

An aerial photograph of Biddulph Town Centre. The central area, including a large parking lot and several buildings, is highlighted in a semi-transparent color. The surrounding residential and commercial areas are shown in a faded, greyish tone. The overall layout shows a mix of urban development and green spaces.

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Biddulph Town Centre

October 2019

Draft Design Codes

Quality information

Document name	Ref	Prepared for	Prepared by	Date	Reviewed by
Biddulph Town Centre- Design Codes	DR-10101	Staffordshire Moorland District Council and Biddulph Town Council	PB	03/10/2019	BM/CT

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Document Name	Revision	Date	Alterations
DR10101_Biddulph NP Design Codes Early Draft	001	10/05/2019	Early draft report for comments/feedback for QB
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Introduction

01

1.1 Document Structure

This document is divided into 6 sections.

Section 01 - Introduces the background and sets out the purpose of the design codes.

Section 02 - Reviews policy relevant to the study area.

Section 03 - Evaluates three case studies chosen by the QB to represent comparable local settlements of acknowledged quality. These have been analysed using recognised urban design criteria to determine the parameters for good local design.

Section 04- This includes feedback from the public engagement/Workshop to establish acceptable and non-acceptable practices within Biddulph Town Centre.

Section 05- Establishes site-wide design codes.

Section 06- Application of design codes for individual character areas within Biddulph Town Centre.

Section 07- Next Steps.

1.2 Background

The Town of Biddulph in Staffordshire Moorlands has a Neighbourhood Plan Working Group (NPWG) to shape and influence development within an agreed Neighbourhood plan area. The NPWG is in the process of writing their neighbourhood plan to influence developments within the NP area.

Through the Local Government Neighbourhood Planning programme, AECOM was commissioned to assist the Biddulph Town Council and Neighbourhood Group to prepare a Masterplan Framework for Biddulph Town Centre. AECOM has been approached to assist the Neighbourhood Plan Working Group further to prepare 'Design

Codes' that would provide guidance for future developments within Biddulph Town Centre and support a Neighbourhood Development Order (NDO).

Neighbourhood Development Orders are defined by the National Planning Policy Framework (NPPF) as 'Orders made by a local planning authority (under the Town and Country Planning Act 1990) through which Parish Councils and Neighbourhood Plan Working Group can grant planning permission for a specific development proposal or classes of development.'

1.3 Objective

Design codes aim to establish a number of clear design principles and use these to set out a rationale against which future proposals will be assessed. The codes will provide a reference point for developments permitted within the NDO and help drive design decisions.

To aid the writing of the NDO, it was agreed that the information would be presented as acceptable and non-acceptable practices against organising themes/ design criteria.

1.4 Methodology

There are a number of ways to prepare design codes. As the Town Centre already exists the traditional method to develop codes from scratch, focusing on creating street scenes and driving big-ticket items such as positioning the scale and massing of development does not hold water here.

For Biddulph, a much more sensitive approach has to be adopted, taking design objectives into account from the existing built form, and understanding what redevelopment might look like. This has meant better understanding:

- The existing and potential ground and first-floor uses;
- The personal experience of visiting and experiencing the Town Centre;
- Exploring the aesthetics of attractive Staffordshire market towns.

Biddulph has many examples of well-established local businesses and successful redevelopments, however, to get a broader understanding of appropriate development, the Neighbourhood Plan Working Group concluded that Leek and Congleton could also provide good local context case studies. All three towns were assessed using well established urban design criteria. The placemaking principles most relevant to the design objectives were extracted as the framework for developing design codes.

Place specific principles were discussed with the Neighbourhood Plan Working Group in a workshop to confirm what was considered to be appropriate for Biddulph. The design team have streamlined a number of codes or acceptable rules which can be interpreted for use in specific locations across the town, to ensure the codes are cross-referenced for use in acceptable locations and to help reinforce areas of specific focus, the town has been viewed as four character areas. It is not intended that entirely different characters are created, but that the codes are grouped sensibly for use. Any permitted development within the NDO application boundary and the Town Centre wide study area must adhere to the design codes that apply to them.

1.5 Study Area

The study area agreed with the Neighbourhood Plan Working Group in parallel with the NDO application boundary is illustrated in Figure 1. The focus of the Town Centre wide study area is the High Street as the area of most interest in terms of influence on the character and impressions of the town. Please note the NDO application boundary is contained within the Town Centre study area.



Figure 1- Study area



Sa

Cash machine
Free cash withdrawals

McCo's

0203 200 0000
0203 200 0000

CHRYSLER

BRIDGEMAN
MOTORCYCLES
& MOTORBIKES
100%
GOLD

Planning Policy Review

02

2. Policy documents

Biddulph lies within the administrative area of Staffordshire Moorlands District Council. The following outlines the planning policies that would influence any proposed development within the Biddulph Town Centre.

Biddulph Town Centre:

Planning policy documents and SPD's relevant to the study area have been reviewed and are listed below:

- Adopted Core Strategy Development Plan, 2014;
- Staffordshire Moorlands Local Plan- Submission Version 2018;
- Staffordshire Moorland Design Guide SPD adopted 21st February 2018;
- Biddulph Town Centre Area Action Plan adopted February 2007;
- Quantitative retail study update, 2018.

The policies relating to the study area are summarised below:

2.1 Adopted Core Strategy Development Plan, 2014-

Policy DC1 Design Consideration:

The adopted Core Strategy emphasises on well designed and locally distinctive development that positively contributes to and complements the special character and heritage of the area. The following are noted for design:

- Of high quality and add value to the local area, incorporating creativity;
- Detailing and materials appropriate to the character of the area;
- Designed to respect the site and its surroundings and promote a positive sense of place and identity through

its scale, density, layout, siting, landscaping, character and appearance;

- Create, where appropriate, attractive, functional, accessible and safe public and private environments which incorporate public spaces and green infrastructure.

2.2 Staffordshire Moorlands Local Plan -Submission Version 2018-

The following policies will influence development proposals within the Biddulph Neighbourhood Area. The Staffordshire Moorlands Local Plan is a district-wide development plan which replaces the Staffordshire Moorlands Core Strategy, Biddulph Area Action Plan (AAP) and previous Local Plan to provide a framework for delivering development for the period 2016 to 2031. It notes Biddulph as one of six "Neighbourhood Areas" in which Neighbourhood Plans are being prepared in the district.

Neighbourhood plans prepared in the Staffordshire Moorlands Local Plan area should be in general conformity with the strategic policies of the Local Plan and the National Planning Policy Framework. The document describes an overarching vision for Biddulph to maintain its role as a significant service centre for local residents and those in outlying rural areas whilst focusing on improving its image and prosperity.

The relevant policies are listed below:

Policy SS6: Biddulph Area Strategy - The Council and its partners will seek to enhance the role of Biddulph as a significant service centre and a market town and support its regeneration.

Policy TCR 1 Development in the Town Centres:

The vitality and viability of the Town Centre of Biddulph and others will be protected and enhanced by positive management as follows:

- Focusing and promoting retail as well as other key Town Centre uses such as offices, leisure and cultural facilities within the Town Centre's where they contribute to vitality and viability.
- Supporting positive measures and proposals which enhance and regenerate the shopping and Town Centre environment and promote their tourism potential.
- Enhancing local distinctiveness by supporting proposals which help retain, attract or expand the provision of independent retailers in the Town Centres including niche markets.
- Ensuring new development is well related to pedestrian shopping routes.
- Ensuring there are adequate parking facilities in suitable locations in and around the Town Centres and good access to the Town Centres is strengthened for those using public transport, cycling or walking.
- Set out design principles to improve and enhance the distinctive heritage of the Town Centres, including high-quality public spaces as well as minimising the risk of crime and considering the needs of disabled people.
- Promoting housing on upper floors within the primary shopping areas and elsewhere in the Town Centres where this does not jeopardise their vitality and viability.

2.3 Staffordshire Moorlands Design Guide SPD (adopted 21st February 2018)-

The Staffordshire Moorlands Design Guide has been adopted as a Supplementary Planning Document and identifies the overarching principles in securing good design in towns. It takes into account the importance of 'Good Design' as recognised within the National Planning Policy Framework (March 2012): 'Good design is a key aspect of sustainable development, is indivisible

from good planning, and should contribute positively to making places better for people'. Further details can be found within the revised NPPF adopted July 2018.

It also refers to the need for high-quality design as emphasised in the adopted Core Strategy and the emerging Staffordshire Moorlands Local Plan (Policy DC1 – Design Considerations). These documents set out the Council's expectations of securing good design within the Staffordshire Moorlands Area.

The Design Guide provides guidance on the following key parameters that would influence the urban fabric of the town:

- New Developments- Designing to Context
- Access, Space and External Works
- Alterations, Extensions and Conversions
- Shop Fronts and Signs
- Details and Materials

The SPD provides broad urban design guidelines for creating successful places. It also includes the overarching parameters against which future development proposals should be planned and appraised. By adhering to the guidelines and principles within the SPD and design codes, future developments permitted within the NDO can not only contribute to the image and vision of the town but also strengthen Biddulph's position as a local service centre and market town.

The following principles within the SPD closely relate to the objectives of the design code:

2.3.1 New Developments- Designing to Context:

Following guidance is provided for developments within the Staffordshire Moorlands area with regards to setting, large buildings, new developments, scale, materials, proportions, form, details and sustainability of new homes and buildings, (pages 13-17):

- Towns and villages to be guided by the existing context, pattern and grain of development and building heights.
- Respect the existing roofscape in term of pitch, materials and details.
- New development should be guided by the existing character and context. Consider both contemporary and traditional forms that are high quality and functional.
- *Reflect the proportions of neighbouring buildings.* Respect the solid to wall ratio and arrangement of windows.

2.3.2 Access Space and External Works

Following guidance is provided for developments with regards to access spaces and external works and integrating with the landscape (pages 19-22):

- Limit and integrate highway improvements, signs and street clutter.
- Create physical environments that promote safe living and minimise anti-social behaviour.
- Public spaces should be well overlooked without loss of privacy.
- The right landscaping can promote pedestrian and cyclist priority over vehicles.
- *Design public spaces to allow dignified access for all.*
- Plan for good landscaping at the outset.
- Incorporate boundary and paving features that are locally distinctive.
- The retention of existing landscaping to help assimilate a building into its setting.
- Local species of planting to engage the building into the landscape.

2.3.3 Alterations, Extensions and Conversions:

Following guidance is provided for alterations, extensions and conversions within existing and new developments (pages 24-27):

- Always consider the renovation of an existing building rather than build new.
- Make sure alterations work with the building's character.
- Arrange rooms to suit existing openings to avoid creating new.
- Extensions should be subordinate - set back building line and keep ridge and eaves height lower.
- Contemporary extensions need to be handled carefully, responding to the scale and character of the host building.
- Garages must be subordinate with material and roof pitch that matches the dwelling.
- Conversions to residential use should respect the original character of the building. When extending, make a clear distinction between the old and new.
- *Include energy efficiency measures at the design stage.*
- Be careful when installing double glazed units on historic properties. On listed buildings, this is likely to be an unacceptable alteration.

2.3.4 Shop Fronts:

Following design guidance is provided for shop fronts (page 29):

- Adapt corporate signs and colour schemes to suit the local area.
- Shopfronts should respect the host building and street scene.

- *Use traditional materials and finishes – timber with a painted finish is promoted.*
- Improve access wherever possible.
- Signage should complement the frontage and be well proportioned.
- Illumination of signs should be discreet.
- Consider security measures at the design stage.

2.3.5 Details and Material:

Following design guidance is provided for existing and new developments with regards to windows and doors, colour, ornamentation and materials (pages 31-37):

- New windows and doors need to relate to the age and style of the property.
- Proportion and subdivision of windows should have a vertical emphasis.
- Consider the use of colour for window frames and doors in relation to its use.
- Ornamentation and subtle variations can be applied to window and door surrounds
- Stone, slate, tile and brick are the predominant *materials for roofs and walls in Staffordshire Moorlands.*
- *Refer to Council’s pointing leaflet for appropriate finishes and mortar mixes.*
- In certain circumstances, limited use of render is acceptable.
- *Note that the Staffordshire blue clay tile is the predominate roofing material, but the stone still exists on older buildings.*
- High-quality modern materials may be acceptable in certain circumstances.
- Use of sustainable materials is promoted.

Quantitative Retail Study Update, October 2018

Biddulph is a linear Town Centre with retail provision focused along the High Street and northwards on to Congleton Road. A large Sainsbury’s store opened in late 2010 and had precipitated a significant change in the Town Centre retail with the former Somerfield and Co-Op convenience stores being converted into B&M Bargains and Home Bargains outlets. In addition to mainstream retailers, there is a mix of smaller local independent shops and services in the Town Centre.

Outside of the Town Centre, planning permission was granted in mid-2008 for a non-food retail park (c. 6,900 m² gross) to the west of the Town Centre beyond the Inner Relief Road. While the scheme has not progressed with the planning permission having subsequently lapsed, its remains allocated for non-food retail uses, including a DIY store anchor and up to 10 retail units, in the adopted Town Centre Area Action Plan (AAP). The local study updates carried out by the Staffordshire Moorland Council summarises the local capacity of Biddulph Town Centre as follows:

Though the Sainsbury’s store has addressed the significant quantitative and qualitative deficiencies in the convenience retail offer, the Town Centre only retains 55% of the food spend the remaining significantly outflows to Congleton and wider Stoke on Trent conurbation.

While there is no overriding quantitative need for a new mainstream food store in the town given the Sainsbury’s store anchor, there is potentially a qualitative need for a new deep discount food store in the town to provide additional competition and choice for residents. The closure of the Co-Op and Somerfield stores (converted to discount comparison) within the Town Centre has reduced local choice, and a new deep discount store would provide a genuine alternative for residents.

The Council should seek to revisit the Inner Relief Road site allocation and potentially look at alternative uses.

2.4 Biddulph Town Centre Area Action Plan (adopted February 2007)

Within the Staffordshire Moorlands Core Strategy, it states that: ‘Proposals relating to Biddulph Town Centre will be assessed against policies in the Biddulph Town Centre Action Plan Document (adopted February 2007)’:

It includes the following key strategic objectives for Biddulph Town Centre:

- A local shopping centre that attracts residents from all parts of Biddulph, as well as visitors from outside the town.
- A sustainable mix of retail, service, community and residential uses.
- Improved local employment opportunities.
- A high quality, well designed, safe and integrated centre.
- A centre accessible by a choice of transport modes.
- A locally distinctive Town Centre where environmental and heritage assets are maximised.

Town Centre specific policies relating to the study area are summarised below:

2.4.1 Policy STRAT4: Pedestrianisation

The core of the Town Centre will be pedestrianised or partially pedestrianised and well integrated with the existing public space in front of the Biddulph Town Hall. The pedestrianised area should be capable of holding occasional events, including markets, whilst being an attractive, usable area when not used as an events space.

Policy PR1: Footpath Improvements

The Council will pursue the improvement of the following footpaths:

- Footpath between Wharf Road and High Street / Well Street Junction.

Improvements should include improved hard landscaping, lighting, sightlines and signage. Improvements with high-quality material will help in increasing the visual appeal of the Town Centre and make it more inviting and attractive to users.

2.4.2 Policy PR3: Town Centre gateways

High-quality buildings, public realm, landscaping, and signposting are sought at the following gateway locations:

- Wharf Road/Inner Relief Road junction.
- High Street: at the War Memorial.
- High Street/Well Street junction.

Improvements to the public realm, landscaping and signage at key gateway junctions will help improve access and navigation within the Town Centre and improve the legibility of the town.

2.4.3 Policy T1: Traffic Management Proposals

The Council will work with the County Council to bring about improvements to the environment in the Town Centre and discourage the High Street from being used by through traffic. This will be achieved by traffic management measures such as introducing one-way flows to some streets or parts of streets, and pedestrianisation or partial-pedestrianisation of part of the High Street in front of the Town Hall. The Council will work with the bus operators and with the County Council to establish a convenient interchange point with high quality waiting and information facilities, linked to cycle parking facilities and a taxi rank. Traffic management is key to the success of the Town Centre.



Figure 2- Study area showing key streets and gateways for future interventions in reference to AAP, 2007



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Design Principles

03

3. Design Principles

To establish the criteria/ principles that would help shape the design codes for Biddulph, relevant case studies of similar market towns and existing land use were plotted to inform what acceptable and non-acceptable practices might look like within Biddulph Town Centre.

