

Yeovil Public Realm Design Guide

Executive Portfolio Holder: Cllr Peter Gubbins, Yeovil Refresh Lead
Ward Member(s) Town centre ward members
Director: Martin Woods, Service Delivery
Service Manager: Mike Holmes, Interim Regeneration Programme Manager
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Purpose of the Report

1. To seek approval from the District Executive for the Yeovil Public Realm Design guide to be subject to formal consultation. This formal consultation is in accordance with the council's adopted Statement of Community Involvement which supports the Local Plan.
2. This consultation will support the adoption of the Public Realm design guide as a Supplementary Planning Document supporting the Council's Local Plan.

Forward Plan

3. This report appeared on the District Executive Forward Plan with an anticipated Committee date of 7th November 2019

Public Interest

4. This report is requesting that District Executive approve the Yeovil Public Realm design guide for formal consultation. The guide is part of the work to deliver the Yeovil Refresh. It is intended to create a template for any building projects that happen in Yeovil town centre. This includes projects that the council is planning to deliver in the main streets. It will help create a guide for other developers to follow when designing public areas. The guide also includes a shopfront guide which is meant to help businesses by giving a clear style and quality when making or upgrading a shopfront.

Recommendations

5. That the District Executive:
 - a. Approves the attached Public Realm Design guide for formal public consultation. (Appendix A)
 - b. Approves the attached Shopfront guide for Formal Consultation (Appendix B).

Background

6. The Yeovil Refresh was adopted in 2018 creating a new vision for Yeovil town centre. The Refresh describes how this vision will be delivered through four key themes. These are Development, Transport, Public Realm and Complementary Initiatives.
7. This report deals with the Public Realm Design guide which is a key component of the Public realm theme, this is defined as project P1. The design guide is intended to provide a clear foundation for all future public realm schemes in Yeovil town centre. This includes a series of schemes P2- P5 described in the refresh document which cover the core town centre streets.

8. The design guide and associated shopfront guide will be adopted as Supplementary Planning Documents. These are intended to provide further policy definition in Yeovil town centre to the council's town centre planning approach. These documents provide definition to policies in the Local Plan specifically policy EQ2: General development. They are intended to assist in driving through the aspirations for the town centre within the Yeovil refresh document.
9. The public realm design guide has been created through the past year as the wider public realm design project has progressed. It is broken into a number of sections which:
 - a. Explores the existing situation
 - b. Sets out design parameters
 - c. Describe the approach to public art,
 - d. Sets a Lighting strategy
 - e. Creates a Wayfinding and Signage strategy
 - f. Describes the Quality and types of Materials which are required.
10. The design guide has an associated shopfront guide which sets out parameters to improve the quality of design in the town centre.

Process of adoption

11. The council has an adopted Statement of Community Involvement (SCI) which creates a clear framework for consultation relating to local plan documents. In accordance with the process for creating Supplementary Planning Documents there are a number of steps to follow to ensure that the document has been subject to appropriate consultation. The following has been delivered or is planned:
 - a. The principles of the design guide were subject to public, stakeholder and councilor consultation in the summer of 2019 which gathered information on the wider public realm proposals.
 - b. A screening report to determine whether the Design SPD requires a Habitats Regulation Assessment and/or a Strategic Environmental Assessment has been carried out and sent to statutory consultees for their comment. This is attached as Appendix C
 - c. The Design guide and Shopfront guide must be subject to a formal consultation which is a minimum of 4 weeks. This must be approved by District Executive. This consultation will run for six weeks if approved up to 19th December which is two weeks longer than the basic consultation period.
 - d. Consultation feedback will be considered and the document amended accordingly.
 - e. Document resubmitted to District Executive in January or February 2020.
 - f. Document recommended for adoption to Council by District Executive following amendments based on all comments.
12. The completion of this process would mean that the Supplementary Planning Document would then support the delivery of the local plan. This creates a clear design style for Yeovil town centre intended to support the wider regeneration of the area.

