Shropshire Local Plan

Further Consultation Focusing on Additional Material

On behalf of Harworth Group

Date: 24 May 2024 | Pegasus Ref: P17-1052

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Document Management.

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Appendices contents.

1. Introduction

1.1. These representations have been submitted by Pegasus Group on behalf of Harworth Group in response to the Shropshire Local Plan Examination: Further Consultation Focusing on Additional Material Prepared in Response to the Planning Inspectors Interim Findings, published 25th April 2024.

1.2. Harworth Group are the owner of land at the Former Ironbridge Power Station which is allocated as a Strategic Settlement within the Shropshire Local Plan for mixed use development including 1,000 homes (Local Plan reference S20).

1.3. Allocation S20 Former Ironbridge Power Station benefits from outline planning permission (local authority planning application reference 19/05560/OUT) for:

> *Two vehicular accesses off A4169 road for the development of 1,075 dwellings, including a retirement village; employment land comprising classes B1(A), B1(C), B2 and B8; retail and other uses comprising classes A1, A2, A3, A4, A5, D1 and D2; allotments, sports pitches, a railway link, leisure uses, primary/nursery school, a park and ride facility, walking and cycling routes, and associated landscaping, drainage and infrastructure works.*

1.4. A Design Code has been approved by the Local Planning Authority in relation to condition 5 of planning permission 19/05560/OUT and this is also set out in Appendix A to this representation. The design code provides evidence that results from further detailed analysis of the site that has been prepared since it was allocated in the emerging Shropshire Local Plan, and which has been prepared in consultation with the Local Planning Authority. The approved design code shows the potential for high density housing in the area adjacent to the employment area (p79), along the railway line (p85) and overlooking the central green space (p97).

1.5. The work to progress a planning application supports the site's deliverability and the design code provides clear evidence that the site allocation S20 former Ironbridge Power Station can accommodate an increased number of homes above those identified in the draft Shropshire Local Plan to approximately **1,375** dwellings.

1.6. The remainder of this representation provides Harworth Estates response to the consultation documents, specifically:

- GC25: The newly proposed draft policy on Housing Provision for Older People and those with Disabilities and Special Needs and its explanation.
- Updated Additional Sustainability Appraisal of the Draft Shropshire Local Plan Report.
- Updated Housing and Employment Topic Paper.
- Updated Green Belt Topic Paper.

2. Newly Proposed Draft Policy GC25

2.1. Regarding the newly proposed draft policy GC25 on Housing Provision for Older People and those with Disabilities and Special Needs, we have no comments.

3. Updated Additional Sustainability Appraisal.

Reasonable Alternatives for Accommodating Unmet Housing Need

3.1. Section 6 of the Updated Additional Sustainability Appraisal (SA) of the Draft Shropshire Local Plan Report (April 2024) provides the explanation for the reasonable alternatives for accommodating unmet housing need arising from Association of Black Country Authorities (ABCA) and which have been tested in the report.

3.2. The arguments set out in Section 6 of the SA report for testing an unmet need figure of 1,500 additional homes are that the authority has met the duty to cooperate, and the members of the ABCA are all content with the contribution and this is set out in Statement of Common Ground. These are insufficient reasons by themselves for not testing a figure higher than 1,500 homes for unmet need. In the context that the unmet need figure is likely to change as a result of ongoing work by the ABCA authorities, it is essential to test a higher figure, as there is a likelihood that unmet need apportioned to Shropshire may increase.

3.3. The Sustainability Appraisal has not tested all reasonable options for addressing the unmet need arising from ABCA and so is not justified and has not met the test of soundness.

3.4. Section 12 of the SA report then sets out the method by which sites have been identified to accommodate unmet housing need arising from ABCA. There are four site allocations that have been identified following this process and these are:

- Tasley Garden Village, Bridgnorth
- Land east of Shifnal Industrial Estate, Upton Lane, Shifnal
- Land between Mytton Oak Road and Hanwood Road, Shrewsbury
- Former Ironbridge Power Station

3.5. Paragraph 12.29 of the SA report notes that:

> *"It was apparent from the consideration of the range of identified factors, that it is the eastern and central parts of Shropshire that have the strongest functional relationship with the Black Country – they are closest geographically, and generally benefit from the most direct transport links, and contain the areas with the strongest migration and commuting/TTWA links. The functional relationship with the Black Country is significantly more limited within western, northern and southern parts of Shropshire"*

3.6. It should be noted that the Local Plan allocation S20 Former Ironbridge Power Station is the only site of those identified that lies on the boundary of the ABCA area and so it is the best located relative to the unmet need; indeed the SA report confirms this at paragraph 12.101:

> *a. [S20* Former Ironbridge Power Station*] Is located in east Shropshire with a functional relationship to the Black Country.*

b. Benefits from road access to the M54/A5 corridor link to the Black Country via either the A4169 / A5523 or A4169 / A442.

c. Is a part brownfield site that benefits from Outline Planning Permission and will form a new strategic settlement, with the capacity to accommodate a significant volume of development, including a range of associated services and facilities.

d. Can accommodate a sizeable contribution towards the unmet housing needs forecast to arise in the Black Country.

e. Accommodating the proposed contribution to the Black Country on this site will contribute to the achievement of the wider spatial strategy for Shropshire.

3.7. It is not clear why only 600 homes of the former Ironbridge Power Station site has been identified as accommodating the unmet housing need. Of all the sites considered for accommodating unmet need, the former Ironbridge Power Station site is best located to accommodate the unmet need arising from the ABCA area. As noted above, further evidence of the site indicates that the capacity of the site can increase to **1,375** dwellings and these homes would be very well related to unmet need. On the basis of the above, the approach to accommodating unmet need for housing is not adequately justified and does not meet the tests of soundness.

3.8. The opportunity to use the full capacity of the Former Ironbridge Power Station site S20 to accommodate unmet needs from ABCA authorities should therefore be recognised in the Local Plan.

Comparison of Reasonable Options for Accommodating the Uplift to the Proposed Housing Requirement

3.9. Table 10.5 provides a relative assessment of the four reasonable options for accommodating the uplift to the Proposed Housing Requirement. These options are:

- Option 1: Increasing Settlement Guidelines and Windfall Allowances.
- Option 2: Densification of Proposed Site Allocations.
- Option 3: Increasing Site Allocations.
- Option 4: A Combination of Two or More of the Other Options.

3.10. As noted strenuously throughout the report the way an option is selected is a matter of planning judgement informed by the SA, rather than a mechanistic recommendation of the SA itself.

3.11. In this context it is worth noting how closely options 1 and 2 perform in terms of various SA objectives. It is also worth noting that site S20 Former Ironbridge Power Station fits within options 1 and 2. The SA clearly support site S20 as a sustainable means of accommodating uplift to the proposed housing requirement.

3.12. We support the role that site S20 Former Ironbridge Power Station in accommodating uplift in the proposed housing requirement for the Shropshire Local Plan.

4. Updated Housing and Employment Topic Paper.

Accommodating the Proposed Contribution to the Unmet Housing Need Forecast to Arise in the Black Country

4.1. Section 9 of the Updated Housing and Employment Topic Paper set out how the Council has responded to the Inspectors' instruction to identify appropriate site or sites to accommodate proposed contribution of 1,500 homes to meet the unmet needs of ABCA authorities.

4.2. Section 9 identifies 3 sites to address that unmet housing need and for the Ironbridge Power Station site the topic paper notes:

> *"The Former Ironbridge Power Station is a part brownfield site that benefits from Outline Planning Permission and will form a new strategic settlement, with the capacity to accommodate a significant volume of development". (author's emphasis)*

4.3. We support this assessment and consider the new evidence that has arisen through the Development Management process provides evidence that the site has a higher capacity than identified in the Local Plan.

4.4. As noted in above, it is not clear why only 600 homes of the former Ironbridge Power Station site has been identified as accommodating the unmet housing need. Of all the sites considered for accommodating unmet need, the former Ironbridge Power Station site is best located to accommodate the unmet need arising from the ABCA area. As noted above, further evidence of the site indicates that the capacity of the site can increase to an estimated **1,375** dwellings and these homes would be very well related to unmet need.

4.5. The approach to accommodating unmet need for housing is not adequately justified and does not meet the tests of soundness. The opportunity to use the full capacity of the Former Ironbridge Power Station site S20 to accommodate unmet needs from ABCA authorities should therefore be recognised in the Local Plan.

Comparison of Reasonable Options for Accommodating the Uplift to the Proposed Housing Requirement

4.6. Section 8 identifies those options identified for accommodating the uplift to the Proposed Housing Requirement:

- Option 1: Increasing Settlement Guidelines and Windfall Allowances.
- Option 2: Densification of Proposed Site Allocations.
- Option 3: Increasing Site Allocations.
- Option 4: A Combination of Two or More of the Other Options.

4.7. It would appear that there is significant crossover in the definition of options 1 and 2. Site allocation S20 Former Ironbridge Power Station is an allocation in the Local Plan but is described as Strategic Settlement and therefore would appear to fit within options 1 and 2.

This 'synergy' is recognised within paragraph 8.52 of the report. For the purposes of the assessment site S20 Former Ironbridge Power Station appears to have been assessed under options 1 and 2

4.8. Option 1 (Increasing Settlement Guidelines and Windfall) has been selected as the preferred means of accommodating the uplift in the planning requirement, including Site S20 Former Ironbridge Power Station, and this is supported.

Main Modifications

4.9. Paragraph 8.92 identifies main modifications to the Plan that arise from the Amendments to Settlement Guidelines and Associated Windfall Allowances. It is proposed that the housing capacity of S20 Former Ironbridge Power Station is increased from 1,000 to 1,075 to reflect the outline planning permission that has been granted for the site.

4.10. The above Modification is welcomed but we consider that the Plan should be modified to reflect the full potential of the site to include an increase of 300 homes in addition to the 75 already proposed (making site capacity for site S20 as an estimated **1,375 homes**). This would reflect the detailed understanding of the site constraints that has arisen through the Development Management process.

4.11. It should be noted that no additional land is needed to increase the capacity of Site S20 Former Ironbridge Power Station; the increase follows the design code agreed with the Council and would make efficient use of land. There would be no adverse effects from the increase, there are no highway or other technical constraints to the increase, and it would further support the proposed infrastructure and therefore the sustainability of the community within the allocation. As noted elsewhere within this representation, site S20 Former Ironbridge Power Station fits with the Council's approach to addressing uplift in its housing requirement and is the best located site in terms of addressing unmet need from Association of Black Country Authorities.

Tests of Soundness and Attendance at Hearing Sessions

4.12. We do not consider the approach to addressing unmet housing need from ABCA meets the tests of soundness, as the apportionment of 600 homes to site S20 Former Ironbridge Power Station is not justified. Furthermore, the Sustainability Appraisal has not tested all reasonable options for addressing the unmet need arising from ABCA and so is not justified and has not met the test of soundness. We therefore request to attend any forthcoming hearing sessions to discuss our comments.

5. Updated Green Belt Topic Paper.

5.1. Regarding the updated Green Belt Topic Paper, we have no comments to make at this time.

Appendix A: Design Code

Benthall Grange

IRONBRIDGE

Design Code | July 2023

Stantec

The Blade,
Abbey Square,
Reading
Berkshire
RG1 3BE

Desk Top Publishing and Graphic Design by Stantec Graphic Communication.

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Document Status:	Final
Revision:	X
Author:	MA
Checked by:	
Authorised by:	
Issue Date:	July 2023

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Figure 1. Site Aerial View

INTRODUCTION

1.THE VISION

The vision for Benthall Grange, formerly, Ironbridge Power Station, is to create an inclusive and sustainable community that truly integrates with its diverse historical roots; recognising the heritage and landscape surrounding the site and reflecting the local character.

Ironbridge Power Station was originally constructed in 1963 and ceased electricity generation in 2015, following the demolition of the previous power station in the 1980's after 50 years of operation. Harworth acquired the site in 2018 with the aim of redeveloping the former power station site into a sustainable new community that combines the existing historical roots of the area and adjacent UNESCO World Heritage Site whilst promoting the local vernacular.

Outline planning permission (subject to Section 106 and conditions) was obtained in September 2021 for the redevelopment of the site to delivery up to 1000 homes, a village centre, employment uses, a primary school, amenity space and parkland. The development will be delivered in phases.

The new community will be known as Benthall Grange. Benthall Grange is inspired by its proximity to Benthall Edge woodland and the farmland associated with a nearby abbey that existed prior to the power station being built.

Benthall Grange will be of outstanding quality and will form an accessible and attractive community that is well integrated into the surrounding local network of roads, footpaths and open spaces. A series of new neighbourhoods will be established that are the foundations of this community within a unique setting.

COMMUNITY

Benthall Grange will be a unique community which sits alongside Ironbridge and contributes to the vibrancy and diversity of the area

CELEBRATE LANDSCAPE & HERITAGE

Benthall Grange benefits from a strong existing landscape structure, woodland, water, topography with high quality habitat & heritage. These existing assets will create a vibrant place to live and work and compliment the Gorge.

MIXED USE HIGH QUALITY DEVELOPMENT

The development will benefit the area by providing around 1000 new homes, employment, transport links on foot and by car.

COMPLEMENTING THE LOCAL AREA

As well as a parking provisions for a Park and Ride scheme to the surrounding amenities, the proposed development will create new leisure routes along the riverside and enhance existing pedestrian routes to the south and east of the site.

CREATE A CONNECTED COMMUNITY

With sustainable travel at its heart, new links will connect the Site with the surrounding landscape and community, tying into the fabric of the strategic and local networks.

2.PURPOSE OF THIS DESIGN CODE

2.1. DOCUMENT STRUCTURE

This Design Code will provide a set of 'high-level' design criteria that will be used to guide the delivery of the development through Reserved Matters applications. It will be used as a reference document by Harworth, the Local Authority and individual house builders to help ensure the coordinated design and delivery of Benthall Grange.

The Code has been structured to reflect Outline Planning condition 5A (Figure 4). As such, the Code is split into two main sections:

Tier 1 - Strategic Design Code

Site-Wide Code - presents a set of guidelines that are relevant to the site as a whole such as Landscape, Streets & Movement, Parking Strategy, Block typologies, Technical Codes (services, waste, drainage, sustainability, security). These design instructions aim to encapsulate a wide range of design components which are essential in creating a high quality development. In the absence area specific instructions, the Strategic Design Code guidelines should apply.

Tier 2 - Detailed Design Code

Detailed Areas Code - In addition to the site wide instructions, another layer of area specific design instructions will apply to five character areas, school, local centre, employment and existing buildings

These areas will have an important place making role in creating a legible and attractive development. A number of detailed instructions relating to layout, urban form, built form and public realm will apply.

2.2. DESIGN CODE AREAS

The following drawing in Figure 3 illustrates the different elements of design which will be coded within this document.

As explained in the document structure (Figure 2) some design elements, such as the landscape and movement network will form the strategic elements of this design code due to its extensive coverage and relevance to the wider area. These areas will be coded in a more strategic way with more flexibility being offered.

For specific areas of the proposals such residential character areas, employment, local centre, school and existing buildings, an additional level of coding will be provided as set out in the Detailed Design Code section of this document as illustrated in Figure 3.

Figure 2. Document Structure

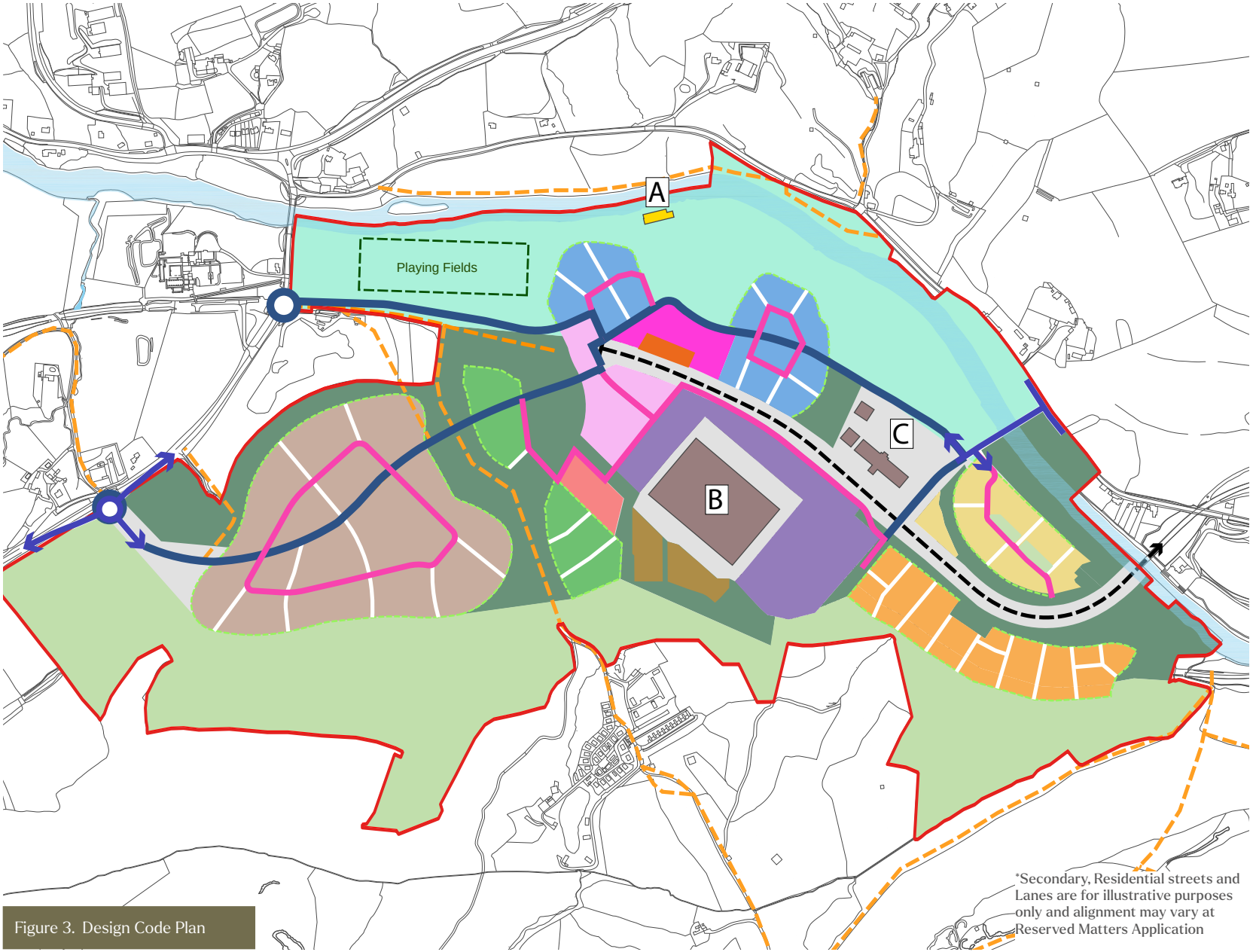


Figure 3. Design Code Plan

3.PLANNING CONTEXT

3.1. BACKGROUND

Ironbridge B Power Station closed in November 2015. A Screening Request under Regulation 5(2) of the Environmental Impact Assessment (EIA) Regulations was submitted in June 2016 for the demolition of the power station (application reference number: 16/02868/SCR). The Council's Screening Opinion was subsequently issued which confirmed that an EIA was not required. The principle of demolition on site was established by virtue of the consent granted by Shropshire Council (application reference number: 17/04439/DEM) on 6th November 2017. Consent was subject to the Prior Approval of Conditions 8-20 (demolition and site restoration) and subject to demolition commencing within the next 5 years (before 6th November 2022). Demolition was completed on site in early 2022.

3.2. OUTLINE PLANNING APPLICATION

An outline planning application was submitted on behalf of Harworth Group plc in December 2019, for a mixed use development of up to 1,000 dwellings, a retirement village, employment land comprising up to 1,600sqm of Class B1(a) offices, 6,800sqm of Class B1(c) light industry, 6,800sqm Class B2 general industry, 800sqm of Class B8 storage and distribution, a local centre to include up to 2,200sqm non-food retail and other facilities (Class A1, A2, A3, A4, A5, D1 and D2) to include a 400sqm Class A1 convenience foodstore, allotments, sports pitches, a railway link, leisure uses, a new primary school (to include nursery provision) and a park and ride facility, together with new walking and cycling routes, and associated landscaping, drainage and infrastructure works. All matters are reserved for future approval, except for access, in respect of two new vehicular accesses into the site from the A4169 Much Wenlock Road.

The application is a cross boundary application, with the majority of the site located within the administrative boundaries of Shropshire Council, and the remainder of the site, comprising the existing site access from Buildwas Road, lies within Telford and Wrekin Council. Two identical planning applications were submitted to each authority – Shropshire Council (application reference number: 19/05560/OUT) and Telford and Wrekin Council (application reference number: TWC/2019/1046).

3.3. PLANNING CONDITION 5A & 5B

As part of the consent, a Site Wide Design Code was conditioned (Condition 5a & 5b) as set out in Figure 4. Condition 5a requires the submission and approval of a Design Code prior to the commencement of development. Condition 5a sets out a series of requirements for the Design Code in relation to Strategic Design Principles and Detailed Design Elements.

3.4. DETAILED APPLICATIONS

Harworth submitted a detailed planning application for Phase 1 earthworks (application reference number: 20/05301/FUL). Detailed planning permission was granted on 9th March 2021. A detailed planning application for phase 2 Earthworks has also been submitted and was approved in august 2022.

Harworth has now prepared and submitted a reserved matters application for Phase 1 infrastructure works, together with information necessary to discharge necessary pre-commencement conditions and relevant conditions for this first phase. This document forms part of this latest application.

3.5. CONDITION 5A

1) Strategic Design Principles:

- i. The approach to design quality and its consistent implementation;
- ii. The overall vision and character of the development and its setting;
- iii. The form and character of the site and the vision for Ironbridge Power Station Development and the surrounding area of Buildwas and Ironbridge.
- iv. Design objectives for key areas of the development including local centre, park and ride, retail and heritage assets.
- v. Sequential design principles for the 'approach, entrance and arrival' to key gateways from the existing transport network, internal junctions and primary destinations such as the local centre, primary school, retail and park and ride facilities.
- vi. The approach and design principles to urban form, space and architectural styles to respect the contextual analysis of Ironbridge and Buildwas characteristics.
- vii. The rationale of character districts identifying primary characteristics and differences.
- viii. The approach to designed traffic speeds.
- ix. The approach and design of blocks, the principles of their structure, building typologies, back-to-back distances, car parking, cycle parking and storage, refuse storage and collection, and servicing for commercial properties.
- x. The approach, hierarchy, design principles, species and pallet of materials of hard and soft landscaping in the townscape.
- 2) Detailed Design Elements
- i. The creation of character areas and neighbourhoods addressing the principles of the mix of uses;
- ii. The location, mass, density, heights, form and design parameters for the buildings in each character area/phase;
- iii. A design framework, including material palettes, landscaping, site constraints, and historical influence for each architectural character area;
- iv. The conceptual design and approach to the public realm, including enclosure, natural surveillance, public art, materials, street furniture and signage, the incorporation of utilities and landscaping;
- v. The principles of, the street and public spaces hierarchy to address, movement and permeability, mobility and visually impaired users and traffic calming measures and making reference to the phasing of land parcels;
- vi. Direction on the creation of an integrated street-scenes along the busway and primary streets, through the consistent use of scale, enclosure and massing, by providing direction on building scale and massing, the proportion of built frontage, house and plot width, associated house types, building heights, and eaves heights;
- vii. The design of the transport network hierarchy, streets, cycle routes, footpaths and public spaces, providing typical street cross-sections, which should include details of tree planting and tree species, underground utility/service trench routes, type and specification, and on street parking, including design details;
- viii. The principles and structure of the blocks addressing key groupings or individual buildings, building form, massing, heights, scale and legibility, building typologies, density and use. This shall include the design principles addressing primary frontages, fronts and backs, pedestrian and vehicular access points, on plot car and cycle parking, threshold definition and surveillance of public realm areas, building materials and performance standards and design features;
- ix. Details of the materials to be used to create design consistency that are sensitive to the local area and provide legibility of the street hierarchy throughout all phases of delivery.
- x. Details of any noise attenuation/mitigation measures where necessary which may impact on the design;
- xi. Approach to incorporation of ancillary infrastructure/buildings such as substations, pumping stations, waste and recycling provision for all building types and recycling points. Approach to the provision of electric vehicle charging points/infrastructure, pipes, flues, vents, meter boxes, external letterboxes, fibres, wires and cables required by statutory undertakers as part of building design;
- xii. Details of the approach to vehicular parking across the entire site including the amount of parking, location and layout of parking for all purposes, including but not restricted to parking for people with disabilities and visitors' parking.
- xiii. Details of the approach to cycle parking for all uses, including the distribution (resident/visitor parking and location in the development), type of rack, spacing and any secure or non-secure structures associated with the storage of cycles.
- xiv. The approach to the character and treatment of the structural planting to the development areas within the primary open land, secondary open land, hedge or footpath corridors and retained trees (including the approach to SUDS design integration into the green ways);
- xv. An outline of the conservation of flora and fauna interests, landscape and open space needs, nature conservation mitigation measures and the timing of such provisions;
- xvi. The approach to the lighting strategy and how this will be applied to different areas of the development with different lighting needs, so as to maximise energy efficiency, minimise light pollution and avoid street clutter;
- xvii. Measures to demonstrate how the design can maximise resource efficiency and climate change adaptation through external, passive means, such as landscaping, orientation, massing, and external building features,
- xviii. Details of measures to minimise opportunities for crime,
- xix. An understanding of the context of the development in respect of the impact on the setting of the surrounding designated heritage assets including views from or towards the Ironbridge Gorge World Heritage Site and Buildwas Abbey. This should include sections and modelling of views from key locations within or towards the World Heritage Site/Conservation Area/Scheduled Monument];
- xx. Details of the Design Code review procedure and of circumstances where a review shall be implemented.

Figure 4. Condition 5a

3.6. CONDITION 5B

The Design Code shall explain its purpose, structure and status and set out the mandatory and discretionary elements where the Design Code will apply, who should use the Design Code, and how to use the Design Code. The Design Code has evolved out of the Design and Access Statement submitted with the outline application. All subsequent reserved matter applications shall accord with the details of the approved design code and be accompanied by a statement which demonstrates compliance with the code

3.7. PLANNING POLICY

Shropshire Local Plan Review – Pre-Submission Local Plan

The draft Shropshire Local Plan (2016 – 2038) was submitted to the Secretary of State for examination on 3rd September 2021. Policy S20 allocates the former Ironbridge Power Station as a Strategic Settlement. Policy S20 sets out that the new settlement will be formed through a comprehensive mixed-use redevelopment of the site, to provide a range of local services and facilities, around 1,000 dwellings, around 6ha of employment land and extensive green infrastructure. Subsection 3 of Policy S20 confirms that a comprehensive masterplan will be prepared for the site, and sets out a series of site guidelines.

A) advises that the quantity, quality, design, mix and layout of housing will be informed by site constraints and opportunities.

I) requires the site design and layout to be high-quality, reflecting and respecting the sites proximity to the Shropshire Hills Area of Outstanding Natural Beauty and minimising landscape and visual impact, noting that this is particularly important to the development of the greenfield elements of the site, and

J) advises that the high-quality design and layout will reflect and respect the site's heritage assets as well as within the wider area including the Ironbridge Gorge World Heritage site, Buildwas Abbey Scheduled Monument, the Severn Gorge Conservation Area and Listed Buildings.

Policy SP5 High-Quality Design – seeks to ensure the creation of better places to live and work, improving sustainability and ensuring individual and community well-being.

Development must maintain and enhance the character, appearance and historic interests of settlements, street scenes, buildings and the landscape.

Planning applications will be required to set out how these principles have been considered in proportion to and taking account the scale and type of development, with an emphasis on design quality and consideration of the context, place and local distinctiveness.

Subsection 3, sets out a series of design criteria for planning applications at A – N. Policy SP5 advises that the level of information to be submitted should reflect and be proportionate to the type, size and complexity of the development, and include the necessary relevant supporting information and assessments.

Permission will be refused for development of poor design and that fails to take the opportunities available for improving the character and quality of an area, the way it functions where it would adversely affect the well-being of others, and where inadequate information has been submitted to demonstrate how new development will ensure the quality of design.

Shropshire Site Allocations and Management of Development (SAMDev) Plan (2015)

Policy MD2 Sustainable Design – requires development proposals to respond positively to local design aspirations, wherever possible, in terms of visual appearance and how a place functions.

Development should respect locally distinctive or valued character and existing amenity value by; responding appropriately to the form and layout of existing development, reflecting locally characteristic architectural design and details, protecting conserving and enhancing the historic context and character of heritage assets, their significance and setting (in accordance with Policy MD13), and enhancing, incorporating or recreating natural assets (in accordance with Policy MD12).

Development should embrace opportunities for contemporary design solutions, incorporate sustainable drainage techniques and consider design of landscaping and open space holistically as part of the whole development. At least 30sqm per person of open space should be provided, and for developments of 20 or more dwellings, this should comprise functional recreation space for play, recreation, formal or informal uses, including semi-natural open space.

Outline planning application reference 19/05560/OUT has been granted planning permission. Details of vehicular access are approved, with all other matters are reserved for future approval. The outline planning permission is for a mixed use development of up to 1,000 dwellings, a retirement village, employment land comprising up to 1,600sqm of Class B1(a) offices, 6,800sqm of Class B1(c) light industry, 6,800sqm Class B2 general industry, 800sqm of Class B8 storage and distribution, a local centre to include up to 2,200sqm non-food retail and other facilities (Class A1, A2, A3, A4, A5, D1 and D2) to include a 400sqm Class A1 convenience foodstore, allotments, sports pitches, a railway link, leisure uses, a new primary school (to include nursery provision) and a park and ride facility, together with new walking and cycling routes, and associated landscaping, drainage and infrastructure works.

Figure 5. Approved Masterplan

4.THE SITE

4.1. SITE CONTEXT

Benthall Grange is next to the Ironbridge Gorge World Heritage Site, Shropshire Hills Area of Outstanding Natural Beauty, SSSIs, and a Scheduled Ancient Monument as illustrated in Figure 7.

Vehicular Access

The Site will be accessed from the west of via Much Wenlock Road. For phases 1 and 2 initially access will also be available from Buildwas Road in the north east. The Buildwas Road access will be downgraded to public transport, cycle and pedestrian use later in the development.

Topography

The site comprises a series of plateaus and pre-formed parcels as a result of the power station development. Existing ground levels generally fall towards the River Severn.

Switch Houses & Overhead power lines

Two electrical switch houses are retained on site, together with overhead power lines, from the previous power generation use, which provide electricity to parts of the UK.

