forwarded to ESG Herefordshire Limited to help inform their Masterplan.

Appendices

Appendix 1

Seminar attendees

Name	Organisation
Melanie Potter	Herefordshire Council
Mrs Bew	Resident
Graham Turner	Hereford United Football Club
Susan Black	Herefordshire Partnership
Bryan White	Herefordshire Sports Council
David Penny	Herefordshire and Gloucestershire Canal Trust
Jon Argent	Halo Leisure
Angus Jamieson	Jamieson Associates Architects/Hereford Society of Architects
G Brunt	Hereford Hospitals NHS Trust
Richard Heatly	Herefordshire College of Art & Design
Brian Ridley	West Mercia Police
Mr & Mrs Lively	Resident
Mr Garry Thomas	RRA Architects
Mark Johnson	Cycle Hereford
Alistair Cormie	The Bulmer Foundation
Cllr Polly Andrews	Herefordshire Council
Andy Husband	West Mercia Police
William McMorran	Architect
Simon Miller/Phil Thomas	Richardsons
Rubin	Herefordshire College of Art & Design
John Berry	Sport England
Mark Davies	Environment Agency (Severn Area Planning)
Glyn Morgan	Hereford Cathedral
Clare Kyle	Herefordshire College of Art & Design
George Children	Border Archaeology
Jim Lawes	Hereford Access for All
Gary Woodman	Herefordshire and Worcestershire Chamber of Commerce
David Price	Hereford Access Group and Pedestrian Forum
Lisa Maric	Highways Agency
Cllr D B Wilcox	Herefordshire Council
David Underwood	Underwoods
John G Davies	Herefordshire Trades Council
Mr S Maddox	C A Maddox and Son Ltd
Mrs Burns	Cycle Hereford
Neil Pigott	Hereford and Worcester Fire and Rescue Service
Perminder Balu	Sustrans
Representative	Philip Morris and Son
Representative	Herefordshire College of Art & Design
Cynthia Spaul	Hereford City Partnership
Helen Mapp	Hereford Primary Care Trust
Philippa Lydford	Herefordshire Partnership
Cliff Penny	Herefordshire and Gloucestershire Canal Trust
Michelle Morgan	Herefordshire and Worcestershire Chamber of Commerce
Cllr Alan Taylor	Hereford City Council
Professor Peter Goodall	Hereford Music School and Studios
John Faulkner	Hereford Regeneration Group
M J Morgan	M J and F J Morgan

B C Eversham	M J and F J Morgan
Richard Quallington	Community First
Tristin Willis	Welsh Water
Dr Alan Moore	Federation of Small Businessess
Mrs Bobbie Heavens	Association for the Promotion of Herefordshire (APH) Ltd
Mrs D Brown	C A Maddox and Son Ltd
William Lyons	KC3
Nic Millington	The Rural Media Company
Sonia Rees	Herefordshire Council
Tim Reed	Turner & Company
Ann Bethell	Bethell Motors
Mr Nathan McLaughlin	CGMS
Mrs Joan Fennessy	Hereford United Football Club
Nick Mundy	Mundy's Specialist Property Lawyers
Paul Hodgson	Cross and James
D Jenkins	F Kyte (Hereford) Ltd
Clive Beacon	Climb on Bikes
Andrew Saunders	Station Auto Service Ltd
Jon Payne	Advantage West Midlands
Alison Hext	Herefordshire Council
M J Jones	Philip Morris and Son
C P Jackson	Hereford Security Services Ltd
Simon Smith/Jim Knipe	KWH and Associates
Clare Blacker	CB Richard Ellis
Sharon France	R M Jones Agricultural Chemists
Gina Smith	Ron Smith & Co
Ron Smith	Ron Smith & Co
William Edwards	Herefordshire CUYS
Peter Jones	Arrow Plant Hire
Martin Hughes	ESG Filing Station
Mark Hubbard	Civic Trust
Jennifer Watkins	Herefordshire Partnership
Claire Keetch	Herefordshire Citizens Advice Bureaux
Wally Thrush	Herefordshire and Gloucestershire Canal Trust
Lucy Timmer	RRA Architects
Cllr R Phillips	Herefordshire Council
Cllr D Fleet	Hereford City Council
Cllr Phil Edwards	Herefordshire Council
Jane Reeves	Herefordshire Council
Angharred Williams	Herefordshire College of Art & Design
Kim Lampitt	Social Research Associates
Paul Dodd	Urban Initiatives
Chris Oakley	Crowd Dynamics
Mr J Bretherton	ESG Herefordshire Limited
Ms J Lawrence	ESG Herefordshire Limited
Mr C Pickles	ESG Herefordshire Limited
Mr T Wilmott	ESG Board Member
Mr J Bore	Master Planning Team - ESG
Chris Botwright	Herefordshire Council
Simon Withers	Herefordshire Council
Bill Bloxsome	Herefordshire Council
Andrew Ashcroft	Herefordshire Council

David Nicholson	Herefordshire Council
Claire Rawlings	Herefordshire Council
Emma Lawrence	Herefordshire Council
Jo Harthen	Herefordshire Council
Jane Wormald	Herefordshire Council
Simon Bayliss	Herefordshire Council
Nick Webster	Herefordshire Council
Gemma Dyke	Herefordshire Council
Richard Ball	Herefordshire Council

Appendix 2 : Workshop attendees

Design Principles Workshop

<u>Name</u>	<u>Organisation</u>
Bryan White	Herefordshire Sports Council
David Penny	Herefordshire and Gloucestershire Canal Trust
Jon Argent	Halo Leisure
Angus Jamieson	Jamieson Associates Architects/Hereford Society of Architects
G Brunt	Hereford Hospitals NHS Trust
Richard Heatly	Herefordshire College of Art & Design
Brian Ridley	West Mercia Police
Mr Lively	Residential
Mr Garry Thomas	RRA Architects
Mark Johnson	Cycle Hereford
Alistair Cormie	The Bulmer Foundation
Cllr Polly Andrews	Herefordshire Council
Andy Husband	West Mercia Police
William McMorran	Architect
Simon Miller	Richardsons
Rubin	Herefordshire College of Art & Design

Historic/Natural Environment/Landscape Principles Workshop

<u>Name</u>	<u>Organisation</u>
John Berry	Sport England
Mark Davies	Environment Agency (Severn Area Planning)
Glyn Morgan	Hereford Cathedral
Clare Kyle	Herefordshire College of Art & Design
Kevin Bishop	Herefordshire Council
George Children	Border Archaeology

Movement and Accessibility Workshop

<u>Name</u>	<u>Organisation</u>
Jim Lawes	Hereford Access for All
Gary Woodman	Herefordshire and Worcestershire Chamber of Commerce
David Price	Hereford Access Group and Pedestrian Forum
Lisa Maric	Highways Agency
Cllr D B Wilcox	Herefordshire Council
David Underwood	Underwoods
John G Davies	Herefordshire Trades Council
Mr S Maddox	C A Maddox and Son Ltd
Mrs Lively	Resident
Mrs Burns	Cycle Hereford
Neil Pigott	Hereford and Worcester Fire and Rescue Service
Representative	Philip Morris and Son
Representative	Herefordshire College of Art & Design
Perminder Balu	Sustrans

Regeneration/Commercial/Business Issues Workshop

<u>Name</u>	<u>Organisation</u>
Cynthia Spauil	Hereford City Partnership
Helen Mapp	Hereford Primary Care Trust
Philippa Lydford	Herefordshire Partnership
Cliff Penny	Herefordshire and Gloucestershire Canal Trust
Michelle Morgan	Herefordshire and Worcestershire Chamber of Commerce
Cllr Alan Taylor	Hereford City Council
Professor Peter Goodall	Hereford Music School and Studios
John Faulkner	Hereford Regeneration Group
M J Morgan	M J and F J Morgan
B C Eversham	M J and F J Morgan
Richard Quallington	Community First
Tristin Willis	Welsh Water
Dr Alan Moore	Federation of Small Businesses
Mrs Bobbie Heavens	Association for the Promotion of Herefordshire (APH) Ltd
Mrs D Brown	C A Maddox and Son Ltd
William Lyons	KC3
Nic Millington	The Rural Media Company
Sonia Rees	Herefordshire Council
Tim Reed	Turner & Company
Ann Bethell	Bethell Motors
Mr Nathan McLaughlin	CGMS
Mrs Joan Fennessy	Hereford United Football Club
Nick Mundy	Mundy's Specialist Property Lawyers
Paul Hodgson	Cross and James
D Jenkins	F Kyte (Hereford) Ltd
Clive Beacon	Climb on Bikes
Andrew Saunders	Station Auto Service Ltd
Jon Payne	Advantage West Midlands
Alison Hext	Herefordshire Council
M J Jones	Philip Morris and Son
C P Jackson	Hereford Security Services Ltd
Simon Smith	KWH and Associates
Clare Blacker	CB Richard Ellis
Sharon France	R M Jones Agricultural Chemists
Gina Smith	Ron Smith & Co
Ron Smith	Ron Smith & Co
William Edwards	Herefordshire CUYS

Sustainability Card Game Workshop

Name

Organisation

Jennifer Watkins

Herefordshire Partnership

Claire Keetch

Herefordshire Citizens Advice Bureaux

Wally Thrush

Herefordshire and Gloucestershire Canal Trust

Lucy Timmer

RRA Architects

Cllr D Fleet

Hereford City Council

Cllr Phil Edwards

Herefordshire Council

Jane Reeves

Herefordshire Council

Angharred Williams

Herefordshire College of Art & Design

Appendix 3

SEMINAR WORKSHOP QUESTIONS

Regeneration / Commercial / Business

- How can we successfully integrate the retail quarter (cattle market site) with the existing town centre?
- How do we strike a balance between the needs of the car borne traveller and those arriving by alternative modes of transport?
- What are the key linkages, and what role can they potentially play in the successful / sustainable regeneration of the ESG / Hereford
- How do we stimulate economic growth through design?
- How can we stimulate the night time economy through design?
- How can we improve our key gateways?
- How can we optimise the cities heritage?
- What sort of residential accommodation should be sought on the grid?
- How can we best attract business to the city through design?
- What type of business are we seeking to attract to the grid, and how can this be achieved through design?

Design Principles

- What scale of building should we be seeking within the grid area?
- What type of public amenity space should be sought within the grid, and how can this complement the surrounding uses and promote linked trips?
- In what locations should we be seeking public amenity space?
- How can we respect the current heritage / urban grain of the city?
- How do we establish / apply the key linkages (permeability), and what role can they potentially play in the successful / sustainable regeneration of the ESG / Hereford?
- How do we best safeguard / exploit the key views from within the grid?
- How do we integrate the historic core with the proposed retail quarter (building materials, linkages, public realm, urban grain etc)
- How do we improve the key gateways to the city / grid area?
- Where are the key frontages within the grid area, and how do we best exploit these?
- Parking provision – should we be seeking to reduce, expand or rationalise the parking provision within the grid area?

Historic / Natural Landscape / Landscape

- In light of the CABE comments (2004), how can we best reflect / complement the existing medieval street pattern of the historic core, and is this realistically achievable?
- How can we best integrate new development with the historic core?
- How can we preserve / enhance the setting of listed buildings and those areas within the Central Conservation Area?
- How can we optimise such assets as the Blackfriars friary and the historic town wall?

Movement and accessibility

- How do we strike a balance between the needs of the car borne traveller and those arriving by alternative modes of transport?
- Parking provision – should we be seeking to reduce, expand or rationalise the parking provision within the grid area?
- In layout terms, especially abounding the proposed link road, how can we best reduce the need to travel / promote linked trips?
- What are the key linkages, and what role can they potentially play in the successful / sustainable regeneration of the ESG / Hereford?
- Permeability – how can we improve the perception of permeability and accessibility of the ESG / historic core through layout?

Appendix 4



news release

PR XXX/07

May 21 2007

Have your say on shaping Hereford's future

Herefordshire residents are being urged to get involved in a consultation exercise which will help to shape a large part of the northern edge of Hereford city centre.

The Edgar Street Grid (ESG) offers a unique chance to create an exciting and innovative regeneration scheme in the city centre which will improve shopping and leisure experiences within Hereford city and its wider catchment area.

