

Droitwich Spa

Design Guidance and Codes

Final report
November 2023

Quality information

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Revision History

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12	06.11.2023	Edited final draft to the group	Michael Holt	Associate Director (AECOM)

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Introduction

01

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1. Introduction

The following section describes the aims of this report and introduces the Neighbourhood Plan area, its planning context, and the engagement process for the production of the document.

1.1 About this document

Through the Department of Leveling Up, Housing and Communities (DLUHC) Neighbourhood Planning Programme led by Locality, AECOM has been appointed to provide design support to the Droitwich Spa Neighbourhood Plan Steering Group (NPSG) by preparing this Design Code document.

The NPSG seek to establish a design guide including design codes to influence the character and design of new development across the entire Neighbourhood Area (NA), the extent of which is illustrated in Figure 3 (page 9).

Design guidance and codes are written in order to meet a key development and design objective of the Neighbourhood Plan, one of five objectives, alongside themes on environment and landscape, access and parking, business and employment, and community infrastructure.

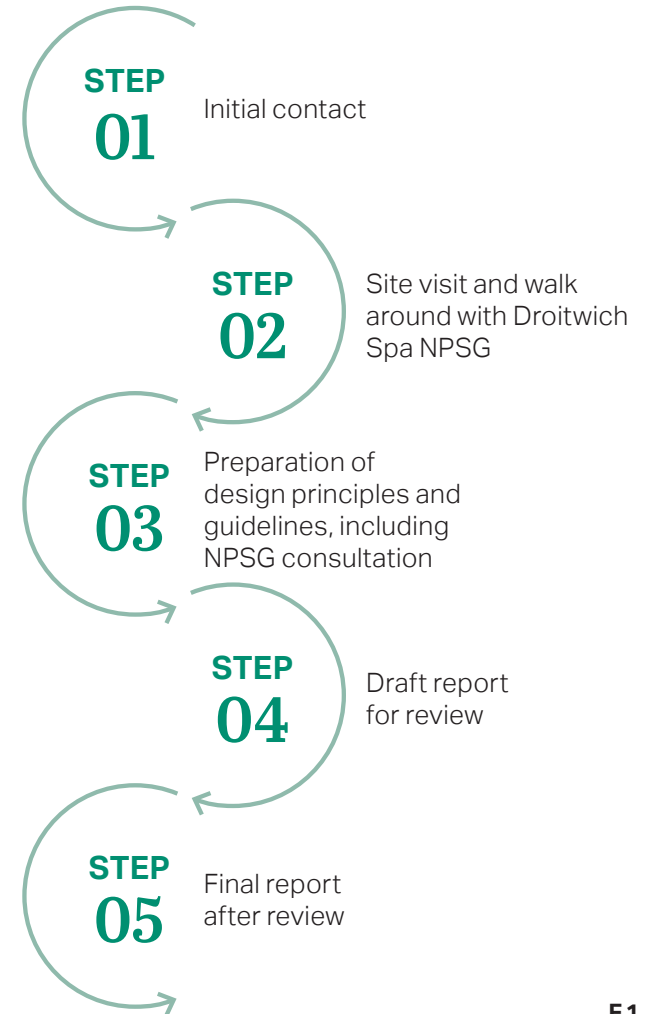
The following Design Guidance and Codes contributes to this objective by analysing different characteristics of the Droitwich Spa Neighbourhood Plan area and defining a series of guidelines and codes to preserve or improve local features that make the area unique.

The report then outlines character areas accorded with the Droitwich Spa NPSG, identified during the site visit and through a desktop study and an analysis of geospatial data.

Design recommendations for each character area are provided as well as site-specific design principles for selected development sites in the area.

The guidance and codes cover design issues such as:

- Local character and design quality
- Landscape setting
- Green and blue infrastructure
- Boundary treatments
- Homes and buildings
- Materials and appearance



F.1

Figure 01: The methodology for producing the document

1.2 Purpose of the Design guidance

This guidance document has been prepared to improve the quality of new development in Droitwich Spa.

A design code is a set of simple, concise, illustrated design requirements that are visual and numerical wherever possible in order to provide specific, detailed parameters for the physical development of a site or area.

The guidance and codes within this document have been produced by AECOM and the NPSG following engagement and consultation. They are underpinned by an analysis of built form including matters pertaining to character, layout, materiality, boundaries, and landscape.

This document is relevant to all new developments, for all uses, including extensions to existing buildings and land. It helps to ensure new development is in keeping with the historic and town character.

1.3 Structure of the Design guidance

This document is structured in the following way:

Section 01: Introduction

Sets out the background to this Design guidance, its purpose, and how to use it.

Section 02: Policy Review

Overview of national and local policies or guidance, connecting them to the document.

Section 03: Character analysis

Presents character analysis and establishes Character Areas. Outlines design recommendations.

Section 04: Area-wide guidance

Includes design guidance that must be followed for all development proposals in Droitwich Spa.

Section 05: Site-specific principles

High-level design principles for Union Lane and Netherwich basin sites.

Section 06: Checklist

Provision of several topics and questions based on established good practice to guide future development decision-making.

1.4 How to use this document

The design guidance should be a valuable tool in securing context-driven, high-quality development in Droitwich Spa. It will be used differently by different players in the planning and development process, as summarised in the adjacent table.

A valuable way guidance can be used is as part of a process of co-design and involvement that seeks to understand and takes account of local preferences and expectations for design quality. As such the guidance and codes can help to facilitate conversations on the various topics to help align expectations and aid understanding and the balancing of key local issues.

A Design Code supports paragraphs 130 and 134 of the National Planning Policy Framework (NPPF), with the latter affirming that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Design guidance and codes alone will not automatically secure optimum design outcomes but should help all involved.

This document is made up of guidance and codes:

Guidance: desirables that will help achieve a high standard of design which the Council would like to see demonstrated as part of applications.

Codes: requirements that the designer can apply with confidence that they will be acceptable to the Council without further discussion.

Potential users	How they use the code
Applicants, developers, & landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local planning authority	As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines should be discussed with applicants during any pre-application discussions.
Town council or neighbourhood plan group	As a guide when commenting on planning applications, ensuring that the Design Guidelines are complied with.
Community groups & local residents	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

Table 01: User groups and how they will use the guidance

1.5 Engagement process

An inception call was held on 22 February 2023 to understand the plan area and discuss key objectives with the Neighbourhood Plan Steering Group.

Prior to attending a site visit, AECOM produced a desktop study to analyse the Neighbourhood Plan Area (NA) and establish draft character areas.

A full day's site visit was conducted on 28 March 2023 with a meeting on site with available members of the Steering Group. This site walkover covered the whole conservation area and other specific areas of the town, allowing AECOM to undertake an extensive photographic survey and clarify findings in the Desktop Study.



F.2

Figure 02: Victoria Square, site visit 28 March 2023.

Engagement findings	Relevant code
<ul style="list-style-type: none"> Town centre needs improvement, primarily around High Street where cars dominant and pavements are narrow. 	<ul style="list-style-type: none"> A1. Town Centre West and Conservation Area - Design recommendations
<ul style="list-style-type: none"> The Netherwich Basin site has infrastructure issues with traffic and needs specific guidance. 	<ul style="list-style-type: none"> Canal Basin (Netherwich) design principles in Section 5.
<ul style="list-style-type: none"> Union Lane sites have 400 dwellings allocated and have significant planning issues. 	<ul style="list-style-type: none"> Union Lane design principles in Section 5.
<ul style="list-style-type: none"> Identified during the site visit as potential design code topics: heritage and town centre; character and quality in new development; streetscapes and quality street environments; active travel, mobility and cycling, and; green infrastructure, sustainability and Electric Vehicle charging. 	<ul style="list-style-type: none"> Section 4 - Area-wide guidance
<ul style="list-style-type: none"> Broader considerations include: National targets for carbon neutrality; Interface between regeneration and heritage; and, windfall sites. 	<ul style="list-style-type: none"> E - Energy efficiency measures towards Net-Zero carbon in Section 4.

1.6 Study area

Droitwich Spa is a town and civil parish in the administrative area of Wychavon District Council, itself part of the county of Worcestershire. The town is located 29.8 km (18.5 miles) southwest of Birmingham and 9.25 km (5.75 miles) from Worcester and is bounded by the M5 on its eastern side. The River Salwarpe runs through the northern side of the town.

The town was founded by the Romans and was known as Salinae because of its salt mines. The town remained a small settlement until the second half of C21, when the town started to grow with many new housing estates to accommodate 'overspill' from the West Midlands conurbation.

Droitwich Spa is home to the Droitwich Spa Lido which attracts tourists from all over the country, as well as other amenities like the Droitwich Heritage & Information Centre, the Droitwich Spa Cricket Club and The Droitwich Hospital.

The oldest part of the town is designated as a Conservation Area and distributes around High Street and Saltway, including Lido Park and Vines Park too. During the second half of C20, the town spread out towards the south, the east and the west with more recent developments of different decades.

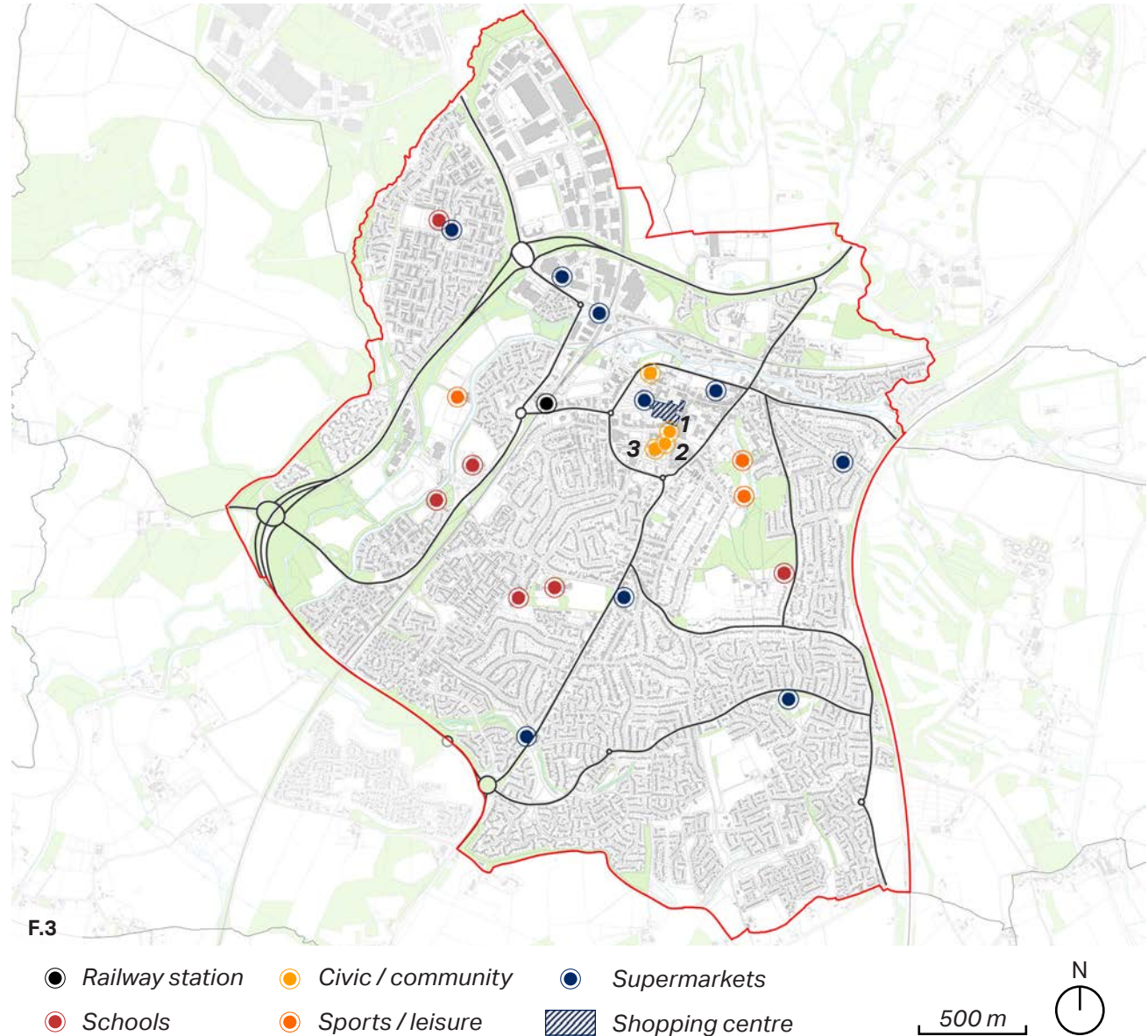


Figure 03: Droitwich Spa has an active town centre, with a shopping centre, library (1), town hall (2), several supermarkets, Droitwich Hospital (3) and other key services and amenities. Schools service local communities and a railway station provides access to Worcester, Bromsgrove, and Birmingham. A series of suburban developments to the south of the town illustrate how the settlement evolved and spread out to reach the current NA boundary.



F.4

Figure 04: Detached houses on Ombersley Road

1.7 General overview

Social characteristics

Droitwich Spa is the largest settlement in Wychavon, with an estimated population of 25,000 (Census 2021), up from 23,504 (Census 2011).

The town's origins can be traced back to at least the Roman period and its industrial heritage has largely been salt production, which only ceased in the 20th century. From the mid-19th century, the town developed as a 'Spa town', with visitors taking to the brine baths. This continued into the 20th century with the baths remaining open in until 2008.