Existing Vegetation

There is a significant amount of existing vegetation on site and ancient woodland to the south which will be protected. New landscaping, green parks and woodland will be introduced to enhance the setting and context of the development.

Hydrology

The northern edge of the site is bounded by the River Severn and parts of the green space sit within flood zone 2 and 3. Built development will avoid these areas.

The Design Code seeks to respond to these elements as part of the overall design and to integrate Benthall Grange with its natural surroundings and the existing fabric of the surrounding villages.

The Quarry

Located to the north west boundary, there is a number of wildlife habitats as illustrated in Figure 8. A buffer between development and the quarry will accommodate natural SUDs which will enhance the area further. Harworth's ownership of the quarry will be used to facilitated the development.

Existing Public Rights of Way

There are a number of public rights of way (PRoW) that connect Ironbridge, Buildwas and Coalbrookdale directly to the site and to the larger areas of Ironbridge Gorge World Heritage Site and Buildwas Abbey, as well as, the River Severn. The on-site PRoW will be diverted as part of each phase of development

Railway

The existing rail access is to the East of the site, over the River Severn by the means of the Grade II listed Albert Edward Bridge. The railway track extends through the site.

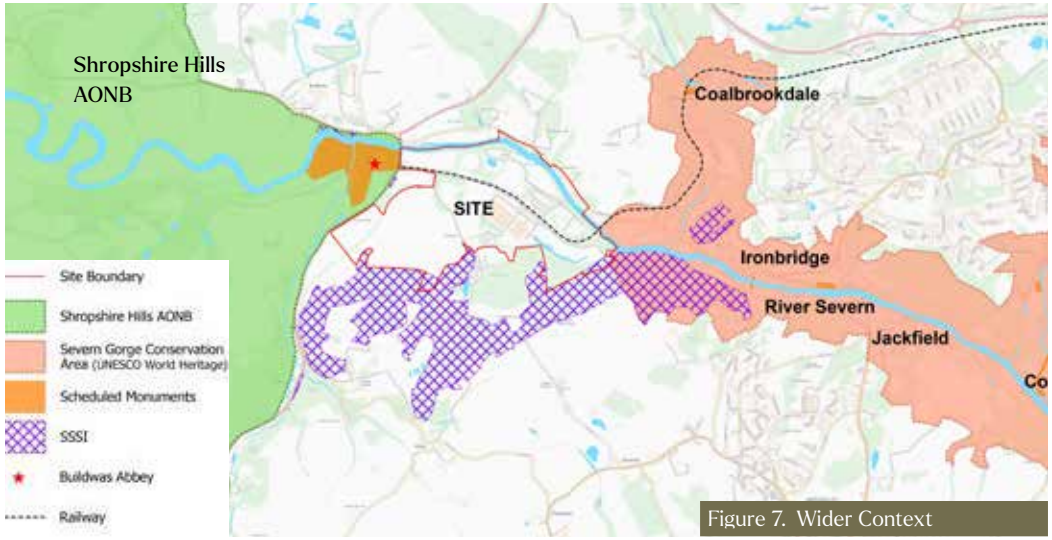


Figure 7. Wider Context

Figure 8. Existing Site Features

STRATEGIC SITE WIDE CODE

5.LANDSCAPE

5.1. INTRODUCTION

This section sets out the design concept for creating an active, multifunctional, and biodiverse landscape structure and provides the key code requirements that underpin the design for the landscape structure.

The distinct areas of existing landscape provide a variety of individual opportunities that together can help to create a distinct destination and community in Benthall Grange.

The purpose of this section is to set out clear guidance for the delivery of the landscape along side development from a place-making perspective.

5.2. LANDSCAPE CONTEXT

The landscape at Benthall Grange has a distinct setting along the River Severn and within the gorge of Ironbridge.

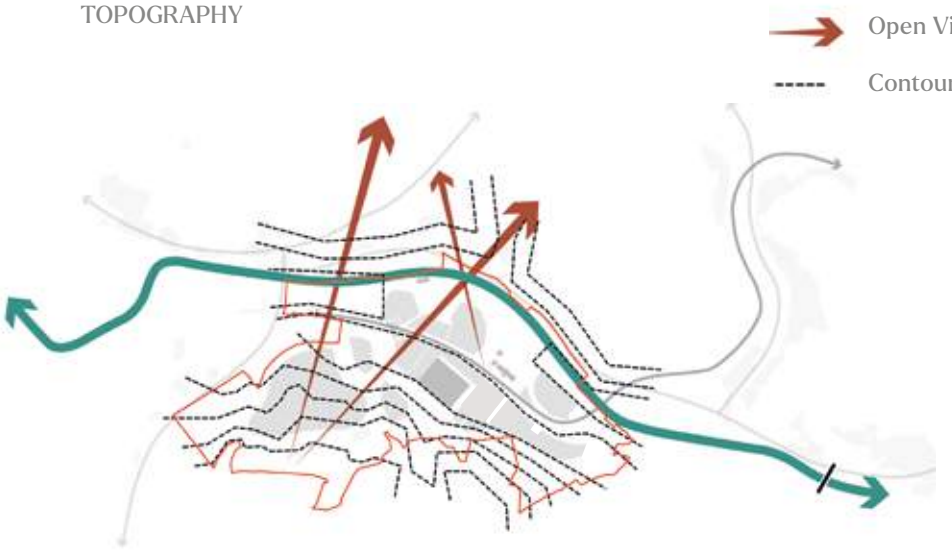
The development at Benthall Grange should take advantage of these landscape assets to develop a scheme that is landscape lead and works with the existing connections, landforms and habitats. Physical assets such as the pump, railway and mature landscape are invaluable and should be retained and celebrated where possible.

Ecology

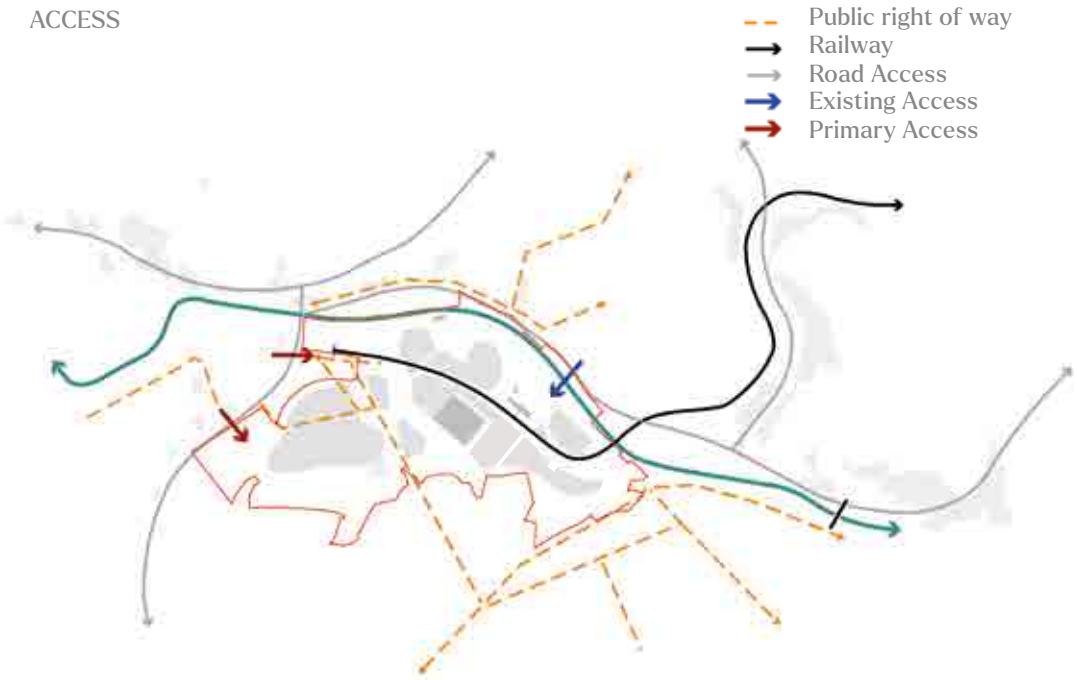
The local wildlife and habitat is also a huge asset to the development and measures should be taken to comply with the ecologists recommendations set out within the:

'Wildlife Connectivity Strategy' FPCR

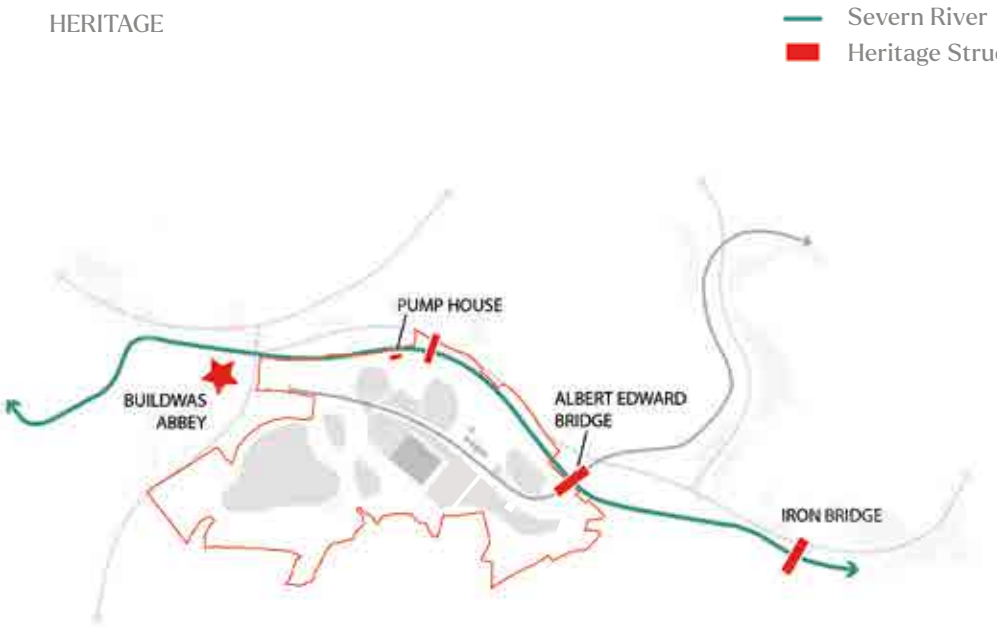
TOPOGRAPHY



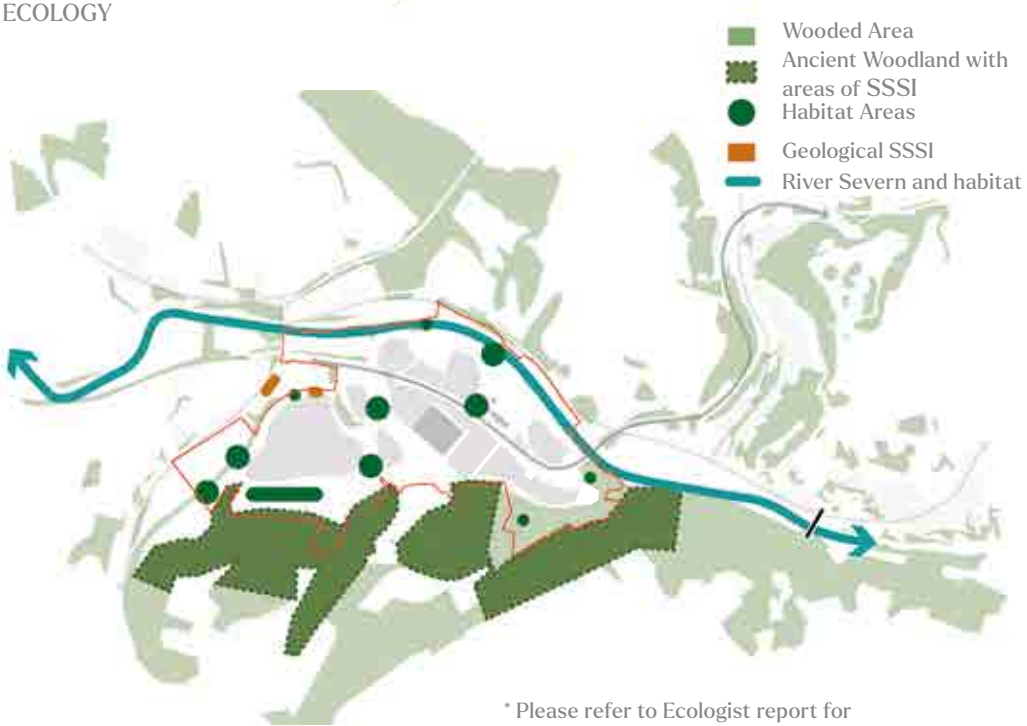
ACCESS



HERITAGE



ECOLOGY



* Please refer to Ecologist report for further detail on protected and enhance habitat

CONNECTING PLACES AND PEOPLE

The Site and immediate context has a strong network of establish PROW & routes. Working with the development a series of new routes can help tie the Site together, creating a more accessible & connected community.

1

- Public right of Way
- Bridleways
- Pedestrian and cycle connections
- Key strategic links

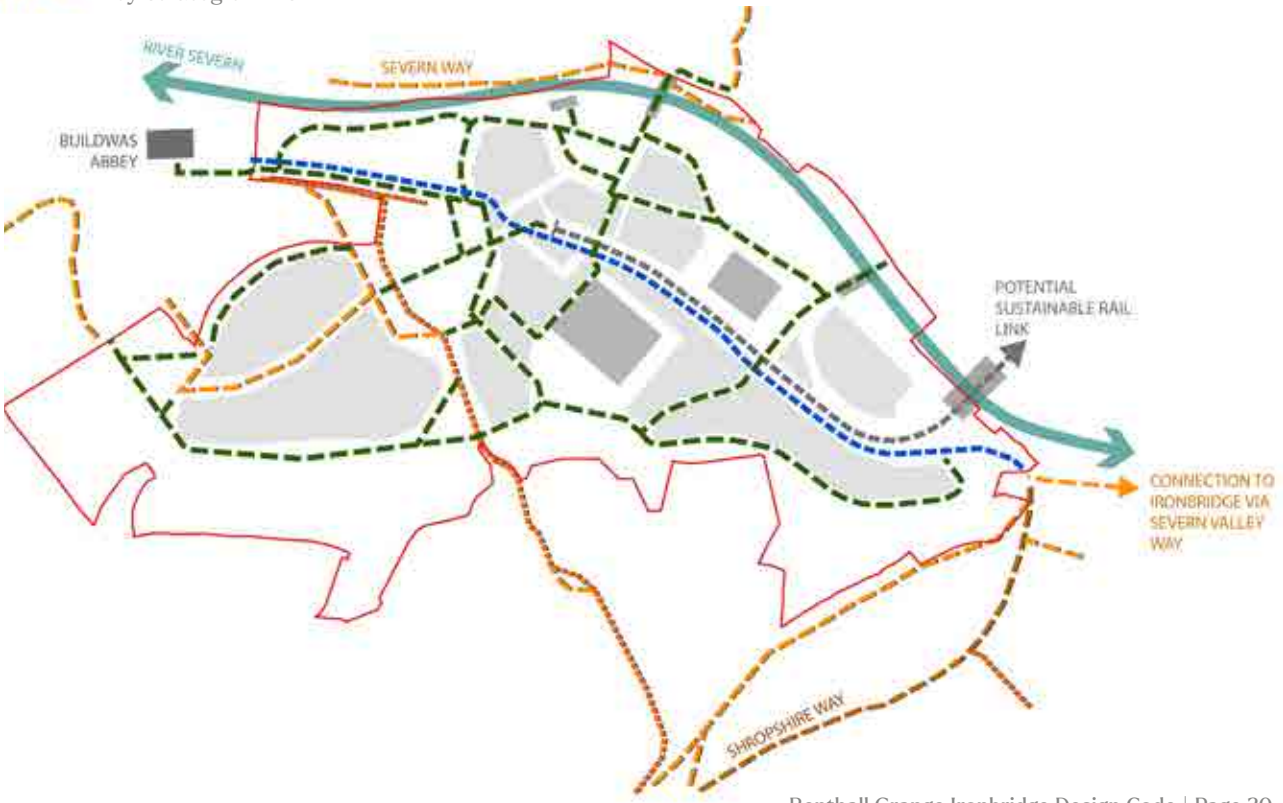
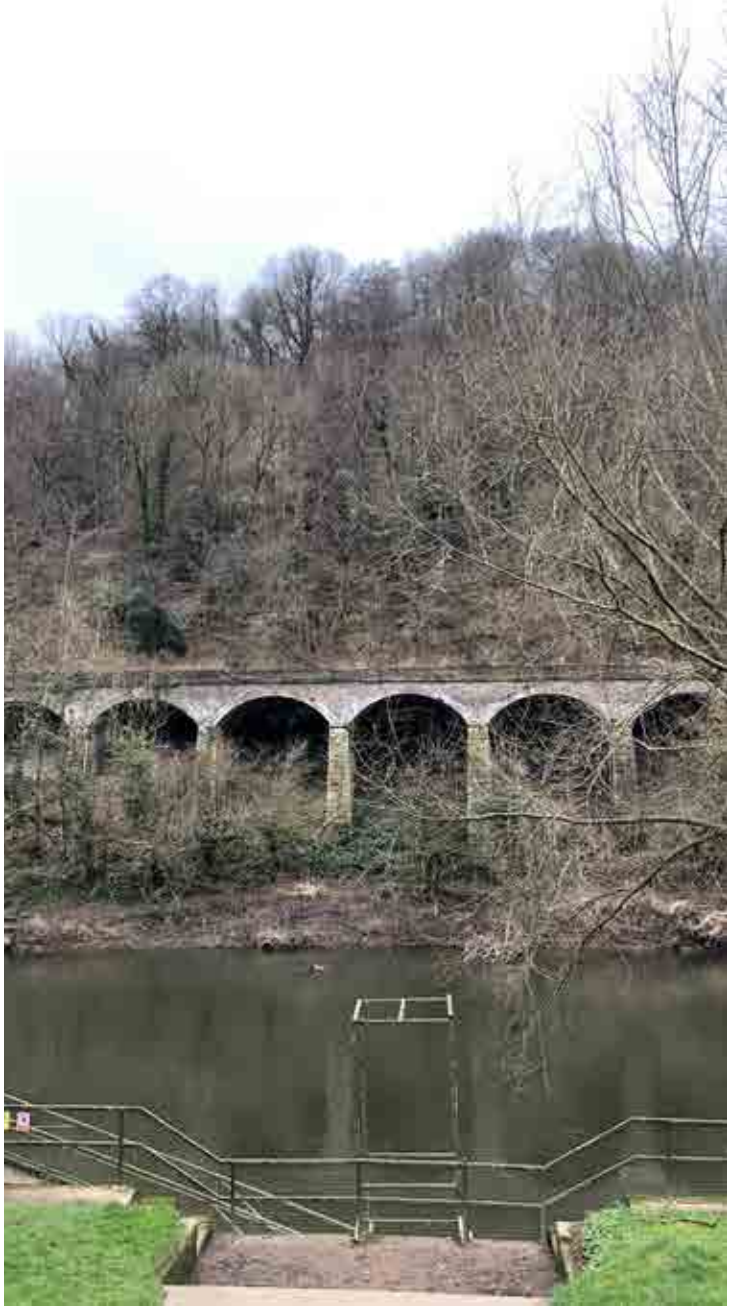
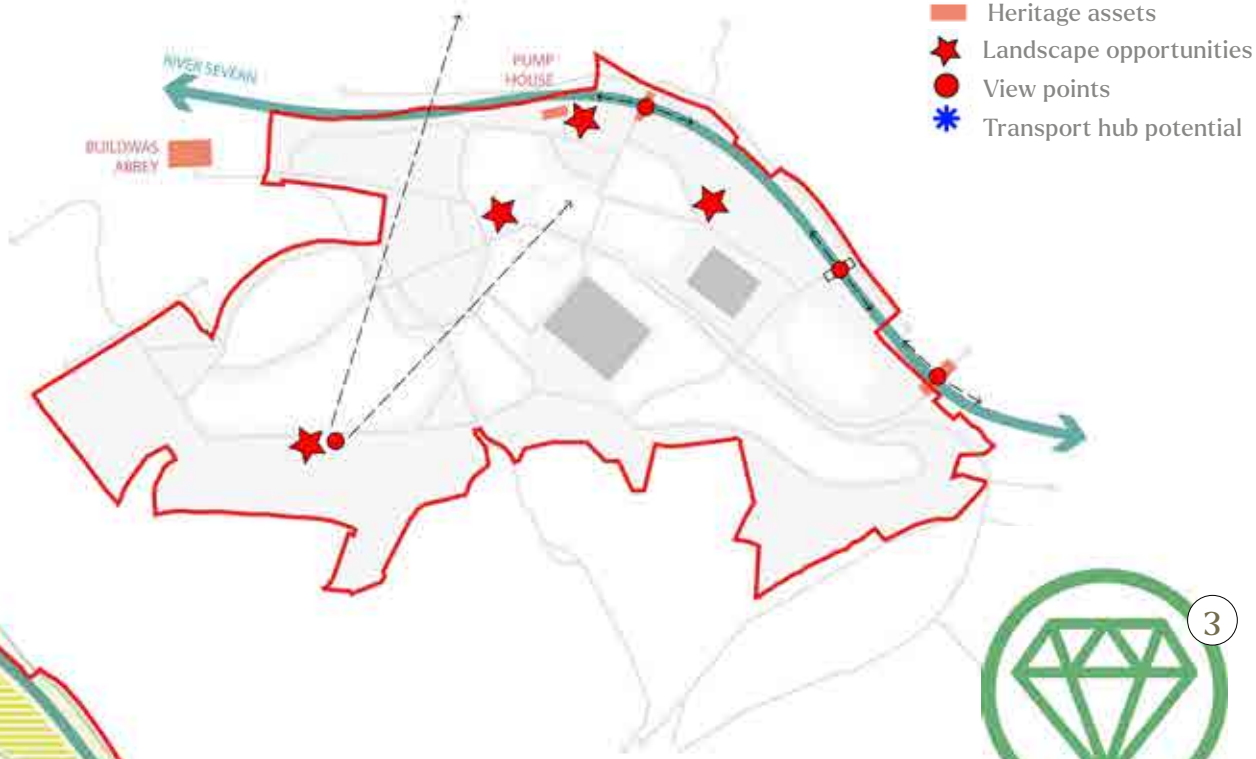


Image of the Severn Valley Way Viaduct



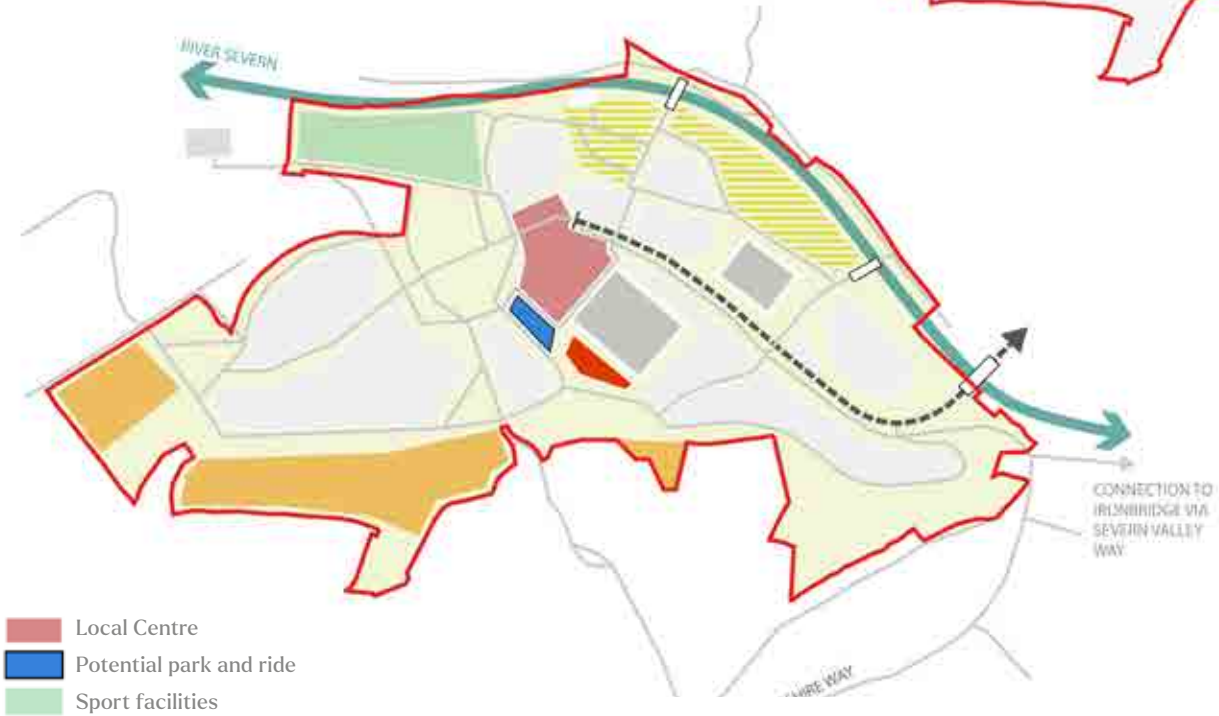


Heritage assets
Landscape opportunities
View points
Transport hub potential

2

KEY SPACES

Both landscape and public realm will offer exceptional spaces, focal points to the community and visitors that offer a wide range of experiences.



Local Centre
Potential park and ride
Sport facilities
Protected Habitat
Valuable habitat
Allotments

3

LANDSCAPE JEWELLERY

On top of the connected landscape and exceptional spaces, a layer of high quality features and exciting opportunities will bring interest to the development, standing out from the norm.

5.3. LANDSCAPE STRATEGY

The Landscape strategy looks to celebrate and enhance the existing landscape as an essential factor in delivering Benthall Grange as a high quality place with attractive routes and active spaces which residents and visitors wish to come and spend time in.

The former railway and existing structure within the Site are key assets to be integrated into the landscape and could be an important access route..

Working with the approved masterplan the strategic green and blue infrastructure will tie the development together to create a series of walk-able/ cycle-able neighbourhoods with access to parks and other public spaces. This well connected attractive network of places will encouraging healthy living and supporting a range of community facilities.

Throughout the development of the Landscape Strategy a series of opportunities have been identified working with the existing landscape to enhance the user experience. To illustrate these opportunities the following pages set out guidance, focusing on 3 key areas to guide the landscape design as a whole.

- 1. Riverside
- 2. Oldwood Edge
- 3. Green Corridors

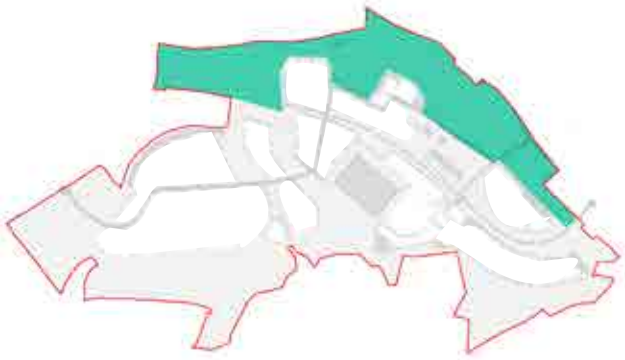
Play Provision

The site will incorporated a full range of accessible LAP's, LEAPS & NEAP providing for all age ranges and within suitable walking distances. Play across the Site is set out within the Site Wide Play Strategy. Please refer to document: 33459 - RG-L-ID02 Site Wide Play Strategy


1. Buildwas Abbey
2. Sport Fields
3. Existing retained building - Former Pump House
4. Existing retained bridges
5. School Site
6. Local Centre
7. Retained building - Electricity Switch Houses
8. Potential transport hub
9. Protected Habitat
10. Valuable Grassland
11. Ancient Woodland
12. Allotments
13. Primary Access
Public Right of Ways
River Severn
Existing retained vegetation
Much Wenlock Road
LAP or Natural Play
LEAP's
NEAP's
Location to be confirmed at detail design stage

5.4. SEVERNSIDE

The Severnside is all about respect for the valuable landscape and habitats that exist in this area. Access is important but these spaces should have something to offer to residents and visitors where appropriate.



* ALL DEVELOPMENT AND LANDSCAPE TO BE SENSITIVE TO THE EXISTING HABITAT AS PER THE ECOLOGICAL REPORT.

CONSIDERATIONS:

1. PROVIDE CLEAR AND ACCESSIBLE ROUTES TO & FROM KEY POINTS OF INTEREST.

2. LIMITED INTERVENTION IN AREAS OF VALUABLE HABITAT.

3. SMALL INJECTIONS OF LANDSCAPE INTEREST
    - BIRD WATCHING POSTS
    - PUBLIC ART
    - PHOTO OPPORTUNITIES
    - PICNIC SPACES
    - VIEWING POINTS

4. PROTECT AND ENHANCE EXISTING FEATURES AND LANDSCAPE

5. CELEBRATE EXCEPTIONAL KEY ASSETS
    - PUMP HOUSE
    - BRIDGES
6. RETAIN AND ENHANCE EXISTING SPORTS PROVISION

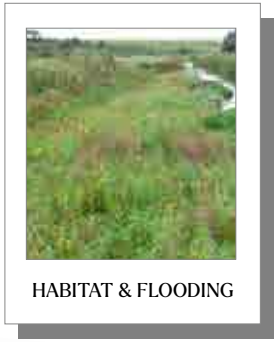
Illustrative view from River Edge

SEVERNSIDE

LANDSCAPE OPPORTUNITIES

PUMP HOUSE VENUE

Consider the pump house for community use or a bespoke venue.



HABITAT & FLOODING

The existing bridges on site offer opportunities for wider connections but also provide potential for creating interest. Celebrate heritage through enhancements or opportunities to enjoy the history and craftsmanship.

BRIDGES

HISTORY

Provide and promote access to local historic assets.

- Clear and Accessible access routes
- Signage/ way-finding & information boards

Opportunity to tie in to river based leisure uses

Protect and celebrate the valuable habitat. Consider flooding and the opportunities and constraints this creates

POTENTIAL CONNECTION IRONBRIDGE & NORTH TELFORD

CONNECTION TO IRONBRIDGE VIA SEVERN VALLEY WAY

CONNECTING ROUTES.

PROW CONNECTION

RIVER SEVERN

BUILDWAS ABBEY

SPORTS FIELDS

PUBLIC ART

Opportunities to provide public art that relates to the Site history

Enhancing the existing Site provision for sports

SPORTS PAVILION

- Site Assets
- Heritage Assets
- Landscape opportunity
- Photo opportunity
- Sport pitches
- Parking potential
- PROW
- Key pedestrian/ cycle routes
- Key vehicular access
- Potential connection
- Sports area to be enhanced
- Valuable habitat landscape

5.5. OLDWOOD EDGE

Public access will be limited to the housing edge with restricted access to sensitive areas.