The redevelopment of this under utilised 43-hectare site is expected to take around 20 years to reach completion and, once finished, will help to regenerate the local economy leading to increased prosperity for the city and county.

A planning document – the Edgar Street Grid Design Framework Supplementary Planning Document – has been produced which supplements the policies of Herefordshire Council's Unitary Development Plan.

This document, which is out for public consultation from Thursday, May 24 until Friday, July 6, provides a design framework which will guide future developments on ESG as well as help in the preparation of a more detailed master plan for the area.

As part of the public consultation, a seminar is being held at the Courtyard Centre for the Arts on Wednesday, May 30 to discuss the design document.

A public exhibition is also being staged in the Maylords Shopping Centre between June 4 and 9 when planning officers from Herefordshire Council will be available to help with any queries.

More details are provided on the council's website by logging onto www.herefordshire.gov.uk/forwardplanning or by telephoning Info in Herefordshire on 01432 260500.

Andrew Ashcroft, head of planning services, said: "I am urging all county residents to get involved in this important consultation. There will be some who will welcome this positive change to the northern area of the city while others will find it more challenging to accept. Whatever your views, please take the time to comment on the design aspects which will shape future developments in the area."

Appendix 5

The County of Herefordshire District Council

The Town and Country Planning (Local Development) (England) Regulations 2004 (Regulation 17)

Local Development Framework Supplementary Planning Document Draft Edgar Street Grid Design Framework- Consultation Draft

Public Consultation 24th May 2007 – 6th July 2007

A six week public consultation exercise is taking place from the **24th May 2007 until 6th July 2007** on the above planning document and its accompanying sustainability appraisal. The document provides a design framework to inform future developments within the Edgar Street Grid area of Hereford City.

The draft document, sustainability appraisal and consultation statement can be viewed on the Council's website at www.herefordshire.gov.uk/forwardplanning or at the locations shown below. Copies of the documents can be obtained on request.

A seminar is being held at the Courtyard Centre for the Arts on the 30th May to discuss the design document and a public exhibition is also being staged in the Maylords Shopping Centre between 4th to 9th June 2007 when officers will be available to assist with any enquiries.

Any comments on the document or the sustainability appraisal report can be made online or by returning the form provided to:

Dr D Nicholson,
Forward Planning Manager,
Planning Services,
PO Box 4,
Hereford, HR4 0XH
Fax 01432 383031
Email ldf@herefordshire.gov.uk

All responses need to be submitted **before 5pm on the 6th July 2007** and will be acknowledged. Following consideration of any necessary changes it is anticipated that the document will be adopted in October 2007. Please specify if you would like to be notified of the adoption.

For further information please contact INFO in Herefordshire on 01432 260500.

INFO in Herefordshire		
Hereford	the Hereford Centre, Garrick House, Widemarsh Street	Mon to Thurs - 8.45am - 5.15pm. Fri - 8.45 - 4.45pm. Sat - 9.00am – 1.00pm
Libraries		
Belmont	Belmont Community Centre, Eastholme Avenue	Tues, Thurs & Fri – 9.30am - 1.00pm and 2.00pm - 5.00pm. Sat - 10.00am - 1.00pm
Hereford	Broad Street	Tues, Wed, Fri - 9.00am - 7.30pm. Thurs - 9.00am - 5.30pm. Sat - 9.30am - 4.00pm

Appendix 6

Web information for issue at the start of the consultation

Edgar Street Grid Design Framework Supplementary Planning Document
Draft for Consultation.

Consultation Period: 24th May 2007 - 6th July 2007

Herefordshire Council's Local Development Scheme outlines the commitment to producing an Edgar Street Grid Design Framework Supplementary Planning Document (SPD) and the timetable for its preparation.

A draft SPD has now been produced which aims to:

- Establish an urban design framework for the grid 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, policies contained within the UDP
- Provide greater certainty on what is expected from future schemes
- Ensure delivery of a comprehensive, coordinated and sustainable development

The SPD is accompanied by a consultation statement which details how and when interested parties have been and will be involved in the preparation and adoption of the document. A sustainability appraisal report has also been prepared which tests the performance of the SPD against a series of environmental, social and economic objectives.

The Design Framework SPD, the consultation statement, the sustainability appraisal, representation form and public notice are available in the Resources box below.

The consultation runs for a period of 6 weeks from the **24th May 2007 until the 6th July 2007**. A seminar is being held at the Courtyard Centre for the Arts on the 30th May, and a public exhibition is also being staged in the Maylords Shopping Centre between 4th to 9th June 2007 when officers will be available to assist with any enquiries.

Comments may be made online or by returning the form provided to:

Dr D Nicholson
Forward Planning Manager
PO Box 4
Hereford
HR4 0XH

Fax 01432 383031

Email ldf@herefordshire.gov.uk

All responses need to be submitted **before 5pm on the 6th July 2007**

Please specify in your response if you would like to be notified of the date of adoption of the SPD. All comments will be acknowledged.

Following consideration of comments and any necessary changes it is envisaged that the document will be adopted in October 2007. Once adopted the document will be a material consideration in the determination of planning applications with the ESG area.

For further information please contact INFO in Herefordshire on 01432 260500.

Resources

Draft Edgar Street Grid Design Framework SPD,
Consultation Statement,
Sustainability Appraisal Report,
Representation Form
Public Notice

Appendix 7



Draft Edgar Street Grid Design Framework Supplementary Planning Document Questionnaire

The Edgar Street Grid (ESG) Design Framework Supplementary Planning Document (SPD) is out to consultation. This is a planning document which supplements the policies of the Unitary Development Plan providing a design framework which will guide future developments on ESG, a 43 hectare site to the north of the city centre. It will also inform the preparation of a more detailed masterplan for the area. The document is now out to public consultation from 24th May until the 6th July 2007. Please have your say!

Please note that this questionnaire can be completed on line using the Council website www.herefordshire.gov.uk.

Please complete your name and contact details:

Name: (BLOCK CAPITALS)

Organisation: (if applicable)

Address:

Daytime telephone no:

Fax no:

Agents Name: (BLOCK CAPITALS)

Organisation: (if applicable)

Address:

Post Code:

E-mail address:

Daytime telephone no:

Fax no:

Post Code:

Email address:

1	
Does the Document provide sufficiently clear design advice?	
Choose one option from the list below.	
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
If no then please explain what additional design information should be included.	
	<input type="checkbox"/>

(Max. 1500 characters)

2

Can we simplify and improve the presentation of the Document to make it easier to understand especially for people who are not familiar with the planning system?

Choose one option from the list below.

Yes

No

If yes then please explain how the presentation of the document can be simplified

(Max. 1500 characters)

3

How would you rate the following design challenges referred to in Section 3 of the document ?

Select the option that best describes your opinion on each option.

	Very Important	Important	Neutral	Not Important	Not Very Important	Don't Know
Crossing the ring road	<input type="checkbox"/>	<input type="checkbox"/>				
Address traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>				
Linkages with the grid to other parts of the city	<input type="checkbox"/>	<input type="checkbox"/>				
Land assembly to create development sites	<input type="checkbox"/>	<input type="checkbox"/>				
Protect and enhance the historic fabric	<input type="checkbox"/>	<input type="checkbox"/>				
Protection of archaeological remains on the site	<input type="checkbox"/>	<input type="checkbox"/>				
Protection of air quality	<input type="checkbox"/>	<input type="checkbox"/>				
Contaminated land	<input type="checkbox"/>	<input type="checkbox"/>				
Flooding	<input type="checkbox"/>	<input type="checkbox"/>				

4

Does the Document in Section 3 identify all main Design Challenges facing Edgar Street Grid (ESG)?

Provision of new roads	<input type="checkbox"/>					
Linking grid developments with the existing city centre	<input type="checkbox"/>					
Provision of a high quality public area	<input type="checkbox"/>					
Provision of landmark buildings	<input type="checkbox"/>					
Access for all	<input type="checkbox"/>					
Landscaping/nature conservation	<input type="checkbox"/>					
Sustainability issues	<input type="checkbox"/>					

7

Section 5 of the Document provides more detailed design advice for each of the quadrant areas these are: Eign Gate, Civic Quarter, Canal Basin/Historic Core, Football Ground/Merton Meadow. Does the Document identify all design constraints, opportunities and key design proposals for these areas?

Choose one option from the list below.

Yes

No

If you answered no then please explain why.

(Max. 1500 characters)

8

Does this Document address sustainability issues adequately?

Choose one option from the list below.

Yes

No

If you answered no please explain why.

(Max. 1500 characters)

9

Do you have any further comments to make on this consultation Document?

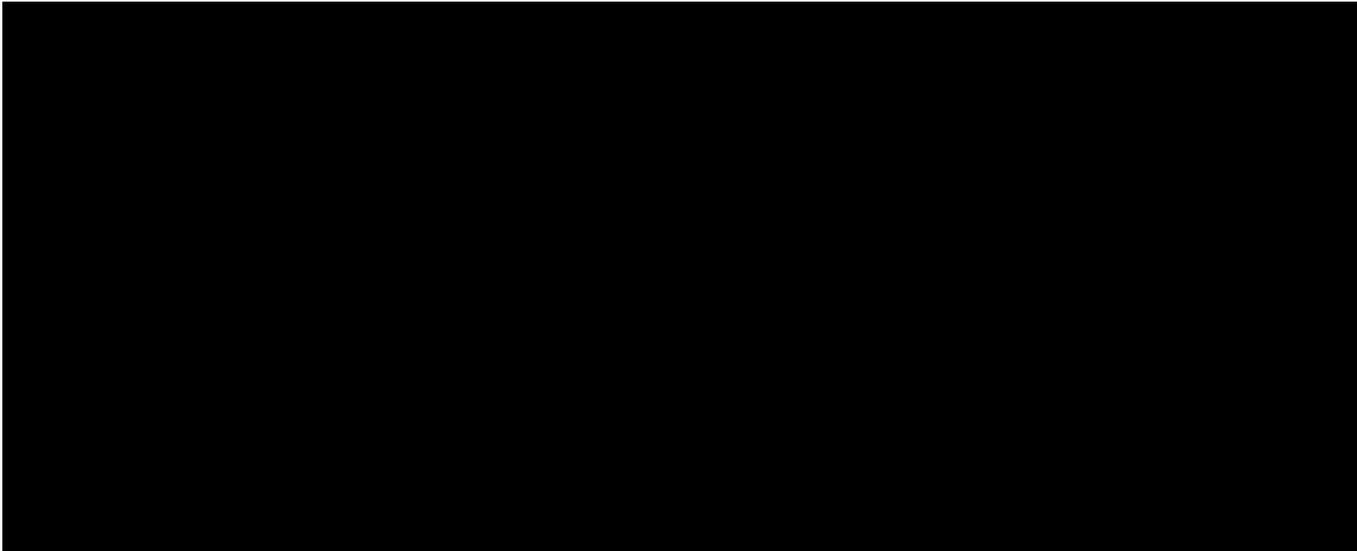
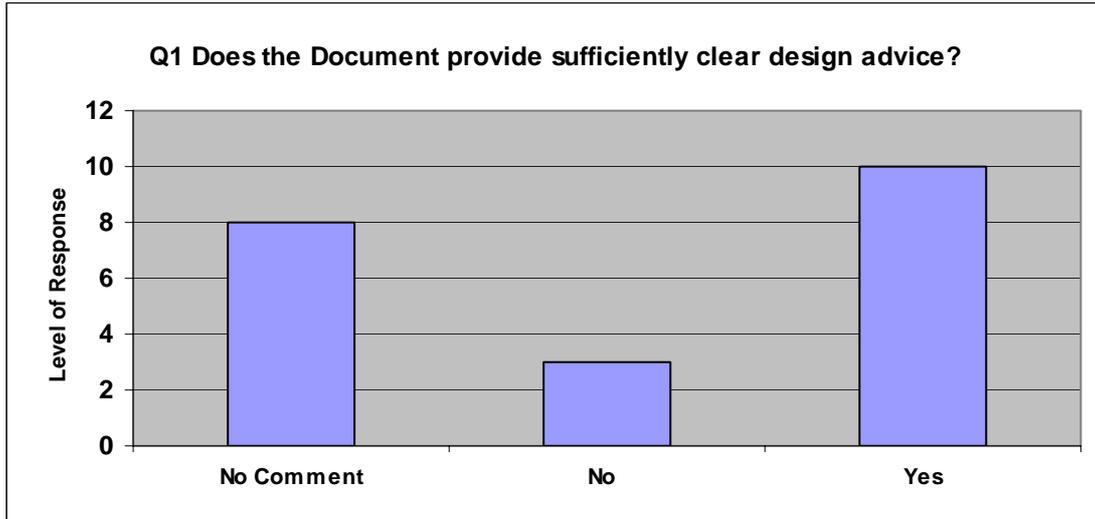
(Max. 2000 characters)