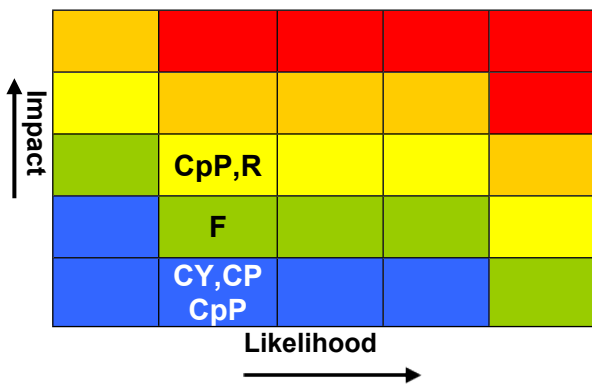
Financial Implications

13. The objective is to achieve the desired programme outcomes whilst minimising funding intervention from SSDC (where elements of the programme can be delivered commercially by the land/property owner). This will include the progression of bids for external funding and contributions from partners to support delivery of the Refresh proposals.

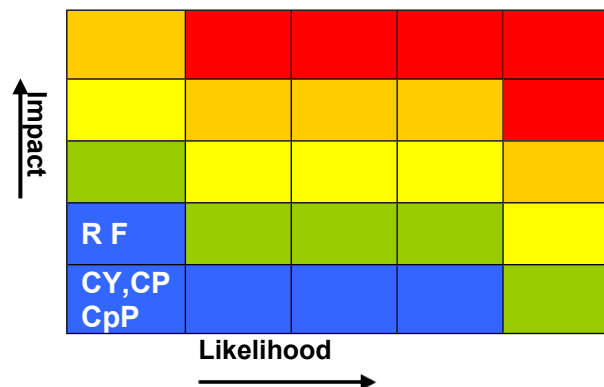
14. For the purposes of the high level budget allocation it has been assumed that District Council intervention will be required, if projects are brought forward commercially these sums will be returned to balances.
15. Whenever possible SSSDC will also seek to maximise opportunities for external funding, particularly where projects are 'social' regeneration projects without a commercial return.
16. The design guide creates a backdrop for the use of materials and other components of any proposed build scheme. The council is currently working on design proposals for the core streets in Yeovil.
17. The ultimate adoption of the PRDG, subject to due process, would have impacts on costs of those schemes. This design guide will inform cost and quality of all schemes. Those impacts though should be considered by the Yeovil Regeneration Board as part of any delivery proposals.

Risk Matrix

Risk Profile before officer recommendations



Risk Profile after officer recommendations



Key

Categories	Colours (for further detail please refer to Risk management strategy)
R = Reputation	Red = High impact and high probability
CpP = Corporate Plan Priorities	Orange = Major impact and major probability
CP = Community Priorities	Yellow = Moderate impact and moderate probability
CY = Capacity	Green = Minor impact and minor probability
F = Financial	Blue = Insignificant impact and insignificant probability

Council Plan Implications

18. Council Priority 3: To continue the Refresh of Yeovil Town Centre includes the adoption of a Public Realm Guide (P1) as one of the 2019/20 desired outcomes. This report seeks approval for formal public consultation of the guide which will enable this outcome to be achieved in Quarter 4 of 19/20.

Carbon Emissions and Climate Change Implications

19. The guide supports changes to the town centre which would have a positive impact for climate change. Whilst the guide is a framework if adopted as a supplementary planning document it sets

principles for additional tree planting, better use of permeable materials and improved practice in management of the streets.

The guide supports a shared space approach which places greater reliance on walking and cycling. This aims to reduce impacts created by petrol and diesel vehicles in the town centre.

Equality and Diversity Implications

20. The Design guide seeks to support greater access in the town centre through improved design in the areas it influences. It therefore sets a frame for action. At this stage a detailed equality impact assessment has not been carried out. This process will be applied to each individual design to ensure that they comply with Council's duties under the legislation. These will be the subject of future consideration when actual proposals for design are proposed. This report is making no specific proposals but the proposed consultation seeks views on the principles of design in the town centre.

Privacy Impact Assessment

21. This consultation will encourage public feedback. Information will be processed to support the production of the guide in accordance with the legislation. An assessment has been carried out which is available on request which considers the information collected in detail. (Appendix D)

Background Papers

- Public Realm Design Guide – Appendix A1 and A2
 - Shopfront Guide – Appendix B
 - HRA/ Screening Assessment – Appendix C
 - DPIA – Available on demand
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