3.1 Case studies - Understanding ‘ Good Quality’ Design

It is essential that any design codes for Biddulph should respect the heritage and local distinctiveness of this part of Staffordshire. Biddulph has many fine examples of good quality design, but it was concluded that a wider range of opportunities could be identified by reviewing similar well-regarded market towns. A number of vignettes from Biddulph, Leek and Congleton have been captured in the photo plates which follow; these have been annotated to signpost acceptable, and good quality design noted within each view.



Congleton High Street

Design elements

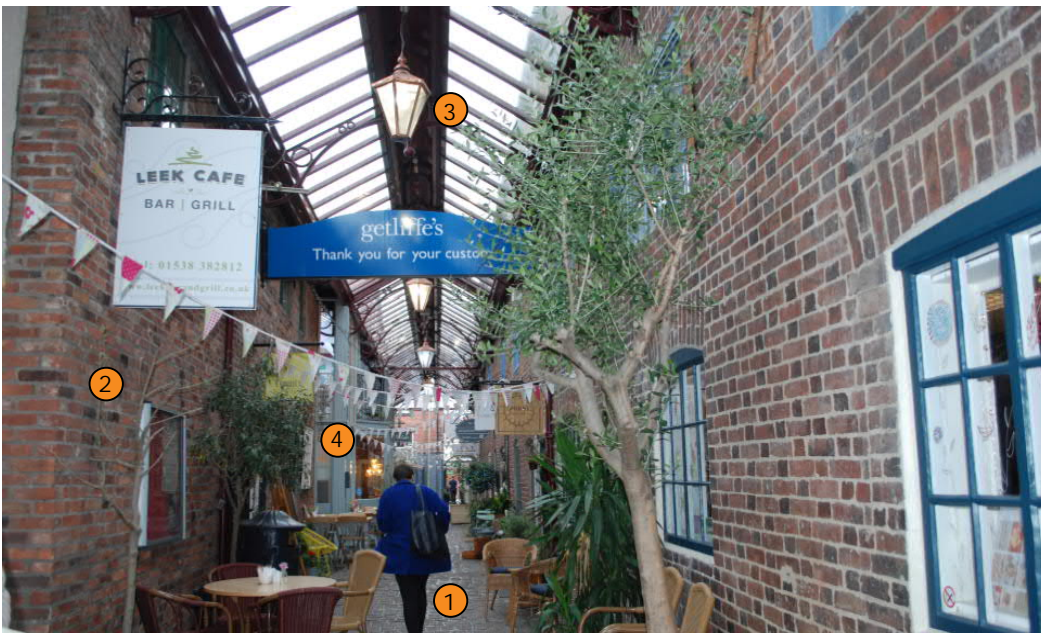
1. A mix and variety in uses help in creating a vibrant and diverse place and also improve dwell time.
2. First-floor uses which support the viability of the town. Residential first-floor use help support growth and improve activity and natural surveillance
3. Pedestrian focused street scene, with well-defined pavements, wide pedestrian crossing points and high-quality material treatment enhancing the Town Centre experience.
4. Wall-mounted signage, flower pots etc. help avoid street clutter and improves visual permeability.
5. Orientation signs along High Street aid navigation and improve legibility of Town Centre.
6. Active frontage with spill out cafe spaces within well-defined area provides an attractive street scene. This is enhanced by landscape and street furniture integrated within the public realm create an attractive and welcoming Town Centre environment
7. Elevation treatment, material and detailing help create attractive street scene.



Congleton High Street

Design elements

1. First floor used for a variety of uses including residential, office space and storage. Entrance to the upper floor from the street encourages active frontage.
2. Scale and alignment of fenestration along block frontage is harmonious enhancing visual appeal of the street frontage.
3. Colour and material palette of modern elements along the frontage respect the historic character of the buildings. Decorative patterning adds variety and distinctiveness.
4. Variety of ground floor uses create active frontage and dynamic street scene.
5. Hanging baskets, wall mounted lights, and other street furniture integrated on the building facade, which helps avoid street clutter and provides wider usable pavement space.



Getliffe Yard, Leek High Street

Design elements

1. The Getliffe Yard off Leek High Street offers high-quality shopping and leisure activities within converted industrial buildings. The shopping yard provides an element of surprise as a repurposed space, interesting and inviting to explore.
2. The character of the street respects the historical style of the buildings and accentuates its key features. Covered cobbled street with double-height transparent roof creates a fascinating microcosm.
3. Hanging lights and wall-mounted signs help to avoid street clutter. Elements like seatings and planters are movable and help to readapt the spaces along the shop's fronts, encouraging ease of movement and permeability. Colour and material palette are cohesive and respect the existing character of the buildings.
4. A mix of complementary uses like arts and crafts store, cafes, tea room's, boutiques etc. attracts both locals and visitors to the Town Centre.



Biddulph High Street

Design elements

1. High-quality commercial shop frontage designed to provide continuity and coherence along the High Street. The elevation treatment respects the existing character of the Town Centre, which is predominantly ground floor retail and first floor residential or other uses.
2. Hanging signs and baskets help avoid street clutter and allow a wider area on the pavement for pedestrian use.
3. Historic features like chimneys and finials retained enhancing existing roofscape.



Congleton High Street

Design elements

1. Wide pavements with high-quality material with cafe spill out spaces create an attractive street scene.
2. Provision for cycle storage integrated within the public realm.
3. Permeable street with clear vistas and views, integrated with distinct landscape elements, street furniture and clear pedestrian route.
4. High-quality well-designed shop fronts with a good visual connection inside and outside aids active frontage and create vibrant street frontage.
5. Landscape and street furniture in a defined zone leaves clear and comfortable walkways close to shops.



Leek High Street

Design elements

1. Simple landscape scheme which sets out the placement and details of buildings.
2. High-quality, simple material palette with a focus on the desired line has enhanced permeability and key vistas along the High Street. Integration of congruent material palette along streetscape encourages pedestrian priority with the highway being less prominent.
3. Limited street furniture and signs result in clear views to shop fronts.
4. Landscape integrated well within the public realm.



Leek High Street

Design elements

1. Well defined gateway into Leek High Street by using bespoke elements designed to incorporate key features such as seating, planting in simple design responsive to the heavily decorated architecture.
2. Resting and gathering space integrated within the public realm and landscape, enhancing user experience. Simple and considerate planting palette.
3. Attention to details within the street scene, for example, heights of elements such as street lighting, signage etc. designed not to obscure attractive roofline.
4. Adaptive Public realm as flexible space for hosting community events and other activities helps foster a sense of place along Leek High Street.

3.2 Existing Land Use

It is essential to understand the existing uses within the Town Centre to inform future developments permitted within the NDO.

At present the Town Centre has a number of independent businesses, catering for day to day essentials including food and drink, hairdressers, newsagents, butchers, home and DIY etc. As part of a trip to Biddulph, there are also several pubs and cafés, some of which are open in the evening. Typical of a town of this size there are several takeaway establishments. There are also a number of offices focused on the domestic offering, mostly these are Estate Agents. This is supplemented by a number of typical High Street names including Sainsbury's and Morrison's (who have large supermarkets), Weatherspoon's, B and M Bargains, Well Pharmacy and Coral Bookies.

Biddulph is very much a local service centre with businesses offering services to meet the needs of the immediate community; this means that competition with other larger centres in Leek, Kidsgrove and Congleton along with the doorstep deliveries offered by the larger retailers is notable. The Neighbourhood Plan Working Group believe a mix of use should cater to local shopping needs but could also provide more leisure and visitor uses and attraction. Of concern is the increased number of vacancies, and in particular, the underutilised first-floor accommodation; and support would be given for suitable new uses for these.



Figure 3: Existing ground floor mix of uses, Biddulph Town Centre

Note: The above figure for ground floor uses is based on site photographs and google street view

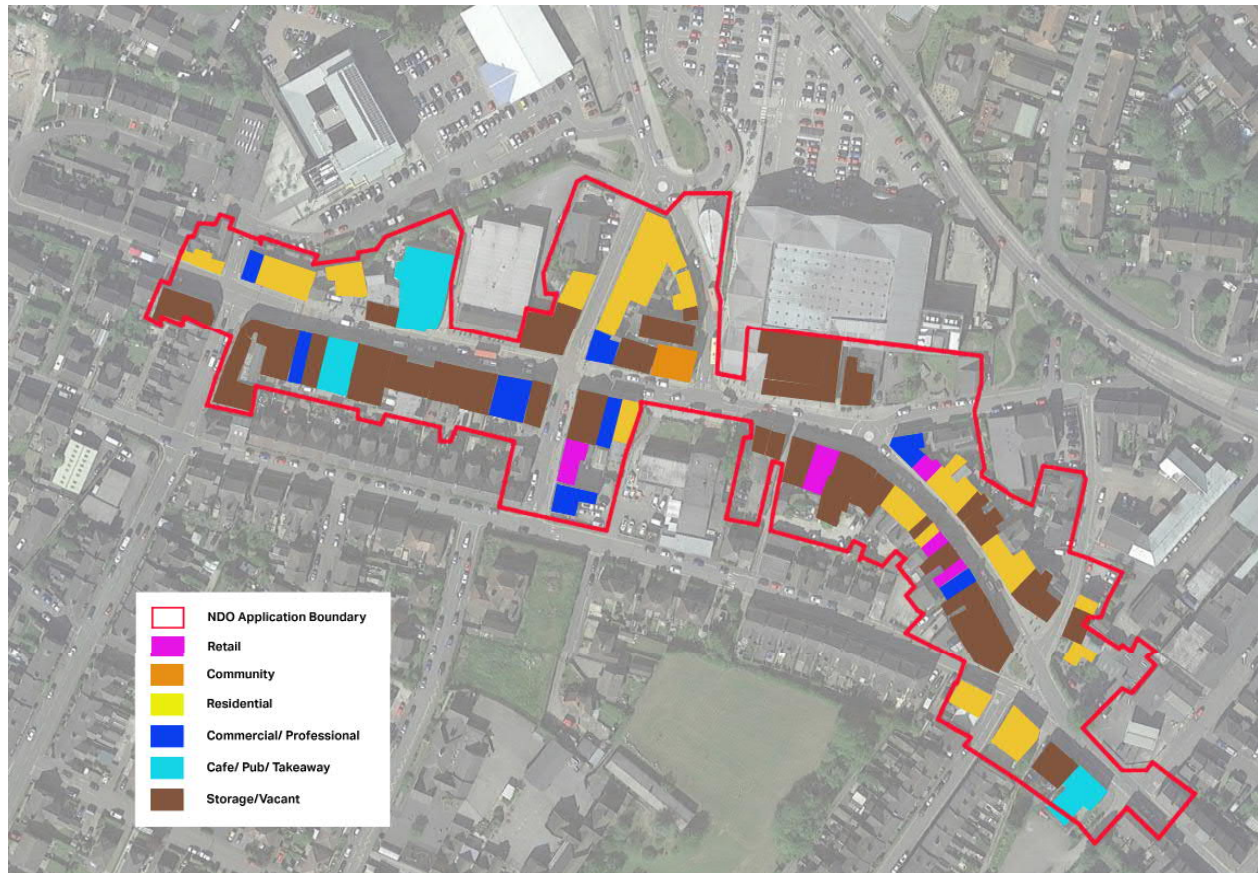


Figure 4: Existing first floor mix of uses, Biddulph Town Centre

Note: The above figure is based on the visual perception of the first floor uses from site photographs and google street view

The figures 3 and 4 show the current mix of the ground floor and first floor uses within Biddulph. Of note is the underutilisation of the first floor of several shops. They are currently either vacant or used as storage. Under utilisation of the first floor has explicitly reduced the vitality and vibrancy of the Town Centre.

A good mix of use can add to the vitality and sustainability of any Town Centre. First-floor use can not only help in making streets vibrant but also encourage natural surveillance. In the current climate, many traditional High Streets and Town Centres are under pressure with the rise of online retail in addition to sometimes demanding rent and rates. In established Town Centres such a Biddulph, this has resulted in vacant units or inappropriate uses.

By acknowledging this, the Neighbourhood Plan Working Group are looking to consider a broader offer in the Town Centre, including a more residential mix and B1 use class primarily on the first floor and, are looking for consideration in managing a more compact retail offer. It is noted that the site allocation topic paper Biddulph, June 2018 point to the Stafford and Moorland Retail Study 2013, recommending a discount food store of around 1000sqm on land west of the Inner Relief Road and greater access to leisure uses.



BIDDULPH WORKSHOP

ACCEPTABLE
HIGH ST SHOPPING

ACCEPTABLE
HIGH ST TOURISM

ACCEPTABLE
HIGH ST SHOPPING

ACCEPTABLE

Workshop/Consultation

04

4 Consultation/Workshop

As part of the engagement process, a workshop was conducted on the 18th of October 2018. This was attended by the Neighbour Plan Working Group and Parish Council Members.





AECOM team organised a short presentation and group activity, focused on the context of the design codes. The presentation highlighted the following key objectives:

- Why and how the design codes would help support the Town Centre vision.
- Understanding what 'good quality' design based on case studies and assessment using well established urban design criteria. The most essential and prevalent placemaking principles were extracted as the framework for developing codes and agreed with the Neighbourhood Plan Working Group.
- Group activity to establish acceptable and non-acceptable practices within Biddulph Town Centre.
- Establishing physical areas within the Biddulph Town Centre/ character areas based on land use and the visual perception of how the spaces are used. The character areas include Upper High Street character area as a Tourism focused street, Lower High Street as a local High Street providing services to both locals and visitors, Town Square character area as a space opposite the Town Hall that could potentially be converted into a Public Square and Civic Square as the NHS building meeting local community needs.
- The presentation was followed by a group activity and round table discussion. A number of vignettes from Biddulph, Leek and Congleton were captured in photo plates; organised along key themes.
- The attendees were divided into smaller groups of 2 and 3 and asked to challenge what was acceptable or non-acceptable in each of the photo plates and organise these into the character areas established earlier. Comments underpinning the rationale behind acceptability/non-acceptability were recorded.
- Summary of table and comments recorded from the group activity are provided in the following pages.












Design code Workshop, Biddulph Town Hall






4.1 Summary table of key outcomes:





Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Dormer window along high street frontage.	✗	✗	✗	✗	Dormer windows are not acceptable on street frontage but are acceptable on the rear if designed to comply with the policy.
	2. Access to upper floor from high street	✓	✓			Acceptable on upper and lower High Street.
	3. On-street parking in demarcated area	✓	✓	✗	✓	Not acceptable in the town square. Town square should be a pedestrianised zone with resting and gathering spaces for community events.
	4. Traditional shops	✓	✓	✗	✗	Acceptable on lower and upper High Street.
	1. Ground floor shop in residential area.	✓	✓			Acceptable on upper and lower High Street.
	1. Display of ware on pavements in defined areas close to shop.	✓	✓	✓		Acceptable in well-defined areas and must not impede pedestrian movement.
	2. Wide pedestrian crossings with high quality material.	✓	✓	✓	✓	Acceptable in all character areas.
	1. Cycle parking provisions	✓	✓	✓	✓	Acceptable within the character areas were easily accessible and are within clearly defined spaces
	2. Seating in defined spaces.	✓	✓	✓		Acceptable were there is adequate space to accommodate it. The area in front of the War Memorial ideal for defined spill out space.
	3. Narrow streets with wider pavements.	✗	✓	✓		Not acceptable on upper High Street as the street and pavements are narrow.
	4. Integrated landscape elements within Public realm.	✗	✓	✓	✓	Not acceptable on upper High Street with narrow pavements and lack of space. Any future landscape planning should integrate with an existing planting plan and 'Biddulph in bloom' initiative.

Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Modern interpretation of historic building and retaining existing features	✓	✓			Acceptable. All street frontage should respect the existing character of the town centre and enhance architectural features like cornices, finials, chimneys, window and door proportions etc.
	2. Well proportioned shop fronts and signage.	✓	✓			Acceptable. Signage should be of good quality and proportionate to the shop front. Doors, windows, stall risers etc. should be proportionate and enhance the visual connection to the interior of the shop.
	3. Use of hanging signs.	✓	✓			Acceptable. Wall-mounted hanging signs are encouraged within the town centre. The hanging signs should be proportionate and of high-quality material.
	4. Articulation of shop frontages.	✓	✓			Acceptable. Shop frontage should avoid repetitions. Frontage should be articulated and respect the character of the existing building fabric. Modern interpretations are acceptable as long as they appreciate the existing character of the town centre.
	1. Well designed and proportionate awnings.	✓	✓			Acceptable along High Street were appropriate.
	2. Spill out café spaces and comfortable pavements.	✓	✓	✓		Acceptable where pavements are wide. Should not impede pedestrian movement.
	1. Public art.	✓	✓	✓	✓	Acceptable at significant gathering spaces such as the Town square. The existing miner's wheel can be used as a public art element within the town square. Use of lighting can help enhance public art and help enhance the public focused town square space.
	1. Discordant elevational treatment and fenestration.	✗	✗	✗	✗	Incongruous material treatment and finishes are not acceptable. Elevation treatment, fenestration and style should be proportionate and harmonious and enhance the existing character of the town centre fabric.
	2. Incongruous colour and material palette.	✗	✗	✗	✗	Colour and material palette should be in keeping with the existing building fabric within the town centre. Brick, render, timber etc. are acceptable. A modern interpretation of styles is acceptable if in keeping with the character of the town.
	1. Inappropriate signage	✗	✗	✗		Inappropriate signage are unacceptable.
	2. Signage-material/font	✗	✗	✗		Signage should be of good quality and appropriately proportioned.

Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Location of street furniture like planters, bins and seats resulting in street clutter.	✗	✗	✗		Street furnitures likes bins, planters and seats are acceptable on wider streets were they are placed suitably and should avoid cluttering the street.
	2. Use of wide pavements for seating and resting spaces.	✗	✓	✓	✓	Acceptable on wider streets. The location of the seating should be considered so as not to obscure the view or impede pedestrian movement.
	1. Wall mounted lights for shops.	✓	✓	✓		Wall-mounted lights are acceptable and encouraged.
	2. Street clutter on narrow pavements.	✗	✗			Not acceptable. Planters and bollards should be located appropriately and should not impede pedestrian movement.
	3. Poor surface treatment.	✗	✗	✗	✗	Non acceptable. High quality simple and robust material should be used to define public realm.
	1. Poorly designed shop signage and advertising.	✗	✗			Poorly designed signage and advertising are not acceptable. Signage should be clear, proportionate and of good design and high-quality material. Advertising on shop windows should not obscure visual connection to the interior of shops. Neon lights are not acceptable.
	1. Poor-quality signage.	✗	✗			Badly designed and poor-quality signage is not acceptable.
	2. Incongruous elevational treatment of shop fronts.	✗	✗			Incongruous elevational treatment on primary street frontage is not acceptable. Materials, colours and detailing should respect the existing character of the high street.
	1. High quality well designed shop front with frontage proportioned to provide continuity to existing retail facades along High Street.	✓	✓			Acceptable. Buildings frontage should respect and enhance the existing character of the town centre.
	2. Set back enhancing use of pavement for pedestrian circulation.	✓	✓			Setbacks acceptable to create additional circulation space for pedestrian and comfortable access to shops.
	Existing roof features like chimney and fineals retained.	✓	✓			Acceptable. Existing features of building should be retained and enhanced.

Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Well-defined gateways into town.	✓	✓	✓		Acceptable. Key gateways within the town should be welcoming and inviting to locals and visitors. They should be clearly defined and legible.
	2. Simple material palette and landscape designed to maximise views	✓	✓	✓	✓	Acceptable. The material palette and landscape design to be simple and robust and designed to enhance key vistas and views.
	3. Enhanced pedestrian zone with high quality material palette	✓	✓	✓		Acceptable. Should enhance pedestrian environment and user experience.
	4. Seating and resting spaces	✗	✓	✓	✓	Acceptable in all character areas except upper High Street due to narrow pavement width unsuitable for seating.
	1. Good shop front design with a visual connection to the interior of the shop. Awning providing refuge space.	✓	✓	✓		Acceptable. Will help to enhance existing street scene and create attractive streets.
	2. Spill out inside out spaces within the demarcated area allowing comfortable access to the front of the shop	✗	✓	✓		Not acceptable on upper High Street due to narrow streets.
	3. Well-defined access to upper floors on high street.	✓	✓			Acceptable on upper and lower High Street.
	1. Blocks with a variety of architectural styles and elevational treatment. A modern interpretation of the traditional building.	✓	✓	✓		Acceptable. Horizontal and vertical rhythm of the plot should be maintained. Colour and material palette should respect the existing character of the building.
	2. Market square used for parking.			✗		Non acceptable on Town square. Traffic calming measures to be used and pedestrian priority enhanced through material and design.
	1. High-quality shopping street created by repurposing dilapidated historic buildings. Material and finishes enhance the existing character of the building.	✓				Acceptable on upper High Street. Existing yarn and minster mill sites could be converted into high quality mixed use shopping street to attract visitors and residents.
	2. Hanging signs, lights, seating etc are movable and adaptable to enhance comfortable pedestrian movement.	✓				Acceptable. Street furniture and signs to be wall mounted or on buildings were appropriate to avoid clutter.
	3. Mix of uses to attract both locals and tourists.	✓	✓	✓		Acceptable. This would help enhance tourist and visitor offer within Biddulph town centre which is currently lacking.

Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Rear of shops for parking and servicing within defined areas.	✗	✓			Acceptable within lower High Street only. Non acceptable on upper High Street due to lack of space.
	1. Display and advertising obscuring visual connection to the interior of shops.	✗	✗	✗		Not acceptable. Advertising should be minimal on shop fronts and placed suitably so as not to obscure the view to the interior of shops. Alternative methods like hanging signs and chalkboards etc. should be used wherever appropriate to avoid cluttering of shop front.
	1. Local market stalls	✗	✓	✓		Acceptable in lower High Street and Town square. Will help forge sense of place.
	1. Seating and resting spaces integrated with landscape elements, street furniture and signage.	✗	✓	✓	✓	Not acceptable on upper High Street due to narrow streets.
	1. Steps, Fencing, bollards, planters, trees etc. create visual clutter and reduce permeability.			✗		Not acceptable. Spaces should be used effectively to enhance user experience and improve dwell time.
	2. Material palette does not complement the space and visually detracts users.			✗		Not acceptable. Simple and complementary material palette and landscape elements should be used.

Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Illegible gateway into Biddulph Town Centre.	✗	✗	✗		Not acceptable. Gateway should be well-defined and welcoming and appropriately signaged.
	2. Street furniture causing clutter and impeding effective use of space and pedestrian movement.	✗	✗	✗		Not acceptable. Street furniture should be located suitably and avoid causing street clutter. The War memorial gateway is currently underutilised due to street clutter. It has the potential to be a well-defined gateway.
	1. Larger building footprints not respecting existing character of the town centre fabric.	✗	✗	✗		Not acceptable. Large buildings should be articulated to respect the existing character of the town centre fabric. Fenestration and building style should be designed to match the vertical and horizontal rhythm of the streetscape.
	2. Street scene lacking focal point and obscuring view to local landmark building.	✗	✗	✗		Not acceptable. The street scene should enhance key views and accentuate landmarks. Town Hall should form the focus of the High Street. Uplift lighting could be used to accentuate Town Hall during night time. Public art like miners wheel could be illuminated to enhance the street scene.
	1. Residential upper floors with well-defined access from High Street.	✓	✓	✗		The residential first floor uses with access on street frontage are acceptable and encouraged along upper and lower High Street.
	2. Modern interpretation of shop front enhancing traditional features and harmonious with vertical and horizontal rhythm of the built façade.	✓	✓	✓		Acceptable. Shop fronts should respect the vertical and horizontal rhythm of existing façade.
	3. Wide pavements to accommodate residential upper floor use.	✓	✓	✓		Pavements should be wide enough to accommodate activities related to first floor residential use and foot traffic.
	1. Rear of shop used as spill out space and parking.	✗	✓	✗		Acceptable only on lower High Street.

Photograph	Design Criteria	Upper High Street	Lower High Street	Town Square	Civic Square	Comments
	1. Simple design with high-quality material palette to enhance visual appeal of street scene.	✓	✓	✓		Acceptable. Public realm design should be simple and use high-quality material while considering maintenance.
	2. Wide pavements and narrow highway with demarcated parking area.	✗	✓	✗		Not acceptable on upper High Street due to the narrow street. Town square should be a pedestrianised zone with resting and seating spaces and integrated landscape elements.
	3. Minimal street furniture enhancing key views and vistas to landmark and promote permeability.	✓	✓	✓		Acceptable. Street furniture should enhance the street scene and promote key vistas.
	1. Fast food/Takeaway along high street.	✗	✓			Fast food/Takeaway's acceptable only on lower High Street.
	2. Poor signage and elevational treatment of shop front.	✗	✗			Not acceptable. Shopfronts should be of high quality and well designed and should respect the character of the town centre.
	3. Access to rear of shop from high street.	✗	✗			Access to the rear of shops is not acceptable on street frontage. It should be integrated within the shop.



Joseph Ribkoff
STUDIO
at
ANNE

ANNE MORRIS
Selling Point
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THE HOUSE
ISLAND LIVING

PAVED
LAWN
AT THE

Site Wide Design Codes

05

5.1 Introduction

Using the place analysis from Section 03 and the outcomes of the round table discussions with the Neighbourhood Plan Working Group as described in Section 04; the design parameters can be set out in nine well-defined themes as follows:

1. Mix of use;
2. Streets, Public realm and key spaces;
3. Massing and Building Styles;
4. Shopfronts;
5. Active frontage;
6. **Gateway and wayfinding;**
7. Attractive and welcoming public buildings;
8. Dwell time and user experience;
9. Details and material

The following section contains design parameters against each of these themes, which form the design codes for the wider Town Centre area.

In Section 06 Character Area Design Codes – applying the individual codes to specified character areas is discussed; application of the codes will depend on the definition of the character area, for example, what is acceptable on the High Street may not be so in the Town Square.

Figure 5 shows the extent of the NDO application boundary within Biddulph Town Centre. The study area boundary used for the purposes of the Design Code exercise is in parallel with this and encompasses the NDO boundary.

All development permitted within the NDO, and the Town Centre wide study area boundary must adhere to the Design Codes applicable within them.



Figure 5: Extent of NDO Application Boundary

5.2 Site wide Design Codes

5.2.1 Mix of Use

A good mix of use is essential to make the Town Centre vibrant and sustainable and also attract users and visitors into the town. This will also help to improve dwell time and promote night-time use within the Town Centre.

The following describes a variety of uses that can be integrated into specific character areas within the Town Centre.

MU01- Shops- Traditional

Traditional comparison shops (non-bulky) and local services provided are deemed appropriate; Examples of these shops include local butchers, cobblers, greengrocers, bakers, fishmongers, newsagents etc. Typically a Town of this size would have no more than one or two of each type of shop.

MU02- Shops- Gift led and Boutique

Gift -led and Boutique shops provide leisure activity for residents and visitors. They help improve dwell time within the Town Centre and attract visitors. Example of these includes gifts shop, boutiques, flower shops, souvenir shops etc. They are usually about one or 2 of each within the High Street.



Local butchers and sweet shop, Leek High Street



Local bakery, Congleton High Street



Boutique and gift shop, Congleton High Street



Boutique and gifts shop, Leek High Street

MU03- Restaurants/cafes/tearoom's

Restaurants, cafes and tearooms provide for places to rest and dwell and support other uses within the Town Centre. Spill out in and out spaces help to create a vibrant and attractive street scene. Restaurants provide both day/night time activities within the Town Centre. Usually, a few of each help support other uses in the town.



Cafe and juice bar, Congleton High Street



Tea room, Getliffe Yard, Leek

MU04- Fastfood/Takeaways

Fast foods/Takeaways serve local needs, and support night-time uses. A maximum of 2-3 is deemed appropriate for a town the size of Biddulph.



Takeaway, Congleton High Street



Takeaway, Leek High Street

MU05- Licensed Premises

They serve the neighbourhood, local and visitor needs. Usually housed in historic buildings they help enhance the 'sense of place within the Town Centre. Provision of licensed premises also encourages night time use and activities in the Town Centre and help improve the night-time economy. These include bars, pubs and other licensed premises. About 2-3 premises are appropriate to meet local needs.



Public house in Leek Town Centre housed in a historic building



Converted shop into cafe/bar within historic building, Leek High Street

MU06- Hotels/B and B's

They help support the night-time economy and serve visitor/tourists in an area. Biddulph Grange is one of the most visited tourist destinations in Biddulph. Provisions for Hotels/B and B's will help in improving tourist infrastructure within Biddulph Town Centre. Provisions for 1-2 Hotels/B and B's would help support visitor needs in Biddulph Town.



Hotel and lodging facility within historic building, Congleton



Hotel and bar facility within residential and retail mixed use street, Leek market square

MU07- Commercial

Commercial facilities help provide employment and cater to local needs. These include traders, businesses, private enterprise, estate agents etc.



Commercial office units with retail facade treatment along ground floor providing coherence along street frontage, Biddulph High Street



Mix of first floor and ground floor uses within similar plot size providing a rhythm along frontage, Congleton High Street

MU08- Residential

Residential uses provide support to employment needs and other amenities within the Town Centre. They allow for living/ working and promote natural surveillance. Upper floor residential use is recommended only if they meet building control and planning requirements and have the appropriate size to support the market demands. Provisions for additional employment facility on the Inner Relief Road allocated sit will support residential uses within the Town Centre.



Ground floor gift shop and 1st floor residential use with clear defined entrance fronting Leek High Street



Boutique shop in residential area, Leek High Street

MU09- Meanwhile/temporary uses

They provide a variety of uses and trade within the Town Centre. Pop-up shops and meanwhile uses are a good way to test new retail concepts and establish innovative businesses, helping to diversify and reinvigorate the Town Centre. 1-2 of them would be appropriate for Biddulph Town Centre.



Pop up gift shop, Congleton High Street

MU10-Street vendors and market stalls

Street vendors and local markets help to make the Town Centre vibrant and attract both residents and visitors. They provide variety and enhance local distinctiveness to foster a sense of place. Proposed town square opposite the Town Hall has the potential to provide a venue for street vendors/markets to promote local goods and services.



Market square with flexible use for parking when not in use, Leek



Friday Artisan's market, Biddulph High Street and town square

MU11- Use of space to the rear of shops

The rear of shops can be used for different uses such as parking, garden for residential purposes, spill out (in and out) café spaces, service yard and as access to upper floors. They need to be of appropriate size in order to support their function.



Spillout (in and out) space, Congleton



Rear of ground floor residential use along Biddulph High Street



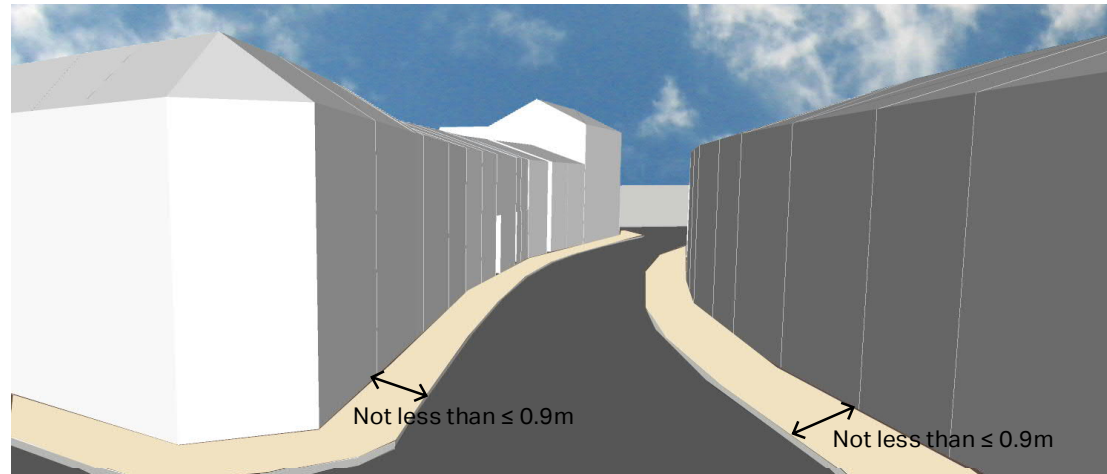
Rear of retail ground floor use, Biddulph High Street



Rear access to residential upper floor, Biddulph High Street

5.2.2 Street, Public realm and key spaces

The public realm is the space that is physically, visually and culturally accessible to the public and is vital to the quality and identity of a town and the quality of life of its inhabitants. Well-connected public spaces of high quality are essential to the spatial quality and social sustainability of any Town Centre. They create informal meeting places and venues, as well as offer a place to rest, gather and organise community events. The public realm within the Town Centre should be coordinated and strengthen local distinctiveness, enhance user-friendliness and aid wayfinding. The following design codes have been organised to focus on people, places, servicing and supporting function with a priority on achieving people-focused places.



