

CHAPTER 9

Design

9.0 Introduction

- 9.1 Good design is essential for the creation of attractive, high quality, sustainable places in which all can live, work and relax. It is a fundamental objective of sustainable development. The Government's strategy for sustainable development for the UK 'a better quality of life' recognises the importance of design in promoting the building of sustainable communities. The Strategy identifies key measures to promote this through the shaping of our surroundings to ensure:
- Attractive streets and buildings through good quality architecture and urban design;
 - Safe and convenient links between homes, jobs and facilities by walking, cycling and public transport;
 - Community safety, reducing crime and the fear of crime;
 - the historic environment is conserved and the character of our townscape and countryside are maintained.
 - Access to services to services, facilities and buildings for all not just able bodied;
 - Decent energy efficient homes, which contribute to social cohesion, improved health and better use of fossil fuels.
- 9.2 The document also emphasises the role of planning and design in addressing the major environmental and resource challenges, such as climate change. Relevant measures promoted include:
- improvements in the energy efficiency of industrial processes, homes and offices;
 - increase energy from renewable energy sources;
 - water efficiency
 - safeguarding the special natural and cultural characteristics of the landscape, as well as features of wildlife and habitat importance.
- 9.3 Good quality design is a key element of the government's commitment to an 'urban renaissance'. The report of the Urban Task Force 'Towards Urban Renaissance' emphasises the importance of well designed buildings, streets, neighbourhoods and districts for successful social, economic and environmental regeneration. This is recognised in the Council's '2020 Vision' for the District, which has as a key component the creation of an attractive built environment.
- 9.4 The government's policy for design in the planning system is contained in Planning Policy Guidance Note 1 'General Policy and Principles' (PPG1) and expanded in other PPGs. It recognises that good design can help promote sustainable development, improve the quality of the existing environment, attract investment, and reinforce civic pride and a sense of place. The government has shown its commitment to securing good design with the production of "By Design – Urban design in the planning system: Towards better practice"(DETR, 2000), which promotes high standards in design, in all aspects of the built environment, including the design of buildings and spaces, landscapes and transport systems. This has implications for planning and development at every scale, from villages to towns and cities and from the individual building to the street and the

neighbourhood. “By Design” views urban design as the key to creating sustainable developments and the conditions for a flourishing economic life, for the prudent use of natural resources and for social progress. Good design can help create lively places with distinctive character; streets and public spaces that are safe, accessible, pleasant to use and human in scale; and places that can inspire and stimulate

- 9.5 The key objective of urban design is the ‘making of places’ for people which includes looking at the way places work, as well as, how they look. It concerns the connections between people and places, movement and urban form, nature and the built fabric and the process for ensuring successful villages, towns and cities. This requires thinking coherently about the way places are designed and how developments can contribute to ‘place’
- 9.6 By Design sets out seven design principles which have been derived from the characteristics of successful places from streets to villages and cities:
- Character or distinctiveness – provides a place with identity;
 - Continuity and enclosure – provides definition to the public and private space;
 - Quality of the public realm – provides a place with attractive, safe and successful outdoor areas;
 - Ease of movement – Provides a place which is easy to get to and move around;
 - Legibility - Provides a place with a clear image and which is easy to understand;
 - Adaptability – provides a place that can respond to change easily;
 - Diversity – provides a place with variety and choice, which works together to create viable places
- 9.7 These principles help as the start point as to what should be sought to create a successful place. However, the key to good design is how, in a particular context, these are translated into the development form. There are several aspects of the physical form of development, which are important. Together, these define the overall layout of the place (in terms of its routes and building blocks); its scale (in terms of building height and massing); its appearance (as expressed in details and the use of materials); and its landscape (including all the public realm, built and green spaces). These underpin the key elements of the design policies in this chapter.
- 9.8 The first policy D1 sets out the general design considerations which apply to all development to ensure high quality design, layout and landscaping.

- 9.9 The second group of policies (D2-D8 listed) provide guidance on specific aspects of design which need particular consideration in developments.
- Energy and resource efficiency
 - Access
 - Crime
 - Landscape
 - Pedestrians and cyclists
 - Public art
- 9.10 Particular areas or forms of development can make a significant contribution to shaping the distinct character of an area, which require careful guidance on change. These policies (D9-D12 listed) cover specific areas or particular forms of development which need a more detailed level of guidance, in addition to the general design considerations above.
- City and town centre design
 - Environmental Improvement of transport corridors
 - Design of gateways
 - Tall Buildings
- 9.11 The final set of policies (D13-D16 listed) provide guidance on detailed aspects of design which include:
- Design of shop fronts
 - Advertisements
 - Design of external Lighting
 - Telecommunications
- 9.12 In order to create good quality sustainable developments, the developer will be expected to consider all the appropriate design policies, in designing a scheme. No single policy should be given primacy to the exclusion of others. There may be tensions between individual policies for example the principles of secured by design and meeting the needs of pedestrians. In such occasions the objectives of the individual policy objectives will be balanced against the strategic design principles enshrined in D1 and the strategic aim of the plan to promote sustainable development.
- 9.13 Further guidance will be produced as supplementary planning guidance, which will set out good practice advice on designing for sustainable development.

General Design Considerations

- 9.14 The general upgrading of the District's environment through quality design is one of the main objectives of the plan (see principal policy UDP3 in chapter 3). Revised PPG1 advocates that good design should be the aim of all those involved in the development process and should be encouraged everywhere. It recognises that development has a significant effect on the character and quality of an area, and that the appearance of proposed development and its relationship to its surroundings are a material planning consideration. Such considerations do not relate to just the design of buildings, but also the

relationship between different buildings; the relationship between buildings and the street, squares, parks, waterways and other spaces which form the public domain; the nature and quality of that public domain; the relationship of one part of a village, town or city with other parts and the patterns of movement and activity established (urban design). Therefore:

Policy D1

ALL DEVELOPMENT PROPOSALS SHOULD MAKE A POSITIVE CONTRIBUTION TO THE ENVIRONMENT AND QUALITY OF LIFE THROUGH HIGH QUALITY DESIGN, LAYOUT AND LANDSCAPING. IN PARTICULAR THEY SHOULD:

- (1) BE WELL RELATED TO THE EXISTING CHARACTER OF THE LOCALITY IN TERMS OF DESIGN, SCALE, MASSING, HEIGHT AND MATERIALS;**
- (2) PROVIDE A QUALITY SETTING FOR THE DEVELOPMENT;**
- (3) RETAIN IMPORTANT ECOLOGICAL AND LANDSCAPE FEATURES;**
- (4) NOT INTRUDE ON TO PROMINENT SKYLINES;**
- (5) RELATE TO EXISTING NATURAL AND BUILT FEATURES, LANDMARKS OR VIEWS THAT CONTRIBUTE TO THE AREA;**
- (6) INCORPORATE ADEQUATE DESIGN ARRANGEMENTS FOR SERVICING, WASTE HANDLING, RECYCLING AND STORAGE;**
- (7) ALLOW FOR FLEXIBILITY TO ADAPT TO MEET CHANGING NEEDS AND CIRCUMSTANCES.**
- (8) NOT HARM THE AMENITY OF PROSPECTIVE OR EXISTING USERS AND RESIDENTS.**

GOOD CONTEMPORARY DESIGN WHICH IS SYMPATHETIC OR COMPLEMENTARY TO ITS SETTING WILL BE WELCOMED.

