

Part I:

Non-Residential Buildings

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This part of the Development Requirements SPD provides further detailed guidance on the interpretation of a range of Core Strategy policies in particular and as appropriate:

- CS.9 Design and Distinctiveness
- AS.10 Countryside and Villages
- CS.5 Landscape
- CS.8 Historic Environment

It provides information and advice on how applicants can ensure successful applications for shopfront design, signage, shopfront security and takeaways are achieved.

It will be used by Stratford-on-Avon District Council to inform decisions on whether to approve or refuse planning applications. Making sure that applications comply with the guidance contained within the SPD will make it easier for the Council to grant planning permission. The Council's Planning Policies are set out in the Core Strategy, available at www.stratford.gov.uk/corestrategy

Key words or terms which appear throughout the document, are included in the Glossary.

I1. Commercial Development

It is widely recognised that better designed buildings, landscapes, townscapes and places contribute towards more productive employees, a healthier and happier workforce, and that communities are more likely to be committed to the maintenance and improvement of their surroundings.¹ Planning permission will only be granted for new commercial and industrial buildings which are of high quality design and are appropriate for their use and context. Development will not be permitted where it is considered to have a detrimental impact on the townscape or landscape character. The following considerations should be taken into account when designing a commercial/industrial scheme:

- Impact on Neighbouring Amenity;
- Local Character;
- Conservation Areas and Listed Buildings;
- Scale;
- Layout;
- Access;
- Materials;
- Landscaping;
- Noise;
- Boundary treatments;
- Bin storage; and,
- Parking

I2. Impact on Neighbouring Amenity

Development should not unacceptably impact on neighbouring amenity in terms of overbearing impact, overshadowing or overlooking, regardless of their use.

I3. Conservation Areas and Listed Buildings

Stratford-on-Avon District has a rich heritage, with many notable Listed Buildings and Conservation Areas. Non-residential developments within or adjacent to Conservation Areas should give careful consideration to their historic character and setting. New development should be carefully designed to preserve or enhance the special qualities or the setting of the heritage assets. A Heritage Statement is required to accompany any application affecting a 'designated heritage asset', or 'non-designated heritage asset' or their settings.

I4. Scale and Layout

The proposed development should be of a commensurate scale to the surrounding built form and not be visually intrusive or overbearing. Where possible, large buildings should minimise their impact through the use of low ridge heights and curved roofs. The relationship between the proposed development and existing buildings and features in the area should be considered when designing the proposal or determining its location on site.

All new commercial development will be expected to create continuous active frontages

¹ Health, Wellbeing and Productivity, UK Green Building Council, https://www.ukgbc.org/sites/default/files/Health%2520Wellbeing%2520and%2520Productivity%2520in%2520Offices%2520-%2520The%2520next%2520chapter%2520for%2520green%2520building%2520Full%2520Report_0.pdf

and minimise blank walls and fencing. There should be a clear relationship between any new and existing development and the building should be well integrated into its surroundings through for example appropriate landscaping.

I5. Access

Entrances and egresses for new developments should be clearly visible and offer acceptable visibility splays in both directions. Accesses and circulation roads should contribute to a network of direct and connected routes within and beyond the site.

I6. Materials and Colours

Commercial developments should be constructed to produce a visually attractive scheme. Materials, building methods and details in the design should aim to enhance local distinctiveness. Where there is no precedent for the use of specific types of materials, a high quality area with a distinct character should be created, either from traditional or more modern materials. It is the degree to which any material is appropriate to its surroundings and its function that should determine its use.

A proposal for non-residential development, particularly in the countryside, should give careful consideration towards the choice of colours and materials. This will help to ensure that the external appearance of the building harmonises with the surrounding countryside and does not visually detract from its character and local distinctiveness.

I7. Landscape Design

A balance of well-designed hard and soft landscaping should be included within an application to ensure that quality visual spaces are created and their use, both night and day, encouraged. Landscaping can also include appropriate screening to help reduce noise, light and air pollution. Further detailed guidance on landscape design is set out in Part M: Landscape Design of this document

I8. Noise

The scale, nature and frequency of vehicles that service industrial businesses can be a major source of conflict with neighbouring activities, including other industrial uses. The design objective is to manage noise, disturbance and potential danger from deliveries, servicing and storage by developing sensible and efficient service routes and timetables.

The best place for these activities to occur is away from the highway, or to the rear of the main building. Mitigation measures may be needed, such as earth bunds, reed beds or tree planting to reduce the impact on noise or air quality.

In addition, working hours may be restricted, especially where there are residential areas nearby.

I9. Boundary Treatments

Boundary treatments must be appropriately designed and utilise existing features and vegetation, such as hedgerows and mature trees. The choice of boundary treatments should relate well to the wider physical and social context of the area and seek to make a positive contribution to local character. Further guidance is set out in Part M: Landscape Design.

I10. Bin Storage

Bin storage areas must be well designed and situated in close relation to the host property.

Provision should be made for storage and collection of both residual waste and recyclable waste. A compactor could be considered for offices and light industrial developments for residual waste only with separate provision for recycling.

I11. Parking

Adequate parking should be provided on site, with sufficient areas for service vehicles to park and turn if necessary. Parking areas should include some landscaping features and screening in order to reduce their visual impact. Cycle storage must also be provided along with cycle paths and footpaths in and out of the site. These standards are set out in Part O: Parking and Travel of the SPD.

I12. Other Non-Residential Uses

Part G provides further guidance on Agricultural Buildings and Part H sets out advice and guidance on shopfronts.