Pavement width- Not less than $\leq 0.9m$

SP01- Pavement width

Pavement width within the Biddulph Town Centre should be of comfortable width for pedestrians as well as wide enough to create active frontage with spaces for spill out cafe seatings and display area for shop wares etc. Comfortable pavement width will enhance pedestrian friendliness, increase dwell time and create a vibrant street environment.

SP01.1

Pavement width not less than $\leq 0.9m$:

Pavement width should not be less than 0.9m within the Town Centre areas. Pavements should be well defined and devoid of street clutter specially were narrow. Cafe spill out spaces and area for display should be clearly defined and should not hinder pedestrian flow. There should be regular pedestrian crossing points along the streets. The crossing points should be well integrated along pavements and comfortable to use.



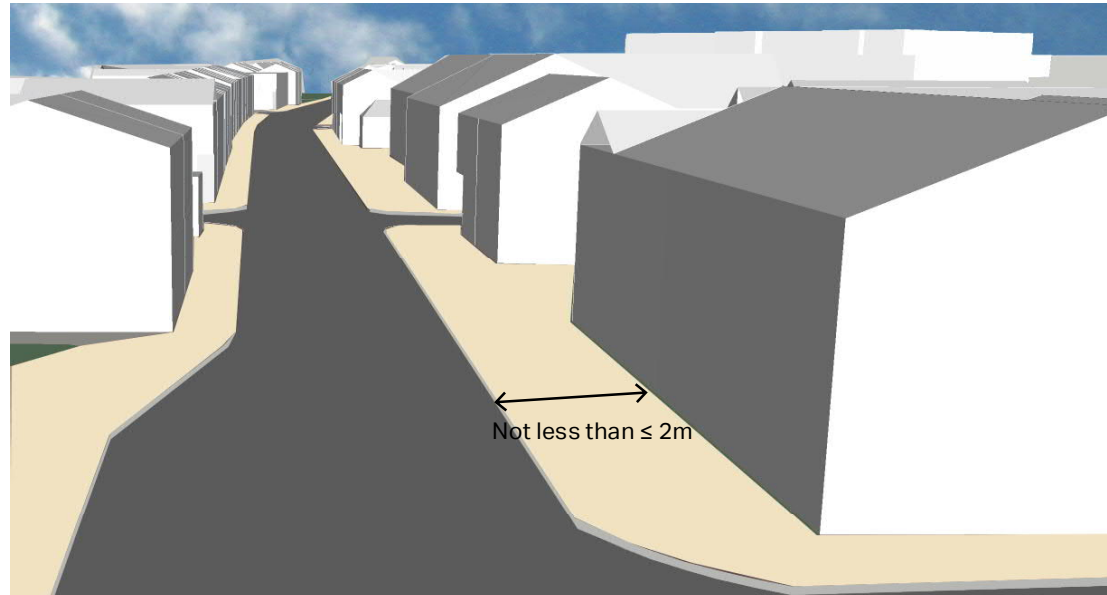
Pavement width allowing for display of ware and pedestrian interface, Congleton High Street



Well defined zone for parking and pedestrian movement with high quality material, Leek High Street

SP01.2 Pavement width not less than $\leq 2.0\text{m}$:

Wider pavements of up to 2m should be well defined for a variety of use within the street like pedestrian zone, spill out area, display area, street activities etc. Street furniture should be well organised to avoid clutter and encourage pedestrian flow. There should be regular pedestrian crossing points along the streets. The crossing points should be well integrated along pavements and comfortable to use.



Pavement width- Not less than $\leq 2.0\text{m}$



Wide pavement to accommodate cafe spill out spaces and pedestrian movement, Congleton High Street



Wide pedestrian crossing area defined by high quality material, Congleton High Street

SP02- Street furniture

Street furniture provides a primary function in the public realm by unifying the street scene. It also helps create a sense of place and identity and make a place feel safe and welcoming. Street furniture design should be simple and robust and easy to maintain. Street furniture design across Biddulph Town Centre should be complementary, based on a unified design palette for each character area, and should be used to strengthen the legibility of key routes and spaces.

SP02.1 Benches:

Benches must be located at a minimum distance of 450mm from the edge of the public highway. Seats should be wide enough for at least three people and should be of a simple design. Materials can be contemporary (to be agreed with BTC). Seating should provide for different user groups and should be attractive and robust and easy to maintain.

SP02.2

Bins:

Bins should be robust and covered. They can be contemporary in design and materiality. (to be agreed with BTC).

SP02.3 Bollards:

Bollards must be robust and simple in design. They should be well integrated within the Public realm to avoid street clutter. Bollards should be avoided where spaces are narrow and hinder pedestrian flow.

SP02.4 Planters:

Planters must be robust and simple in design. They should be well integrated within the Public realm and should be spaced carefully to avoid street clutter.



Wood and concrete bench without armrest



Stainless steel benches with armrest



Bins



Planter



Bollards with cycle racks

SP03- Public realm trees

Biddulph is closely connected with its surrounding countryside. Biddulph Grange is one of the most visited national trust sites with visitors from all over the world.

The 'Biddulph in bloom' initiative has helped uplift the green infrastructure of the Town Centre. Provision for street trees will improve the biodiversity value of the Town Centre and help enhance the street scene and character.

SP03.1 Street trees:

Species and locations of trees should be agreed with BTC. Trees in the High Street/Tunstall Road should comprise the same species to maintain visual coherence and aid legibility.

Tree planting should be considered that strengthens and enhance the character of the Town Centre. Trees in the Town Centre must be planted in suitable planters/pits to protect surrounding services and prevent root damage to paving and foundations. Clear stem trees with year-round interest planted to support spatial structure, provide shade and vertical separation. Species can vary spaces but must be of a strong form and tolerant to an urban environment.



Trees framing High Street , Liverpool



Trees providing shade and refuge within the town square, Denton

SP04- Street lighting

Lighting is essential to successful placemaking. Good quality lighting design can create high quality, inviting public realm that is attractive and usable at all times of the day, and safe at night. All lighting proposals must be agreed with the adopting authority (BTC and SMDC). Light fittings should be unified across all the character areas within the Biddulph Town Centre.

SP04.1 Street lighting (Street lamps posts):

The design of light fittings should be consistent throughout the Town Centre to avoid clutter and achieve a cohesive street scene. The street lighting units should be well located and coordinated to aid wayfinding and provide a safe environment.

SP04.2 Wall mounted lights:

Wall-mounted lighting is encouraged within the Town Centre wherever possible to avoid street clutter.

SP04.3 Uplift/facade lighting:

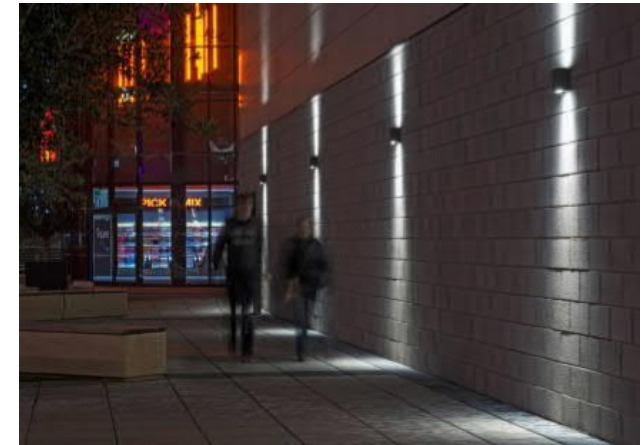
Uplift/ facade lighting will help enhance the street scene. Key landmarks can be illuminated using uplift lights/facade lights. For example, the Town Hall, which is one of the key landmarks within Biddulph Town Centre, can be illuminated using SP04.3 to enhance the street scene.

SP04.4 Feature lighting / public art :

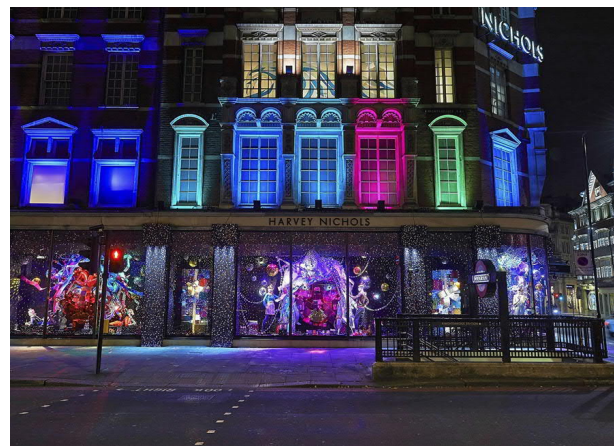
Feature lighting should be well integrated within the Public Realm. Bespoke lighting as integrated public art elements must be supported by a clear design rationale and agreed with BTC. Feature lighting can also be used to illuminate public art. For example, the existing 'Miner's Wheel' public art can be illuminated using SP04.4 to enhance the street scene.



Lamp post at regular intervals illuminating the street making it safe and attractive for day/night time use



Wall mounted lighting helps reduce street clutter



Uplift/ facade lighting on historic landmark building provides character and focus along High Street



Feature lighting integrated within High Street provide variety and makes the street attractive and inviting

SP05- Upgraded Public realm material

The public realm within the Town Centre including highways, pavements, squares, open spaces etc. should be of high-quality material and maintained for any wear and tear periodically. The material palette should be simple and robust and designed to tolerate weather condition and harsh environment. The material palette should respect the existing character of the Town Centre. High-quality material not only enhances the user experience of the place but defines a sense of place and identity for the Town Centre. All upgrades to the material should be agreed with BTC and SMDC and should comply with highways standards.



High quality material palette defining gateway to Leek Town Centre



High quality paving material defining key pedestrian street along Congleton High Street



Variety of high-quality material defining the different aspect of the public realm such as pedestrian crossing points, circulation zone and activity with trees/seating providing resting spaces, adding to the visual appeal of the street, Congleton High Street

SP06- Cycle Provisions

Cycling is encouraged within the Biddulph Town Centre as an alternative mode of transport. Cycle storage facilities should be well integrated with other uses along the High Street/Tunstall Road. The cycle routes should connect well with other national and local cycling routes. Location of cycle storage should consider safety and ease of access.

SP06.1 Cycle stands:

Cycle stands within the Town Centre should be well integrated with other uses in the High Street/Tunstall Road. The location of cycle stands should be accessible and connect well with other local cycling routes. They should be robust and simple in design.

SP06.2 Cycle hub:

Cycle hubs should be accessible and integrate well with local and national cycling routes.



Cycle stands



Cycle hubs

SP07- Traffic calming

Traffic calming uses physical design and other measures to improve safety for motorists, pedestrians and cyclists. It aims to encourage safer, more responsible driving and potentially reduce traffic flow. Traffic calming measures within Biddulph Town Centre will create a safer pedestrian environment.

SP07.1 Kerb extension and narrowing street:

This includes narrowing the width of the road at the pedestrian crossing with extended kerb, causing the traffic to slow down and provide a safer condition for pedestrians.

SP07.2 Speed bumps/humps and cushions:

These are family of traffic calming devices that use vertical deflection to slow motor-vehicle traffic to improve safety conditions.

SP07.3 Speed tables:

A speed table is long flat-topped speed humps that slow vehicles more gradually than humps and provide safer conditions.

SP07.4 Raised pedestrian crossing:

Raised pedestrian crossings act as speed tables, often situated at intersections.



Speed cushions



Speed table



Kerb extension and narrowing street



Raised pedestrian crossing

SP08- Parking

Car parking should generally be accommodated on the street or rear of the shops. On-street parking should form part of the active street scene. Parking bays should be clearly demarcated within the Town Centre. Pedestrian crossing points and places for street trees/planters and street furniture should be incorporated to break up the parking area visually.

SP09- Servicing and utilities

Refuse storage, service areas, and utilities must be located refuse at the rear of the shops. Utility and meter boxes should be located away from street frontages to minimise unnecessary clutter and detract from the visual appeal of street frontage. Rear utility servicing should be achieved wherever possible. Delivery or servicing should be carried out during non-peak hours or out of trade hours to avoid cluttering the street during trading hours. Domestic and commercial M&E plant must be avoided on property frontages.

SP10- Maintenance

Materials selection will need to take account of maintenance requirements and the cost consideration. All public realm design in Biddulph will need to be accompanied by a maintenance plan to ensure that the quality standards set can be maintained in the long-term.

SP11- Public transport

Public transport should be easily accessible. The location and design of bus stops should be integrated well within the public realm. Pavements should be wide enough to accommodate bus stops.



On street parking in well defined spaces in front of shops



Street furniture and trees can help break the monotony of on street parking bays

5.2.3 Massing and Building Styles

Appropriate massing provides a sense of enclosure and continuity while good building style provides coherence and unifies the Town Centre. They also help define the character of the Town Centre. Biddulph Town Centre has very few historic buildings. It is essential to enhance local distinctiveness and unique building styles within the Town Centre to avoid inauthentic places. The following design codes define acceptable massing and styles within the Town Centre character areas. Different architectural style within uniformed plot width is encouraged as long as they follow the rhythm of facade treatment and respect the existing character of the street frontage within the Town Centre fabric.

MB01- Traditional shop width

Traditional shop width's within the Town Centre is between 3-6m wide and 2 storeys in height. The massing and building heights should respect the existing character of the Town Centre. Vertical and horizontal rhythm in building styles should be maintained. Different uses, styles and variety of form are acceptable and encouraged within each block.

MB02- Large floor plates

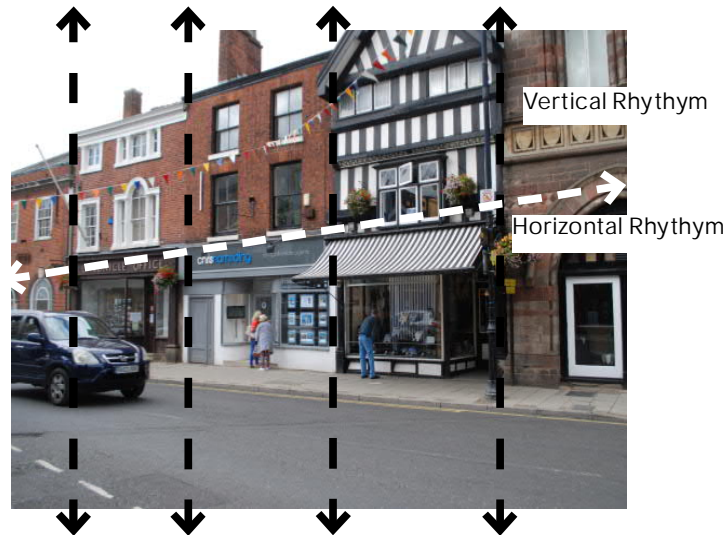
Large floor plates within the Town Centre should respect existing building styles, and massing and their elevation treatment should be broken down visually to avoid monolith frontage. Gable end of buildings on High Street and key nodes are not acceptable.

MB03- Repetitions

Repetition of styles should be avoided and should be in keeping with the existing character of the Town Centre. Interpretation of styles is acceptable as long as they respect the existing character of the street frontage.

MB04- Articulation > than every 3 units

Articulation of style at least every 3 units should be achieved within the Town Centre to promote visual appeal and attractiveness of the Town Centre frontage.



Traditional shop width and rhythm should be maintained, architectural variety within blocks is acceptable if it is in keeping with the existing character of the street fabric, Congleton



Different styles and fenestration within the same block, Congleton



Elevation treatment of professional uses to appear similar to the shop front, complementing existing uses along Biddulph High Street



Articulated frontage with interpretation of similar styles, Congleton High Street

5.2.4 Shop fronts

Shopfronts add a distinct identity to the Town Centre and contribute to the visual appeal of the town. The shop front is the identity of the shop -irrespective of the line of trade it pursues. It is also the single most effective marketing tool for most High Street business. A well-ordered, tidy, contextual and cared-for appearance will result in a better economy. Every shop front is also part of a broader urban context. They significantly contribute to the character and experience of the town.