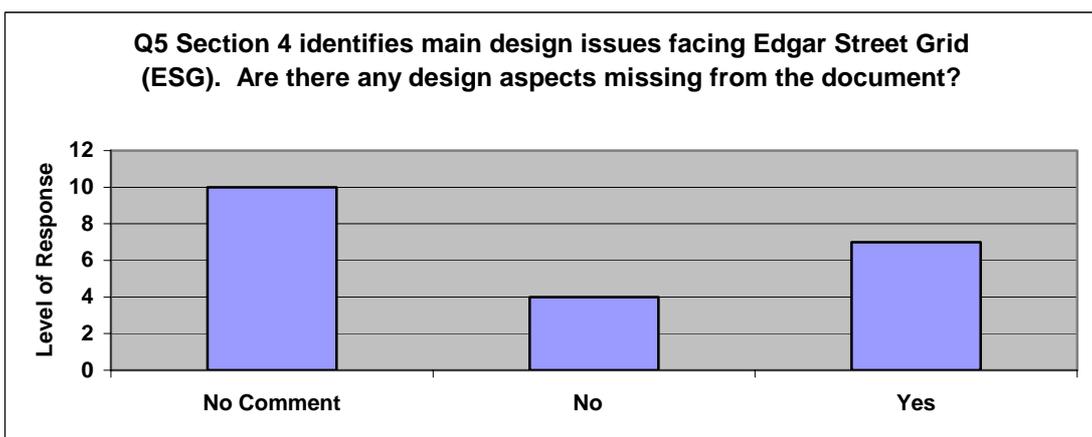
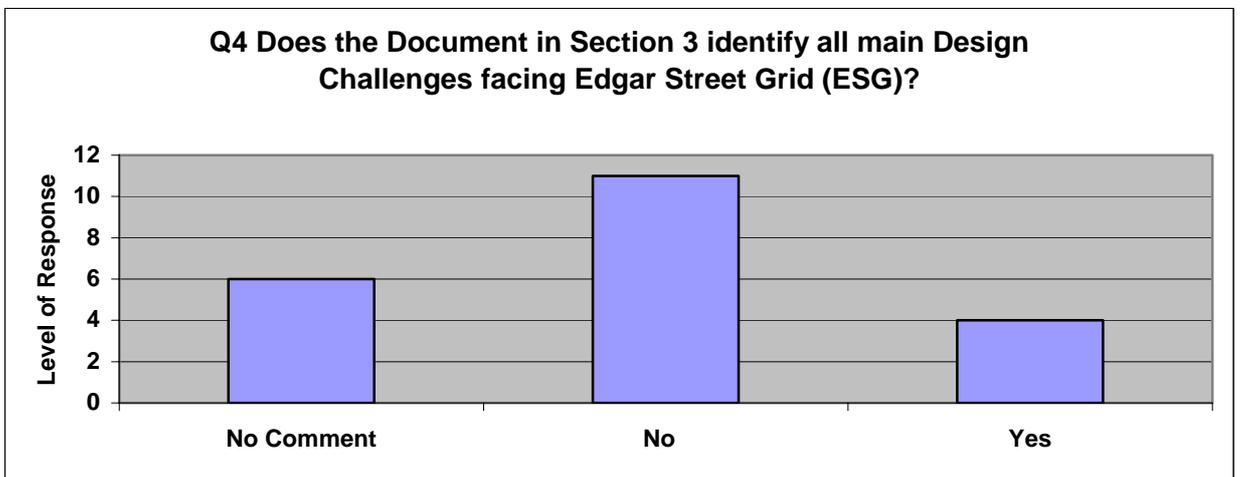
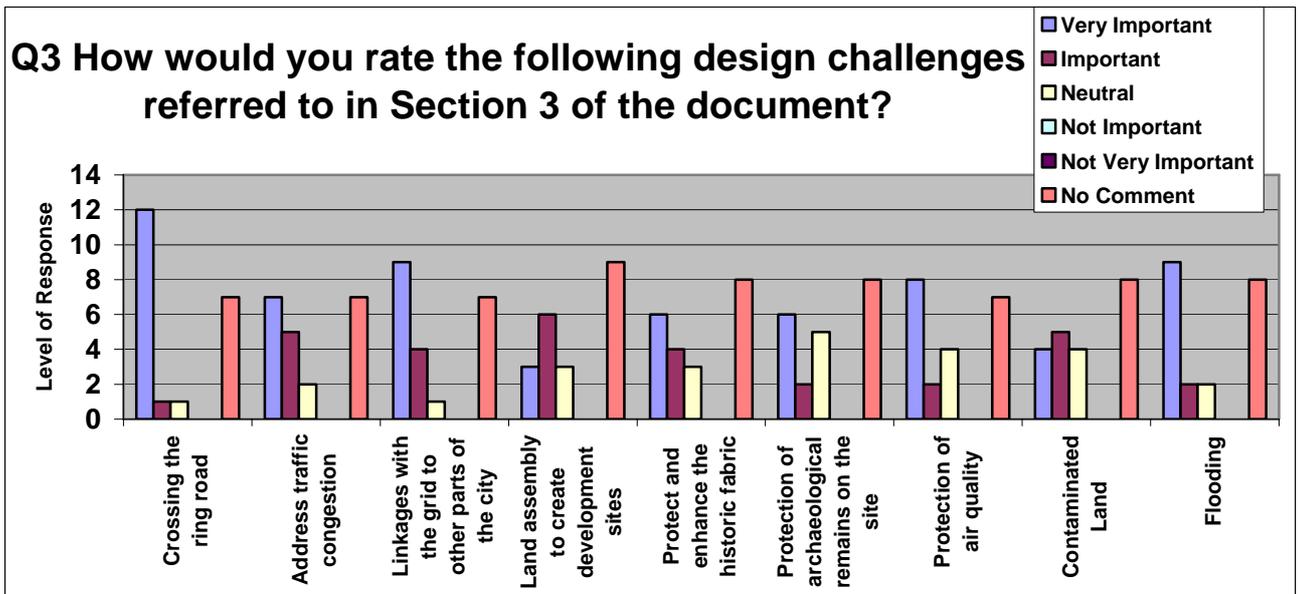
Once completed, please send back to:

Emma Lawrence, Forward Planning, Herefordshire Council, PO Box 4, Plough Lane,
Hereford HR4 0XH. Alternatively you can return the form via our fax number 01432 383031
or email to ldf@herefordshire.gov.uk.

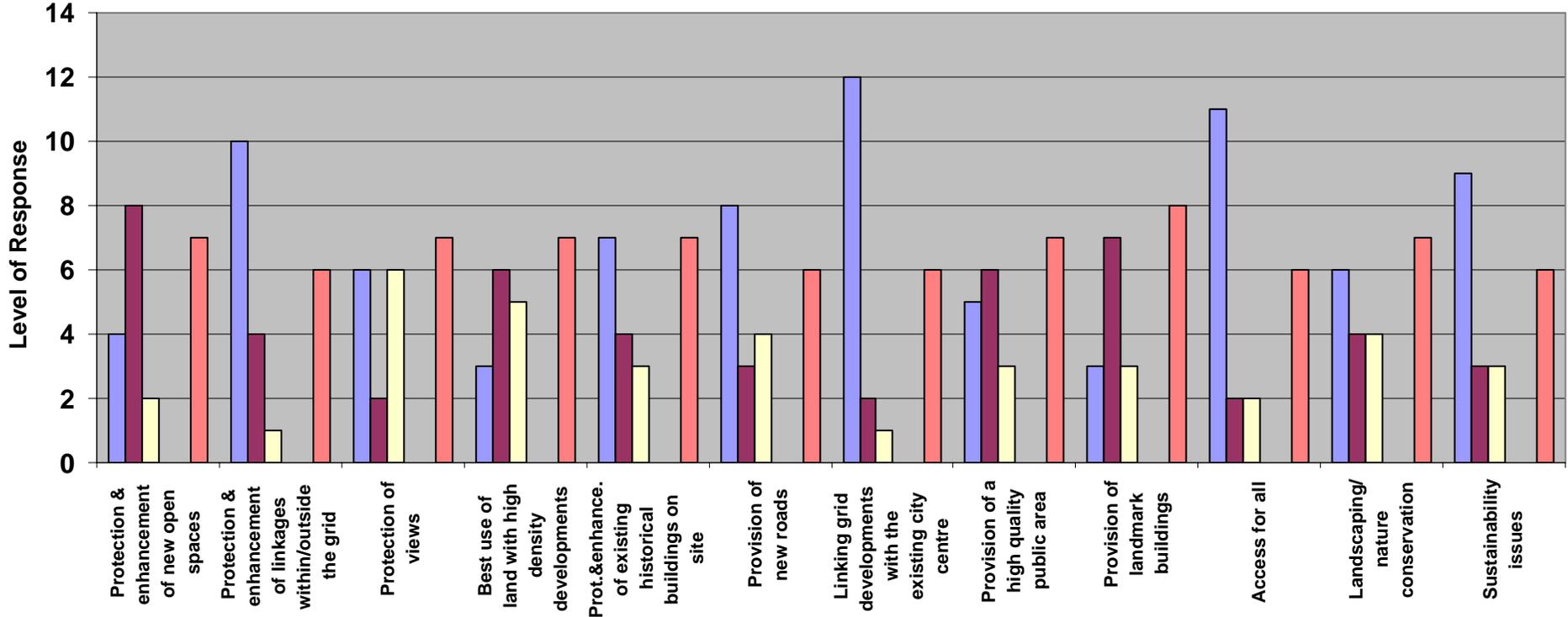
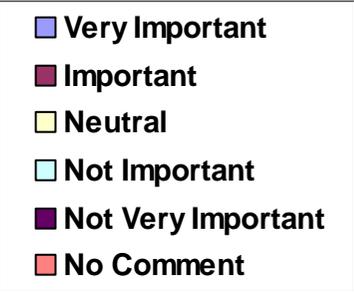
Forms need to be returned by Friday 6th July 2007.

Appendix 8

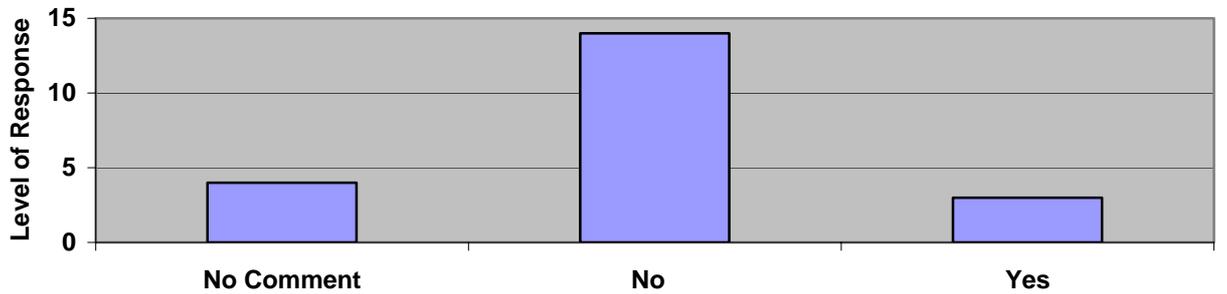




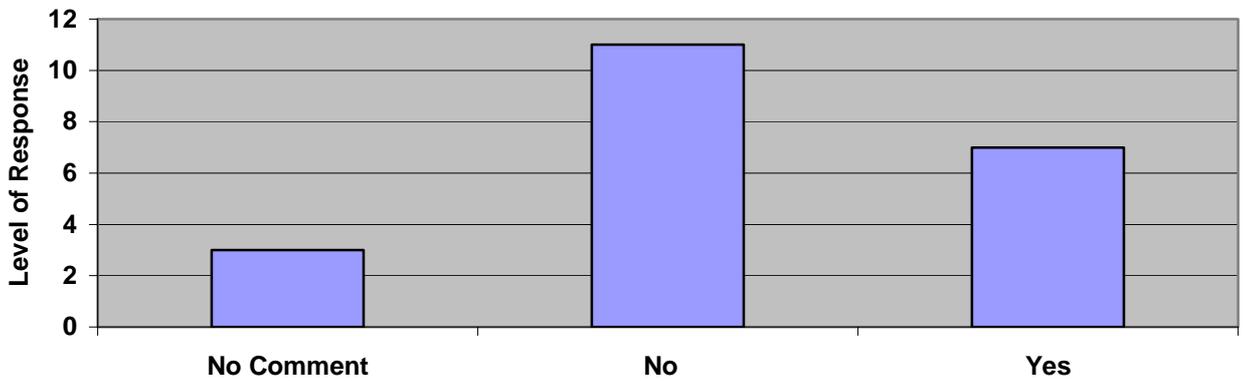
Q6 How would you rate the following design aspects contained within the Document at Section 4?