According to Census 2021, Droitwich has an aging population, with less than the UK average for the 20-44 years profiles and more than the UK average in the 50-85+ years. The median age is 44.75 years.

Most people (85.4%) live in whole houses or bungalows. The majority of homes are detached, notably in Primsland. Terraced properties are mostly in Westlands, an area with a larger social rented market.

Environmental conditions

Droitwich Spa has a Conservation Area including the town centre and nearby public open space at Vines Park and Lido Park. The legacy of the 'Spa' culture has led to a town centre with parks and open-air leisure opportunities.

The town lies between two high points - to the north at Dodderhill and to the south at Yew Tree Hill, as such it is not particularly prominent within the wider landscape. The neighbourhood area is bounded north and south by West Midlands Green Belt, and the historic Westwood Park to the west. These green gaps ensure Droitwich Spa remains physically separate and distinctive.

Droitwich Spa is served by the M5 and is bisected by A38 (Worcester Road), a Roman road running north-south with secondary streets branching from it. Development has historically occurred along this spine.

A defining feature for the area is the Droitwich Canal and River Salwarpe, which run along the north and down the western edge. These waterways are a flood risk for the immediate vicinity. There are underground 'wild brine runs' running through the town centre, Lido, and Yew Tree Hill area.

Economic dynamics

Since the 1960s, the town has undergone considerable growth, with phases of housing development occurring in Westlands and Primsland.

Employment is concentrated in the north-western industrial estates, while shopping is centrally located at Saint Andrew Square Shopping Centre and High Street, with some larger units along Kidderminster Road. Approximately 46% of residents work outside the town, with more popular destinations being Worcester (14%), Birmingham (8%) and Bromsgrove (14%), with the remainder further afield within the West Midlands or south-west.

Car dependence is evident, with many households owning 2 or more cars – 56% of commuters choose car travel as opposed to train (1.3%), bus (0.8%), or bicycle (1.5%).



Policy review

02

2.1 Planning policy and design guidance

Several national and local planning policy and guidance documents were referred to in the development of this document. Most notably the National Design Guide and its 10 Characteristics of a Well-designed Place and Homes England's adoption of Building for a Healthy Life (formerly Building for Life), which helped to frame the requirements of good design for high quality places.

2.1.1 National Planning Policy Framework (revised 2023)

The National Planning Policy Framework (NPPF) outlines the Government's overarching economic, environmental and social planning policies for England. It is a high-level document that attempts to make good design pivotal and to put communities at the heart of planning. The policies within the NPPF apply to the preparation of Local and Neighbourhood Plan areas and act as a framework against which decisions are made on planning applications.

The NPPF states that a key objective of the planning system is to contribute to the achievement of sustainable development, which will be achieved with reference to three overarching objectives. The parts of the NPPF which are of particular relevance to this Design Code are:

- Part 2: Achieving sustainable development
- Part 8: Promoting healthy and safe communities
- Part 12: Achieving well-designed places
- Part 16: Conserving and enhancing the historic environment

Part 12: Achieving well-designed places stresses the creation of high-quality buildings and places as being fundamental to what the planning and development process should achieve. It sets out a number of principles that planning policies and decisions should consider ensuring that new developments are well-designed and focus on quality.

The NPPF notes that 'development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes'.

2.1.2 National Design Guide (2019) & National Model Design Code (2021)

These companion documents set out the characteristics of well-designed places. They support the ambitions of the NPPF to utilise the planning and development process in the creation of high-quality places. The National

Design Guide states that 'specific, detailed and measurable criteria for good design are most appropriately set at the local level'. The guides are expected to be used by local authorities, applicants and local communities to establish further design codes (such as this) and guides that can deliver this in line with local preferences.

National Model Design Code

This report provides detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on 10 characteristics of good design set out in the National Design Guide: Context, Identity, Built Form, Movement, Nature, Public Spaces, Uses, Homes & Buildings, Resources and Lifespan.

This guide should be used as an overarching reference for new development where topics are not covered in local guidance.

Building for a Healthy Life

Building for a Healthy Life (BHL) is the new name for Building for Life, the government-endorsed industry standard for well-designed homes and neighbourhoods.

The BHL toolkit sets out principles to help guide discussions on planning applications and to help local planning authorities to assess the quality of proposed schemes, as well as useful prompts and questions for planning applicants to consider during the different stages of the design process.

2.1.3 Local Planning Policy & Guidance

Droitwich Spa is located in the administrative area of Wychavon District Council (WDC), part of Worcestershire County. The WDC forms South Worcestershire together with Malvern Hills District Council (MHDC) and Worcester City Council (WCC). The following documents were reviewed to gain a better understanding of the area.

South Worcestershire Development Plan (Adopted 2016)

The South Worcestershire Development Plan (SWDP) is framed by and in turn sets out a clear vision for the broader area from 2006 to 2030. Droitwich Spa is noted as an Urban Area - Main Town and provides a thorough understanding of the spatial context. The SWDP makes a clear connection with the National Planning Policy Framework. The SWDP Vision reflects both the aspirations and the firm intentions to improve, protect and manage sustainable growth. The Development Strategy in this document is structured around several Strategic Policies, which are noted in the Design guidance document where they are most applicable. While the guidance and codes refer to the possible alignment, it is important a proposal considers all SWDP strategic policies when developing a project.

The SWDP outlines what is required for various topics including but not limited to green infrastructure, heritage and historic environment, housing, tourism and leisure (including moorings and waterfronts), and Site Allocations (SWDP 48-53 and 56).

South Worcestershire Development Plan Review (WDC, MHDC and WCC, September 2023)

The South Worcestershire Development Plan Review (SWDPR) proposes new sites for housing and employment development and a set of detailed policies to guide planning applications. The document also sets out a rail-based spatial strategy for the future growth of South Worcestershire, informed by a vision, sustainability appraisal outputs and technical evidence. The Review was submitted for Examination in September 2023.

Design Guide SPD – Overarching Design Principles (WDC, MHDC and WCC, March 2018)

The SPD sets good design principles and forms part of the Local Development Framework for the Wychavon District Council. The document explains how to prepare and submit a planning application; achieve a good design in new development; develop a design concept, and; respect the natural and historic environment, the public realm and urban design.

Droitwich Spa Conservation Area (WDC, September 2013)

This appraisal, issued by the Wychavon District Council (WDC) in September 2013, defines the reasons why a Conservation Area has been designated in Droitwich Spa. Also, the document analyses the characteristics of the Conservation Area identifying six character areas, namely:

- Dodderhill
- Vines Park
- High Street, Friar Street, St Andrew's Street and Queen Street
- Victoria Square and St Andrew's Road
- Lido Park and St Peter's Fields
- Lyttelton Road

The Conservation Area appraisal then explores different topics to study different aspects of the conservation area, such as buildings, shop fronts and signage, materials and local details.

Droitwich Spa Town Centre Investment Prospectus (CBRE, May 2022)

This document carries out a contextual analysis of Droitwich, including its strategic and local connectivity as well as its movement and accessibility. In the spatial framework and a movement network, the document highlights a need to improve pedestrian connectivity, permeability and legibility, as well as suggesting a 20-minute neighbourhood concept, sustainable transport modes and modal choice. Some key change zones are identified, namely 'Town Centre West', 'High Street' and 'A Spa Town for the 21st Century'. Also, priority development sites, secondary development sites and other areas of intervention are defined. There is a need for a housing mix, with demand for 2 and 3 beds in the town centre and higher density townhouses and terraces.

Other priorities are health and well-being, tourism, new families, a high-quality town centre, healthy active lifestyles and amenities that are also expressed and supported in this document.

Picturing the Future – a town plan for Droitwich Spa (DSTC, 2009)

This plan defines a vision for Droitwich Spa, structured in three key areas.

Each of the areas is then subdivided into more specific principles:

- A strong and healthy town (community facilities, needs and provision, being safe)
- A sustainable and viable town (employment and training, work and economy, infrastructure)
- An attractive and accessible town (access to and within the town, the town centre, history and heritage)

Key recommendations are defined for each principle. The document sets out Building Design, and Planning and Development.

Other documents reviewed included:

- Developer Contributions SPD (Adopted 2018).
- Water Management and Flooding SPD (July 2018).
- Renewable and Low Carbon Energy SPD (July 2018).
- Design Guide SPD (March 2018).
- Planning for Health SPD (September 2017).
- Shop Front Design Guide SPD (March 2017).
- Affordable Housing SPD (October 2016).

Key findings

The Droitwich Spa Conservation Area appraisal highlights how the conservation area can be divided into six sub-areas which have different features.

The SWDP Strategic Policies and Vision provide clear aspirations for the area. Site allocations are noted in the SWDP (2016) and the Investment Prospectus (2022), which identifies key change zones, namely the Union Lane (Baxenden) Site, the Netherwich Basin, and the Fire Station Site.

South Worcestershire **Developer Contributions Supplementary Planning Document**



F.5

Figure 05: Developer Contributions SPD front cover



Character analysis

03

3. Character analysis

3.1 Characterisation study

A primary purpose of this document is to enable well-designed buildings and spaces that are sensitive and responsive to local context, landscape setting, and character.

Section 3 presents the variation in character across the neighbourhood area.

Establishing what are key features or distinctive attributes in these areas helps guide future development by identifying the applicable codes to enable or preserve local character and distinctiveness.

This analysis was cross-checked on site as part of the walking tour and photographic study.





Figure 06: Modern development in Character Area 01, 5 storey flats opposite Raven Hotel.



Figure 07: Maintaining heritage features such as brick colour, dormer/sash windows, gabled fronted render with timber accents, and carriage entrances near the entrance to Droitwich Lido.

Development period timeline

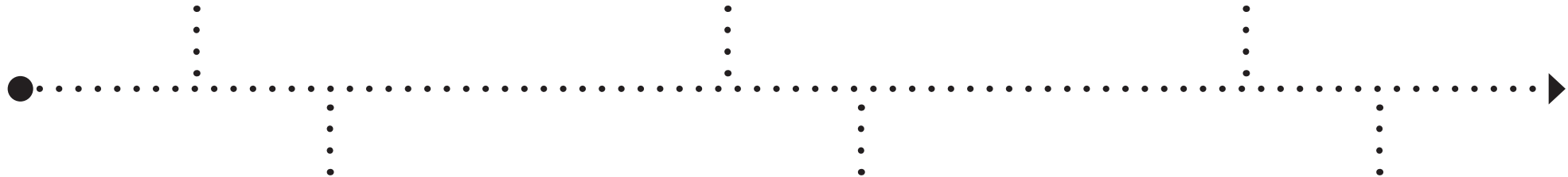
Victorian / Edwardian



Postwar



Late-20th Century



Inter-war



1960s



21st Century

3.2 Typical house types

Typical house types presents an overview of houses observed on site visit and in desktop study, it is not a comprehensive analysis of all house types but an indicative sample of design features.

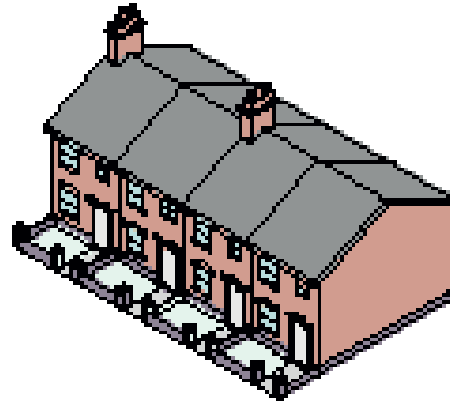
Census 2021 data for the 23,656 residents of Droitwich Spa shows a spread of house types:

- 35.1% live in a detached house
- 29.6% live in a semi-detached house
- 20.5% live in a terrace house
- 12.8% live in purpose-built flats

Other notable figures include:

- 38.2% own their house outright;
- 28.5% own their house with a mortgage or loan;
- 16.9% in socially rented accommodation;
- 34.2% household deprivation of one dimension; and,
- 31.6% have 2 cars in a household.

Victorian/Edwardian terrace

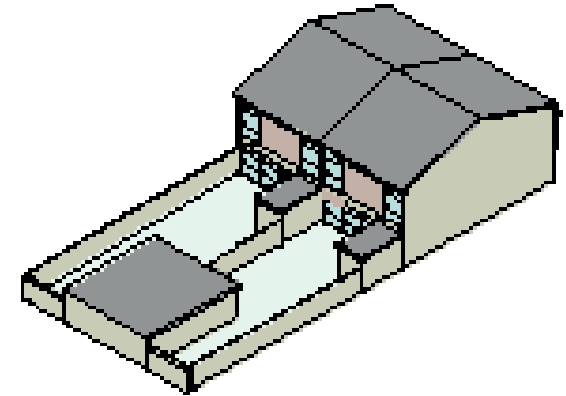


1. Small front gardens.
2. Red brick with blue brick accents.
3. Two-storey terrace houses.
4. Repetitive facade detailing.
5. Decorative lintels and frieze over entrance.
6. Sash windows.
7. Grey slate tiles.
8. Low brick wall boundary.
9. Small to medium back gardens.
10. Pitched gable roof.

Typically in Character Areas:

A1 A2

1960s terrace

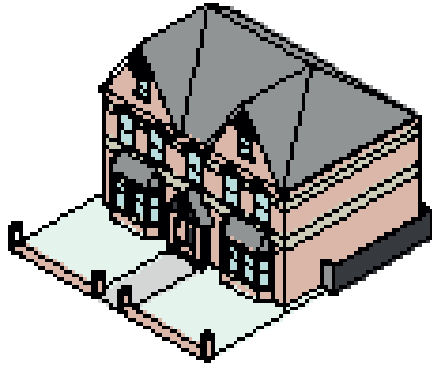


1. Shared accesway at front.
2. Yellow brick with red shingle.
3. Two-storey terrace houses.
4. Garages at rear fronting street.
5. Flat roof porch entrance.
6. Sash windows.
7. Concrete tiles.
8. Garages at rear fronting street.
9. Medium back gardens.
10. Low pitch gable roof.

