Section 5: Thematic Policies

Planning for Places

5.7 Design
Introduction

Good design can contribute to making places better for people. It can help to create memorable places with a strong sense of identity that can be enjoyed by everyone. Also it helps to integrate new development with its surroundings and create places which will stand the test of time.

Good design can play an important role in achieving many of the high level aims for the Bradford District (as set out in the Community Strategy). It can help to improve prosperity, people’s health and well being, and create a more inclusive, greener and attractive District with good connectivity and infrastructure.

The Government, in the National Planning Policy Framework (NPPF), places great importance on the value of good design and identifies it as a key aspect of sustainable development. The NPPF requires that local plans should have robust and comprehensive polices setting out the quality of development that will be expected for the area.

This section contains policies based on the themes below:

1. Achieving good design
2. Working with the landscape
3. Urban character
4. Streets and movement
5. Safe and inclusive places

The policies are consistent with national policy and guidance, and support the strategic objectives for the District as well as existing (and emerging) supplementary planning documents. The policies also support Building for Life 12 – the government endorsed and nationally recognised standard for new housing development.

The policies are supported by several current Supplementary Planning Documents (SPDs) which will be taken forward in support of the Local Plan. They include:

- Bradford City Centre Design Guide SPD
- Sustainable Design Guide SPD
- Planning for Crime Prevention SPD
- Shop Front Design Guide SPD
- Shop Keeper Guide to Securing their Premises SPD
- Householder SPD
- Landscape Character SPD

In addition the following two new SPDs are to be developed (possibly combined to form one document) to support the policies:

- Housing Design Guide SPD
- Street Design Guide SPD
Achieving Good Design

Introduction
Making places is a complex business and no one person or profession can reasonably take responsibility for it. It is a multi-disciplinary and collaborative process which helps to shape the physical setting for urban life and makes places better than would otherwise be the case.

Policy DS1 seeks to set the agenda by focussing on the processes and approaches that can help to deliver good design. It seeks to promote collaboration, working with local people, understanding the place and taking the opportunities to improve areas and make them as good as they can be through the development process.

The policy contributes to Core Strategy objectives 4 and 11 and links to Core Strategy policies SC1, SC4, and HO9.

Policy DS1: Achieving Good Design
Planning Decisions including Plans, development proposals, and investment decisions should contribute to achieving good design and high quality places through:

A. Taking a holistic, collaborative approach to design putting the quality of the place first.
B. Being informed by a good understanding of the site/area and its context.
C. Working with local communities and key stakeholders to develop shared visions for the future of their areas.
D. Taking opportunities to improve places, including transforming areas which have the potential for change and supporting the regeneration aspirations of the District.
E. Referring schemes where appropriate to design review and acting on the recommendations of the review.
F. Taking a comprehensive approach to redevelopment in order to avoid piecemeal development which would compromise wider opportunities and the proper planning of the area.

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<th>OUTCOMES</th>
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<tr>
<td>Good design and high quality places</td>
<td>Building for Life assessments of major housing schemes IND23(EV) Recommendations of the Design Review Panel Operational Assessment of Design &amp; Access Statements Operational</td>
<td>No planning permission for a major housing scheme should achieve a ‘red’ rating against Building for Life 12 assessment IND23(EV)</td>
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5.7.11 It is important that those involved in the design process work in a collaborative way to create great places to ensure criterion A is delivered. This includes but is not limited to the built environment professionals – architects, planners, landscape architects, highway engineers and urban designers. Many other people involved in the process including investors, landowners, project managers, surveyors and legal representatives make decisions which impact on the design of places.

5.7.12 As such it is essential that the right processes and skills are in place from the outset of projects. Design Review and the Council’s pre-application advice service can help in identifying which processes and skills would be most appropriate to achieve good design in any given context.