The following design codes focus on elements of shop fronts including proportions and design of shop fronts, position and location of shopfront doors, examples of appropriate signage and awning design and access to upper floors within Biddulph neighbourhood area precisely the NDO application boundary.

Shopfront door positions and location:

The adjacent figure 6 shows the location of the shop front along High Street and the NDO application boundary. To note, the provision for a flushed door with direct access from the High Street is considerably higher to the provision of recessed doors.

The adjacent figure 7 shows the position of shop front along the High Street and the NDO application boundary. To note, the provision of side door positioning along the High Street is considerably higher to the provision of central door positions on shop fronts.

Any permitted development must adhere to all policies regarding shopfront door location and positions set out within the NDO.



Figure 6: Location of shop front doors- Flushed/ Recessed from street



Figure 7: Positions of shop front doors- Central/Side/Other

Note: The above figure is base on site photographs and google street view

SF01- Shop fronts design

All Shopfronts should be of high quality and respect the existing character of the Town Centre. The following guidelines apply to all developments permitted within the NDO.

Stallriser: A stall riser must be incorporated into the design for the full width of the shopfront, except for the door opening. The height of the stall rise must be between 0.3 metres and 1.0 metre.

Materials: Window frames, doors, pilasters and fascias must be of timber construction with a painted finish and not a stained finish. Stallrisers must be of timber, metal or masonry construction.

Panelling: Any timber panelling used in doors, stall risers, pilasters or other elements of the shopfront must comprise a constructional timber panel and must not comprise the application of timber beading to a flat timber surface.

Fascia: The shopfront design must include a full-width projecting fascia. The fascia must consist of a surrounding frame, creating an area for a shop-sign. Fascia with lettering of between 250mm and 300mm will read well from street level and from across the road if the correct font and colour are selected where the size of the fascia is defined by the building typology or detailing, the font size should be proportionate to the fascia.

Lighting: If lighting is incorporated into the design of the shopfront, then it must comprise projecting light to create external illumination of the shop sign area, and not comprise internal lighting for a transparent shop sign.

Shutters: If shutters and shutter boxes are incorporated into the design, then they must be placed internally, behind the shopfront. When in an open position, shutters must not block the shop window opening. Shutters must be perforated or of such construction to allow vision to the interior beyond.

The following precedent 1, 2 and 3 showcase elements/parameters of shop front design that should be adhered for any permitted developments.

Window frames, doors, pilasters and fascia should be of timber construction with paint finish and not stain finish

Existing features such as cornices and pilasters must be retained and enhanced

Fascia should be projected full width with shop sign lettering between 250-300mm to read well. A hierarchy of lettering enhances the readability and effectiveness of the signage



Display should be organised to promote visual connection to the interior of the shop.

Timber framing should be used as paneling for doors, windows, stallrisers and other elements of shopfront. Use of plastic or constructional timber should be avoided

Hanging signs should be used where possible to reduce clutter on shop fronts

Stall risers must be designed to full width of shopfront and the height must be between 0.3-1.0m. Stall riser must be of timber, metal or masonry construction

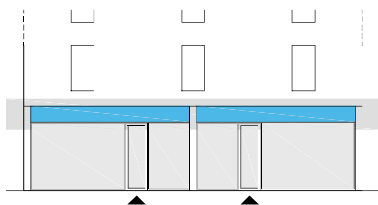
Precedent 1- Elements of shop front design



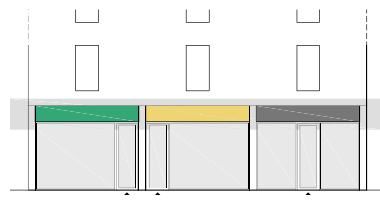
Transparent shutters to promote active frontage



Fencing used for security while promoting active frontage



Frontage should be broken up and feature entrance doors at regular intervals on the High Street



Shops with diversity in uses, types and sizes makes High Street

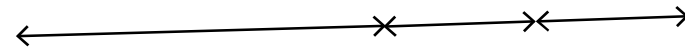
Proportionate depth of signage not more than 1/4th of the total height of the shop front

Clear window depth should account for remaining of the shop front apart from window frames/mullions and stall riser if provided



Hanging signs are encouraged within the High Street

Chalk board signs are acceptable where pavement widths can accommodate them and do not hinder pedestrian movement



Clear windows should account for 2/3th of the shop front apart from window frames and mullions forming part of the vertical separation

Clear door access should account for at least 1/3rd of the shop front proportions. Provision of additional door access on wider shop fronts is acceptable

Precedent 2- Elements of shop front design

SF02- Awning and signage

The use of appropriate canopies is encouraged within the High Street. If a canopy is incorporated into the shopfront design, it must be of retractable fabric and metal design. The depth of the awning or canopy should finish 450mm before the edge of the pavement to promote circulation. Shop signage should be proportionate to the shop front. Guidance for appropriate signage is provided in the adjacent precedent 2 and 3.

SF03- Use of upper floors

Use of upper floor of shops is encouraged. The use must not cause any significant nuisance to adjacent and nearby properties by reason of noise, disturbance, dust, vibration or odour and must comply with all policies within the NDO.

Access to the upper floor should be well defined and integrated appropriately.

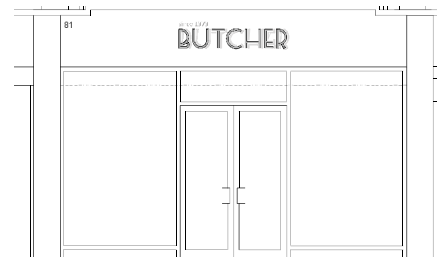
Precedent 1,2 and 3 showcase elements/parameters of shop front design that should be adhered for any permitted developments.



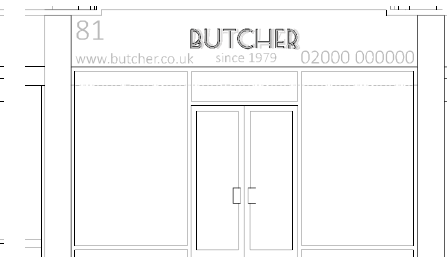
Use of upper floors of shops is encouraged



Hanging signage help avoid clutter and add visual appeal, Biddulph



Proportionate signs communicates well. Fascia lettering of between 250mm-350mm read well at street level



Hierarchy of lettering communicate information effectively

Precedent 3- Elements of shop front design

5.2.5 Active frontage

Active frontage adds to the vitality and vibrancy of the streets and public realm and enhances the user experience of the Town Centre. The Design Codes seek to create an active Town Centre by promoting a vibrant street scene. This can be achieved by accommodating spill out cafe spaces, frequent doors and windows with few blank walls and spaces, articulation of building fabric, visual connection to the interior of shops, effective use of pavements etc.

Code AF01- Overlooking

High level of natural surveillance should be provided to create vibrancy and vitality within the High Street. This will enhance the sense of security and improve dwell time. Use of larger well-proportioned windows or floor to ceiling windows on the ground floors and active use of the first floor can help achieve adequate overlooking.

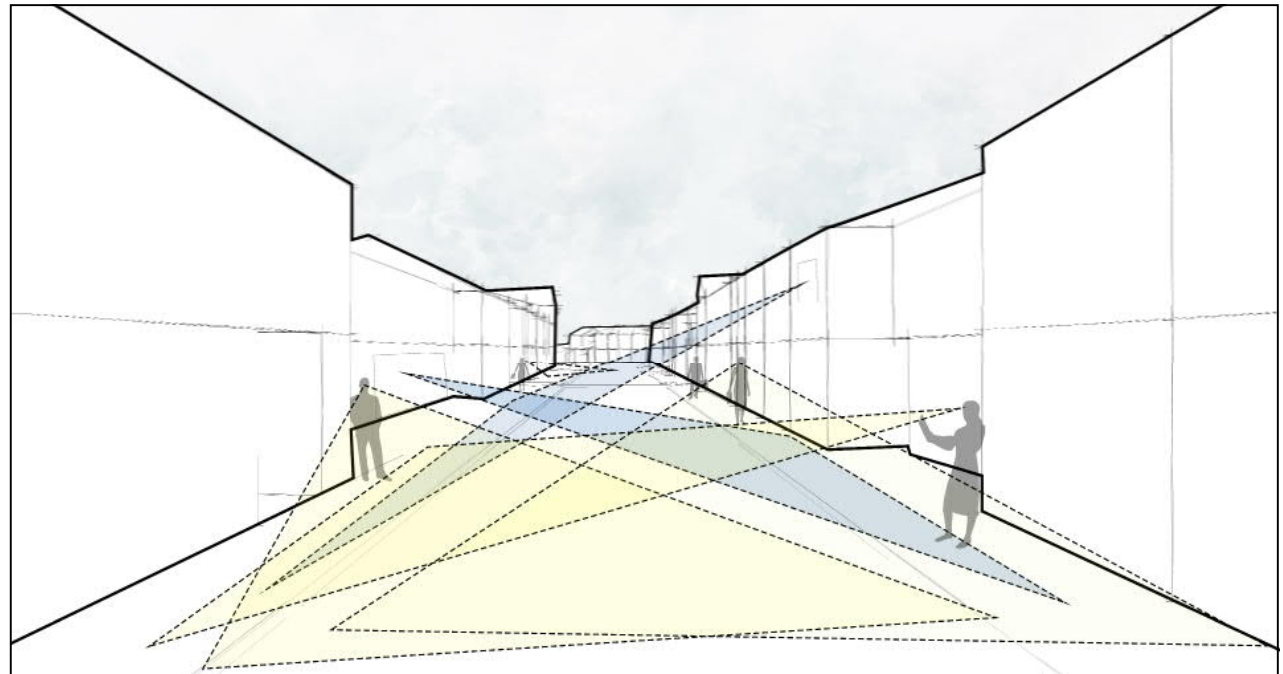
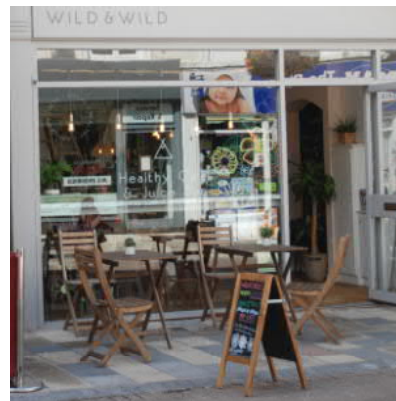


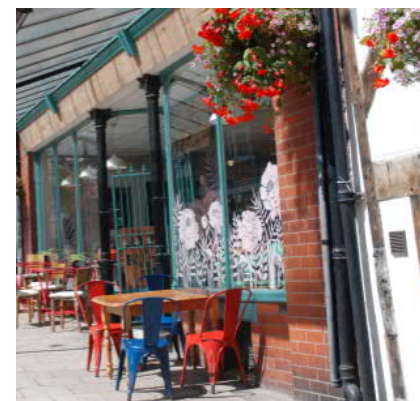
Diagram showing visual intersection and visual axis points along street frontage

Code AF02- Spill out space (in-out spaces)

In-out spill out spaces is encouraged across Biddulph Town Centre to create activity on streets. Businesses like restaurants, cafes, shops etc. can have seating or display on the street within well-organised spaces that do not impede pedestrian movement. While these are recommended to be located on wider pavements, <2m, spill out spaces can be provided on-street > 0.9m, if there is space for at least two pedestrians to pass by comfortably, i.e. approximately 450mm of clear space around the seating area. Street clutter should be avoided at all times.



Spill out cafe spaces on pedestrianised street, Congleton



Set backs with spill out space, Congleton



Shared spill out space in Leek

Code AF03- Spill out spaces with barriers

Spill out spaces which are organised within barriers create different activity pattern within a space. They define the street and allow for the use of pavements for other activities. These are acceptable within larger open spaces and wider pavements wider than 2 metres (SP01.2) and within open public spaces. The barriers should be movable and removable yet should formally separate the resting zones from the wider public space. They should not create street clutter and or hinder pedestrian flow. Permeability should be maintained at all times.



Spill out space defined by street planters, Congleton



Cafe spill out space with movable barriers, Congleton



Cafe spill out space with movable barriers, Congleton

Code AF04- Counter activity on street

Counter activities on the street generating from various uses is recommended to increase the overall movement and activity within the street scene, adding to the vibrancy of the Town Centre. Counter Activities are acceptable on all street types if designed following the codes in section 5.2 with sufficient pavement width to support other uses while maintaining the permeable nature of the street.



Pop-up shop, Congleton



Street vendors



Artisan Market generating activity on the High Street, Biddulph

Code AF05- Access to upper floors on street

Access to upper floors is permitted from both the rear and front of the property provided it allows sufficient space for other uses. Access directly from the street is acceptable as it creates an additional activity along the frontage. Therefore, they should be located appropriately and allow for other activities along the pavement. Access should be well defined, secured and should avoid cluttering the street.



Gated access to the upper floors



Office access on the ground floor and flats on the first floor

Code AF06- Display space

Display space should be of high-quality design. Large and clunky advertisements on the windows obscuring the view of the inside will be non-acceptable. High-quality materials like metal, wood, glass or high-quality plastic are recommended for elevational treatment. Refer code D01 and D02. The display should be organised and should not hinder pedestrian movement or cause visual clutter. Windows should be clear and transparent with well-organised advertising allowing the view of internal spaces.



Window display not obscuring visual connection to interiors of shop



Organised display of ware not impeding pedestrian movement

5.2.6 Gateway and wayfinding

Legibility, permeability and the ease of navigation make places more accessible to people, providing them with movement choices and improving the experience of the Town Centre. Well-defined gateways and wayfinding measures offer ease of access and aid navigation within the Town Centre. Provision of signages and wayfinding measures should be made at key gateways within Biddulph Town Centre to improve legibility and accessibility for the pedestrian, cyclist, public transport users and motor vehicles.

Code GW01- Welcome signs

Welcome signs contribute to the legibility of the town and provide a clear definition of the Town Centre boundaries. Welcome signs should be located at key gateways within Biddulph Town Centre. They should be clearly displayed and easy to read for both pedestrians and drivers. The signage should not impede pedestrian flow or cause street clutter. Welcome signs should be designed in accordance with code SP02 and adhere to highways standards. They should integrate well within the public realm.

Code GW02- Street signs

Street signs should be of high quality and integrate well within the public realm. They should be legible to all users, including pedestrians, drivers and cyclists. Street signs should be positioned at the beginning and end of the streets and adhere to highway standards. Wall-mounted signs are recommended wherever possible to avoid street clutter and promote permeability.



Welcome sign along key gateway into Town Centre



Orientation sign in Oxfordshire

Code GW03- Orientation signs

Orientation signs should be positioned on the important nodes, open public spaces and along the significant building site within the Town Centre. They should be clear and easy to read. Their placement /positioning should not cause street clutter or hinder pedestrian flow if along key pedestrian routes. They should be designed per code SP02.

Code GW04- Tourism and education signs

Tourism and education signs should be provided at significant public spaces and buildings. These should be well designed, simple and clear and work in conjunction with the orientation signs and street signs to aid legibility and navigation within the Town Centre. They may vary in size and should be positioned to avoid street clutter.



Street signs on buildings help avoid street clutter



Tourist information boards aid navigation to key attractions within Town Centre

5.2.7 Attractive and welcoming public buildings

Public buildings are also significant public spaces that contribute to the appearance and character of the town. They also complement the public realm, usually standing out and creating focal points, landmarks and important nodes.

Code PB01- Well defined entrance and lobby

Public buildings should stand out within a streetscape. The entrance should be inviting with clear defined entrance/exit points. Entrances should be designed to complement the public realm and should be accessible to all kinds of users. Code PB01 should be designed in accordance with the codes in 5.2.2.

Code PB02- Good visual connection inside and outside

Public buildings should also be well connected physically and visually with the public realm for people to enter and exit easily, forming a uniform public space. Therefore, the use of glass or other transparent material, as well as large windows and doors, is encouraged. Should be designed per the Codes in 5.2.2.