Typically in Character Areas:

A7

Victorian/Edwardian detached

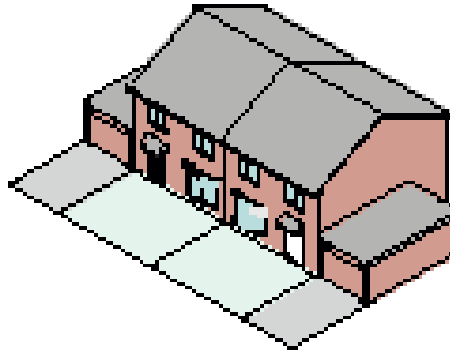


1. Medium front gardens often with trees.
2. Red brick with striated coloured render.
3. Three-storey semi-detached or terraces.
4. On-street parking.
5. Porch entrance.
6. Sash windows, bay fronted on ground.
7. Grey slate tiles.
8. Low boundary wall often with hedges.
9. Long back gardens.
10. Cross gable/hip roof with tall chimney stacks.

Typically in Character Areas:

A1 A2 A5

Late 20th century semi-detached

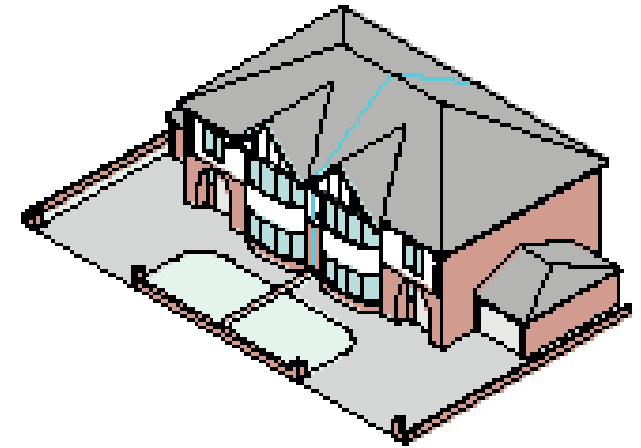


1. Medium front gardens, no boundary treatment.
2. Red brick frontage.
3. Two-storey semi-detached houses.
4. Mirrored properties.
5. Porch entrance.
6. Casement windows.
7. Concrete tiles.
8. Driveways at side of house with side garage.
9. Medium to large back gardens.
10. Pitched gable roof, flat roof garage.

Typically in Character Areas:

A3 A4 A5 A6

Inter-war semi-detached

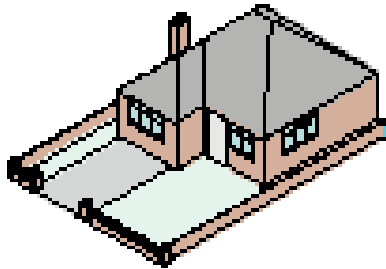


1. Medium to large front gardens often with trees.
2. Red brick with second storey render.
3. Two-storey semi-detached houses.
4. Mirrored properties.
5. Alcove entrance.
6. Casement windows, curved bay double storey.
7. Grey slate tiles.
8. Driveways in front of houses, low boundary wall.
9. Large back gardens.
10. Gable front / hip roof, black timber accents.

Typically in Character Areas:

A2 A5

Post-war bungalow

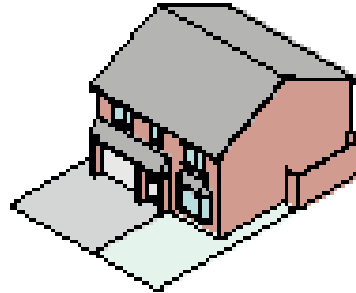


1. Small to large front garden.
2. Various colour brick frontage.
3. One-storey bungalow.
4. Setback from the street.
5. uPVC door with no porch.
6. Casement or bay windows.
7. Concrete tiles.
8. Driveways in front with low boundary wall
9. Medium to large back garden.
10. L-shaped hip roof.

Typically in Character Areas:

A3 A4 A5 A6 A7

Late 20th century detached

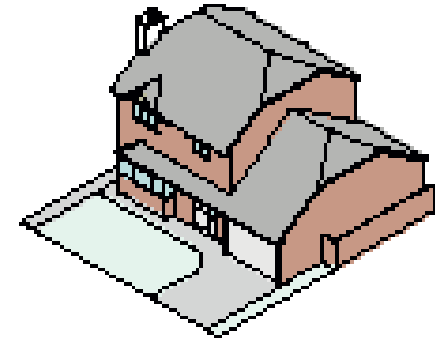


1. Medium front gardens, no boundary treatment.
2. Red brick frontage.
3. Two-storey detached houses.
4. Car parking for 2 spaces on driveway.
5. Porch entrance over door and garage.
6. Casement windows, bay window at ground.
7. Concrete tiles.
8. Driveways in front of houses, integrated garage.
9. Medium to large back gardens.
10. Pitched gable roof.

Typically in Character Areas:

A3 A4 A5 A6

Early 21st century detached

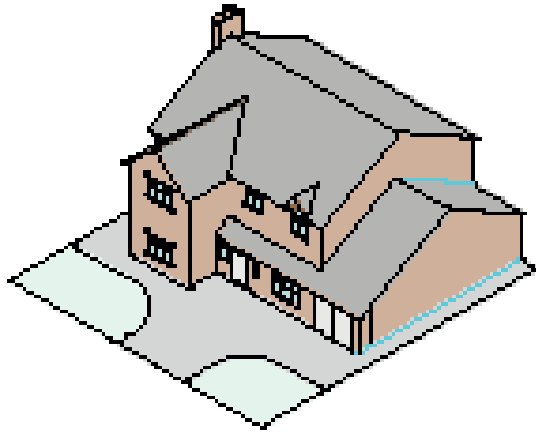


1. Large front gardens, no boundary treatment.
2. Red brick frontage.
3. Two-storey detached houses.
4. Car parking for 2 spaces on driveway.
5. Alcove entrance.
6. Casement/ dormer windows.
7. Concrete tiles.
8. Driveways at side, integrated garage.
9. Medium to large back gardens.
10. Mansard / dormer roof.

Typically in Character Areas:

A3 A4 A6

1980s detached

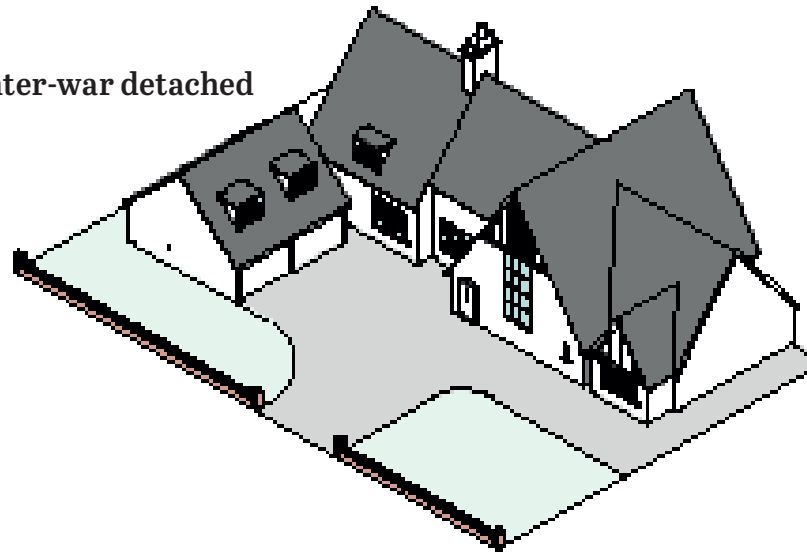


1. Large front gardens.
2. Various colour brick frontage.
3. Two-storey detached houses.
4. Car parking for >2 spaces on driveway.
5. Porch entrance over door and garage.
6. Casement / dormer windows.
7. Concrete tiles.
8. Driveways in front of houses, integrated garage.
9. Large back gardens.
10. Pitched gable roof / dormer roof.

Typically in Character Areas:

A3 A6

Inter-war detached



1. Large front gardens, low brick wall and fence.
2. White render or red brick frontage.
3. Two-storey semi-detached, large loft space.
4. Car parking for >2 spaces on driveway.
5. Doorway on statement facade.
6. Mullion/transom windows, black lintels.
7. Grey slate tiles.
8. Driveways in front of houses, separate garage.
9. Large back gardens.
10. Pitched gable roof with black timber accents.

Typically in Character Areas:

A1

3.3 Character Areas

Following baseline analysis and site visit observations, character areas were devised to segment the NA, which allows for context-specific recommendations to be assigned to individual areas.

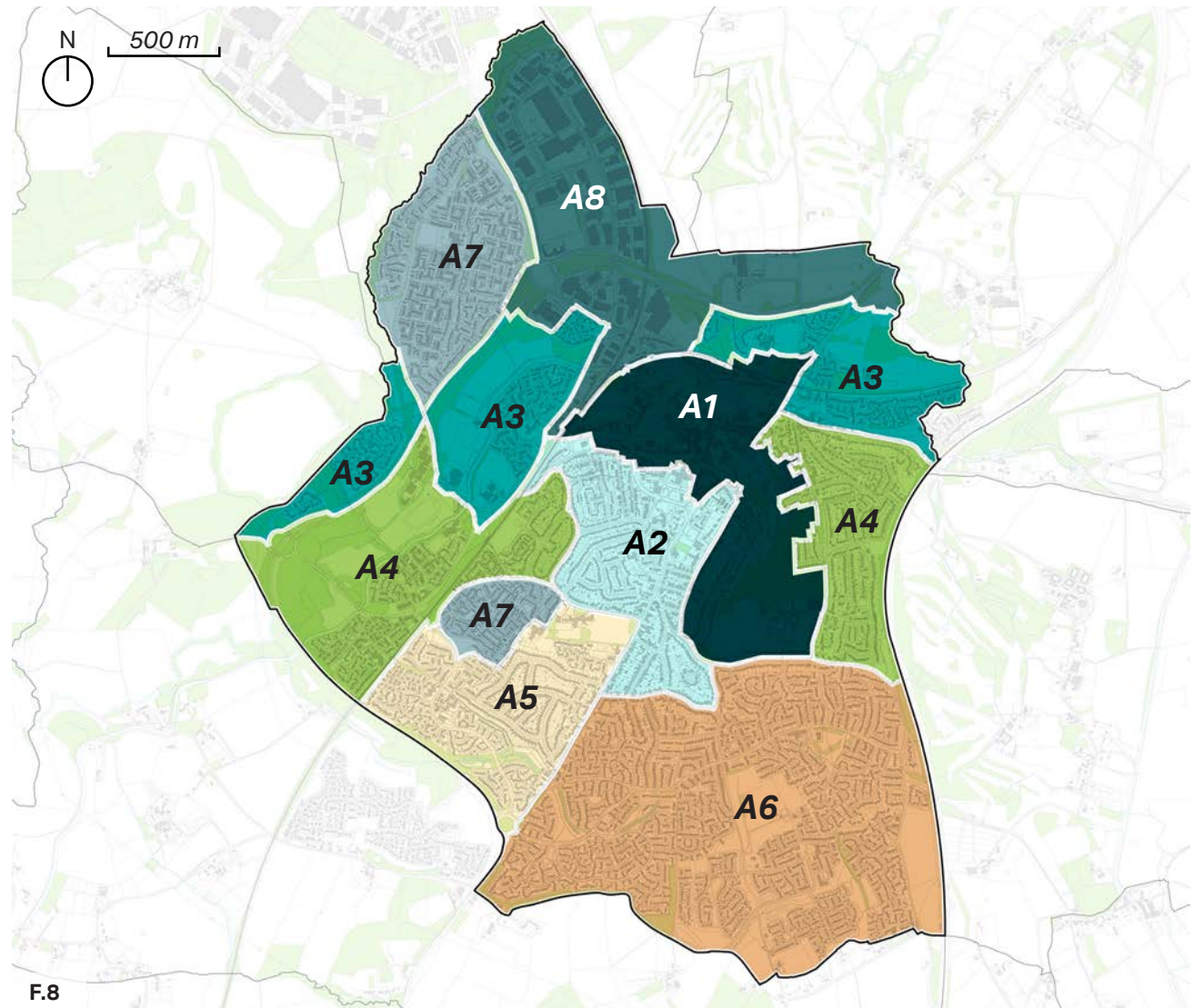
Proponents must adhere to all guidance detailed in Section 4 and will refer to the assigned Character Area to understand the applicable recommendations relating to the location and development type.

A1. Droitwich Spa CA and town centre has combined the established Conservation Area with Netherwich Basin and Union Lane sites. This is to enable future development to consider key aspects for quality design.

Three of the character areas are separated by geography: A3. Westacre and Hill End, A4. Chawson Valley and The Holloway, and A7. Westwood Road and Bower Hill.

While the places may be separated they share similar characteristics and were categorised under one character area.

A8. Berry Hill Industrial Estate does not have design recommendations. Any proposal in A8. would benefit from or be informed by Section 4 area-wide guidance.