Opportunities to visually enjoy the high quality existing landscape and to provide recreational routes along the residential edge.

CONSIDERATIONS:

1. CONTROLLED ACCESS THE PROTECTED AREAS IS KEY

- REFER TO ECOLOGY REPORT FOR RECOMMENDATION AND REQUIREMENTS FOR RESTRICTED ACCESS, LIGHTING, PLANTING ETC.

2. ACCESSIBLE ROUTES

- CONSIDER SURFACE TREATMENT. NATURAL AND SENSITIVE TO SURROUNDING ENVIRONMENT BUT USABLE FOR ALL

3. TAKE ADVANTAGE OF EXISTING LANDSCAPE & TOPOGRAPHY

- ENHANCE AND HIGHLIGHT QUALITY LANDSCAPE
- TAKE ADVANTAGE OF VIEWS

4. CREATE CONNECTIONS TO EXISTING ROUTES

TAKE IN THE VIEW

Take advantage of the Site topography and the opportunity to frame views across the Site and wider scenery

ACCESSIBLE

All routes strategically located on the development edge outside of protected areas.

- Local/ natural materials
- Clear and accessible

Valuable habitat

Protected areas

Ancient woodland

View point, photo opportunity

PROW

Key pedestrian/ cycle routes

Key vehicular access

SENSITIVE EDGE

Consider the connection with the local habitat and protected landscape. Buffer, separation might be required in certain areas.

CONNECTION TO IRONBRIDGE VIA SEVERN VALLEY WAY

PROTECTED AND ENHANCED HABITAT

Protected areas are for wildlife and public access might be limited or restricted. Consider recommendation set out within Site Ecology report.

ANCIENT WOODLAND

The Ancient Woodland is one of the key Site assets and essential to local wildlife. Development & any proposed landscape needs to be sensitive to the edges and create physical separation where possible

Ensure any new routes are safe and suitable for purpose

SEVERN VALLEY WAY

5.6. GREEN CORRIDORS

Working alongside the Sites existing green corridors and network of PROW the green finger will maintain habitat connection across the Site and also provide opportunity to integrate pedestrian and cycle links.

CONSIDERATIONS:

1. ACCESSIBLE ROUTES

- CONSIDER SURFACE TREATMENT. NATURAL AND SENSITIVE TO SURROUNDING ENVIRONMENT BUT USABLE FOR ALL

2. HABITAT CREATION

- ALONG ROUTES CONSIDER HABITAT ENHANCEMENT AND HOW LANDSCAPE PROPOSALS CAN HELP DELIVER THIS.

3. TAKE ADVANTAGE OF EXISTING LANDSCAPE & TOPOGRAPHY

- ENHANCE AND HIGHLIGHT QUALITY LANDSCAPE
- TAKE ADVANTAGE OF VIEWS

4. CREATE CONNECTIONS WITH EXISTING ROUTES & NEW COMMUNITIES

5. CONSIDER ANY EFFECT ON PROTECTED AREAS & EXISTING HABITATS.

- REFER TO ECOLOGY REPORT FOR RECOMMENDATION AND REQUIREMENTS FOR RESTRICTED ACCESS, LIGHTING, PLANTING ETC.

Routes strategically linked across the woodland edge as part of a wider network.

- Local/ natural materials
- Clear and accessible

Consider the connection with the local habitat and protected landscape. Buffer, separation might be required in certain areas.

The Ancient Woodland is one of the key Site assets and essential to local wildlife. Development & any proposed landscape needs to be sensitive to the edges and create physical separation where possible

Valuable habitat
Protected areas
Ancient woodland
PROW
Key pedestrian/ cycle routes

5.7. PUBLIC REALM PALETTE

The following pages explore the pallet of materials, furniture, play, lighting and planting with an aim to give a guide to create a unified family of products which use a consistent set of materials and finishes, and a common design language.

Design teams must ensure that street furniture is consistent in terms of materials, finish, colour and style. Even where items are sourced from different manufacturers, they should appear to be 'of the same family'.

Local Design Guidance

Whilst not within he World Heritage Site itself the Site is an extension of Ironbridge and the look and feel of the local character wants to be respected where possible.

The 'Ironbridge Gorge WHS Public Realm Design Guide' sets out a series of recommendations to the selections and design of the public realm.

The following design code pallet does not replicate this guidance but take influence considering recommendations where possible.

The Furniture Family

- Reflecting the existing context the furniture pallet will used a simple range of materials with natural timber at its heart and high quality metals, all treated to be both aesthetic and robust.

Key Principles

- Furniture is only to be used where necessary and streets are to be kept as clutter free as possible
- Colours remain dark with black or grey metals.
- Styles are simple with no fake historic styles
- Where possible furniture is to be mounted to vertical surfaces, further reducing street clutter.

Timber

Corten Steel

Powder coated steel - Grey

Fair Faced
Concrete

PRINCIPLE MATERIALS

- Black/Grey finished Mild Steel (powder coated/painted finish RAL 9004 Signal Black or Anthracite Grey RAL 7016
- Timber (FSC Chain of Custody fully certified)
- Fair-faced concrete and cast stone (acid-washed, sand or light short-blast finishes, but not heavily exposed aggregate)
- Corten steel, weathered and sealed

Other materials, such as stainless steel mesh or glass may be integrated where pragmatism dictates, but should not dominate.

URBAN & PERI- URBAN

A general principle the mix of materials within the 'Urban' setting can be a hard selection and the use of metals & concrete can be increase. In 'Peri-Urban' setting, in the surrounding landscape this mix will be kept to a minimum and more timbers or varying sizes should be used

FURNITURE

All furniture including bins, bollards, cycle stands are to follow the materials pallet to be consistent as a Site wide strategy.

Seating is an important component of the public realm and establishing an accessible environment for people with impaired mobility. Seating shall be provided in combinations of the following:

- Informal and 'perch' seating opportunities – 'in-built' into planters, walls, fences.
- Formalised, 'built-in' seat tops to provide improved access for people with disabilities, by providing backrests and arms for people who need them.
- Formal, free-standing seats and benches (and tables where appropriate) - located within the 'static' spaces and zones in the streetscape, park and courtyards, where opportunities for 'in-built' seating are not present.

Seating provision must establish regular opportunities for rest and a range of seat heights and back- and arm-rest options for children and people with impaired mobility. Formal seating must allow space for a wheelchair alongside, out of the line of through movement.

Where available of timber product the inclusion of metal feet to improve longevity are encouraged.

BINS

- Bins shall be sized to reflect the anticipated level of use and frequency of collection. Bins for recycling should be provided in line with recycling collection policy.
- Where possible, bins should be mounted from light columns or sign posts to reduce clutter. Free-standing bins should be 'pedestal' types to allow pavements beneath to be cleaned
- Segregated recycling bins should be provided at busy locations within the Local Centre.
- Where bins are in adopted areas these must comply with Local Authority waste and design guidance.

BUS SHELTERS

Off-grid open fronted shelters with e-ink screens and solar power are being rolled out under TWC. Alignment with this program is encouraged.

- Bus and cycle shelters shall be of simple contemporary design and reflect materials from the street furniture palette:
- Bus shelters shall include seating or perch seating.
- All shelters shall provide very good through visibility from all sides.
- All shelters shall be carefully located to be readily visible and accessible, but out of pedestrian routes
- Bus shelters shall be designed to adoptable standards

Seat with arm rest & backrests

Pedestal free standing bin

Free standing seats

Timber perch seating

Perch seating

CYCLE SHELTERS

Cycle Stands shall be of simple 'Sheffield' type design to allow locking of wheels and frame. Stands which grip the wheel are not normally acceptable.

For key areas, such the local centre, secure and dry cycle parking should be provided.

Stands shall be carefully located to be readily visible and accessible, but out of pedestrian routes.

MOVEMENT CONTROL

The use of bollards, visi-rails and other barriers to movement shall be kept to a minimum to prevent clutter. Designs of all bollards, barriers and the like shall be contemporary in design, and shall utilise materials from the appropriate Street Furniture Palette for the area Industrial-Chic area.

- Where used, bollards shall be spaced at uniform intervals and identical heights in any application.
- Where they are required, bollards shall be located out of the line of footpaths and cycleways, and aligned with other features, such as street trees, shelters, feeder pillars and light-columns.
- Anywhere pedestrian, cycle or vehicular traffic, may come into conflict, bollards must meet the requirements for visibility advised in BS 8300 (2009) or subsequent national standards.
- Anywhere that pedestrians, cyclists or traffic might come into conflict with bollards, the bollard must incorporate a contrasting coloured visibility band
- Where used solely to prevent vehicles accessing soft verges or similar, low bollards and bollards without contrasting bands may be used, subject to normal Adoptable Standards.
- Bus and other vehicle access controls shall be designed to integrate with other street furniture.

Timber bollard with corten top

Bus shelter with perch seating

Uniformly spaced metal bollards

Sheffield style bike stand

Secure cycle parking

Timber bollard with visibility band

Corten cycle stand within prominent area

SIGNAGE

Signage and information systems shall be consistent in terms of both materials and design aesthetics, and shall be developed in conjunction with emerging strategies for art, marketing and community engagement.

All designs shall be consistent with Telford & Shropshire Council Guidance

Way-finding shall not rely exclusively on text-based signage. Designs shall incorporate consistent graphical symbols or icons for each key destination to assist way-finding for people regardless of physical and sensory abilities. All signage shall be visible to wheelchair users.

Graphical elements shall be based upon palettes devised for 'common' infrastructure identified within the Site wide Masterplan. Graphic and linguistic information systems in all non-statutory way-finding and information signage shall include:

- Colour coding for routes and destinations
- Simple icons and symbols for each destination
- Use of simple and careful language
- Identification and confirmation as well as directional information.
- Design consideration towards individuals suffering from dementia helping to redefine there knowledge and link to the surrounding with a combination of the above 4 points.
- In shared surface environments, guidance paving shall determine traffic-free walking routes and tactile hazard warning pavings shall indicate the extent of shared surfaces
- Non-statutory pedestrian and cycle directional signs shall generally take the form of contemporary designs for, simple, uncluttered finger posts using the site furniture materials.
- Hardwood timber posts, with metal elements (such as fingers and weather caps) as principal material for posts and fingers.
- Informational signs shall generally take the format of a vertical 'monolith'.
- Informational signs may be internally illuminated within the Local Centre, but signs shall not be illuminated within residential areas nor in open landscape areas.
- Street name signs should be installed in a heritage style and where appropriate mounted to buildings at junctions to enhance the traditional feel.
- Street naming should reflect local character and be specific to the region, for example; The Gorge, Furnace Avenue, Invention Way, Innovation Close.

Example graphics and simple icon/ symbols

Tactile paving, Integrated into surface

Street sign

Monolith style information board for urban settings

Lectern style information board

PLAY

Play and outdoor gym equipment shall comply with Telford & Shropshire guidance and shall meet UK standards of design, installation and maintenance. All play areas shall be audited for compliance with safety best practice, and for the range of play experiences for each age or ability group they support.

- All play equipment shall be selected or designed to complement site furniture and materials within the relevant Character Areas.
- Play equipment in more Urban settings may utilise range of colour beyond that of general site furniture creating a more exciting and engaging experience.
- Play enclosure railings required for compliance with Telford & Shropshire standards and in keeping with the furniture range. Play Area signage shall be consistent with other signage.
- Play areas in peri urban areas shall primarily focus on elements which foster 'natural play' patterns and develop confidence and skills in imaginative play, as well as motor functions, balance, strength, agility etc. Informal play features shall be included, such as balancing logs, land-forming, hiding places, promontories and the like.
- Peri urban play shall make use of timber and black, galvanised or corten steel. Fixtures and fittings. Not including large items with bright or primary colours reserved for more Urban settings. Small colourful features may be included where this enhances play function for younger children, but strong colours shall not predominate.

* For full play strategy please refer to play strategy document: 33459 - RG-L-ID02 Site Wide Play Strategy

Play on the way natural timber logs

Timber natural play

Ropes and colourful timber

Swinging element to engage a wide demographic

Combination of play with a similar material language

Larger colourful play equipment

MATERIALS

Landscape products must comply with the overall look and feel of the Ironbridge character. Where designers propose to diverge from the Code in the public realm, clear rationale must be given based on interpretation of the context, or clear design concepts which reinforce or better the objectives for the area.

Within communal and private areas, consistency of materials may be given less emphasis, allowing designers scope for individuality within specific parcels or blocks, without disrupting continuity of the streetscape.

A simple pallet of materials should selected, high quality and robust material. Where appropriate materials generated from on site activities will be reused as part of the development.

Within the Urban setting the use of tarmacadam is acceptable for roads and footpaths with focus given to key areas with block paving, sets, or blocks. Block paving will avoid the use of cheaper products and make use of a tegula block, colours Brindle or charcoal. The extent of resin bound gravel will be limited to the eastern end of the development.

Where footpaths enter into the softer spaces and along the River Severn self binding gravel footpath should be used to bring a softer appearance.

Tarmacadam road

Self binding gravel path

Resin bound gravel - Restricted to the eastern end of the development proposals

Block paving roads & courts

Paving flags

Heritage setts

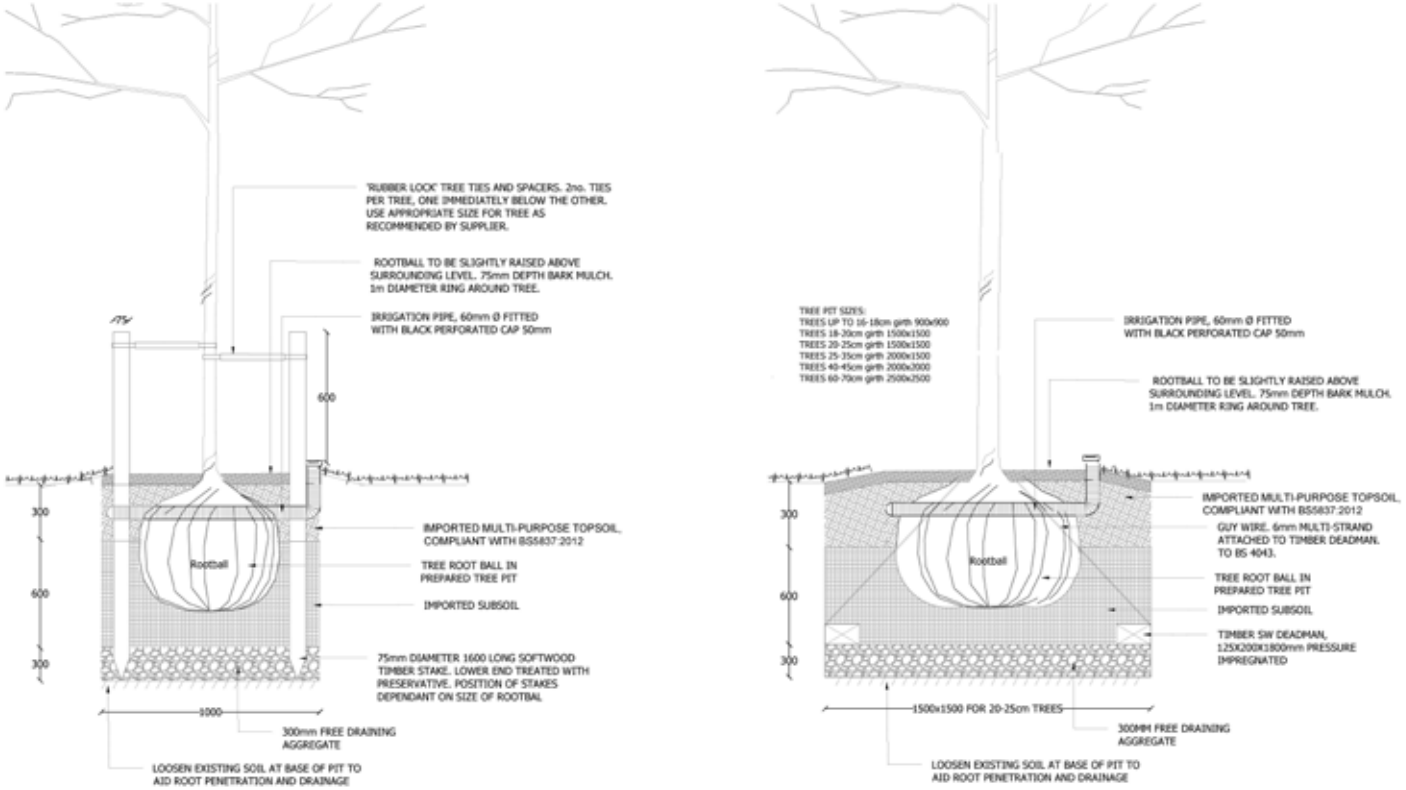
PLANTING

Street trees are an important part of the green infrastructure. They provide shade, shelter and refuge for wildlife. They are essential in reducing 'urban heat island effect' in built up areas, through both the shading and atmospheric humidity they bring. Environments with higher proportions of trees have demonstrable benefits to mental and physical well-being.

Preference should be given to "street-capable" varieties of appropriate UK native species, or trees which offer nectar or other benefits to wildlife without causing undue maintenance liabilities or nuisance from falling fruit or aphid-drop.

All planting proposals should consider the existing habitat and local wildlife. Existing establish planting should be retained were possible and landscape proposals should work within these areas to synergy between existing and proposed.

Following best practice for storage and instillation and ongoing maintenance of trees are vital for a tree survival and success. Details and maintenance reports will be expected for approval for each phase.



Typical Tree pit detail.

Street trees

Integrating into existing habitat

Pathway through existing woodland

LIGHTING

The lighting proposals will be developed in line with guidance from specialist lighting Engineers and the equipment specification will be in accordance with Shropshire's Design Code and the accepted standards therein. A lighting impact assessment and lighting strategy will be required for the multi-phase development, including residential housing and community facilities at the current site.

The Proposed Development consists of residential plots, employment areas, a local centre, schooling, along with spine roads and associated infrastructure. Lighting will be required for the purposes of safety, security and amenity during the hours of darkness.

Lighting associated with the Proposed Development will be applied sensitively to ensure that the potential for obtrusive light is suitably minimised in compliance with the predetermined obtrusive light limits within the Environmental Zone in which the Application Site is located. This will be achieved through the implementation of a carefully planned and implemented lighting design strategy informed by relevant standards and guidance.

Lighting and Ecology

The principles of low light pollution, user comfort and safety, efficient light products and sensitivity of light levels and spill to wildlife are all being considered. Existing human amenity and ecology receptors will be identified as part of an assessment of the Application Site. The final lighting scheme will be designed in the most appropriate locations to cause minimal disturbance to occupiers and wildlife, while still illuminating the intended area. Ecology Consultant input into the acceptability of the lighting strategy will be required and any other wider conservation considerations in relation to the site's sensitive location.

Lighting Strategy

The Proposed Development will require lighting for amenity and security during the hours of darkness, whilst ensuring that potential light spill onto the plot boundaries, ecology buffers of the site, nearby residential and ecological receptors is limited. Lighting is to be applied minimally, with lighting provided to the lowest possible level to enable safe use of areas according to their use.

Key Areas Requiring Lighting

- Adoptable Highways throughout the Proposed Development;
- Private lighting to unadopted roads and parking areas;
- Private domestic lighting to property frontages and rears;
- Lighting to the exterior of businesses, schools and leisure facilities; and
- Lighting to car parking areas of businesses, schools and leisure facilities.

Design Approach

It is important that the street lighting is designed at the same time as the road layout. It is provided to encourage pedestrians to use a route and to feel safe. It is therefore important that lighting levels are maintained at the same standard along a given route, whether it is to be adopted or not.

This coordinated design approach will also consider wider design issues such as the purpose of the street lighting, it's effect on ecology receptors, it's scale and appearance to the proposed street hierarchy, the height of adjacent buildings, whilst also allowing for unobstructed pedestrian footpaths, coordinated tree planting so that adequate offset allows for potential canopy growth and any SuDS swales/features along verges.

Design Quality

Whilst contemporary fittings are often appropriate in most instances, reference and specification of Heritage quality light fittings will be employed in sensitive areas. Luminaires should respond to local context, be part of a broad strategy for street furniture and appear as a coordinated selection of products in both colour, style and appearance.

Lighting to adopted areas is to be provided to the adoptable specification for Shropshire. Where deviation from this specification is permissible (in unadopted areas), lighting is to be installed sensitively, with lighting provided in Warm White Correlated Colour Temperatures, at a low level, and downwards only. Appearance of columns to be agreed at detailed design stage

The lighting to the front and rear of the properties is positioned at a maximum height of 2.0m, with PIR control to limit the hours of operation during darkness. Lighting to the fronts and rears of properties will be provided in a sympathetic Warm White Correlated Colour Temperature of 2700K in accordance with ILP GN08:2018.

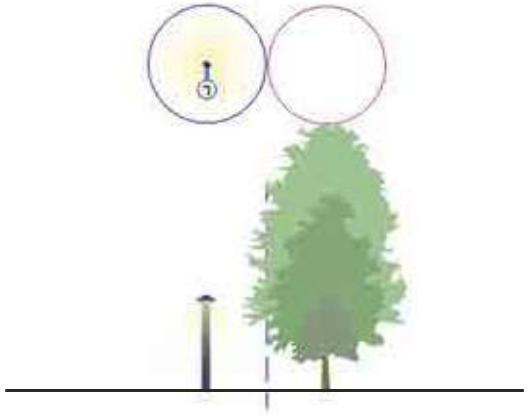
Lighting to the exterior of businesses, schools and leisure facilities throughout the Proposed Development (and any associated car parks) will be provided in a sympathetic Warm White Colour Temperature of 2700K in accordance with ILP GN08:2018.

Location	Column type
Primary road	Heritage style
Secondary road	Standard Contemporary
Lower order road	Standard Contemporary

Examples:

Lighting column

Heritage style light columns to fit in with local context



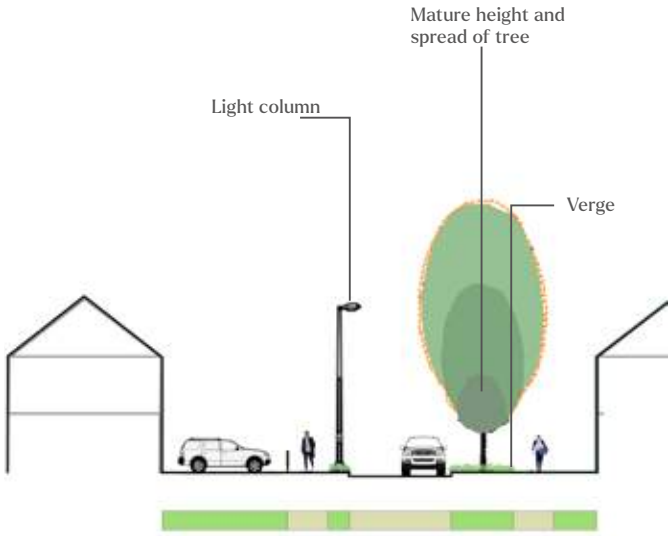


Figure 9. Street & Lighting section

* Lighting location are for illustrative purposes only and alignment may vary at Reserved Matters Application

ART STRATEGY

Public Art forms an exciting and important part of the place-making approach, promoting civic pride and reflecting a distinctive local identity.

The strategy will actively seek those historical references currently under represented and find new opportunities of telling 'the story' of the Severn and the Gorge through art installations.

It is key that the art is representative of the character areas and their involvement in the sites former use and historic purpose of the land/riverside etc. for example;

• Riverside public art could focus on the rivers historic purpose for transporting goods – Severn Trow boats for example..

As well as inspiring creativity, art can bring meaning to the environment, become a valuable tool in engaging local communities in the design process and in fostering a sense of ownership and involvement.

Embedded across the site, art will be focused to key areas of public realm to maximise the interaction and enjoyment of the public.

Locations to be considered for public art proposal are the key gateway spaces and within parks. Public art interventions should explore the following themes:

- Lighting, Furniture & Signage
- Walls and edges, lighting & signage, railings, fencing and gates
- Iconic Features such as bridges and crossings.

AIMS OF THE ART STRATEGY

• Enable opportunities for existing and new community to participate and collaborate together.
• Maximise the contribution that the arts, culture and heritage can make, site wide and on the wider heritage context of the area.
• Build the capacity of the Arts to attract funding and develop partnerships.

• Identification and shared objectives of key organisations and stakeholders within the local community.
• Raise the profile of the arts and develop the cultural offer.

• Establish linkages with existing local creative groups, fabricators, metal workers and makers of all sorts.

• Participation & Learning (formal and informal opportunities through organisations such as Adult Learning Services, colleges, schools, networks).
• Alignment and coordination with Arts Policy and Guidance.

• The detailed design of these artistic elements needs to be developed further with an arts consultant and further consultation with Local Authority representatives will be required.

OPPORTUNITIES FOR ARTWORKS

Site identification, and project identification, budgeting, engagement, and logistics for artworks at each scale.
• Permanent and ephemeral artworks.

• Opportunities for performance arts and events (festivals literature, music, theatre, film, dance and the like).
• Collaborative and community engagement opportunities.
• Park: artistic lighting centrepiece to public realm areas which could express local poems or oral histories, lighting features along river corridor and SuDS features and key pedestrian routes.
• Gateway: interpretation and bespoke crossing features to mark key places / elements along the river corridor inspired by the historic purpose of the land/riverside, using materials such as corten and steel from the Industrial-Chic furniture palette.
• Involving young people in the design and making of art features such as mosaic floor tiles and glass discs to adorn the school floor scape, entrance gates and perimeter fence.

• Playful and artistic external school environs (entrance gates and perimeter fence using raw steel and powder coated steel for contrasting effect adorned with glass elements.

Figure 10. Industrial-Chic Lighting/art - References for information only

Figure 11. Bespoke features reflecting river activity and boats along the river corridor - References for information only

Figure 12. Involving young people in the design and making of art scape features- References for information only

6.STREETS & MOVEMENT

As set out in the Design and Access Statement (DAS), the development is to be structured around a movement network and hierarchy that ensures all areas are easily accessible and well connected. Routes will respond to desire lines, gradients and important existing features. The street hierarchy will consist of the following typologies as identified in Figure 13 and set out in the Shropshire Manual for Adoptable Roads and Transport (SMART).

- Primary Street - Collector Road / Residential Spine Road
- Secondary Street
- Access Road
- Minor Access Ways
- Mews Court

The existing river bridge is to be retained therefore the existing carriageway and footway alignment across the bridge will be retained, which comprises approximately a 6.75m wide carriageway and 3m wide footway to both sides, thereby incorporating a combined footway/cycleway to one side.

The general parameters of each street type are described on the following pages, including an overview description, critical dimensions, street tree principles and application materials.

This Design Code will focus on the character of each street typology including information on the following:

- Corridor width
- Built form
- Set back
- Tree planting
- Pedestrian safety
- Tree planting

Generally, within the streets, footpaths will accommodate services and grass verges will be used for tree planting.

This together with the consideration of highway visibility splays will ensure that the required avenue planting is achieved at the agreed planting centres to create the appearance of a tree lined avenue to these streets.

6.1. DESIGN GUIDANCE

This design code is in accordance with Shropshire Manual for Adoptable Roads and Transport (SMART) which sets out county highways development. It is also based on Manual for Streets which sets out that streets and places should be designed at the pedestrian scale. The proposed streets will also comply with Policy C4 - Design of roads and streets (Telford & Wrekin Local Plan 2011-2018)

Nevertheless, it should be noted that the designs are flexible in that design standards for streets and places are evolving particularly with the a new Manual for Streets predicted to be published in early 2022. As such, it is envisaged that Local Authority guidance on street design will evolve over the course of the development and there will be sufficient scope within the guide to accommodate any necessary evolutions to design as and when required.

6.2. RAILWAY

The railway line will be addressed appropriately in each part of the site it runs through. Use of screening and stand offs will be incorporated where needed and safe crossing points. Flexibility to accommodate the existing infrastructure will be required.

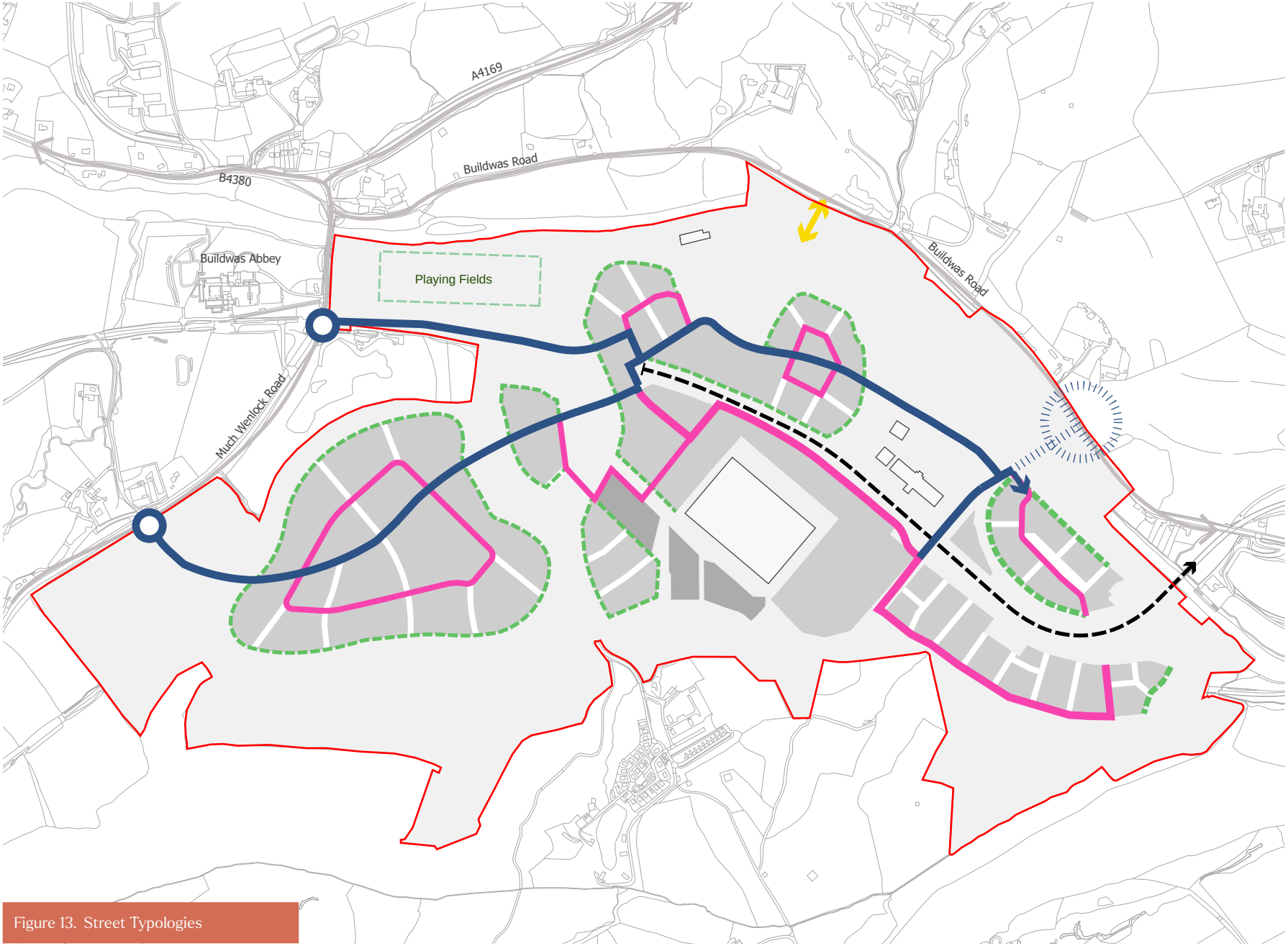


Figure 13. Street Typologies

6.3. PRIMARY STREET

The Primary Street will provide access from the west of the Site via Much Wenlock Road and for phases 1 and 2 initially access will also be available from Buildwas Road in the north east. The Buildwas Road access will be downgraded to public transport, cycle and pedestrian use later in the development. The street will be lined by avenue trees where there is development frontage on both sides of the street. It will also incorporate a pedestrian and cycle paths illustrated in Figure 11.