- 9.15 Bradford benefits from rich and varied townscape and landscape character, which contributes to the local distinctiveness and sense of place. Development proposals should have regard to and reinforce these locally distinct patterns of development and landscape. In particular, the layout should build upon the sites landform and natural features and integrate development into its landscape setting. Development should also reflect the existing layout of buildings, streets and spaces as well as building forms and patterns of development. The use of local materials, building methods and details is a major factor in enhancing local distinctiveness.
- 9.16 As a result of the District's topography its main settlements often have prominent skylines which need sensitive treatment in development proposals to minimise the impact on long distance views.
- 9.17 It is important to safeguard the amenity of prospective/existing users or residents, as higher densities and more intensive development are promoted, in the drive to make more effective use of land and buildings. Residential development should take particular care in the design, orientation and location of buildings in relation to one another, so that no unacceptable loss of amenity results due to the effects of overlooking or overshadowing.

- 9.18 Successful buildings, towns and cities are those which can respond to changing social, technological or economic conditions. Developments are encouraged to promote adaptability, in particular, through flexible layouts and design. Flexible buildings and places should be capable of being used for a range of activities or possible future uses and allow occupiers the opportunity to modify and personalise their homes or work place to meet individual requirements over time. The concept of 'lifetime homes' has developed nationally to respond to the changing needs occurring throughout one family's lifetime and the varying needs of numerous changes of occupier in the same homes lifetime. Research has shown that this need not add much to the cost of the house so it is unlikely to impact on the cost of development.
- 9.19 The issue of waste handling and storage in development has been highlighted in several studies undertaken by the Tidy Britain Group for the Council. In particular a study of the Leeds Road, Bradford commercial area highlighted the value of 'designing in' adequate provision for the containment of waste and access for its removal in new developments and improvements to existing premises, avoiding creating further problems of trade waste bins parked on pedestrianised areas within Bradford's commercial areas.
- 9.20 Buildings of innovative or contemporary design can add to the rich legacy of the Districts built heritage, and will be supported where they complement adjoining buildings and spaces.
- 9.21 Policy D1 should be read in conjunction with revised PPG1, in particular, section two and Annex A, 'By Design' which provides good practice advice on achieving quality in design and 'Places, Streets and movement: a companion guide to Design Bulletin 32' (DETR, 1998).
- 9.22 Development should also take account of any relevant local design guidance produced as supplementary planning guidance in support of plan policies. These may be; area specific, for example Village Design Statements such as the one adopted for Oxenhope, or the Little Germany Framework; site specific or topic based such as for shop front security. Current supplementary planning guidance is listed in appendix A. Village design statements have been produced for Burley and Menston. Others are currently in preparation for Addingham Baildon and Haworth, as well as a town design statement for Ilkley. In considering development proposals, these will be given commensurate weight according to their status and level of public consultation.

Energy Efficiency

- 9.23 Energy efficiency can contribute significantly to sustainable development by reducing greenhouse gas emissions and also tackling fuel poverty.
- 9.24 Buildings account for almost half of the UK's delivered energy consumption and associated emissions of CO₂, the main greenhouse gas capable of causing climate change. Energy efficiency in buildings is largely promoted through the Building Regulations, however, Planning has an important complementary role in determining the layout and design of development schemes. Therefore:

Policy D2

PROPOSALS WILL BE EXPECTED TO MAXIMISE OPPORTUNITIES TO CONSERVE ENERGY AND WATER RESOURCES THROUGH THE LAYOUT AND DESIGN OF DEVELOPMENT. IN CONSIDERING PLANNING APPLICATIONS THE COUNCIL WILL ENCOURAGE WHERE APPROPRIATE:

- (1) THE USE OF SOLAR ENERGY, PASSIVE SOLAR GAIN AND HEAT RECYCLING (SUCH AS COMBINED HEAT & POWER); AND**
- (2) LAYOUTS WHICH REDUCE WINDCHILL AND MAXIMISE THE EFFICIENT USE OF NATURAL LIGHT.**

- 9.25 Changes in site layout (orientation, location on slope, landscaping) can reduce the energy requirements of a typical dwelling by 20%, through the 'free' ambient sources created by passive solar gain and micro-climate improvements. To make best use of solar gain the receptive façade of a building should face within 30° of due south. The micro-climate can be improved, with careful consideration of topography and shelter belts. However, care needs to be given to possible conflicts with the need for solar access.
- 9.26 The design of individual buildings can also have significant energy savings. Therefore, whilst it is acknowledged that Planning has limited control over some detailed aspect of building design, eg internal layout, developers are encouraged to consider the following:
- Internal layout to include consideration of placing rooms needing higher temperatures (eg living rooms) to the southerly side in order to maximise passive solar heating;
 - Use of atria, conservatories and porches to enable natural ventilation and conservation of heat;
 - Disposition of windows, doors and rooflights to provide larger window areas to the south and smaller to the north;
 - Provision for active solar systems (use of photovoltaics) to be included or made feasible, eg by roof orientation to facilitate the application of panels in future, as appropriate;
 - Provision for recycling of rain water on site to be made possible;
 - Use to be made of material with reduced energy inputs, low maintenance needs, durable and locally manufactured or recycled.
- 9.27 Combined heat and power schemes (CHP) which use waste heat from sources such as waste incineration, to heat buildings have a fuel efficiency of 70-90% compared with 30-50% with conventional generation. This has potential to deliver significant reductions in green house gas emissions as well as energy costs. The redevelopment of larger urban sites and new urban areas are likely to provide the greatest opportunity for developing CHP due to the layout and densities of development likely to support such proposals.

- 9.28 Key considerations for the successful establishment of CHP are:
- High densities of development to provide efficient layouts
 - A mix of uses to spread demand over different time periods
 - Inclusion of one major institution as the CHP plant
 - Choice of fuel and design and appearance of the plant
- 9.29 The Council will produce further advice and examples of good practice for developers on designing for sustainable development as supplementary planning guidance, which will include more detailed advice on energy and resource efficiency.

Access to buildings and their surroundings for people with disabilities.

- 9.30 The Council wishes to secure a more accessible environment for everyone including people with disabilities. Many issues concerning access are adequately covered by the Building Regulations, notably the construction of new buildings and the Plan does not seek to duplicate these provisions. However, it is important that developers, in formulating development proposals for buildings regularly used by the public (eg shops, museums etc) should consider the needs of disabled people at an early stage in the design process. This is particularly important for proposals for the change of use or extension of existing buildings where Building Regulations may not adequately take account of access issues. Therefore:

Policy D3

DEVELOPMENT PROPOSALS INCLUDING CHANGE OF USE SHOULD ENSURE ADEQUATE MEANS OF ACCESS FOR PEOPLE WITH PHYSICAL DISABILITIES TO BUILDINGS AND THEIR CURTILAGES WITH RESPECT TO THE FOLLOWING TYPES OF BUILDINGS

SHOPS

COMMUNITY FACILITIES

HEALTH FACILITIES

PLACES OF ENTERTAINMENT

PLACES OF WORK

AND ANY OTHER BUILDINGS WITH PUBLIC ACCESS.

- 9.31 Supplementary Planning Guidance 'Access to buildings and their surroundings' (adopted September 2000) provides advice for developers to help implement the policy. It sets out the key planning matters the Council will expect the developer to have considered in the design of any scheme.
- 9.32 The provision of adaptable housing in the form of 'Lifetime Homes' which can respond to the changing needs of residents including the disabled is considered under policy D1 above.

