

Sheep Fair/Bow Street Conservation Area Management Plan

Supplementary Planning Document (SPD)

CONSULTATION STATEMENT

1. Introduction

This statement is the 'Consultation Statement' for the Sheep Fair Bow Street Conservation Area Management Plan SPD as required by the Town and Country Planning (Local Planning) (England) Regulations 2012. This statement sets out how the public and other stakeholders were consulted upon the SPD.

2. Consultation regulations

The SPD is produced in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The relevant regulations relating to the consultation process are explained below.

Regulation 12: Regulation 12(a) requires the Council to produce a consultation statement before adoption of the SPD, this must set out who was consulted, a summary of the issues raised, and how these issues were incorporated in to the SPD. This statement is the 'Consultation Statement' for the adopted SPD as required by Regulation 12(a).

Regulation 12(b) requires the Council to publish the documents (including a 'consultation statement') for a minimum 4 week consultation, specify the date when responses should be received, and identify the address to which responses should be sent. The consultation statement that accompanied the draft SPD set out that information.

Regulation 13: Regulation 13 stipulates that any person may make representations about the SPD and that the representations must be made by the end of the consultation date referred to in Regulation 12. The consultation statement that accompanied the draft SPD set out that requirement.

Regulation 35: Regulation 12 states that when seeking representations on an SPD, documents must be made available in accordance with Regulation 35. This requires the Council to make documents available by taking the following steps:

- Make the document available at the principal office and other places within the area that the Council considers appropriate;
- Publish the document on the Council's website.

These measures were undertaken as part of the draft SPD consultation.

3. The Statement of Community Involvement (SCI)

The SCI was adopted in 2014 and reflects the 2012 Regulations, set out above. It also specifies additional measures that the Council will undertake in consulting upon draft SPDs and these have been reflected in the consultation process for the SPD. As per the SCI, the Council has involved key stakeholders in the preparation of this draft SPD for consultation (as set out in the SPD).

4. Design SPD Consultation Information

Consultation on the SPD is been carried out in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The draft SPD was made available for inspection by the public for a six week period between 6th November to 18th December 2017. Copies of the draft SPD was available during normal office hours at the following locations:

- Cannock Chase Council principal offices at the Civic Centre, Beecroft Road, Cannock
- Public library at Rugeley
- Council Area Office at Rugeley

A copy of the draft SPD was available to view on the Council's website at www.cannockchasedc.gov.uk/planningpolicy.

Further information was available by contacting the Planning Policy team by email at planningpolicy@cannockchasedc.gov.uk or by telephoning 01543 462621.

The following measures were undertaken to inform persons of the draft SPD consultation and document availability:

- Notification letters sent to all properties in the Conservation Area, stakeholders including Historic England, Staffordshire County Council and the Landor(Local History) Society and local ward Members.
- A short presentation was made to Rugeley Town Council.
- A Press Notice was posted in local papers.
- A press release was issued.
- The draft SPD and details of the consultation were posted on the Council's website.

5. Summary of issues raised and how incorporated into the SPD

7 representations on the draft SPD were received from external parties, including Parish and Town Councils and statutory agencies, such as Historic England. In summary, comments received broadly expressed strong support for the SPD, suggesting only relatively minor amendments and additional information to be referenced. Many of the requested changes have been taken forward in the adopted SPD.

A full schedule of representations received to both the accompanying Appraisal and the Management Plan SPD is set out in Table 1 and the Council's response is set out in Table 2. This also details the amendments to the draft SPD.