Church in Leek with a glass entrance/lobby providing visual connection to High Street



Well-defined entrance of Biddulph Town Hall facing High Street

5.2.8 Dwell time and user experience

User experience is brought together by a variety of factors. It also plays a crucial role in formulating the character and identity of a place. People use and interact with space in different ways. A Town Centre needs to be vibrant, attractive, and comfortable and provide for a variety of sensory experiences that would encourage people to dwell, shop and spend time. The visual perception of a place thereby contributes to the overall user experience and dwell time.



Pedestrianised street, Congleton High Street



Wide pavement and set back, Congleton High Street



Permeable public realm with visual connection to key landmark building, Leek High Street

Code DT01- Comfortable pavement width

Pavement width should be comfortable to enhance pedestrian flow and improve accessibility to shopfronts. Spill out spaces, an outdoor display of wares or signage's etc. should not impede pedestrian flow. There should be room for at least two pedestrians to pass by comfortably along narrow pavements in accordance with SP02.1. In areas where pavements are wider than 2 meters, pavements should be permeable and should be designed to be inclusive and accommodate all kinds users.

DT01.01 Delineated pavements in pedestrianised areas.

In purely pedestrianised streets the mark-up pavement areas should be informal. Pavement area should be accommodated display space, café spill out spaces/seating and be at least 2m wide. Pavement should encourage permeability and pedestrian circulation.

DT01.02 Shared space

Shared space is a design approach that prioritises people over traffic, removes clutter from the pavement, and encourages different road users to interact with one another. This more uncertain situation means drivers pay far more attention to their surroundings and naturally reduces speed. Shared space should be carefully designed and requires inputs from highways specialist.

DT01.03 Pavements alongside the roads

Pavements running alongside vehicular roads should be at least 0.9 metres wide and provide space for at least two pedestrians to pass by comfortably along shop fronts that have either external display area or spill out spaces etc. Signage's should be wall-mounted wherever possible to avoid street clutter.

Code DT02- Comfortable seating areas

Seating in public open space support social activities like meeting, watching street performances, gathering or resting etc. Seating area needs to be well organised and located appropriately along wider areas to avoid street clutter. They should not impede pedestrian flow or reduce the permeability of the street. They should complement the overall character of the townscape.

DT02.01 Leisure street seating

In areas designated for shopping, eating, and leisure, seating can be arranged informally to complement the activities within the area. Seating should not hinder pedestrian flow. They could be contemporary or of design that complements the existing character of the town.

DT02.02 On-street seating.

May be located on the narrower streets with pavements wider than 0.9m and the wider streets with pavements wider than 2m providing that street clutter is not created, and pedestrians are not affected.

DT02.03 Public square seating areas

Public square seating areas should be well defined and located for ease of access. They should not result in street clutter or hinder pedestrian movement. Public Square seating should complement the character of the public realm, be simple and robust in design and easy to maintain.

Code DT03- Evening use

Evening use is one of the elements that determine how safe and viable a Town Centre is. Provision of night-time uses generates activity in the Town Centre during out of trade hours improving security and natural surveillance. A good variety of restaurants, bars, pubs etc. should be provided, to offer choices to residents and visitors of Biddulph. This will not only enhance night-time economy for Biddulph but also detract users from going to nearby towns to avail these facilities.



Movable seating adapted to promote pedestrian movement



On street seating defined by planters



Public square seating area



Night time use- Bar



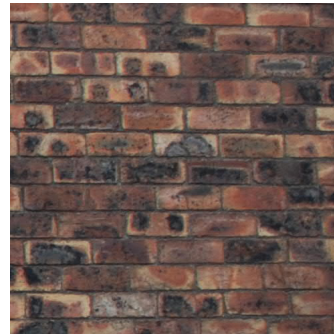
Night time use- Cafe restaurant

5.2.9 Details and materials

Details and materials play a crucial role in determining the character and identity of a place. The built environment of Biddulph Town Centre is dominated by 19th and early 20th-century red-brick terraced housing, particularly along Albert Street and Congleton Road. John Street, which runs parallel to the High Street, is dominated by red-brick semi-detached properties.

The Biddulph Town Centre is characterised by a variety of architectural styles and details. Biddulph Town Centre retains a mainly 19th-century industrial character. Some of these have retained the original chimneys, finials and detailing's which should be preserved and enhanced where present.

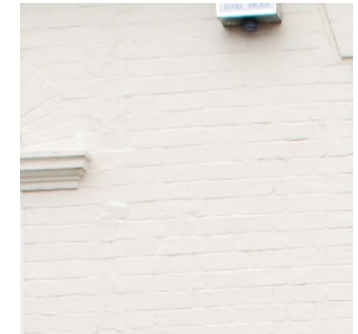
The selection of built materials and details of buildings should respect the character of the existing townscape. The design codes encourage the use of a variety of high-quality materials that complement and enhance the character of the Biddulph Town Centre. Other materials apart from the one detailed below may be acceptable if agreed with the town council. A modern interpretation of architectural styles are acceptable and encouraged within the Town Centre fabric but must complement the existing character of the townscape.



Reclaimed brickwork



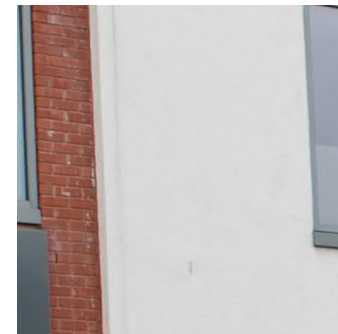
Red brickwork



Painted brickwork



White smooth render



Light smooth render



Light yellow smooth render

Code D01: Elevation Treatments.

D01.1. Brickwork

Brickwork is widely used across Biddulph Town Centre, in particular, brown and red brickwork. Therefore, the use of brickwork is acceptable for all new and existing developments in the Town Centre. Examples of painted brickwork are also present and acceptable within the Town Centre. Lighter/pastel colours are acceptable as shown in adjacent images.



Side facing gable end



Gable end facing street



Hipped roof

D01.2. Render

Smooth render of lighter/pastel colours for exteriors is acceptable and should respect the character of the existing street scene. Darker and rougher surfaces would create a discordant appearance within a streetscape negatively affecting the overall visual appearance and are deemed non-acceptable.

Code D02: Roof lines and pitches.

The overall roofline in Biddulph is generally uniform with the majority of buildings not exceeding two storeys in height. The roofs are mostly double pitched with side facing gable ends. Street facing gable ends may be acceptable in buildings of importance as long as they are in keeping with the street scene. There are also examples of hipped roofs in the town. But to promote consistency within the overall roofscape, the preference is given to the gable ends along primary streets. Historic features like chimneys and finials must be retained and enhanced where present.

Code D03: Fenestration.

The fenestration is generally uniform in Biddulph Town Centre. While the windows on the ground floor and first floors may differ in sizes and scales in few buildings, they retain consistency and are proportionate overall. New development should maintain a similar horizontal and vertical rhythm, and the fenestration should respect the existing character of the street scene.

Code D04: Dormers & roof lights.

Dormer windows and roof lights are not typical within Biddulph Town Centre. Provisions for dormers and roof lights are thereby non- acceptable as this may result in a discordant street scene. Although they may be deemed acceptable only on the rear elevations, with preference to smaller, double-pitched dormer windows in comparison to the box dormers. Some of the rear dormers may be considered Permitted Development as per the General Permitted Development Order (2015).



Architectural variety of elevational treatment along street front complementing existing character of street scene



Uniform fenestration along ground and first floor facing street



Gable end dormer window



Roof light along front elevation



Street facing roof dormer window

Code D05: Architectural variety

Biddulph Town Centre has a variety of architectural style within the Town Centre both traditional and modern. Development within the Town Centre should retain the typical building scale as well as vertical and horizontal uniformity. A modern interpretation of architectural styles is acceptable if they are of high-quality design, proportionate in scale, maintain the rhythm of the streetscape and respect the character of the streetscape within the Town Centre.



Gradell listed Conservative and Unionist club, Biddulph Town Centre



Biddulph Town Hall - An example of 1960's modern architecture



Typical "terraced" layout of Biddulph High Street.



The water wheel was made from the wood of the trees
of the watercourse of the town of Bishopton, and is
made on the site by the Council in honour of the
people of Bishopton who were the first to build the
watercourse which has been the source of life and
prosperity for the town of Bishopton for many
years.

Character Area Design Codes

06

6.1 Introduction

Biddulph's Town Centre is structured along High Street and Tunstall Road which forms the retail core of the town. The land-use along the High Street/ Tunstall Road is primarily retail interspersed with offices, commercial and residential uses. The Town Hall sits in the centre of the High Street and forms a key landmark within the Town Centre. The space fronting the Town Hall has the potential to be developed as a town square for community activities. The civic cluster comprises the Library and NHS building located behind Bradley Green.

For the purpose of the design codes, the Town Centre study area is divided into four character areas based on the broad land-use, activities and the perception of the Town Centre as a user. The breakdown of the Town Centre into character areas facilitates a base structure for the physical application of the design codes. As mentioned earlier, it is not intended that entirely different characters are created, but that the codes are grouped sensibly for implementation and use.

Following four character areas are seen within Biddulph Town Centre study area, as shown in figure 2:

1. Upper High Street
2. Lower High Street
3. Town Square
4. Civic Square

The design codes apply to all the developments within these character areas, and the NDO application boundary discussed in section 04. Please note The NDO application boundary is contained within the Town Centre wide study area.

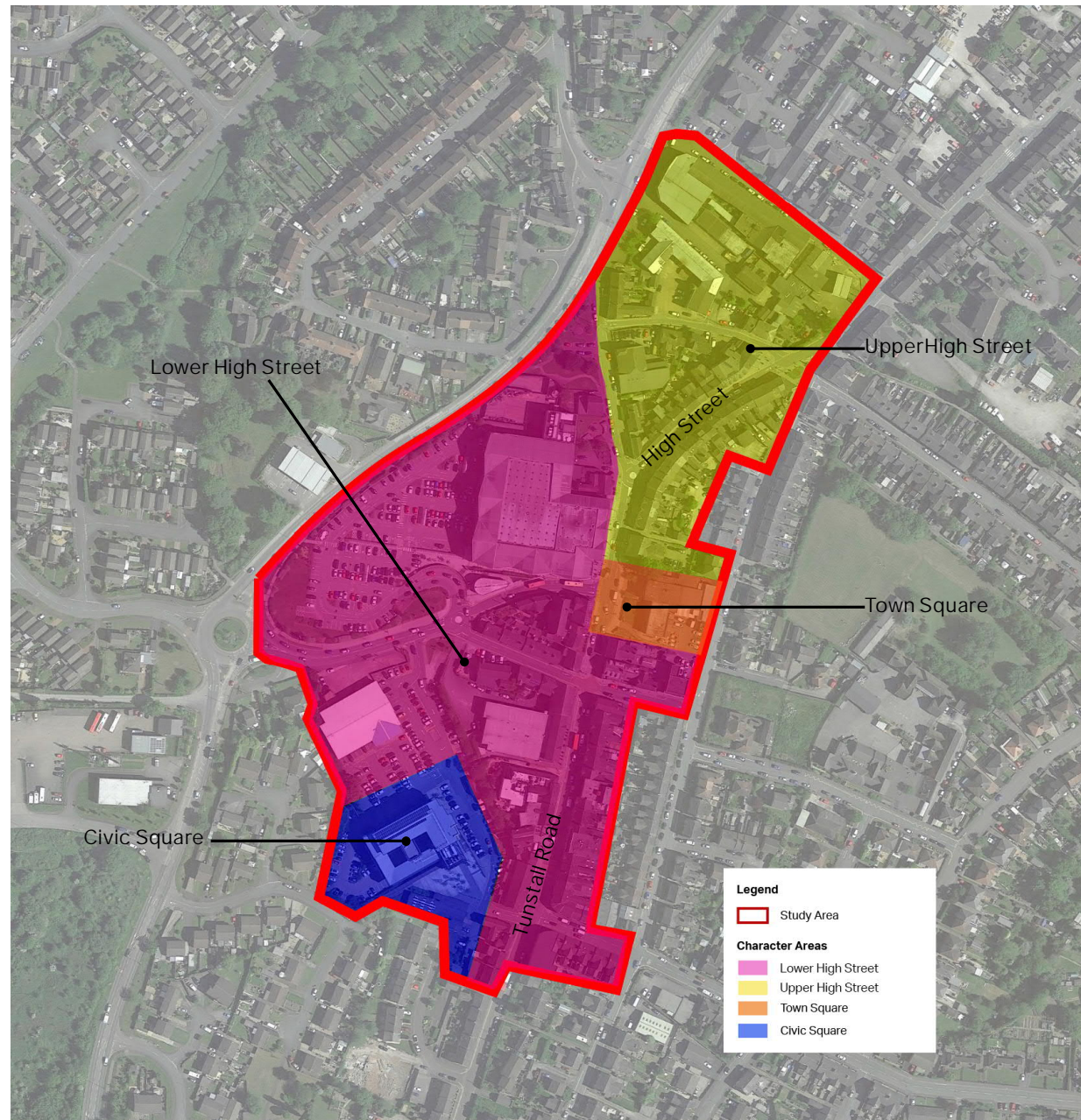


Figure 2- Character areas within Biddulph Town Centre study area

6.2 Upper High Street

This character area is defined by tourist and leisure-led activities such as gift shops, flower shops, licensed pub, wedding cake and dress shops etc. The public realm comprises of a narrow street, with parking on one side and pavements on both sides. The pavement is narrow at places and broader at the fringe, bordering the entrance to the Lower High Street.

The buildings along the upper High Street are typically two storeys high and contain a non-coherent miscellany of elevational treatments. Some of the buildings comprise historic features like chimneys, cornices and finials, but these seem to be inconsistent and missing in parts.



Figure 3- Upper High Street



Tourist and neighbourhood led activities along the upper High Street



Discordant elevation styles within upper High Street



Historic features and roof line within upper High Street

6.2.1 Upper High Street Design Codes

5.2.1 Mix of uses

Table 1.1.1 defines the key function and objectives of the Upper High Street in terms of the mix of use and indicates the acceptable design codes within this character area.

Upper High Street 5.2.1 Mix of Use		
DESIGN CODE		
Character area code	Upper High Street	
Core functions	Cater to both tourists and residents.	
Objectives	<ul style="list-style-type: none"> • To create a diversity of use within the upper High Street. • To create a sustainable town centre. • To attract users to use the Town Centre facilities. 	
Design criteria	Acceptable Design Codes	Comments
Mix of Use		Repetitive uses within the same block consecutively are not- acceptable. For example it is not acceptable to have more than three butchers in the same block. Same code should not occur more than thrice in the same block.
Ground Floor	MU02, MU03,MU05,MU06,MU10,MU11	
First Floor	MU06,MU08MU07,MU03,MU05	

Table 1.1.1

5.2.2 Street, Public realm and key spaces

Table 1.1.2 defines the key function and objectives of the Upper High Street in terms of the street, Public realm and keyspaces and indicates the acceptable design codes within this character area.

Policies regarding access space, external works and site-wide integration with the landscape are covered within the Staffordshire Moorlands Design Guide SPD.

Upper High Street		
5.2.2 Street, Public realm and key spaces		
DESIGN CODE		
Character area	Upper High Street	
Core functions	<ul style="list-style-type: none"> • To provide ease of pedestrian movement. • Public realm resource for day and night time use. • Provide activity and spaces for display and spill out. • Vehicular, servicing and parking access. 	
Objectives	<ul style="list-style-type: none"> • To maintain and strengthen the High Street's core function. • To unify and enhance the character of the town for residents and visitors. • To create pedestrian-friendly and uncluttered public realm with optimised pavement usage. • To signalise clear pedestrian priority through surface treatment and well-defined crossing points. • To contribute to the continuous public realm for character areas upper and lower High Streets. • To act as a gateway to the town centre. 	
Design criteria	Acceptable Design Codes	Comments
SP01- Pavement width	SP01.1	
SP02- Street Furniture	SP02.2, SP02.4	Design code SP02.2, SP02.4 is acceptable only were pavements are wide enough to accommodate them without hindering pedestrian movement.
SP03- Street Trees	Non- Acceptable	Pavements are narrow
SP04- Street Lighting	SP04.1, SP04.2	To be agreed with BTC
SP05- Public realm material	SP05	To be agreed with BTC
SP06- Cycle provisions	Non- Acceptable	Pavements and street are narrow
SP07- Traffic calming	SP07.3	To be agreed with BTC
SP08- Parking	SP08	To be agreed with BTC
SP09- Servicing and utilities	SP09	To be agreed with BTC
SP10- Maintenance	SP10	To be agreed with BTC
SP11- Public Transport	Non- Acceptable	The main street is narrow for Public transport and this needs to be a pedestrian priority street

Table 1.1.2

5.2.3 Massing and building styles

Table 1.1.3 defines the objectives of the Upper High Street in terms of massing and building styles and indicates the acceptable design codes within this character area.