Crime Prevention Through Improved Design

- 9.33 Crime and the fear of crime affect the way people use and enjoy the places where they live, work and use for recreation. The design of the built environment can play a very significant part in reducing crime and disorder and cutting down the fear of crime.
- 9.34 Section 17 of the Crime and Disorder Act 1998 makes it a duty for local authorities to exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area.
- 9.35 Safety and tackling the fear of crime is a priority for the Council and is a key element in Bradford's Vision 2020. A Crime and Disorder Reduction Strategy which seeks to tackle the key crime and disorder problems facing communities in the District, has been produced by the Bradford Crime and Disorder Reduction Partnership, which involves the Council, police and other key bodies. One of the key aims of the strategy is to create a safer environment for all those living, working, shopping, playing and investing in the District. The strategy identifies 6 key priorities for action. Planning has an important role to play in furthering the aims of the Strategy; for example, tackling house and commercial burglary and tackling the fear of crime and improving the quality of life for all communities.
- 9.36 Successful crime prevention often depends on a wide range of measures in which the planning process can assist in 'designing out crime' at the outset of the design process. Revised PPG12 draws attention to the need to include measures for crime prevention in the social considerations of a development plan (para 4.14), emphasising the role of better urban design. Circular 5/94 'Planning Out Crime', states that crime prevention is capable of being a material consideration in determining planning applications and sets out advice on the planning considerations relating to crime prevention. It advises that development plans should establish principles for the design, layout and landscaping of new development which aim to make crime more difficult to commit, increase the risk of detection and provide people with a safer, more secure environment. However, any solution should remain sensitive to local circumstances and there should be a balanced approach to design which attempts to reconcile the visual quality of a development with the needs of crime prevention. Developments can be made more secure without resorting to razor wire, grilles, bars, unsightly types of fencing and other visually intrusive security measures, if safety and security is considered at an early stage of the design process.

Policy D4

DEVELOPMENT PROPOSALS SHOULD BE DESIGNED TO ENSURE A SAFE AND SECURE ENVIRONMENT AND REDUCE THE OPPORTUNITIES FOR CRIME

- 9.37 Developers will need to ensure that crime prevention is considered as an integral part of the initial design of any development and not as an after thought. Development should incorporate the principles of 'Secured by Design'. In particular, they will need to demonstrate how their development proposal has addressed the following issues, with regard to designing out crime:
- Natural surveillance of public and semi-private spaces, in particular, entrances to a development, paths, play spaces, open spaces and car parks
 - Defensible space and the clear definition, differentiation and robust separation of public, private and semi-private space, so that all spaces are clearly defined and adequately protected in terms of their use and ownership
 - Lighting of the development, in particular, streets and paths
 - Design and layout of pedestrian, cycle and vehicular routes into and within the site, including how these integrate with existing patterns
 - Landscaping and planting, in particular, hiding places and dark or secluded areas should not be created.
- 9.38 The design and layout of access opportunities is of fundamental importance to designing out crime and needs careful consideration to avoid the creation of opportunities for crime. The 'Places Streets and Movement: A Companion Guide to Design Bulletin 32 – Residential Roads and Footpaths' provides advice on security issues in relation to the design of routes and connections. It emphasises that while clear and direct routes through an area for all forms of movement are desirable, they should not undermine the 'defensible space' of particular neighbourhoods.
- 9.39 Developers should, at the earliest stage, seek advice from the Bradford area Police Architectural Liaison Officer on designing out crime. A guide is currently being prepared by West Yorkshire Police in partnership with West Yorkshire Planning Authorities setting out detailed advice on designing out crime, to assist developers.

Landscaping

- 9.40 Landscape is an important design element in any development. It contributes to both the character and identity of local areas and contributes to the quality of the public realm. Landscape is taken to mean open space including planting, boundaries and treatment, water, movement corridors as well as street furniture.
- 9.41 Any development should build on the intrinsic landscape characteristics of the site and its setting and create a landscape structure for the site as a whole.

Policy D5

DEVELOPMENT PROPOSALS SHOULD BE DESIGNED SO THAT EXISTING AND NEW LANDSCAPE FEATURES ARE INCORPORATED AS AN INTEGRAL PART OF THE PROPOSAL. IN PARTICULAR PROPOSALS SHOULD:

- (1) CONSERVE AND INTEGRATE EXISTING NATURAL FEATURES
- (2) USE NEW LANDSCAPE FEATURES SUCH AS PLANTING, SHELTER BELTS, GREEN WEDGES AND GREEN CORRIDORS TO INTEGRATE DEVELOPMENT WITH THE WIDER LANDSCAPE
- (3) INTEGRATE NEW AND EXISTING DEVELOPMENT AT THE BOUNDARIES THROUGH THE CONTINUITY OF LANDSCAPE
- (4) CREATE AREAS OF HABITAT VALUE FROM ADDITIONAL PLANTING RATHER THAN PURELY DECORATIVE PLANTING

DEVELOPERS WILL BE REQUIRED TO MAKE ARRANGEMENTS FOR ADEQUATE MAINTENANCE OF ANY NEW PROVISION.

- 9.42 Development of a significant scale will involve the incorporation of new open space facilities, such as recreation open space under policy OS4. The provision of these new facilities should not just be seen as an exercise in meeting standards. It is important that new open space is both usable and safe and integrated within the scheme as part of a cohesive landscape structure, which makes a positive contribution to the sense of place.
- 9.43 Care should be taken to create open space networks, which are more useful for visual amenity, recreational use and wildlife corridors than isolated and unrelated landscape elements. They help to organise large developments and create linkages to existing urban areas, other sites and the wider landscape.
- 9.44 New landscaping and open space should be designed to enhance biodiversity through the creation of new habitats. Plants and animals can be encouraged to thrive and the use of many sorts of plants provides opportunities for attracting a range of insects, birds and animals.
- 9.45 It is important that consideration is given to the future maintenance and management of landscaping, to ensure continued good quality landscaping and open space in the longer term. This can be done through the careful design of the landscaping in the first place and then ensuring that appropriate arrangements are made for the future maintenance and management of the landscaping.

Meeting the Needs of Pedestrians and Cyclists Through Design

- 9.46 The success of places depends on ease of movement, in particular how easy it is to get to and move through a place. A well designed built environment has an effective network of connected spaces and routes for pedestrians, cyclists and vehicles. New development needs to be clearly linked to existing routes and movement patterns. New connections should give people maximum choice in how to make their journeys, with a presumption in favour of walking, cycling and public transport.
- 9.47 Walking and cycling are healthy, environmentally friendly alternative modes of travel to the car, in particular for short journeys. For longer journeys they provide the potential for transfer of trips to public transport.

