

Billericay Conservation Area Shop Front and Design Guide SPD Consultation Statement

July 2015

Billericay Conservation Area Shop Front and Design Guide - Consultation Statement

Tables 1 to 4 show all the consultation comments that were received during the public consultation on the Billericay Conservation Area Shop Front and Design Guide Consultation Document between 19th February and 2nd April 2015 for each question. The type of respondent, the Council's response and the recommended changes to the document for each comment is also provided. Corrections to grammatical errors and improvements to the internal layout of the document will be made in the adopted version.

Table 5 reports the comments received from Billericay Town Council post consultation and their respective recommended changes to the Design Guide. These comments were made in response to the Town Council reviewing of all the comments received and their related recommended changes.

The Billericay Conservation Area Shop Front and Design Guide Consultation Document and the recommended changes from the consultation were also subject to a Service Impact Assessment (SIA) which was completed in July 2015. The SIA identified opportunities to improve the impact that the Design Guide has on protected groups and these are set out in Table 6. Some of the issues raised in the SIA were highlighted in the consultation comments received and the response from Billericay Town Council.

Key

Blue text indicates inserted text

Red strikethrough text indicates deleted text

Table 1: Question 1 - Does the Shop Front and Design Guide refer to all of the key design styles within the area?

Respondent	Comment	Council Response	Recommended Changes
Local Resident	Though It correctly refers to medieval design right through to some of the dreadful 1960's & 1970's buildings and does give some advice on future correction of the styles, I feel it should go further and cover other dreadful designs with advice for improvement eg; the parades of shops which include the Pound Shop & Gregs parade plus Clinton Cards Parade. These business should be encouraged to make improvements to the facade or at least soften their impact on the character of the high street through improving their shop hoardings and signage.	The Council is not able to impose changes to existing shop fronts which have been granted permission in the past. The Design Guide does provide guidance on what would be supported by the Council when applications are made for replacement shop fronts and includes good/bad examples. This guidance is applicable to all shop fronts within the Conservation Area.	N/A
Billericay Society	Billericay High Street for many years has been a mish mash of different designs, and not in keeping with a High Street that is in a conservation area. You only have to look at the Building where Boots the Chemist is situated to get some idea on how Billericay has lost its way over a long period of time. Not to mention the ugly building which is the Hardware shop near Prezzo's restaurant.	The Design Guide gives an overview of what is considered acceptable and unacceptable in terms of design within the Conservation Area. Once the Design Guide is adopted any future changes to shop fronts will need to have regard to the design principles and expectations set out in the Design Guide for good design.	N/A
Local Resident	Can't think of any others	Noted	N/A
Historic England	English Heritage supports the preparation of guidance to assist home owners and developers in undertaking works in the historic environment to understand how their proposals can better respond to, and enhance local distinctiveness. This document should aid that process, but might benefit from additional clarity in one or two areas, especially when it is being read by a non-professional. Section 3 Building Styles Medieval/Post Medieval – suggested partial re-wording	The Council agrees with the suggested amendments	Page 2 Chapter 3 - after the heading ' Medieval/Post Medieval ' amend text as follows: <i>With the exception of the brick tower on the church of St Mary Magdalen, all surviving buildings from this period in Billericay are timber framed and of two storeys. Several examples including fig. 1 comprise incorporate gabled crosswings (see figure 1), these are usually jettied and with exposed timber framing, original plaster finishes or feather-edge timber weatherboarding. Plain clay tiles are used on the roofs, which are steeply pitched, often indicative that these roofs originally were thatched. Vertically sliding sash windows have largely replaced what would</i>

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	<p><i>With the exception of the brick tower on the church of St Mary Magdalen, all surviving buildings from this period in Billericay are timber framed and of two storeys. Several examples incorporate gabled crosswings (see fig 1), these are usually jettied and with exposed timber framing.....Plain clay tiles are used on the roofs, which are steeply pitched, often indicative that these roofs originally were thatched. Vertically sliding sash windows have largely replaced what would originally have been smaller, side-hung casement windows or leaded lights.....(Note: was there a tradition of horizontal sliding windows on medieval buildings in Billericay? If so it may be worth a mention).</i></p> <p>Georgian</p> <p>When discussing the roofs on buildings from this period, it might be helpful to mention that they are generally set with the ridges parallel to the street, and when describing the windows it would be worth noting that the typical window comprises 6 over 6 double hung timber sashes.</p> <p>Victorian/Edwardian</p> <p>When discussing the roofs from this period, it might be helpful to note that the introduction of Welsh slate followed the construction of the railways in the middle of 19th century, which allowed Welsh slate to be imported more cheaply than locally produced clay tiles. Also slate roofs are generally at a shallower pitch of 30 to 35 degrees.</p> <p>Early 20th Century</p> <p>When discussing metal windows, it would be helpful to note that they would have been made at the Crittall works established nearby at Silver End.</p> <p>21st Century</p> <p>When discussing the use of mansard roofs on modern buildings, I think it would be more correct</p>		<p><i>originally have been smaller, side-hung casement windows or leaded lights.</i></p> <p>Page 2 Chapter 3 - add the following sentence at the end of the first paragraph after the heading ‘Georgian’: <i>The roofs are generally set with the ridges parallel to the street.</i></p> <p>Page 2 Section 3 – amend the second paragraph after the heading ‘Georgian’ as follows: <i>Panelled entrance doors are used, often with a fanlight above, set within dominant doorcases comprising a simple hood or pediment on brackets, above pilasters or on supporting Doric columns depending on the buildings status, with steps up from the Street. Raised brick or stone string courses and quoins may also be used. Windows are typically six over six double hung timber sashes. Buildings have an elegant proportionate appearance and, where not part of a terrace, are of a simple symmetrical or other balanced form. There are a few Georgian shop fronts in Billericay consisting of bow windows with small panes of glass set in a grid of glazing bars. Sometimes buildings exhibiting a Georgian façade conceal older timber framed buildings which were ‘updated’ at that time. The more imposing buildings comprised wrought iron railings to enclose their street frontages.</i></p> <p>Page 3 Section 3 - after the heading ‘Victorian/Edwardian’ amend text as follows: <i>Though less grand than their Georgian counterparts Victorian and Edwardian buildings continued to be two storeys and constructed of Flemish or English Bond (courses of stretchers above headers) red brick with larger timber sash windows or casement windows following the introduction of plate glass. Roofs are finished in Welsh slate below decorative clay ridge tiles with dominant chimneys. Slate roofs are generally at a shallower pitch of 30 to 35 degrees.</i></p>

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	<p>to say that <i>some contemporary buildings have too great a plan-depth to accommodate appropriately proportioned mansard roofs, with the result that they can appear out of character with the conservation area.</i></p>		<p>Such Buildings may comprise projecting angled bays and/or half timber effect painted gables. Decorative timber porches above tiled entrance paths are typical.</p> <p>Page 3 Section 3 - after the heading 'Early 20th Century' amend text as follows: <i>There are only a few buildings in the Billericay Conservation Area of this period. Notable buildings include Mayflower Hall (figure 4), constructed in 1920 and the 1930s Police Station and Royal Mail Sorting Office. This era is characterised by buildings of good proportions, but simpler lines with fewer decorative features. These buildings are finished in a variety of brick bonds or painted render. Windows may be of timber or metal construction. Metal windows would have been made at the Crittall works established nearby at Silver End. and Roofs are typically steeply pitched and hipped constructed of machine made plain clay tiles with simple chimneys</i></p> <p>Page 3 Section 3 - after the heading '21st Century' amend text as follows: In recognition of the past mistakes, new buildings from the 1990s onwards have sought to reflect more traditional forms, through well proportioned elevations fronting the High Street with greater vertical emphasis, use of red brick, painted render, projecting gables, stone mouldings and sash windows. Such examples include Waitrose and nos. 140-142 High Street (figure 6). Several residential developments have also been constructed on back land off of the High Street, in traditional forms in a variety of traditional materials. Mansard roofs are a traditional feature of Billericay, but some contemporary buildings <i>have too great a plan-depth to accommodate appropriately proportioned mansard roofs, are too wide to accommodate mansards comfortably</i> with the result that they can appear out of character with the Conservation Area.</p>

