

## Design

### Listed Building in the Broadway Conservation Area



## Reasoned Justification

**17.1** Design quality is critical to good planning as excellence in design can enhance the quality of people's lives, create a sense of place, improve the attractiveness of a location and create safer places to live and work. Poor design on the other hand has the potential to detract from people's day to day lives through poor building relationships, car dominated layouts and sub-standard public realm which add little to a sense of place, and have a negative impact on land values and property prices. Consequently the policy criteria are applicable to all aspects of design, for all types of development, including development of the public realm<sup>(1)</sup>

**17.2** Good design is also a crucial element in supporting economic prosperity. Ensuring the highest quality of design for employment and retail locations, along with the enhancement through quality design of South Worcestershire's urban areas towns and villages is an important factor in attracting inward investment and promoting a vibrant tourist economy.

**17.3** This policy should be read in conjunction with Policies SWDP 3 and 5, policies in the Better Environment section. It will be expected to incorporate and reflect design guidance set out in the South Worcestershire Design Guide Supplementary Planning

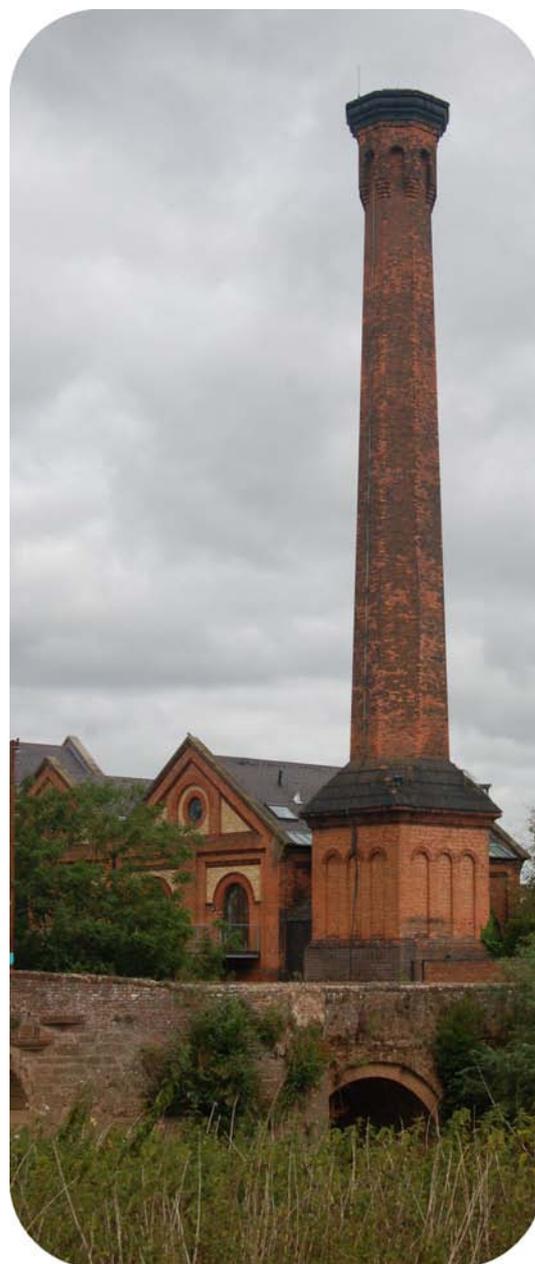
<sup>1</sup> For some employment development proposals, notwithstanding the need for energy efficient designs, the aesthetics may be less important with respect to established industrial estates. Further advice on design for employment buildings is provided in the South Worcestershire Design Guide SPD.

Document, Historic Environment Supplementary Planning Document, appropriate Conservation Area Appraisals and the Malvern Hills Area of Outstanding Natural Beauty Design Guide. Regard should be had to other guidance and publications relating to design, e.g. the 'Urban Design Compendium', 'Manual for Streets 1 and 2', Worcestershire County Council's Landscape Character Assessment and South Worcestershire Historic Environment Assessment as well as other sources of published best practice, e.g. Designing out Crime Advice Note.

**17.4** Good design is vital for protecting and enhancing the special character of South Worcestershire. It is also essential for achieving truly sustainable development. The design principles set out in this policy, alongside the detailed design guidance in the South Worcestershire Design Guide, provide a high-level design framework for new development that support the diverse nature of good design. Where development proposals are required to be accompanied by a Design and Access Statement, these should be used to explain how the principles of good design, including those set out in this policy, have been incorporated into the development.

**17.5** Development proposals are not designed in isolation from their context. Although there is considerable variation in local architectural styles, buildings and urban areas across South Worcestershire can be characterised within the broad typologies set out in the Design Guide Supplementary Planning Document. New development should take account of the characteristics of the site, as well as the distinctiveness of the wider locality and make a positive contribution to the surrounding area. In accordance with Planning Policy Statement 1, development will not be acceptable if its design is inappropriate in its context, or fails to take opportunities available for improving the character and quality of an area and the way it functions.