5.7.13 In developing designs it is important to first have a good understanding of the place and its context which is the purpose of criteria B, C and D. For plans and development proposals there should be evidence of an analysis of the existing landscape, movement patterns and urban character as well as consideration of any relevant strategies, regeneration initiatives and opportunities which may exist to improve the area. Early engagement with local communities and key stakeholders can help to identify opportunities and aspirations which can then be used to inform plans and designs. During the course of the plan some communities may seek to prepare Neighbourhood Development Plans which could set out design guidance and visions for their areas.

5.7.14 Criterion E recognises the positive role that design review can have on a proposal. It is a process in which a panel of built environment experts evaluate design proposals and provide advice and observations which can help to improve and add value to schemes. It is most effective in the early stages of a project. The Council will refer schemes and projects of appropriate scale and sensitivity to design review and will seek to deliver on its recommendations.

5.7.15 Criterion F recognises that no site exists in isolation and it is important that plans and development proposals consider the wider context. In some instances it may be necessary to masterplan for a wider area or to acquire larger areas of land to ensure that comprehensive development takes place. Where the development of land takes place in phases of smaller parcels it is important that this does not occur in a piecemeal fashion as this can set an inappropriate context for further development and constrain wider opportunities for access, pedestrian connections, green links, open spaces and creating a sense of place.

### LEAD ROLES | MAIN MECHANISMS
---|---
Bradford Council Developers | Local Plan Core Strategy
| Area Action Plans for Bradford City Centre and Shipley Canal Road
| Local Plan Allocations DPD
| Development Management decisions
| Pre-application advice service
| Design Review
| Other strategies, plans, programmes and investment decisions
| Housing Design Guide SPD
| City Centre Design Guide SPD
Working with the Landscape

5.7.16 Few sites or areas come as a blank canvas. Many have existing landscape features such as trees, slopes, field patterns or watercourses. Responding positively to such features can help to create memorable places which integrate well with their surroundings, as well as reducing their environmental impact.

5.7.17 Policy DS2 seeks to ensure that proposals take opportunities to incorporate existing features as well as providing new areas of landscape which are attractive, have a clear function, are appropriate to their context and are able to be easily managed and maintained.

5.7.18 The policy contributes to Core Strategy objectives 11, 12 and 14 and links to the Core Strategy policies SC1, SC2, SC4, SC6, EN1, EN2, EN4, and EN5.

Policy DS2: Working with the Landscape

Planning Decisions including Plans and development proposals should take advantage of existing features, integrate development into the wider landscape and create new quality spaces. Wherever possible designs should:

A. Retain existing landscape and ecological features and integrate them within developments as positive assets.

B. Work with the landscape to reduce the environmental impact of development.

C. Take opportunities to link developments into the wider landscape and green space networks.

D. Ensure that new landscape features and open spaces have a clear function, are visually attractive and fit for purpose, and have appropriate management and maintenance arrangements in place.

E. Use plant species which are appropriate to the local character and conditions.

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<td>Integrate new development into the landscape.</td>
<td>Building for Life assessments of major housing schemes IND23(EV)</td>
<td>No planning permission for a major housing scheme should achieve a ‘red’ rating against Building for Life 12 criteria 5, 6 and 11. IND23(EV)</td>
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<tr>
<td>Reduce the environmental impact of development.</td>
<td>Recommendations of the Design Review Panel Operational</td>
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<tr>
<td>Create good quality landscape features and open spaces.</td>
<td>Assessment of Design &amp; Access Statements Operational</td>
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### LEAD ROLES
Bradford Council
Developers

### MAIN MECHANISMS
Local Plan
Development Management decisions
Design Review
Other strategies, plans, programmes and investment decisions
Housing Design Guide SPD
Sustainable Design Guide SPD
Landscape Character SPD

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**5.7.19**

Landscape and ecological features can include the following:

- Trees and woodlands
- Hedgerows
- Rivers, canals and streams
- Ponds, reservoirs and mill dams
- Wetlands
- Green networks and wildlife corridors
- The topography including natural valley landforms
- The orientation of the landform.
- Stone walls including field patterns
- Species rich grassland
- Rock outcrops

**5.7.20**

Retaining and responding to existing features can provide the opportunity to create memorable and distinctive places if used in a positive manner. For instance they can inform the layout of development and form the basis for open spaces, focal points, views and character areas. Careful consideration of the topography when locating new open spaces within developments can ensure that they are useable spaces (i.e. not too steep) and can take advantage of important views.