Respondent	Comment	Council Response	Recommended Changes
Local Resident	It seems a comprehensive survey	Noted	N/A
Local Resident	The Design Guide appears to be comprehensive and highlights the heritage and historical aspects of the town's 'Conservation Area'.	Noted	N/A
Local Resident	Fine if it is followed through by the authorities.	Once the Design Guide is adopted as an Supplementary Planning Document it will be a material consideration when the Council determines planning applications within the Conservation Area.	N/A
Local Resident	Almost. Public houses are an intrinsic element of the High Street. Perhaps some reference could be made to this particular class of premises. We have both good architectural examples– Red Lion, Chequers for instance, and not so good !	The Design Guide provides general design principles and guidance which are applicable to all buildings within the Conservation Area. The Building Styles on Page 2 refer to the periods in which buildings were built and their different architectural qualities, and therefore covers all types of uses. The Chequers Inn is a good example of post Medieval architecture and reference to it will be made in the appropriate section.	Page 2 Chapter 3 - after the heading ' Medieval/Post Medieval ' amend text as follows: <i>With the exception of the brick tower on the church of St Mary Magdalen, all surviving buildings from this period in Billericay are timber framed and of two storeys such as the Chequers Inn and 1-7 Chapel Street.</i>
Local Resident	Within realistic limits, Yes	Noted	N/A
Local Resident	Because that is why the high street should be as it is as an historic, and should reflect this in its fronts. I know there are certain laws for new builds now in place, but how about existing buildings for example: 8-10 High street adjacent to a Tudor building- would be nice to demolish the top floor and replace it with a more sympathetic one! There are several others but this one hits you as you enter the High street.	The Council is not able to impose changes to existing buildings or shop fronts which have been granted permission in the past. The Design Guide does provide guidance on what would be supported by the Council when applications are made for alterations to existing buildings and replacement shop fronts. This guidance is applicable to all buildings within the Conservation Area.	N/A
Billericay Society and Campaign for the Protection of Rural Essex	Official limits of A board permissive area should be highlighted only within curtilage of the shop if at all. Do you mean first line of page 12? Says "will not be supported" - then gives sizes? Pastel colours should be encouraged for shop fronts. Type and size of extensions should be mentioned.	The first sentence on page 12 was incorrect and will be amended accordingly. The siting of A boards within the curtilage of a business premises would not require consent from Basildon Borough Council providing it meets the conditions and limitations set out in the Town and Country	Amend text on page 12 as follows: A-boards and Banners: 'A' Board advertisements will not <i>only</i> be supported by Basildon Borough Council if situated within the curtilage of the associated premises, no larger than 1100 x 650mm and <i>there is sufficient footway width for pedestrians to pass by safely. with a minimum of 2 metres of unobstructed footway between board and kerb.</i>

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		<p>Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Express Consent would be required from Basildon Borough Council if an A board was to be located on the highway (including footway) where vehicular traffic is prohibited. Consent from the Highways Authority would also be needed. The text will be amended to clarify the Council's position but the Design Guide is unable to prevent the siting of A boards completely.</p> <p>The colour palette of buildings and shop fronts have been considered in the Design Principles on page 4 and under Signs and Advertisements on page 9.</p> <p>Information on when planning permission would be required for extensions or alterations is set out on page 21 within Section 18. Applying for permission.</p>	

Table 2: Question 2 - What is your opinion on the design advice given in the Shop Front and Design Guide?

Respondent	Comment	Council Response	Recommended Changes
Local Resident	I feel the advice is concise, the architectural information on shop facades is precise. Also advice and examples relating to the dreadful name hoardings, banners and awnings that are appearing on some of the shops, is good and demonstrates how these just clutter the high street. It is clear they do not send a clear message but just give a mixed noise	Noted	N/A
Campaign to Protect Rural England	I am no expert on architecture but as far as I can see the Design Guide covers everything it should and is a well thought out document	Noted	N/A
Billericay Society	When setting out guide lines for new shop front design you need look no further that Waitrose in the High street, this is the sort of design which is pleasing to the eye and has some architectural elements about it. Consideration should and must be given to bring back the high street to more traditional designs in keeping with the heritage of our high street. And I fully support the design consultation.	112-118 High Street which is occupied by Waitrose was identified as a good example of a 21 st Century building on page 3. The Design Guide provides guidance on what would be supported by the Council when applications are made for alterations to existing buildings and replacement shop fronts within the Conservation Area to ensure that the traditional designs are maintained and, where appropriate, are restored.	N/A
Local Resident	Think the colour scheme very important and also the banning of banner advertising with limited use of A boards.	Noted	N/A
Local Resident	It is a worthwhile attempt to maintain the appearance of original development style. However it should not be limited to shop fronts. It should also be applied to all new and existing developments which can be seen from the High Street.	The Design Guide provides guidance on what would be supported by the Council when applications are made for new buildings, alterations to existing buildings and replacement shop fronts. This guidance is applicable to all buildings within the Conservation Area and not just the High Street.	N/A
Local Resident	An excellent justification of the design policies	Noted	N/A

Respondent	Comment	Council Response	Recommended Changes
Local Resident	<p>Page 6. Minor point. The shop front diagram has the line from the Pilaster pointing to the window rather than the pillar.</p> <p>Numerous places. What does “should” mean in the context of enforcing this document? For example a key issue such as “Shop fronts should relate to the style of the building” or a slightly lesser issue such as “A stall riser should be inserted whenever a shopfront is being refitted”. Does this mean that an architect is recommended to follow this advice, but equally is quite at liberty to ignore it? Likewise does it mean that the Planning Committees on Billericay Town Council and Basildon District Council could accept the architect's alternate solution or reject it depending on how they saw it fitting in? I’m wondering whether areas are still being left open to subjectivity?</p> <p>Page 12 “A-boards and banners”. Should the word “not” be removed from the sentence which reads “A-board advertisements will not be supported by Basildon Council if situated within the curtilage of the associated premises, no larger than 1100 x 650 mm with a minimum of 2 metres of unobstructed footway between board and kerb”. The way the sentence reads it implies this might be an acceptable use of an A-board.</p>	<p>It was identified after publication of the draft document that the labelling on the diagram on page 6 was inaccurate and this will be corrected in the final version.</p> <p>The Design Guide does not set out policy but provides guidance on what would be supported by the Council when applications are made relating to buildings within the Conservation Area. The guidance provides examples of what could be included in order to gain planning permission however it must provide some degree of flexibility so as not to stifle innovative design which could achieve the same goal as the examples provided.</p> <p>The first sentence on page 12 was incorrect and will be amended accordingly.</p>	<p>Page 6 - Amend the diagram so that the labels are pointing to the correct feature.</p> <p>Amend text on page 12 as follows: A-boards and Banners: ‘A’ Board advertisements will notonly be supported by Basildon Borough Council if situated within the curtilage of the associated premises, no larger than 1100 x 650mm and there is sufficient footway width for pedestrians to pass by safely. with a minimum of 2 metres of unobstructed footway between board and kerb.</p>
Historic England	<p>Section 4 Design Principles</p> <p>I note that there are Article 4 Directives in place on Sun Street, but there will be a number of domestic properties in the Billericay conservation area which will still enjoy permitted development rights. Therefore the opening sentence of this section might be rather miss-leading. It might be more helpful to say; <i>Whilst some residential properties enjoy limited permitted development rights, nearly all works that materially affect the external..... In case of doubt we recommend you seek advice from the Planning Department before undertaking works in the conservation area.</i></p>	<p>The Council agrees with the suggested amendments</p>	<p>Page 4 - after the section heading ‘4. Design Principle’ amend text as follows: <i>Whilst some residential properties enjoy limited permitted development rights, nearly all works that materially affect the external appearance of a building in the conservation Area requires permission from the Local Planning Authority in the form of planning permission or advertisement consent. In case of doubt we recommend you seek advice from the Planning Department before undertaking works in the conservation area.</i></p>