- 9.48 It is important that the needs of pedestrians are paid particular attention in the design, location and access arrangements in new development, to ensure that walking is promoted as the prime means of access. The availability of safe, secure and direct walking routes greatly encourages the demand for travel by this mode. Therefore:

Policy D6

DEVELOPMENT PROPOSALS INCLUDING ENVIRONMENTAL IMPROVEMENTS, HIGHWAY IMPROVEMENTS AND TRAFFIC MANAGEMENT SCHEMES, WILL BE EXPECTED TO INCORPORATE APPROPRIATE FACILITIES TO MEET THE NEED OF PEDESTRIANS AND PEOPLE WITH SPECIAL NEEDS. IN PARTICULAR THE DESIGN OF DEVELOPMENT PROPOSALS SHOULD TAKE INTO ACCOUNT THE FOLLOWING:

- (1) PEDESTRIAN LINKS SHOULD HAVE PRIORITY OVER OTHER LINKS INCLUDING THOSE FOR CYCLES AND CARS AS APPROPRIATE TO THE DEVELOPMENT;**
- (2) THE LAYOUT OF THE DEVELOPMENT SO THAT CAR PARKS DO NOT DETER PEDESTRIAN ACCESS AND USE;**
- (3) THE PROVISION OF ADEQUATE AND SAFE PEDESTRIAN FACILITIES WITHIN THE DEVELOPMENT AND SAFE ACCESS ONTO EXISTING PEDESTRIAN LINKS AND NETWORK OF ROUTES;**
- (4) ENSURING EXISTING PEDESTRIAN LINKS ARE NOT SEVERED NOR THEIR SAFETY OR AMENITY HARMED UNLESS SUITABLE ALTERNATIVE PROVISION ARE PROVIDED BY THE DEVELOPER.**

- 9.49 To encourage greater number of trips by foot, there is a need to provide attractive, safe and convenient routes both on the existing network and within new developments. The design of the pedestrian environment should seek to connect the key services and facilities people want to use, with direct, well lit and safe routes, which are clearly identifiable. In developing infrastructure for pedestrians, special attention will be paid to people with mobility difficulties to ensure that the benefits are accessible to all users.

- 9.50 Cycling has a clear potential to substitute for short car trips, particularly those under 5m, and to form part of a longer journey by public transport. The Council is working to encourage cycling as a sustainable mode of travel and will pursue the opportunities offered by new development to improve cycle facilities and promote cycle use. Therefore:

Policy D7

DEVELOPMENT PROPOSALS INCLUDING ENVIRONMENTAL IMPROVEMENTS, HIGHWAY IMPROVEMENTS AND TRAFFIC MANAGEMENT SCHEMES, WILL BE EXPECTED TO INCORPORATE APPROPRIATE FACILITIES TO MEET THE NEEDS OF CYCLISTS. IN

PARTICULAR THE DESIGN OF DEVELOPMENT PROPOSALS SHOULD TAKE INTO ACCOUNT THE FOLLOWING:

- (1) PROVISION OF SAFE CONVENIENT DIRECT AND COHERENT CYCLE ROUTES AND PRIORITY MEASURES AS APPROPRIATE TO THE DEVELOPMENT;**
- (2) PROVISION OF CONVENIENT AND SECURELY LOCATED CYCLE PARKING OR STORAGE FACILITIES IN MAJOR NEW DEVELOPMENTS INCLUDING THOSE IN TOWN CENTRES, AT TRANSPORT INTERCHANGES, EDUCATIONAL INSTITUTIONS AND PUBLIC CAR PARKS;**
- (3) DEVELOPMENT PROPOSALS SHOULD NOT SEVER EXISTING OR PLANNED CYCLE LINKS, TO OTHER PARTS OF THE CYCLE NETWORK OR REDUCE THEIR SAFETY OR AMENITY UNLESS ACCEPTABLE SUITABLE ALTERNATIVE PROVISION IS MADE.**

9.51 The provision of quality cycle routes, which are safe and convenient, together with a secure place for people to leave their bikes at their destination, will encourage the use of cycles by users of developments. The design of schemes should ensure clear, direct routes, which take users to key facilities such as shops, schools or public transport nodes. New parking provision should make use of short stay cycle parking in the form of Sheffield stands or long stay cycle parking in the form of cycle lockers and/or covered Sheffield stands or a combination of both, as appropriate to the development.

9.52 In addition, it is important that existing and proposed cycle facilities are not compromised by new development.

Public Art

9.53 Public art has the potential to be a powerful and positive tool for the enrichment of Bradford's image as a dynamic, culturally diverse place to live work and visit.

9.54 The Council already has a growing tradition of commissioning and encouraging the commissioning of public art projects, through its 'Percent for Art' policy, with the intention all major Council developments (ie projects exceeding £300,000 at 1991 prices) incorporate investment of up to 1% of the total cost of the project. The Council also advocates the adoption of its 'Percent for Art' policy by other developers through its development control process and planning briefs, which seek to encourage voluntary agreements for the provision of capital expenditure to incorporate works of art in to building projects or their environs. It also has a Public Art Strategy in place, which provides a framework for future art projects, acting as a good practice guide, focusing on the maintenance, management and implementation of public art projects within the district.

Therefore:

Policy D8

THE PROVISION OF PUBLIC ART WILL BE ENCOURAGED AT THE OUTSET OF MAJOR DEVELOPMENT SCHEMES AS A CONTRIBUTION TO THE COUNCILS PERCENT FOR ART POLICY.

- 9.55 Public art is the work of artists or crafts people, which is made accessible to the public in a public environment. Public art can provide a number of benefits to an area and can create interest and local distinctiveness, providing a memorable image associated with the city and its districts. Care should be taken to accommodate public art in the overall urban and landscape design of the development site and it should not be considered as an ad hoc addition.
- 9.56 Encouragement is given to the involvement of commissioning experts to provide public art, so that opportunities are available to a wide range of artistic talent. A variety of types of public art throughout the Bradford district is desirable within both city centre and community based locations. Community led public projects can be a powerful tool for building local pride and a feeling of social inclusion and should be encouraged throughout the district as a vehicle for regeneration. Art works may be representational or abstract, two or three dimensional, static or moving. Formats can include sculpture, lighting, murals, performance and features within the ground. Bradford is well provided with public art works, which can be found around both the city and its districts, ranging in scale from decorative railings and street furniture to formal statues such as J.B. Priestly in the city centre, to representational art such as the 'Quatrefoil for Delius' in Exchange Square, Fibres in St Blaise Square and the 'Needle' on Manor Row in Bradford
- 9.57 Public art should lend its character to urban spaces, making the area more attractive. Locations especially suitable for public art include gateways, urban spaces, gable walls and other building surfaces, pedestrian areas in towns and left over areas of land. Public art may also be used in strategic locations to contribute to legibility, for example to provide emphasis to nodes, paths and districts. Public art can also provide new landmarks in the built environment.

Urban Design In City And Town Centres

- 9.58 High standards in urban design are now acknowledged to have an important part to play in the regeneration of our urban areas and creating sustainable development. This follows a new wave of thinking in the regeneration movement which places an increased emphasis on design and quality in our town and city centres, creating more market value and investor confidence in the district. The emergence of good urban design in out town and city centres flows from the work of the Urban task force (Urban Renaissance) and more recently the DETR guide, By Design.
- 9.59 The policy covers many underlying principles, which constitute good urban design. Each consists of different aspects of development form, which are mutually reinforcing, and provide the basic criteria for creation of successful places.