**5.7.21**

Working with the existing landform and landscape can help to reduce the environmental impact of development. For instance it can provide opportunities to incorporate sustainable urban drainage features as part of the landscape such as water retention ponds or swales which can be attractive features of the development in their own right.

**5.7.22**

On sloping sites the layout of streets can follow the contours, and buildings can be built into the slope using split levels helping to absorb development into the wider landscape. Carefully located trees and planting can help to shelter buildings and open spaces from the wind and provide shade from the sun. Also responding to the orientation of the site (e.g. south facing slopes) can provide opportunities for solar gain and natural light into buildings, thereby helping to reduce energy needs. Further guidance on these aspects is provided in the *Sustainable Design Guide SPD* (sections 2.1 and 2.2).

**5.7.23**

Development can be integrated into the wider landscape by creating networks of green spaces which link through the site and into the surrounding area. This is useful for...
recreation, wildlife movement and visual amenity rather than having isolated, unrelated landscape elements.

Opportunities can include creating green corridors around existing landscape features such as watercourses and hedgerows. Also structural planting and appropriate boundary treatments can help to integrate development into its surroundings.

It is important that new landscape features have a clear function rather than simply being left over space. They can be used to create wildlife habitats, shade and shelter, sustainable drainage and recreation opportunities. Often open spaces can be designed to be multi-functional.

The long term future of landscaping and open spaces should be considered from the outset, both in terms of careful design to allow for effective maintenance and through having appropriate management arrangements in place.

It is important to avoid creating awkward left over areas of land with a lack of definition between space which is public and that which is private. These areas can often fall into neglect and become a source for conflict and anti-social activity.

Further detailed guidance in support of the policy can be found in the Landscape Character SPD (Appendix 4 – Design Guidance). Whilst this has essentially been written to guide development within Landscape Character Areas many of the principles can apply equally to all development. It includes guidance on site survey and appraisal, the landscape plan, design details, management and maintenance.

### Urban Character

The urban areas of Bradford benefit from a rich and varied character which contributes to local distinctiveness and a sense of place.

Policy DS3 seeks to ensure that new developments are appropriate to their context, and create or reinforce a distinctive character with attractive streetscapes and buildings which offer variety and interest.

The policy contributes to Core Strategy objectives 11 and 12, and links to Core Strategy policies SC1 and EN3.

**Policy DS3: Urban Character**

Plans and development proposals should create a strong sense of place and be appropriate to their context in terms of layout, scale, density, details and materials. In particular designs should:

A. Respond to the existing positive patterns of development which contribute to the character of the area, or be based on otherwise strong ideas. Innovative and contemporary approaches to design which respond to and complement the local context will be supported.
B. Retain and integrate existing built features which could contribute to creating a distinctive identity.

C. Take opportunities to create new public spaces, landmark buildings, landscape features (including street trees), views and public art as an integral part of the design.

D. Provide variety on larger developments with different character areas and a hierarchy of street types.

E. Create attractive streetscapes and spaces which are defined and animated by the layout, scale and appearance of the buildings.

F. Display architectural quality and create original architecture or tailor standard solutions to the site.

G. Contribute positively to skylines through the roofscape of new development.

H. Ensure that tall buildings are appropriate to their location, are of high quality design and that they do not detract from key views or heritage assets or create unacceptable local environmental conditions.

I. Design shop front units which are consistent with the character, scale, quality and materials of the existing façade, building and street scene of which they form part.