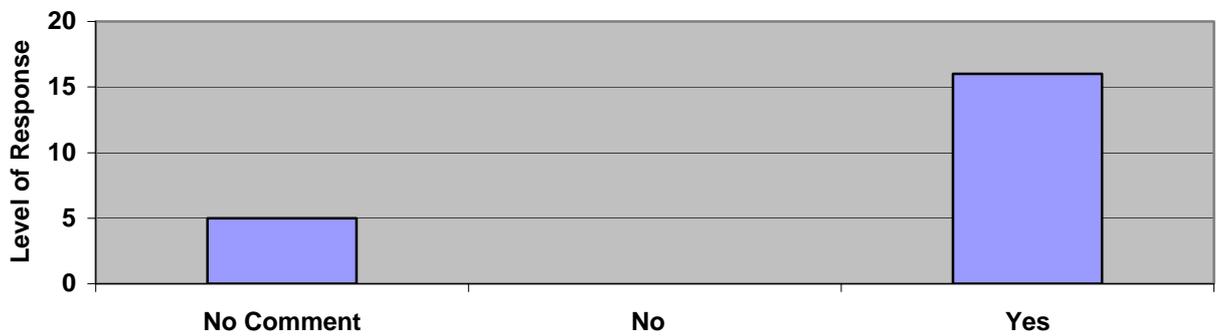
Q7 Section 5 of the Document provides more detailed design advice for each of the quadrant areas. Does the Document identify all design constraints, opportunities and key design proposals for these areas?



Q8 Does this Document address sustainability issues adequately?



Q9 Do you have any further comments to make on this consultation Document?



Appendix 9

Schedule of Comments and Council Response

The following is a summary of all comments made to the draft version of the ESG Design Framework Supplementary Planning Document (SPD). It has informed the Council of the changes that need to be made. The schedule has also been forwarded to ESG Herefordshire Ltd so that consideration can be given to any changes to the ESG Masterplan.

Key to abbreviations used in this schedule.

SPD – Supplementary Planning Document

ESG – Edgar Street Grid

LDF – Local Development Framework

SA – Sustainability Appraisal

Name	Comment	Response
EG Willmott (ESG Non-Executive Director)	Further identification of opportunities to improve skills in the workforce and reduce disparities in health both geographically and demographically.	Agreed. A sustainability appraisal has informed and accompanies the SPD. To improve skills and reduce disparities in health are key sustainability objectives which need confirming. Amend page 7 add to bullet points.
	Give a font colour of green to all titles 'sustainability objectives'. Provide a colour key for the colours used in appendix 5 Land Use Maps.	Agreed. This will help improve the layout of the document. Amend SPD as suggested.
	In section 3 need to mention provision of modern infrastructure especially utilities as a design challenge.	Agreed. A new sub section entitled 'Infrastructure and Utilities' is to be added to make clear the need for new infrastructure where necessary and to ensure that its delivery is addressed as a fundamental design requirement.
	Need to mention in section 4, design issues, that establishing public confidence and maintaining that throughout all stages of planning and development so as to avoid the scheme becoming discredited.	Agreed. This is an important general point. Public confidence in the overall scheme and individual developments has to be established. This can be achieved through continuous consultation and by responding to local requirements. At all times and over the regeneration period the local and business community needs to be advised of progress. Standards and requirements set out in this SPD need to be followed to maintain public confidence and credibility. Amend introduction, page 1 paragraph 3 to take this on

		board.
	In section 5 the document has not really addressed the need to encourage a vocational education and higher education facility centred on Blackfriars area and encourage young people into the ESG area and secondly more could be made of the need to encourage cycling and walking eg by use of covered walkways for the inclement weather.	The SPD regularly refers to the permeability and attracting people to work/cycle into and around the area. The details of these will be progressed through the masterplan work. Specific educational facilities to be centred on the Blackfriars area are matters for the Masterplan.
	Emphasis should be given to the need to make NHS more accessible for people living in South Wye (very disadvantaged) and rural Herefordshire. Thus emphase integrated transport links, proximity to County Hospital, opportunity for 5 City GP practices to have a Health Centre with excellent facilities accessible to all.	Agreed. The SPD seeks to identify the need to improve walking/cycling accessibility throughout the ESG to surrounding areas and facilities. The document will be amended to make clearer reference to the link between ESG and the hospital and other community and health facilities.
Mrs AP Popplestone	The document provides clear design advise.	Noted.
	Reproduction maps and diagrams are of poor quality, too small and difficult to see. However the wording of such a document has been achieved in a fairly easily absorbable way.	Agreed. The document will be amended to improve the presentation of the maps and diagrams.
	At which point will the West side of the City join the ESG? At present it is cut off from the centre. The underpath under Blueschool Street is mentioned, should not the underpath under the A49 at Eign Gate also be changed?	The SPD at page 5 identifies the boundary of the ESG area which on its western boundary goes as far as Edgar Street and on its southern boundary is Newmarket Street. It is a design challenge to ensure that both the grid developments and the existing city centre are well linked. Successfully crossing the ringroad is key to this including the need to look at the subway at this location. Unfortunately the Eign Gate subway falls outside this area and it is not possible to address this as part of the ESG schemes.
	Section 4 – the importance of Blackfriars is much more than open space. It should be a gateway to the old city.	At section 4 the need to open up and make more of the Blackfriars area is recognised. This is a beautiful area of the city which needs to be enhanced and this is identified in section 5 of the

		document.
	Section 5 – Although the design constraints on a site of ancient monument is recognised, the opportunities are not. This is a lovely place, make it a place which our visitors will appreciate. Site could be a link between the old and new areas as you walk from the station.	Agreed. Section 5 of the document recognises that its designation as a Scheduled Ancient Monument may be a design constraint in development terms. However, it is also recognised as an opportunity with the need to enhance the setting and the preservation of the currently under utilised area. Its locational importance and link to the station is also recognised within sections 4 and 5. A change is to be made at p44 to refer to the site being a major heritage led regeneration project.
	The document addresses sustainability adequately.	Noted.
Mr D.O. Morgan, The Open Spaces Society	The document provides sufficiently clear design advice.	Noted.
	Concern about complexity of the planning process and suggests holding public meetings.	Noted. A public exhibition was held for a week in the Maylords Shopping Centre which was advertised through public notice providing opportunities for people to come and discuss concerns with planning officers. In addition the display was provided at the Garrick House info centre with access to planning officers. The exhibition has also been taken to the sixth form college. Within the context of the Masterplan further consultation has and will continue to take place.
	Support any initiative which protects and enhances any type of public open space or paths.	Noted.
RRA Architects	Reference to Ouseburn Valley Design Framework SPD noted.	Noted.
	Disappointed that the desktop publishing is not of a professional enough standard. Should be cross section information. Height, density and mixed uses appear to have been overlooked.	Agreed. The document will be amended to improve the presentation of the maps and diagrams. The graphics that have been included are examples of text description.
	Sustainability issues are commendable, however they are obscure.	Noted. SPD has been informed and led by sustainability objectives from the SA. These have been

	<p>Need to mention renewable energy systems eg in relation to the urban village.</p> <p>Eco homes are referred to and they have been superceded. No clear alternative reference to environmental/eco strategy for existing and new homes is provided ie no code for sustainable homes rating or BREEAM.</p> <p>Water consumption standards are referred to however no water harvesting systems considered.</p> <p>Target criteria have not been set for incorporating low energy construction.</p> <p>Stated that good design is required for the proposals yet no values are set.</p> <p>The transport strategy is crucial, yet the proposals seem lacking in key areas eg cycle parking facilities.</p>	<p>taken into the various policy areas.</p> <p>Agreed. SA to be amended to make reference to renewable energy systems.</p> <p>Agreed. Amend SA to remove reference to Eco homes and include reference to Sustainable Homes rating and BREEAM.</p> <p>Agreed. Amend SA to refer to water harvesting.</p> <p>A general target(s) for energy/ emissions have been included in the SA framework for ESG and as technologies develop and information becomes available more informed targets and data will be provided through the monitoring programme in future reviews.</p> <p>Section 5 of the SPD provides more detailed design advice for each area of the grid.</p> <p>A comprehensive transport assessment has been undertaken as part of the ESG proposals. This has given full consideration to cycle requirements and this has been fully taken on board within the SPD.</p>
	<p>Page 18 – Council should make clear that the Franklin Barnes building and a potential redevelopment of the site must first justify its removal against the merit of any replacement.</p>	<p>Agreed. The SPD will be amended to take on board this point.</p>
	<p>Page 20 – Agree with better designed streets. Refer to living street agenda and clutter free streets.</p>	<p>Page 20 already refers to clutter free environments.</p>

	<p>The SPD should reference when within the masterplan programme, transport works should occur.</p> <p>RRA believe that the transport initiative is not bold enough and that the SPD should refer to the wider infrastructure requirements to facilitate the ESG area eg second river crossing.</p>	<p>It is not the purpose of this SPD to programme out works.</p> <p>Whilst a new sub section under Design Challenges is to be included for 'Infrastructure and Utilities' it is not the purpose of this design SPD to refer to wider infrastructure requirements eg a second river crossing. This needs to be considered in the preparation of other LDF documents.</p>
	<p>Page 32 – A replacement feature building to Garrick House and the multi-storey car park is to be commended. Need a building that can be adapted in time to prove flexibility and the sustainable use of resources.</p>	<p>Noted and agreed. It is important that all buildings are flexible and this needs to be included within the sustainability section at page 23. Amend SPD as suggested.</p>
	<p>Page 44 – Recommend that the Blackfriars area becomes the exemplar for the entire ESG area and a major public project looking at how this site can be incorporated. A major heritage led regeneration project should be considered.</p>	<p>Agreed. The opportunity for a major public project is noted. Reference to a major heritage led regeneration project will be included at page 44.</p>
	<p>Page 58 – View corridors as stated do not relate to a plan.</p>	<p>Agreed. Amendments are to be made to make clear the protected views of St Peters, the Cathedral and All Saints.</p>
	<p>Appendix 4 – RRA believes that the opening paragraphs are fundamentally wrong. Heritage provides an opportunity to regenerate areas. Need to refer to the 'Hereford Effect' Contemporary design can work excellently with heritage and traditional materials and this needs to be included within the SPD.</p>	<p>Agreed. Appendix 4 in its current mainly constraint written form is to be deleted. A new characterisation sub-section is to be included along with other specific area based heritage guidance placing more emphasis on utilising Hereford's heritage assets as a part of regeneration proposals. Additional guidance on the 'Hereford Effect' and contemporary design is to be included at p15.</p>
	<p>The SPD needs to support delivery of the masterplan.</p>	<p>Agreed. An amendment will be made to section 1 to make this clear.</p>
Hereford Access for All	<p>The document provides sufficiently clear design advice.</p>	<p>Noted.</p>
	<p>No further amendments are required to simplify the SPD.</p>	<p>Noted.</p>

