


WORCESTERSHIRE COUNTY COUNCIL

RECORD OF OFFICER EXECUTIVE DECISION

TITLE:*	Streetscape Design Guide (SDG)
Decision Taken By:	Rachel Hill Acting Strategic Director for Economy and Infrastructure
Cabinet Member	Councillor Karl Perks Cabinet Member with Responsibility for Highways and Transport
Decision Made*	To adopt the Streetscape Design Guide
Is this Report Exempt as per Schedule 12A Local Government Act 1972	No
Decision taken under the following delegation:	Cabinet October 2024 to Director of Economy and Infrastructure in consultation with Cabinet Member with Responsibility for Highways and Transport
Division(s) Affected	All
Date of Decision*	October 2025
Summary of Decision*	<p>In October 2024, WCC Cabinet:</p> <ul style="list-style-type: none"> authorised the Strategic Director for Economy and Infrastructure in consultation with the Cabinet Member with Responsibility for Highways and Transport, to undertake public and stakeholder engagement on the draft SDG document and, to propose modifications to the draft document arising from the engagement exercise; delegated approval for the final wording of the Streetscape Design Guide to the Strategic Director for Economy and Infrastructure in consultation with the Cabinet Member with Responsibility for Highways and Transport, subject to any substantive changes required which would be returned to Cabinet for approval; delegated the decision to the Strategic Director for Economy and Infrastructure in consultation with the Cabinet Member with Responsibility for Highways and Transport, to publish the final approved Streetscape Design Guide on the Worcestershire County Council website.

	<p>Following public consultation with technical, engineering and planning specialists, developers, consultees, District Councils, Parish Councils, Councillors and Members of the Public over a 12-week period during 2024, the County Council has reviewed and updated its Streetscape Design Guide to be in compliance with legislation and national guidance. This includes housing and employment development and householder planning applications.</p> <p>The Environment Overview and Scrutiny Panel paper dated 14 July 2025 outlined there were no substantive changes following the consultation but amends were made to provide emphasis and greater clarity concerning the following matters:</p> <ul style="list-style-type: none"> • Clarification on the street hierarchy and design requirements for each street typology including schematic drawings. • Visibility Splays and sight lines have been reviewed and amended. • Active travel requirements in new developments clarified including the outline design specification for active travel routes. • Street lighting design guidance for new residential development and the approach that developers will be required to undertake in determining if street lighting is required in the development, together with the design principles. • Parking requirements for cars and bicycles in new development, both commercial and residential. This includes information on electric vehicle charging requirements infrastructure. • Approach to management of the highway verge, including street trees. • Requirements for Biodiversity Net Gain (BNG) where applicable • Approach that the Local Highway Authority will take towards bonds, commuted sums and other costs incurred in approving designs and proposals from developers. These costs will be updated annually on the Worcestershire County Council website, reflecting changes to costs and inflation.
<p>Reason(s) For Decision*</p>	<p>A Cabinet decision was made on 24 October 2024 to undertake public and stakeholder engagement on the draft SDG consultation document and to propose modifications to the draft document arising from the engagement exercise.</p> <p>The final Streetscape Design Guide is now ready for adoption.</p>
<p>Alternative Options Considered and Rejected</p>	<p>A do-nothing approach was rejected as the Streetscape Design Guide was last fully reviewed and updated in 2018, with minor amends subsequently. The updated guide is fully compliant with national standards, guidance and legislation reflecting changes which have taken place since 2018.</p>
<p>Summary of any financial implications</p>	<p>None</p>

Summary of any legal implications	None
Consultation process and results	101 members of the public completed the non-technical survey and 63 respondents representing developers, planners and architects completed the technical survey. In addition to the online surveys, developers and their consultants were invited to workshop sessions to review and discuss the guide in detail. Subsequently, a further workshop was held with Wychavon District Council and Homes England at their request. The CMR was also invited to all the workshop sessions. The consultation engagement report will be published alongside the Streetscape Design Guide.
Equality duty Implications	Joint impact assessments have been undertaken for the SDG prior to public consultation.
Social Value Implications	None
Any Conflict of Interest declared by a consulted Cabinet Member/ any dispensation granted*	None
Background documents*	Environment Overview and Scrutiny Panel paper dated 14 July 2025 - this includes a link to the October 2024 Cabinet Report Streetscape Design Guide 02 item 5 SDG Appendices 1 2.pdf (engagement report)
Signature	
Reference/Date Published	21 November 2025
Monitoring Officer Review needed	No

*Legal Requirement