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<td>Create a strong sense of place and distinctive character.</td>
<td>Building for Life assessments of major housing schemes IND23(EV) Recommendations of the Design Review Panel Operational Assessment of Design &amp; Access Statements Operational</td>
<td>No planning permission for a major housing scheme should achieve a ‘red’ rating against Building for Life 12 criteria 5, 6, 7 and 8. IND23(EV)</td>
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The policy refers to the terms layout, scale, density, details and materials. These can be defined as follows:

- **Layout** - The basic plan showing the arrangement of the streets, routes, buildings, plots and open spaces and how they relate to each other.
- **Scale** - The height and massing (i.e. the three dimensional shape) of buildings in relation to their surroundings.
- **Density** - The amount of development on a given piece of land.
- **Details** - The elements of the building including entrances, doors, bays, porches, balconies, decorative features, lighting and roofscape.
- **Materials** - The texture, colour, pattern and durability of materials.

Many places in Bradford District have positive patterns of development which provide them with a distinctive character. This can include:

- The layout of buildings, streets and spaces, building forms and densities, and plot shapes and sizes.
- The relationship of the built form to the landform and landscape.
- The use of materials and details and the architectural style/local vernacular.
- The history, culture and traditions of the area.

Design proposals should identify and seek to respond to and reinforce locally distinctive patterns of development. Alternatively they could be based on otherwise strong ideas, particularly in areas which lack a strong sense of character. This could include reflecting contemporary design and culture, or expressing the function of buildings or sustainable design principles and technologies.

It is not the intention of the policy to require that new development conforms to certain architectural styles or creates a pastiche of historic designs. The policy supports innovative and contemporary approaches which respond in some way to the local context.

Development proposals can also be informed by local design guidance including Neighbourhood Development Plans commensurate with their planning status.

Sometimes sites contain existing buildings, walls or other structures which contribute to a sense of character. Developments can be designed to retain and incorporate such features and use them to inform the scale and layout of new development helping to create more interesting and distinctive places than would otherwise be the case. In some instances it may not be possible to retain existing built features but designs can still respond to them in some way, either through the layout, massing, details or materials of new development.

Urban environments can be designed to be attractive, interesting and varied with a clear identity which is easy for people to understand. Careful placing of features such as public spaces, landmark buildings, public art and street trees can create memorable focal points, routes and views. Elements like these should be considered early in the design process as an integral part of the overall concept.

Character areas and a hierarchy of street types can help to provide structure and variety on larger sites. Character areas can be differentiated from each other in a number of
ways, including street layout, building form, landscape and boundary treatments, and
details and materials.

5.7.40 The way in which buildings are positioned can help to create interesting street scenes,
define the edge of streets and spaces, and positively address key junctions and views.
Buildings can be designed to turn corners well, and to have openings and windows facing
onto streets to help animate them and provide surveillance.

5.7.41 A sense of ‘enclosure’ can be created with continuous building frontages and careful
consideration of how the height and position of buildings relate to the width and alignment
of the street. Interest can be provided by small projections and set backs from the building
line and variation and incident in the roofline.

5.7.42 Proposals should display architectural quality through the form and proportions of
buildings, the rhythm of the façade and the coordination of elements such as windows,
colours and materials, and the quality of the joins between elements. Standard solutions
should be avoided or at the very least be tailored to their context, for instance adapting
elevational treatments to complement the local context.

5.7.43 The topography of the Bradford District means that many of its settlements have prominent
skylines which need sensitive treatment in new development proposals in consideration of
the impact on long distance views.

5.7.44 Bradford is a District of relatively few tall buildings. Where they do exist they are highly
visible on the skyline, and their impact is often accentuated by the topography. New tall
buildings can create memorable landmarks and can define important locations and
junctions. Therefore it is important to ensure that they are appropriately sited and make a
positive contribution to the townscape.

5.7.45 The Bradford City Centre Design Guide SPD provides design guidance and identifies
zones for locating new tall buildings in city centre. Elsewhere in the District, proposals for
new tall buildings should demonstrate that they are appropriate to their location based on
an analysis of the topography, key views and vistas, the scale of development in the area
and the existing skyline.

5.7.46 New tall buildings should be of high quality design in terms of their appearance and
materials, and they should positively address street level and the skyline. Also they should
demonstrate that adverse environmental conditions such as wind turbulence or
overshadowing will not be created.