Policy D9

DEVELOPMENT PROPOSALS WITHIN OR WHICH WOULD AFFECT THE APPEARANCE OF BRADFORD CITY CENTRE OR THE TOWN CENTRES OF BINGLEY, ILKLEY, KEIGHLEY AND SHIPLEY SHOULD SATISFY ALL THE FOLLOWING CRITERIA:

- (1) IN TERMS OF ARCHITECTURAL DESIGN, DEVELOPMENT SHOULD REACT TO THE URBAN CHARACTER, REINFORCING LOCAL DISTINCTIVENESS, BUT ALSO TAKING THE OPPORTUNITY TO CREATE INNOVATIVE DESIGN SOLUTIONS BASED ON AN UNDERSTANDING OF THE URBAN CONTEXT;**
- (2) NOT DETRACT FROM THE SETTING OF IMPORTANT BUILDINGS OR LANDMARKS;**
- (3) RESPOND TO CONTEXTUAL FEATURES INCLUDING TOPOGRAPHY, SITE BOUNDARIES, PEDESTRIAN ROUTES, NODES VIEWS AND OTHER FEATURES.**
- (4) RETAIN AND WHERE APPROPRIATE CREATE PUBLIC URBAN SPACES WHICH ENHANCE THE CITY'S AND TOWN CENTRES CHARACTER IN TERMS OF VARIETY AND DIVERSITY OF EXPERIENCE CREATING LINKAGES BETWEEN SPACES AND COMPLEMENTING EXISTING PATH AND CIRCULATION NETWORKS.**
- (5) PROVIDE HIGH QUALITY LANDSCAPING WHERE APPROPRIATE WITH ADEQUATE MAINTENANCE PROVISION.**

- 9.60 This policy and the following supporting text should act as a prompt to what is good design and should allow developers to think coherently about the design process.
- 9.61 Many of Bradford's town and city centre districts have designated conservation areas owing to their unique character and heritage of their surviving architecture. (See Chapter 10 Built Heritage for further guidance.) Therefore development should where necessary respond sympathetically to the site and its locality, encouraging buildings which reinforce local distinctiveness and character, but should also look to create distinctive, innovative places acknowledging that good modern design can co-exist alongside historic design.
- 9.62 The impact sustainable design is now having, in particular designing for solar energy, means that a radical change in the appearance of buildings needs to be anticipated.(cross reference energy efficiency) The opportunity that this offers for producing high quality contemporary architecture rather than pastiche and conservatism needs to be grasped. New buildings can be inspirational and modern and still acknowledge the character and heritage of Bradford's existing architecture.

- 9.63 Development should also be sited so as to enhance and complement existing views, vistas and prominent buildings and landmarks. Bradford, Saltaire and Ilkley have many distinct Victorian buildings, many of which provide important landmarks to the district. Unfortunately, in more recent times the city's buildings have not achieved the same quality of design. The 1950's and 60's Broadway development, dominates the skyline and is now outmoded and is insufficient to be valued for itself. There are notable exceptions such as Sunwin House, the glazed alterations and refurbishment to the Wool exchange and the re-fronting of the National Museum of Photography Film and Television. Similar standards in design will be encouraged by the council providing landmark buildings, which signify something about the city of which they are part.
- 9.64 Respect for the district's topographical setting is an essential design consideration as many of Bradford's city and town centre districts are built on the surrounding hills. The built form must emphasise and express these natural slopes and provide interesting rhythms at street level with varied skylines. Development proposals should reinforce and define existing views and contribute to clearly formed public routes and spaces. Therefore new build should only stand out from the background of buildings if it contributes positively to views and vistas as a landmark. In recent times Bradford has suffered as a direct result of a number of isolated tall buildings which have left parts of the districts town and city centre locations disjointed and unresolved. However the development of tall buildings should not be dismissed as unacceptable as they can play a valuable role in town and city centre locations, signifying gateways or concentrations of activity, providing they relate to the surrounding built form. In anticipation of the potential for the re-emergence of tall buildings on the districts townscapes, the council has developed a detailed policy (Policy D12) to ensure the appropriate design and location of tall buildings.
- 9.65 The design of spaces is as important as the design of individual buildings. Upgrading the districts urban space is vital and proposals should focus on reintegrating urban spaces with the existing environment. A well designed urban structure should form part of a network of connected spaces and linkages with existing routes and movement patterns. Public urban space can consist of streets, parks, squares and arcades. In providing an urban space it is important that it relates to and responds to the existing layout, buildings and streets which surround the site as they help form an enclosure and shape the public realm. In creating an urban space it is important to provide quality paving, planting, lighting, shelter and signage, all of which contribute to the distinctive nature and identity of a public space
- 9.66 Bradford city centre is currently fragmented between a number of individual places, in which the pedestrian has a certain amount of pedestrian choice. New public spaces have recently been created at Centenary Square, City Park, St Blaise Square and Exchange Square. However many of these areas are isolated and there is now a need for coherence and integration, focusing on making these spaces distinctive and providing focal points, leading to linkages to and opportunities for further development. A rolling programme of improvements to streets and spaces called 'Connecting the City' has contributed in recent years to improving pedestrian movement. This programme will continue to be implemented during the early life of the plan.

- 9.67 A successful place depends on the quality of its landscape and street furniture. Developments should through the use of good quality contemporary design, landscaping works and lighting create a rich and interesting built environment. Giving an area character and identity, reinforcing the importance of a route and distinguishing important buildings and landmarks. Too often insufficient thought is given to spaces around and between buildings, creating open spaces with no function or use, which are inadequately linked to the wider network of the public spaces in the city.
- 9.68 Landscaping and street furniture should be designed and selected in response to the local morphology and building types, providing a legible urban structure defining pedestrian routes by a variety of paving types and public art, avoiding clutter. Trees and soft landscaping can add greenery to the centre and clean the air. New trees have recently been planted by the Council as part of improvements to the public realm, for example at Centenary Square and at Cheapside/Manor Row. On large development schemes the possibility of creating small pocket parks incorporating public seating should also be examined. Good design should also incorporate features and facilities that enhance community safety and improve conditions for people with young families and disabilities, providing family friendly facilities (ie public toilets and baby changing facilities), particularly in retail, leisure and other large developments which are accessed and used by the public.
- 9.69 To ensure hard and soft landscaped areas are maintained they should be managed through a co-ordinated installation, management and maintenance strategy to ensure consistency in design. This should involve consultation between key stakeholders, the highways authority and Local Authorities.

Urban Design Frameworks

- 9.70 It is important that design considerations play a stronger role in delivering the future shape of the district. Therefore the Council proposes the use of design frameworks to reinforce and complement the plan's design policies, providing additional guidance which responds to particular design problems in a specific area. These would develop a clear conception and vision for the future development of an area, relating areas of development to infrastructure, linking up open space, defining areas of architectural interest and design, and areas for growth and physical change.
- 9.71 The Council will identify significant sites for these frameworks, producing creative design solutions specific to the site in question and developing a clear awareness for urban design. Sites may be sensitive locations as small as one hectare, town and city centre locations, conservation areas or urban quarters.
- 9.72 The design frameworks will be based on a thorough design analysis and careful assessment of the place and its surroundings. Development proposals within these area based frameworks will be carefully considered against the urban design context and principles set out in the framework which will be produced as Supplementary Planning Guidance to the plan.

Environmental Improvement of Transport Corridors

- 9.73 The quality of the environment along some of the major road and rail transport corridors in the district is often poor and suffers from neglect. These defined transport corridors which provide entrances to the district and its main centres can create a poor initial impression for visitors, discourage investment and inhibit efforts to regenerate areas and centres.
- 9.74 Improvement of these transport corridors has been identified as a key priority in Bradford's '2020 Vision' and is an objective in the draft Bradford District Multi-Agency Environmental Strategy 2001-2006.
- 9.75 Problems currently experienced along these routes are:
- Litter
 - Disrepair and dereliction
 - Visual disunity – with commercial buildings and open space sited at random along corridors with no form and structure.
 - Buildings are encroaching on to the highway boundaries leaving little scope for highway improvements.