Built Form - The built form shaping this street typology will be generally tight with building heights up to 3 storeys.

Primary Street (Major Residential access road)	Street Design Principles	Materials
Design Speed	30mph	
Carriageway	5.5m to 6.75m*	Standard tarmac
Footway	2-3m*	Standard tarmac
Cycleway	3m (shared foot/cycle) to be designed as per LTN 1/12 and LTN 1/20	Standard tarmac
Radii	10m on a bus route otherwise 6m.	
Crossings/key junctions/raised table		Block Paving
Kerbs	Yes	Standard Concrete. Conservation kerbs to be considered in key areas
Bus Stops	Yes, in lay-bys where required	
Verge	2-3m	
On-street Parking	No	Coloured tarmac/ block paving at local centre

*With the exception of the river bridge

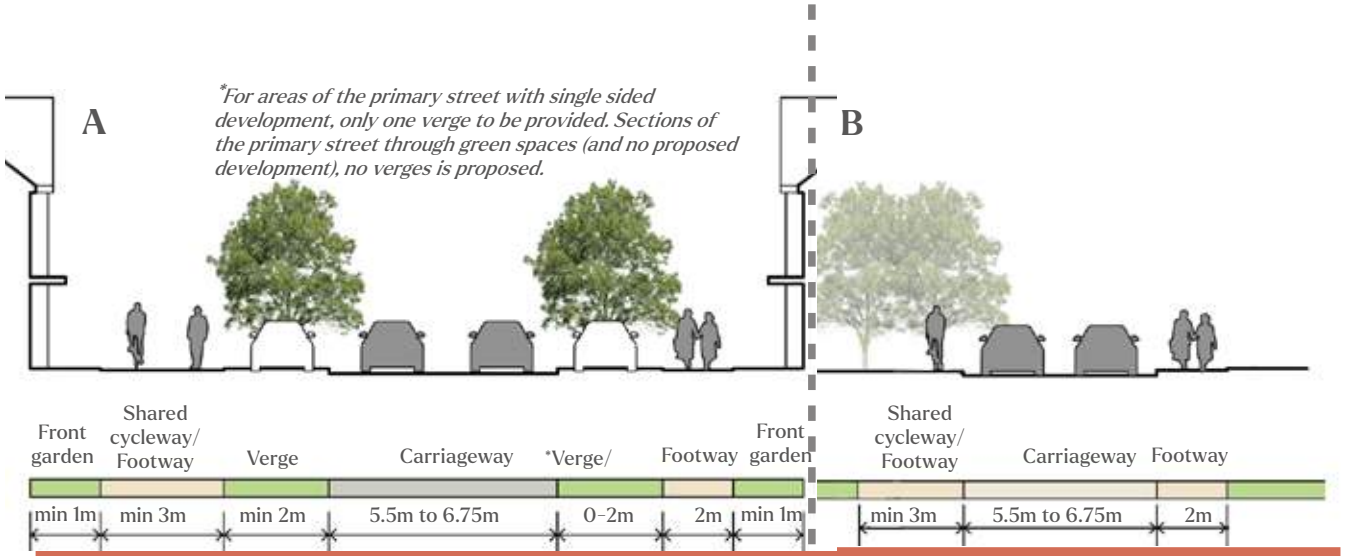


Figure 14. Typical Primary Street Cross Section (A. Development on both sides; B. No development- through existing landscape

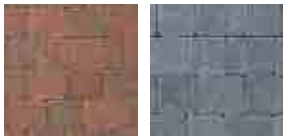
*The position and size of verges will vary along the Primary Street. This will be determined at reserved matter application.

Materials code

Surface Material for Street:

Tarmac Coloured tarmac

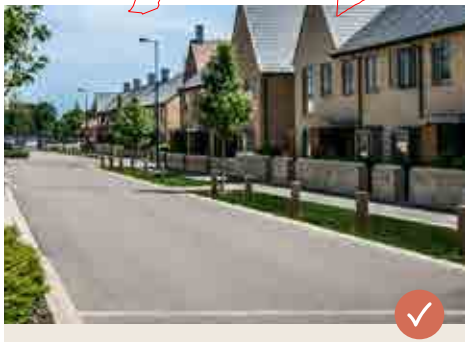
Raised table:



Tegula Bridle Tegula-Charcoal

Street surfaces are clearly marked. Cyclist lane to have different surface colour for clarity and safety.

Street are enclosed with alternating tree line and green verges. This could be park of front gardens. .



Narrowing of carriageway and change of surfaces for areas with high number of pedestrian such as local centre.

6.4. SECONDARY STREET

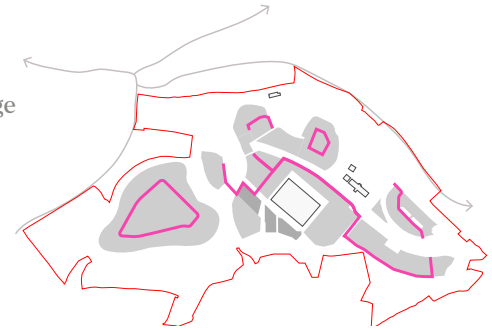
Secondary Streets are important routes which complement the Primary Street and provides convenient connections and route choice to create a legible network.

Built Form:

Building heights will be predominantly 2 and 2.5 storeys. In general these streets will have a good sense of enclosure.

Tree Planting/Verge

Alternating tree planting set in verge with integrated visitors parking. Services can be accommodated beneath the footpath.



*Secondary streets location are for illustrative purposes only and alignment may vary at Reserved Matters Application

Figure 15. Secondary Street Cross Section

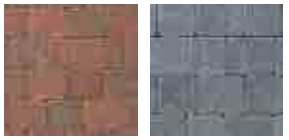
Secondary Street (Residential access road)	Street Design Principles	Materials
Design Speed	20mph	
Carriageway	5m to 6.5m	Standard tarmac
Footway	2m	Standard tarmac
Cycleway	on carriageway	Standard tarmac
Radii	Min. 6m.	
Crossings/key junctions/raised table		Block Paving
Kerbs	Yes	Standard Concrete. Conservation kerbs to be considered in key areas
Bus Stops	N/A	
Verge	0-2.5m	
On-street Parking	Occasional visitors	Block paving

Materials code

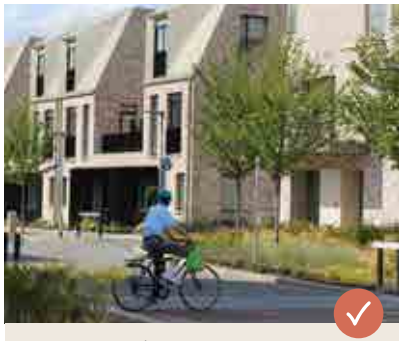
Surface Material for Street:

Tarmac Coloured tarmac

Raised table:



Tegula Bridle Tegula-Charcoal



Pedestrian/cyclist priority routes should be incorporated on all street types to enable a safe environment for walking and cycling.

Verge and tree planting to one side of the street between carriageway and footways. Good sense of enclosure created by trees.

Soft, low level planting to be incorporated in front of buildings to animate streetscape

6.5. MINOR ACCESS WAYS (SMART)

Typically characterised as 'side streets', the Tertiary Street network will generally give access to the properties located along it and will have only minimal through traffic.

- A wide variation of tertiary streets allowing for individual parking solutions will be appropriate.
- Single/double sided perpendicular parking, in-line parking or parking free streets can all be achieved subject to detailed design.

Residential Street (Residential access way)	Street Design Principles	Materials
Design Speed	15mph	
Carriageway	5.5m to 6m	Standard tarmac/ Block paving for shared streets
Footway	2m	Standard tarmac
Cycleway	on carriageway	Standard tarmac
Radii	Min. 5m.	
Crossings/key junctions/raised table		Block Paving
Kerbs	Yes (not applicable for shared streets)	Standard Concrete. Conservation kerbs to be considered in key areas
Bus Stops	-	
Verge	-	
On-street Parking	in bays.	Block paving

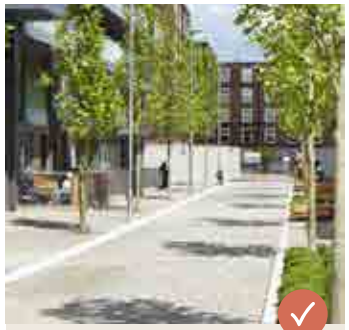
- Building heights will be predominantly 2 storeys. In general these streets will have a good sense of enclosure.
- Irregular arrangements of on-street parking and tree planting will be used. Services can be accommodated beneath the footpath.
- Shared Streets to be considered in short lengths
- Where they form a cul-de-sac
- Where traffic is less than 100 vehicles per hour
- Where parking is controlled so vehicles do not dominate the layout. Measures should be taken to establish it is not just a road with no footways.
- Shared surfaces need to be functional for visually impaired people

Surface Material:

Tarmac Tegula Bridle Tegula-Charcoal

Figure 16. Residential Street Cross Section

*Residential streets location are for illustrative purposes only and alignment may vary at Reserved Matters Application



High quality surface treatment with integrated public furniture, including benched and outdoor seating.

Trees and low level planting used to soften building lines and provide additional greenery. Key buildings to terminate views.

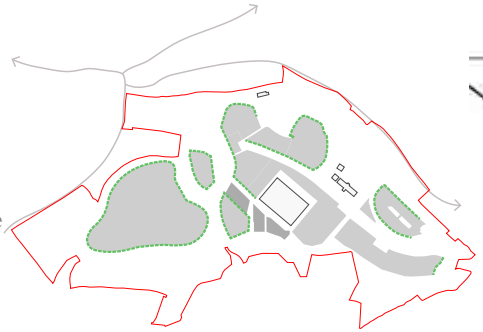
Internal streets or mews to accommodate parking at rear of buildings.

6.6. MEWS COURT (SMART)

The character of the lanes is dominated by the surrounding landscape and careful consideration should be taken to ensure that the design of these streets provides a soft transition to the generous open spaces surrounding the built form.

The low level of traffic allows the carriageway to be shared with pedestrian and cyclists. Lanes will provide direct access to the front of the buildings and occasional parking for visitors.

Lanes will feature adjacent to areas of open space and so are single sided. They will provide an informal, local route along the edges of the character areas which typically meander and are more organic in feel. As they will be lightly trafficked they will be quieter routes offering dwellings lining these route attractive local views over the open space.



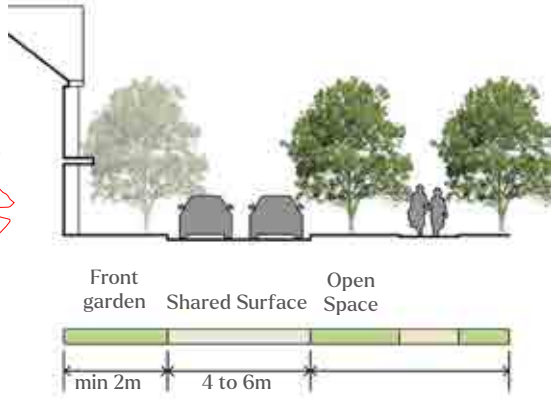


Figure 17. Lanes Cross Section

* Lanes location are for illustrative purposes only and alignment may vary at Reserved Matters Application

Lanes	Street Design Principles	Materials
Design Speed	10mph	
Carriageway	3.5m to 6m	Block paving
Footway	2m	Block paving
Cycleway	on carriageway	
Radii	Max. 5m.	
Crossings/key junctions/raised table		Block Paving
Kerbs	-	-
Bus Stops	-	
Verge	-	
On-street Parking	in bays.	Block paving

Surface Material:

Tegula Bridle

Tegula-Charcoal

Gravel

Parking will be provided in front of dwellings or parallel to lane

Soft landscaping elements along lanes to help soften building lines.

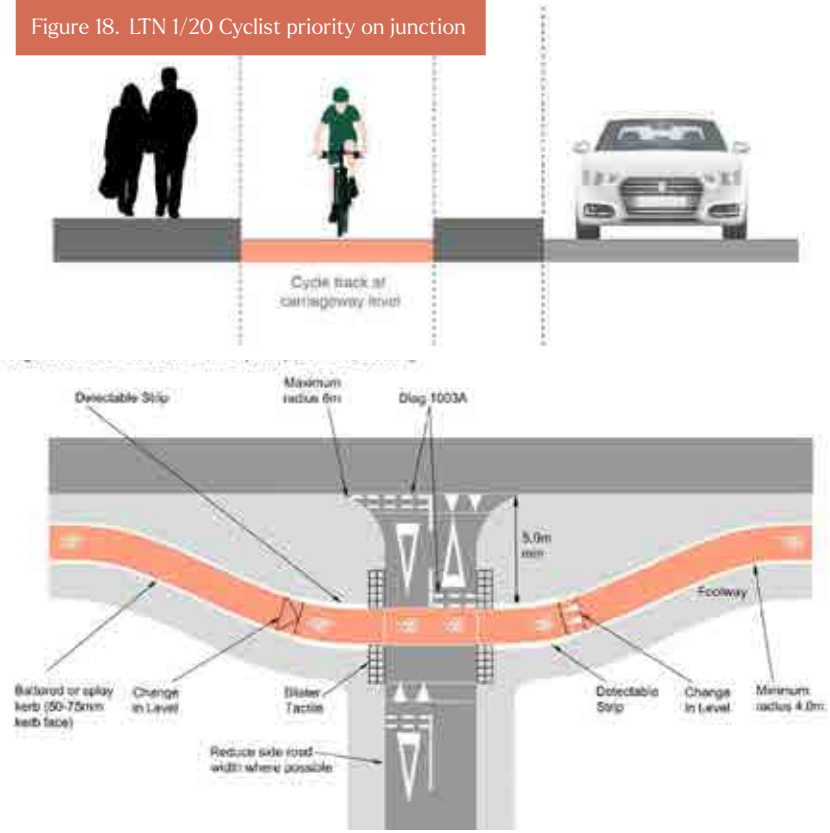
Informal boundary treatment without vertical boundary.

Local Transport Note 1/20 on Cycle Infrastructure Design sets a clear ambition to make cycling and walking the natural choices for short journeys or as part of a longer journey with supporting objectives to increase cycling and walking levels.

Based on this guidance, all cycle routes along all street typologies should be designed so the cyclist have priority over junctions as illustrated in Figure 18 below.

Foot and cycle connections along the development edge will be continuous and provide opportunities for leisure and recreation.

Figure 18. LTN 1/20 Cyclist priority on junction

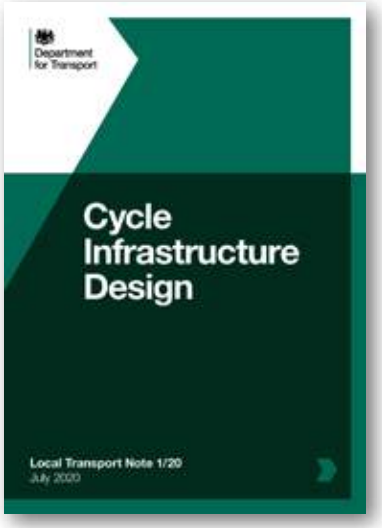


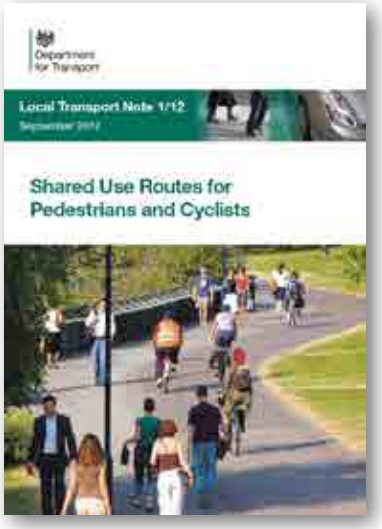
In accordance with Local Transport Note 1/12 lower hierarchy streets such as Minor Access Ways and Mews Court, cycle routes will be shared within carriageway; for Primary and secondary routes, cycleway will be located alongside or shared with pedestrian footpath with a minimum width of 3.5m.

Separation between foot and cycle ways, if applicable, will be generally level via markings or, where cycle movement is expected to be higher than pedestrian, separation can be created via low kerb line where appropriate.

Figure 19 illustrates all main (on and off road) pedestrian and cycle routes throughout the site as well as future connections to the wider context.

Footpaths to be designed to all users and be dementia friendly.





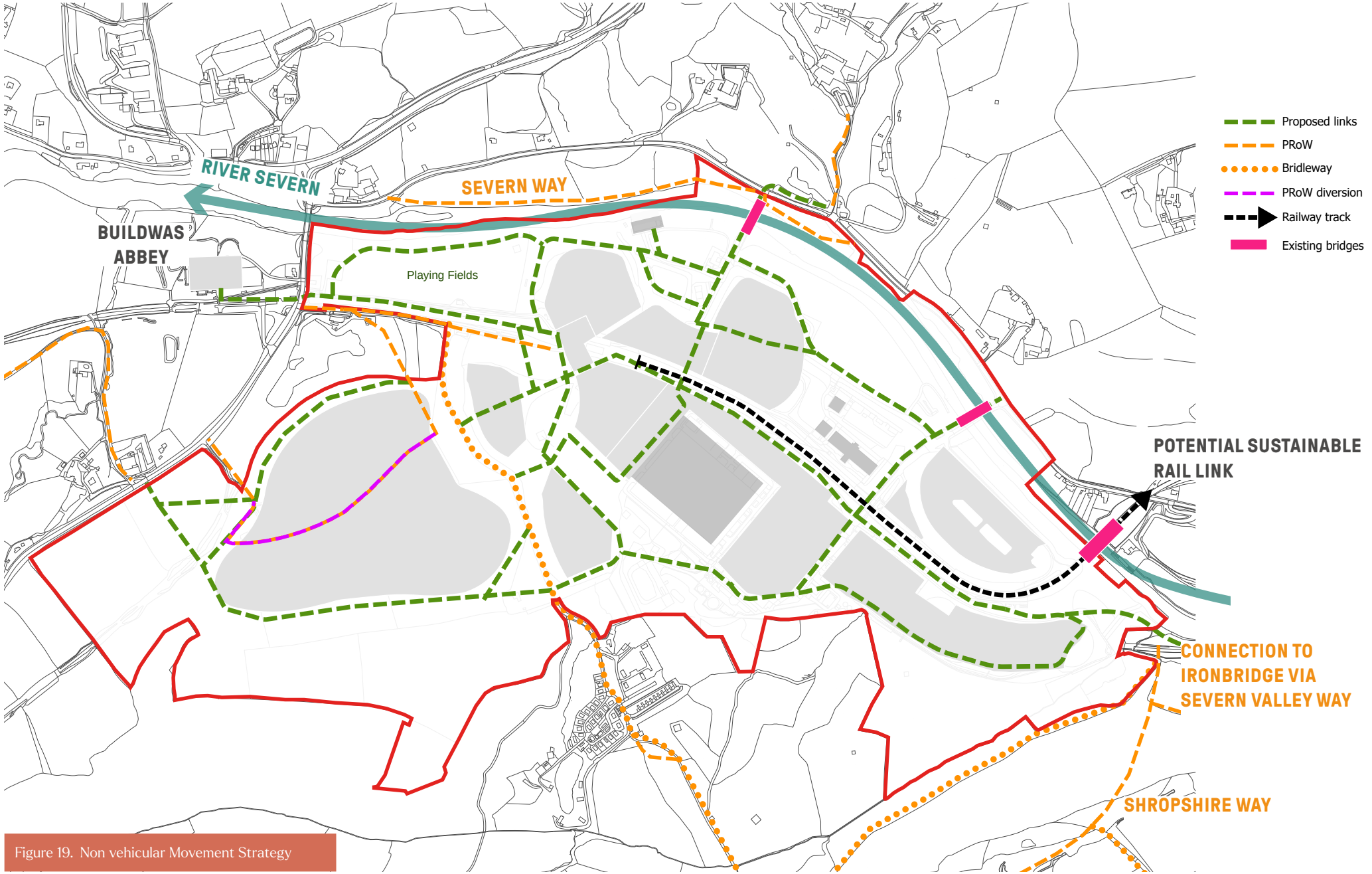


Figure 19. Non vehicular Movement Strategy

7.PARKING STRATEGY

7.1. PARKING TYPOLOGIES

Guidance on Car and cycle parking provision is a fast moving topic and greater consideration will also be given to the emerging standards. Nevertheless, the proposals have considered Telford & Wrekin parking standards for car and cycle and Policy C5 - Design of parking (Local Plan 2011-2018) and it will be subject to negotiations. All parking to form a well-integrated element of the design and not undermine the character of development. Three categories are considered:

- Residential Parking
- Non-Residential Parking
- Cycle Parking/Storage

7.1.1 Residential Parking

Telford & Wrekin car parking standards for rural areas set out in table below:

Bedrooms no	Car parking spaces required
1 bed	1.4
2 bed	2.3
3 bed	2.6
4 bed	4
5 bed	4.2

In order to achieve climate change agenda, the standards above standards may need to be reviewed to reflect up to date national policies & aspirations.

Overall, the street frontage, boundary treatments, on-plot landscaping, access points, setbacks and ancillary buildings / garages are to be positioned and designed to ensure that vehicles and their driveways are not a prominent component of the street.

Where garages are provided, recycling and cycle storage should be integrated. A minimum internal size of 3.3m x 7m would allow space for a car, two bikes, recycling and storage. Garage doors to be a minimum of 2.4m.

7.1.2 Non-Residential Car Parking

The design of parking for non-residential uses will also be determined at later stages, such as Reserved Matters.

Great care will be taken to ensure that traffic and parked cars are not allowed to dominate the public domain.

Parking spaces to be designed as to minimise risk to pedestrians and cyclists, e.g. by blocking views of oncoming traffic and/ or hitting cyclists with opening doors when parked.

A range of available parking solutions for the individual plot or collectively for small groupings should be used to create distinctive and appropriate neighbourhoods for the proposed dwelling mix and setting.

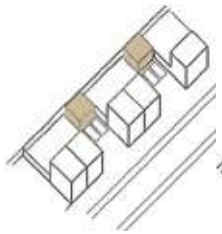
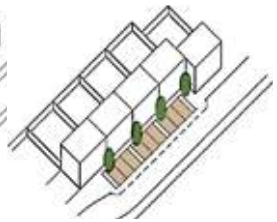
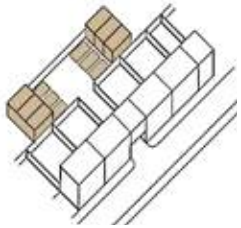
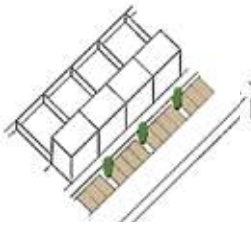
7.1.3 Cycle Parking/ Storage

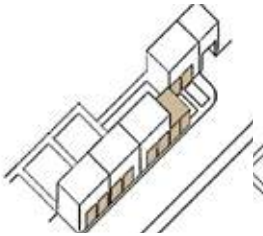
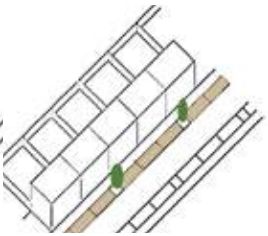
In line Telford & Wrekin Local Plan cycle parking standards, 1 secure space per bedroom and some level of visitor cycle parking will be provided.

In line with Secure by Design 2019, each dwelling should have secure storage for at least one cycle for apartments and two for houses. When garages are provided, the cycle storage should be integrated within the garage. Where there is no garage:

- For residential units - Secured storage for at least one bicycle or scooter to be located within easy reach, ideally nearby/ alongside car parking space for houses or apartment block. Appropriate space, specifically designed for cycle storage, to be provided within the building curtilage; front garden; rear garden areas or within courtyards in a secured and sheltered location.
- For public areas, cycle parking should be sheltered where possible from weather. Cycle stands should be far enough apart from each other, walls, fences or kerbs, to allow users to park and lock their cycle with ease.
- Design any car parking to result in minimal impact on 'street experience' for residents, pedestrians, cyclists and other street users.
- Provide secure, accessible, weatherproof and aesthetically designed bike stores outside homes and distributed throughout the town at key destinations such as the school and neighbourhood centre facilities.
- Consider designing-in space for options to borrow or share vehicles, such as community car clubs (offering low- or zero-emissions vehicles) and promote car clubs and lift-sharing within the sustainable travel promotion strategy within the Framework Travel Plan.
- Provide enough electric car charging points to comply with local and national policy at the time of construction (as a minimum – keeping in mind that building regulations may soon be updated to require at least one per home).

Example of bin & cycle storage integrated to the building fabric.

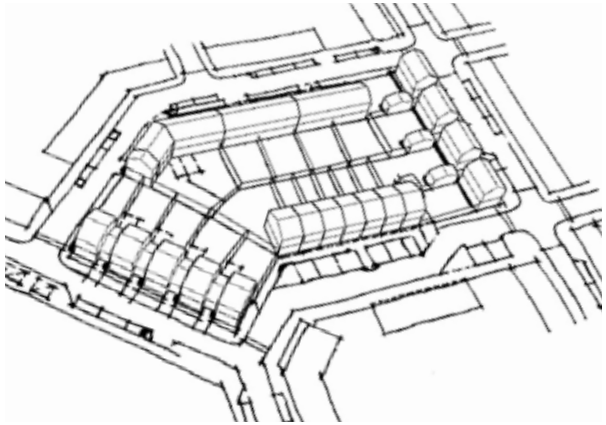
PARKING TYPOLOGY TABLE	On-plot detached and semi-detached dwelling	On-plot to the front of terraced or integral garages	On small rear parking courts	On-street 90° visitors	Off-plot on front squares	Allocated within Flat Over Garages (FOG)	Visitors Parallel to street
Description	On-plot parking spaces with hard surface area as well as garage or car port. Garages and drives to be located to sides of dwellings and set behind the main dwelling. Spaces overlooked by windows to side of property where possible.	Spaces overlooked by windows on front of property. Service strip between parking space and edge of carriageway. Max 4 spaces in a row without a gap planting strip.	To be used sparingly, Where used, they will be enclosed, secure and designed to ensure there is sufficient space for parking and manoeuvring.	A maximum of 4 bays without a break. Allow for tree planting to break spaces.	To be appropriately sited and carefully landscaped as a preferable alternative to perpendicular parking.	To be mainly used in mews street or within apartment blocks to add visual interest and improve natural surveillance. Garages to serve both off-plot and on-plot dwellings.	Kerbside parking parallel to street. Generally unallocated on public highway. Depth of the bay to be kept to a minimum to avoid cars parking perpendicular and overhanging into the carriageway. No more than 4 spaces without a break. Street planting to be used to break spaces.
Dwelling Type/ usage	4 bed detached 3 bed semi-detached	2/3 bedroom houses 3/4 bedroom town houses	2/3 bedroom houses 1/2 bed apartment blocks Mixed use units	Mixed use units All other land uses	2/3 bedroom houses Mixed use units All other land uses	2/3 bedroom houses 1/2 bed apartment blocks	Generally for visitors spaces throughout the development All other land uses
Provision per unit	3 spaces /2 spaces (Residential)	2 spaces (residential)	1 space for 1 bed units and 2 spaces for 2 & 3 beds. Parking standards for mixed use units will follow up to date guidance.	Parking standards for other land uses units will follow up to date guidance.	2 spaces (residential) Parking standards for other land uses units will follow up to date guidance.	1 space for 1 bedroom units and 2 spaces for 2 & 3 bedroom units. (Residential)	0.25 visitor space per dwelling Other land uses units will follow up to date guidance.
Secure Cycle storage	In garages	In front garden/ integral garage	In garages or back gardens.	In front garden (resi) in bike racks	Within building curtilage, racks or lockable storage	In garages	Within building curtilage or back gardens

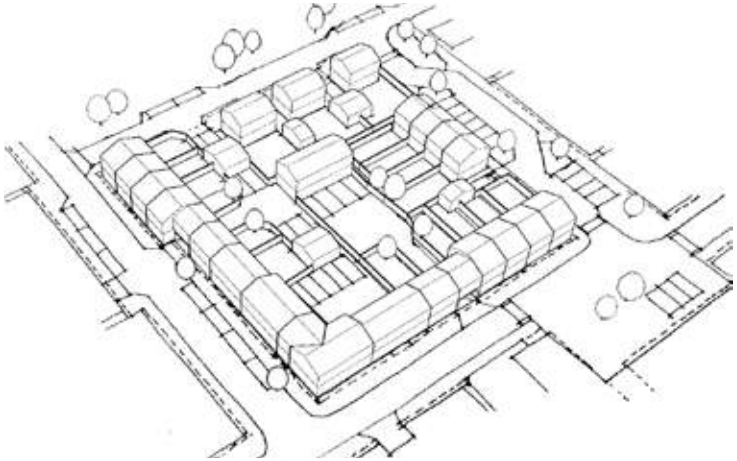
Figure 20. Parking Typology table

8.BLOCK TYPOLOGIES

8.1. BLOCK STRUCTURE

The majority of the development parcels will include back-to-back blocks. However, other typologies will also be appropriate when direct access to properties is limited and to create variety. The following design instructions are to be applied for each block typology.





BACK-TO-BACK BLOCKS - perimeter of plots with a core of private gardens that is only accessible to residents. These blocks have a clear distinction between public and private space.