5.7.47 The design of shop fronts is an important component of creating attractive streetscapes.
Designs should take into account local building traditions and materials and the
architectural features of the building. Further guidance on these aspects is provided in the
Shop Front Design Guide supplementary planning document.

5.7.48 The demand for shop front security measures such as mesh grilles can detract from the
quality of the street scene. It is important that these measures are incorporated in a way
which supports the character of the area. Further guidance on this issue is provided in the
Shop Keeper Guide to Securing their Premises supplementary planning document.
Streets and Movement

The design and layout of streets and paths should make it as easy and attractive to walk or cycle, or to take public transport as it is to travel by car.

Policy DS4 seeks to ensure that new developments get the movement framework right by creating a network of routes which connect to where people want to go, and which offer choice and a pleasant experience, particularly for those travelling by foot.

The policy contributes to Core Strategy objectives 9, 11 and 14, and links to Core Strategy policies SC1, SC4, TR1, TR2 and TR3.

Policy DS4: Streets and Movement

Plans and development proposals should take the opportunities to encourage people to walk, cycle and use public transport through:

A. Creating a network of routes which are well overlooked and convenient and easy for all people to understand and move around.

B. Connecting to existing street and path networks, public transport and places where people want to go in obvious and direct ways, and where necessary improving existing routes and public transport facilities.

C. Integrating existing footpaths/cycle routes on the site into the development.

D. Take an approach to highway design which supports the overall character of the place and which encourages people to use streets as social spaces rather than just as routes for traffic movement.

E. Take a design led approach to car parking so that it supports the street scene and pedestrian environment whilst also being convenient and secure.

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<td>A connected network of attractive streets and routes which encourage people to walk, cycle and use public transport.</td>
<td>Building for Life assessments of major housing schemes IND23(EV) Recommendations of the Design Review Panel Operational Assessment of Design &amp; Access Statements Operational</td>
<td>No planning permission for a major housing scheme should achieve a ‘red’ rating against Building for Life 12 criteria 1, 2, 3, 9 and 10. IND23(EV)</td>
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A key factor of successful places is the ease with which people can move around them. Therefore design proposals should seek to create a network of connected streets and spaces which give people maximum choice in making their journeys, with a presumption in favour of walking, cycling and public transport. Layouts based around long cul-de-sacs should be avoided.

New streets and paths should be connected to existing routes and developments to create neighbourhoods which are easy to move around and where people can easily access local services and facilities. It is important that connections to existing routes are designed to be clear, direct, well lit and safe.

Development proposals should be based on an analysis of movement patterns in the wider area and an understanding of where people want to go. In some instances developments may need to contribute to off site improvements such as crossings, paths, or public transport facilities in order to provide good quality access to key destinations.

Sometimes development sites are crossed by existing footpaths or cycle routes. It is important not only to retain these but also to treat them as positive features of the development. Whilst the alignment of existing routes may need to be changed to enable development they should still follow pedestrian desire lines as closely as possible and allow for clear sight lines along the route.

The design of the streets can help to support the character of a development and encourage people to use the streets as social spaces. It is important to avoid the rigid application of highway engineering requirements in the design of streets, junctions and turning heads as this can create unattractive places which are difficult for pedestrians to use.

The highway design should be considered integrally with the building layout to create well defined streets and spaces. Careful consideration of the street geometry, surface materials and street furniture, and minimising signage and road markings, can help to support the character of the street and create a place where pedestrians feel comfortable.

If not well designed car parking can detract from the character and quality of an area. Arrangements such as large surface car parks and buildings set back from the street behind driveways can dominate street scenes, make for poor pedestrian environments and interrupt the relationship between the building and the street.
It is important that parking is located within new developments so that it supports the overall quality of the area. Solutions can include basement parking, courtyards and on-street parking. Other solutions, particularly for residential development, can include parking between buildings, beneath upper storey structures, or within garages set back behind dwellings.

Where surface car parks are proposed they should be conceived of as an integral part of the landscape proposals for the development with a focus on creating a quality place. Similarly, where front of building parking is proposed the impact should be minimised through appropriate landscape and boundary treatments.