F.8
Figure 08: Character areas identified in the NA

- | | | | |
|--|---|---|--|
|  A1. Droitwich Spa CA and town centre |  A3. Westacre and Hill End |  A5. Copcut and Witton |  A7. Westwood Road and Bower Hill |
|  A2. Blackfriars Avenue |  A4. Chawson Valley and The Holloway |  A6. Primsland and Yew Tree Hill |  A8. Berry Hill Industrial Estate |

Each Character area presents a series of analyses on its layout, landscape, built form and appearance.

The analysis is broken down into relevant topics such as urban form, green infrastructure, and boundary treatments.

Reference can also be made to an area's Dwellings per Hectare range, typical plot sizes, and typical block size and shape.

A selection of images identifies the typical appearance of buildings and spaces in each area.

Designers should consider neighbouring character areas and their specific local context and characteristics when developing proposals.



Figure 09: High Street's built form and urban grain is distinctive but sometimes underused.

Figure 10: Public spaces are generally contained to the northern aspect of the NA.

Figure 11: Landscape setting is an important feature.

Figure 12: Heritage buildings indicate the area's historic development.

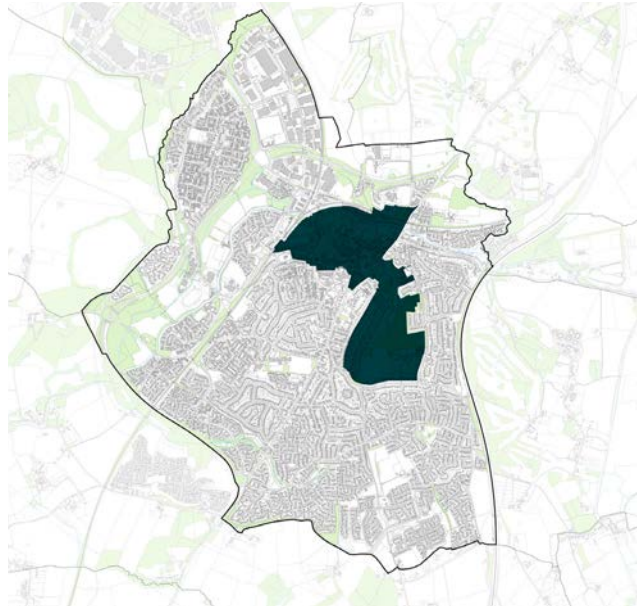
Figure 13: New development continues to occur in the southern portion of the area.

Figure 14: The historic core of the area has a Victorian style in built form and street design.



A1. Town Centre West and Conservation Area

Combining the six Droitwich Conservation Area sub-areas with the western fringe encourages quality design in-keeping with the historic town centre's local character.



A1 Town Centre West and Conservation Area	Calculations
Range Dwellings per Hectare (DpH)	7-44 DpH
Typical plot size range	5m (W) x 25m (L) - 30m (W) x 30m (L)
Typical block size range	100m (W) x 200m (L)



- High Street
- Vines Park
- Dodderhill
- Conservation Area boundary
- Victoria Square
- Lido Park
- Lyttelton Road
- Additional town centre areas

Figure 15: Figure ground illustrating the connection between the Conservation Area and additional sites to the west.



F.16



F.17



F.18



F.19



F.20



F.24



F.25



F.26



F.21



F.22

Figure 16: Saint Richards House on St Andrews Road.

Figure 17: Houses along St Peter's Road with small front gardens.

Figure 18: Open space and benches at Droitwich Canal / Vines Park.

Figure 19: Underpass at Saltway heading west.

Figure 20: Allotments align the River Salwarpe / Vines Lane.

Figure 21: Hard surfaces at Victoria Square, opposite Raven Hotel.

Figure 22: Arrival gateway at the train station on Union Lane.

Figure 23: Bandstand at Lido Park at the entrance to the pool.

Figure 24: View from Kidderminster Road towards Netherwich Basin.

Figure 25: View along Saltway at the entrance to Droitwich Fire Station.

Figure 26: Historic town centre built form along High Street.

Figure 27: Typical large, detached dwellings along Lyttelton Road.



F.27



F.23

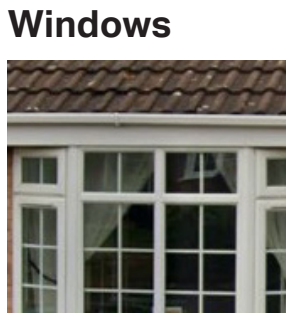
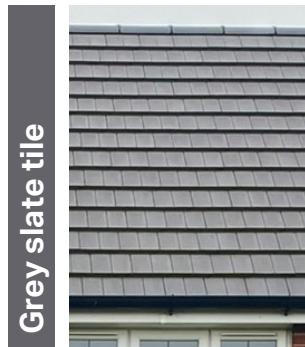
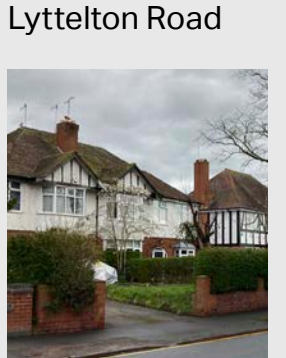
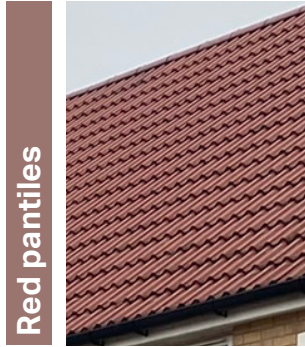
Layout	Urban form	Tight, dense urban grain in the historic core with large public spaces at Vines Park and the Lido. The train station is in proximity to the centre. Street layouts are typically linear. Woodlands and topographical change define the Dodderhill area.
	Movement networks	Primary roads along Worcester Road and Saltway. High Street has a continuous building line tight to the pavement. Pavements are typically narrow. Saltway is prohibitive to making connections beyond the centre. St Andrew's Road connects the centre to the station but active travel links could be improved. Pedestrian routes do not extend beyond Lido. Diamond Jubilee Walk runs across Vines Park. Underpasses are common yet unappealing.
	Block shapes and sizes	Historic core generally has wide, irregular blocks due to mix of buildings and uses. Smaller, more regular blocks north of Ombersley Street West; wide, regular blocks on and surrounding Lyttelton Road. Plots vary in size and shape.
	Public realm / open space	Victoria Square is a reasonably good example of quality public realm. Predominantly hardstand with planters and newly planted trees. It links well with St Andrew's Square Shopping Centre and the library. The Lido and Vines Park are notable open spaces. The Netherwich Basin area provides opportunity for waterfront development. Public spaces are well maintained.
Landscape	Green and blue infrastructure	Vines Park and Lido Park are extensive green infrastructure network. Droitwich Canal and River Salwarpe traverse the parks as blue infrastructure connectors. Green verges, located alongside Saltway and other routes contribute to this network. Allotments flank the river opposite Netherwich Basin.
	Soft landscaping	Trees are mostly located in parks and green areas; occasionally in town centre car parks. A tree lined pedestrian route branches north from High Street. Trees within private gardens notable on Lyttelton Road.
Built form	Boundary treatments and set-backs	Boundary treatments are mixed, generally low brick walls with vegetation creating screening and street separation. Setbacks on Lyttelton Road are extensive but in most areas there is a small setback from pavement edge to building line.
	Building size, scale and type	Historic core has active frontages, mainly concentrated along High Street and the shopping centre. Northern edge of Netherwich Basin adjoins Berry Hill Industrial Estate. Buildings range between 1-2.5 storey semi or detached houses, 2.5-3 storey terraces, and 5 storeys flats.

F.28

| **Figure 28:** Table outlining the characteristics of the area.

Appearance

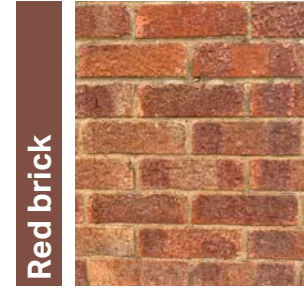
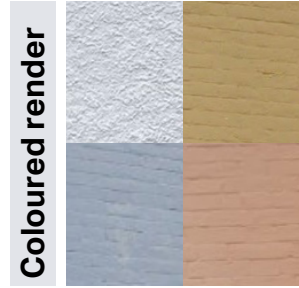
Roofing



Colours and materiality



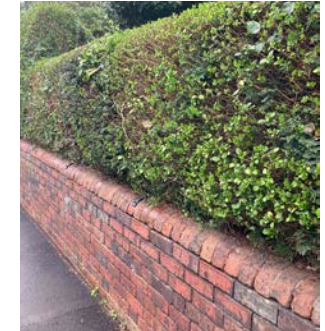
Façade



Doorways



Boundary treatment



Windows



A1. Town Centre West and Conservation Area design recommendations:

- High Street and Worcester Road are the 'face' of the town centre / conservation area and require traditional, high quality and characterful design approach to boundaries and frontages to upkeep and enhance the strong sense of place and heritage value.
- Character features and details should be retained and restored to maintain the richness and variety of detailing within the area, as appropriate to the period of development.
- Sites such as the Raven Hotel, Fire Station, and at the junction of Bromsgrove Road and Saltway are located on prominent corners or along primary roads and are potential gateways. Development must be visually distinctive and characterful. If a gateway plot is developed with several buildings, the corner of the site should act as the key landmark.
- Active travel links and integrating into existing network is needed to improve connections to key public spaces such as the Lido.

- There are some small-scale infill opportunities which should respect adjacent buildings, building lines and street characteristics where these are positive, or apply broader principles of character from within the historic core.
- The town centre and conservation area is a compact area, which is a big opportunity for active travel. Development should encourage active travel corridors to join up pedestrian and cycling networks. Focusing on sustainable transport modes would be an effective way of integrating the train station and town centre, for instance.
- In the town centre, roundabouts are a feature. New development street networks may benefit from a tight street network with linear and connected streets. Buildings should contribute to creating an intimate and enclosed streetscape, ensuring the enclosure ratio ranges between 0.55:1 to 1:1.
- New development will include smaller, compact blocks, creating walkable neighbourhoods, efficient land use, and modern plot and building requirements.

- Pavements are not evident in sections of Saltway and are very tight along High Street. In accordance with the Worcestershire County Council Streetscapes Design Guide, pavements will be 2m minimum width, especially in high pedestrian flow areas and local roads.
- Underpasses should be avoided or limited in new development or well designed to consider surveillance, security, cycle and pedestrian routes, lighting, and surface treatments.
- Blocks should be perimeter blocks with a regular shape and be as efficient and compact as possible, with dimensions ranging from 40m-100m to a side. Terraced blocks must be >35m (wide) and <150m (long). Blocks along primary roads such as Worcester Road generally having greater conformity with the building line. Small regular blocks are encouraged, with small setbacks or front gardens from pavement edge
- New development should reflect the density of area. Higher densities are allowed nearby the nodes and transport interchanges, such as the train station.

- At the rear of shops along High Street, there are derelict areas and yards. These should be made suitably attractive with robust materials and landscaping.
- The sites around the Fire Station Union Lane and Netherwich Basin should be sensitive to the riverside context as well as the conservation area setting.
- Waterfront development at Netherwich Basin enables opportunities to create walking and cycling routes along watercourses. Appropriate lighting should be designed to make towpaths safe and accessible during dark hours. For more site-specific codes, refer Section 05.
- Boundary treatments are generally low, red brick walls, often with front gardens accommodating native hedges and vegetation.
- The set-back of development from the street will generally be shorter than the suburban areas of Droitwich (ranging between 0 – 3m) to respect the tighter historic

grain and retain the urban character in the centre and interface of entrances and shopfronts with the street.

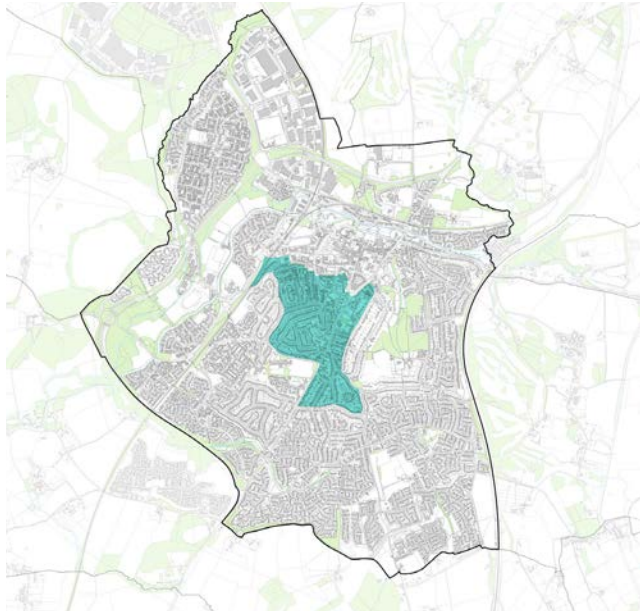
- The definition of infill development usually comprises smaller scale development (less than 10 dwellings). This can be on a gap site development within street frontage; backland development; or, site redevelopment (i.e. replacement of existing buildings). Any infill development must: protect residential amenity; respond to the context and character of the area; and, make efficient use of land.
- Commonly used materials of red brick and white render should be used in new materials for infill development. The repetition or combination of these should be judged in context. Black stained timber frames are evident in the historic core. Pastiche of this feature should be avoided.