Respondent	Comment	Council Response	Recommended Changes
	<p>On the list of bullets at the end of this section it might be helpful to qualify some of the items (eg a <i>new or replacement</i> shopfront, a <i>new</i> fascia, an <i>external</i> shutter, a <i>projecting</i> blind, a satellite dish <i>except on a dwelling house enjoying permitted development rights where the dish is not on a chimney, or a roof or wall fronting the highway</i> etc).</p> <p>Section 5 Shopfronts</p> <p>At the end of paragraph 3 on page 5 it might be helpful to add something along the lines of: <i>Internally illuminated fascia signs are not appropriate in the conservation area, but on new or replacement shopfronts modern LED lighting can be discretely installed behind timber mouldings within the cornice at the top of a fascia to illuminate the fascia.</i></p> <p>The drawing on page 6 is helpful, though I would suggest it is titled <i>Components of a traditional shopfront</i>. Also the line from the word ‘Mullion’ should be stretched to reach the mullion, while the line from the word ‘Pilaster’ should be shortened to stop on the pilaster. At the moment both end on the glass.</p> <p>The two drawings on page 8 are again very helpful, but I might be tempted to emphasise in the caption that a sympathetic treatment includes relating the shopfronts to the building on which they are located, and not allow them to stretch across two or more buildings.</p> <p>Section 6 Signs and Advertisements</p> <p>I note your comment that signs on flank elevations where there is no display window will generally be resisted, but I wonder if there is a tradition in Billericay for painted advertising/lettering at high level on blank gables? If there is, would you wish to see these retained? If that is the case, it might be helpful to differentiate between old advertising/lettering and modern signage (and to include examples of what you would wish to see retained).</p>		<p>Page 4 Section 4 – amend bullet points after the paragraph ‘<i>Planning permission or advertising consent is also normally required for the following:</i>’ to</p> <ul style="list-style-type: none"> • a <i>new shop front or the alteration or replacement of an existing shop front</i> • a <i>new</i> fascia • a <i>new or replacement external security grill or shutter on a shop front</i> • a <i>projecting blind</i> • a <i>satellite dish except on a dwelling house enjoying permitted development rights where the dish is not on a chimney, wall or roof slope visible from the highway</i> • <i>new or replacement of any plant, air conditioning plant, ventilation or extraction equipment where the equipment will be fixed to the outside of the property and materially effect on the external appearance of the building</i> <p>Page 5, Section 5 – at the end of the second paragraph amend the text as follows: <i>Box fascias are unacceptable because of their bulk, especially so if internally illuminated. Internally illuminated fascia signs are not appropriate in the conservation area, but on new or replacement shop fronts modern LED lighting can be discretely installed behind timber mouldings within the cornice at the top of a fascia to illuminate the fascia.</i></p> <p>Amend title of diagram on Page 6 as follows: Details on <i>Components of a traditional shop front</i></p> <p>Page 6 - Amend the diagram so that the labels are pointing to the correct feature.</p> <p>Page 8 – at the end of the text at the top of the page add the following: <i>Shop fronts should relate to the building on which they are located, and not be allowed to stretch across two or more buildings.</i></p>

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	<p>The drawing in page 13 is again useful, though a bit more annotation might help. For instance it would be worthwhile to highlight that the door leading to the upper floors is of an inappropriate style for the conservation area, and that the transom above the shop door should line through with the transom above the door leading to the upper floors etc. The glazing bars to the 6 over 6 sashes on the first floor would benefit from being more regularly spaced.</p> <p>Section 8 Security It would be helpful to note that an internal open mesh grille set immediately behind the glass (as illustrated in the right-hand photograph) would not require planning permission.</p> <p>Section 9 Windows and Doors I note that a number of examples of traditional windows in the guide have approximately square proportions, therefore the first sentence of this section might more accurately state: <i>Window openings should have a square or vertical proportion and be made up of panes of glass with a vertical emphasis. The frames should be of timber and when set in timber-frame buildings should be mounted almost flush with the front face, but in brickwork the frames should be set back approximately 100mm and fitted over a sub-cill. Any dormer window should be similarly appropriately proportioned and traditionally detailed, also with a vertical emphasis to the panes.</i></p> <p>For more information on windows you may wish to consider providing a reference to the recent English Heritage guidance <i>Traditional Windows: their care, repair and upgrading</i>, which can be downloaded in pdf format from our website (and a copy of which is attached).</p> <p>Section 10 Satellite Dishes The advice in this section should be clearer as to what constitutes permitted development and what requires consent. A revised wording might read:</p>		<p>Page 13 – amend caption of diagram as follows: <i>Illustration showing Eexamples of poorly placed advertisements and alterations that can damage the appearance of a building and examples of architectural features that should be retained.</i></p> <p>Within the diagram on Page 13 add the following labels: <i>The transom should cross both door ways</i></p> <p><i>The design of the door to the upper floor is traditional</i></p> <p>Page 14 Section 8. Security – amend the paragraphs as follows: Security Shutters: <i>If grilles or shutters are necessary, the housing should be concealed within the fascia ensuring that this does not protrude too much. Solid shutters will not be permitted. The best solution is an internal grille mesh.</i></p> <p><i>Solid security shutters (as illustrated in the left-hand photograph above) will be resisted as they create a ‘dead’ frontage and encourage graffiti. The best solution is an internal open grille mesh (as illustrated in the right-hand photograph above) which would not require planning permission and would internal lattice shutters or grills that allow views through the display window should be provided where additional security is sought. The grille mesh could be set immediately behind the glass in order to protect the contents of display windows. Above, there is a bad and good example of the use of shutters on a shop front.</i></p> <p>Page 15 Section 9. Windows and Doors - Windows: <i>(other than display windows in shop fronts) These should have a vertical rather than horizontal emphasis, be set within sufficient reveals and should be of timber construction. Window openings should have a square or vertical proportion and be made up of panes of glass with a vertical</i></p>

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	<p><i>Consent from Basildon Council is normally required for the installation of satellite dishes on commercial buildings, flats and buildings in multiple occupancy. On private houses which enjoy permitted development rights permission would still be required for the installation of a satellite dish on a chimney, or roof or wall fronting a highway. Larger dishes and/or a second dish on a private dwelling also fall outside the provisions of permitted development. Listed Building Consent is required for the installation of a satellite dish on a listed building and this will not normally be granted. Instead the dish should be attached to an ancillary building or mounted on a post in the rear garden/yard.</i></p> <p>Section 13 Other Alterations and Extensions Extensions</p> <p>I find the section on porches slightly awkward, especially as a modest hood porch can often be added without significant harm. It might be more helpful to spell out the harm that porches sometimes cause along the following lines: <i>In Billericay there are pairs of semi-detached houses, terraces and groups of buildings where consistency of form and appearance contributes to the character and appearance of the conservation area. The addition of a porch on a house in such a grouping is likely to upset the exiting uniformity and cause harm. Similarly roof extensions can significantly adversely impact on the appearance of a building.</i></p> <p>Cladding</p> <p>Feather-edged boarding is a traditional cladding that is found in Billericay, whereas artificial stone cladding is alien. Therefore it might be better to say: <i>The application of exterior cladding on buildings in the conservation area requires planning approval. Consent will normally be refused for the application of non-traditional forms of cladding alien to the area.</i> You may also wish to consider adding a paragraph on</p>		<p><i>emphasis. The frames should be of timber and when set in timber-frame buildings should be mounted almost flush with the front face, but in brickwork the frames should be set back approximately 100mm and fitted over a sub-cill. Any dormer windows should be appropriately similarly proportioned and traditionally detailed, also with a vertical emphasis to the panes. Further information is provided in Traditional Windows: their care, repair and upgrading (April 2015) by Historic England.</i></p> <p>Page 17 Section 10. Satellite Dishes - amend text as follows:</p> <p><i>Consent from Basildon Council is normally required for the installation of satellite dishes on commercial buildings, flats and buildings in multiple occupancy. On private houses which enjoy permitted development rights permission would still be required for the installation of a satellite dish on a chimney, or roof or wall visible from the highway. Larger dishes and/or a second dish on a private dwelling also fall outside the provisions of permitted development. They should be sited in inconspicuous locations, preferably to the rear of buildings. Listed Building Consent is required for the installation of a satellite dish on a listed building and this will not normally be granted. Instead the dish should be attached to an ancillary building or mounted on a post in the rear garden/yard. Satellite dishes will not normally be permitted on listed buildings and should instead be attached to ancillary outbuildings in the rear garden/yard of such properties if required. Particularly large or over-sized dishes should be avoided altogether in the conservation area.</i></p> <p>Page 18 Section 13. Other Alterations and Extensions – amend second paragraph of the sub section Extensions as follows: <i>Where new and old join, it is good practice to slightly recess or set back the walls of the extension so that</i></p>

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	<p>external insulation -setting out that it requires planning permission and the application of external insulation on traditional buildings in the conservation area is unlikely to be supported - this might be important for building owners considering options under the Green Deal.</p> <p>Section 14 Demolition</p> <p>It would be helpful to spell out at the start of this section that demolition of buildings with a volume over 110 cubic metres in the conservation area requires planning permission. It would also be helpful to set out that there are some negative buildings in the conservation area where redevelopment would be encouraged (eg as illustrated in Fig5; 8-10 High Street), and where an application for demolition would be supported if accompanied by proposals for an appropriate redevelopment of the site.</p>		<p><i>the extent of the original building is still legible and to avoid any awkward junctions in the new and existing materials, particularly brickwork. Porch extensions can disrupt the main elevation of the building and its wider building group value, and so should be avoided.</i></p> <p><i>In Billericay there are pairs of semi-detached houses, terraces and groups of buildings where consistency of form and appearance contributes to the character and appearance of the conservation area. The addition of a porch on a house in such a grouping is likely to upset the exiting uniformity and cause harm. Similarly rRoof extensions can significantly impact on the appearance of a building.</i></p> <p>Page 18 Section 13. Other Alterations and Extensions – amend sub section Cladding as follows: Cladding and External Insulation: <i>The application of exterior cladding to a on buildings in the conservation area requires planning approval and will normally be resisted in the conservation area. Consent will normally be refused for the application of non-traditional forms of cladding alien to the area.</i></p> <p><i>External insulation on existing buildings will require planning permission and applications for external insulation on traditional buildings in the conservation area is unlikely to be supported.</i></p> <p>Page 19 Section 14. Demolition – amend the section as follows: <i>A building in a conservation area cannot be demolished without the consent of Basildon Borough Council and failure to obtain such consent is a criminal offence. Conservation area consent is required for the demolition of any building within the conservation area with a total cubic content exceeding 115 cubic metres (as ascertained by external measurement). All applications will need to be accompanied by a reasoned justification for the demolition of heritage assets (including undesignated</i></p>