Table 1: Schedule of comments received and Council's response

Name	Comments	Officer Recommendations
Rugeley Town Council	<ul style="list-style-type: none"> <li data-bbox="459 371 1007 757">• One of the key issues in protection of the Area is the concern over incremental work being undertaken through 'permitted development'. Over time the accumulation of individual actions detracts from the overall appearance of the Area. The Town Council would propose that measures are brought in to restrict 'permitted development' through the use of an Article 4 directive. <li data-bbox="459 869 1007 1149">• Applications are being received for illuminated signage to commercial properties in this Conservation Area. The Town Council is keen to restrict illuminated signage and see approval of only non-illuminated signs because illumination detracts from the low scale, mainly housing nature of the Area. <li data-bbox="459 1193 1007 1429">• There is nothing in place which enables passers-by to associate the roads as being within a Conservation Area. The Town Council would encourage CCDC to install updated road signs which identify the roads as being within a Conservation Area. <li data-bbox="459 1473 1007 1899">• The Town Council feel that the package of measures to deal with Conservation Areas are biased towards reactionary work – waiting for landowners to come forward with ideas and then guiding planning applications. The Town Council would like to see more proactive direction given to developers. This could come in the form of a design guide for the Conservation Areas which identifies ideal treatments of boundaries, facades, roofs etc. 	<p data-bbox="1016 371 1407 790">This is recognised as an issue in the Appraisal which confirms that the Council will consider this course of action. To date the Council has followed an approach of encouragement and awareness raising however the opportunity could be pursued should it be warranted following a survey and justification when resources permit.</p> <p data-bbox="1016 869 1407 1081">Noted. The Council generally prefers to treat signage on its merits but would in any case be cautious in dealing with illuminated signage in a predominantly residential area.</p> <p data-bbox="1016 1193 1407 1406">Noted. Signage would need to be discussed with Staffordshire County Council as Highways Authority but this could be considered as resources permit.</p> <p data-bbox="1016 1473 1407 2027">Noted. The measures are acknowledged to be so, however more proactively the Council adopted a Design SPD in 2016 which includes design guidance on the historic environment including principles applying to alterations to Listed Buildings, new development in Conservation Areas and to managing change in the historic environment generally. More specific design guidance could be considered as resources permit.</p>

	<ul style="list-style-type: none"> The Town Council supports the Heritage Urban Character Area documents which further address and direct the development/refurbishment opportunities in the Conservation Area. Again, however, it feels that more direction should be given to reduce incremental chipping away of the quality of the remaining architecture and feel in the Area. 	Noted. See comments above.
Mr & Mrs G Lund	<p>We found the Conservation Area documents most informative and comprehensive and compliment all involved in the preparation. We have little to add but ask if the following points could be considered:</p> <ul style="list-style-type: none"> Ref Draft Appraisal p19 Elmore Park: may we suggest altering the penultimate sentence thus (additions in italics): Adjacent to the Park runs the 'green lane' (<i>known by some older residents as Brookside</i>) which provides an informal access to the Old Mill and <i>the Mill House</i> 35 Sheep Fair, looping around the back of 3-19 Sheep Fair to re-emerge on the road <i>adjacent to an open green space surrounded by trees</i>. Ref Draft Management Plan p2 Summary of Special Interest: could another sentence be inserted on the following lines 'Its green spaces adjacent to Elmore Park offer views to attractive old buildings and trees, thereby enhancing the street scene.' Ref Draft Management Plan p3: with regards to repairs and maintenance, we agree that traditional materials make a positive contribution but can be expensive compared to upvc. To encourage then use of traditional materials we suggest that the possibility of grants in certain cases be considered, to cover the cost difference between eg upvc and timber. We appreciate that with limited funds such a suggestion might be difficult to adopt but an approach to English Heritage could be worthwhile. 	<p>Noted.</p> <p>Noted, text updated accordingly.</p> <p>Noted, text of 'Summary of Special Interest' updated in both documents accordingly.</p> <p>Noted. The Council will investigate possible funding options however is aware that even at Historic England (HE) (formerly English Heritage) resources are very limited. On occasions however HE run funding schemes in partnership with Local Authorities directed at particular issues (such as the recent successful Rugeley Town Centre Partnership Scheme which helped fund repairs to commercial buildings in 2011-14)and should a future scheme be suitable for assistance in residential areas</p>

		Sheep Fair/Bow Street Conservation Area could be a considered.
Historic England	<p>We support the approach of preparing a Supplementary Planning Document (SPD) that will provide clarity on a range of local design and conservation issues.</p> <ul style="list-style-type: none"> • It may be useful to include the relevant Local Plan policies within the SPD to show how the SPD expands upon the local policy clauses. • We support the content and descriptions of how developers and applicants can consider the main issues relevant in the Conservation Area and protect and enhance heritage assets and key heritage features. We would recommend the inclusion of a section on height and how this is a key issue both within the Conservation Area and its setting, and that it may be appropriate to limit the height of new development to protect the character of the Conservation Area. • We would also recommend a section on setting and how to assess the impact to the setting of the Conservation Area. • We support the opportunity for enhancement measures within the Conservation Area. • It may be useful to state that the use of pvc within Conservation Areas will not be supported. 	<p>Noted.</p> <p>Noted. The Appraisal describes relevant local planning policy context without setting the text out in full. The Management Plan SPD aims to focus on a succinct delivery plan to preserve or enhance the Conservation Area so longer policy text has not at this time been added.</p> <p>Noted. Whilst height is a potential issue in conservation areas it has not been noted as a concern here. Bearing in mind this Conservation Area adjoins an opportunity site in the Rugeley Town Centre Area Action Plan the Council considers it would wish to retain flexibility to consider development proposals on a case by case basis rather than placing any specific limit on height but text updated to take better account of issue.</p> <p>Noted. Appraisal already has a section on Setting as well as coverage in Recommendation 7, however text updated to elaborate on the matter including assessment of impacts.</p> <p>Noted.</p> <p>Concern acknowledged, however in reality this predominantly residential Conservation Area already has significant upvc window</p>