Area-wide codes that are particularly applicable to this character include but are not limited to:

H1	Heritage and local character
H4	Heritage and local character
H5	Heritage and local character
H6	Heritage and local character
G1	Green and public spaces
G7	Green and public spaces
G9	Green and public spaces
G15	Green and public spaces
W2	Waterfront
G16	Green infrastructure
ID1	Identity
ID5	Identity
SH2	Street hierarchy and pattern
SH7	Street hierarchy and pattern
C5	Car and cycle parking
P5	Pedestrian, cycle and transport
BF2	Block and building lines

A2. Blackfriars Avenue

Centrally located, adjacent to the Conservation area. Typically residential in use with local roads servicing properties, bisected by Worcester Road



A2 Blackfriars Avenue	Calculations
Range Dwellings per Hectare (DpH)	13-22 DpH
Typical plot size range	6m (W) x 35m (L) - 20m (W) x 40m (L)
Typical block size range	100m (W) x 150m (L)



F.29

Figure 29: Figure ground illustrating the a largely suburban, postwar development with loop roads and perimeter blocks.



Figure 30: Victorian semi-detached houses and detached villas on Ombersley Road.



Figure 31: Staggered building line on Ombersley Road creates blank grey facades.



Figure 32: Cheshire fencing and grass verges, and perimeter fencing at Witton Middle School.



Figure 33: Modern building for commercial uses on Worcester Road.



Figure 34: Local businesses and retail uses are sporadic on Worcester Road.

Figure 35: Grass verges and large setbacks from pavement edge at Nunnery Road / Stalls Farm Road.

Figure 36: Semi detached properties on Old Coach Road with side garage and large front gardens.

Figure 37: Well maintained front gardens along Blackfriars Avenue.

Figure 38: Blackfriars Avenue at Ripple Road intersection, open gardens and no street trees.

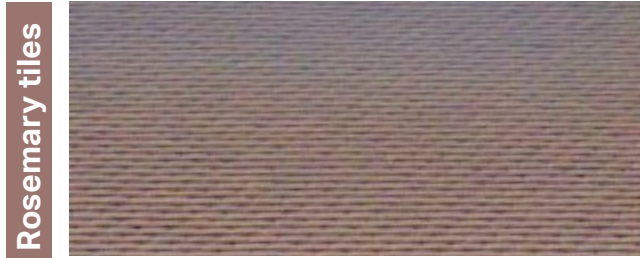


Layout	Urban form	A relatively tight urban grain, bisected by the key thoroughfare of Worcester Road. Mainly semi-detached or terrace housing in a Victorian style. Regular urban form in the northern aspect, more organic further south.
	Movement networks	Bisected by Worcester Road, the area is a mix of terraced streets and loops roads that connect to Old Coach Road and Worcester Road. Cul-de-sacs are infrequent, unconnected cul-de-sacs can be at Fabricius Avenue and Moreland Road. Most streets have pavements. There are PRowS and footpaths.
	Block shapes and sizes	Block sizes and shapes vary throughout the area. Regular, perimeter blocks in the northern area (e.g. Albert St/Burrish St), with more organic, irregular shapes and larger block sizes to the south. In the north, plots are narrow and deep for semi-detached and terraces. In the southern section, plots are less deep and roughly square-shaped.
	Public realm / open space	Limited designated public or open spaces, mainly wide green verges at junctions or intersections. St Mary Church and Castle pub are landmarks.
Landscape	Green and blue infrastructure	Private gardens often have grassed areas, planting and maintenance. Green verges are evident in the southern section. No watercourses evident.
	Soft landscaping	Trees and plants are mostly located in private gardens, street trees are sporadically evident on green verges.
Built form	Boundary treatments and set-backs	Boundary treatments are mixed and include hedgerows, timber fences and low brick walls along Worcester Road. Many gardens around Blackfriars Avenue do not have boundary treatments. Setbacks are generally wider in the southern section (<10 metres) with small setbacks (>5 metres) or front directly onto the street.
	Building size, scale and type	Density is generally medium-low, ranging between 22 DpH around Albert Street and 13 DpH around Blackfriars Avenue. Most houses are two-storey and either detached or semi-detached. There are some one-storey bungalows and flats. The ages range from Victorian terraces to modern 20th Century houses. Mostly residential uses aside from local businesses flanking Worcester Road.

F.39 | Figure 39: Table outlining the characteristics of the area.

Appearance

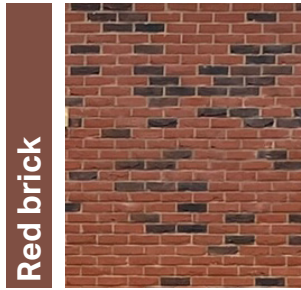
Roofing



Colours and materiality



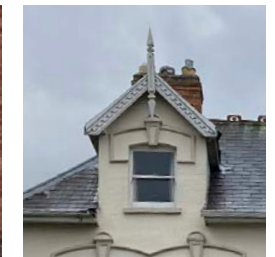
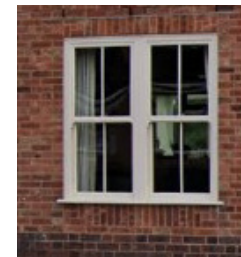
Façade



Doorways



Windows



A2. Blackfriars Avenue design recommendations:

- Pavements are generally smaller than the advisable width. In accordance with the Worcestershire County Council Streetscapes Design Guide, pavements will be 2m minimum width, especially in local roads.
- Connecting Worcester Road and Saltway, there is a Public Right of Way. Network of Public Rights of Way to be retained and enhanced in new development proposals to promote active travel.
- Electric Vehicle charging points are evident in the area, notably in the Castle pub parking lot. Charging points should never be placed in such a way that forces drivers to park on the pavement or across spaces for cables to reach the charge point from the vehicle.
- New development would benefit from a tighter enclosure ratio. Typical enclosure ratio is 1:2.5 - 1:3.5 across the area. New development may benefit from creating an intimate and enclosed streetscape.

- The housing types across the character area include characterful Edwardian terraces, inter-war semi-detached, and Victorian detached properties. Typically, on regular or square shaped plots along perimeter blocks, ranging between 40m-150m to a side.
- Terraced blocks must be >35m (wide) and <150m (long). Blocks along primary streets generally having greater conformity with the building line.
- Snickets or alleyways are effective ways to break down perimeter blocks. They create permeability and connectivity. This is notable between Albert Street and Burrish Street. In new development, footpaths require effective street lighting and openness to enable natural surveillance.
- Roadside verges, hedges, and trees should act as natural buffers and should be protected when planning new developments. Mature trees are evident on Manning Road, Spa Road and Old Coach Road.
- There is a lack of green or public spaces in the character area. The inclusion of such should

be designed to create legible, protected, and safe spaces for people, including urban furniture such as benches, streetlights, and waste bins. Shelter should be provided to encourage the use of these spaces even in adverse weather conditions. Include greenery, such as trees, planting, and flower beds.

- Street trees are to be included within adequate verges, alongside the carriageway, on plot or in open spaces and street lighting and other infrastructure must be designed in combination.
- Several streets are characterised by grass verges / buffers. Some have mature tree lines e.g. at Nunnery Avenue. Verges may be used as part of sustainable drainage (SuDS), such as bioretention systems, including small scale rain gardens or long green-blue corridors including bioswales. These must be designed to sit cohesively with the surrounding environment. More information refer to: The UK Rain Garden Design Guidelines.
- The set-back of development and landscaping on main routes in and out of the town should relate

to the transition from urban to suburban. Along primary roads, such as Worcester Road, new developments should have small setbacks from the pavement.

- Buildings that have small setbacks from the street, will have low, red brick wall boundaries which are crucial to integrating development and adding a sense of place and quality to the street scene on main streets (Worcester Road).
- Along Blackfriars Avenue, setbacks are larger (ranging from 5-10m). In these instances, front gardens spill out on to the pavements and often have hedgerows or planting. This can strengthen green corridors and connection to the landscape, which is important in proximity to the town centre rather than on the fringes of Droitwich Spa.
- Development on main routes or in proximity to heritage assets, such as St Mary's Church, should use vernacular or characteristic building forms that integrate with the changing character of the Worcester Road primary street as it runs through the town - ranging from suburban to urban location.

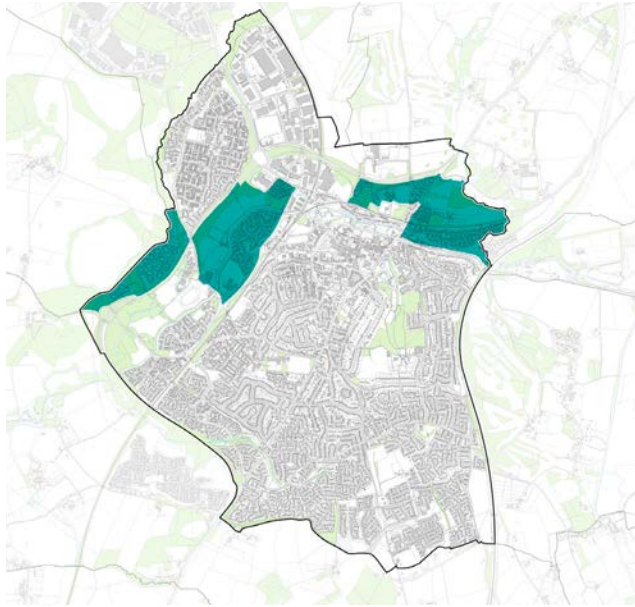
- Buildings heights and scales should vary from 1 – 2 storey with a varied roofscape and storey heights that are sympathetic to the context.
- Businesses and active frontages along Worcester Road should be matched with wider pavements and pedestrian friendly streetscapes.

Area-wide codes that are particularly applicable to this character include but are not limited to:

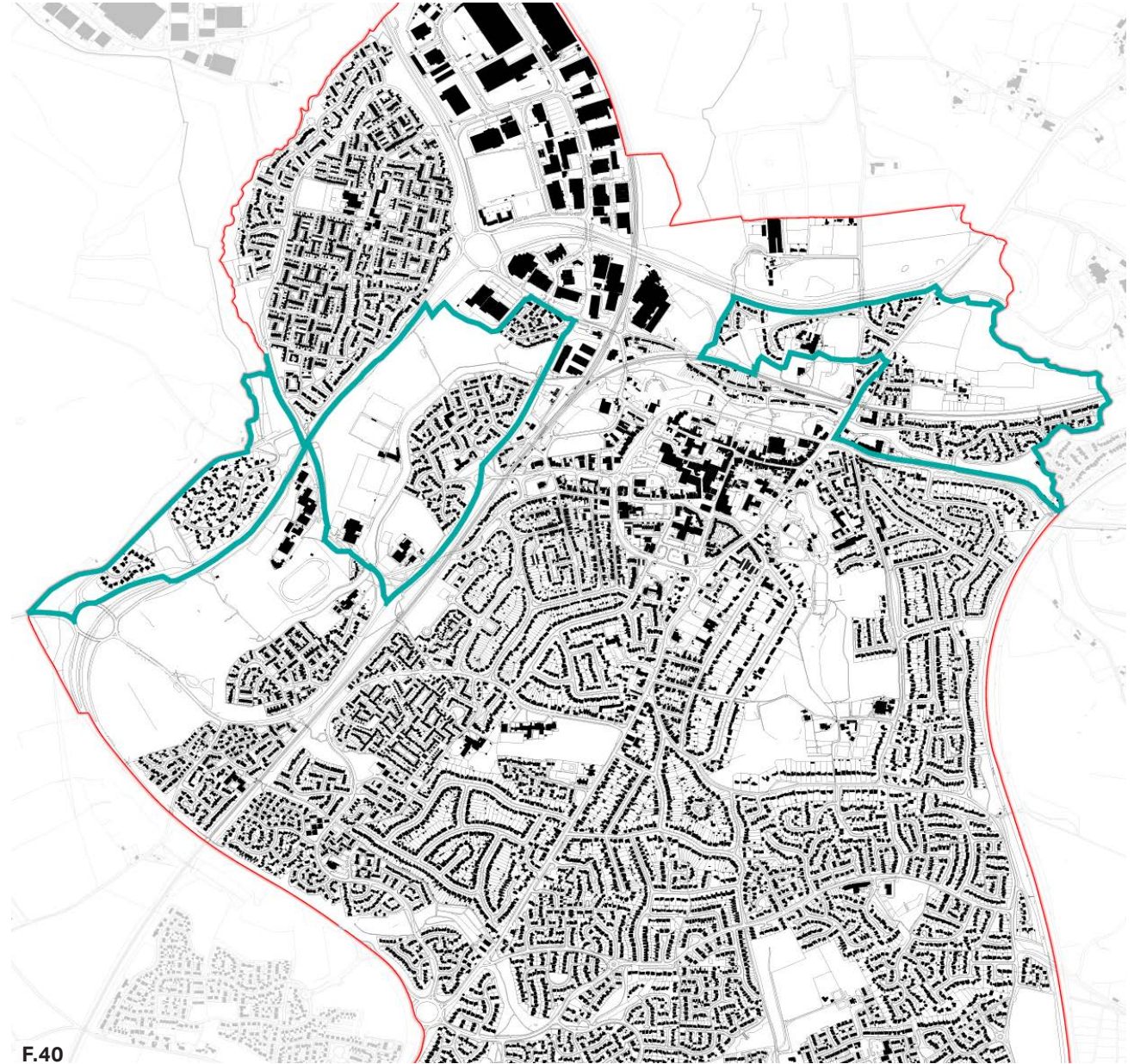
G2	Green and public spaces
G3	Green and public spaces
G5	Green and public spaces
G10	Green and public spaces
G13	Green and public spaces
B2	Blue infrastructure
G11	Green and public spaces
G12	Green and public spaces
G14	Green infrastructure
SH1	Street hierarchy and pattern
C3	Car and cycle parking
C7	Car and cycle parking
P1	Pedestrian, cycle movement and transport options
P2	Pedestrian, cycle movement and transport options
BF1	Blocks and building lines
AP5	Appearance

A3. Westacre and Hill End

Divided into two sub-areas: around Westwood Way in the west and around the B4090 (Hanbury Road) in the east. Areas developed in the 1980s-90s.