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			<p>assets in the Conservation Area), and the applicant must prove the following:</p> <ul style="list-style-type: none"> • The building is incapable of beneficial use • The building is beyond the point of economic repair • The building does not make a 'positive' contribution to the character or appearance of the Conservation Area • That the building has been marketed and an alternative use/owner has not been found <p>Applications to demolish buildings that make a positive contribution to the character and appearance of the conservation area will need to be assessed by Basildon Borough Council on a case by case basis, but generally permission consent will be refused and there will be a presumption in favour of retention.</p> <p>Applications to demolish buildings that make a negative contribution to the character and appearance of the conservation area such as 8-10 High Street (as illustrated in figure 5) would be encouraged where it enables redevelopment.</p> <p>Applications to demolish Listed Buildings or Buildings of Local Interest as identified in the Billericay Conservation Area Character Appraisal November 2011, will not be supported.</p>
Local Resident	Very good	Noted	N/A
Local Resident	It is excellent	Noted	N/A
Local Resident	I found it to be very informative and covered many aspects I had not considered	Noted	N/A
Local Resident	Excellent Very much support this Would encourage compulsion to upgrade existing shop signs to comply with the guidance	<p>Noted. The Council is not able to impose changes to existing buildings or shop fronts which have been granted permission in the past.</p> <p>The Design Guide provides guidance on what would be supported by the Council when applications are made for alterations</p>	N/A

Respondent	Comment	Council Response	Recommended Changes
		to existing buildings and replacement shop fronts.	
Local Resident	The concern shown for the Billericay conservation area is very welcome and the design advice valuable in its guiding principles, reconciling the need for businesses to advertise themselves with the desirability of doing so in a way consistent with the character of the high street area. The damage caused by the changes in the 1960s cannot be undone, but I strongly approve of the readiness to bring about improvement as the opportunity arises in future years. The waitrose store shows how a large modern building can still be sympathetic to its surroundings.	Noted	N/A
Local Resident	It covers the quality aspects of the existing buildings and promotes their future conservation.	Noted	N/A
Local Resident	I think this is very good.	Noted	N/A
Local Resident	Adequate, provided that all amendments and new ventures are made fully aware of the requirements and that the planning department are not presented with fait accompli which cannot be reversed.	Once the Design Guide is adopted as an Supplementary Planning Document it will be a material consideration when the Council determines planning applications within the Conservation Area. The document will be available in a number of deposit points and also online.	N/A
Local Resident	Excellent, practical, sympathetic to our towns character.	Noted	N/A
Local Resident	The advised suggested designs and constraints are aesthetically appropriate to the nature and architecture of the area.	Noted	N/A
Local Resident	I agree with all the Design Guide, particularly the colour finishes, Garish colours i.e red, orange, bright blue and turquoise (Argos) are most inappropriate and detract from the overall appearance of the high street. Too many plastic signs (I know you have covered this) that look very tatty after a while, should be banned along with "A" boards.	Noted The Design Guide sets out specific guidance on the design of signs and advertisements including the type of materials used which should be sympathetic to the architectural style/age of the building. The siting of A boards within the curtilage of a business premises would not require	N/A

Respondent	Comment	Council Response	Recommended Changes
		consent from Basildon Borough Council providing it meets the conditions and limitations set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Therefore the Design Guide is unable to prevent the siting of A boards completely.	
Billericay Society and Campaign for the Protection of Rural Essex	Generally good - it is a pity that mistakes to figure on page 6 - made one doubt the scholarship of the report.	It was identified after publication of the draft document that the labelling on the diagram on page 6 was inaccurate and this will be corrected in the final version.	Page 6 - Amend the diagram so that the labels are pointing to the correct feature.

Table 3: Question 3 - Is anything missing from the Shop Front and Design Guide that should be included?

Respondent	Comment	Council Response	Recommended Changes
Local Resident	It could go further to cover all of the high street and encourage chains and all shops to make modifications to fall in with the conservation guidelines	The Council is not able to impose changes to existing buildings or shop fronts which have been granted permission in the past. The Design Guide does provide guidance on what would be supported by the Council when applications are made for alterations to existing buildings and replacement shop fronts. This guidance is applicable to all buildings within the Conservation Area which includes the whole High Street.	N/A
Local Resident	1. It should be applied to all street signs and street furniture. 2. It should be applied to all above the shop fronts regardless of whether they are part of the shop premises	Guidance on advertisements and street clutter is set out in sections 6 to 13 of the Design Guide. The Design Guide is applicable to all buildings types within the Conservation Area. However, there are instances when permitted development would enable minor changes without the need for permission or consent from Basildon Borough Council. These are incorporated into the relevant sections of the Design Guide.	N/A
Local Resident	I did not follow the wording of A-boards and Banners. The character of the area attracts customers to the shops and the point should be emphasised that it is in the best interests of businesses and property owners to maintain and improve this environment.	The first sentence on page 12 was incorrect and will be amended accordingly.	Amend text on page 12 as follows: A-boards and Banners: 'A' Board advertisements will not only be supported by Basildon Borough Council if situated within the curtilage of the associated premises, no larger than 1100 x 650mm and there is sufficient footway width for pedestrians to pass by safely. with a minimum of 2 metres of unobstructed footway between board and kerb.
Local Resident	The guide seems full in its coverage and I support it in all its aspects, subject only to some small reservations (see Q4). I would emphasise, however (as I'm sure you are fully aware) that guiding rules are useful and necessary but that there are always exceptions and they should not be applied too prescriptively but with some flexibility.	The Design Guide does not set out policy but provides guidance on what would be supported by the Council when applications are made relating to buildings within the Conservation Area. Words such as 'should' are used where there are opportunities for innovative design that could achieve the same goal.	N/A

Respondent	Comment	Council Response	Recommended Changes
Local Resident	In my opinion, this will be an opportune moment to recommend the mounting of House Martin and House Sparrow nest boxes under the eaves of certain buildings in the High Street area that lend themselves to such additions. Mindful to avoid being sited over windows, doors and shop awnings. These two bird species are in decline and need our help. They are colonial nesters so a minimum of three artificial nest boxes, half a meter apart say, will be required at any agreed location. With denser and busier human presence on the increase, this will give nature a chance to flourish.	The Council welcomes a proactive approach to nature conservation across the Borough. The siting of nest boxes is considered to be <i>De Minimis</i> in planning terms. Whilst it is outside the scope of this guidance document the Council would not necessarily discourage their use.	N/A
Local Resident	The depth of the fascia should probably be consistent on building of a similar period and the lettering or logo should not exceed a specified size or percentage of the fascia.	The Council's agrees that the fascia should relate to the architectural style of the building and will amend the text in Section 6 accordingly. Guidance on the size of lettering and the logo is already provided within Section 6.	Page 9 Section 6. Signs and Advertisements – Amend the paragraph on Fascia as follows: The fascia is the best place to advertise a business where the premises comprise a display window. <i>The fascia design, size and depth should be in keeping with the architectural style of the building.</i> Signs and advertisements on shop fronts will normally be restricted to the ground floor front wall area of the building. Advertisements should be designed so that they are of a size, design and materials that complement the character of the building and the area as a whole. Large modern internally illuminated signs are inappropriate and should be avoided.
Local Resident	Nothing obvious.	Noted	N/A
Local Resident	Proposals to more severely restrict temporary signage and forms of fly posting should be emphasised.	The siting of A boards within the curtilage of a business premises and certain types of temporary advertisements would not require consent from Basildon Borough Council providing they meet the conditions and limitations set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Therefore the Design Guide is unable to prevent the siting of A boards and advertisements completely.	N/A