- Blocks shall be located within areas where street standards allow for direct access to/from the plot, or in mixed use blocks where servicing can be arranged from the front / side.
- Parking is provided to the side or front of dwellings, or on-street.
- Front parking areas are to be well integrated with the street and public spaces.
- Each residential dwelling shall have a front pedestrian access relating to the street, separate from the vehicular one.
- Vehicular access points shall be designed to prioritise pedestrians using the street and be as narrow as reasonably possible to support the creation of a well defined street.
- Individual waste storage shall be located within each plot, out of view from public areas and/or integrated with the garage, where supplied.
- Fences no greater than 2.1m high are to be used to delineate rear boundaries of private property.
- Boundary materials, design and details shall complement the building types.

REAR COURTYARD BLOCKS - these are in essence back-to-back blocks that contain one or more internal parking court that enables private access to the rear of properties.

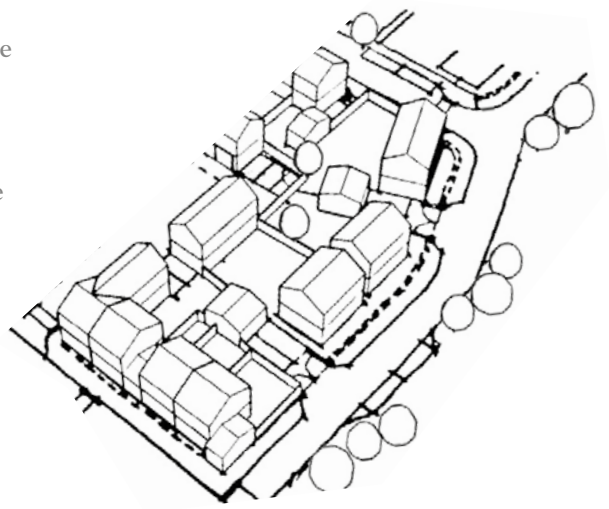
- Rear courtyards will be designed to have a sense of ownership by their users. They will be visible, welcoming and safe. They are clearly private spaces, not semi-public.
- Parking courtyards should contain no more than 10 spaces.
- Apartment blocks will have their own courtyard and can contain more than 10 spaces, if necessary.
- Residential units within the block shall normally have rear access to the parking courtyard, as well as front doors facing the street.
- Entrances to the courtyard must be overlooked by windows and be well-lit.
- The design of the boundaries should be integral to the design of the buildings type and architecture.
- Parking courtyards shall have coordinated surface materials with simple space markings, edge detailing and soft landscaping.
- Visibility of vehicles from houses is essential.
- All dwellings should have 1 secure space for bike per bedroom. Storage to be specifically designed for bikes to be provided within the building(s); or within the rear garden areas, or within the garages. Cycle parking provision should, in all instances, be secure, easily accessible and convenient to use.

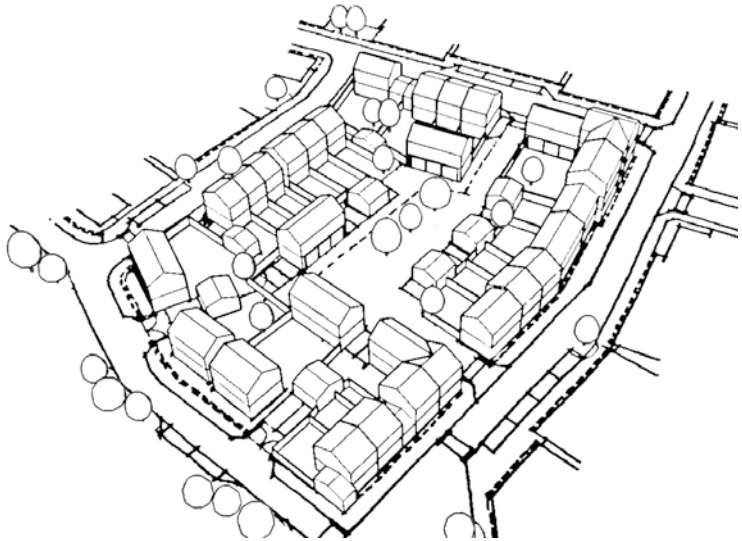
8.2. ARRANGEMENTS & DISTANCES

In line with the National Model Design Code the building arrangements and separation distances will vary in accordance with the character area.

Street widths will vary dependent on route hierarchy throughout each character area, The illustration to the right indicates a minimum offset suggested within the National Model Design Code. The Telford and Wrekin Local Plan Guidance, however, will inform the offsets here and they are:-

- 21m Back to Back
- 12.5m back to side.





EDGE BLOCK - have one or more frontages that closely abut a rural edge, or an area of accessible open space. Their arrangement is likely to be derived from other block typologies.

- Buildings to be orientated so front elevations face outwards to overlook public areas.
- Buildings should form a positive and attractive edge with a sense of quality and permanence.
- Windows and doors are to overlook movement routes and open spaces.
- Access to property frontages are to be provided for pedestrians and cyclists, and vehicles where it is necessary to form part of a connected network.
- Boundaries are to clearly define plot edges and make a positive contribution to the character of the street and/or space it overlooks.

MEWS BLOCK - contain a small accessible street or lane though the centre which gives access to parking areas, rear gardens and accommodation.

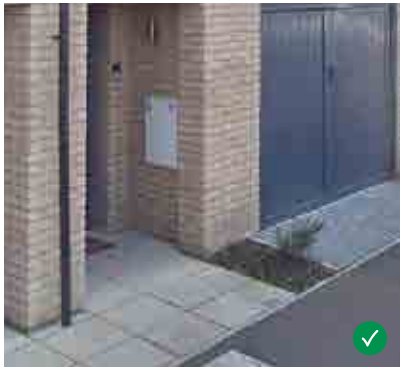
- Mews streets provide small scale, simple, attractive, safe, and accessible streets within centre of the blocks.
- The mews street should be narrow, generally 7-10m.
- Mews blocks must achieve sufficient residential provision to ensure they are an active and overlooked place and do not exclusively serve parking areas.
- Flats Over Garages (FOGs) may be used to provide additional accommodation over parking to further reinforce natural surveillance and activity.
- Buildings to enclose the street and create a small-scale and intimate sense of place.
- Access to mews units' parking spaces shall be from the mews street.
- Materials, surfacing and edge detailing to be coordinated, including garage door styles and colours.
- Access between the mews and the blocks 'front' units will be by lockable access gates.
- Mews streets shall include tree planting and soft landscaping, where appropriate and layout allows.

9.TECHNICAL CODES

8.3. REFUSE STORAGE AND COLLECTION

The proposed development will provide adequate waste, recycling facilities and storage space accessible to all users and sited on a hard, level surface. These are to be designed as follows:

- Storage areas to be located away from prominent locations.
- Well integrated and complementing the surroundings by their form, scale, materials.
- Provision of the waste containers with the adequate capacity for the development.
- Steps or steep slopes should be avoided between the storage and collection points where wheeled bins are proposed.
- Internal layouts to ensure easy separation of recycling and easy transfer of recycling from internal (e.g. kitchen) to external storage/collection point.
- In particular communal bin storage areas should be:
  - Out of view from public areas;
  - Secure but accessible to residents and waste collection operatives;
  - Able to be maintained in a clean condition;
  - Provided with a keypad entry system, lighting, a drain and tap for washout and cleaning;
  - Secure from gulls and vermin; and well ventilated.
  - The movement network is to be designed to minimise shared collection points and maximise collection efficiencies by avoiding the need for collection vehicles to U-turn.
- Explore ways to encourage developers to consider 'circular' solutions in the design and procurement of buildings (so that where possible, buildings can be de-constructed and valuable materials can be recovered and reused).
- Seek to reincorporate material removed during excavation (e.g. creation of drainage detention basins) on-site within the landscape and delivery of the scheme, as far as feasible and viable. No net import or export of bulk fill material except for topsoil.
- Explore and encourage successful exemplars of segregated containers for recyclable waste across the public realm



Recess created in oblique facing wall to receive utility meter. Option for door or screen to be added

Rainwater pipes breaks facade into 'individual modules' and reflect rhythm.

Bin storage incorporated as part of the building form

Integrated centralised bin storage for multi-family dwellings with lockable key pad entrance

Stand alone centralised bin storage for multi-family dwellings within timber enclosure and landscape screen

9.1. SERVICES AND UTILITIES

Utility provision will generally be accommodated within footways in line with the 2018 NJUG Streetworks UK Guidance on the positioning and colour coding of underground utilities apparatus.

This does not however preclude the ability to locate utilities elsewhere within the development if it is appropriate to do so (for example within public open spaces).

The following design principles apply the positioning:

- Locating utilities to enable access to network to fix leaks (sustainable water) and make upgrades/maintenance.
- New service and utilities within the proposed development are to be designed to relate well to built and natural features as follows:
- Underground networks are to be designed to be compatible with planting proposals.
- Meters and plant access points to be located to minimise the impact on public realm and the street scene.
- Where practicable, meter boxes should be located away from front or prominent elevations and designed to be inconspicuous;
- Covers should not be located within areas of soft landscaping where they will have an adverse impact on the landscape design.

High speed telecoms (best available at time of construction, with fibre broadband as a minimum) to all premises across site to allow flexible / home working and to attract employers / entrepreneurs.

Ancillary Infrastructure (including substations and pumping stations)

- Substations and pumping stations to be located in areas of less prominence and well integrated planting strategies.
- Avoid creating visually prominent structures not integrated into the landscape.

Noise

- All development will comply with the noise parameters set out in the outline consent. Where sensitive development is located near to existing or proposed noisy uses, the layout and design will respond to this accordingly and if needed, mitigation will be included as part a reserved matters application.

Examples of well integrated planting strategies can be used for proposed pumping station and substation

No provision for refuse bin detracts from the overall quality and appearance of the buildings

Unscreened communal bins in the public realm not permitted

Utility meters mounted on oblique facing wall with provision of landscape planter for additional screening

Avoid solutions that are not easy to inspect.

9.2. DRAINAGE STRATEGY

SuDS strategy

- The proposed development is anticipated to alter the quantity of impermeable areas on-site. To ensure that the proposed development does not increase flood risk a surface water drainage strategy which incorporates Sustainable Drainage Systems (SuDS) at its core is required.
- SuDS remove, store, re-use, and intercept surface water by mimicking the natural water cycle. In turn this not only alleviates flood risk but also promotes benefits for water quality, amenity, recreation, health, and biodiversity.

Conveyance

- Surface water is to drain from impermeable areas on-site predominantly by gravity conveyed surface water sewers. However, where possible alternative green measures should be considered i.e., swales.
- All conveyance features are to direct flows to an attenuation feature which is to be located within low points within the on-site drainage catchments.

Attenuation

- Given the quantity of surface water runoff anticipated from the site it is proposed that on-site attenuation is served by a series of basins/ponds. It is proposed that these basins and ponds should possess either a permanent pool of water or an established wetland.
- In accordance with the CIRIA SuDS Manual C753 (2015) the pollution mitigation indices associated with the proposed SuDS strategy mitigates against the attributed pollution 'hazard' levels associated with the proposed classifications of hard standing.
- Within the residential phases of the development the opportunity to enable a means of water re-use should be capitalised.
- The SuDS strategy is to provide multifunctional benefits beyond flood risk and drainage and will form a key component of the blue-green infrastructure on-site.

Surface water discharge

In accordance with the Building Regulations Part H, the newly published Non-Statutory Technical Standards for SuDS and prevailing best practice, surface water should look to be discharged according to the following preferential hierarchy:

Infiltration drainage techniques, such as swales and soakaways

- An open watercourse, river, or ditch
- A surface water sewer
- A combined sewer

The geology on-site is not favourable towards the use of infiltration devices and therefore given the surface water hierarchy surface water runoff is to be discharged into the River Severn which flows in an easterly direction within the northernmost part of the site.

The site is brownfield in nature and given local planning guidance the discharge of surface water from the site will be restricted to a +50% betterment upon brownfield runoff rates.

SuDS design guidelines

- All contributing impervious surfaces on-site should be served by a SuDS feature.
- All SuDS should be designed and built to adoptable standards, taking into account the requirements of Severn Trent Water.
- The basins and ponds on-site should all be designed to cater for all storm events up to and including a 1 in 100-year+40% storm event.
- All basins and pond features should be able to cater for up to an additional +10% increase in impermeable area, otherwise known as urban creep.
- The top of bank of the basins and ponds should be located within outside of the modelled 1 in 100-year+35% flood extents for the River Severn.
- The proposed basins and ponds should possess; a minimum freeboard of 300mm, maximum 1 in 3 side slopes, either a permanent body of water or an established wetland to provide biodiversity benefits and be easily accessible at all times.

Adoption and Maintenance

- The proposed drainage network will require consistent maintenance to ensure that the efficiency of the systems are sustained.
- It is expected that the proposed basins and ponds will be adopted by either the site management company or the incumbent water authority. From the point of adoption the maintenance of the proposed ponds and associated pipework will be the responsibility of this party.
- Prior to adoption the ponds and associated pipework will be maintained by the landowner.
- The on-site drainage system will be subject to routine monitoring and maintenance, a record of this should be upheld.
- The maintenance schedule of the drainage systems should at minimum adhere to the recommendations for maintenance held within the CIRIA C735 (2015) SuDS Manual.

9.3. SUSTAINABILITY

The approved Sustainable Design Brief (August 2020) sets out a number sustainability goals which will be delivered through the different phases of development. The development will take 10 -15 year to complete and, as such, sustainability goals will evolve over time to respond to industry, technology and current policies of the time.

The following summarises the goals set out:.

Energy

In line with the energy hierarchy approach, an energy-reducing design process shall be considered at detailed design stage that considers buildings' form, orientation and massing to optimise solar gains and daylight to further reduce heating demand, along with natural ventilation and window shading to reduce cooling demand and overheating risk.

- No fossil fuel gas connection shall be provided on site. This avoids deterioration of air quality.
- Space heating demand is proposed be minimised through highly efficient building fabric, using industry best practice (within viability constraints), demonstrating that the proposed design helps to minimise energy consumption.
- Efficient and entirely electric-powered heating solution shall be used for all buildings, principally using air-source heat pumps (which can operate at circa 300% efficiency by taking heat from the air outdoors, counting as renewable heat).
- Other renewable energy technologies such as solar thermal and solar PV to support heat pumps shall be considered during reserved matters and detailed design on an individual building basis.

Building/Materials

The embodied environmental impact of materials and construction – including embodied carbon – is a very significant proportion of new buildings' overall environmental impact but is often overlooked. As embodied carbon has been found to represent up to 76% of energy-efficient new buildings' whole life carbon impact.

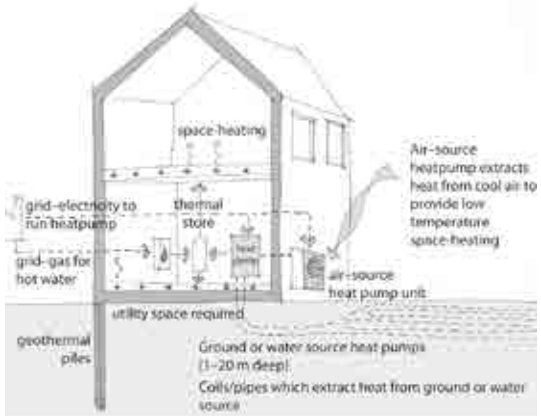
As such, materials selection to be an early consideration in the design process to ensure proposals are build-able and affordable.

Transport: Park & Ride/mobility hub

The development includes a transport a Park & Ride (P&R) located within proximity to the Local Centre. This facility will include sustainable initiatives which could include electric car charging points, e-bike and e-scooter hire facilities

Vehicle Charging Strategy

All homes to be provided, as a minimum, with infrastructure to allow for installation of electrical vehicle charging points.



9.4. SECURITY PRINCIPLES

As part of planning Conditions, information on all residential, commercial, leisure and public areas relating to crime prevention are required. As such, the Outline Planning Application DAS sets out 'best practice' design principles which aids crime prevention. These are set out below:

Development Parcels

Development blocks should have clear distinction between public and private space. Buildings should be provided around the block perimeter to define the public realm (streets, squares, etc) from the private realm (rear gardens). Internal Spaces, when appropriate, such as courtyards should not be dominated by parking and garaging.

Landscape and Public Open Space Design

Parks and other areas of public open space should have high quality surface materials and planting to enhance public realm and encourage pedestrian activities. Hard and soft landscaping treatment and tree planting should be used where appropriate. Courtyards & parking courts will be secure places with suitable hard and soft landscape treatments which include tree planting where space allows. Internal courtyards present opportunities to create semi-private multi-use spaces.

Parking

In the streets around the block, there should be a mixture of on-street visitor parking and on-plot spaces for private parking. Parking within property curtilage should include a mixture of detached, integral garages and surface parking. Parking in courtyards/ parking courts should be limited to no more than 8 homes. For apartments and mixed-use blocks, there is no limit, but special care should be taken in their design to ensure that security is not compromised.

Parking Bays - Include breaks in lines or rows of on street parking bays every six spaces. This can either be for tree planting or to make it easier for pedestrians to cross from one side of the street to the other. All cars should be visible from ground or upper floor windows.

Privacy

A minimum distance of 21 metres should be maintained between rear elevations to achieve acceptable privacy level for properties. Between rear elevations and gable fronts the distance should be a minimum of 12 metres.

Security and Active Frontage

Buildings should face the public realm with front doors and/or windows to habitable rooms to give natural surveillance to streets.

The design of courtyards in residential areas should discourage access by people other than adjoining occupiers and visitors. Any entrance ways should make it clear to non-residents that the courtyard is private (for ex-ample a narrow gap through the buildings with a first-floor development above, and or gated access). Opportunities for casual surveillance of courtyards should be maximised.

All cars need to be surveilled from ground or upper floor windows. Active Corners - Generally, corner elevations should have windows, avoiding long sections of blank walls. Consideration should be given to placing the front entrance and windows to main rooms on the gable.

Servicing

Provision of adequate space for refuse and recycling bins and accessibility to them should be considered. Generally, bins should be collected from the front of properties. Where bins are stored to the rear of the property, gated access will need to be provided to back gardens from the front of the property. Care should be taken to provide locations for refuse and recycling bins that are convenient for collection.

Bike storage

All dwellings should have 1 secure space for bike per bedroom. Bike storage should be provided within the rear or front garden areas or within courtyards in a secured location sheltered from the weather. When garage is provided, additional space for bikes should be available. Cycle parking provision should, in all instances, be secure, easily accessible and convenient to use.

Street Design

Street widths will vary according to street hierarchy and to accommodate a wider range of parking types. The streets should be designed to give priority to people with disabilities, pedestrians and cyclists. High quality materials are to be used in the streets. The street width and length will be varied according to the prominence of the route and housing density. This will allow a wider range of parking types to be used and will help to vary street character.

Include breaks in lines or rows of on street parking bays every six spaces. This can either be for tree planting or to make it easier for pedestrians to cross from one side of the street to the other.

In addition to the aforementioned principles, the proposed development has been designed in accord to Secure by Design Guidance

Secure by Design Guidance

Good design, adherence with best practice such as Secured by Design Homes 2019, together with careful consideration of the Reserved Matters application reduces the potential for crime and anti-social behaviour regardless the scale and quantum of development.

Delivering sustainable communities is central to the NPPF (paragraphs 58 and 69) and reducing opportunities for crime and anti-social behaviour can make an important contribution to achieving this objective.

The development shall be in accordance with Section 1 of Secured by Design Homes 2019. Particular consideration should be applied to the following items of Section 1.

(8) 'Layout of roads and footpaths'.

(9) 'Communal Areas and play space'.

(10) 'Dwelling Boundaries'.

(12) 'Gable End Walls'.

(16) 'Vehicular Parking'

Creation of a Safe Pedestrian Link to Ironbridge

The development will provide a safe pedestrian route connection to Severn Valley Way to the southeast of the Site which links directly to Ironbridge. This is illustrated in Figure 19.

DETAILED SITE WIDE CODE

10. DETAILED DESIGN CODING ELEMENTS

This section of the Design Code provides additional design guidance that more specific to those areas. The detailed coding areas are illustrated in Figure 21.

10.1. CHARACTER AREAS

Five distinctive residential character areas are proposed which will have design instructions to inform layout and built form design principles. Further instructions will be provided for development frontages where it faces main routes, public spaces or key prominent locations as key place-making elements in the scheme.

This section provides a summary of the characteristics, materials and local references for these frontages to create a high quality environment of distinctive character:

These areas have been influenced by a comprehensive analysis of the local character, as well as precedents from best practice housing design.

The following pages provide design instructions for each of the 5 areas identified in terms of layout, built form, appearance and public realm. Figure 22 provides an overview of the differences between the 5 residential character areas.

The Gateway

- Self-contained development mostly enclosed by vegetation.
- Predominantly contemporary in architectural quality
- Outer frontage to consist of houses larger in size and detached.
- Development to front the river.

Tower Woods

- Orthogonal development with references to cooling towers: Higher density
- Contemporary elements of design
- Shared streets
- Materials to represent terracotta and coal colours from cooling towers

The Riverside

- Modern contemporary in architectural quality
- Development to address the river
- River frontage to consist of houses larger in size and detached
- Characterful dwellings which address and respond to the riverside

The Woodland

Repeated pattern of clusters of buildings set around woodland and streets. Streets unified by brick walls; Georgian influence

- Rustic in form; Loose identity in response to the natural and organic nature of its immediate context.
- Soft palette of materials to complement its bounding areas of mature woodland and vegetation.

The Village

References: Buildwas Abbey ruins, Ironbridge. Reference to Sandstone to be used.

- To respond to the natural formation of topography. Steps in response to the landscape along the steepest parts.
- Reduced building heights at higher ground.

10.2. OTHER AREAS

In addition to the residential character areas this Design code will also provide guidelines for the following areas illustrated in Figure 24:

- Local Centre
- School
- Employment

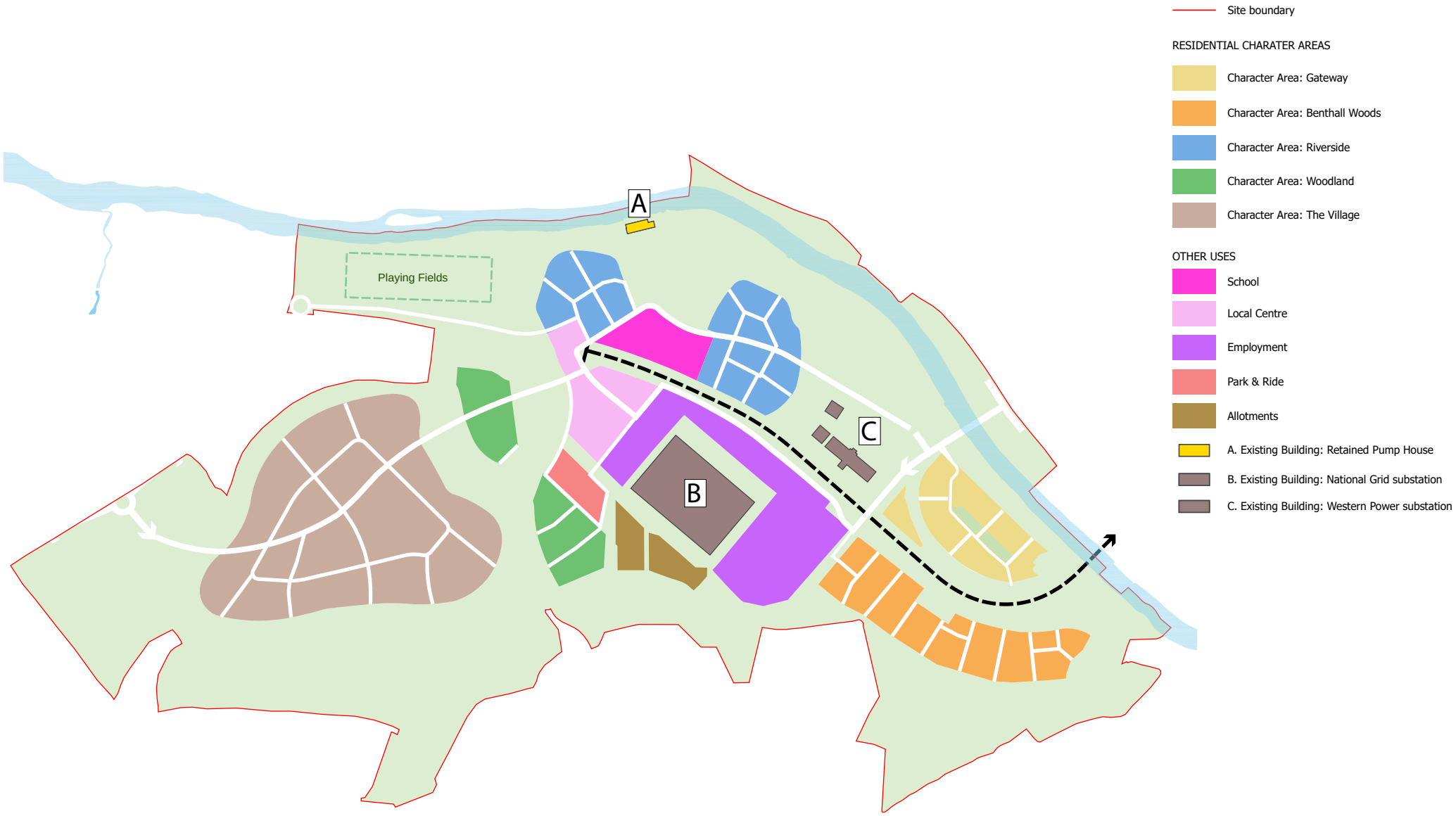


Figure 21. Detailed Design Code Elements

10.3. EXISTING CHARACTER

Character Overview

Each of the five Character Areas parcels together with the village, school and local centre areas have been assessed against a set of criteria determining their openness, relation to the setting, material/built context and topography.

The categorisation within these criteria then determine how each of the parcels can be coded and ensures that the immediate and wider context is considered within each Character Area.

Dwelling Typology/ Coded Areas	Openness / Enclosure	Views in / out	Views Internal	Local Material References	Built Character Existing (Site)	Built Character Existing (off-site)	Landscape Features	Topography
Gateway	Mostly enclosed by mature tree groups	Limited external views.	Views to woodland	Various contrasting brick colours; some timber, render, painted brick.		Properties opposite bank Buff/Brown/ White/Grey	Dense mature woodland	Gentle slop to the north west. 45-49m AOD
Tower Woods	Enclosed narrow compartment with contained views and mature vegetation	None	Views along frontages facing woodland edges and through side streets	Concrete, Terracotta Blocks.	Terracotta Cooling Towers Black Soot/ coal/concrete	None adjacent	Enclosed by Mature Woodland	Relatively Flat 55-60m AOD
Riverside	Enclosed series of compartments contained with mature trees and filtered views	Filtered views to the river and woodland	Short views to Local Centre and Tower Woods	Render, timber, brick & painted brick.	Pump House, Red Brick	Properties opposite bank Buff/Brown/ White/Grey	Dense mature woodland belts and Mature Riparian Belt	Relatively Flat 49-55m AOD
Woodland	Enclosed to the south and west open internally to the north and east	No external views.	Filtered views to Queen Mary's.	Steel, Concrete block, brick, Aluminium,	Industrial Steel and aluminium Structures associated with moving coal.	None adjacent	Dense mature woodland	Relatively Flat 55-65m AOD
Village	Elevated prospect, open to the north & west with views across & up the valley.	Views out north and west, views in from adj. hilltops and Wrekin.	Within the character area but non between areas.	Render, brick & painted brick. Occasional stone for key and landmark buildings	1980's approx Brick Built Building	Buildwas Abbey & Manor, Quarry, Buildwas Village	Delineated by hedgerows, Few hedgerow trees,	Undulating and sloping northward 55-91m AOD
School	Partially enclosed and filtered views	Filtered views to the river. Minimal views beyond.	Short views to Local Centre and Tower Woods	Various Stones (including reconstituted), timber, render, brick & painted brick	Pump House, Red Brick	Properties opposite bank Buff/Brown/ White/Grey	Dense mature woodland belts and Mature Riparian Belt	Relatively Flat 49-55m AOD
Local Centre/ Employment	Partially enclosed compartment with short distance internal views	Filtered to the river. Minimal views beyond.	Internal views between areas.	Steel, Concrete, Aluminium, brick and painted brick	Industrial Steel and aluminium Structures associated with moving coal.	None adjacent	Dense mature woodland	Relatively Flat 55-65m AOD

Figure 22. Coded Areas existing character

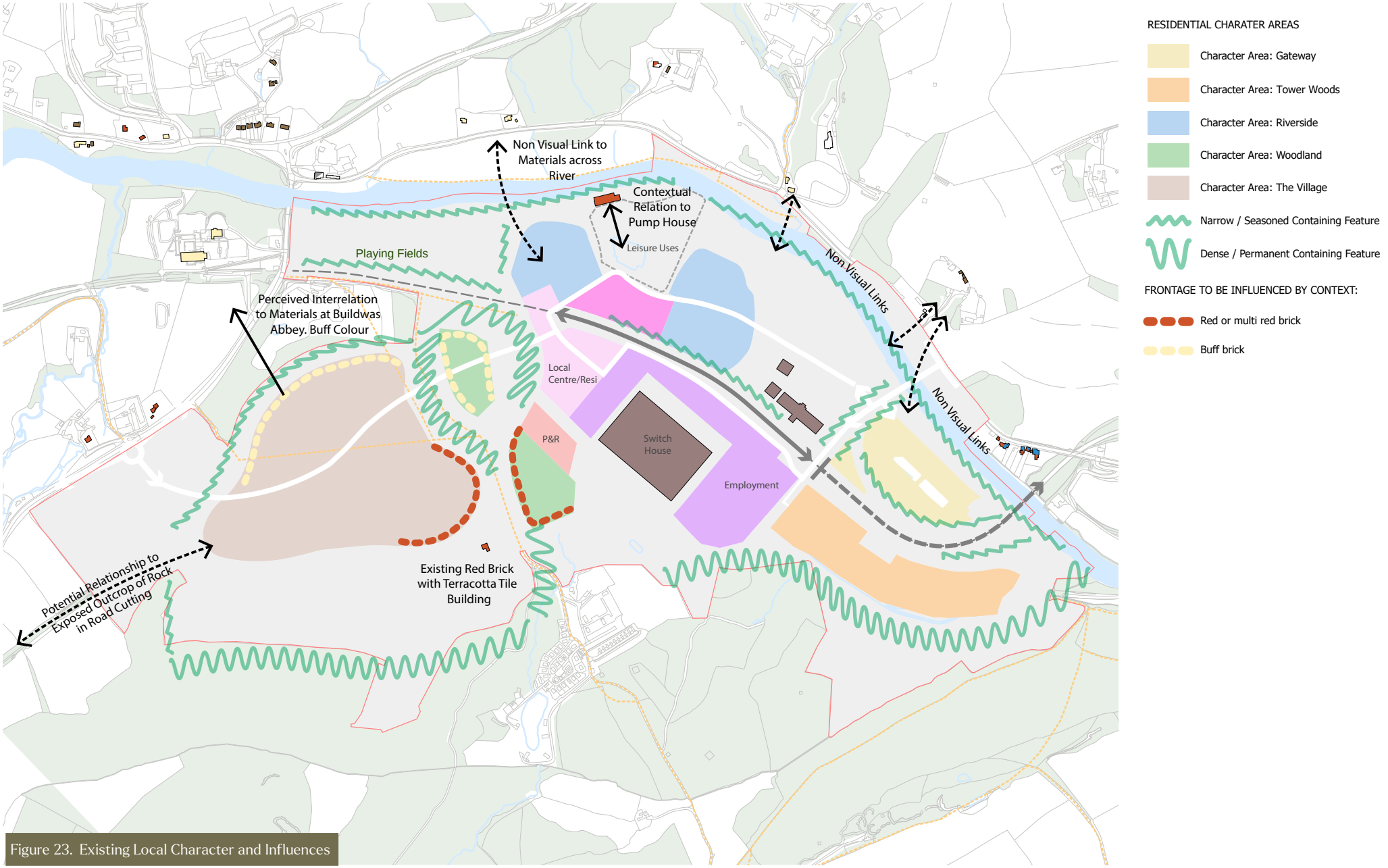


Figure 23. Existing Local Character and Influences

10.4. PROPOSED APPEARANCE MATERIALS SUMMARY

Reflecting the assessed characteristics for each parcel in Figure 22 and 23, the following materials and details have been proposed for each Site Character Area.