	Section 3 identifies all design challenges	Noted.
	Section 5 – insufficient evidence that Merton Meadows Car Park will be flood free.	ESG consultants are undertaking a study of flooding which includes a wider city area. Options to remove flooding are soon to be considered and consulted upon. Development will only be allowed where it accords with UDP Policy DR7.
	The document addresses sustainability adequately.	Noted.
	There is no definite information on safe alternative crossing of Newmarket Street if the subway is to close. No commitment to provision of shopmobility centre in retail or public building area.	Safe and attractive crossings of Newmarket Street are identified as part of development proposals. These will be detailed further in the Masterplan. Provision of a Shopmobility centre is a detailed matter for consideration as part of any development proposal.
CABE on behalf of The Crown Estate	Include paragraph numbers and title all tables and figures for ease of referencing.	Agreed. Amend text as suggested.
	Supports the principle of regeneration of Hereford City and the expansion of the city centre northwards into the ESG area but this should not be at the cost of undermining the vitality and viability of the existing centre – need good integration.	Noted. The SPD has identified integration as a key design challenge which will need to be addressed within development proposals to ensure that the existing city centre and the ESG developments are fully integrated.
	Section 1-Under aims add to the end of bullet point 4 – ‘which does not undermine the vitality and viability of development within the city centre.’	Agreed. Amend SPD as suggested.
	Page 3, section 2, ESG masterplan 2004 - The masterplan should be published for consultation separately from the SPD.	Agreed. The SPD and the masterplan have been subject to separate consultation processes. However this will be made clearer in page 4. Amend SPD as suggested.
	Page 1, Section 2, Site Description – Location plan on page 2 should be of a higher resolution and indicate the existing city centre boundary.	The plan is intended to show the location of ESG in the wider context of Hereford. The graphics will be improved. Reference is made to the city centre boundary at page 12 under ‘Inner ring road’.
	Page 7, Section2 – Sustainability issues – Supportive of the need for ESG	Support noted.

	developments to reduce impact on climate change. Supports principle of sustainable development on the ESG site including implementation of an energy strategy.	
	Page 9, Section 2 – Sustainability Objective – Support objectives in particular objectives 04(a), 04(b) and 7. seeks rewording of 07 to read ‘enhance the function, vitality and viability of the City’.	Support noted. Agreed. In finalising the General Scoping Report on which the SA for ESG was based, objective 07 was amended to “Sustainable Regeneration” and subsequently reflected in changes in the ESG SA. This incorporates the enhancement of function, vitality and viability of the city in its definition. This amendment compliments similar change in section 1 and being made under ‘Aims’ – section 2.
	Page 12, section 13 – inner ring road – Supports expansion of the city centre into ESG area but this must not be to detriment of the wider city centre. Need good integration and to assist with this make Newmarket Street/ Blueschool Street car free with all traffic diverted to the north of the ESG area. Need to address traffic congestion in the city.	Support noted. The need for good integration between the existing city centre and ESG is fully addressed within the SPD. A transport assessment has been undertaken as part of the Masterplan review which identifies that car free areas are not workable options. An acceptable workable option involves the downgrading of the ring road in conjunction with a new road to be built to the north. This is the proposal being taken forward through the masterplan work.
	Page 12 Section 3 – Integration – Integration fundamental otherwise ESG will be directly competing with city centre rather than compliment it. This relates not only to the ring road but also topography, pedestrian perceptions and the attractiveness and perceived safety of such routes of integration. Support improved pedestrian links and improvement of the public realm.	The need for good integration between the existing city centre and ESG is fully addressed within the SPD.
	Page 14 Section 4 – Gateways – Supports the use of landmark buildings/gateways/focal points in particular at Newmarket	Agreed. Amend SPD as suggested.

	Street and Edgar Street. However this development must compliment established uses in the surrounding locality.	
	Page 21 Section 4 – New/Existing Transport Routes – the Council must maximise the opportunities offered through ESG to resolve existing problems with traffic congestion in this part of the city rather than to minimise the additional impact of the proposed ESG developments. Support re-establishment of Widemarsh Street as an arterial route within the City.	Noted. ESG developments need to ensure that they do not worsen traffic problems and where possible improve the situation in locations around the grid area. Encouraging and making provision for other modes of travel including park and ride will help in reducing traffic volumes coming into the city centre.
	Page 27 Section 5 – Eign Gate Policy Area – Supports linkages and use of visual landmarks however the type and scale of retail and how it relates to the existing retail development need to be carefully considered so it compliments and does not compete and therefore undermine the vitality and viability of the city centre.	Agreed. The city centre boundary has been extended to include the southern boundary of ESG. The need for integration in both a physical way and in terms of land uses does need to be carefully considered in the masterplan stages. Changes are proposed generally and elsewhere to ensure that vitality and viability of the city centre is maintained.
Marches Housing Association	Q1 - The document provides sufficiently clear design advice.	Noted
	Q2 – The document does not need to be simplified.	Noted
	Q4 The document does not identify all design challenges – include noise and light pollution and low/zero carbon footprint.	Agreed. SPD is to be amended to specifically refer to noise and light pollution. Whilst the SPD already mentions low carbon development further changes are being made to include a new section on climate change.
	Q5 – Include the need to determine local vernacular theme across commercial, civic and housing in section 4 design issues.	Agreed. An analysis of the existing character of the area has been undertaken and will be included as an amendment to the SPD. This will help inform future designs. It should also be noted that Hereford has been successful in securing modern developments of contemporary design which compliments the urban grain of the city centre.
	Q7 – SPD does identify all design constraints, opportunities and key design	Noted.

	proposals for the quadrant areas.	
	Q8 – SPD needs to include zero carbon requirements – it is commercially viable long term in sustainability issues.	Agreed. The SPD already mentions low carbon development, however, it will be strengthened to encourage development where possible to make major steps towards zero carbon development into the future. The SPD will be amended to include a section on climate change within section 3 – design challenges. This will refer to carbon requirements.
	Standards should be set for the quality and sound levels along the link road to make the housing desirable as well as affordable. Live work could be provided at the periphery of the commercial/civic and urban village to blend mix.	These are matters for consideration at the detailed masterplanning/planning application stages. Environmental Health/Building Control will need to look at noise levels as part of these processes.
	Could the bridge over the canal be a lifting/balance bridge that opens at weekends to reduce impact/height and be an attraction.	These are matters for consideration at the detailed masterplanning/planning application stages.
Hereford Access for All/ Hereford Pedestrian/ Access and Cycle Forum	Q1 - The document provides sufficiently clear design advice.	Noted
	Q2 Presentation needs to be simplified by condensing it and using simpler language. The use of photographs and maps is very good.	Noted.
	Q7 - What needs to happen to Eign Gate as lots of money has already been spent on paving tree planting etc.	The ESG proposals relate to the grid area ie north of the ring road and will not impact on Eign gate and the recent enhancement works that have been undertaken.
	Q8 - The document addressed sustainability adequately.	Noted.
	Q9 – Will the water/sewerage network be able to cope with increased demand. Some of the buildings look as if they have been blocked out on p6 of the Masterplan Exec Summary Consultation Draft – Where is 'Play', Canal Road Day Centre and the antiques	Agreed. Capacity of infrastructure is a key issue and proposals will need to demonstrate and satisfy Welsh Water that the network is capable of accommodating developments prior to commencement. A new sub section addressing 'Infrastructure

	shop in Widemarsh Street. With the downgrading of Blueschool Street what will happen to the traffic in Bath Street? Will it be diverted along Commercial Street? The junction in front of The Kerry looks messy in the artists illustrations.	and Utilities' is to be included. The remainder of comments relate to the masterplan and not this SPD.
Herefordshire Friends of the Earth	Q4 – Design Challenges – There is no proper discussion of how the framework will function under a scenario of increasingly severe constraints on carbon emissions (up to 90% within 20 years of completion of the development) and expensive/scarce oil.	Agreed. The SPD will be amended to include a section on climate change as this will be a key design challenge. The document will be kept under review through the monitoring programme set by the sustainability appraisal and forthcoming documents forming the Council's Local Development Framework.
	<p>Q8</p> <p>1. Welcome most of the content of this draft SPD. However, insufficient consideration is given to the effects of steep cuts in carbon emissions and steep increases in fuel prices on the viability and function of the ESG.</p> <p>2. ESG assumes regeneration and economic growth will be secured through retail expansion however the retail intensity of most retail makes it unsustainable now. This retail reliance will take Hereford in the wrong direction within the time available to reduce carbon emissions. The economics of retail will be affected by the legal requirements for steep reductions in carbon emissions and by rising fuel prices.</p> <p>3. Flexibility of use, or preparation for change of use should be a theme within the design framework.</p> <p>4. Same criticisms apply to increasing road capacity and the amount of land given to parking. Need to reduce parking to discourage private cars. Need stronger modal</p>	<p>1. Noted. See above.</p> <p>2. The ESG provides for a balance of development including housing and retail developments. At present there is known to be leakage of retail spend to areas outside the County. Some of this needs to be clawed back to benefit the economy of the County. The aim is to provide for balanced growth and a sustainable development that provides for the needs of the County within the County.</p> <p>3. Agreed. The SPD will be amended to include the requirement for buildings to be designed flexibly to accommodate new uses overtime.</p> <p>4. Proposals including park and ride, improved access for public transport into the city centre and</p>

	<p>shift. A substantial proportion of the development within ESG should be car free.</p> <p>5. Low carbon development should be a prerequisite for all new developments. The ESG SPD should be tested under different carbon reduction and oil price scenario's in completion year and 20 years later.</p>	<p>better integration of rail/bus services will encourage increased use. A transport assessment has been undertaken which identifies that car free areas are not a workable option. An acceptable workable option involves the downgrading of the ring road. This is the proposal being taken forward through the masterplan work.</p> <p>5. Agreed. The SPD will be amended to include a section on climate change as this will be a key design challenge.</p>
ESG Herefordshire LTD	<p>There is a need to address the issue of the abnormal scale of major infrastructure costs in this SPD and Planning Obligations SPD. The costs of delivering ESG projects should be offset against any planning obligations and contributions sought for the ESG development pursuant of any adopted Council Planning Obligations SPD. These SPD's should contain a Council recognition that in the case of ESG developments, planning obligations in respect of infrastructure contributions which may ordinarily be sought for major developments under the draft Planning Obligations SPD will not be sought for the ESG development in circumstances where the ESG development is itself providing major infrastructure improvements. New wording suggested for the two SPD's.</p>	<p>Agreed. A new sub-section will be included that addresses 'Infrastructure and Utilities' as a design challenge.</p> <p>Agreed. In respect of planning obligations, SPD's will be amended as suggested to make clear situations when contributions may or may not be sought.</p>
Green Party Rob Hattersley	<p>Q2 – A simpler version for the general public might be useful in leaflet form.</p>	<p>Noted.</p>
	<p>Q4 – Document has many good aspects however has 2 main flaws – Firstly that cheap and plentiful energy supplies will continue indefinitely and second that climate change is not really a key issue. The result is a plan that focuses on retailing goods that have travelled around the world which will attract shoppers who</p>	<p>The ESG provides for a balance of development including housing and retail developments. At present there is known to be leakage of retail spend to areas outside the County. Some of this needs to be clawed back to benefit the economy of the County. The aim is to provide for balanced growth and a sustainable development that</p>