Respondent	Comment	Council Response	Recommended Changes
		<p>The Design Guide does provide guidance on making such forms of advertising more sympathetic to the character of the area and preventing them having adverse impacts on pedestrian movement.</p>	
Local Resident	<p>I appreciate shops have to advertise their wares, but do they have to display huge posters in their windows when we know what they sell. Case in point is Iceland and One stop which is covered on the inside with plastic! And Argos. Although you have covered the signage problem and I fully endorse this, I would also like shop owners to be responsible for their frontages, ie litter, and maybe some greenery where appropriate and safe!</p>	<p>There are certain types of temporary advertisements that would not require consent from Basildon Borough Council providing they meet the conditions and limitations set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Therefore, whilst it is not possible for the Design Guide to prevent all forms of advertisement, section 6 Signs and Advertisements does provide guidance on advertisements within shop fronts and sets out what would be supported by the Council.</p> <p>The Council recognises the positive contribution that greenery can have within the conservation area and encourages the addition of planters in section 13 Other Alterations and Extensions.</p>	N/A
Billericay Society and Campaign for the Protection of Rural Essex	<ul style="list-style-type: none"> • Could be more photographs of examples of acceptable, good and bad shop fronts a picture can be studied - text can confuse. • What are "horizontal windows" to the layman 	<p>There are many examples of good architecture and sympathetic design within the conservation area and the Design Guide has sought to identify these and strike a balance between the amount of descriptive text and visual aids used. Whilst focusing on good examples the Design Guide does highlight those buildings, shop fronts and design styles which don't make a contribution to the conservation area in photographs and illustrations.</p> <p>Horizontal windows refers to windows which have a greater width than height and are typically used in shop fronts.</p>	N/A

Table 4: Question 4 - Do you have any further comments on the Shop Front and Design Guide?

Respondent	Comment	Council Response	Recommended Changes
Local Resident	It is clear when looking at the top of rear of many of the building that they retain their architectural heritage, these buildings should be actively re-instated to have shop facades that reflect this. What a shame the then BDUC, later Basildon Council and the Billericay Town Council did not take an interest years ago before developers were allowed to bulldoze some of the fantastic architectural buildings of Georgian and earlier interest, they were sacrificed for the most hideously ugly buildings. Many towns that retained their character have as a result achieved commercial success for the local businesses because customers love to visit and shop in places that are not homogenous and bland.	There are many good examples of architectural heritage within the conservation area today and it is the Council's intention that these are replicated throughout the conservation area. Whilst the Council is not able to impose changes to existing buildings or shop fronts which have been granted permission in the past; it is able to require improvements to the appearance of existing buildings when applications are made for alterations to buildings and replacement shop fronts.	N/A
Marine Management Organisation	Thank you for inviting the Marine Management Organisation (MMO) to comment on the above consultation. I can confirm that the MMO has no comments to submit in relation to this consultation. If you have any questions or need any further information please just let me know. More information on the role of the MMO can be found on our website www.gov.uk/mmo	Noted	N/A
Local Resident	whats the problem with shop fronts in Billericay???, could you explain why there is a concern to shop fronts please as I'm not familiar i think the last time I read about any shop fronts in Billericay high street was when pizza express moved in	Billericay town centre has a number of historic and architecturally important buildings which led to the area's designation as a conservation area. The decision to produce local guidance on design was in response to a recommendation in the Conservation Area Management Plan (2011) as a way to foster the preservation and enhancement of the special architectural and historic qualities of the area.	N/A
Local Resident	Can you please confirm which areas within Billericay are planned for development. My concerns with this plan are as follows: <ul style="list-style-type: none"> The number of housing is excessive 	The Design Guide provides guidance on the design of shop fronts, advertisements and alterations to buildings within the Billericay Conservation Area.	N/A

Respondent	Comment	Council Response	Recommended Changes
	<ul style="list-style-type: none"> • I didn't see any details on improvement to the train services. Access in and out of Billericay Station in peak time is already at grid lock. I would like to understand what is being done to address this now and also going forward with more commuters joining the line. • Billericay Station, we already suffer from a continuously failing service – adding more people to this station/line is going to cause additional problems and increased over-crowding. • Parking – There are already issues parking in and around Billericay how is this going to be addressed as the current infrastructure cannot cope • Sun Corner is regularly congested as well as the high street – what is going to be done to address this • When there is a downpour Sun Corner gets regularly flooded, adding to the congestion issue, what is going to be done to address this • I couldn't see any mention in the plans around more Supermarkets, more dental practises, more dental surgeries, more police presence, additional medical walk in centre, can you please confirm what is being done to address this. Having 1 GP for every 2,000 people doesn't sound right and I struggle today to get an appointment at the GP surgery. Are you going to extend the GP surgery hours to factor in those people that work full time and commute. Some boroughs GP surgeries open at 7.30am and close at 8pm to accommodate workers. • Noise – how is this going to be addressed – are you planning on planting more trees etc. 	<p>The guide does not set out future development requirements, infrastructure needs or propose development locations. Such issues will all be addressed in the Local Plan which is currently being prepared. A public consultation on the emerging Local Plan is scheduled to take place at the start of 2016 where you will be able to review the plan and make comments on the proposals.</p>	

Respondent	Comment	Council Response	Recommended Changes
	<ul style="list-style-type: none"> We already have very poor pavements in Billericay –what is going to be done to address this How are you going to manage the increased need for recycling etc. 		
Local Resident	The rule should apply to all High Streets in the Basildon area	<p>Billericay town centre has a number of historic and architecturally important buildings which led to the area's designation as a conservation area. The decision to produce local guidance was in response to a recommendation in the Conservation Area Management Plan (2011) as a way to foster the preservation and enhancement of the special architectural and historic qualities of the area.</p> <p>Whilst the Design Guide has been produced specifically for the Billericay conservation area which includes the High Street, the principles of the Design Guide may be appropriate to other parts of the Borough, as stated in the Introduction.</p>	N/A
Fisher German	Thank you for your letter to GPSS, Government Pipelines and Storage Systems dated 19 February 2015 regarding the above. Please find attached a plan of our clients apparatus. We would ask that you contact us if any works are in the vicinity of the GPSS pipeline or alternatively go to www.linerearchbeforeudig.co.uk our free online enquiry service.	Noted	N/A
Local Resident	The paragraph about trees on p.22 is slightly misleading in that if the Council does not reply to an application the owner can go ahead with his plans including felling the tree. I suggest adding "This, however, falls short of full protection under a Tree Preservation Order."	Trees in the conservation area are protected by legislation and therefore no works can be carried out until consent has been given by Basildon Borough Council. Failure to obtain such consent is a criminal offence. The text could be amended to ensure that this message is clear.	Page 22 Section 18. Applying for Permission. – amend paragraph after Trees as follows: <i>All trees situated within a conservation area are protected under Section 211 of the Town and Country Planning Act 1990 (as amended) and therefore no works can be carried out until consent has been given by Basildon Borough Council. Failure to obtain such consent is a criminal offence. prior to any works to trees, contact with Basildon Borough Council must be gained to obtain the correct permissions.</i>

Respondent	Comment	Council Response	Recommended Changes
Local Resident	Overall a fine document, well done to those in Basildon and Billericay Town Council who were involved in its production.	Noted	N/A
Local Resident	<p>I emailing on subject of the need for Billericay to have a master plan on regeneration of Billericay high street which there needs to a Covent garden style market selling arts, crafts ,art, clothes, wood hand toys etc. near St Mary Magdalen and St back of Waitrose. Car par. Wetherspoons in eastern road The need to put multi storey at Radford way car park with additional 10 shops, boutique cinema or at rose hall converted into boutique cinema, disc golf. Adventure golf, indoor water park flume at Hannakins for children, roller skating disco at Hannakins like Pitsea for young people spr lake meadows, Namco Funscape on Radford Way , lowing rents in high street by buying then up shop units, building a new forest reverse at Buckywns and ponds and heritage museum of Billericay. Burghstead Lodge Billericay high street into Georgian and historical Billericay museum run with help of English heritage and national trust or lottery grant. Not allowing too much back garden development right to turn down at approval. Stopping stock brook manor building greenbelt putting in new nature reserve with planting new broadleaf forest and wetland centre wildlife centre run by Essex wildlife trust. Building new multi purpose leisure faculty at Hannakins for events concerts or rink at Christmas time. Building spire hospital in Billericay and dyslexia and learning disabilities special educational centre for all types learning disabilities diagnosis and treatment making telephone exchange in chapel Street Billericay at quasar centre or a historic Billericay arts and folk centre and former fire station in chapel street made into a town museum using heritage lottery</p> <p>Using better signs to tell people where centre is beyond checkers and make it a better community use for old people mat bowls, bridge, chess club</p>	<p>Billericay town centre is a successful shopping area with low vacancy rates. A masterplan approach would not be appropriate as they are generally used to bring about fundamental regeneration in areas which are not succeeding.</p> <p>The Design Guide provides guidance on improvements to the public realm, the design of shop fronts, advertisements and alterations to buildings within the Billericay Conservation Area only.</p> <p>Many of the suggestions in your response relate to areas outside the conservation area and/or fall outside the scope of this document as it does not set out future development or proposed uses of sites, Where appropriate they will be considered in the preparation of the emerging Local Plan.</p>	N/A