Reflection of the local brick types i.e. blue, dark red and the local Madeley Brick in the more traditional areas that are more open to views.

Grading to contemporary building styles moving into the more enclosed areas beside the river, also reflecting the colours of black and terracotta of the power station towers and the coal.

Gateway

Tower Woods

Riverside

Woodland

Village

School

Local centre/Employment

Figure 24. Character areas summary

10.5. BUILDING TYPOLOGIES

This section provides an overview of the building typologies that will be used and outlines the different design approaches that can be taken to create varying architectural form. It also sets design principles for the creation of the five coded areas in Figure 22.

The building typologies which are anticipated for use, range from detached large family homes to apartment blocks and small mews properties. A description of each type is set out in this section and in the table opposite with a series of guiding principles that are to be adhered to.

Detached House

Detached houses are likely to occur in mid to lower density areas but also in key legible locations within an area that is of a higher density.

- A variety of forms and sizes, from narrow frontage to wide.
- A range of plot widths, typically 6.0 - 15.0m, plus garages
- 2-3 storeys high

Semi-Detached House

To be used mostly used in areas of lower densities and to provide variety within higher density areas, when direct access to dwellings are possible.

Specifications:

- Plot widths range from 5.5 – 8m, plus garages
- Typically 2 or 2.5 storeys high

Medium Terraced House

These dwellings provide medium-size family houses that will be suitable for many areas. Typically they will be built in repeated terraces up to 6 units. A variety of characters can be achieved by adjusting opening patterns and a varying degree of architectural detail.

Narrow fronted:

5.5-7m plot width

- 2-3 storeys high
- Generally windows to align horizontally, vertical offsets allowable between ground and upper floors

Wide fronted:

8-12m plot width, typically 'double fronted' house

- Typically 2 storey, occasionally 2.5
- Generally windows to align horizontally and vertically
- Single or double height windows are typical

Small Terraced House

Most small terraced housing will accommodate 2 bed units if 2 storeys and 3 bed units if 2.5 storeys.

Specifications:

- 4.5-5.5m plot width
- Typically 2–2.5 storeys high

Residential Apartment Blocks

Apartment blocks to be used as a landmark or corner buildings. Depending on location within the development and the street character, the architectural style can either be formal or informal.

- Up to 3 storeys
- Maintain usable front doors onto street, where appropriate

10.6. FORMAL &INFORMAL

The following guidance and illustrations should be used when developing the architectural appearance of buildings for either formal or informal streets and spaces.

Formal Buildings

- Repeating forms and patterns
- Openings evenly distributed
- Greater enrichment to openings and features
- Materials finely finished
- Conceptual proportions inform composition
- Likely to be more formal along key routes and at strategic nodes

Uniformity in a group

Properties to be similar in design and detailing

Proportion

Use of ratios, such as the golden section, for composition of principal elevations

Balance

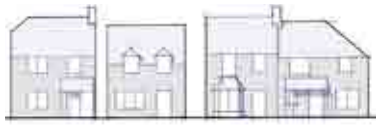
Openings more likely to be in an ordered symmetrical arrangement

10.6.1 Informal Buildings

- Variety in forms and patterns
- Openings reflecting internal functions
- A simplicity to all detailing
- Materials simply finished
- Proportions derived from practical considerations
- Likely to be more informal at the edges of development

Uniformity in a group

A wider variety of design, although still having a collective identity



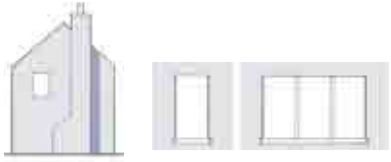
Balance

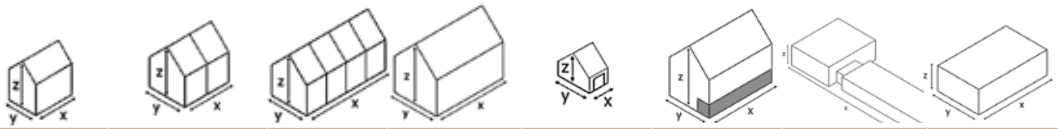
A more organic approach with size and location of openings reflecting internal functions

Proportion

Buildings composed and sized in accordance with traditional practices

- Openings divided to achieve a vertical emphasis for windows

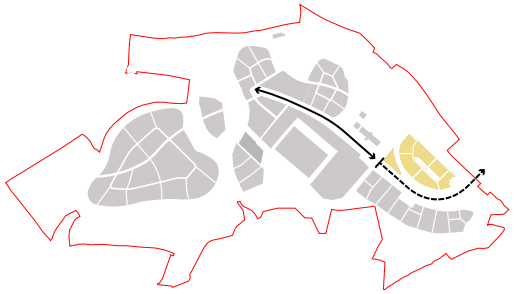




Dwelling Typology/ Coded Areas	Detached	Semi-detached	Terrace	Apartment	Garage	Mixed Use	Primary School	Community
Gateway	✓	✓	✓	✗ Minimum Use	✓	✗	✗	✗
Tower Woods	✓	✓	✓	✗ Minimum Use	✓	✗	✗	✗
Riverside	✓ Not to be the dominant type, only for varied streetscape	✓	✓	✗	✓ Integral or linked	✓ Retail / Office /Residential	✗	✗
Woodland	✓	✓	✓	✗	✗ Integral only	✗	✗	✗
The Village	✓	✓	✓	✗	✓ Integral or linked	✓ Retail / Office / Residential	✗	✗
School							✓	✓
Local centre/ Employment	✗ Minimum Use	✓	✓	✓	✗	✓	✗	✓

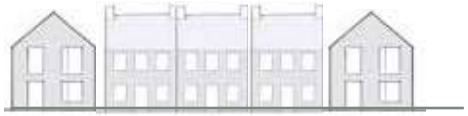
Figure 25. Building Envelopes per Coded Areas

11. CHARACTER AREA: GATEWAY



Informal - Edges

Formal - Central



Local References

This character area has a predominantly modern interpretation of traditional forms influenced by and responsive to local architectural vernacular, materials and design elements of it immediate context.

- Buildwas Road
- Ironbridge

Location Overview

The Gateway is located to the northeast of the Buildwas Road site access. This area will be the first to be built.

Access

The Gateway is accessed via a 'T' junction off Buildwas Road to the northeast of the Site. This access will be later downgraded to pedestrian/public transport only as described in Section 6.2.

Function

This is the first parcel to come forward for the development. It consists of high quality residential development.

Character Overview

The Gateway consists of formal frontage around the entrance and central space and informal around the development edge.

- Development parcel enclosed by vegetation and sit in a topographical bowl.
- Mostly contemporary in architectural quality
- Outer frontage to consist of houses larger in size and detached.
- It responds to the design principles set out in the DAS sections 8.2 and 9.2, whilst identifying as a separate character area.
- A range of roof typologies to be incorporated to create variation along the roofscape.

Case Studies / Inspirations

The examples below, show a series of design influences from the local area and a modern interpretation of the traditional forms found in the local context. The use of gable elements within the frontage, framed by soft landscape will assist with the integration of the site into the local vernacular.

View of Ironbridge.

Benthall Hall.

The Avenue, Saffron Walden

Buildwas Road.

Site features

The adjacent plan identifies some of the key constraints which need to be considered in the development of the Gateway character area. These include:

- Important gateway function to the whole development.
- The proximity to the river and existing vegetation.

Coded Areas	The Gateway
Openness / Enclosure	Mostly enclosed by mature tree groups
Views in / out	No external views.
Views internal	Views to woodland
Material References	Contrasting multicolour brick, timber cladding and render.
Built Character Existing (Site)	Pump House, Red Brick
Built Character Existing (off-site)	Properties opposite bank Buff/Brown/White/Grey
Landscape Features	Dense mature woodland
Topography	Gentle slope to the south east

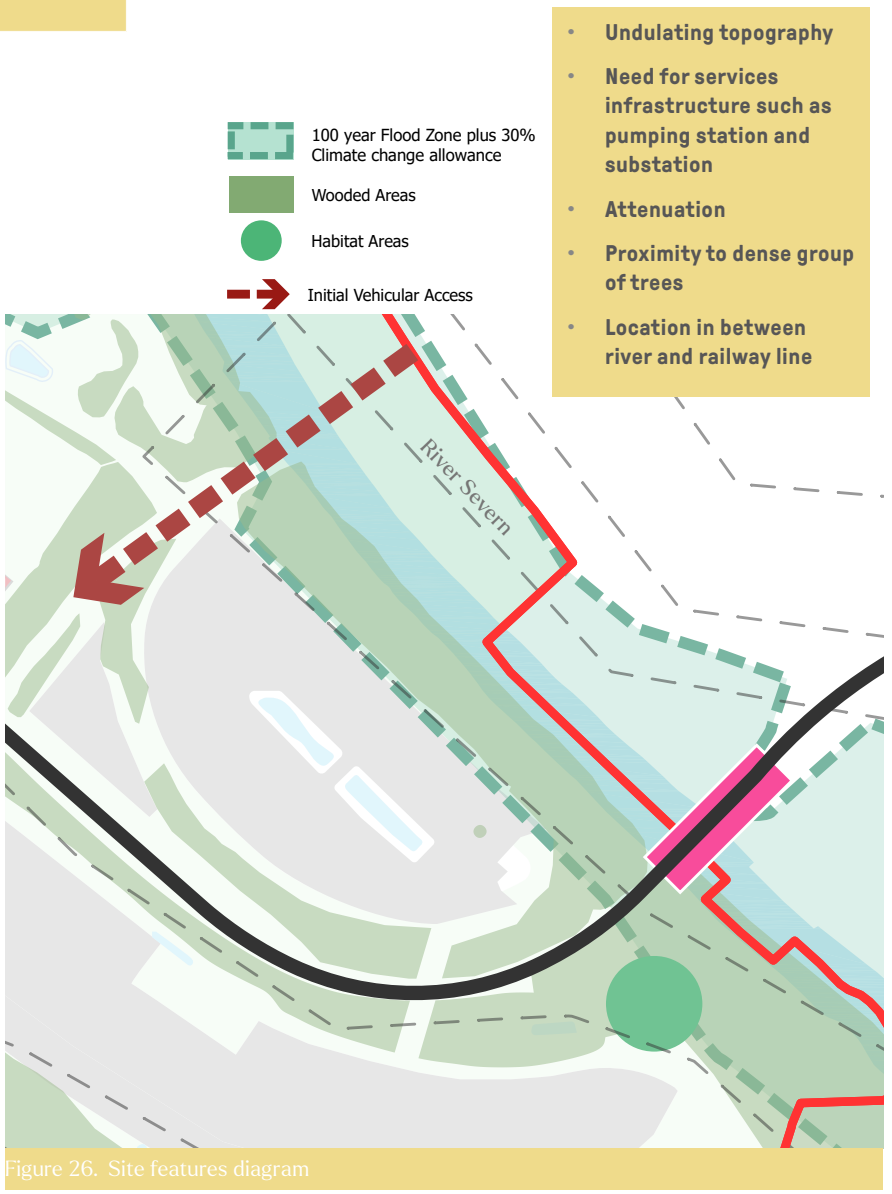
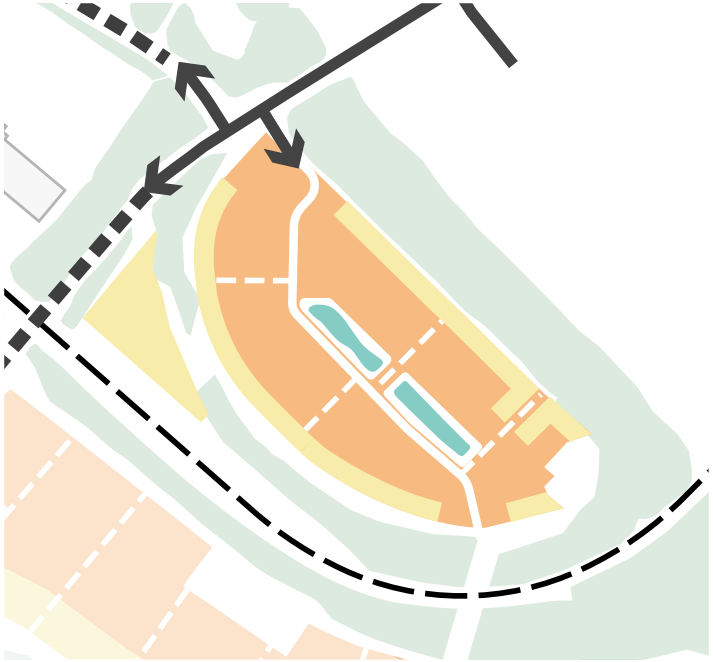


Figure 26. Site features diagram

LAYOUT

Density

- The Gateway development will be mostly medium density. The main central route will have a stronger development frontage and therefore a higher density. Around the development edge, densities will be predominately lower in response to its natural context.

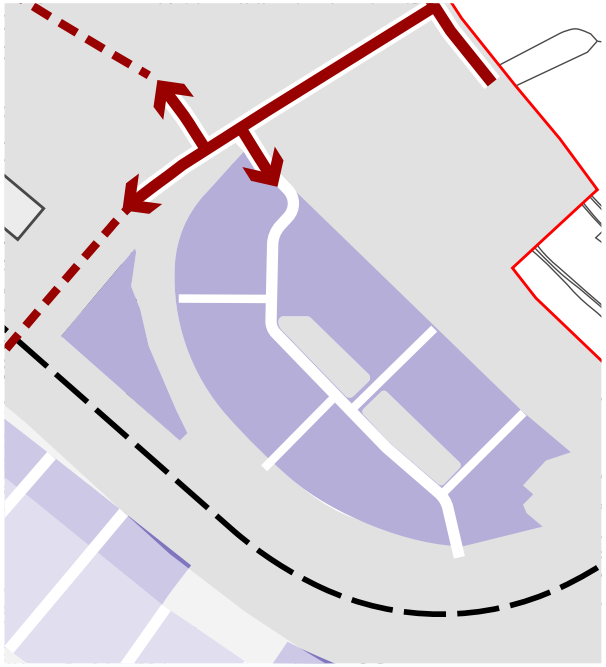


Lower Density - 15-30dph

Medium Density - 30-45dph

Storey Heights

- Development will be 2 and 2.5 storeys in height with opportunities for 3 storeys building located at key locations such as development entrance and edge frontage where detached houses are located.



Up to 2.5 Storeys
(up to 3 storeys in key locations)

Layout Typologies Framework

- Whilst the Edge Frontage character will be generally informal, a degree of formality will be provided at key nodes and along the central route to create further interest and contrast, mark and differentiate these key locations, and welcome people into the Site.

RESIDENTIAL FRONTAGE

Central Open Space Frontage

Green Edge

Landmark Building

Key Building

Scale and Massing

- Formal frontage around the entrance and central space and informal around the development edge.
- Predominantly detached dwellings along the northern and southern edges and semi-detached and terraced along main central space.
- Consistent building height along the site entrance and central space.
- Variation of building heights within the same block to emphasise informal character of the development edges.
- Dwellings to be up to 2.5 storeys (up to 3 storeys in key locations).

Building Typologies

Typologies proposed to be included within the Gateway are:

- Detached
- Semis
- Small terraces

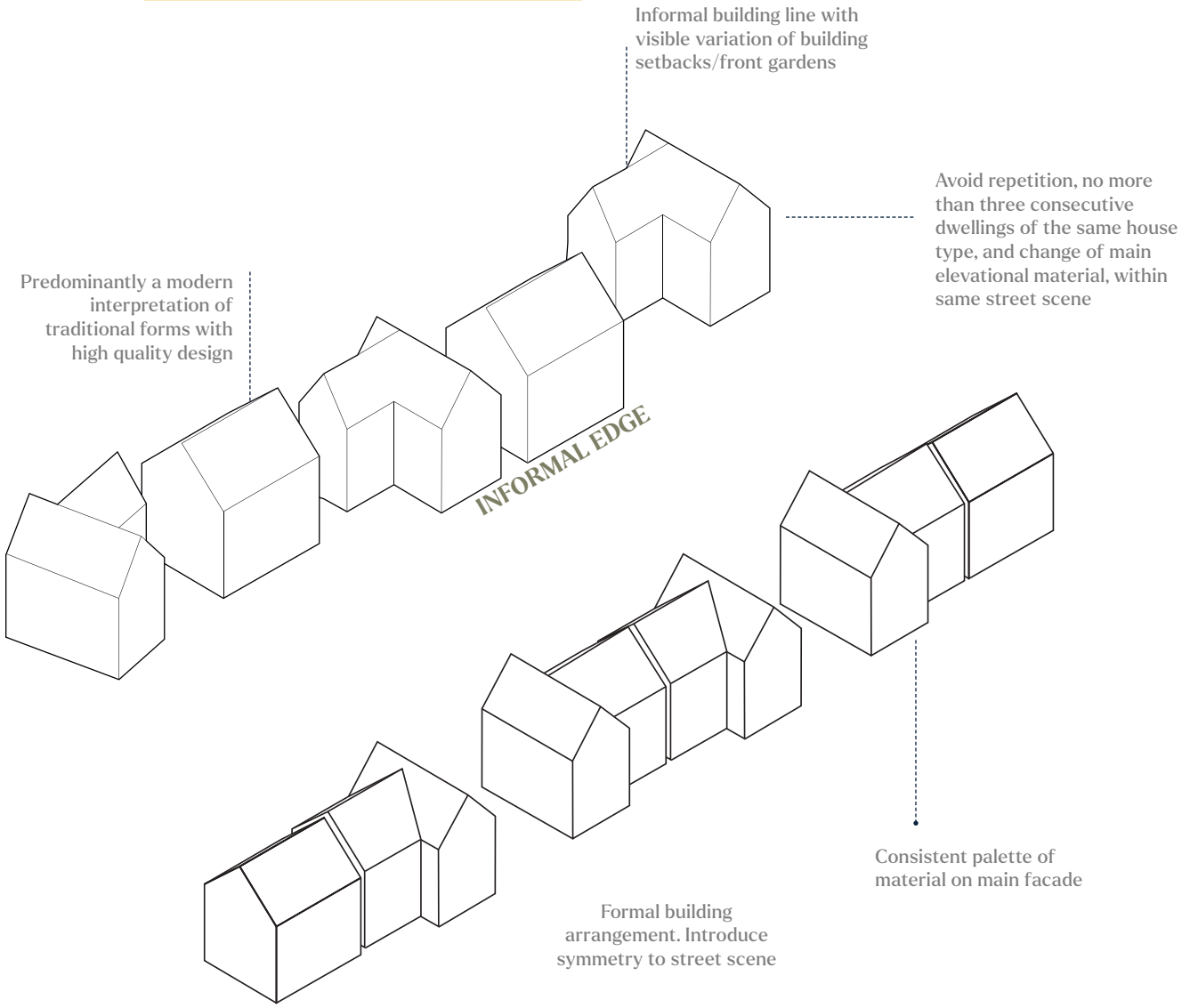


Figure 27. Gateway Frontage Typologies

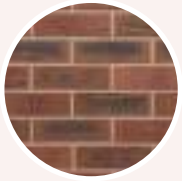
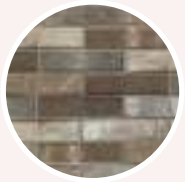
MATERIALS

Appearance and Materials

- Dwellings will predominantly have a contemporary interpretation of the local vernacular, which is very varied.
- A range of ridge heights and eaves levels with a variation in set back along the development edge; contrasting with a more formal and consistent building line along the site entrance and central space.
- Fenestration to have a contemporary feel and asymmetric form.
- The local building styles utilise brick detailing in a variety of forms (dentile, soldier, Flemish and stack bonds) generally using contrasting brick colours in red or blue and occasional use of timber panelling as accent material.

Facade: Typical/Alternate

- Red Brick with blue / contrast details and white render
- Multicoloured brick

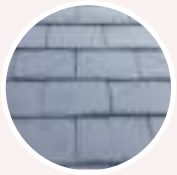



Landmark/Accent

- Timber panelling (subject to approved detailing)

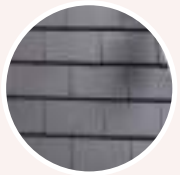
Roof: Feature

- Grey Slate effect/ colour



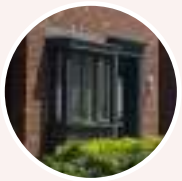
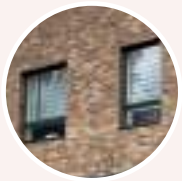
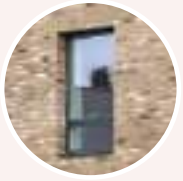
Roof: Typical

- Grey low profile clay effect/colour tile



Dormers / Windows / Bay

- Contemporary Grey windows
- Contemporary feature bay windows

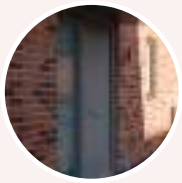
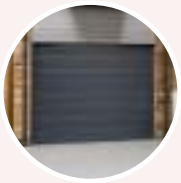




Details

- Brick corbels in contrasting colour
- Chimneys to have simple form. Material to be consistent with building

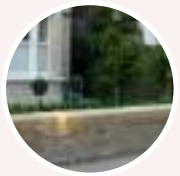
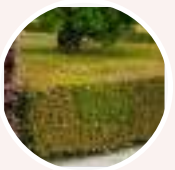

Doors and garage doors

- Framed and recessed door with window above
- Simple boarded door

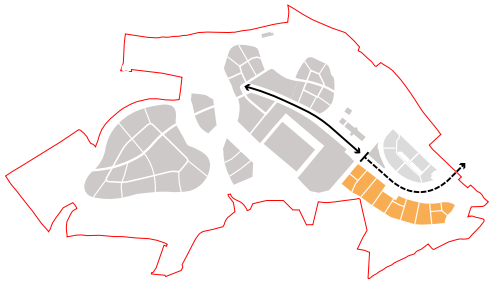



Boundary Treatments: Feature

- Low brick wall along key frontages. Avoid timber fencing for garden boundaries facing open space.
- Boxed hedges along the edge frontages.

12.CHARACTER AREA: TOWER WOODS



Formal

Local References

Historic reference to traditional cooling towers which stood in this location. Robust palette of materials with a combination of contemporary elements of architectural style.

Design Influences:

- The cooling towers
- Ironbridge

Location Overview

The Tower Woods character area is located on the eastern side of the Site, south of the railway line, where the cooling towers stood before demolition in 2019.

Access

Tower Woods is accessed via a main access route off Buildwas Rd.

Function

The Tower Woods area consists entirely of residential development.

Character Overview

This area will be predominantly formal in character to the north and internal streets with a contrasting informal southern edge. It responds to the design principles set out in the DAS sections 8.2 and 9.2,

Case Studies / Inspirations

The examples below, show a series of precedents which utilise similar materiality, fenestration and form to which we envisage within this character area. The formal building arrangements and materials framed by soft landscape create a distinctive character.

Town houses overlooking green

Render/red brick

Mews

Black cladding

Pedestrian Route

Site features

The adjacent plan identifies some of the key constraints which need to be considered.

The Tower Woods area is enclosed by woodland to the south and mature trees to the north. Topography is relatively flat and it sits above the railway track.

Coded Areas	Tower Woods
Openness / Enclosure	Enclosed narrow compartment with contained views and mature vegetation
Views in / out	Benthall Edge to south
Views internal	Views along frontages facing woodland edges and through side streets
Material References	Concrete, Terracotta Blocks, bricks.
Built Character Existing (Site)	Terracotta Cooling Towers Black Soot/coal/concrete
Built Character Existing (off-site)	None adjacent
Landscape Features	Enclosed by Mature Woodland
Topography	Relatively Flat. 55-60m aOD

Figure 28. Site features diagram

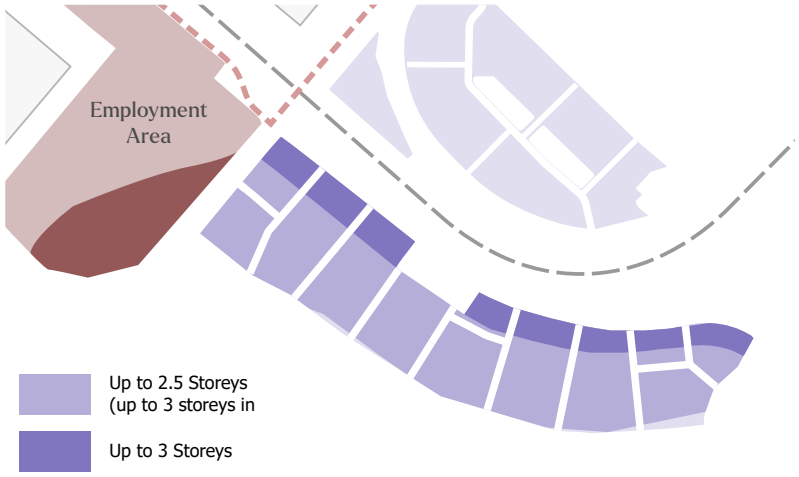
LAYOUT

Density

- Generally medium density development with lower density along the southern edge and higher density adjacent to employment area.

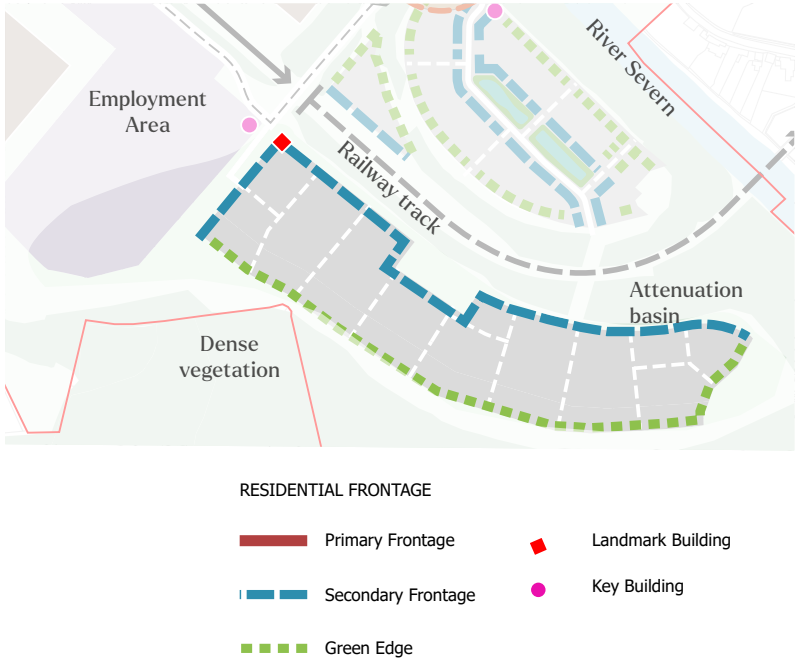
Storey Heights

Development to be predominantly 2 - 2.5 storeys in height with development up to 3 storeys along the northern edge facing the railway line.



Layout Typologies Framework

- Orthogonal development
- Outer main route running along development edge.
- The northern development edge consists of lower density, less formal development overlooking a transitional green space and beyond into the surrounding landscape.
- Rectangular blocks north/south aspect



BUILT FORM

Scale and Massing

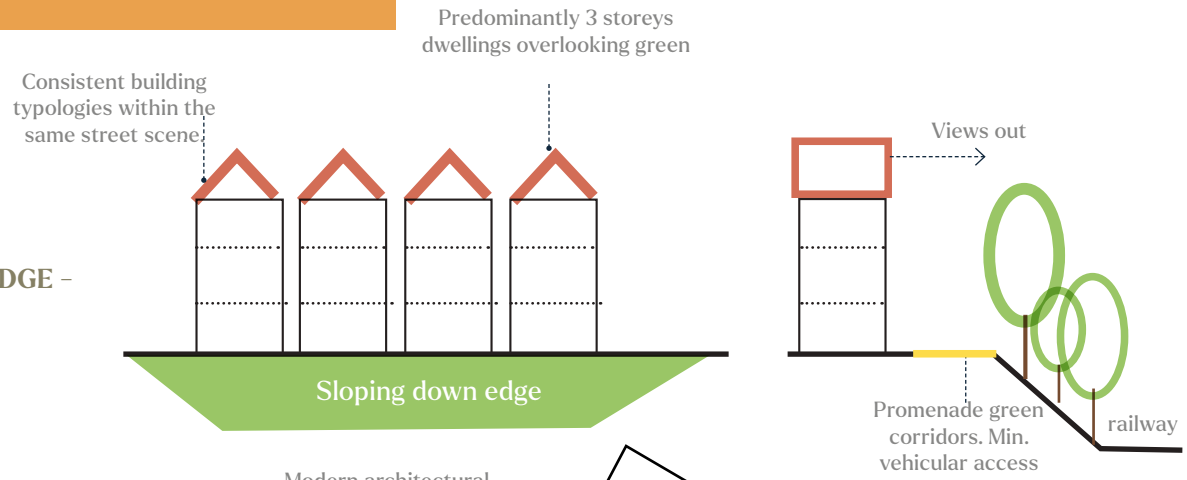
- Orthogonal development
- Combination of contemporary elements of design
- Shared streets.
- More compacted layout, forming more clearly defined street patterns.