Policies regarding designing the building to context are covered within the Staffordshire Moorlands Design Guide SPD.

Upper High Street	
5.2.3 Massing and Building Styles	
DESIGN CODE	
Character area	Upper High Street
Objectives	<ul style="list-style-type: none"> To unify and strengthen the character of the upper High Street as a whole. To establish a well-defined rhythm of building fabric. To make the town centre urban environment attractive.
Design criteria	Acceptable Design Codes
MB01- Traditional shop width	MB01
MB02- Large Floor Plate	Non- Acceptable

Table 1.1.3

5.2.4 Shop Fronts

Table 1.1.4 defines the key objectives of the Upper High Street in terms of shop fronts and indicates the acceptable design codes within this character area. Policies and guidance regarding acceptable shop fronts are covered within the Staffordshire Moorlands Design Guide SPD.

Upper High Street		
5.2.4 Shop Fronts		
DESIGN CODE		
Character area	Upper High Street	
Objectives	<ul style="list-style-type: none"> To unify and strengthen the character of the upper High Street and the town centre urban environment. To contribute to the attractiveness of the town centre by creating visually appealing frontage along the character area. 	
Design criteria	Acceptable Design Codes	Comments
SF01- Shop front design	SF01	Shopfronts should comply with the guidance shown within this code
SF02- Awning and Signage	SF02	Shopfronts should comply with the guidance shown within this code
SF03- Access to upper floors	Non- Acceptable	Narrow pavements and lack of space within the upper High Street to support related functions

Table 1.1.4

5.2.5 Active frontage

Table 1.1.5 defines the key objectives of the Upper High Street with regards to active frontage and indicates the acceptable design codes within this character area.

Upper High Street 5.2.5 Active Frontage		
DESIGN CODE		
Character area code	Upper High Street	
Objectives	<ul style="list-style-type: none"> • Add more vitality and vibrance to the town centre • Make the town centre more active and attractive. • To unify and strengthen the character of the town for residents and visitors. • To improve the visual appearance of the town centre. 	
Design criteria	Acceptable Design Codes	Comments
AFO.1 - Overlooking	AFO.1	High level of natural surveillance is acceptable
AFO.2 - Spill out space (in-out spaces)	AFO.2	Spill out spaces are acceptable provided they do not hinder the pedestrian flow
AFO.3 - Spill out spaces with barriers / defined apron	AFO.3	Are acceptable on wider pavement and within open public spaces
AFO.4 - Counter activity on street	AFO.4	Vendors and the use of the space for events, spill out spaces etc. is acceptable
AFO.5 - Access to upper floors on street	AFO.5	Is acceptable when sufficient amenity space is provided or on wider pavements as long as they do not hinder the pedestrian flow
AFO.6 - Display space	AFO.6	Should be clear, legible and of good design. Should not result in cluttered pavement

Table 1.1.5

5.2.6 Gateway and wayfinding

Table 1.1.6 defines the objectives of the Upper High Street with regards to street, gateway and wayfinding and indicates the acceptable design codes within this character area.

Upper High Street		
5.2.6 Gateway and wayfinding		
DESIGN CODE		
Character area code	Upper High Street	
Objectives	<ul style="list-style-type: none"> • Make the town centre more legible and permeable • To unify and strengthen the character of the town for residents and visitors. • To improve the visual appearance of the town centre. • To contribute to the continuous public realm for the town centre. 	
Design criteria	Acceptable Design Codes	Comments
GW01 - Welcome signage	GW01	To be placed within the main gateways and access points to the Town Centre.Placement of signage should not result in street clutter
GW02 - Street signage	GW02	Should be clear, legible and of a good design and located at the beginning and ends of the street.Signs should be wall-mounted as far as possible to avoid street clutter.
GW03 - Orientation signage	GW03	Are acceptable if positioned at the important nodes.
GW04 - Tourism and education signage	GW04	Tourism and education signs should be provided at significant gateways into the town centre like the start/end of Upper High Street.Placement of signage should not result in street clutter

Table 1.1.6

5.2.8 Dwell time and user experience

Table 1.1.7 defines the objectives of the Upper High Street with regards to dwell time and user experience and indicates the acceptable design codes within this character area.

Upper High Street 5.2.8 Dwell time and user experience		
DESIGN CODE		
Character area code	Upper High Street	
Objectives	<ul style="list-style-type: none"> • To improve the user experience of the lower High Street • Create a high-quality public realm • Make Biddulph more attractive to residents and visitors 	
Design criteria	Acceptable Design Codes	Comments
DT0.1 - Comfortable pavement width	DOT.1	Pavements should comply with the guidance shown within this code.
DT0.2 - Comfortable waiting and seating areas	DT0.2	Seating areas should comply with the guidance shown within this code.
DT0.3 - Evening uses	DT0.3	A good variety of evening uses is acceptable

Table 1.1.7

5.2.9 Details and materials

Table 1.1.8 defines the key objectives of the Upper High Street in terms of details and material and indicates the acceptable design codes within this character area.

Policies and guidance regarding acceptable details and materials are covered within the Staffordshire Moorlands Guide SPD.

Upper High Street 5.2.9 Details and materials		
DESIGN CODE		
Character area code	Upper High Street	
Objectives	<ul style="list-style-type: none"> • To create a high-quality design within the Upper High Street. • To create an attractive and vibrant town centre. 	
Design criteria	Acceptable Design Codes	Comments
D0.1 - Elevation treatments	D0.1.1, D01.2	Elevations should comply with the guidance shown within this code.
D0.2 - Roofline and pitches	D0.2	Various pitches are acceptable if they are in keeping with the existing character of the streetscape
D0.3 - Fenestration	D0.3	Fenestration should respect the existing scale as well as the vertical and horizontal arrangement of doors and windows
D0.4 - Dormer & roof lights	Non-acceptable	No front-facing roof light or dormer is acceptable. Rear-facing dormers and roof lights may be Permitted Development
D0.5 - Architectural variety	D0.5	Architectural variety is acceptable as long as the vertical and horizontal layouts of the buildings are respected

Table 1.1.8

6.3 Lower High Street

Lower High Street is the primary shopping street in Biddulph Town Centre. It is characterised by traditional shops such as butchers, hairdressers, newsagents and also houses cafes, restaurants, pubs and commercial services that support both the local and neighbourhood shopping needs.

The public realm comprises of well-defined pavements which are wider at some points of up to 2m and wide pedestrian crossing points. There are large no. of bollards on some parts of the street which hinders pedestrian flow and result in tight spill out spaces. On-street permit parking is provided on one side of the street with one-way traffic flow along the High Street.

The buildings along the lower High Street are typically two storeys high and contain varied elevational treatments and styles. Some of the buildings comprise historic features like chimneys, cornices and finials, but these seem to be inconsistent and missing in parts.



Figure 4- lower High Street



Opportunity to integrate high quality public spaces to make Town Centre attractive to users



Street furniture causing street clutter



Discongruent elevation treatment along lower High Street

6.3.1 Lower High Street Design Codes

5.2.1 Mix of uses

Table 2.1.1 defines the key function and objectives of Lower High Street in terms of the mix of use and indicates the acceptable design codes within this character area.

Lower High Street 5.2.1 Mix of Use		
DESIGN CODE		
Character area code	Lower High Street	
Core functions	<ul style="list-style-type: none"> • Main Shopping street for local residents and visitors. • Provide diversity in uses and attract both residents and visitors to use the town centre facilities. 	
Objectives	<ul style="list-style-type: none"> • To create a good mix of uses within the lower High Street. • To create a sustainable town centre. • To meet local and visitor needs. • To create an attractive and vibrant town centre. 	
Design criteria	Acceptable Design Codes	Comments
Mix of Use		Repetitive uses within the same block consecutively are not- acceptable. Same code should not occur more than thrice in the same block.
Ground Floor	MU01,MU02,MU03,MU04,MU05,MU06 MU07,MU08,MU09,MU10,MU11	
First Floor	MU03,MU06,MU07,MU08	

Table 2.1.1

5.2.2 Street, Public realm and key spaces

Table 2.1.2 defines the key function and objectives of the Lower High Street in terms of the street, Public realm and keyspaces and indicates the acceptable design codes within this character area.

Policies regarding access space, external works and site-wide integration with the landscape are covered within the Staffordshire Moorlands Design Guide SPD.

Lower High Street		
5.2.2 Street, Public realm and key spaces		
DESIGN CODE		
Character area	Lower High Street	
Core functions	<ul style="list-style-type: none"> • Primary Public realm resource for day and night time use. • Primary High Street and shopping street. • Primary pedestrian and vehicular street. • Provide activity and spaces for display and spill out. • Parking and service access. 	
Objectives	<ul style="list-style-type: none"> • To maintain and enhance the High Street’s core function. • To unify and strengthen the character of the town for residents and visitors. • To create a pedestrian-friendly and high-quality public realm. • To signalise clear pedestrian priority through surface treatment and well-defined crossing points. • To contribute to the continuous public realm of the town centre. • To act as a key gateway to the town centre. 	
Design criteria	Acceptable Design Codes	Comments
SP01- Pavement width	SP01.1, SP01.2	The public realm should be well organised with defined activities and encourage pedestrian priority.
SP02- Street Furniture	SP02.1, SP02.2, SP02.3, SP02.4	All design codes are acceptable only where pavements are wide enough to accommodate them without hindering pedestrian movement. Use of high quality material/surface treatment and street furniture is encouraged.
SP03- Street Trees	SP03	Street trees should be placed where pavement widths are wide enough to integrate successfully into the Public realm. Trees must be planted in suitable planters/pits to protect surrounding services and prevent root damage to paving and foundations. Tree species to maintain visual coherence and aid legibility. Trees to be tolerant of the urban environment and easy to maintain.

Table 2.1.2

SP04- Street Lighting	SP04.1, SP04.2,SP04.4	Wall-mounted lights are encouraged within the High Street to avoid street clutter.
SP05- Public realm material	SP05	High-quality material which are robust and easy to maintain are acceptable
SP06- Cycle provisions	SP06	Ease of access to cycle provision
SP07- Traffic calming	SP07.1,SP07.2,SP07.3,SP07.4	Traffic calming measures need to be put in place to create a pedestrian friendly environment.
SP08- Parking	SP08	On street parking is acceptable.

Table 2.1.2 (Streets, Public realm and key spaces continued)

5.2.3 Massing and building styles

Table 2.1.3 defines the objectives of the Lower High Street in terms of massing and building styles and indicates the acceptable design codes within this character area.

Policies regarding designing the building to context are covered within the Staffordshire Moorlands Design Guide SPD.

Lower High Street		
5.2.3 Massing and Building Styles		
DESIGN CODE		
Character area	Lower High Street	
Objectives	<ul style="list-style-type: none"> • To unify and strengthen the character of the lower High Street as well as the town centre as a whole. • To establish well-defined rhythm of building fabric. • To make the town centre urban environment attractive and inviting. 	
Design criteria	Acceptable Design Codes	Comments
MB01- Traditional shop width	MB01	Variety in styles is acceptable whilst maintaining vertical and horizontal rhythm along the lower High Street fabric.
MB02- Large Floor Plate	MB02	Larger floor plates are acceptable if the massing and building style respect the existing character of the town centre. Proportion and scale of vertical and horizontal elements should maintain and enhance the existing rhythm along lower High Street frontage.
MB03- Repetitions	Non- Acceptable	Architectural interpretations and modern styles are acceptable if respect the character of the upper and lower High Street building fabric.
MB04- Articulation > 3	MB04	Articulation atleast every 3 units is acceptable

Table 2.1.3

5.2.4 Shop Fronts

Table 2.1.4 defines the key objectives of the Lower High Street in terms of shop fronts and indicates the acceptable design codes within this character area. Policies and guidance regarding acceptable shop fronts are covered within the Staffordshire Moorlands Design Guide SPD.

Lower High Street		
5.2.4 Shop Fronts		
DESIGN CODE		
Character area	Lower High Street	
Objectives	<ul style="list-style-type: none"> • To unify and strengthen the character of the lower High Street and the town centre urban environment. • To contribute to the attractiveness of the town centre by creating visually appealing frontage along the high street. • Maintain the visual connection to both inside and outside. • High-quality shop fronts. 	
Design criteria	Acceptable Design Codes	Comments
SF01- Shop front design	SF01	Shop fronts should comply with the guidance shown within this code.
SF02- Awning and Signage	SF02	Shopfronts should comply with the guidance shown within this code.
SF03- Access to upper floors	SF03	Access to upper floors are acceptable were pavement width are wide enough to accommodate related function and do not hinder pedestrian flow. Parking facilities should be provided at the rear of property wherever possible.

Table 2.1.4

5.2.5 Active frontage

Table 2.1.5 defines the key objectives of the Lower High Street in terms of active frontage and indicates the acceptable design codes within this character area.

Upper High Street		
5.2.5 Active Frontage		
DESIGN CODE		
Character area code	Upper High Street	
Objectives	<ul style="list-style-type: none"> • Add more vitality and liveability to the town centre • Make the town centre more active and attractive. • To unify and strengthen the character of the town for residents and visitors. • To improve the visual appearance of the town centre. • To contribute to the continuous public realm for the town centre. 	
Design criteria	Acceptable Design Codes	Comments
AF0.1 - Overlooking	AF0.1	High level of natural surveillance is acceptable
AF0.2 - Spill out space (in-out spaces)	AF0.2	Spill out spaces are acceptable provided they do not hinder the pedestrian flow
AF0.3 - Spill out spaces with barriers / defined apron	AF0.3	Are acceptable on wider pavement and within open public spaces
AF0.4 - Counter activity on street	AF0.4	Vendors and the use of the space for events, spill out spaces etc. is acceptable
AF0.5 - Access to upper floors on street	AF0.5	Is acceptable when sufficient amenity space is provided or on wider pavements as long as they do not hinder the pedestrian flow
AF0.6 - Display space	AF0.6	Should be clear, legible and of good design. Should not result in cluttered pavement

Table 2.1.5

5.2.6 Gateway and wayfinding

Table 2.1.6 defines the objectives of the Lower High Street in terms of street, gateway and wayfinding and indicates the acceptable design codes within this character area.

DESIGN CODE		
Character area code	Lower High Street	
Objectives	<ul style="list-style-type: none"> • Make the town centre more legible and permeable • To unify and strengthen the character of the town for residents and visitors. • To improve the visual appearance of the town centre. • To contribute to the continuous public realm for the town centre. 	
Design criteria	Acceptable Design Codes	Comments
GW01 - Welcome signage	GW01	To be located within the main gateways to the town centre.
GW02 - Street signage	GW02	Should be clear, legible and of a good design located at the beginning and ends of the streets
GW03 - Orientation signage	GW03	Are acceptable if they are positioned at the important nodes within the town centre, open public spaces and landmark buildings.
GW04 - Tourism and education signage	GW04	Tourism and education signs should be provided at significant public spaces and buildings.

Table 2.1.6

5.2.8 Dwell time and user experience

Table 2.1.7 defines the objectives of the Lower High Street in terms of dwell time and user experience and indicates the acceptable design codes within this character area.

Lower High Street 5.2.8 Dwell time and user experience		
DESIGN CODE		
Character area code	Lower High Street	
Objectives	<ul style="list-style-type: none"> • To improve the user experience of the lower High Street • Create a high-quality public realm • Make Biddulph more attractive for residents and visitors 	
Design criteria	Acceptable Design Codes	Comments
DT0.1 - Comfortable pavement width	DOT.1	Pavements should comply with the guidance shown within this code.
DT0.2 - Comfortable waiting and seating areas	DT0.2	Seating areas should comply with the guidance shown within this code.
DT0.3 - Evening uses	DT0.3	A good variety of evening uses is acceptable.