Respondent	Comment	Council Response	Recommended Changes
	etc. . I would be kindly grateful please for any type feedback for ideas and suggests.		
The Essex Fire & Rescue Authority	Receipt is acknowledged of the above two public consultations which has been examined by myself. As a result The Essex Fire & Rescue Authority does not intend to make any representation on these occasions. Should however you need any assistance regarding these consultations please do not hesitate contact the above named Officer.	Noted	N/A
Local Resident	I think it's very good.	Noted	N/A
Local Resident	I would like to think this covers "Elizabeth Cottage" in the high street as I am appalled at the dereliction of the building that is being allowed to continue!	<p>The Design Guide is applicable to all buildings within the Conservation Area which includes Elizabeth Cottage.</p> <p>Due to the owners failure to comply with a planning enforcement notice, the Council has stepped in to undertake works to weatherproof Elizabeth Cottage to prevent its further deterioration. Further formal action is presently being considered to assure the long term future of the building.</p>	N/A
Local Resident	Would like to see enforcement of the guidance of garden fronts in the previous Billericay plan. Far too many bricked over gardens loss of greenery/ 4ft front walls etc.	The Design Guide is unable to control the paving of front gardens of houses within the Conservation Area where the new or replacement driveway uses a permeable surface which allows water to drain through. Such treatments are permitted development and do not require planning permission.	N/A
Local Resident	I am concerned that some signs, although clear, can contrast too strongly with their background and be too dominant- for example in the photographs on p.7 The Lewis Yates sign blends in well but the New Look sign seems to shout at us. I also think that on p.9 your contrast between the 'old' and 'new' boots signs is misplaced as the new sign in the upper picture is perfectly suited to the smaller of the two shops; and that your opposition to the combined sign on page 11 should be extended to the size of the 'Michaela'	<p>The Council is not able to impose changes to existing shop fronts which have been granted permission in the past.</p> <p>The Design Guide does provide guidance on what would be supported by the Council when applications are made for replacement shop fronts and this guidance is applicable to all shop fronts within the Conservation Area.</p>	Page 9 - Switch around the images of the Boots sign

Respondent	Comment	Council Response	Recommended Changes
	sign. I'm not sure that dividing windows up is always necessary.	The images of Boots sign were incorrectly ordered and will be corrected.	
Local Resident	<p>You mention about free standing advertising boards and banners on railings. I think these should look to be removed from the high street, especially banners on railings. There are not in keeping with the look and feel of the high street and only encourage others to follow. Properties that use 'A' Frame advertising boards should be encourage to use the hanging signs as shown earlier in your document.</p> <p>Advertising in relation to what the shop sells should be kept to a maximum size and should not exceed (in visual appearance) the shop name.</p>	<p>The siting of A boards within the curtilage of a business premises and certain types of temporary advertisements would not require consent from Basildon Borough Council providing they meet the conditions and limitations set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Therefore the Design Guide is unable to prevent the siting of A boards and advertisements completely.</p> <p>The Design Guide does provide guidance on making such forms of advertising more sympathetic to the character of the area and preventing them having adverse impacts on pedestrian movement.</p>	N/A
Local Resident	Perhaps the wording should be made a little stronger in places. For example you love 'normally' and 'generally'. Should not give a get out to builders/developers to circumvent the regulations.	The Design Guide does not set out policy but provides guidance on what would be supported by the Council when applications are made relating to buildings within the Conservation Area. The guidance provides examples of what could be included in order to gain planning permission however it must provide some degree of flexibility so as not to stifle innovative design which could achieve the same goal as the examples provided.	N/A
Billericay Action Group	<p>I'm submitting a brief response on behalf of Billericay Action Group - below:</p> <p>BAG would like to take this opportunity to welcome the highly encouraging Guide and its associated consultation.</p> <p>We've encouraged our supporters to submit their own views to the consultation.</p> <p>We would also like to express the hope that the guide has 'teeth' and does indeed influence design in the High Street. It has the potential to have a very positive effect.</p>	<p>Noted</p> <p>Once the Design Guide is adopted as an Supplementary Planning Document it will be a material consideration when the Council determines planning applications within the Conservation Area.</p>	N/A

Respondent	Comment	Council Response	Recommended Changes
Local Resident	<p>Page 4, Section 4. Given the recent object advice offered by ECC to the prospective developer of the Rising Sun it should be stated that advice should definitely NOT be sought from ECC.</p> <p>Page 6. On the otherwise useful diagram the pointers to Mullion and Pilaster appear to be incorrect. That to the Mullion should be slightly longer and that to the Pilaster slightly shorter.</p> <p>Page 9, Section 6, The Fascia. Make the reference to illuminated signs definitive, ie they are prohibited rather than 'should be avoided'.</p> <p>Page 18, Section 13, Street Furniture, second paragraph. Should the reference be to 'overground' electric cables, and not 'underground' electric cables as currently printed?</p> <p>General. Whilst adherence to the requirements for fixed elements is managed by the planning application process, how is adherence to the provisions relating to temporary or moveable elements, eg A boards and banners, policed and enforced? Perhaps some reference could be made in the document.</p> <p>General comment;</p> <p>An excellent, well presented document. If appropriately enforced it should ensure the distinct and historic character of our Town is maintained. A pity something similar was not available during the post 1940 period.</p>	<p>Advice sought specifically from Essex County Council was not mentioned within the Section 4 of the Design Guide. Basildon Borough Council has the ultimate decision when determining planning applications but will seek appropriate expert advice when dealing with applications that relate to historic buildings.</p> <p>It was identified after publication of the draft document that the labelling on the diagram on page 6 was inaccurate and this will be corrected in the final version.</p> <p>The Design Guide does not set out policy but provides guidance on what would be supported by the Council when applications are made relating to buildings within the Conservation Area. Words such as 'should' are used where there are opportunities for innovative design that could achieve the same goal.</p> <p>The wording for section 13 should say overground and this will be corrected.</p> <p>The siting of A boards within the curtilage of a business premises and certain types of temporary advertisements would not require consent from Basildon Borough Council providing they meet the conditions and limitations set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). Therefore the Design Guide is unable to prevent the siting of A boards and advertisements completely.</p> <p>The Council has published a Regulatory Services Enforcement Policy (February 2015) which sets out its objectives, general</p>	<p>Page 6 - Amend the diagram so that the labels are pointing to the correct feature.</p> <p>Page 18 Section 13. Other Alterations and Extensions subsection Street Furniture – amend the second paragraph as follows: <i>The placing of smaller conservation sized signs on existing lamp posts for example will be supported where it leads to the removal of existing unnecessary poles. Opportunities to remove existing telegraph poles and underground overground electricity cables should be explored. Narrower yellow conservation lines should be used on the highways where traffic restrictions apply.</i></p> <p>Page 22 Section 18. Applying for permission – insert subsection on Enforcement as follows: Enforcement Action <i>Works which are carried out without the necessary planning permission, licence or consent from Basildon Borough Council or the Highways Authority could result in enforcement action being taken. The Council has produced a Regulatory Services Enforcement Policy (February 2015) document which sets out the Council's approach to dealing with potentially breaches of planning control.</i></p>