	<p>come along way by car. The Plan takes no account of a world in which it may no longer be economically viable to do this. It misses out on the huge opportunities to develop greater self sufficiency in Herefordshire and meet current housing needs. These are design challenges which should be included.</p>	<p>provides for the needs of the County within the County.</p> <p>35% of all housing provided on the grid will be affordable housing to meet the needs of the County.</p>
	<p>Q8 – The SPD is fundamentally unsustainable because it makes two incorrect assumptions – the continuation of cheap energy and that climate change is not a significant factor. Energy supplies are going to get more restricted /expensive, that has huge implications for further growth of the globalised economy. We should be insisting on a climate neutral development which allows a much reduced role for the car, for goods and services travelling a long way and would focus instead on affordable housing and local food and services.</p>	<p>Agreed. The SPD will be amended to include a section on climate change as this will be a key design challenge.</p> <p>35% of all housing provided on the grid will be affordable housing to meet the needs of the County.</p>
Herefordshire Green Party – Brian Lunt	<p>Q1 - The document provides sufficiently clear design advice.</p>	<p>Noted.</p>
	<p>Q2 - No need to simplify or improve the document.</p>	<p>Noted</p>
	<p>Q4 – Climate Change – the built environment should take account of climate change – low energy, low carbon emissions from heating and cooling systems. 100 acres is a large development. A high proportion of energy used should be generated on site. Take account of impacts of climate change – heat island effect.</p>	<p>Agreed. The SPD will be amended to include a section on climate change as this will be a key design challenge.</p>
	<p>Q8 – The ESG is not an island and will be vulnerable to globalised impacts. Increased costs due to shortage of materials such as steel/copper. Global Oil supplies are depleting. Energy costs increasing.</p>	<p>The sustainability appraisal process has informed the SPD to encourage; developers to source locally produced materials where possible; and to maximise technologies in producing a low carbon development, to reduce energy consumption and reduce pollution.</p>

	Q9 – ESG developments need to take account of climate change and high energy costs.	Agreed. The SPD will be amended to include a section on climate change as this will be a key design challenge.
Mrs Houghton	Q2 Less text, clearer diagrams – those in section 3 are useless.	Agreed. The document will be amended to improve the presentation of the maps and diagrams.
	Q9 Document is not user friendly. There appeared to be a lot of repetition of text jargon – what is urban grain?	Noted. Attempts have been made to produce a clear and concise document that can be understood within the planning context. Urban grain is the arrangement of street blocks, plots and their buildings within the city centre.
Highways Agency	HA's interest lies in the impact of the ESG proposals on the A49 and wider Strategic Road Network. HA is keen to agree methodology and assess the findings of the modelling of the traffic implications of proposals.	Noted. Detailed traffic assessment work has been undertaken to inform the masterplan.
	Q4 – Pleased to note the two sustainability objectives of reducing road traffic and congestion (04(a), 04(b) and the identification of traffic congestion as a design challenge as well as the need for the ESG not to worsen the traffic situation and references to air quality. However HA is not convinced that these will be achieved by encouraging walking, planting trees, creating linkages, cycle routes. Little reference to the A49, link road or road hierarchy or public transport.	Support for sustainability objectives noted. ESG developments need to ensure that the current traffic situation does not get any worse and where possible will improve situations within and around the grid areas. Transport assessments have been undertaken for the ESG company to demonstrate that the developments identified can be accommodated within the network in association with a package of transport measures. The ESG Masterplan proposals include new roads, improvements to existing roads along with traffic management measures, park and ride, improved access for public transport into the city centre and better integration of rail/bus services. Some of these measures will encourage a move away from the car by making other modes more attractive to use. The SPD does refer to the A49 trunk road, link road and public transport improvements however further information on these are detailed matters for the masterplan.
	Q5 - The principal purpose,	Agreed. Remove the word

	<p>function and design (within the road hierarchy) of the link road are not clearly identified in the document.</p> <p>Concerns over the confusion given in relation to development at the football ground.</p>	<p>'alleviate' from the sentence on page 21 which refers to the ring road.</p> <p>Agreed. New wording is to be added making clear the road infrastructure into and around the area, the road hierarchy and role of the trunk road, new link road and other service roads. It is not the purpose of the SPD to include specific design details for the link road. These are more detailed matters for the masterplan.</p> <p>Agreed. Opportunities to redevelop the football ground need to be made clearer. Bullet point to be reworded at page 48.</p>
	<p>Q8 – Supports statements on public transport and parking and the related sustainability objectives.</p> <p>More needs to be done to establish the basic highway and transportation framework for the redevelopment of the ESG.</p> <p>The list of sustainability issues (Page 23) refers simply to access for all and as such does not deal with the deeper transportation issues such as reducing the need to travel. Similarly reference is made to the provision of long stay parking provision through park and ride (Page 50).</p>	<p>Support noted.</p> <p>Agreed. Amendments are to be made to make clear the road hierarchy. This would include clarifying the local road framework. More specific details of future transportation proposals will be included within the masterplan.</p> <p>Reducing the need to travel is addressed through the objective 04 that deals with road traffic, congestion and pollution amongst other objectives such as 18 that has assessed the SPD in terms of minimising local and global pollution. The outcome of the assessment was to ensure that the SPD incorporated well integrated, attractive sustainable transport alternatives to the private car, such as the requirement for well designed cycle paths and walkways.</p>
	<p>Q9 HA is far from convinced that the SPD makes a useful contribution to the important on-going technical work required to progress the ESG proposals as set out in the UDP and underpin the</p>	<p>Agreed. Specific reference is to be made to the consultants study work that is informing the masterplan proposals. These will be included in Section 3.</p>

	emerging Masterplan for the area.	
Mr and Mrs Griffin	Q2 Less jargon.	Attempts have been made to produce a clear and concise document which can be understood within the planning context.
	Q7 Safer cycling routes throughout the new/improved areas.	Cycle routes are being incorporated into proposals for the ESG developments.
	Q8 How will a small business/retailer afford the rents of the new quarter?	A variety of sizes of retail units are being proposed within the ESG developments. Ultimately rents are decided by the market and are outside the control of planning.
Taylor Wimpey	Q1 - The document provides sufficiently clear design advice.	Noted.
	Q4 The SPD identifies all main design challenges.	Noted.
	Q8 Welcome emphasis on sustainable development in general. However, at page 21 the Brief requires the design to meet the sustainability code. This is not a statutory requirement through the UDP policy therefore the SPD would fail the tests of conformity with the development plan if adopted as SPD.	Noted. This is referring to affordable housing provision and not general housing requirements. Agreed. The sustainability code can only be encouraged for housing developments. Amend SPD to make this clear.
	Q9 Page 21 should be amended to state that the affordable housing should only be required where it will not lead to the development becoming unviable. In addition it is unclear whether the statement 'preference should be given to as many houses as possible' refers to maximisation of affordable dwellings or if it seeks to maximise the number of houses within the mix of units. Needs clarification. In addition the SPD should recognise that if there is a delay in the undertaking of the HMA and Hereford City Housing Needs update the most recent housing studies should be used to inform type and mix and this should not lead to a delay in the	Agreed. Amend Page 21 of the SPD to reflect UDP policy H9. The statement refers to affordable housing and the SPD will be amended to reflect this. Agreed. The point on Lifetime home standards, the Housing Corporation minimum standards and Code of Sustainability needs clarification. Amend SPD to make this clear.

	development coming forward. Lifetime home standards and the Housing Corporation minimum standards should only be required to be met for affordable homes. The Code of Sustainability is not a mandatory requirement and the SPD can only encourage and not require it.	
CADA	Q1 - The document provides sufficiently clear design advice.	Noted.
	Q2 No need to simplify or improve the document.	Noted.
	Q4 All design challenges are identified.	Noted.
	Q5 No other design challenges need to be identified.	Noted.
	Q7 – No further information is required for Section 5.	Noted.
	Q8 the SPD addresses sustainability issues adequately.	Noted.
	Q9 – Well presented and informative.	Noted.
Welsh Water	Q1 - The document provides sufficiently clear design advice.	Noted.
	Q2 No need to simplify or improve the document.	Noted.
	Q4 Utilities infrastructure needs to be considered at an early stage.	Agreed. A new section entitled 'Infrastructure and Utilities' is being included to ensure due consideration be given. This also needs to be looked at through the masterplan work.
	Q5 No other design challenges need to be identified.	Noted.
	Q7 – No further information is required for Section 5.	Noted.
	Q8 the SPD addresses sustainability issues adequately.	Noted.
	Welcome referencing to UDP policies – CF1, CF2, DR6..	Noted.
Joan Grundy	Q1 - The document provides sufficiently clear design advice.	Noted.
	Q4 – Opportunity to reconsider public transport, hopper buses, rail-bus links, also car parking is needed at present and provides development sites for the future.	Noted. Improvements to public transport forms a key part of ESG developments.
	Q5 – Safety of pedestrians both daytime and evening. Well lit walkways, no dark corners. Pedestrianisation can lead to	Noted. It is important that pedestrian linkages are inviting and attractive and this is stated at page 17 of the SPD. It is also

	desertion after business hours – how to maintain activity?	important to include a variety of uses within developments which involves people using the area at different times of the day to avoid desertion after business hours. This is discussed at page 20 of the document.
	Q7 – Civic quarter could become a ‘gateway’ or processional entrance to the Grid with a series of changing streetscapes leading people towards the interior of the site.	Noted. Page 17 of the document outlines the important role that the civic quarter can play in connecting ESG with the Maylords Centre.
	Q8 the SPD addresses sustainability issues adequately.	Noted.
	Q9 – Detailed and well thought out with well chosen illustrations. Hope the ideas do not become watered down.	Support noted.
Richardson Developments LTD	Q1 - The document does not provides sufficiently clear design advice.	Agreed. Further additional design advice is being added.
	Q2 - Need to simplify and improve the document.	Agreed. Where appropriate and necessary changes are to be made to simplify and improve quality.
	Q4 - All design challenges are identified.	Noted.
	Q5 - No other design challenges need to be identified.	Noted.
	Q7 – Further information is required for Section 5.	Agreed. Further information is being added to the various parts of this section.
	Q8 - the SPD addresses sustainability issues adequately.	Noted.
	Q9 – Need to ensure that the football ground/merton meadow area does not become the service/car parking area for the adjoining areas. Accepted that that there is benefit to retaining the football ground in its present location however for the benefits to be realised the area needs to be fully integrated with the surrounding policy areas.	It is not the intention to make the football ground/merton meadow area a service/car parking area for the adjoining areas. UDP policy TCR22 clearly outlines proposals for this area, including multiplex cinema, accompanied by Class A3-A5 developments, office and residential uses, new road proposals, parking and pedestrian and cycle links.
	Section 2 Planning Obligations needs to include reference to planning obligations needing to be necessary, reasonable, and proportionate in scale and kind to the development proposed	Section 2- With respect to planning obligations the list of requirements have been included within the UDP at paragraph 7.7.15 and it states that developers will be expected

	and that a number of the items referred to in the bullet list are not relevant to the football ground.	to make contributions to these through policy DR5 which refers to the tests. A planning obligations SPD is being prepared which will also need to be taken into account. Agreed. The wording will be amended to reflect Policy DR5 of the UDP.
	Section 3 Design Challenges – Inner ring road. Reference should be made to the re-routing of this ring road to the north as part of the first phase of the ESG developments as this will unlock the entire area and enable it to link and function as part of the historic town core.	Section 3 – Page 21 of the SPD refers to the new link road.
	Need to identify any work that has been carried out to overcome some of the challenges identified in the SPD eg flooding, air quality.	Agreed. The purpose of section 3 is to highlight challenges. The SPD will be amended to refer to consultants commissions through the masterplan work which looks to overcome constraints.
	Section 4 General Design Framework – Urban Grain Add an additional sentence to say ‘deviation from the local vernacular may be acceptable where the resultant development is nonetheless of high design quality’ to reflect the fact that modern designs that do not follow the historic urban grain can also work in the city eg Courtyard, Gateways – Diagram needs to be presented in a clearer fashion – support Blackfriars Street as a secondary gateway.	Section 4 – Agreed. Amend SPD as suggested to reflect the fact that there is a place for contemporary design within Hereford. Comment on gateways is noted.
	New/Existing Transportation Routes Rephrase sentence to say ‘additionally it is expected that some future ESG proposals will look at developing and upgrading the existing network of roads within the area to improve accessibility.’	Agreed. Amend sentence under New/Existing Transportation routes as suggested and say where justified.
	Public Transport Rephrase to say that ‘in addition, future schemes may need to consider introducing a bus pick up/drop off facility on the ring road.’	Agreed. Amend sentence under public transport as requested.