Table 2.1.7

5.2.9 Details and materials

Table 2.1.8 defines the key objectives of the Lower High Street in terms of details and materials and indicates the acceptable design codes within this character area.

Policies and guidance regarding acceptable details and materials are covered within the Staffordshire Moorlands Guide SPD.

Lower High Street		
5.2.9 Details and materials		
DESIGN CODE		
Character area code	Lower High Street	
Objectives	<ul style="list-style-type: none"> • To create high-quality design within the lower High Street. • To create attractive and vibrant town centre. 	
Design criteria	Acceptable Design Codes	Comments
D0.1 - Elevation treatments	D0.1.1, D01.2	Elevations should comply with the guidance shown within this code.
D0.2 - Roofline and pitches	D0.2	Various pitches are acceptable if they are in keeping with the existing character of the streetscape.
D0.3 - Fenestration	D0.3	Fenestration should respect the existing scale as well as the vertical and horizontal arrangement of doors and windows.
D0.4 - Dormer & roof lights	Non-acceptable	No front-facing roof light or dormer is acceptable. Rear-facing dormers and roof lights may be Permitted Development.
D0.5 - Architectural variety	D0.5	Architectural variety is acceptable as long as the vertical and horizontal layouts of the buildings are respected.

Table 2.1.8

6.4 Town Square

The 'Town Square' character area is characterised by a key landmark building 'the Town Hall' which has the potential for a public square fronting the Town Hall. The 'Miners Wheel' public art represents the mining heritage of Biddulph and is located within the Town Hall premises. The space fronting the Town Hall is currently used as a fenced lawn with benches, bins and bollards along the wider pavements and waiting area for taxis and buses.

This space has the potential to be transformed into an uncluttered public focused square used for gathering, resting and hosting community events such as the existing artisan's market.



Figure 5- Town Square



Public art feature 'Miner's Wheel' representing the mining heritage of Biddulph



Key Landmark building Town Hall located prominently at the centre of High Street



Potential of uncluttered public focused square

5.2.2 Street, Public realm and key spaces

Table 3.1.2 defines the key function and objectives of the Town Square in terms of the street, Public realm and keyspaces and indicates the acceptable design codes within this character area.

Policies regarding access space, external works and site-wide integration with the landscape are covered within the Staffordshire Moorlands Design Guide SPD.

Town square		
5.2.2 Street, Public realm and key spaces		
DESIGN CODE		
Character area	Town square	
Core functions	<ul style="list-style-type: none"> To provide a comfortable and attractive pedestrian-friendly environment. Public realm resource for day and night time use. Provide space for active frontages such as café spill out and street vendors/market stalls. Provide resting and gathering space for community events. 	
Objectives	<ul style="list-style-type: none"> To maintain and strengthen the High Street’s core function. To unify and enhance the character of the town centre for residents and visitors. To create pedestrian-friendly and uncluttered public realm resource. To signalise clear pedestrian-only zones for resting/gathering/community events and well-defined pedestrian crossing points to High Street. To contribute to the continuous public realm for character areas upper and lower High Streets. Provide a high-quality public focused square. 	
Design criteria	Acceptable Design Codes	Comments
SP01- Pavement width		
SP02- Street Furniture	SP02.1,SP02.2,SP02.3,SP02.4	All elements of design codes should be well integrated within the space, with clear space for pedestrian movement and avoid street clutter.
SP03- Street Trees	Acceptable	Street trees are acceptable where there is clear space to accommodate them and do not obscure streetscape or add to street clutter. They should be integrated well within the existing street scene of the Town Centre.
SP04- Street Lighting	SP04.1, SP04.2,SP04.3,SP04.4	All elements of the design codes are acceptable. Wall-mounted lights(SP04.2) should be used wherever possible to avoid street clutter. Feature lighting/public art lighting should enhance the street scene and can be used to illuminate the existing 'Miners Wheel'. The Town Hall is a key landmark and can be enhanced using uplift/ facade lighting. Lighting should be of simple and robust design and agreed with BTC prior to installation.

Table 3.1.2

SP05- Public realm material	SP05	The public realm should be of high-quality material and integrate well within the existing character of the town centre. The material palette should be simple, coherent, robust, easy to maintain and provide a clear definition to the town squares. All material to be agreed prior with BTC.
SP06- Cycle provisions	Acceptable	Cycle provisions should be located for ease of access and should not hinder pedestrian flow or cause street clutter.
SP07- Traffic calming	SP07.3	Well-defined clear and comfortable pedestrian crossing points.
SP08- Parking	Non- Acceptable	
SP09- Servicing and utilities	SP09	Recommended only during out of trade hours or off-peak hours. Utilities should be avoided on the frontage of buildings along the square as far as possible. All metre boxes/plant rooms should be located on the rear of buildings.
SP10- Maintenance	SP10	As agreed with BTC
SP11- Public Transport	Non- Acceptable	Presence of bus stops is non-acceptable as will result in street clutter and hinder pedestrian flow. Bus stops should be located within easy access to Town Square.

Table 3.1.2 (Streets, Public realm and key spaces continued)

6.4.1 Town Square Design Codes

5.2.1 Mix of uses

Table 3.1.1 defines the key function and objectives of the Town Square in terms of the mix of use and indicates the acceptable design codes within this character area.

Town square		
5.2.1 Mix of Use		
DESIGN CODE		
Character area code	Town square	
Core functions	Gathering and resting space for the residents and visitors. Venue for community events/ artisan market etc.	
Objectives	<ul style="list-style-type: none"> • To provide comfortable resting and gathering space. • To enhance local distinctiveness and attract locals and visitors. • To provide an attractive and vibrant space to host community events and foster a sense of place. 	
Design criteria		
	Acceptable Design Codes	Comments
Mix of Use		
Ground Floor	MU03,MU05,MU10	Cafes with spill out spaces are acceptable within the town square. Market stalls and street vendors are acceptable as agreed with BTC.
First Floor	MU03,MU05	

Table 3.1.1

5.2.3 Massing and building styles

Not Applicable to Town Square.

5.2.4 Shop fronts

Not Applicable to Town Square.

5.2.6 Gateway and wayfinding

Table 3.1.2 defines the key objectives of the Town Square in terms of gateway and wayfinding and indicates the acceptable design codes within this character area.

Town Square		
5.2.6 Gateway and wayfinding		
DESIGN CODE		
Character area code	Town Square	
Objectives	<ul style="list-style-type: none"> • Make the Town Centre more legible and permeable. • To improve the visual appearance and experience of the Town Centre. 	
Design criteria	Acceptable Design Codes	Comments
GW01 - Welcome signage	GW01	Are acceptable as the Town Hall is a key landmark
GW02 - Street signage	GW02	Should be clear, legible and of a good design.
GW03 - Orientation signage	GW03	Are acceptable
GW04 - Tourism and education signage	GW04	Tourism signs are acceptable and should be clear and legible

Table 3.1.2

5.2.7 Attractive and welcoming public buildings

Table 3.1.4 defines the key objectives of the Town Square in terms of attractive and welcoming public building and indicates the acceptable design codes within this character area.

Town Square		
5.2.7 Attractive and welcoming public buildings		
DESIGN CODE		
Character area code	Town Square	
Objectives	<ul style="list-style-type: none"> To maintain and strengthen the town centre core function. To unify and enhance the character of the town for residents and visitors. To improve the visual appearance of the town centre. To contribute to the continuous public realm for the town centre. 	
Design criteria	Acceptable Design Codes	Comments
PB0.1 - Well defined entrance and lobby	DOT.1	The entrance should be clearly marked and inviting and leading to the open lobbies.
PB0.2 - Good visual connection inside and outside	DT0.2	Public buildings should be well connected physically and visually with the public realm.

Table 3.1.4

5.2.8 Dwell time and user experience

Table 3.1.5 defines the objectives of the Town Square in terms of dwell time and user experience and indicates the acceptable design codes within this character area.

Town Square		
5.2.8 Dwell time and user experience		
DESIGN CODE		
Character area code	Town Square	
Objectives	<ul style="list-style-type: none"> To improve the user experience of the lower High Street. Create a high-quality public realm. Make Biddulph more attractive to residents and visitors. Promote local markets and community focused spaces. 	
Design criteria	Acceptable Design Codes	Comments
DT0.1 - Comfortable pavement width	DOT.1	Pavements should comply with the guidance shown within this code.
DT0.2 - Comfortable waiting and seating areas	DT0.2	Seating areas should comply with the guidance shown within this code.
DT0.3 - Evening uses	DT0.3	A good variety of evening uses is acceptable.

Table 3.1.5

5.2.9 Details and materials

Not Applicable to Town Square.

6.5 Civic Square

The 'Civic Square' character area is characterised by bespoke NHS building and public library. The NHS building is well serviced by dedicated car parking spaces and pedestrian entrance lobby. The NHS building is modern and state of the art facility, which serves local and neighbourhood areas.

The public library currently works full capacity and needs upgrading.



Figure 6- Civic Square



State of the art bespoke NHS building



Public library adjacent to the NHS building currently working over capacity

6.5.1 Civic Square Design Codes

5.2.1 Mix of use

Table 3.1.1 defines the key function and objectives of Civic Square.

Civic square		
5.2.1 Mix of Use		
DESIGN CODE		
Character area code	Civic square	
Core functions	Public buildings should support local residents and communities by providing good quality services.	
Objectives	<ul style="list-style-type: none"> To provide community-focused facilities for residents and neighbourhoods. 	
Design criteria		
	Acceptable Design Codes	Comments
Mix of Use		Civic buildings should support community functions such as the public library, health facilities etc. Different community facilities can be integrated within the same building if space is available to maximise the utility of the public
Ground Floor		
First Floor		

Table 3.1.1

5.2.2 Street, Public realm and key spaces

Table 4.1.2 defines the key function and objectives of the Civic Square in terms of the street, Public realm and keyspaces and indicates the acceptable design codes within this character area.

Policies regarding access space, external works and site-wide integration with the landscape are covered within the Staffordshire Moorlands Design Guide SPD.

Civic square		
5.2.2 Street, Public realm and key spaces		
DESIGN CODE		
Character area	Civic square	
Core functions	<ul style="list-style-type: none"> To provide ease of access. 	
Objectives	<ul style="list-style-type: none"> To create pedestrian-friendly and uncluttered public realm resource to civic square. Ease of access and parking. 	
Design criteria	Acceptable Design Codes	Comments
SP01- Pavement width		
SP02- Street Furniture	SP02.1,SP02.2,SP02.3,SP02.4	All elements of design codes are acceptable and should be integrated well within the public realm.
SP03- Street Trees	Acceptable	Street trees should be integrated well within the Public realm.
SP04- Street Lighting	SP04.1, SP04.2,SP04.3	Wall mounted lights(SP04.2) should be used wherever possible to avoid street clutter. Uplift lighting (SP04.3) can be integrated on bespoke public buildings.The lighting design should be of simple and robust and agreed with BTC prior to installation.
SP05- Public realm material	SP05	The Public realm should be of high quality material and integrate well within the existing character of the town centre.
SP06- Cycle provisions	SP06	Cycle provisions should be located for ease of access or well defined within other parking provisions for the public building.
SP07- Traffic calming	SP07.2,SP07.3	Traffic calming measures should be integrated within the design for the public building.
SP08- Parking	SP08	
SP09- Servicing and utilities	SP09	Servicing as agreed with BTC.Utilities should be avoided on the frontage of buildings.All metre boxes/plant rooms should be located on rear of buildings.
SP10- Maintenance	SP10	As agreed with BTC
SP11- Public Transport	SP11	All public building should be well accessed by public transport.

5.2.3 Massing and building styles

Table 4.1.3 defines the objectives of the Civic Square in terms of massing and building styles and indicates the acceptable design codes within this character area. Policies regarding designing the building to context are covered within the Staffordshire Moorlands Design Guide SPD.

Civic square		
5.2.3 Massing and Building Styles		
DESIGN CODE		
Character area	Civic square	
Objectives	• To unify and strengthen the character of the town centre.	
Design criteria	Acceptable Design Codes	Comments
MB01- Traditional shop width	NA	
MB02- Large Floor Plate	Acceptable	Larger floor plates are acceptable that respect the existing character of the town centre in terms of massing and building styles.
MB03- Repetitions	Non- Acceptable	Repetition of building style are not acceptable. Architectural interpretation of building styles are acceptable if respect the existing character of the town centre.
MB04- Articulation > 3	NA	

Table 4.1.3

5.2.4 Shop fronts

Not Applicable to Civic Square.

5.2.6 Gateway and wayfinding

Table 3.1.5 defines the key objectives of the Civic Square in terms of gateway and wayfinding and indicates the acceptable design codes within this character area.

Civic Square		
5.2.6 Gateway and wayfinding		
DESIGN CODE		
Character area code	Civic Square	
Objectives	<ul style="list-style-type: none"> • Make the town centre more legible and easy to navigate. • To improve the visual appearance of the town centre. 	
Design criteria	Acceptable Design Codes	Comments
GW01 - Welcome signage	NA	
GW02 - Street Signage	GW02	Should be clear, legible and of a good design.
GW03 - Orientation signage	GW03	Are acceptable if wall-mounted
GW04 - Tourism and education signage	GW04	NA

Table 3.1.5

5.2.7 Attractive and welcoming public buildings

Table 3.1.6 defines the key objectives of the Civic Square in terms of attractive and welcoming public building and indicates the acceptable design codes within this character area.

Civic Square 5.2.7 Attractive and welcoming public buildings		
DESIGN CODE		
Character area code	Civic Square	
Objectives	<ul style="list-style-type: none"> To maintain and strengthen the town centre core function. To provide high-quality services to residents. 	
Design criteria	Acceptable Design Codes	Comments
PBO.1 - Well defined entrance and lobby	DOT.1	The entrance should be clearly marked and inviting and leading to the open lobbies.
PBO.2 - Good visual connection inside and outside	DT0.2	Public buildings should be well connected physically and visually with the public realm.

Table 3.1.6

5.2.8 Dwell time and user experience

Table 3.1.7 defines the objectives of the Civic Square in terms of dwell time and user experience and indicates the acceptable design codes within this character area.

Civic Square 5.2.8 Dwell time and user experience		
DESIGN CODE		
Character area code	Civic Square	
Objectives	<ul style="list-style-type: none"> Make Biddulph more attractive to residents and enhance user experience. 	
Design criteria	Acceptable Design Codes	Comments
DT0.1 - Comfortable pavement width	DOT.1	Pavements should comply with the guidance shown within this code.
DT0.2 - Comfortable waiting and seating areas	DT0.2	Seating areas should comply with the guidance shown within this code.
DT0.3 - Evening uses	DT0.3	NA

Table 3.1.7

5.2.9 Details and materials

Table 3.1.8 defines the key objectives of the Civic Square in terms of active frontage and indicates the acceptable design codes within this character area.

Policies and guidance regarding acceptable details and materials are covered within the Staffordshire Moorlands Guide SPD.

Civic Square		
5.2.9 Details and materials		
DESIGN CODE		
Character area code	Civic Square	
Objectives	<ul style="list-style-type: none"> To promote high-quality design within the Civic Square. 	
Design criteria	Acceptable Design Codes	Comments
D0.1 - Elevation treatments	D0.1.1, D01.2	Should complement the character of the Town Centre. Contemporary styles are acceptable.
D0.2 - Roofline and pitches	D0.2	Various pitches are acceptable if they complement the townscape.
D0.3 - Fenestration	D0.3	Should complement the character of the Town Centre.
D0.4 - Dormer & roof lights	Non-acceptable	
D0.5 - Architectural variety	D0.5	Architectural variety is acceptable and encouraged but must respect the existing character of the townscape

Table 3.1.8

Next Steps

07

7.1 Next Steps

This report aims to define what 'good quality' design is and establish acceptable and non-acceptable practices and parameters within Biddulph Town Centre to influence the design decisions for existing and future developments within Biddulph Town Centre.

It is recommended that the NPSG should use this document to embed design policies to support the Neighbourhood Development Order. The document should also be observed by developers, shop owners, design professionals etc. to understand the design parameters which should be adhered to within the Town Centre study area and the NDO application boundary it encompasses.

It is important to note that the design codes which have been stated in this report should be carefully interpreted and any permitted development should comply with relevant SPD's and planning policies that influence Biddulph Town Centre.

About AECOM

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