**Safe and Inclusive Places**

Good design can help to foster a sense of community by creating places where people of all ages, abilities and backgrounds feel safe and at ease and can meet and interact with each other.

Policy DS5 seeks to ensure that new developments reduce the opportunities for crime and antisocial behaviour, that buildings and places are accessible to all, and that a pleasant environment is created.

The policy contributes to Core Strategy objectives 10 and 11, and links to Core Strategy policies SC1 and HO9.

**Policy DS5: Safe and Inclusive Places**

Plans and development proposals should make a positive contribution to people's lives through high quality, inclusive design. In particular they should:

A. Be designed to ensure a safe and secure environment and reduce the opportunities for crime.

B. Allow flexibility to adapt to changing needs and circumstances.

C. Be designed to ensure buildings and places provide easy access for all, including those with physical disabilities.

D. Encourage social interaction and where appropriate provide opportunities for members of the community to meet and come into contact with each other.

E. Include appropriate design arrangements for servicing, waste handling, recycling and storage.

F. Not harm the amenity of existing or prospective users and residents.
OUTCOMES | INDICATORS | TARGETS
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Buildings and places which are safe and accessible to all, and which support strong communities. | Building for Life assessments of major housing schemes IND23(EV) Recommendations of the Design Review Panel Operational Assessment of Design & Access Statements Operational | No planning permission for a major housing scheme should achieve a ‘red’ rating against Building for Life 12 criteria 2, 11 and 12. IND23(EV)

LEAD ROLES | MAIN MECHANISMS
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Section 17 of the Crime and Disorder Act 1998 requires all local authorities to exercise their functions with due regard to their likely effect on crime and disorder, and to do all they reasonably can to prevent crime and disorder.

The design of the built environment can play a very significant part in reducing crime and disorder and the fear of crime. Development proposals should consider how they can assist in designing out crime based upon a clear understanding of the local situation and having regard to other design issues. Some key matters to consider are:

- Natural surveillance of streets, paths, open spaces, parking areas and entrances.
- A clear definition between public, private and semi-private space.
- Lighting of the development, particularly streets and paths.
- The design and layout of streets and paths and how they integrate with their surroundings.
- Landscaping and planting and avoiding hiding places or dark, secluded areas.
Further design guidance is set out in the Planning for Crime Prevention SPD. Also relevant is the Shop Keeper Guide to Securing their Premises SPD. Advice on designing out crime should be sought at the earliest stage of a project from the Bradford District Police Architectural Liaison Officer.

Successful buildings and places 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 them to meet their own requirements over time. Regard should also be had to Policy HO9 Housing Quality which deals specifically with the adaptability of new homes.

The Equalities Act 2011 introduces a duty for public sector bodies to consider the needs of all individuals in their work, including in developing policy. Designs should ensure that there are measures to enable disabled people to successfully negotiate the public highway and public spaces and to access buildings. Development proposals should consider how factors such as surface materials, street furniture, road crossings, building entrances and circulation space can be designed to be accessible for all. Seeking the views of local access groups and forums can help in this regard.

Well designed developments can help to create stronger communities and encourage more people to come into contact with each other than would otherwise be the case. This can be achieved by providing high quality public spaces, mixed uses and active building frontages to streets, bringing together different people in a safe environment.

New development will need to consider how servicing, waste handling and storage will be accommodated. If not designed well it can detract from the quality of the area, for instance having bins parked on pedestrian areas creating obstructions and cluttering up street scenes. Therefore designs will need to ensure that adequate space is provided in a way which is both convenient for use and which does not detract from the character and quality of the street. Regard should also be had to Policy HO9 Housing Quality which deals with the storage of bins for new homes.

It is important that development does not harm the amenity of existing or prospective users or residents, including effects such as loss of daylight, noise, smell, and visual character. However adverse impact on amenity should not be used as an unreasonable barrier to proposals for job creation as many small scale employment uses can readily co-exist with residential and other uses. The Householder SPD sets out guidance on how to design extensions to new homes without harming the amenity of adjacent residents.