	<p>Sustainability Issues Seek some rewording of bullet points to reflect that these issues will be undertaken where possible and practicable.</p>	<p>Agreed. Amend sentence on sustainability issues as suggested, i.e. add "where possible and practicable."</p>
	<p>Section 5 – Specific Design Issues for quadrants – Eign Gate Policy Area Support opportunity to provide linkages between the various sites and the historic town centre. Need to ensure that developments do not turn their back on adjoining areas like the football ground to ensure permeability and accessibility. Support the requirement to provide new and improved pedestrian routes into the livestock market from Blackfriars Street and from the Courtyard Theatre.</p>	<p>Section 5 – Specific Design Issues for quadrants – Eign Gate Policy Area – support noted as is point on integration which is well documented within the SPD.</p>
	<p>Football Ground Policy Area – Constraints Seeks the clarification/removal of the sentence: 'potential requirement for on site parking provision, although possibly undesirable'.</p>	<p>Agreed. Delete sentence as suggested.</p>
	<p>Opportunities – Seeks rewording to say that 'promotion of low carbon development will be sought where practicable for residential and commercial development...' Seeks rewording to say 'accepting that the football ground will remain, there is an opportunity to integrate this quarter with the town centre...'</p>	<p>Agreed. Amendments to both bullet points as suggested.</p>
	<p>Object to the wording that the football ground provides limited opportunity for redevelopment.</p>	<p>Agreed. There is potential for significant redevelopment of and around the football ground particularly to the East. Sentence to be deleted as suggested.</p>
	<p>Consider there are significant development opportunities to incorporate a mix of uses in the redevelopment of a number of the stands around the football ground. Seek deletion of this sentence.</p>	
	<p>Reword 7th opportunity to say 'the football ground provides</p>	<p>Agreed. Amend text as suggested.</p>

	little visual amenity and a redevelopment programme would benefit the club and the area'.	
	Key issues for the Football Ground Policy Area Edgar Street North – Concern over prescriptive storey height and only limited visual improvements can be made to the Len Watson Stand. Seeks rewording 'the height of any development proposal should reflect the height of the football stadium, the proposed development to the south of Edgar Street and the requirements of the use(s) proposed for the redeveloped stands'.	Agreed. It is not possible to be prescriptive on storey height as much will depend upon adjacent development to the South. Amend text as suggested.
English Heritage	Sustainability Appraisal comments – Unclear how the appraisal process has informed SPD content.	The SA process has been integrated throughout the production of the document i.e. the table showing which quadrant areas are contributing to each sustainability objective.
	Helpful in context of the SPD and General LDF exercise if a dedicated summary could be given of the Council's response to and changes made following EH's comments made during the consultation on the Scoping Report.	The comments received on the scoping report, whilst replied too individually, were noted and where necessary have caused changes for the final ESG Sustainability Appraisal. Changes to the appraisal have been reflected in the SPD.
	EH underlines the importance of a comprehensive townscape characterisation study and analysis to inform the regeneration of the area and its integration with surrounding areas. The Report lists information gaps – 13.3, 18.2, 18.3. The undertaking of a characterisation study would provide this baseline data.	Agreed. A new sub-section describing characterisation areas is being included.
	The report should outline in more detail the mitigation measures which have been identified as necessary to prevent, reduce or offset significant effects and secure opportunities for enhancement. eg there is a poor fit between the summary given at section 4 and Appendix 3 of the SPD on archaeology.	Agreed. The details of the mitigation measures expected are to be provided with proposals or applications informed by appropriately qualified persons in specific areas. For example for the biodiversity aspect, the Council's Conservation Team may be able to broaden upon the specific requirements with developers. Amendments to the

		SPD are to be made to make this clear. Mitigation measures recommended in the SA have also caused changes in the wording of the SPD to ensure that applications being submitted harness every opportunity for a more sustainable development.
	It is not clear how this SPD relates to other masterplanning exercises commissioned by ESG Company. Need a better explanation than that given on page 4.	Agreed. Page 4 is being amended to provide clarity to the relationship between the SPD and the masterplan.
	Quality of maps/diagrams needs to be drastically improved	Agreed. The document graphics will be amended to improve presentation of maps quality and diagrams.
	The SPD suffers from a lack of a thorough analysis of the existing character of the area. Any consideration of an area should be based on a clear analysis of the existing character of the area.	Agreed. See above.
	It is far from clear what the SPD is seeking to convey due to style and grammar and reliance on tired urban design vocabulary like 'vibrant'. Terms like urban village and good design should be defined.	Agreed. The document will be revisited to see where it can improve on its vocabulary and to provide further necessary definition.
	Page 17. 'Seamlessly' is a highly ambitious aspiration. Seeks removal of underpass.	This SPD seeks integration between ESG and the city centre and the use of design in achieving this is important. Seamless is considered a good way of describing this process. The removal of the underpass is a masterplan issue not a design matter for consideration in this SPD.
	Page 18 – Surely there are other significant views other than Cathedral tower and All Saints spire.	Agreed. Significant views have been revisited and amendments are proposed. These will define protected views of St Peters, the Cathedral and All Saints which have traditionally been landmarks that have been protected.
	Make more of the Hereford Effect – Hereford is developing an excellent tradition of good modern design in historic settings. This is one of the best hopes for success in ESG and	Agreed. The SPD will be amended to reflect this point – the 'Hereford Effect'.

	the SPD needs to make more of this.	
	Page 19 – Gateways should be points of access as well as visual features.	Agreed. Amend SPD at page 19 as suggested.
	Page 25 – Map. The term 'building of interest' should be defined. Must be more of them	Agreed. Amend SPD as suggested at page 25 to state building of architectural interest.
	Page 28 – Last bullet point in Left hand column. Meaning not clear. Is there not a place for new materials?	Agreed. Amend SPD as suggested at page 28 to state that there is a place for new materials within new schemes.
	Page 29 – the third bullet point . SPD should give clear guidance on building heights	Suggested building heights are provided in the key design proposals for this quadrant.
	Page 31 - Listed building setting is not defined. See PPG15	Agreed. Amend SPD as suggested at page 31
	Page 44 Preaching cross and Coningsby Hospital are Grade II* The whole site including the Friary is a SAM. The principle of greater public access is good however the routing of paths needs the utmost care.	Agreed. Amendments are to be made to refer to a major heritage led regeneration project.
	Aspirations behind the SPD are commendable but it needs to be better informed by a character analysis as an information baseline, better thought through and better expressed.	Agreed. See above.
Mr Power	What will the future be for the general market on a Wednesday and Saturday for the vegetable market?	The UDP makes it clear at paragraph 7.7.26 that the stall market should be retained upon redevelopment. This requirement will need to be addressed through the ongoing masterplan work that is being undertaken by ESG Herefordshire Ltd.
Mr Godwin	Hereford needs a better football stadium and rugby stadium. Support proposed developments on the cattle market and the city centre. Hereford needs more choice with more clubs, societies and an ice rink. A theme park on the edge of the town would be very popular. There needs to be better entertainment.	It is the intention of the ESG proposals to improve facilities at the football club, however there are no such proposals for a rugby stadium. Support noted for the cattle market developments. The ESG proposals provide for improved leisure based developments including a multiplex cinema.
Hereford Stroke Club	Concern about disability access.	Access for the disabled will be given full consideration within design proposals for ESG developments. This is highlighted at page 22 of the

		SPD.
Herefordshire and Gloucestershire Canal Trust	Add the Canal and Basin to the primary objectives as a 'bullet point' on page 6.	The canal is a safeguarded requirement whilst the basin is to be incorporated within the urban village. The Canal and Basin were not thought to warrant specific reference in the UDP in respect of strengthening Hereford's role as a sub-regional foci.
	Welcome list of Canal Basin, wharfage and visitor centre within list of planning obligation requirements but it is intended to provide for the long term sustainability of the Canal through Planning Gain from the development. Much more than a visitor centre is required and this will need to be a commercial facility. Need more detailed discussions on this. The approach canal should also be added to this section as well as the Canal Basin.	This list came from Paragraph 7.7.15 of the UDP. The development of planning obligations will be an issue for the masterplan work and subsequent planning applications. The Council's Planning Obligations SPD will provide the further guidance.
	The reference on page 7 and elsewhere to flood alleviation utilising the Widemarsh Brook should include the Canal.	Agreed. Amend SPD as suggested at page 7.
	Page 13 – Contamination within the proposed canal basin at Jewsons is inaccurate as the new basin is being proposed for land outside this area.	Agreed. Amend SPD as suggested at page 13
	Concerned at attempts to reduce the size of the terminal basin. Seek high quality public realm around the basin and on routes to and from this to key areas such as the station, theatre and city centre. Need buildings to be set back to provide space for events not a housing estate overlooking a canal.	Agreed. The SPD will be amended to reflect the point on public realm. However, it is the role of the masterplan and future planning applications to progress the specifics of the canal and its design.
Ann Ashley	Concern over global oil depletions and impact on climate change. Plan for a future which cannot be reliant on oil. Plan a truly low carbon, locally based, locally focused sustainable area eg city farm, market garden.	Agreed. The SPD will be amended to include a section on climate change as this will be a key design challenge.
DFKE (Hereford) Ltd	Q1 - The document does not provides sufficiently clear	Agreed. Further additional design advice is being added.

	design advice.	
	Q4 - The document does not identify all design challenges.	Agreed. Other design challenges are being added.
	Q5 - Design aspects are missing in the SPD.	Agreed. A number of additional aspects are being included as amendments.
	Q7 - More information is required in Section 5.	Agreed. Section 5 is to be widened to include further design information.
	<p>Q9 – Detailed guidance in respect of the Football Ground/Merton Meadow policy area requires more clarification. Most importantly the discussion of this site omits any reference to the former Baylis Garage site and other land to the east of the football ground, which occupies a substantial proportion of the TCR22 allocation. The SPD should state more clearly that the area around the stadium, particularly to the east, has substantial redevelopment potential. Potential developers of this area have little indication of the design implications of developing this area in the future.</p> <p>Page 48 - Third bullet point is inconsistent with bullet point 4. it is unclear whether the Council considers the stadium has the potential for redevelopment, either partial, comprehensive or not at all. This is further confused by the statement on page 49 which recommends that only three stands of the stadium can viably be redeveloped.</p> <p>The SPD is not in line with the policies of the UDP which states that development proposals should include ‘the reorientation and redevelopment of the existing Football Club stadium to a site at the northern edge of the proposal area.’ The SPD fails to fulfil its remit to supplement the policies of the UDP and the requirements of PPS12.</p>	<p>Agreed. Amend SPD to state that the area around the stadium, particularly to the east, has substantial redevelopment potential.</p> <p>It has been accepted that it is not financially viable to relocate the football ground as suggested in the UDP and it is expected that the stadium will remain in its current location.</p>
	The SPD is unclear on the	The map on page 19 identifies

	<p>importance of strategic/important views. Diagram on page 19 illustrates key views, landmarks and sites of visual significance. This map differs from the map on page 25 which identifies different views. It is unclear whether these are existing views or potential views which the framework seeks to create. The text needs to clarify more precisely what the implications of these important/key views are and what implications this has for redevelopment of TCR22. How will views be achieved?</p>	<p>key gateways not views into the site. The map on page 25 has taken the most important primary gateways for inclusion on the general design framework. It is not possible for all the information to be shown on map 25. Map 25 does illustrate important views which will need to be protected. Schemes will need to be designed to ensure that this is undertaken eg through control on storey heights, the orientation of development to help frame views. Amendments are to be made to make clear the protected views of St Peters, the Cathedral and All Saints.</p>
Environment Agency	<p>Sustainability Objectives – Amend second paragraph on page 10 to include 'the impact of climate change including flood risk' as this is a key constraint of the ESG area. Need to include a separate sustainability objective entitled 'Reduce and Manage Flood Risk' given the above. Amend third line of paragraph 2 to 'transport, water and energy use' as water consumption and minimisation is a key sustainability issue.</p>	<p>Agreed. Amend SPD at page 10 as suggested at the first and third line.</p> <p>Natural England recommended a change to the SA scoping report for the LDF to address the climate change sustainability objective to identify flood risk separately from the original objective and in light of this consultation amendment it has also been reflected in the SA report for ESG.</p> <p>Agree that transport, water and energy use are key sustainability issues and these are highlighted in table 2 significant sustainability issues for ESG in section 7 of the SA report. Furthermore, transport is dealt with in objective 04, water in objectives, 14, 17 and indirectly in 18 and energy indirectly in objectives 04, 11, 12, 16, and 18 and directly in objective 14.</p>
	<p>Section 3 – Design Challenges – Contaminated Land - Amend to state 'The issue needs to be considered in line with policy DR10 of the UDP and the requirements of PPS23 – Planning and Pollution Control....'</p>	<p>Agreed. Amend SPD at section 3 as suggested.</p>
	<p>Flooding Amend text as follows:</p>	<p>Agreed. Amend SPD as suggested.</p>