Building Typologies

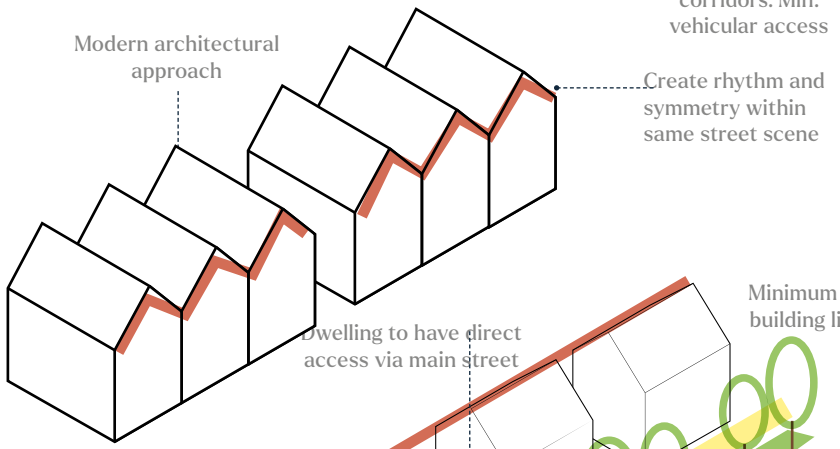
Building Typologies proposed to be included are:

- Detached
- Semis
- Terraces

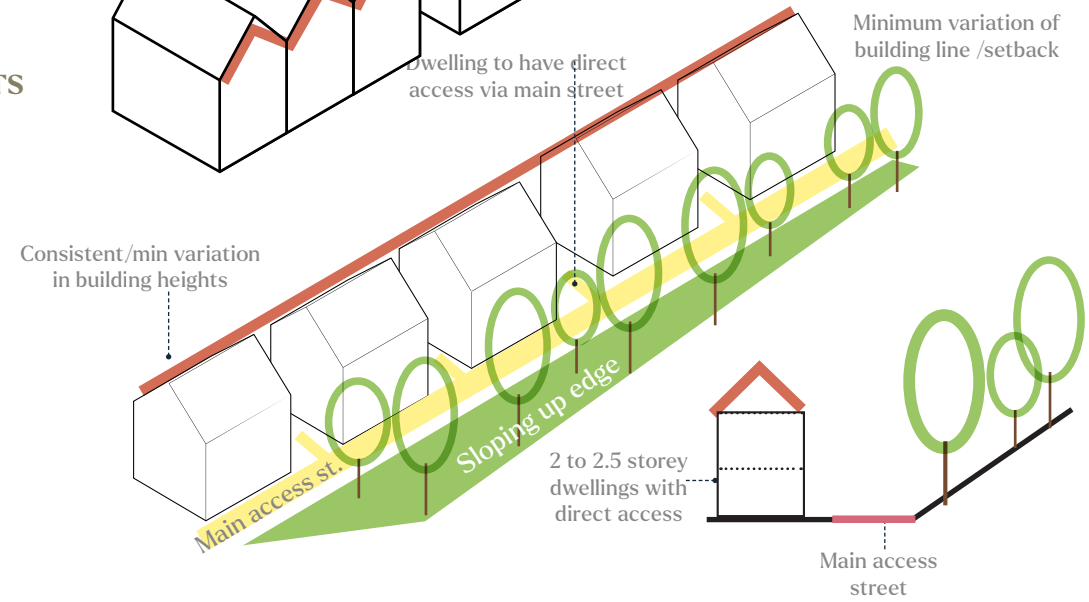
FORMAL EDGE – NORTH



FORMAL – INTERNAL STREETS



SOUTHERN EDGE: SEMI FORMAL



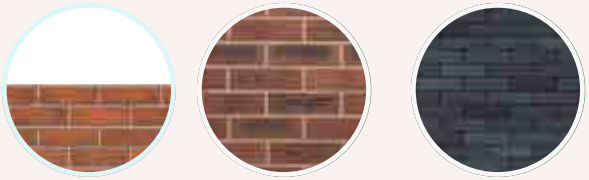
MATERIALS

Appearance and Materials

- Materials to represent terracotta and coal colours from cooling towers
- A range of ridge heights and eaves levels will be utilised with a variation in set back to create openings within the tight street arrangement.
- Fenestration will echo a traditional and contemporary blend.

Facade: Typical/Alternate

- Multi-coloured red brick
- contrast details and white render

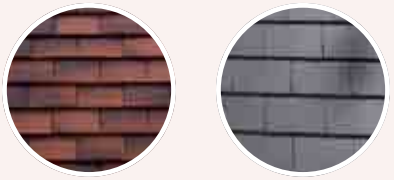


Roof: Feature

- Red Slate effect/colour

Roof: Typical

- Grey low profile clay tile effect/colour



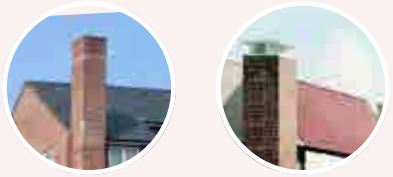
Dormers / Windows / Bays

- Contemporary Grey windows
- Contemporary feature bay windows
- Perpendicular brick lintels

(subject to approved detailing)

Details

- Brick Details on chimneys

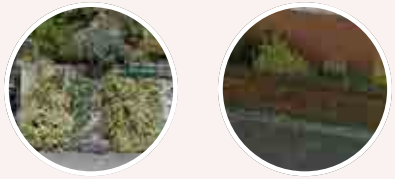


Doors and Garage Doors

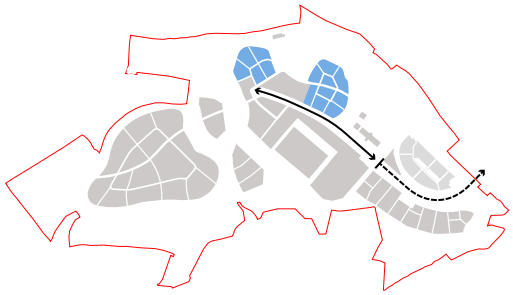
- Framed and recessed door with window above
- Contemporary door with window side panel

Boundary Treatments: Typical

- Low brick wall with brick on edge
- Boxed Hedges



13. CHARACTER AREA: RIVERSIDE



Formal

Local References

This character area will be influenced by and be responsive to architectural vernacular, materials and design elements as informed by:

- Buildwas
- Ironbridge
- Contemporary waterfront developments

Location Overview

The Riverside is the development parcel located immediately south of the River Severn.

Access

Access will be gained via the northern access point off Much Wenlock Road.

Function

The Riverside consists entirely of residential development.

Character Overview

The Riverside character area will have both formal and informal character. The river edge will include larger properties with an informal feel in contrast with dwellings neared the local centre and facing the Primary Street. It responds to the design principles set out in the DAS sections 8.2 and 9.2.

Case Studies / Inspirations

The examples below, show a series of precedents which utilise similar materiality, fenestration and form to which we envisage within this character area. The formal and informal building arrangements and building frontage framed by soft landscape will assist with the integration of the site into the local vernacular.

Consistent building frontage onto open space

Courtyard

Mews

Feature Dwelling

Pedestrian Route

FEATURES & PARAMETERS

The adjacent plan identifies some of the key constraints which need to be considered in the development of the Riverside character area. These include:

- Key views to the river.
- The proximity to proposed Local Centre and School
- Proximity to areas of flood risk
- Vegetation to be retained

Coded Areas	Riverside
Openness / Enclosure	Enclosed series of compartments contained with mature trees and filtered views
Views in / out	Filtered views to the river. Minimal views beyond.
Views internal	Short views to St Mary's & Tower Woods
Material References	Various, including render, painted brick and Brick
Built Character Existing (Site)	Pump House, Red Brick
Built Character Existing (off-site)	Properties opposite bank Buff/Brown/White/Grey
Landscape Features	Dense mature woodland belts and Mature Riparian Belt
Topography	Relatively Flat. 49-55m aOD

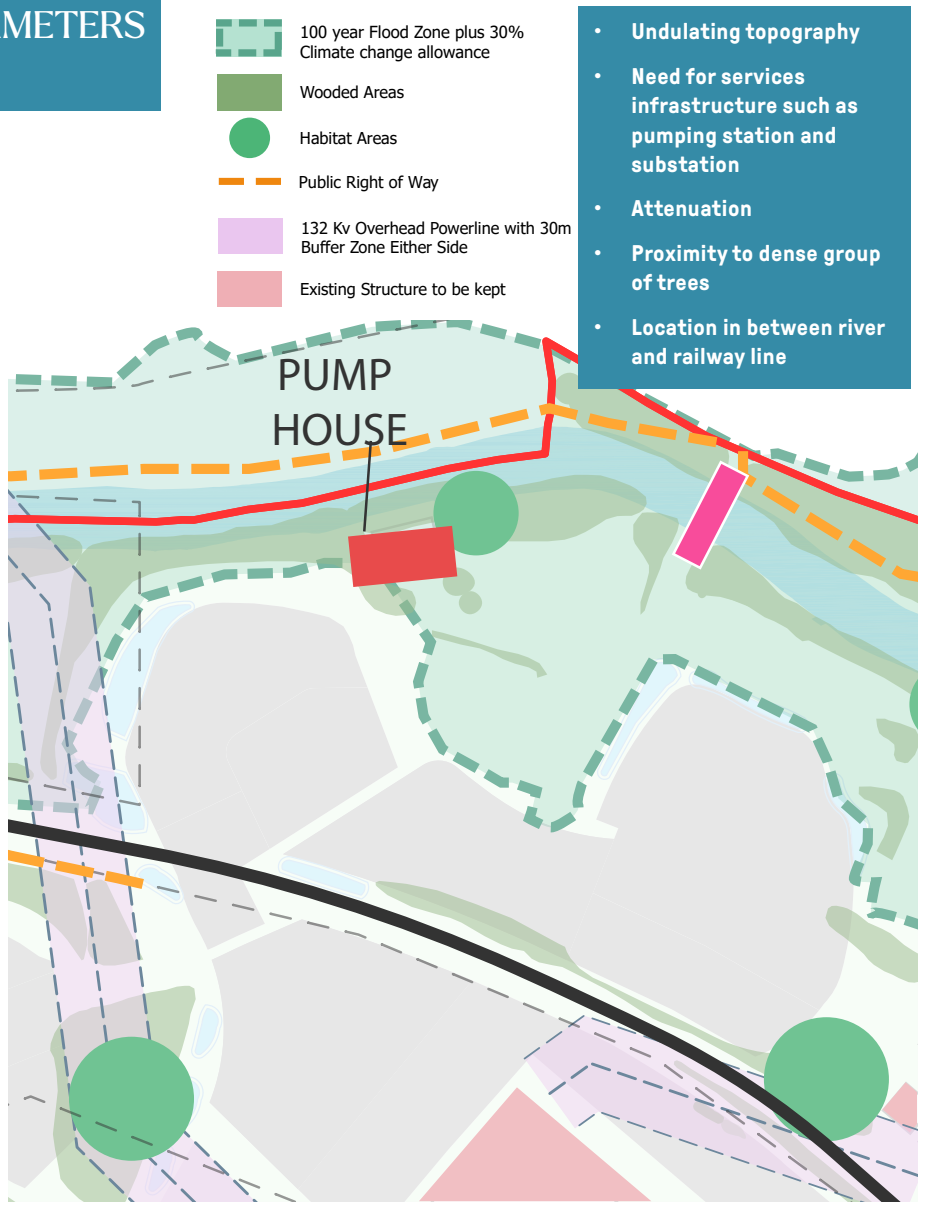


Figure 29. Site features diagram

LAYOUT

Density

Within the Riverside higher density development will be situated along the railway line and Local Centre with medium density between the higher density and low density northern edge.

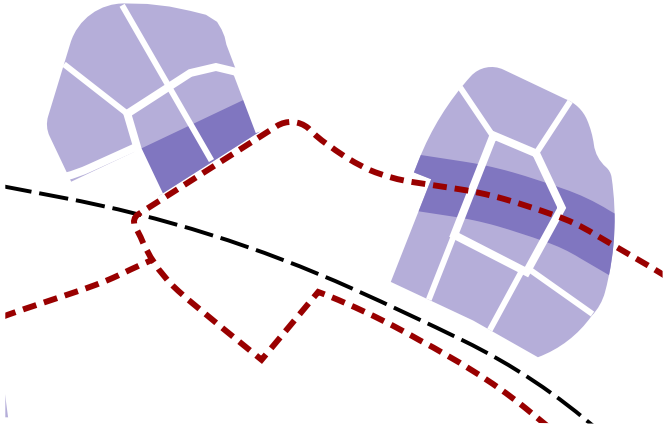
Lower Density - 15-30dph

Medium Density - 30-45dph

High Density - 45-60dph

Storey Heights

Building heights will be predominantly 2 - 2.5 storeys in height with development up to 3 storeys.

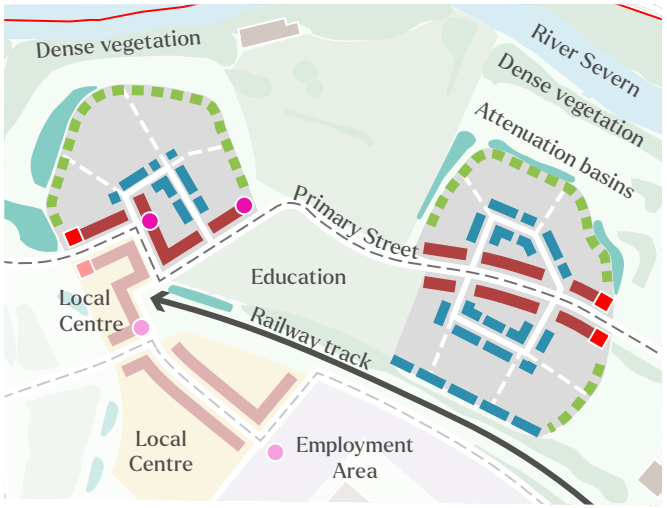


Up to 2.5 Storeys (up to 3 storeys in

Up to 3 Storeys

Layout Typologies Framework

- Organic block structure. Key and landmark buildings at key locations to create vistas and terminate views.
- Development parcels are structured along Primary Street spine, connecting residential areas to Local Centre and other amenities including school and employment area.
- The northern edge is defined with informal buildings arrangements of varied orientation to maximise views to the open landscape. Frontage along Primary Street to have formal and continuous building line to create a sense of enclosure.



RESIDENTIAL FRONTAGE

Primary Frontage

Secondary Frontage

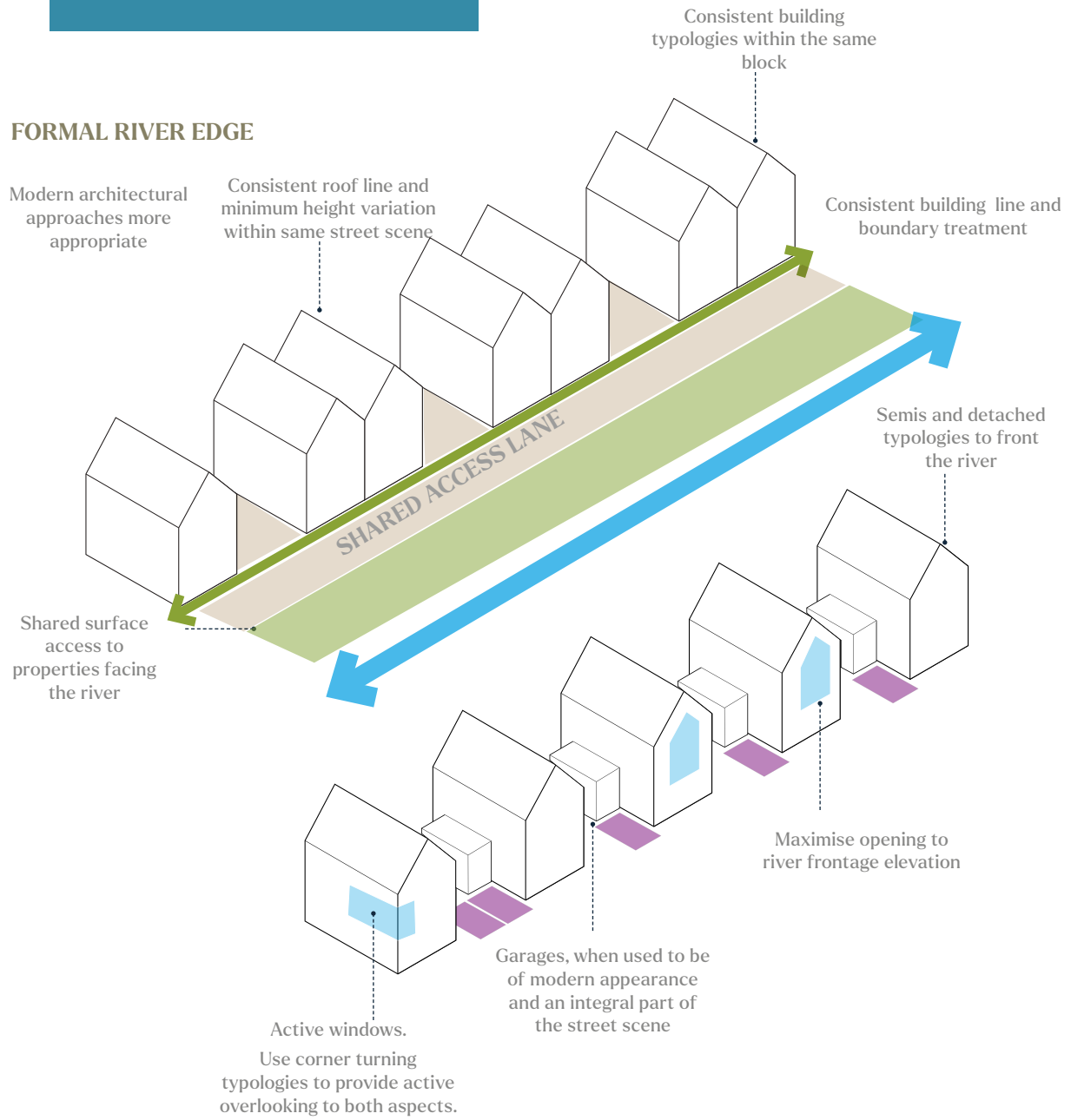
Green Edge

Landmark Building

Key Building

Scale and Massing

- Residential Development within the Riverside will consist predominantly of informal, detached dwellings along the northern frontage to the river and a more formal approach to the remaining areas..
- Building Lines along the northern boundary and development edges should be stepped to create interest and increase variation with more formal building lines along tertiary streets and railway corridor.
- Repetition within blocks will create rhythm
- Consistent height within blocks up to 3 storeys



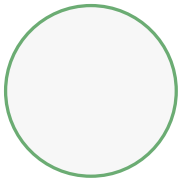
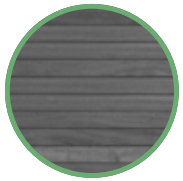
MATERIALS

Appearance and Materials

- Dwellings in this character area will have a more contemporary appearance.
- A range of ridge heights and eaves levels will be utilised with a variation in set back to create openings within the tight street arrangement.
- Fenestration will echo traditional styles becoming more contemporary moving east and south through the area.
- The local building styles utilise brick detailing in a variety of forms (dentile, soldier, Flemish and stack bonds) generally using contrasting brick colours in red, buff or blue.

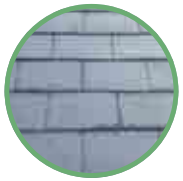
Facade: Typical/Alternate

- Red Brick with white render and timber cladding

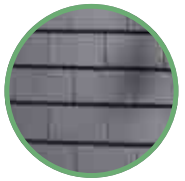
Roof: Feature

- Grey Slate effect/colour



Roof: Typical

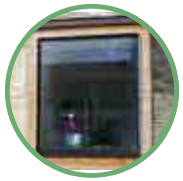
- Grey low profile clay tile effect/colour



Dormers / Windows / Bays

- Contemporary Grey windows
- Contemporary feature bay windows
- Stone surrounds



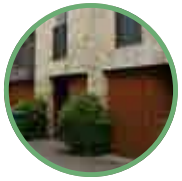


Details

- Brick Details on chimneys
- Brick corbels in contrasting colour
- Dentile brick detailing beneath eaves


Doors and Garage Doors

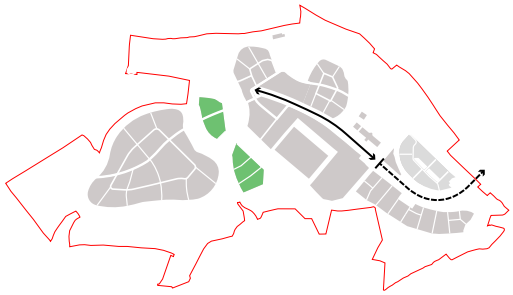
- Framed and recessed door with window above
- Simple boarded door with brick arch


Boundary Treatments: Feature

- Stone Wall with coping
- Brick Wall With Railing & Pier
- Low brick wall with brick on edge


14.CHARACTER AREA: WOODLAND



Informal

Local References

This character area will be influenced by and be responsive to architectural vernacular, materials and design elements as informed by:

- Coalbrookdale;
- Coalport
- Buildwas Abbey Ruins

Location Overview

The Woodland character area is located to the west and south of the railway corridor.

Access

Northern parcel to be accessed via the Primary Street and Southern parcel, via a secondary route that runs between proposed local centre and employment.

Function

The Woodland consists entirely of residential development.

Character Overview

Predominantly informal in character with increased formality along the Primary Street. This area is to be rustic in form; loose identity in response to the natural and organic nature of its immediate context, and soft palette of materials to complement its bounding areas of mature woodland. It responds to the design principles set out in the DAS sections 8.2 and 9.2.

Case Studies / Inspirations

The examples below, show a series of precedents which utilise similar materials, fenestration and form to which we envisage within this character area. The informal building arrangements and building frontage framed by soft landscape will assist with the integration of the site into the local setting

Detached dwellings with outer-building

Detached dwellings overlooking open space

Feature Dwelling

Detached units within a woodland setting

Mews

Pedestrian Route

Site features

The adjacent plan identifies some of the key constraints which need to be considered in the development of the Woodland character area. These include:

- Two self contained development parcels separated by steep topography.
- Adjacent to existing PRoW.
- Overhead power lines to the eastern edge of the Woodland character area.

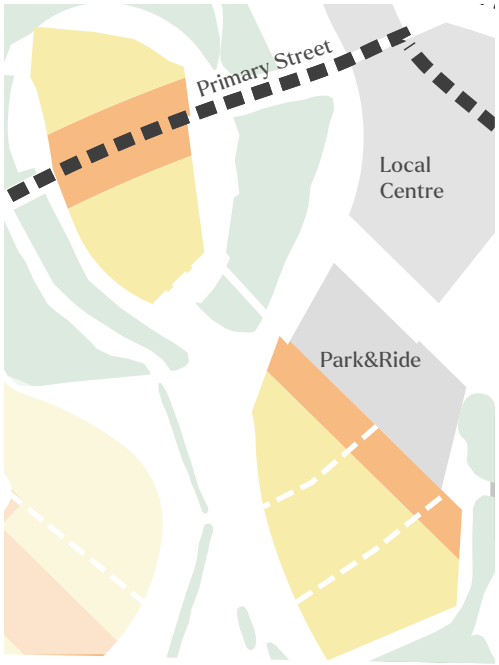
Coded Areas	Woodland
Openness / Enclosure	Enclosed to the south and west open internally to the north and east
Views in / out	No external views.
Views internal	Filtered views to Local centre.
Material References	Various Stone (including reconstituted), render, brick and painted brick
Built Character Existing (Site)	Industrial Steel and aluminium Structures associated with moving coal.
Built Character Existing (off-site)	None adjacent
Landscape Features	Dense mature woodland
Topography	Relatively Flat. 55-65m aOD

Figure 30. Site features diagram

LAYOUT

Density

- Within the Woodland area, development will be predominately low density, enclosed by dense vegetation.

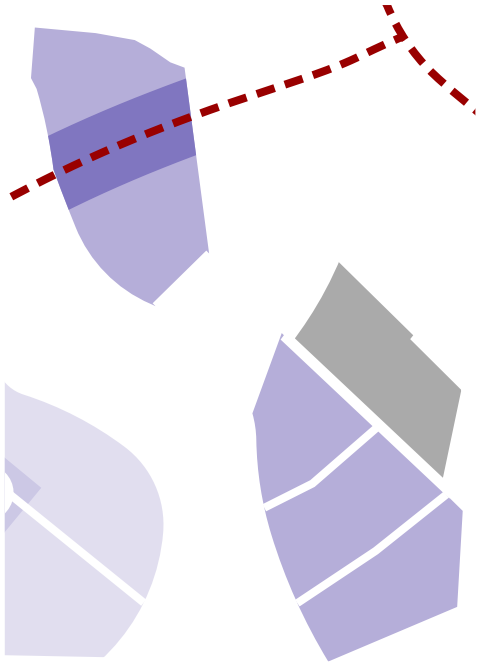


Lower Density - 15-30dph

Medium Density - 30-45dph

Storey Heights

- Development will be predominantly 2 – 2.5 storeys in height with development up to 3 storeys located facing the Primary Street.



Up to 2.5 Storeys (up to 3 storeys in

Up to 3 Storeys

Layout Typologies Framework

- Organic block structure (northern parcel) and back to back block structure (southern parcel)
- Development edges to have informal frontages and varied building lines to reflect the organic and naturalistic woodland character and open landscape.

RESIDENTIAL FRONTAGE

Primary Frontage

Secondary Frontage

Green Edge

Landmark Building

Key Building

Scale and Massing

Development will consist predominantly of informal, detached and semi-detached dwellings with some terraced a more formal development along the Primary Street.

Building Lines to vary to provide an informal feel to area.

Building Typologies

Building Typologies proposed to be included are:

- Detached
- Semis

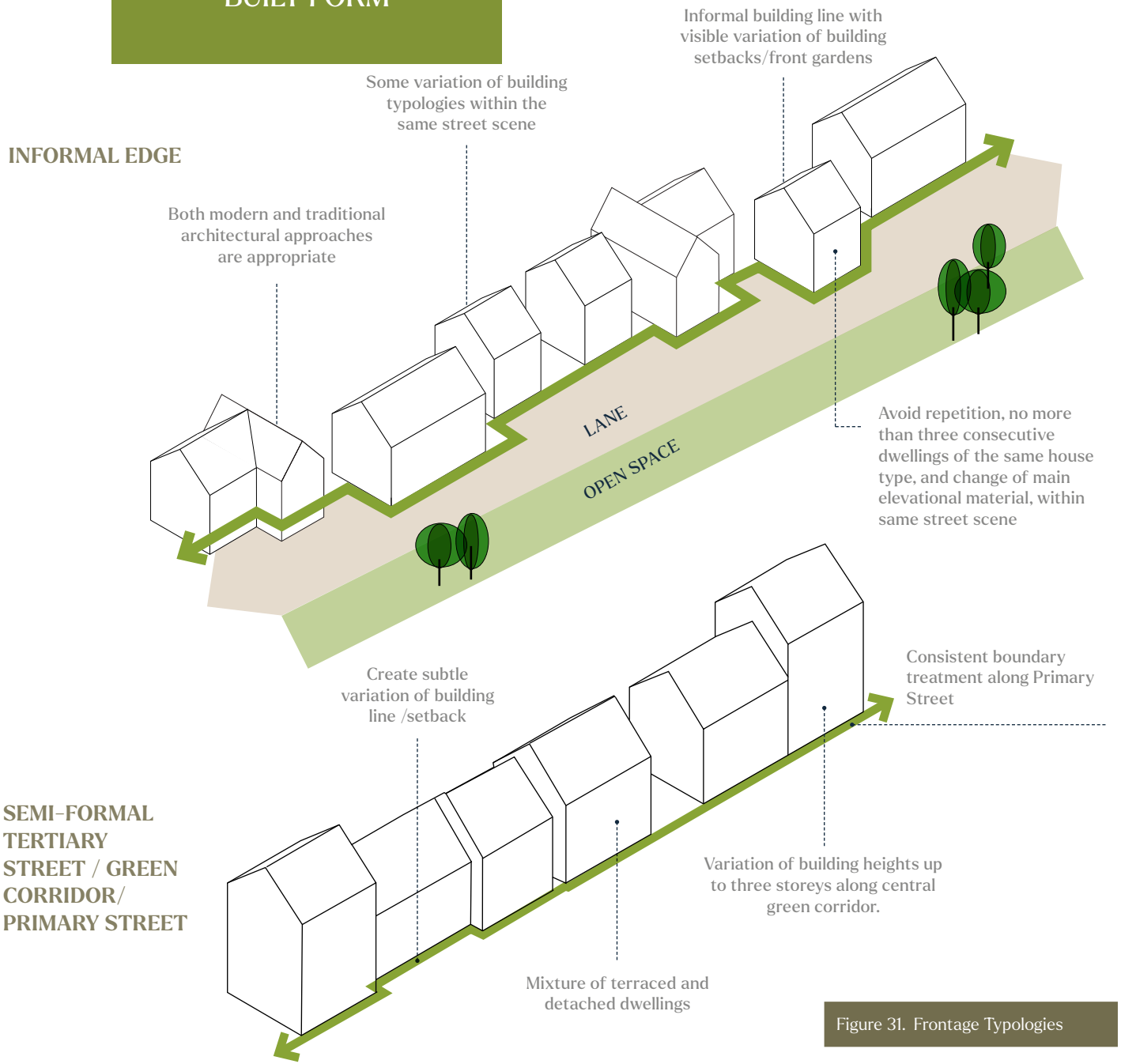


Figure 31. Frontage Typologies

MATERIALS

Appearance and Materials

- Dwellings in this character area will have a more informal appearance similar to that found in the local villages of Ironbridge, Madeley and Much Wenlock albeit in a more contemporary architectural approach.
- A range of ridge heights and eaves levels will be utilised with a variation in set back to create openings within the tight street arrangement.
- Fenestration will echo traditional styles becoming more contemporary moving east and south through the area.
- The local building styles utilise brick detailing in a variety of forms (dentile, soldier, Flemish and stack bonds) generally using contrasting brick colours.