Therefore:

Policy D10

DEVELOPMENT PROPOSALS ALONGSIDE OR HIGHLY VISIBLE FROM THE TRANSPORT CORRIDORS IDENTIFIED ON THE PROPOSALS MAP SHOULD MAINTAIN OR WHERE PRACTICAL MAKE A POSITIVE CONTRIBUTION TO THE ENVIRONMENT OF THOSE CORRIDORS THROUGH:

- (1) THE PROVISION OF HIGH QUALITY LANDSCAPING AND BOUNDARY TREATMENT;**
- (2) HIGH STANDARDS OF DESIGN AND APPEARANCE OF BUILDINGS;**
- (3) THE PROVISION, WHERE APPROPRIATE, OF SATISFACTORY SCREENING**

- 9.76 Where possible and appropriate the Council will take positive action to improve and design out the problems currently experienced on these corridors, ensuring high quality design and improvements are taken into account in all development on or surrounding these key transport corridors, working in partnership with private and voluntary sectors and local communities. Examples of such action might include:- enforcement action to remove unsightly illegal advertisement hoardings; the identification and improvement of areas of neglect and dereliction, with tree planting and good quality screening; reduction of litter and improved maintenance regimes; distinctive design in refurbishment of existing structures and in new developments.

- 9.77 It is important that new development complements any improvement initiatives for these corridors and for the more detailed gateway roads (Policy D11), in order to provide quality building and landscape improvements, which will help to unify efforts to regenerate the district.

Development on Gateway Roads in Bradford District

- 9.78 The appearance of the principal transport entrances to the District which carry the bulk of visitor and business traffic is critical in promoting a positive image of Bradford to visitors and potential investors, and is often the first impression which a visitor will gain of the District. At present these gateways often portray an image of poor maintenance and care and a fragmented approach to the design of the built environment.
- 9.79 Improvement of these gateways, like other transport corridors, has been identified as a key priority in Bradford's '2020 Vision' and is an objective in the draft Bradford District Multi-Agency Environmental Strategy 2001-2006.
- 9.80 The Proposals Maps define certain key gateway roads, which are deemed to be the most important transport corridors. As clearly defined gateways and entrance points to the city and the district they should promote the highest standards of design, landscaping and boundary treatment. As such they are a more detailed development of the policy for transport corridors (Policy D10) in that they identify areas where a more proactive intervention is required to achieve improvements to the local environment and buildings. It is important that efforts to improve the environment of the public realm are supported and matched by other developments visible from the corridors.

Therefore:-

Policy D11

ON CORRIDORS DEFINED AS 'GATEWAY ROADS' ON THE PROPOSALS MAPS DEVELOPMENT ALONGSIDE OR HIGHLY VISIBLE FROM THESE CORRIDORS SHOULD BE OF THE HIGHEST POSSIBLE STANDARD IN DESIGN, MATERIALS, LANDSCAPING AND BOUNDARY TREATMENT AND SHALL TAKE ACCOUNT OF DETAILED GATEWAY DESIGN GUIDANCE WHERE APPLICABLE

- 9.81 Over the life of the Plan initiatives will be taken by the Council, in partnership with other bodies and the private sector, to improve the appearance of these important routes and points into the District. In order to create a unified and identifiable image for these routes the Council will take opportunities as resources allow to prepare gateway design guides and proposals, promote partnership agreements with the private and voluntary sectors and carry out environmental and other improvements. An initial scheme is under implementation on Manchester Road as part of the Manchester Road guided bus initiative. Other priorities include the M606 corridor and other principal routes and links into the District from the motorway system.

- 9.82 The purpose of Gateway design guidance would be to set out design principles for materials, street furniture, hard materials for paving and walling, landscaping and planting so that a 'palette' of a limited range of materials is recommended for all new developments enabling a more unified approach to be adopted.

Guidance Preparation

- 9.83 The range of criteria to be taken into account in the preparation of design guidance for public and private developments alongside gateway roads would include the following:-

- Street furniture from a standard range, low maintenance, safe and vandal resistant.
- Street lighting from a standard range chosen to enhance safety and security, and to minimise light pollution.
- Litter problems to be designed out at an early stage by careful use of planting material and boundary detail.
- Specific ranges of colour or groups of colour for each gateway to create a distinctive identity.
- The use of public art to further enhance the distinctive character of gateways.
- Policies to control billboards, signs and other visual litter and to enforce against unauthorised development.
- Provision for maintenance to include agreed landscape management plans where appropriate

- 9.84 Gateways are proposed at the following locations:-

- The entrance to the District from the motorway system including:-

M606 from Chain Bar to Staygate roundabout
Mayo Avenue from Staygate to Manchester Road
Rooley Avenue from Staygate to Odsal Top
Rooley Lane from Staygate to Dudley Hill

- Manchester Road from Mayo Avenue to Croft Street (Inner Ring Road)
- Wakefield Road from Dudley Hill to City Ring Road
- Leeds Road from Thornbury roundabout to City Ring Road
- Thornton Road from City Centre to Brownroyd Street
- Manningham Lane from Drewton Road to Queens Road

- 9.85 Guidance for those sections of the gateways that fall within the boundary of Bradford City Centre will be found in Supplementary Planning Guidance for the city centre.

Tall buildings

- 9.86 Bradford's skyline is punctuated by vertical features; towers, chimneys, the occasional large roof but relatively few tall buildings. The city sits in a bowl with its rim generally defined by the line of the Bradford outer ring road and the watershed of the rivers Aire and Calder. The other principal watershed of the rivers Aire and Wharfe lies across the northern part of the district with the Pennine watershed defining its western extents beyond Keighley. Tall buildings can have a wide visual impact either by being looked down upon, as in Salts Mill, or by punctuating the skyline, as in Manningham Mills, the Richard Dunn Centre and the Yorkshire Building Society headquarters on Rooley Avenue.
- 9.87 Tall buildings can serve a valuable role to signal the importance of a location as a meeting point. City and town centres are traditionally marked by larger and taller buildings owing to land values and the intensity of activities.
- 9.88 Landform can accentuate the relative height of buildings. The University of Bradford Richmond Building and Wardley House dominate their surroundings as well as being visible over a wide area owing to their siting. Tall buildings can be successful sited alone or clustered in groups, as are the tower blocks along the Manchester Road corridor.
- 9.89 Protection of skylines has been a concern of planning policy as a result of early 1970s developments such as Broadacre House and the former Yorkshire Building Society headquarters in Bradford city centre and the Bradford and Bingley operations centre on Main Street in Bingley. The isolated impact of such challenging examples and the apparent preference of commercial occupiers for out of centre locations has left unresolved skylines as well as a general feeling that tall buildings are unacceptable.
- 9.90 It is evident that tall buildings are reappearing elsewhere as a building type especially in comprehensive commercial redevelopment. They may have a role in specific situations in the district. However, encouraging tall buildings has to be guided with a degree of caution. It is evident that parts of Bradford city centre could accommodate significantly taller buildings than are being constructed at present, some of which are verging on the diminutive. Their impact upon key views and vistas can be assessed through planning frameworks and conservation area assessments. The development potential of the Thornton Road corridor, bringing together the education campus and the mixed use regeneration area, could be an area where tall buildings may be successfully located.
- 9.91 The city is not visible from the M606 and south of the watershed. Development opportunities remain alongside M606 and at Staygate which could usefully provide location for tall buildings to signal one of the city's principal gateways. This approach could be replicated at key intersections along the Bradford outer ring road.
- 9.92 Tall buildings can overshadow neighbouring property and create unacceptable local environmental conditions. Accordingly, if they are to receive encouragement in certain locations, so their potential environmental impact needs to be thoroughly assessed.