A3 Westacre and Hill End	Calculations
Range Dwellings per Hectare (DpH)	15-19 DpH
Typical plot size range	7m (W) x 30m (L) - 30m (W) x 15m (L)
Typical block size range	100m (W) x 150m (L)



F.40

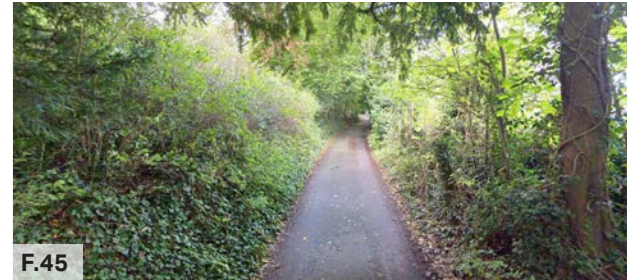
Figure 40: Figure ground illustrating the organic urban form and suburban development, consistent across both sub-areas.



F.41



F.42



F.45



F.43



F.44



F.46



F.49

Figure 41: Boundary treatments along Waterside block of flats.

Figure 49: Front garden planting in the Swan Drive area.

Figure 42: Streetscene along Salwarpe Road looking south.

Figure 50: River Salwarpe towpaths are relatively well lit.

Figure 43: Barley Mow pub, local landmark on Hanbury Road.

Figure 51: Underpasses not maintained nor provide natural surveillance.

Figure 44: Typical gardens/parking around Ledwych Road.

Figure 45: Street that leads to St Augustine and surrounding woodland.

Figure 46: Droitwich Leisure Centre gated entrance.

Figure 47: St Augustine Church set among established vegetation.

Figure 48: Strong green infrastructure along the Droitwich Canal.



F.47



F.50



F.48



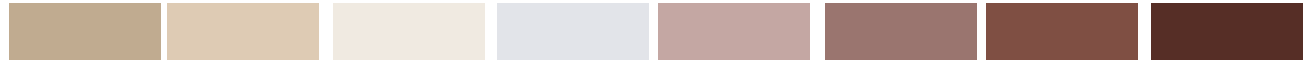
F.51

Layout	Urban form	Medium density, organic form with an array of loop roads and cul-de-sacs / multi-headed cul-de-sacs. The Character Area is separated by the canal and Roman Way, which is traversed by overpass. Bisecting the character area is the Droitwich Spa Leisure Centre and Droitwich Spa Football Club.
	Movement networks	Strong axial routes run north-south: rail line, Droitwich Canal, River Salwarpe, Roman Way, Ombersley Way, and Bromsgrove Road. Each separates developments from neighbouring areas. Roundabouts are predominant. A network of local roads (cul-de-sacs and multi-headed cul-de-sacs) service developments. Towpaths run along Droitwich Canal (Diamond Jubilee Walk), footpaths provide permeability to neighbourhoods but often cul-de-sacs prevent pedestrian connections. A cycleway runs along the River Salwarpe – not part of a cycle network.
	Block shapes and sizes	Generally small, regular blocks around Ledwych Road (c.2,500 sqm); and, wider (c.7,500 sqm), irregular blocks around Nuffield Drive and Swan Drive.
	Public realm / open space	Public spaces are mainly green areas along the watercourses.
Landscape	Green and blue infrastructure	With substantial verges, grassed areas, and open spaces, the character area benefits from a strong green infrastructure network. Woodland areas on the western and northern edges integrate green infrastructure with the surrounding landscape.
	Soft landscaping	Mature trees add to local character and are mostly located along watercourses and in St Augustine Church. Woodland areas noted in the western aspect with nearby allotments. Soft landscaping is mostly within private gardens.
Built form	Boundary treatments and set-backs	Gardens often without any boundary treatment. Buildings are generally set back between 5-10m, but positively contribute significantly to the streetscape in denser developments around Ledwych Road. Building lines are generally regular.
	Building size, scale and type	Mostly detached houses and some semi-detached or terraces, with blocks of flats around Waterside. Density is generally low. All houses range between 1 - 2.5 storeys. Flats are 2 - 3.5 storeys. Largely residential uses, except The Barley Mow (pub) and Horton Mill Court (retirement home). Recreational use at the leisure centre. Hanbury Road has active frontages.

F.52 | Figure 52: Table outlining the characteristics of the area.

Appearance

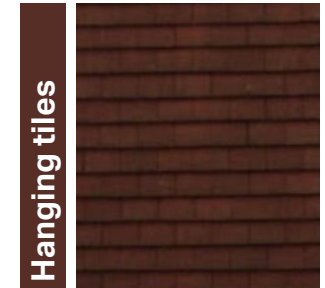
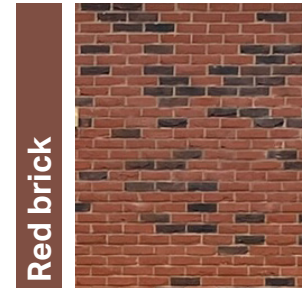
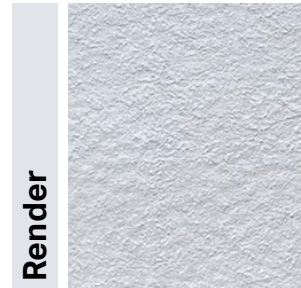
Colours and materiality



Roofing



Façade



Doorways



Door with canopy.



Door with wooden porch.



Wooden door with matching wood surroundings.



Glass door with glazing bars.

Windows



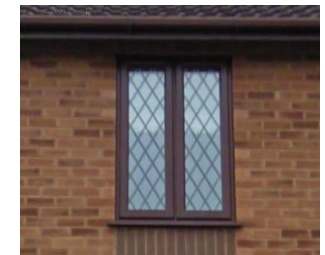
Bay windows.



Bow windows.



Casements.



Casements with glazing bars.

A3. Westacre and Hill End design recommendations:

- Gateway and arrival sequences are notable at Ledwych Road/ Ombersley Way roundabout and on the intersection of Hanbury Road and Bromsgrove Road. Gateways mark the transition between character areas and as well as buildings acting as gateways, high quality landscaping features can also be used to fulfill the same function, especially tree planting.
- The topographical change at Dodderhill enables the landmark St Augustine Church to take a prominent position, offering long views across the town. The landform is bisected by the rail line. This change is marked by large stone retaining walls that characterise the northern aspect of the character area.
- Strong axial routes (Droitwich Canal, River Salwarpe, Roman Way, Ombersley Way and Bromsgrove Road) typically bisect or bound developments. Integrating new development with existing must consider the transition between buildings, infrastructure,

and landscape carefully, the boundaries between existing and new development must be seamless.

- All new development should consider how they will incorporate traffic calming measures to reduce car speeds and make residential developments tranquil and safe for pedestrians. Traffic calming measures can include attractive tree and shrub planting, raised pedestrian crossings and painted verges for pedestrians and cyclists where a pavement is not possible.
- Diamond Jubilee Walk and the National Trail are a feature in the Hill End area. Network of Public Rights of Way will be retained and enhanced in new development proposals to promote active travel.
- New development will integrate mounted charging points and associated services into the design to avoid cluttering elevations, in particular main facades, and front elevations.
- New development will include smaller, compact blocks, creating walkable neighbourhoods, efficient land use, and modern plot and building requirements. Blocks

are typically ranging from 2,500-7,500sqm.

- If blocks are more organic and irregular in shape, it is important to consider legibility. Avoid cul-de-sac arrangements but ensure small block shape with snickets and natural surveillance. Blocks will be between 40m-120m to a side.
- The character area has watercourse adjacency, as such flooding is an issue. Sustainable Drainage Systems (SuDS) work by reducing the amount and rate at which surface water reaches a waterway or combined sewer system. Usually, the most sustainable option is collecting this water for reuse. Rainwater harvesting refers to the systems allowing the capture and storage of rainwater, as well as those enabling the reuse in-site of grey water. Simple storage solutions, such as water butts, can help provide significant attenuation.
- New development along the riverside and canal, should include new planting, and integrate new footpaths to link up with the Diamond Jubilee and National Trail walking routes.

- Provide food growing space. New residential development will have access to allotments or community gardens, that should be easily accessible by walking and cycling. Allotments should be placed at the core of residential areas as they contribute positively to the local community. Storage should be provided for gardening gear.
- Existing hedges should be retained wherever possible and replaced if lost. Hedges can soften the boundary treatments in new development and are encouraged.
- Blocks of flats along Waterside have relief from the road by the integration of mature trees and shrubbery, grassed areas, and verges. Soften the boundary between built form and the wider landscape by encouraging soft landscape planting such as hedgerow, wildflower, and tree planting.
- A typical arrangement for setbacks is notable on Ledwych Road. New development will be setback from the pavement by a range of 5-10m with generous front gardens and where building lines should generally follow the prevailing line on the street.

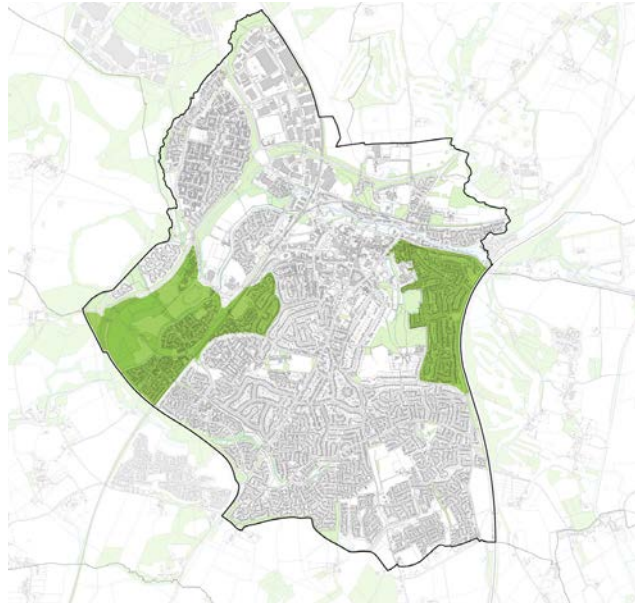
- Gardens will be planted and designed with nature in mind, incorporating bolt-on products for habitat protection such as bat bricks, bird boxes and hedgehog gravel boards.
- Back gardens should be a minimum depth of 10m and provide a minimum area of 50 m2 of usable amenity space.
- Typical enclosure ratio is 1:2.5 - 1:3.5, with building heights between 1-2.5 storeys for housing and 2-3.5 storeys for flats.

Area-wide codes that are particularly applicable to this character include but are not limited to:

G7	Green and public spaces
G10	Green and public spaces
W1	Waterfronts
B2	Blue infrastructure
GI13	Green infrastructure
ID4	Identity
SH5	Street hierarchy and pattern
C1	Car and cycle parking
C3	Car and cycle parking
C4	Car and cycle parking
P2	Pedestrian, cycle movement and transport options
P4	Pedestrian, cycle movement and transport options
P5	Pedestrian, cycle movement and transport options
BF3	Blocks and building lines

A4. Chawson Valley and The Holloway

Divided into two sub-areas: around Chawson Valley in the west and around the Holloway in the east. Areas developed from the post-war period to the 1970s-80s with several local landmarks.



A4 Chawson Valley and The Holloway	Calculations
Range Dwellings per Hectare (DpH)	25-28 DpH
Typical plot size range	5m (W) x 40m (L) - 10m (W) x 35m (L)
Typical block size range	100m (W) x 200m (L)



F.53

Figure 53: Figure ground illustrating the mostly suburban semi-detached houses and 20th century urban planning, consistent across both sub-areas.



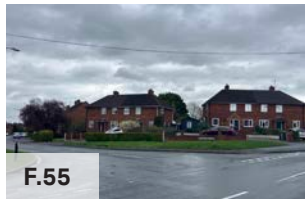
F.54



F.57



F.60



F.55



F.56



F.58



F.61



F.62

Figure 54: Cul-de-sacs are common features throughout the area.

Figure 55: Stalls Farm Road, hedges, trees, grass verge with chamfered corner.

Figure 56: The Doverdale Arms pub is a local landmark.

Figure 57: Steynors Park and playground is an active area for local people.

Figure 58: Bridge over the Droitwich Canal, enables access to neighbourhoods.

Figure 59: Level changes for housing around Ombersley Way.

Figure 60: Open gardens with no boundary treatments, with planting and flowers.

Figure 61: Parking in cul-de-sacs fronting the canal are commonplace.

Figure 62: Typical streetscene along Pilgrim Road.

Figure 63: Footpaths create connections but have limited visibility or legibility.



