

**CENTRAL PLANNING COMMITTEE
SCHEDULE OF ADDITIONAL LETTERS**

Date: 08 Oct 2015

NOTE: This schedule reports only additional letters received before 5pm on the day before committee. Any items received on the day of Committee will be reported verbally to the meeting

Item No.	Application No.	Originator:
6	15/03580/FUL	AGENT

During the design period numerous consultations between Shrewsbury Planning Department, the Conservation Officer and Historic England have taken place to develop the design of the project. The discussions were rigorous, and the design was developed to take into account the various concerns and suggestions that these official consultees had requested. In addition to this we have taken account of comments from the Civic Society and members of the public and with that revised the design of the original planning submission. We understand that there are a few design issues which need to be resolved and believe the implementation of the suggested planning conditions will adequately cater for their conclusion.

This report contains additional responses from POD Architects to the design and appearance objections highlighted within section 4.21 of the Development Management Report.

1.0 Design and Appearance

1.1 The three blocks are one storey too high and will dominate the area. Nearly all residential buildings in the town centre are three storeys high and only a few non-residential buildings are four storeys

Within the Design and Access Statement, Section 3, Context and Urban Analysis p.14-37, a series of research and analysis studies explored the existing urban grain of Shrewsbury. Section 3.3 Surrounding Site Studies (p.20-24) closely analysed surrounding streets, highlighting architectural features, materials, roof types, heights and building uses. This insured that the project was developed in scale to its surrounding context.

1.2 The addition of the steel decoration to the sides of the blocks is an unnecessary adjunct and expense.

It is unclear what this objection is highlighting; if it is in regards to the Brise Soleils positioned on both sides of each block, they have been removed within the new set of revised planning drawings submitted 16.09.15.

1.3 The construction of three, four storey 'slabs' placed formally, end-on to the street bears little or no relation to the existing street scene and this arrangement, if built, will certainly have detrimental repercussions on the surrounding area centred on Rowley's House.

Throughout the preliminary and development stages of the project, a comprehensive set of studies researched into the site and its surrounding context. The studies were systematically included within the Design and Access Statement (Section 3, p.14-37) to explain the design and thought process to how the proposal was developed. Characteristics and small details from local

architecture that were repeatedly noted such as red brick, soldier course brick / stone lintel were later developed into the proposal. This ensured that the new scheme reflected the local urban characteristics of neighbouring architecture.

1.4 None of the elevations are an adequate response to the context. The overall scale of the 4 storeys is reasonable for this part of the town but the flat roof dull appearance of the buildings is completely alien in this location.

With regards to the Elevations and Context please refer to comment 1.3.

As highlighted within a set of preliminary studies researched into roof typologies within the local context which highlighted flat roofs (Section 3.4 Roof and Materials Typology Studies; Design and Access Statement, p.25). A series of design development studies for roof variations have been explored (Section 4.4 initial roof studies; Design and Access Statement, p.44-45) and discussed at meetings with both the clients and planning department prior to submission and the flat roof option for all three buildings was the preferred option.

1.5 If this development is allowed to proceed as submitted it will definitely blight this part of the historic town.

As included within the Development Management Report, Section 4.21, the scheme was welcomed during the public consultation with 90% positive comments such as

“Plans look great and look to blend in well with the surrounding area”

“Good look for Shrewsbury town centre, will help regenerate the ‘west end’ of Shrewsbury”

For the collection of feedback forms please refer to the appendix of the Design and Access Statement submitted (17.08.15)

1.6 The elevations on to Barker Street are so clearly typical of lazy 1960's designs with unfortunate proportions and should be redesigned to offer a much better response to their context.

During the development stage, we explored classical proportions throughout all of the elevations. Please refer to Section 4.7 Elevation Development, p.50. This was requested and supported by Shrewsbury planning department, Conservation and Historic England.

Within the new revised drawings, Block B Front Elevation has been revised, the central surround has been revised to stone, the metal spandrel panels have been reduced, with glazing in between each spandrel and the canopy has also been simplified and reduced in size. These alterations help soften the elevations.

1.7 It is important to have a lively street scene with appropriate vertical proportions and materials that echo the context. The design can be contemporary but it does need to have attractive proportions and a better understanding of the scale of the neighbouring older buildings.

Please refer to section 1.6 for our response to Proportions. As commented earlier within section 1.3, the design and access statement contains a series of studies that explains the design process of the development and how the scheme reflects characteristics of the local context.

1.8 The general massing and form of the three blocks is perhaps a sensible way of maximising development on the site, but it is essential that the buildings should make a positive contribution to the street.

The proposed radial building layout was derived from the series of historical site context studies. These can be found within the design and access statement, Section 3.9 Historical References, p.32-34 (submitted 17.08.15). The studies analysed the site's history of building layouts since 1880 to the present day. The historical context presents a radial site layout with gaps in the street frontage, which we have reflected in our proposed scheme. The gaps between the proposed student blocks emulate the site's historic pattern and provide permeability through the site as well as great views towards St Chads church. A series of studies were included within the design and access statement that analysed the views between each block towards St Chads church, these can be found within Section 6.8 Heritage Impact Analysis, p.96-101. It was crucial that the project retained and highlighted the sight lines towards St Chads Church, especially on arrival to the site from the Welsh bridge.