Policy D12 TALL BUILDINGS

PLANNING PERMISSION WILL BE GRANTED FOR TALL BUILDINGS WHERE THEY SIGNAL THE LOCATION OF AN INTERSECTION OF THE BRADFORD OUTER RING ROAD AND A PRIMARY RADIAL ROAD, THE CITY CENTRE, THE THORNTON ROAD CORRIDOR AND THE STAYGATE AREA SUBJECT TO THE FOLLOWING CRITERIA:

- (1) THE PROTECTION OF KEY VIEWS AND VISTAS IN THE CITY CENTRE AS MAY BE DEFINED**
- (2) BE IN KEEPING WITH THE CHARACTER OF A CONSERVATION AREA AS ASSESSED**
- (3) NOT CREATE UNACCEPTABLE OVERSHADOWING OF ADJOINING PROPERTY THROUGH LOSS OF DAYLIGHT OR SUNLIGHT**
- (4) BE SHOWN NOT TO CREATE UNACCEPTABLE LOCAL ENVIRONMENTAL CONDITIONS INCLUDING WIND TURBULENCE**
- (5) BE OF AN APPROPRIATE FUNCTION FOR THE LOCALITY**
- (6) BE OF HIGH QUALITY DESIGN**
- (7) WHERE THE CONSTRUCTION OF A LOWER BUILDING WOULD BE INCONGRUOUS**

Shop Front Policy

- 9.93 Ensuring good quality street style design is an important factor in assisting the regeneration and urban design of our district.
- 9.94 The design of shop fronts and elevations is an important component in providing an attractive high quality, well maintained public space. A good shop front should contribute to and improve the attractiveness of our city and town centres.
- 9.95 There has been an improvement in the quality of the design of shop fronts in Bradford, particularly within conservation areas through the use of CAP schemes, for example shop properties in North Parade. Policies BH5 and BH8 contained in chapter 10 'Built Heritage' focus on the detailed design standards developers are expected to achieve in the design of shop fronts in conservation areas and on listed buildings. However the quality of shop fronts throughout all areas of the district need improving, maintaining high standards in design which are in relation to the local environment and surrounding buildings.
- 9.96 Therefore proposals for new shop fronts should take into account; local building traditions and materials, recognising the buildings existing architectural features and local topography, adapting their style accordingly. It is also important the shop front relates to the full elevation, in terms of its fascia depth, with careful attention to detail. Shop front design should emphasis the relationship between the shop and the building of which it is part, rather than try to achieve uniformity. Retaining the existing shop front frame, recognising local contexts can also add detail to the full elevation. Where existing shop fronts are considered by the council to be of no special merit, total renewal is acceptable, if sensitively handled.

- 9.97 Shop fronts can also be compromised by the increased demand for security measures and the overbearing nature and dominance of security and mesh grilles, which detract from the quality of the street scene. Incorporating security measures is fundamentally important and should be accommodated within shopping streets, without affecting the character of the area. The Supplementary Planning Guidance 'Shop Front Security' offers further guidance on how to minimise the impact on the character of shop fronts and their surrounding street scene.

Policy D13

THE DEVELOPMENT OF NEW SHOP FRONT UNITS WILL ONLY BE PERMITTED IF THEY SATISFY THE FOLLOWING CRITERIA.

- (1) THE DESIGN IS CONSISTENT WITH THE CHARACTER AND SCALE OF THE EXISTING BUILDING, IN TERMS OF QUALITY AND ITS USE OF MATERIALS.**
- (2) THE SHOP FASCIA IS DESIGNED IN SCALE, IN ITS DEPTH AND WIDTH, WITH THE FAÇADE AND STREET SCENE OF WHICH IT FORMS PART.**

THIS MAY BE SUBJECT TO CHANGE DEPENDING ON OVERLAP WITH HISTORIC BUILT ENVIRONMENT CHAPTER

Design of External Lighting

- 9.98 Artificial lighting is desirable in certain circumstances for security reasons, pedestrian and traffic safety, recreation and for enhancing historic and architecturally important buildings. However, poor or insensitively sited, designed or overly bright lighting can be a nuisance, as well as an inefficient use of energy. Artificial lighting can destroy local character by introducing a suburban feel to rural areas. It can also impact upon ecology and wildlife, in particular nocturnal mammal species and nesting and roosting birds. Where light shines directly into neighbouring properties or private space this can be intrusive and may cause both stress and anxiety. This can also be dangerous near roads where drivers may be dazzled. Therefore:

Policy D14

PROPOSALS WHICH CONSIST OF OR INCLUDE NEW EXTERNAL LIGHTING WILL BE REQUIRED TO ENSURE THAT THE SCHEME IS THE MINIMUM REQUIRED TO UNDERTAKE THE TASK AND MINIMISES LIGHT POLLUTION FROM GLARE AND SPILLAGE. IN PARTICULAR THE DESIGN OF THE EXTERNAL LIGHTING SHOULD ENSURE:

- (1) LIGHTS ARE ANGLED DOWNWARDS TO ILLUMINATE TARGET AREAS, NOT UPWARDS; AND**
- (2) WHERE THERE IS NO ALTERNATIVE TO UP-LIGHTING, SHIELDS AND BAFFLES ARE USED TO MINIMISE LIGHT SPILLAGE; AND**

(3) WHERE AREAS OF GROUND ARE TO BE ILLUMINATED, THE EQUIPMENT IS DESIGNED SO THAT IT WILL MINIMISE THE SPREAD OF LIGHT ABOVE THE HORIZONTAL, AND RESTRICT THE SPREAD OF ILLUMINATION TO WITHIN THE BOUNDARY OF THE SITE.

PROPOSALS WHICH WOULD ADVERSELY AFFECT RESIDENTIAL DWELLINGS, SITES OF NATURE CONSERVATION IMPORTANCE AND RURAL AREAS IN WHICH DARK SKIES ARE AN IMPORTANT PART OF THE NOCTURNAL LANDSCAPE, WILL NOT NORMALLY BE PERMITTED.

- 9.99 The impact of lighting and the design of the equipment need to be considered at the early stages of any development. It is possible to reduce the negative effects of lighting through proper design and planning, such as making sure lighting is only used where and when necessary; using an appropriate wattage; and adjusting light fittings to direct the light to where it is required.
- 9.100 Whether the installation of lights on a building requires planning permission depends in most cases on the degree to which the light fittings materially affect the external appearance of a building. In other cases, a development, which requires a planning permission for other reasons, may have a lighting element, and this may be viewed as a material planning consideration. Free standing lighting at commercial premises, private car parks and sports grounds will almost always require planning permission. The Council is responsible for street lighting on roads other than trunk roads and motorways and will aim to avoid light pollution when installing new street lighting schemes.
- 9.101 Developers should read this policy in conjunction with 'Lighting in the Countryside: Towards Good Practice' (DoE/Countryside Commission, 1997) which provides practical advice on how to address light pollution.