	<p>'as subject to a high risk of flooding and therefore in line with UDP Policy DR7 and PPS25 – Development And Flood Risk needs.... possible realignment of the Yazor Brook and other flood mitigation options (currently being pursued by consultants ESG and Capita Symonds) may be able to assist with this.'</p> <p>Further text should also be added to state 'All areas of the ESG will need to demonstrate suitable Sustainable Urban Drainage Systems (SuDS) techniques as part of a detailed Flood Risk Assessment, which should reduce surface water flood risk through a betterment in the surface water run – off regime, including events up to and including the 1% storm, event plus climate change.'</p> <p>The SFRA should be used to inform the location and form/type of development in accordance with PPS25. this includes consideration of vulnerability of uses and associated requirements as detailed within Table D1, D2 and D3 of PPS 25.</p>	
	<p>Another key design challenge is Water resources and Water Quality linked to Infrastructure requirements eg role of Widemarsh Brook which has issues of low flows. Need to consult with Welsh Water regarding sewerage systems.</p>	<p>Agreed. A new design challenge entitled infrastructure and utilities is to be added. This point will be included within this section.</p>
	<p>Section 4 – general Design Framework Include the following issues within the list of 'sustainability issues – the use of SuDs to reduce surface water flood risk as well as providing biodiversity enhancement and water quality benefits and the uses of water minimisation techniques including low flush toilets, low flush showerheads</p>	<p>Agreed. Amend list of bullet points to include additional issue as requested.</p>

	<p>and other bathroom fittings for example’.</p>	
	<p>Add ‘contaminated land and surface water flood risk to the list of design constraints on page 40 relating to the Canal Basin and 27 relating to Eign Gate area.</p> <p>Sustainability objectives on page 43 amend to state ‘the use of renewable energy sources, ’as well as water minimisation and SuDS’ these aspects are detailed in PPS1.</p> <p>Widemarsh Brook (page 45) has issues relating to water quality and low flows – after first sentence on page 45 amend to include additional text ‘there are also issues relating to water quality and flows, which could be addressed by appropriate enhancements.’</p> <p>Amend text on page 46 to state ‘...flood alleviation scheme for the area and providing water quality enhancements.’ This is in line with PPS 23. The Ecological study of the Widemarsh Brook should include water quality management.</p> <p>Football Ground/Merton Meadow Policy Area – Potential Contaminated Land and Surface Water Flood Risk be included in the list of design constraints on page 47. Also make a reference to an opportunity to improve and enhance the water quality of the Widemarsh Brook.</p> <p>With regards to the SA report the following comments apply: Flood Risk – Climate Change and Flood Risk is identified as a key sustainability issue and supporting evidence however no indicator appears to have been selected within Appendix A2.</p>	<p>Agreed. Constraints to be added.</p> <p>Agreed. Amend text as requested.</p> <p>Agreed. Amend text as requested.</p> <p>Agreed. Amend text as requested.</p> <p>Agreed. Constraint to be added.</p> <p>Agreed. Opportunity to be added.</p>

	<p>The SPD could address the flood risk issue by steering development to flood zone 1 and ensuring development includes SuDS to minimise surface water flood risk (from run off). Note that objective no 15.1 and 15.4 identify this approach.</p> <p>Baseline data - Number of properties at risk of flooding can be obtained from the EA Flood Zone maps indicating Flood Zone 3,2,and 1. Sent to the Council quarterly. The SFRA will refine this information. Also can collect 'number of additional developments permitted in Flood Zone 3 and 2' and 'the number of additional or percentage of all developments within the district/ESG with SuDS.'</p> <p>In terms of climate change and resource efficiency (energy and water...) recommend the following indicator: 'The percentage of new residential units demonstrating resource efficiency design techniques (to the 60% CO2 reduction target), meeting level 3 as set by the Code for Sustainable Homes and the equivalent 'very good' BREEAM standard.'</p>	<p>Agreed. Opportunity to be added.</p> <p>Agreed. SPD/SA will be amended as suggested.</p> <p>The indicator "the number of planning permissions granted contrary to the advice of the EA" is currently being noted as an indicator for flood risk and this will also cover aspects with regards to water quality. It is accepted that this may not be ideal and with time it is hoped that more appropriate indicators will be used, for this and other indicators.</p> <p>Data is being requested and will be reflected in SA report when available. SuDS data will be reflected in SA, as it is an iterative process, as and when the information becomes available.</p> <p>Appendix A2 identifies the following indicator "Percentage of new build and retro fit homes meeting eco-homes very good standard" although it does not currently have any data. If following a data review in early 2008 data becomes available either for this indicator or through your suggested Code for Sustainable Homes or BREEAM then this indicator will be amended appropriately. It is likely that it will also then be reflected in the Final SA General Scoping Report for the LDF.</p>
Royal Mail	Royal Mail have their Hereford delivery office located on ESG. Support the proposed regeneration of the Edgar Street Grid area but has the following concerns:	Support noted. Noted. The UDP safeguarded road route is indicative and subject to significant refinement as detailed proposals are

	<p>Objects to the line of the safeguarded link road as it severs car park not leaving sufficient space.</p> <p>The SPD should plan for compatible uses to be developed on land in close proximity to the delivery office and not as proposed, residential development.</p> <p>Experience shows that a delivery office close to residential results in disturbance issues</p> <p>The SPD should identify as a requirement the need for the ESG regeneration to be designed and phased so as to minimise impact on existing businesses with particular attention to traffic impact.</p>	<p>developed. The requirements of Royal Mail will be given full consideration in this process.</p> <p>Compatible land uses point is noted and an amendment will be included within section 5 of the SPD to ensure that residential amenity and disturbance to existing businesses is addressed in design proposals. This is also an issue for consideration through the masterplan work, particularly phasing.</p>
West Mercia Constabulary	<p>West Mercia Constabulary owns the Essex Arms playing field site. Supports regeneration of ESG area.</p> <p>West Mercia are seeking a site for a Police divisional headquarters in the ESG area and seek some presence within the Civic Quarter. This will need to be located in a prominent location with high footfall, at ground floor level</p> <p>Supports regeneration of ESG area. The constabulary are unlikely to release the Essex Arms playing field until provision has been made in the ESG proposals for a replacement HQ.</p>	<p>Support noted.</p> <p>Issue over Police HQ is noted however this is an issue for the masterplan and not a design SPD.</p>
Peacock and Smith Ltd/Morrisons Supermarket PLC	<p>The SPD does not refer to the existing Morrisons store. Need greater reference to the new link road in the SPD. The link road must not adversely impact on access to and from the Morrisons store. This is important from highway safety and also to ensure that the store is not put at a competitive disadvantage. Morrisons require clarification in respect of the period during which it may be constructed and how this may impact on the operation of their store.</p>	<p>This is a design SPD and details of the link road have been provided on page 21.</p> <p>Noted. The UDP safeguarded road route is indicative and subject to significant refinement as detailed proposals are developed. The requirements of Morrisons will be given full consideration in this process. Amendments are proposed to Section 5 to require development to minimise disturbance and impact to existing businesses.</p>
M.W.McKay	Representation against the re-	Noted. This has been previously

	<p>alignment of the Yazor watercourse. Widemarsh Brook can be fully controlled with the correct management and utilization of the Bifurcation and designated flood storage area outside the grid without the need to do further damage to the Biodiversity of the brook. Concern over the use and the condition of the bridge on Bulmers car park as a cycle way.</p> <p>Understand one of the options is an upstream floodwater storage programme which is preferable to destroying a full on Trout stream.</p> <p>Concern that ESG is being pursued before legal adoption of the UDP.</p>	<p>examined by the Council and will need to be further re assessed in future flood alleviation works. Cycleways should be of an acceptable standard for its use. This is an issue for consideration through the masterplan. The UDP was adopted in March 2007.</p>
ESG Co. Ltd.	The last sentence of paragraph 1.3 – “Standards and requirements” – does this belong in paragraph 1.6 instead	This is a general statement necessary to be made early in the introduction. No change.
	The green insert on page 7 is good	Noted
	The appropriate assessment section on page 7 doesn't belong there; it should be under a sub-heading of “Biodiversity” on Page 15.	This is necessary to be set within the policy context. No change.
	In tables 1 and 2 on page 9 the sustainability objectives are getting in the way, can they be put into an appendix? It is also unclear what table 2 is intended to show	It is important that this document is led by sustainability objectives. No change.
	In the green insert on page 10, should the word “quartile” be “quadrant”?	Agreed and amended.
	On page 12, the whole section is not up to standard and detracts from the quality of the document overall. It is suggested that the analysis from the masterplan be used in summary here instead. It is also pointed out that if an urban design analysis is included, the document will need to explain the purpose for including this.	Agreed – The section is to be rewritten using the masterplan analysis and setting out its clear purpose.
	Page 14 appears to be in the wrong order, and the essential	The section identifies the general design issues. Changes are to

	<p>purposes of the SPD are missing and will need to be set out, This part needs to start with a section describing what is to be achieved.</p> <p>The open space section is felt to be too wordy and the sections on climate change and flooding need to come at the end of the section and are too general, they need to be made more specific.</p>	<p>be made elsewhere in the document to provide a brief explanation of what is intended on specific quadrant areas.</p> <p>In agreement about changing the order. It is felt necessary to make clear the purpose of public private and amenity space in respect of open space.</p>
	<p>Each quarter should start with a short piece of introductory text which gives an explanation regarding the purpose and objectives for that quarter, this should replace the list of current design constraints</p>	<p>Agreed. Changes are to be made.</p>
	<p>The list of design constraints has no value because the implications of the constraint are not explained</p>	<p>Agreed. Changes are to be made.</p>
	<p>In the constraints and opportunities sections, the sustainability references get in the way of the narrative. They need to be put into a box or used as a side note</p>	<p>Agreed – the objectives are to be highlighted.</p>
	<p>The section on views and vistas on pg 32 is not very good. The aim should be to create views from a limited number of important points, not to orientate a whole grid around views of two buildings, with the key views identified in the SPD. It isn't useful to suggest a southeasterly orientation for the block structure and haven't sought to do that in the masterplan</p>	<p>Agreed. Changes are to be made.</p>
	<p>The heights section needs to be moved from page 31 to page 32 to where the rest of the heights narrative can be found. It should be mentioned that the ESG area is relatively unconstrained and is in a sustainable location close to the city centre</p>	<p>Agreed. Changes are to be made.</p>
	<p>The revised conservation narrative on page 33 relating to the Newmarket Inn is wordy and not very clear</p>	<p>This additional guidance is necessary and helpful. Some minor changes are to be made to improve clarity.</p>
	<p>Page 35 – The Car Park – the</p>	<p>Agreed. Changes are to be</p>

	<p>draft misses the point, The scale is all right; the development doesn't need to have a stepped design. Instead, the frontage should be broken down into a series of separate buildings to reflect the finer grain of the city and the shoulder line and the roof line need to be varied. In this way the development will not be overbearing</p>	<p>made.</p>
	<p>Why are there so many "sustainability Objectives" headings? Could these be taken out completely?</p>	<p>These headings are necessary and conclude upon previous guidance</p>
	<p>Delete the first 2 sentences in the canal basin section and replace with "The proposals include the creation of a new canal and basin which will form important features of the urban village. There is also the potential to extend these through the formation of the other water features with canal design characteristics. These, together with the diverted Widemarsh Brook, could form a highly attractive canal basin which would need to be well designed and of an appropriate size having regard to the desirability of introducing a high density urban village setting around this region..."</p>	<p>Agreed. Changes are to be made.</p>