	<ul style="list-style-type: none"> • We have found, when commenting on other similar documents, that the use of positive and negative images of what is and is not suitable works very well. We note the use of some imagery within the document and wonder whether you might consider including additional images to provide additional clarity on some of the more complicated issues. • Under section 2, as referenced above, we would recommend a discussion on appropriate building heights. • We support the use of developer contributions for positive public realm enhancements. • It may also be worthwhile to include some further detail about signage and advertising, which can sometimes be a key concern within Conservation Areas and what would and would not be acceptable. • We would recommend a section on enforcement and how the Council may tackle issues where development is not in keeping with the Local Plan policy and this accompanying SPD. 	<p>replacement and did prior to designation in 2004. The character and appearance of the Area is therefore partly formed by this so the need to preserve or enhance focuses on encouragement of appropriate window design, albeit in upvc, if traditional timber is unaffordable.</p> <p>Noted. Illustration has been used to a degree however tends to make the size of the electronic document rather unwieldy especially for householders trying to download on home computers, so the Council tries to strike a balance.</p> <p>See above response on building heights – text updated.</p> <p>Noted.</p> <p>Noted, however this is not a significant issue as there are few commercial buildings so the Council generally prefers to treat signage on merit though would be cautious in any case in dealing with illuminated signage in a predominantly residential area.</p> <p>The Council’s adopted generic Conservation Areas Management Plan SPD adopted in 2014 should be read in conjunction with the individual Conservation Area Management Plans and contains measures available for the Council to apply across all its Conservation Areas, including enforcement.</p>
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		Appraisal Recommendation 8 confirms that the Council will undertake to work with property owners to seek satisfactory solutions to issues adversely affecting the character or appearance of the Conservation Area. The Council prefers to take a conciliatory approach wherever possible.
H. Thornton	Both documents are well written and presented with a well illustrated historical context and even the most difficult parts are well explained. They will make readers understand the reason and importance of preserving all that is good in the Conservation Area and how enhancement can be achieved by owners understanding the need to consult the Council's planning policy for externally visible alterations and new development. The need for regular monitoring by the Council is made clear.	Noted.
M. Kettle	Enjoyed reading the documents and thank you for your effort.	Noted.
The Landor Society	Documents are thorough, agree with recommendations regarding electricity substation enhancement, signage and road markings. Sympathetic redevelopment using materials and styles to blend with existing are highly desirable.	Noted.

Table 2: Proposed amendments following consultation

Document, Section and page number	Proposed Amendment
Appraisal - Summary of Special Interest -p3	Add extra bullet point: 'Its green spaces adjacent to Elmore Park offer views to attractive old buildings and trees, thereby enhancing the street scene.'
Appraisal -Character Analysis - p13	Add extra sentence after existing 4th sentence of penultimate paragraph on page: 'The historic buildings in the Conservation Area are of two and three storey height.'
Appraisal - Elmore Park - Spatial Analysis - p19	Alter penultimate sentence to: 'Adjacent to the Park runs the 'green lane' (known by some older residents as Brookside) which provides an informal access to the Old Mill and the Mill House, 35 Sheep Fair, looping around the back of 3-19 Sheep Fair, to re-emerge on the road adjacent to an open green space surrounded by

	trees.'
Appraisal - Enhancement Opportunities/Recommendations - p26	Add extra sentence to Recommendation 3 after existing 2nd sentence: ' Height of new buildings should also reflect site surroundings in a way which preserves or enhances character and appearance.'
Management Plan SPD -Summary of Special Interest - p2	Add extra bullet point: 'Its green spaces adjacent to Elmore Park offer views to attractive old buildings and trees, thereby enhancing the street scene.'
Management Plan SPD - 2. The Treatment of New Development - p4	Add extra words to first bullet point: '...reflect existing building heights , variety and detailing...'
Management Plan - 3. Potential for Enhancement - p5	Add extra sentence: 'Implications of development affecting the setting of the Conservation Area will be considered on a case by case basis in accordance with Historic England guidance.'