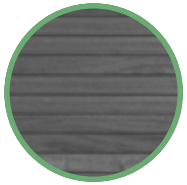
Facade : Feature

Sandstone

Facade: Typical/Alternate

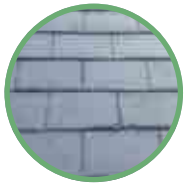
- Red Brick with blue /timber cladding/sandstone plinth contrast details





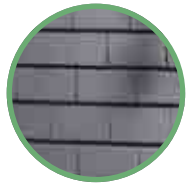
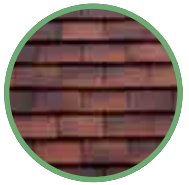
Roof: Feature

- Grey Slate



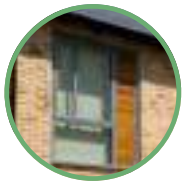
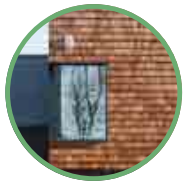
Roof: Typical

- Grey/red low profile clay tile

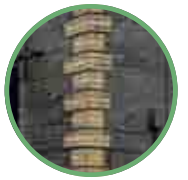
Dormers / Windows / Bay

- Sash windows with arched brick
- Slumped lintel and cill stone
- Stone surround

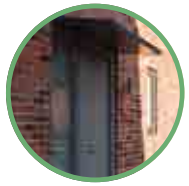
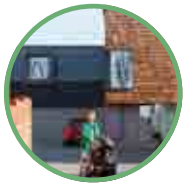

Details

- Brick Details on chimneys
- Brick corbels in contrasting colour
- Dentile brick detailing beneath eaves


Doors and garage doors

- Framed and recessed door with window above
- Simple boarded door with brick arch

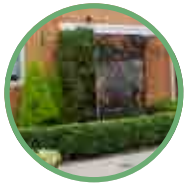




Boundary Treatments: Feature

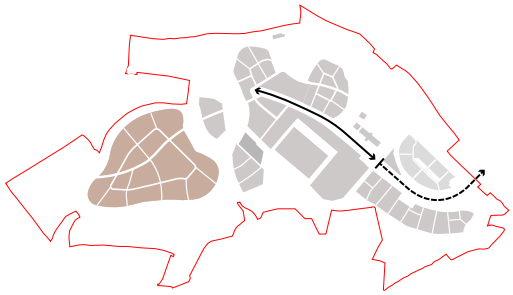
- Stone Wall with coping
- Brick Wall With Railing & Pier
- Low brick wall with brick on edge

Boundary Treatments: Typical

- Hedges
- Low brick wall with brick on edge



16. CHARACTER AREA: VILLAGE



Informal

Local References

This character area will be influenced by and be responsive to architectural vernacular, materials and design elements as informed by:

- Buildwas
- Ironbridge
- Buildwas Abbey Ruins

Ironbridge Village - View from the Ironbridge

Location Overview

The Village is located to the north of the main spine road in the north western area of the site, close to the principle site access from the west.

Access

The Village is accessed from the main spine road to the south through the Village Avenue.

Function

The Village consists entirely of residential development.

Character Overview

The Village character area be predominantly informal in character with increased formality along key routes and the main spine road to the south. It responds to the design principles set out in the DAS sections 8.2 and 9.2.

Case Studies / Inspirations

The examples below, show a series of precedents which utilise similar materiality, fenestration and form to which we envisage within this character area. The informal building arrangements and building frontage framed by soft landscape will assist with the integration of the site into the local vernacular.

Feature Bay window

Courtyard

Mews

Feature Dwelling

Pedestrian Route

Site features

The adjacent plan identifies some of the key constraints which need to be considered in the development of the Village character area. These include:

- Key "end vista" views to the north and north west towards the Severn Valley, Buildwas and Buildwas Abbey.
- The proximity of Buildwas Quarry to the north.
- Ancient woodland to the south.

Coded Areas	Village
Openness / Enclosure	Elevated prospect, open to the north & west with views across & up the valley.
Views in / out	Views out north and west, views in from adj. hilltops and Wrekin.
Views internal	Within the character area but non between areas
Material References	Various Stones (including reconstituted), render, brick and painted brick
Built Character Existing (Site)	1980's approx Brick Built Building
Built Character Existing (off-site)	Buildwas Abbey & Manor, Quarry, Buildwas Village
Landscape Features	Delineated by hedgerows, Few hedgerow trees,
Topography	Undulating and sloping northward 55-91m aOD

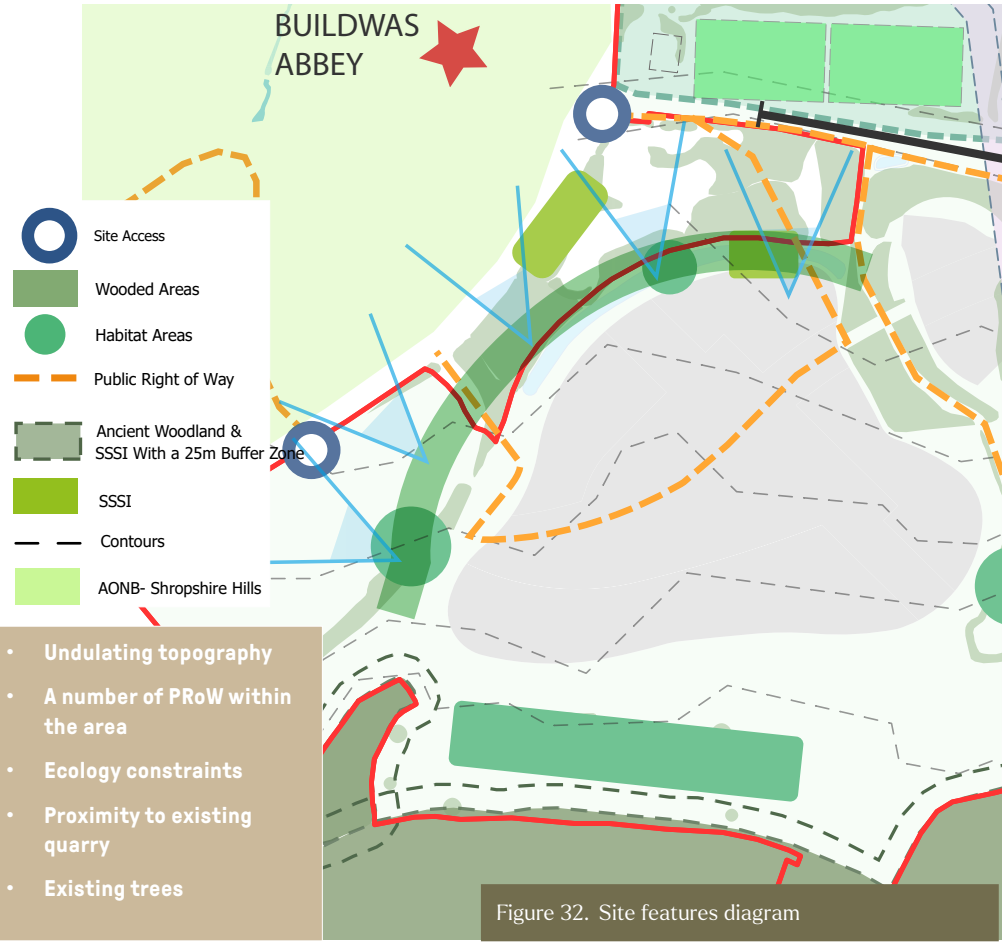


Figure 32. Site features diagram

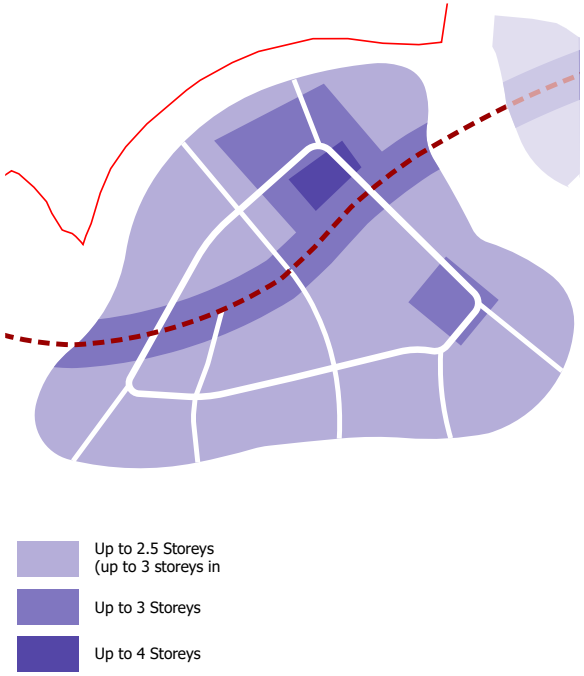
LAYOUT

Density

Within the Village higher density development will be situated overlooking the central green space with medium density development along the central green corridor and tertiary streets with lower density along the northern edge.

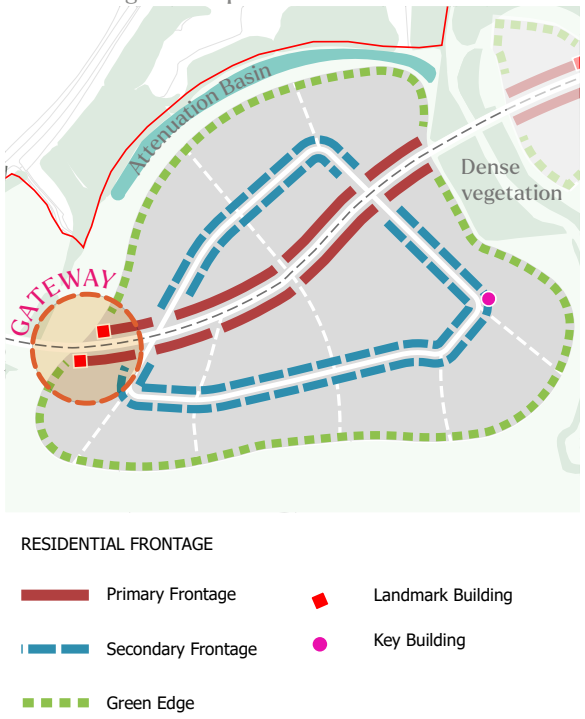
Storey Heights

Development within the Village will be predominantly 2 - 2.5 storeys in height with development up to 3 storeys located centrally along the north-south green corridor and up to 4 storeys onto the central green adjacent to the Village Avenue.



Layout Typologies Framework

- The Primary and Secondary Streets will have a semi-formal character with building frontage enclosing these streets. A secondary loop connects with the tertiary road network to provide direct access to dwellings.
- Varied block structure including back to back and mews type blocks.
- Landmark buildings at gateway to mark arrival and vistas from Much Wenlock Road.
- The northern development edge consists of lower density, less formal development overlooking a transitional green space and beyond into the surrounding landscape.



Scale and Massing

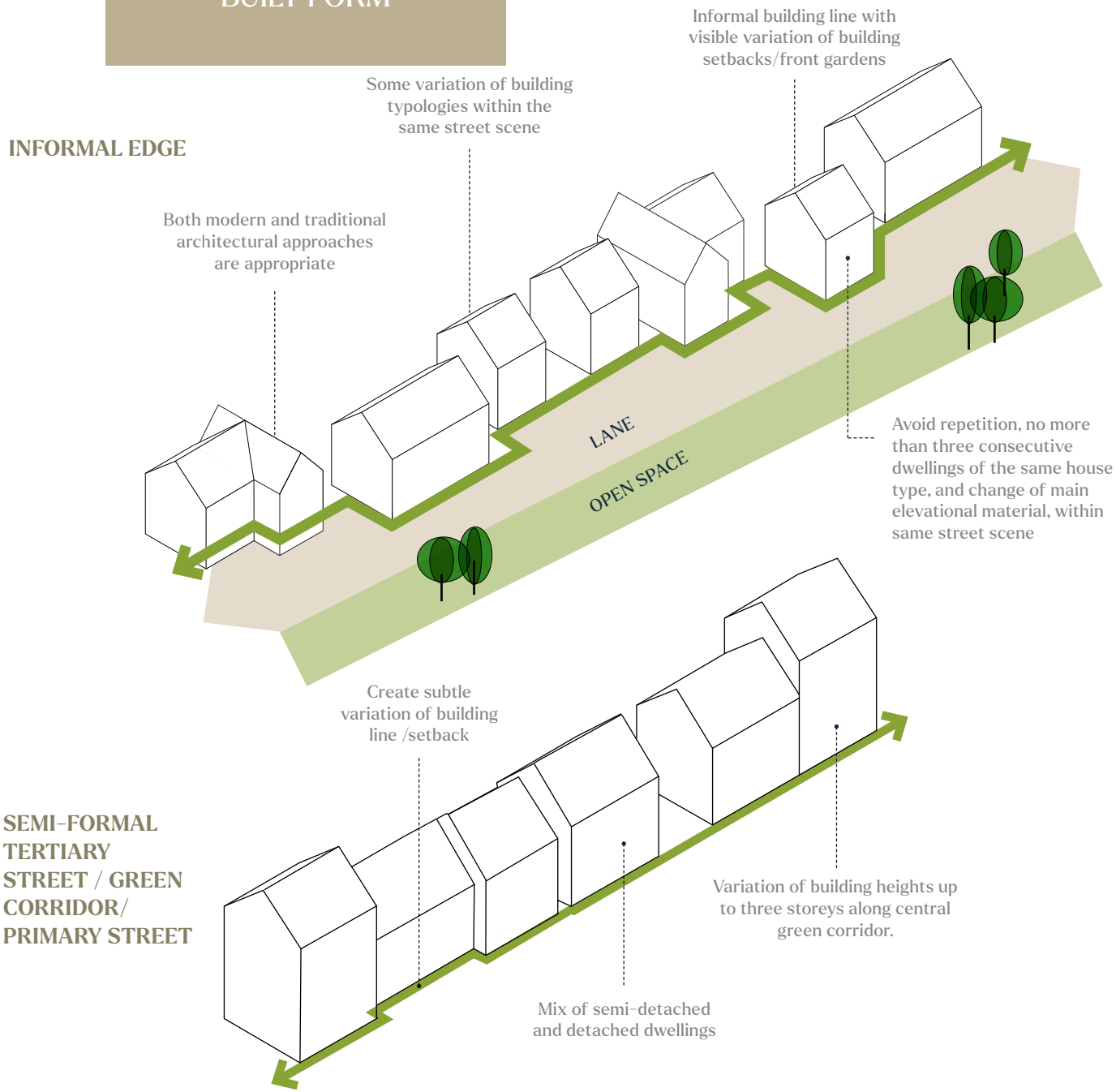
Residential Development within the Village will consist predominantly of informal, detached dwellings along the northern boundary and throughout with some terraced a more formal development along key tertiary roads and central green spaces.

Building Lines along the northern boundary and development edges should be stepped to create interest and increase variation with more formal building lines along tertiary streets and the central green corridor.

Building Typologies

Building Typologies are detailed in section 4.2 of this Design Code. Typologies proposed to be included within the Village are:

- Detached
- Semis
- Terraces



MATERIALS

Appearance and Materials

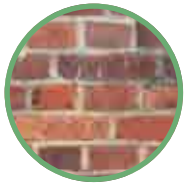
- Dwellings in this character area will have a more informal traditional appearance similar to that found in the local villages of Ironbridge, Madeley and Much Wenlock.
- A range of ridge heights and eaves levels will be utilised with a variation in set back to create openings within the tight street arrangement.
- Fenestration will echo traditional styles becoming more contemporary moving east and south through the area.
- The local building styles utilise brick detailing in a variety of forms (dentile, soldier, Flemish and stack bonds) generally using contrasting brick colours

Facade : Feature

Sandstone

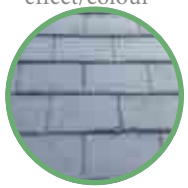
Facade: Typical/Alternate

- Red Brick with blue / contrast details and white render



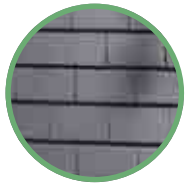

Roof: Feature

- Grey Slate effect/colour



Roof: Typical

- Grey low profile clay tile effect/colour



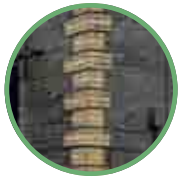
Dormers / Windows / Bay

- Sash windows with arched brick
- Slumped lintel and cill stone
- Stone surround



Details

- Brick Details on chimneys
- Brick corbels in contrasting colour
- Dentile brick detailing beneath eaves


Doors and garage doors

- Framed and recessed door with window above
- Simple boarded door with brick arch



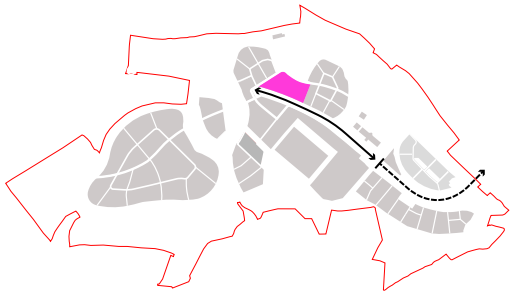
Boundary Treatments: Feature

- Stone Wall with coping
- Brick Wall With Railing & Pier
- Low brick wall with brick on edge


Boundary Treatments: Typical

- Brick Wall With Railing & Pier
- Low brick wall with brick on edge

17.SCHOOL



Layout

- Create zones for pick up / drop off, arrival and for secure activities.
- Design out school runs dependent on cars.
- Safe pedestrian, cycle and vehicular access to school.
- School boundary clearly marked and defensible while allowing inter visibility.
- Create opportunities for growing produce within school site and forest school.

Scale

- Maximum building height of 10.5m, a single storey main building with varied roof heights to create richness in character.

Massing

- Frontage to address Local Centre.
- Entrance to create focal point visible from Central Park.

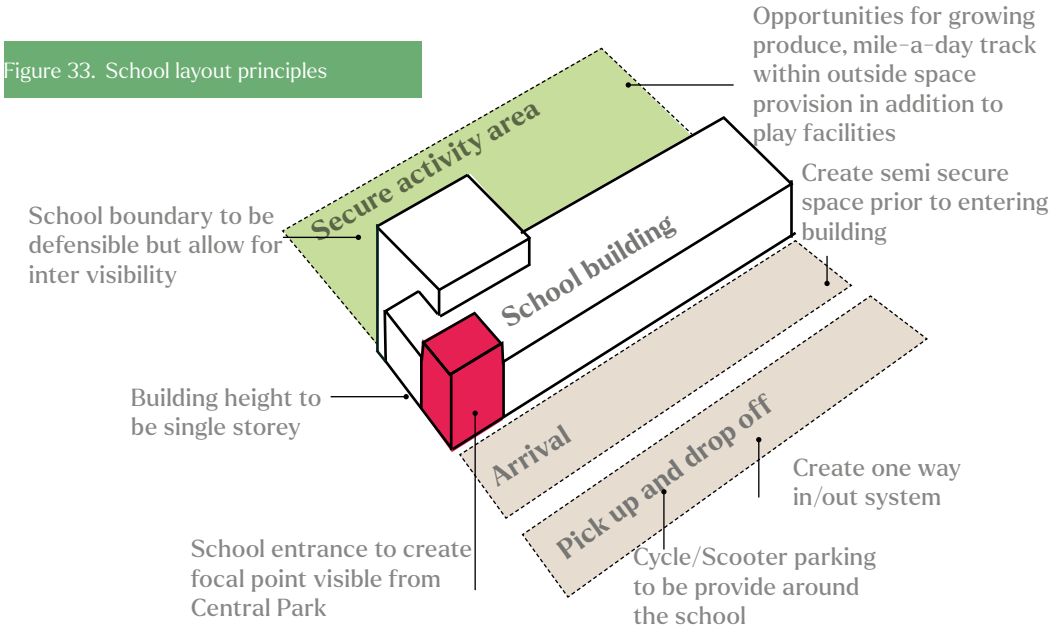
Roof type

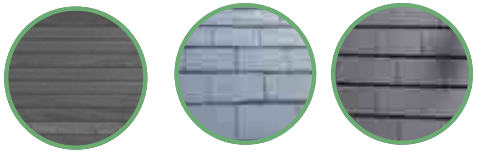
- Variation of roof type and orientation to provide interest.

Appearance

- Modern architectural appearance with large openings to maximise natural lighting.
- Consider the use of sustainable features such as green roofs and solar panels to provide children with hands on learning on how to reduce environmental impact from buildings.
- Engage with local schools to influence design of new school.

Figure 33. School layout principles





Facade: Typical/Alternate

- Red, or blue brick/ contrast render, timber framing or stone

Roof

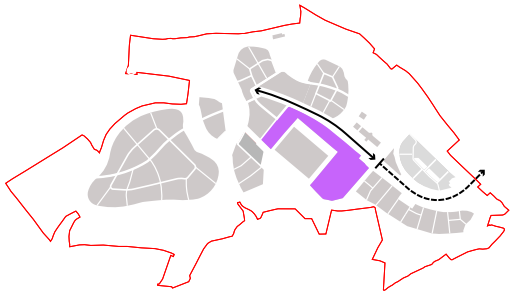
- Grey Slate/Gray plain clay

Forest school opportunities and Safe pedestrian approach to school.

The school entrance creates a focal point at the end of a vista. Single storey building with varied heights and roof styles.

School boundary to be clearly marked and defensible while allowing inter visibility

18. EMPLOYMENT



The employment uses screen the sub station from the residential areas.

Scale

2 to 4 storeys.

Massing

- Continuous frontage to address Local Centre.
- Entrance to create focal point roof type
- Variation of roof type and orientation to provide interest.

Appearance

- Modern architectural appearance with large openings to maximise natural lighting.
- Consider the use of sustainable features where feasible, such as green roofs and solar panels to provide children with hands on learning on how to reduce environmental impact from buildings.

Layout

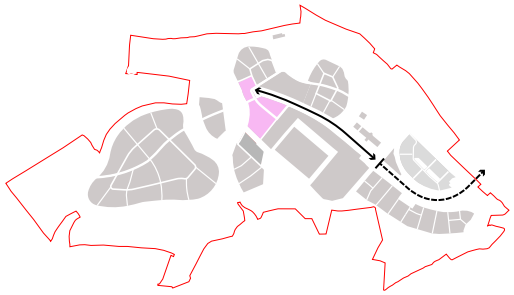
A mix of medium to small scale buildings to accommodate offices, workshops, small scale manufacturing and warehousing.

The majority of employment is to be located around the larger electricity sub station to provide a transition between the service building and residential.

Timber and red brick low scale building

Large opening within corner to provide natural lighting and address public realm.

19. MIXED USE LOCAL CENTRE



Scale

- Consistent building height with increase to height at focal corner point.
- Mixed use building to have a minimum of 3 to 4 storeys with retail on ground floor and 2 storeys of residential above.

Massing

- Continuous frontage

Roof type

- Variation of roof type and orientation to articulate frontage

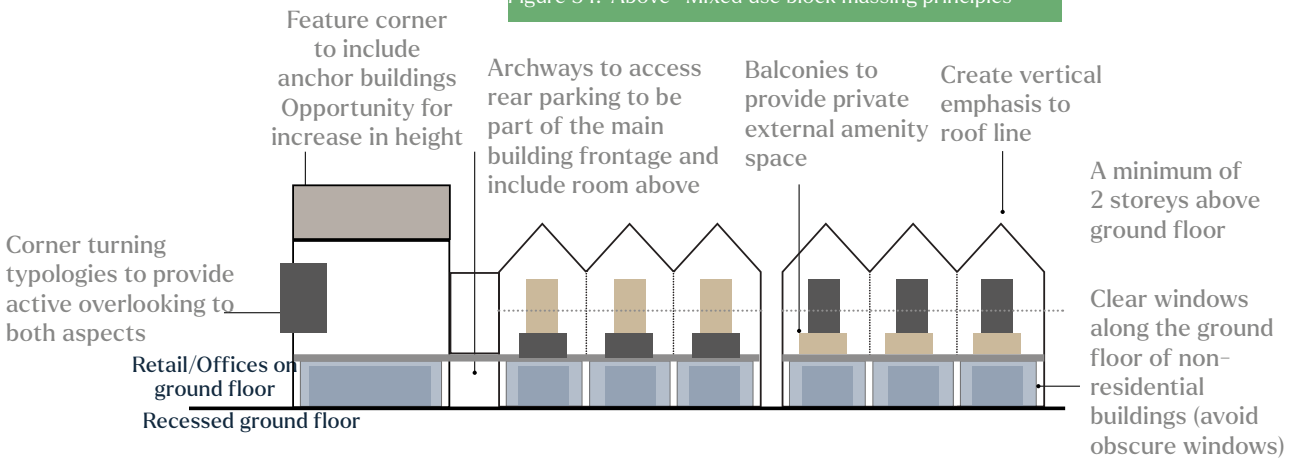
Appearance

- Multiple gables
- Architectural elements to create vertical emphasis and rhythm
- Clearly marked entrance to residential units
- Ground floor to be marked by architectural features i.e. portico/ colonnade, change of materials
- Include balconies for residential units above ground level
- Architectural features and extra height to emphasize corner
- Create symmetry within same development block and the within the overall street scene. Asymmetric composition can be used providing it is aesthetically pleasing and of good design quality.

- Local Centre frontage to enclose and overlook car parking, with clearly identified access

- Mixed use building in key location to mark key visual focal point; recessed ground floor to provide colonnade for shoppers

Figure 34. Above- Mixed use block massing principles



Facade : Feature

Sandstone

Facade: Typical/Alternate

- Red Brick with blue / contrast details and white render

Roof: Feature

- Grey Slate

20. PLANNING CONDITIONS COMPLIANCE

Condition 5a

Individual items from condition		Compliance within Design Code
1) Strategic Design Principles:		
i. The approach to design quality and its consistent implementation;	✓	Section 2
ii. The overall vision and character of the development and its setting;	✓	Section 1
iii. The form and character of the site and the vision for Ironbridge Power Station Development and the surrounding area of Buildwas and Ironbridge.	✓	Section 1, 4, 10.1, 10.2
iv. Design objectives for key areas of the development including local centre, park and ride, retail and heritage assets.	✓	Sections 17, 18, 19
v. Sequential design principles for the 'approach, entrance and arrival' to key gateways from the existing transport network, internal junctions and primary destinations such as the local centre, primary school, retail and park and ride facilities.	✓	Section 5.1, 5.2
vi. The approach and design principles to urban form, space and architectural styles to respect the contextual analysis of Ironbridge and Buildwas characteristics.	✓	Section 10.1, 10.2 & 11-16
vii. The rationale of character districts identifying primary characteristics and differences.	✓	Section 10
viii. The approach to designed traffic speeds.	✓	Section 6.3 to 6.6
ix. The approach and design of blocks, the principles of their structure, building typologies, back-to-back distances, car parking, cycle parking and storage, refuse storage and collection, and servicing for commercial properties.	✓	Sections 7, 8 & 9
x. The approach, hierarchy, design principles, species and pallet of materials of hard and soft landscaping in the townscape.	✓	Sections 5
2) Detailed Design Elements		
i. The creation of character areas and neighbourhoods addressing the principles of the mix of uses;	✓	Sections 11 to 16
ii. The location, mass, density, heights, form and design parameters for the buildings in each character area/phase;	✓	Sections 11 to 16
iii. A design framework, including material palettes, landscaping, site constraints, and historical influence for each architectural character area;	✓	Section 11 to 16
iv. The conceptual design and approach to the public realm, including enclosure, natural surveillance, public art, materials, street furniture and signage, the incorporation of utilities and landscaping;	✓	Sections 5
v. The principles of, the street and public spaces hierarchy to address, movement and permeability, mobility and visually impaired users and traffic calming measures and making reference to the phasing of land parcels;	✓	Section 6
vi. Direction on the creation of an integrated street-scenes along the bus way and primary streets, through the consistent use of scale, enclosure and massing, by providing direction on building scale and massing, the proportion of built frontage, house and plot width, associated house types, building heights, and eaves heights;	✓	Sections 11 to 16

vii. The design of the transport network hierarchy, streets, cycle routes, footpaths and public spaces, providing typical street cross-sections, which should include details of tree planting and tree species, underground utility/service trench routes, type and specification, and on street parking, including design details;	✔	Sections 6
viii. The principles and structure of the blocks addressing key groupings or individual buildings, building form, massing, heights, scale and legibility, building typologies, density and use. This shall include the design principles addressing primary frontages, fronts and backs, pedestrian and vehicular access points, on plot car and cycle parking, threshold definition and surveillance of public realm areas, building materials and performance standards and design features;	✔	Sections 5, 6, 8, 11-16
ix. Details of the materials to be used to create design consistency that are sensitive to the local area and provide legibility of the street hierarchy throughout all phases of delivery.	✔	Sections 10
x. Details of any noise attenuation/mitigation measures where necessary which may impact on the design;	✔	Sections 9
xi. Approach to incorporation of ancillary infrastructure/buildings such as substations, pumping stations, waste and recycling provision for all building types and recycling points. Approach to the provision of electric vehicle charging points/infrastructure, pipes, flues, vents, meter boxes, external letterboxes, fibres, wires and cables required by statutory undertakers as part of building design;	✔	Section 9
xii. Details of the approach to vehicular parking across the entire site including the amount of parking, location and layout of parking for all purposes, including but not restricted to parking for people with disabilities and visitors' parking.	✔	Section 7
xiii. Details of the approach to cycle parking for all uses, including the distribution (resident/visitor parking and location in the development), type of rack, spacing and any secure or non-secure structures associated with the storage of cycles.	✔	Section 6 (page 44-45) &7, 9.4
xiv. The approach to the character and treatment of the structural planting to the development areas within the primary open land, secondary open land, hedge or footpath corridors and retained trees (including the approach to SUDS design integration into the green ways);	✔	Sections 5.7 (page 37)
xv. An outline of the conservation of flora and fauna interests, landscape and open space needs, nature conservation mitigation measures and the timing of such provisions;	✔	See ecology report
xvi. The approach to the lighting strategy and how this will be applied to different areas of the development with different lighting needs, so as to maximise energy efficiency, minimise light pollution and avoid street clutter;	✔	Section 5.5,5.6 (See l;lighting report)
xvii. Measures to demonstrate how the design can maximise resource efficiency and climate change adaptation through external, passive means, such as landscaping, orientation, massing, and external building features,	✔	Section 9.3
xviii. Details of measures to minimise opportunities for crime,	✔	Section 9.4
xix. An understanding of the context of the development in respect of the impact on the setting of the surrounding designated heritage assets including views from or towards the Ironbridge Gorge World Heritage Site and Buildwas Abbey. This should include sections and modelling of views from key locations within or towards the World Heritage Site/Conservation Area/Scheduled Monument];	✔	Section 5
xx. Details of the Design Code review procedure and of circumstances where a review shall be implemented.	✔	Section 3
Condition 5b		
The Design Code shall explain its purpose, structure and status and set out the mandatory and discretionary elements where the Design Code will apply, who should use the Design Code, and how to use the Design Code. All subsequent reserved matter applications shall accord with the details of the approved design code and be accompanied by a statement which demonstrates compliance with the code.	✔	Section 2

Benthall Grange

IRONBRIDGE

Town & Country Planning Act 1990 (as amended)
Planning and Compulsory Purchase Act 2004

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