Respondent	Comment	Council Response	Recommended Changes
		principles and approach to investigating potential breaches of planning control. Reference to this policy will be made within the Design Guide.	
Local Resident	I attended the meeting on Monday 2nd March regarding shop fronts in the conservation area. I agree with the design guide and support its adoption by the Council. Billericay is an attractive High St and every effort should be made to retain its features. I also spoke to a member of staff regarding Elizabeth Cottage and think the Council should take a more aggressive stance to resolve this matter. I personally cannot believe that the owner is untraceable. If the Council hired a private detective, I am sure he will be found. The building is an eye-sore and should be restored as quickly as possible.	Due to the owners failure to comply with a planning enforcement notice, the Council has stepped in to undertake works to weatherproof Elizabeth Cottage to prevent its further deterioration. Further formal action is presently being considered to assure the long term future of the building.	
Local Resident	Just a note to say how marvellous this planning is. To keep the atmosphere of Billericay and even re-instate it where it has been allowed to be badly modernised. Thank you Basildon Council	Noted	N/A
Essex County Council	Thank you for notifying Essex County Council (ECC) of the above consultation (the Guide) please accept this letter as ECC's consultation response to Basildon Borough Council (Basildon BC) concerning this consultation, covering matters relevant to ECC's statutory service provision and its functions as the local Education Authority; Highways Authority; Lead Local Flood Authority; and the Minerals and Waste Planning Authority. This response does not cover ECC as a landowner and/or prospective developer. A separate response will be made on these matters (if relevant) and that response should be treated in the same way as a response from other developers and/or landholders.' ECC welcomes the opportunity to continue to work with Basildon BC to progress this Design Guide and set out below and the attached	The Councils will include additional information within Section 1. Introduction of the Design Guide relating to the benefits of having a high quality shop front. Additional information on the Conservation Area and Article 4(2) direction will be included within Section 2. Billericay Conservation Area Whilst the recommendations to change the building styles may make the guide more academically robust the categorisation of building styles used within the Design Guide is supported by Historic England subject to some minor amendments to ensure it can be read by non-professionals. As the targeted readers of the Design	Page 1 Section 1. Introduction – remove the first two paragraphs and insert the following paragraphs: <i>Billericay has a busy and thriving shopping area set within a historic core which should be preserved and wherever possible enhanced. The High Street, which is lined with shops and commercial premises, comprises a collection of traditional and more modern buildings which are occupied by a mix of national and local retailers as well as pubs and restaurants. The attractive historic buildings provide a strong sense of place and the generally pleasant public realm contributes to the vitality of the town centre.</i> <i>The town's well established character and appearance derives from the quality and relationship of buildings in the area, their density and massing, the number of historic buildings, and the presence of trees and other green features. Architectural features,</i>

Respondent	Comment	Council Response	Recommended Changes
	<p>schedule of specific comments are ECC's officer comments for your consideration.</p> <p>Overall ECC the guidance for shop front design in the Billericay Conservation Area is comprehensive however it is considered that a number of changes would be appropriate in order for the Guide to be a successful tool and guidance for positive changes and the enhancement to the character and appearance of the Conservation Area. Shop fronts can significantly contribute to the streetscape character of the High Street and Chapel Street and such enhancement would not only benefit the area architecturally but economically as well as the vibrancy of the wider area.</p> <p><u>Schedule of ECC Specific Consultation Comments to the Draft Billericay Conservation Area Shop Front and Design Guide 2015</u></p> <p>The following specific comments and suggested changes are considered necessary for the Guide to be a successful tool and guidance for positive changes and the enhancement to the character and appearance of the Conservation Area. Shop fronts can significantly contribute to the streetscape character of the High Street and Chapel Street and such enhancement would not only benefit the area architecturally but economically as well as the vibrancy of the wider area.</p> <p><u>Introduction & format</u></p> <p>It is considered that the document, as set out at present is not a successful guidance document for shop owners and professionals alike. Further consideration and changes are recommended to the introduction to clearly set out the broad benefits of having a high quality shop front. The purpose and scope of the Guide specifically relates to Billericay; however it could be a useful borough wide document as a supplementary document to the local plan.</p>	<p>Guide will include non-professionals the Council has taken on board the minor amendments suggested by Historic England.</p> <p>Information relating to the use of materials is already incorporated within the relevant sections of the Design Guide.</p> <p>Conservation Area Character Appraisal and Management Plan have already been produced for the Billericay Conservation Area which identified the character of the conservation area and provided an assessment of it along with recommendations to ensure it is preserved and enhanced where possible.</p> <p>Published guidance will assist in the decision making process for determining applications and consents. Whilst the guidance produced by Essex County Council on signs and letterings is not referenced specifically in the Design Guide, it will be reference in any planning decision where it has been used.</p> <p>Whilst the inclusion of a section entitled 'Street Clutter' would allow for certain issues to be grouped it would alter the layout of the Design Guide and split up guidance on A boards from the rest of the guidance on advertisements. This may affect the readability of the guidance.</p> <p>The sentence recommended for Section 13. Other Alterations and Extensions will be included.</p> <p>The Design Guide already includes a list of Buildings of Local Interest in Section 15.</p>	<p><i>such as distinctive windows, doors and other characteristic details are also very important to Billericay's distinctive historic character and should be protected.</i></p> <p><i>By protecting these features not only will Billericay retain its historic identity; it will encourage investment in the town centre and strengthen the quality of the shopping experience.</i></p> <p><i>This Design Guide has been produced to give advice to residents, property owners, landlords and tenants on shop fronts, advertisements and alterations to buildings within Billericay. It This guidance applies to the whole of the Billericay Conservation Area as shown in Section 2, though its principles may be appropriate to other parts of the Basildon Borough. It has been adopted as an Interim Supplementary Planning Document (SPD) and is a material consideration when determining appropriate applications for development, listed buildings and advertisements.</i></p> <p><i>The guidanceSPD will supplement the Conservation Area Character Appraisal and associated Management Plan for the area, along with supporting policies in the Development PlanAdopted Local Plan (Saved Policies 2007) and Government policy relating to the conservation and enhancement of the historic environment contained within the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG).</i></p> <p>Page 1 Section 2. Billericay Conservation Area – insert the first two paragraphs from Section 1. Introduction at the start of this section.</p> <p><i>The Listed Buildings and Conservation Areas Act 1990 places a duty upon local authorities to determine which parts of their administrative areas are of special architectural or historic interest which it is desirable to</i></p>

Respondent	Comment	Council Response	Recommended Changes
	<p><u>2 – Billericay conservation Area</u> Given that the document is specific to the Billericay Conservation Area, it is recommended that this is amended to contain more information relating to the purpose of the Conservation Area and to the Article 4 (2) direction. In addition it could also contain information about locally listed buildings in addition to the list set out in section 16).</p> <p><u>3 Building Styles</u> It is considered that the approach to differentiating the building styles found within the CA as presented is ambiguous. For example, the Medieval period ranges from 1066-1539 and Post Medieval ranges from 1540-1900 and post 1900 is modern. These classes are primarily used by archaeologist and not by built heritage professional. If this section is to be retained ECC suggest an alternative approach to describing the buildings as follows: <i>“buildings before 1700, Georgian, Victorian, Edwardian and 20th century (subdivided as early, mid and late); and then 21st century.</i></p> <p><u>Materials and Colours</u> An additional section on “Materials and Colours” would be of assistance and this could relate to the architectural style of the building.</p> <p><u>5. Shop fronts</u> It is considered that an additional section providing a brief overview of shop front design from the 1700s to the current day would be of assistance and could usefully include the design of Georgian, Victorian and 20th century shop fronts. It is recommended that a character study of the main streets which contain shops within the Conservation Area could provide recommendations on appropriate designs.</p> <p><u>Section 6 Signs and Advertisements</u></p>	<p>Buildings of Local Interest which is considered to be sufficient.</p>	<p><i>preserve or enhance and then to designate them as Conservation Areas.</i></p> <p><i>Billericay Town Centre was identified as one such area and formally designated a Conservation Area in September 1969. Following a Conservation Area Character Appraisal and the preparation of the Conservation Area Management Plan in 2011, the boundaries of the Conservation Area were revised in September 2013.</i></p> <p>Page 1 Section 2. Billericay Conservation Area – amend the following paragraph:</p> <p><i>The Conservation Area in Billericay is the largest in Basildon Borough. It is characterised by a collection of buildings dating from the fifteenth to the nineteenth centuries, which are modest in scale, rarely above two storeys in height and mainly used as High Street shops.</i></p> <p><i>There are more than 40 listed buildings within the Conservation Area along with several buildings of local interest which include both commercial and residential properties. Additional protection has been placed on the terraces on Sun Street in the form of an Article 4(2) Direction to prevent changes being made to them that would detract from their historic integrity.</i></p> <p>Page 18 Section 13. Other Alterations and Extensions – at the end of the subsection Extensions add the following paragraph: <i>Non-designated shops in the CA can apply for alterations under the normal planning process. However, the Council will seek to ensure enhancements do not harm the character of the area, are sympathetic to the original building and are to a high design standard.</i></p>