Advertisements

- 9.102 Outdoor advertising is an important part of commercial activity, in particular for retailing, which rely on external advertisements or signage to communicate information or seeks to sell goods or services. Outdoor advertisements take a wide range of forms. The most common include:
- Fascia signs and projecting signs on shops
 - Poster hoardings
 - Sign boards at factories and commercial premises
 - Directional signs
- 9.103 The advertisement control system in England consists of the Town and Country Planning (Control of Advertisements) Regulations 1992, issued by the Secretary of State for the Environment, and encompasses nearly all outdoor advertisements. The Regulations divide advertisements into three groups for control purposes:
- Advertisements which are excluded from the planning authorities control provided certain conditions are fulfilled;

- Advertisements for which the rules give 'deemed consent' so that the planning authority's consent is not needed, provided the advertisement conforms to the stated conditions and limitations for each category of advertisement;
 - Advertisements for which the planning authority's 'express consent' is always needed.
- 9.104 Planning Policy Guidance Note 19 'Outdoor Advertisement Control' provides supplementary advice on the application of the Regulations.
- 9.105 All advertisements affect the appearance of the building, structure or place where they are displayed. The main aim of the advertisement control system is to help everyone involved in the display of outdoor advertisements to contribute positively to the appearance of an attractive and cared-for environment in cities, towns and the countryside.

Policy D15

CONSENT WILL ONLY BE GIVEN FOR THE DISPLAY OF AN ADVERTISEMENT WHICH RESPECTS THE INTERESTS OF PUBLIC SAFETY AND AMENITY. PROPOSALS WILL BE ASSESSED HAVING REGARD TO:

- (1) THE CHARACTERISTICS OF THE LOCALITY**
- (2) FEATURES OF SCENIC, HISTORIC, ARCHITECTURAL, CULTURAL OR OTHER SPECIAL INTEREST.**

- 9.106 In exercising its advertisement control powers, the planning authority may only consider two issues, described in the Regulations as the interests of amenity and public safety. However, the policies in the UDP may be taken into account as material factors in the determination of any matter of advertisement control.
- 9.107 It is important for visual amenity that advertisements are well related to the design and appearance of the building and the character of the surrounding area. By their very nature advertisements are very visible and need to be carefully designed and located if they are not to lead to problems for public safety. Careful consideration needs to be given to the effects of advertisements upon the safe use and operation of any form of traffic and transport, in particular whether they are likely to obstruct or distract attention, or be confused with traffic signs.
- 9.108 While highlighting adverts on buildings can contribute to the street scene, special attention must be given to the design and location of illuminated advertisements and conditions may be imposed to control their intensity and hours of illumination in the interests of local amenity and public safety.

- 9.109 In the interests of amenity, poster advertisements/hoardings will not normally be acceptable in or adjacent to, predominantly residential areas, or at an entrance point into a residential area or in the open countryside. Within commercial and industrial areas they will only be allowed if they are in scale with adjacent buildings or screen unsightly land or buildings, and should at least maintain and, where necessary, enhance the character and appearance of the local environment. In mixed commercial/residential areas much greater care should be taken in the siting of poster advertisements.
- 9.110 Where an advertisement hoarding would screen an ugly or derelict site a temporary consent granted or condition the consent requiring that the advertisement is removed at the end of a specified period so as not to constrain or prejudice the sites redevelopment.
- 9.111 Particular care should be given to advertisements in Conservation areas, or other areas, which contain buildings of considerable architectural or historic merit or where the group value of a number of buildings is outstanding. Advertisements will only be allowed, in such areas if the particular features of architectural or historic interest are conserved or enhanced.
- 9.112 Advertisements on, or close to, a Listed Building and Scheduled Ancient Monuments, need special consideration so they do not detract from the integrity of the building's design, historical character or structure, and does not spoil or compromise its setting.

Telecommunications

- 9.113 Telecommunications systems have developed rapidly in the past decade and have become an essential element of modern life. Current planning guidance is set out in Planning Policy Guidance Note 8 "Telecommunications" (December 1992), supplemented by Circular 04/99 'Planning for telecommunications'. The Government's general policy on telecommunications is to facilitate the growth of new and existing systems, whilst at the same time protecting the amenity in both urban and rural areas, recognising the potential adverse effect of such developments.
- 9.114 The installation of much telecommunications equipment benefits from permitted Development rights under the Town and Country Planning (General Permitted Development) Order 1995 (as amended), for example, a single satellite antenna on or within the curtilage of a dwelling.
- 9.115 Where planning permission is required:

Policy D16

PROPOSALS FOR TELECOMMUNICATIONS DEVELOPMENT WILL BE CONSIDERED IN THE LIGHT OF TECHNICAL AND OPERATIONAL REQUIREMENTS AND WILL BE PERMITTED PROVIDED THAT THESE ARE NOT OUTWEIGHED BY:

- (1) ADVERSE EFFECT ON THE APPEARANCE OR CHARACTER OF ITS SURROUNDINGS IN TERMS OF ITS SCALE, DESIGN AND SITING;**

(2) ADVERSE EFFECT ON THE AMENITY OF ADJOINING RESIDENTIAL AREAS.

DEVELOPERS WILL HAVE TO DEMONSTRATE THAT AVAILABILITY AND COSTS OF ALTERNATIVE SITES AND DEVELOPMENTS, INCLUDING MAST SHARING HAVE BEEN INVESTIGATED.

- 9.116 The policy seeks to balance the protection of amenity in urban and rural areas with the needs of telecommunications development.
- 9.117 Under the policy, proposals will have to show that opportunities for mast sharing and alternative sites have been fully explored; and siting and design have carefully been considered along with appropriate measures to avoid adverse impact; including landscaping and screening.
- 9.118 Major telecommunications installations will present particular problems when proposed in Countryside locations which have been identified as being high or highest quality landscape for example Special Landscape Areas. While having regard to the special needs and technical problems of telecommunications development: In such locations, proposals will need to show that, no more environmentally acceptable alternatives exist and that every attempt has been made to minimise obtrusiveness by siting and design.
- 9.119 There is much public concern around the possible adverse health impacts of telecommunication development, in particular the effect of electro magnetic fields (EMFs) from masts. The Stewart Report published in May 2000 examined the health effects from the use of mobile phones, base stations and transmitters. In respect of base stations the report concluded that “the balance of evidence indicates that there is no general risk to the health of people living near to base stations on the basis that exposures are expected to be small fractions of the guidelines.” However, gaps in current scientific knowledge led the group to recommend a precautionary approach to the use of mobile phone technologies. In line with the approach recommended by the report, all mobile phone base stations will have to meet the guidelines of the International Commission on Non-Ionising Radiation Protection (ICNIRP) for limiting the exposure to electromagnetic fields. Clear exclusion zones should be in place around all base station antennas to prevent the public from exposure to radio frequency radiation above ICNIRP guidelines. (These exclusion zones relate to an area directly in front of and at the height of the antenna). All applicants should include with their applications, a statement to certify that the apparatus complies with the ICNIRP guidelines, and should also indicate for each site its location, height of the antenna, the frequency and modulation characteristics, and details of power output.