F.59



F.63

Layout	Urban form	Structured linear urban form along Ombersley Way, New Chawson Lane and Stalls Farm Road. Finer urban grain cul-de-sac and multi-headed cul-de-sacs for late 20th century residential development. Urban form is generally organic except for Little Hill orthogonally arranged terraces creating a more rigid urban structure.
	Movement networks	Ombersley Way, Stalls Farm Road and Roman Way are the key routes on the west of the NA. The Holloway, Hanbury Road and the M5 are on the east of the NA. The rail line runs parallel to the western aspect. Local roads and loop roads with semi-detached house are predominant. Footpaths and towpaths along the canal enable permeability, supported by a cycleway, Diamond Jubilee Walk and a National Trail.
	Block shapes and sizes	New Chawson Lane development has irregular, small blocks, while Little Hill and Stalls Farm Road have wider, more regular blocks. Around The Holloway, blocks are more regular and wider. Around Pilgrim Road/Petersfield Drive/Mayflower Road blocks are roughly rectangular. Mainly semi-detached houses with detached, some terraces and bungalows.
	Public realm / open space	Green spaces such as Droitwich Community Woods are well used, Steynors Park is an active play space for informal recreation. Mayflower Open Space includes the scout hut. Waterfront green spaces along the canal are evidently used.
Landscape	Green and blue infrastructure	The green corridor (including Droitwich Canal and River Salwarpe) in the western fringe provide significant green character. Grassed verges, parks, and private gardens contribute to the green network.
	Soft landscaping	Expansive woodlands between the canal and Roman Way, with mature trees along the two watercourses and around the railway. Other trees can be found on green verges or along streets, such as Ombersley Way, Hanbury Road and M5. Wide gardens also include high-rise planting.
Built form	Boundary treatments and set-backs	Late 20th century properties tend to have no boundary treatment. Hedgerows are more frequent around Charles Henry Road; low red brick walls are common around New Chawson Lane; and, timber fences are evident around Little Hill. Setbacks range between 5-20m - wider setbacks evident in detached properties.
	Building size, scale and type	Largely residential use accompanied by schools, churches. and pubs around New Chawson Lane. Medium density, buildings ranging between 1-2.5 storeys. Mostly semi-detached houses around New Chawson Lane and The Holloway, with detached houses and some bungalows and flats. Terraces at Little Hill, The Holloway, and Hanbury Road.

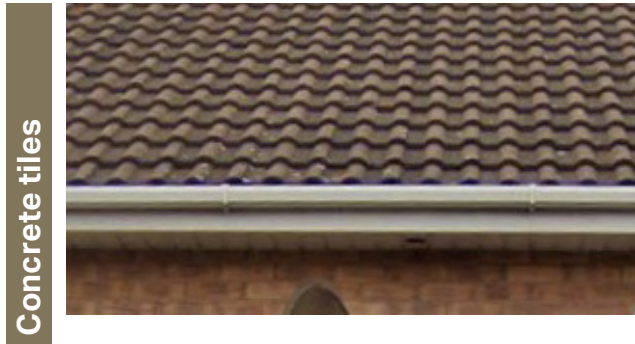
F.64 | Figure 64: Table outlining the characteristics of the area.

Appearance

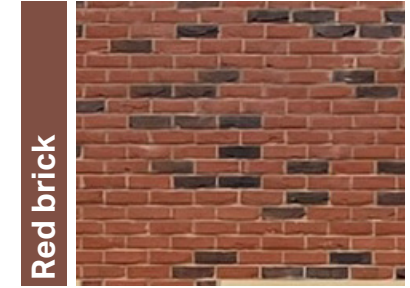
Colours and materiality



Roofing



Façade



Doorways



Door with canopy.



Wooden door with matching wood surroundings.



Recessed doorway.

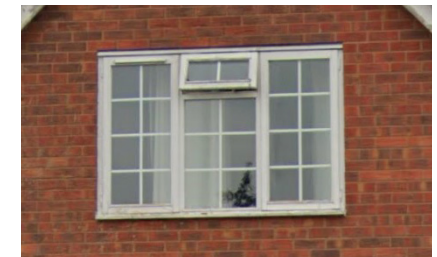
Windows



Bay windows.



Casements.



Casements with glazing bars.

A4. Chawson Valley and The Holloway design recommendations:

- Development layout should be a semi-formal pattern. Cul-de-sacs (Chawson Valley) and loop roads (around The Holloway) limit permeability and connectivity, discouraging movement by foot or by bike. Streets and footpaths should be laid out in a permeable pattern, allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sac should be relatively short and provide onward pedestrian links.
- The character area is bounded by Roman Way around Chawson Valley and the M5 motorway adjacent to The Holloway. These are significant infrastructure barriers. New development should not be visually intrusive. This should be achieved through appropriate scaling and design, including landscape screening, where appropriate.
- The canalside context around Chawson Valley should be optimised with views and green spaces contributing to a sense of place.

- Edge of settlement development should gradually transition to the surrounding landscape context or open spaces, with a soft, low-density edge and generous green spaces to soften and integrate.
- New development proposals should maintain visual connections to the surrounding landscape and long views out of the settlement. New development should avoid high density and keep some space between buildings to preserve views and provide feeling of openness at the edge of settlement.
- Connectivity to existing green spaces such as the Lido from The Holloway area should be improved to better enable local people to engage in active travel or more sustainable modes of transport.
- New development should interact and interface with the canalside context where appropriate, ensuring accessibility is key and ensure vehicle parking does not front the canalside frontage.
- This character area has several public footpaths and bridleways, for instance the Droitwich Canal towpath runs along the edge of the

Droitwich Community Woods. The dominant character is a landscape enclosed by trees and hedgerows, with limited views in and out. The footpath is unpaved, contributing to a more rural character at the edge. The absence of paved surfaces and reduced width makes the route pedestrian friendly and discourages vehicles from accessing the route. New development should provide opportunities for walking and cycling to local services and facilities as well as the countryside beyond.

- Include generous offsets to boundary vegetation such as hedgerows and provide additional planting on sensitive landscape edges – screen planting may be required on some sites.
- The location of SuDS features will naturally be determined by topography and must be outside of the key flood risk areas around Chawson Valley.
- Green infrastructure elements should be combined to form a multi-functional green network. Existing and new planting should knit together within this network at a range of scales, with minimal

breaks to create connected habitats and routes for wildlife.

- Noise and air-quality around the motorway and Roman Way are key considerations for new development.
- Development on the periphery that can be seen from the landscape may need to be screened with buffer planting or consideration should be given to colours and materials that blend with the landscape.
- Ensure regular block shape and smaller plot sizes (ranging between 5-10m wide x 35-40m long).
- Typically, there are no boundary treatments in residential properties. Hedgerows are a boundary feature around Charles Henry Road, whereas low brick walls are evident around New Chawson Lane, and timber fences are notable around Little Hill. Gardens will be planted and designed with nature in mind, incorporating bolt-on products for habitat protection such as bat bricks, bird boxes and hedgehog gravel boards.
- New development will be setback from the pavement by a range of

5-20m with generous front gardens and building lines should generally follow the prevailing line on the street. Typical enclosure ratio is 1:2.5 - 1:3.5.

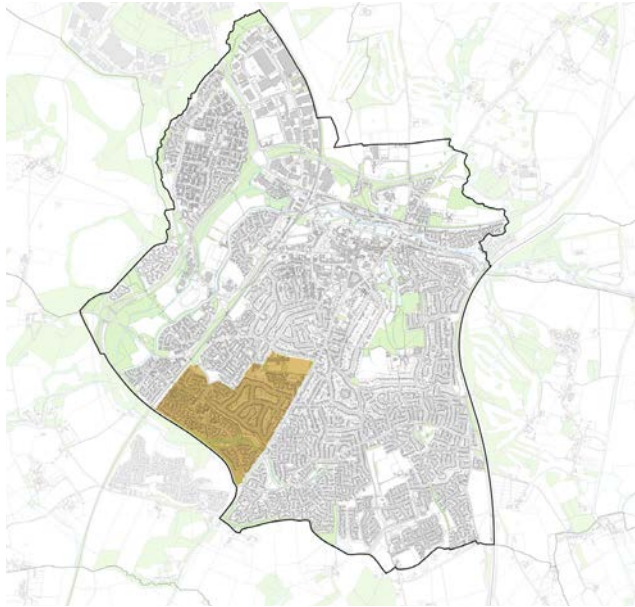
- Infill development is defined as the filling of a small gap in an otherwise continuous built-up frontage or on other sites within settlements where the site is closely surrounded by buildings. The scale of infill should be appropriate to its location.
- The density of peripheral sites should typically be around 25-40 DpH and include a mix of housing types and a variety of different tenures, including up to 20% affordable housing (for sites of 5-9 dwellings). Refer to SWDP15 for more information, specifically noting SWDP48/3 Oakham Place.
- Building heights in this area should not exceed 2.5 storeys to match the surrounding context.

Area-wide codes that are particularly applicable to this character include but are not limited to:

G1	Green and public spaces
G6	Green and public spaces
W1	Waterfronts
W2	Waterfronts
B3	Blue infrastructure
SH1	Street hierarchy and pattern
SH4	Street hierarchy and pattern
P1	Pedestrian, cycle movement and transport options
P2	Pedestrian, cycle movement and transport options
P3	Pedestrian, cycle movement and transport options

A5. Copcut and Witton

Post-war development notable around Alexander Avenue/Shirley Road with 1980s to modern developments occurring in the southeast of the area. Local landmarks include the Pillar of Salt pub and the Sacred Heart & St Catherine of Alexandria Church.



A5 Copcut and Witton	Calculations
Range Dwellings per Hectare (DpH)	15-23 DpH
Typical plot size range	6m (W) x 35m (L) - 10m (W) x 35m (L)
Typical block size range	100m (W) x 150m (L)



F.65

Figure 65: Figure ground showing the cul-de-sac suburban development and denser 19th century urban planning.



F.66



F.67



F.68



F.69



F.72



F.70



F.73

Figure 66: The Pillar of Salt is a local landmark sat behind hedgerows, setback from the road.

Figure 67: View west along Alexander Avenue at Florence Avenue intersection.

Figure 68: Green verges on Celvestune Way, a common example of the wide roads and verges.

Figure 69: Typical late 20th century detached houses with integrated garages and driveways

Figure 70: Building lines along Teme Crescent do not tend to adhere to the road configuration.

Figure 71: Typical 1960s semi-detached houses with bay windows and chimneys.

Figure 72: View along Churchill Avenue illustrating boundary treatments - low fences and hedges.

Figure 73: Thames Drive houses tend to be located close to the pavement edge.

Figure 74: Streetscene along Wye Close with modern developments and trees or vegetation.



F.71



F.74

Layout	Urban form	Modern development occurring around Teme Crescent building lines tend to deviate from the road while the late 20th century developments around Shirley Road have stricter relationship to the street.
	Movement networks	Southern portion of the area is defined by a secondary road with branching cul-de-sacs; while the north is characterised by direct routes and loop roads. Both networks reduce legibility. Worcester Road is the primary road and main connector. Roman Way adjacent to the area but is not part of the local network. Celvestune Way joins developments and is a public transport route. Footpaths, cycle and bridleways run through the area. Pavements are located on most streets.
	Block shapes and sizes	Longer, regular blocks evident around Shirley Road with smaller more organic, smaller blocks around Danube Close characterise the area.
	Public realm / open space	Public spaces are mostly represented by green areas between developments, that are generally accessible through footpaths and cycleways. Internal courtyards are evident. There is limited play space or informal open space.
Landscape	Green and blue infrastructure	Private gardens also contribute to the local green infrastructure. A pond is located in the main green space of the area. Grassed verges along streets act as a separation to development and contribute to the streetscene.
	Soft landscaping	Trees are mostly located in green spaces and courtyards. Urban allotments are evident. Other trees along Roman Way to the south and the railway to the west act as visual and acoustic barriers.
Built form	Boundary treatments and set-backs	Boundary treatments are mixed, including hedgerows, timber fences, and low walls. Often properties have no boundary treatment. Houses in the southern portion have little setback from the street (Thames Drive), while houses along Shirley Road, Alexander Avenue and Churchill Avenue have 5-10m setbacks, typically with low hedgerows and front parking.
	Building size, scale and type	The area is mostly residential with detached or semi-detached houses. Several other uses noted: Sacred Heart & St Catherine of Alexandria Church, Witton Middle School, Pillar of Salt pub, retail and service station. Medium (Shirley Road) to low (Thames Drive) density. Buildings range between 1-2.5 storeys.

F.75 | Figure 75: Table outlining the characteristics of the area.

Appearance

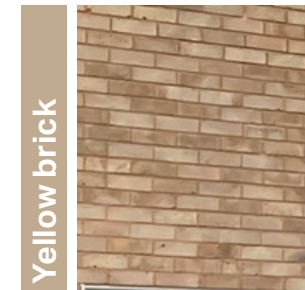
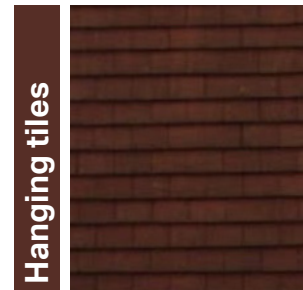
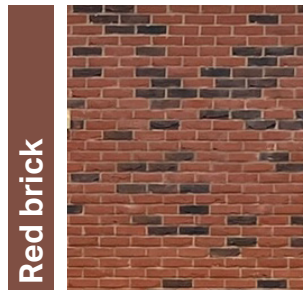
Colours and materiality



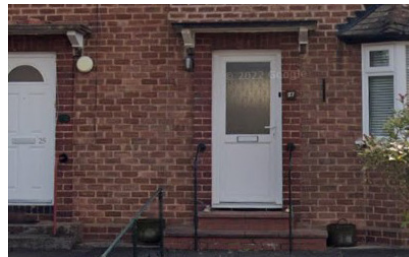
Roofing



Façade



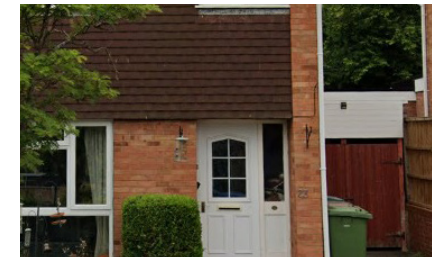
Doorways



Door with canopy.