Respondent	Comment	Council Response	Recommended Changes
	<p>ECC produced a document on signs and lettering which would be a useful inclusion within the guidance document. Details of this shall be provided separately.</p> <p><u>10 Satellite Dishes</u> An alternative approach is recommended as follows – to provide a new section entitled “Street Clutter” comprising the following topics: satellite dishes, A-boards, window design and arrangement.</p> <p><u>13. other alterations and extensions</u> The insertion of the following additional caveat would be of assistance: <i>“non-designated shops in the CA can apply for alterations under the normal planning process. However, the Council will seek to ensure enhancements do not harm the character of the area, are sympathetic to the original building and are to a high design standard”.</i></p> <p><u>16 Listed Buildings</u> It is recommended that if a list of buildings’ of local interest, are to be included, it should be set out in an Appendix in the same format as buildings on the statutory list.</p> <p><u>18. Applying for permission</u> It is considered that the Guide would benefit an earlier section or further information concerning planning permissions, advertisement consent, highway projection licence and enforcement would be of assistance.</p> <p><u>Other</u> It is noted that the document includes features which aren’t relevant to shop fronts such as the terraced properties along Sun Street which have an Article 4 (2) direction.</p>		
Local Resident	The Consultation Document mentions A boards as a possible hazard. Should there not be some control over the loss of pavement due to tables and chairs?	Tables and chairs located within the curtilage of a business premises are unlikely to require planning permission. However, if tables and chairs are to be	Page 14 – Insert new section 8. Alfresco Eating as follows and renumber the proceeding sections: 8. Alfresco Eating

Respondent	Comment	Council Response	Recommended Changes
		<p>placed on the public highway a licence from the Highways Authority would be required (under the Highways Act 1980) along with permission from Basildon Borough Council.</p> <p>Information that provides guidance on this will be included within the Design Guide.</p>	<p><i>Tables and chairs: Active frontages which include alfresco dining can contribute to the vitality of town centres but such activity may need to be controlled to ensure there is sufficient footway width for pedestrians to pass by safely.</i></p> <p><i>Tables and chairs located within the curtilage of a business premises are unlikely to require planning permission. However, if tables and chairs are to be placed on the public highway (including footways) a licence from the Highways Authority would be required under the Highways Act 1980. It is also likely to result in a material change of use which would require planning permission from Basildon Borough Council.</i></p>
Local Resident	<p>The Guide does cover most of the concerns in respect of uncontrolled design and usage but could have been extended to cover responsibilities for litter in High street and surrounds. Whilst it may not be within the Conservation Area, another greatly offensive construction which is jarringly out of keeping with the Town is the metal footbridge by the railway station. This is the first impression that many will observe before noticing how well the High Street is presented. It would obviously be too costly to replace it but a coat of dark green paint would go a long way to lessen its impact.</p>	<p>The Design Guide provides guidance on improvements to the public realm, the design of shop fronts, advertisements and alterations to buildings within the Billericay Conservation Area only. Unfortunately the suggestions you have made are outside the scope of the Design Guide and planning.</p>	N/A
Great Burstead and South Green Village Council	<p>The Village Council fully supports the Conservation document as historically many important architectural shop fronts have been lost due to inappropriate developments. This document should help to maintain and preserve what we currently have now.</p>	Noted	N/A
Local Resident	<p>I would like to say how impressed I am with your document on Shop Front and Design Guide. Whilst there is generally a need for progress I do believe we should retain a certain amount of our history and your guide seems to definitely allow for that retention. Thank you for all your work.</p>	Noted	N/A

Respondent	Comment	Council Response	Recommended Changes
Billericay Society and Campaign for the Protection of Rural Essex	<ul style="list-style-type: none"> • More hard copies should be made available • Down loading from the internet is not reliable as crucial parts of the text are replaced by small squares - which is useless and frustrating 	<p>The Council will ensure that the online publication of the adopted Design Guide can be downloaded easily and without error.</p> <p>Physical copies of the adopted Design Guide will be available to purchase from the Council. There will also be reference copies available in the public libraries and at the Basildon Centre.</p>	N/A

Table 5: Response from Billericay Town Council after reviewing all the consultation comments above and their respective recommendations

Respondent	Comment	Council Response	Recommended Changes			
<p>Billericay Town Council</p>	<p>The Town Council has no comment to make on the proposed revisions to the draft Conservations Area Shop Front and Design Guide except for the following:</p> <p>a) A-Boards These are a problem in certain sections of the High Street and the wording should be more prescriptive. The word ‘supported’ implies the Council is in favour of A-Boards; perhaps ‘accepted’ is more appropriate. While a minimum of 2m of unobstructed footway between board and kerb is unrealistic in many cases, there must be sufficient width for the safe passage of disabled pedestrians, double-width buggies and mobility scooters. Only one board per business is permitted, which must be removed when the business is closed.</p> <p>b) Alfresco Eating Similar provisions for the safe passage of footway traffic should be considered in the placement of tables and chairs within the curtilage, allowing for possible rearrangement of furniture by customers.</p> <p>c) What are “horizontal windows” – could we add in brackets horizontal windows (windows where the horizontal dimension is greater than the vertical dimension).</p>	<p>The Council agrees with the change in wording from ‘supported’ to ‘accepted’ and the suggestion to specify the types of pedestrians who will require greater footway widths for safe passage. The wording will be amended accordingly.</p> <p>The siting of A boards within the curtilage of a business premises must meet the conditions and limitations set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) which controls the size of advertisements and area that they may cover. In order to minimise street clutter the Council has provided additional guidance that only one A-board should be displayed and removed at the close of business. If the A board was sited on the public highway such a requirement would be stipulated as part of the consent.</p> <p>The reference to horizontal windows has been removed from the document following suggested word changes by Historic England. However the term vertical windows will be included in the Glossary of Terms</p>	<p>Amend the previous recommended changes to the text on page 12 as follows: A-boards and Banners: ‘A’ Board advertisements will only be supported<i>accepted</i> by Basildon Borough Council if situated within the curtilage of the associated premises, no larger than 1100 x 650mm and there is sufficient footway width for pedestrians <i>including disabled pedestrians and those with pushchairs and mobility scooters, to pass by safely.</i> Only one board per business should be displayed, which must be <i>and then</i> removed when the business is closed.</p> <p>Amend the previous recommended changes to the new section 8. Alfresco Eating on Page 14 as follows: 8. Alfresco Eating Tables and chairs: Active frontages which include alfresco dining can contribute to the vitality of town centres but such activity may need to be controlled to ensure there is sufficient footway width for pedestrians <i>including disabled pedestrians and those with pushchairs and mobility scooters, to pass by safely.</i></p> <p>Insert the following row and text at the end of the table in the Glossary of Terms:</p> <table border="1" data-bbox="1467 1125 2114 1377"> <tr> <td data-bbox="1467 1125 1541 1377">-</td> <td data-bbox="1541 1125 1787 1377"><i>Vertical Windows</i></td> <td data-bbox="1787 1125 2114 1377"><i>Windows described as having a vertical emphasis. This is where the vertical dimension of the window is greater than the horizontal dimension</i></td> </tr> </table>	-	<i>Vertical Windows</i>	<i>Windows described as having a vertical emphasis. This is where the vertical dimension of the window is greater than the horizontal dimension</i>
-	<i>Vertical Windows</i>	<i>Windows described as having a vertical emphasis. This is where the vertical dimension of the window is greater than the horizontal dimension</i>				

Table 6: Recommended changes in response to the Service Impact Assessment – July 2015

Report	Comment	Council Response	Recommended Changes
<p>Service Impact Assessment</p>	<p>A Service Impact Assessment has been undertaken for the Design Guide to ensure that the Council promotes equality through this document and does not discriminate against different groups based on their protected characteristics.</p> <p>The Assessment identified that there were opportunities for the Design Guide to be amended so that potentially negative impacts on pregnancy & maternity and disability groups could be avoided and replaced with positive impacts.</p> <p>The Design Guide states that buildings should provide disabled access where possible but could go further by referencing the relevant Building Regulations and promote the use of contrasting colours to distinguish between the floor and walls to assist those with visual impairments.</p> <p>There are also opportunities to improve the safe use of footways by ensuring that suitable widths are maintained between the kerb and any advertising stands or street furniture. This would positively impact on disabled and pregnancy & maternity protected groups.</p>	<p>The Council agrees with all the comments and will make the necessary changes to the Design Guide</p> <p>There is an instance where the changes have already been recommended and these relate to the safe passage of footway traffic. These recommended changes were in response to Billericay Town Council's comments above and will therefore not be repeated here.</p>	<p>Page 15 Section 9. Windows and Doors amend the text as follows: Colours: <i>Conditions will be applied to new developments to ensure that colour finishes are in traditional subdued earthy tones. Garish colours are inappropriate and should be avoided. Where possible, contrasting colours that provide a distinction between the floor and walls should be considered to assist those with visual impairments.</i></p> <p>Page 18 Section 13. Other Alterations and Extensions amend the text as follows: Disabled access: <i>Where the opportunity arises, new development should incorporate level access or access ramps/hand railings, to assist entry into the premises by persons with disabilities disabled people or parents people with pushchairs in accordance with Part M of the Building Regulations 2004 (as amended) and the Equality Act 2010. Such access requirements should not however compromise the architectural design or integrity of the building. Particularly if the building is listed, where greater consideration should be taken about how such access can be successfully incorporated.</i></p>