**Powick Mill**



**17.6** The use of innovative and contemporary design, which enhances the overall quality of the townscape either in established core areas, or as extensions to more recent development, is encouraged. Through the delivery of the best of contemporary design it will be possible to leave a legacy of architecture and urban design for future generations to value.

**17.7** Attention should be given to details in regard to the appearance of development. This should take into account the decoration of a building or structure and the texture, colour, pattern and durability of materials used. To improve the sustainability and local distinctiveness of new development, the use of locally sourced materials and those recovered from demolished structures on site will be encouraged where it is feasible and appropriate. However, it is acknowledged that there will be instances when modern construction methods and sustainable design solutions will necessitate the use of other materials.

### **Tudor House Museum, Upton upon Severn**



**17.8** Appropriate facilities for users of new development should be integrated effectively into its design and layout to ensure that they can be accessed in a safe and convenient manner and do not detract from the overall appearance of the development. The nature of the facilities will vary depending on the development proposed but should include, waste management and storage facilities, provision for the storage of bicycles, connection to Information Technology networks and provision of access to public transport.

### 17.1 SWDP 26: Design

#### SWDP 26: Design

All development will be of the highest design quality. It will integrate effectively with its surroundings, reinforce local distinctiveness and preserve or enhance cultural heritage assets. New and innovative designs will be encouraged where appropriate.

Proposals for new buildings and wider scale redevelopment must demonstrate a high standard of design and make a positive contribution to the quality of the environment by addressing the following matters:

- a. **Siting and layout:** The siting and layout of a development reflects the characteristics of the site in terms of its appearance and function. Orientation should take advantage of passive heating and cooling, give shade as appropriate as well as providing for renewable energy.
- b. **Relationship to surroundings and to other development:** Development proposals must complement the character of the area and the distinctive characteristics of South Worcestershire. In particular, development should respond to surrounding buildings and distinctive features or qualities that contribute to the visual interest of the townscape, streets, and landscape quality of the local area. Design proposals should ensure that all prominent views, vistas and skylines are maintained and safeguarded, particularly where they relate to historic assets.
- c. **Mix of uses:** To create vitality and interest, proposals should incorporate a mix of uses appropriate to the location.
- d. **Scale, form and massing:** The scale, massing and height of development must be appropriate to the setting of the site and the surrounding landscape character.
- e. **Links and connectivity:** Design and layouts should maximise opportunities for linkages to the surrounding area and local services.
- f. **Detailed design and materials:** The detailing and materials of a building must be of the highest quality and appropriate to its context. Design should incorporate suitable approaches to sustainable construction and ensure adaptability to changes in the climate.
- g. **Appropriate facilities:** Development should incorporate appropriate waste management and storage facilities, provision for the storage of bicycles, connection to IT and other virtual communication networks and, where feasible, provision for a bus shelter and/or bus service to the development.

- h. **Landscaping:** Development should provide high quality hard and soft landscaping and avoid spaces left over as part of the design process.
- i. **Public realm:** Streets, pathways and spaces are the 'glue' which binds a place together making it legible, attractive, and safe and an easy place to move around and visit. Public realm and open spaces should be interestingly and well planned, appropriately detailed and maintained (via management agreements) sufficiently to endure. Proposals should include appropriate hard and soft surfaces, public art, street furniture, shade, lighting and signage.
- j. **Creating a safe environment:** Opportunities for creating a safe environment and providing surveillance should be included, principally through the layout and positioning of buildings, spaces and uses. However, where appropriate the measures for designing out crime should be applied.

### Links To The Objectives

**17.9** The Preferred Option policy for Design supports the following objectives:

- Economic Success that is shared by all objective 4;
- Stronger Communities objective 2;
- A Better Environment for Today and Tomorrow objectives 1 and 2;
- Communities that are safe and feel safe objective 1.

### Alternative Options

**17.10 Do not provide any guidance on the design standards that are considered to be appropriate to South Worcestershire.** Planning Policy Statement 1 explicitly states that design policies should avoid unnecessary prescription or detail and should concentrate on guiding the overall scale, density, massing, height, landscape, layout and access of new development in relation to neighbouring buildings and the local area more generally.

**17.11 Set out more detailed guidance on the design standards that are considered to be appropriate to South Worcestershire.** It is considered that a more detailed design policy, particularly one which sought to impose architectural styles, has the potential to be unduly prescriptive and could thereby stifle innovation and originality through the requirement to conform to certain development forms and styles.

**17.12** A policy setting out design principles will ensure that local design priorities are addressed and help achieve and ensure new development achieves a high standard of design. The absence of locally defined design principles may result in important design principles being given insufficient weight in the development management process.