Wooden door with matching wood surroundings.



Recessed doorway.

Windows



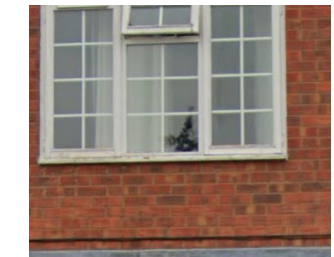
Bay windows.



Bow windows.



Casements.



Casements with glazing bars.

A5. Copcut and Witton design recommendations:

- Celvestune Way turns into Old Coach Road, a busy connecting road with local streets branching off. Due to the residential context, new development should consider a change in materiality, raised table junctions for level pedestrian crossings, and alternative widths in line with street hierarchy to encourage slow-vehicle speeds as well as improve legibility and permeability. Traffic calming measures can include attractive tree and shrub planting, raised pedestrian crossings and painted verges for pedestrians and cyclists where a pavement is not possible.
- Celvestune Way is an active bus route. New developments should seek to provide direct connections to services and facilities such as community buildings, bus stops, or schools. Increased connectivity via the creation of new footpaths wherever possible.
- The prevalence of on-street parking (despite driveways and garages) in new developments around Wye Close is disruptive

to the streetscene. New developments should dissuade on-street parking and promote active travel and sustainable transport.

- Longer, regular blocks evident around Shirley Road with smaller more organic blocks around Danube Close characterise the area. New development should avoid cul-de-sac arrangements and ensure small block shape with connective footpaths with good natural surveillance.
- Building lines deviate from the road along Teme Crescent. A stricter relationship with the road is notable along Alexander Avenue. Preference should be for a consistent building line and a strong relationship to the street.
- Community-oriented activities (such as community cafés, children's play areas, urban allotments) should be placed to encourage the use of leftover green spaces.
- Public spaces are mostly represented by green areas between developments. There is limited play space or informal open space. Existing spaces would benefit from the introduction of

benches or play equipment, and could potentially be diversified, providing more natural space, such as multifunctional, semi natural green open space for the benefit to people and wildlife.

- Growing space could be included in new developments, whether this is in the form of allotments, orchards, or small pop up spaces in unused areas of the public realm. Food production areas could also be introduced as an educational measure via the local schools and can be linked up to other community based events, such as farmers markets and plant sales.
- New developments should include play spaces for a range of ages and abilities. For example, small informal and formal areas of play, trim-trails and areas with mini-gym equipment. Play areas should be overlooked and use natural materials and equipment.
- Green verges on Celvestune Way, a common example of the wide roads and verges. Roadside verges, hedges, and trees should act as natural buffers and should be protected when planning new developments.

- Around Wye Close, modern development has front gardens with planting. Gardens will be planted and designed with nature in mind, incorporating bolt-on products for habitat protection such as bat bricks, bird boxes and hedgehog gravel boards.
- Thames Drive development is close to the pavement edge. Shirley Road, Alexander Avenue and Churchill Avenue have substantial setbacks, typically with low hedgerows and front parking. New development will be setback from the pavement by 5-10m with generous front gardens.
- New development will encourage a sense of enclosure from the use of natural elements such as trees and hedges. Typical enclosure ratio is 1:3 - 1:3.5.
- Typical late 20th century detached houses have integrated garages and driveways. Garages should be designed either as a free standing structure or an additive form to the main building. In both cases, garages should reflect the architectural style of the building and look an integral part of it rather than a mismatched unit. Garages should be behind or in line with the

building, never positioned ahead of the building line.

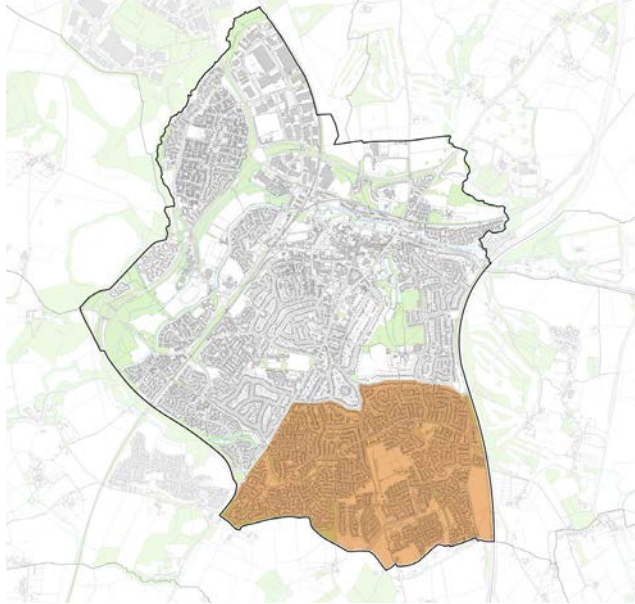
- The area is mostly residential with several other uses noted: Sacred Heart & St Catherine of Alexandria Church, Witton Middle School, Pillar of Salt pub, retail and service station. Developments should always promote active travel, connecting into the existing footpath network and discouraging car use.
- Any new development should integrate into the footpath and cycle network wherever possible, with new crossing points / cycle routes / cycle storage, to provide more opportunities for active travel, encouraging children to walk / cycle to Witton Middle School.
- New development should anticipate realistic levels of car parking demand, guarding against displaced and antisocial parking; thinking about the availability and frequency of public transport
- Buildings height in this area should not exceed 2.5 storeys to match the surrounding context.

Area-wide codes that are particularly applicable to this character include but are not limited to:

H5	Heritage and local character
G2	Green and public spaces
G6	Green and public spaces
GI3	Green infrastructure
ID7	Identity
SH1	Street hierarchy and pattern
SH5	Street hierarchy and pattern
SH6	Street hierarchy and pattern
SH9	Street hierarchy and pattern
C3	Car and cycle parking
C4	Car and cycle parking
P3	Pedestrian, cycle movement and transport options
P6	Pedestrian, cycle movement and transport options
BF3	Blocks and building lines
AP3	Appearance

A6. Primsland and Yew Tree Hill

Mostly post-war development around Addyes Way, 1980s style along Primsland Way, and early 2000s style around Nightingale Close. Recent development around Goldcrest Way and Wildlife Way. Yew Tree Hill Water Tower is a key landmark.



A6 Primsland and Yew Tree Hill	Calculations
Range Dwellings per Hectare (DpH)	13-22 DpH
Typical plot size range	5m (W) x 20m (L) - 20m (W) x 40m (L)
Typical block size range	60m (W) x 50m (L)



F.76

Figure 76: Figure ground focusing on the mostly organic urban form with suburban development on clustered cul-de-sac arrangements.



Figure 77: Typical streetscene along Primsland Way, buildings do not tend to front the street.

Figure 78: Modern development turning the corner at Wildlife Way/Squirrel bank Play Area.

Figure 79: Entrance to Showell Avenue loop road from Addyes Way.

Figure 80: Level change and access point to Rebekah Gardens, inaccessible to some

Figure 81: Commercial premises along Primsland Way servicing local people.

Figure 82: Bungalows and detached houses along May Tree Hill.

Figure 83: Green verges are common with new trees and low fences in modern development.



Layout	Urban form	Generally organic and irregular urban form with a fine grain pattern of houses, becoming more irregular and fragmented in the late 20th and early 21st century developments to the south.
	Movement networks	Worcester Road bounds the western edge, but the most significant road network is around the primary connector along Primsland Way, which connects residential cul-de-sacs and loop roads. Tagwell Road is a key north-south route, characterised by dense vegetation. No buildings face the street on Primsland Way or Tagwell Road, creating a poor streetscene. Loop roads emanate from Addyes Way (at Showell Road) and Primsland Way (at Grosvenor Way). Some low-key routes in recent development have different paving and reduced lanes, making a safer pedestrian experience.
	Block shapes and sizes	The prevalence of cul-de-sacs and multi-headed cul-de-sacs creates fragmented blocks with relatively small sizes. The only exception can be found along York Avenue where blocks are wider.
	Public realm / open space	Given the medium-high density, there are limited public open spaces aside from Rebekah Gardens, Orchards playground, Squirrel Bank Play Area and Spring Meadow Doorstep Green - most are accessible via footpaths.
Landscape	Green and blue infrastructure	The green infrastructure is formed of green spaces and green verges (e.g. on Primsland Way and May Tree Hill). Grassed and planted private gardens contribute to the network. A pond is noted at Dugard Way.
	Soft landscaping	Private gardens also contribute to the provision of trees and planting.
Built form	Boundary treatments and set-backs	Boundary treatments include hedgerows, timber fences, and low brick walls. Many gardens are open to the street and have no boundary treatment. Setbacks vary, ranging between 5-10m.
	Building size, scale and type	Medium-high density area, mostly residential in use aside from The Red Lion pub, supermarkets (Nisa Local, Tesco Express, Coop), food and beverage retail and two care homes. Buildings range between 1-2.5 storeys. Mainly detached or semi-detached houses.

F.84 | Figure 84: Table outlining the characteristics of the area.

Appearance

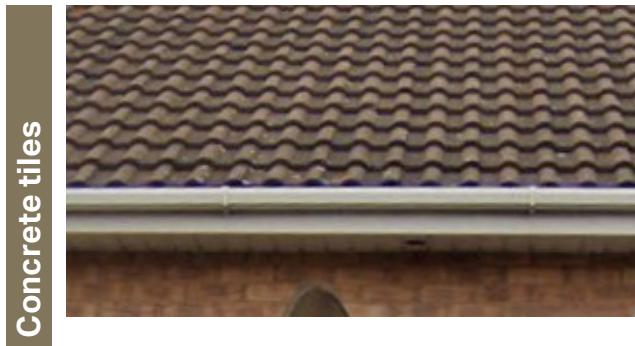
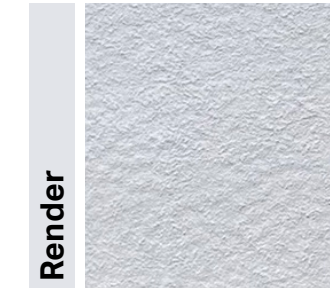
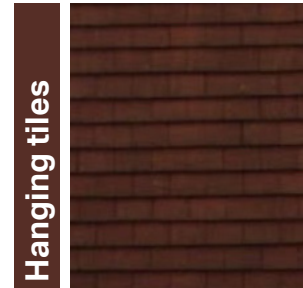
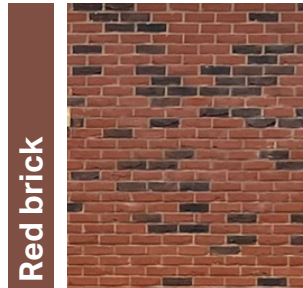
Colours and materiality



Roofing



Façade



Doorways



Door with porch.



Wooden door with matching wood surroundings.



Recessed doorway.



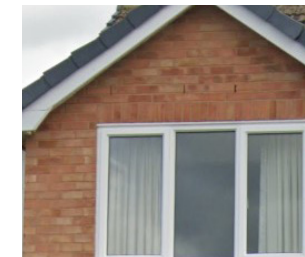
Windows



Bay windows.



Sashes.



Casements with glazing bars.



Dormer window.

A6. Primsland and Yew Tree Hill design recommendations:

- The layout of homes in recent development around Fox Avenue chamfer the street corner (Fig 78). To enable corner conditions to positively contribute to the streetscene and to provide privacy, new development should include low hedgerows or planting to create acoustic or visual barriers.
- Shops and services are set back from roads such as Primsland Way, which are accessed via local roads. To create a positive streetscene, buildings should face the street on main roads such as Primsland Way or Tagwell Road.
- Building position and landscape features should define the streets and spaces between them, not the other way around (in other words, buildings should not all be offset in a standardised way from the edge of the street that they face);
- Carriageway entrances with courtyard parking is a notable feature at the intersection of Fox Avenue and Wildlife Way. Parking courts can be appropriate for a range of residential formats,

especially suitable in more dense areas, notably terraces fronting roads where it is impossible to provide direct access to individual parking spaces.

- Parking courts should complement the public realm. It is important that high-quality design and materials, both for hard and soft landscaping elements, are used. Ideally all parking courts should benefit from natural surveillance.
- New development should consider materiality. Some low-key routes in recent development have different paving and reduced lanes, making a safer pedestrian experience.
- If blocks are more organic and irregular in shape, it is important to consider legibility. Avoid cul-de-sac arrangements but ensure small block shape with snickets and natural surveillance. Blocks can range between 40m-60m to a side.
- Retain the visual quality of the identified landscape wedges and gaps by reducing the scale of development on site edges. Dwellings should not exceed 2 storeys in this location.
- Ensure dwelling frontages are orientated outwards and avoid

rear boundaries facing green gaps - unless suitably screened by planting.

- Soften the boundary between built form and the wider landscape by encouraging soft landscape planting such as hedgerow, wildflower, and tree planting.
- Boundary treatments include hedgerows, timber fences, and low brick walls are acceptable. Many gardens are open to the street and have no boundary treatment.
- New development will be setback from the pavement by a range of 5-10m with generous front gardens and building lines should generally follow the prevailing line on the street.
- A sense of enclosure is provided from the use of natural elements such as trees and hedges. Typical enclosure ratio is 1:3 - 1:3.5.
- New developments must demonstrate an understanding of the scale, building orientation, enclosure, and rhythm of the surrounding built environment. The proportions of a building's elements should be related to each other as well as the scale and proportion of the building. The

proportions should be dictated by and respond to the type of activity proposed as well as the composition of the existing streetscape.

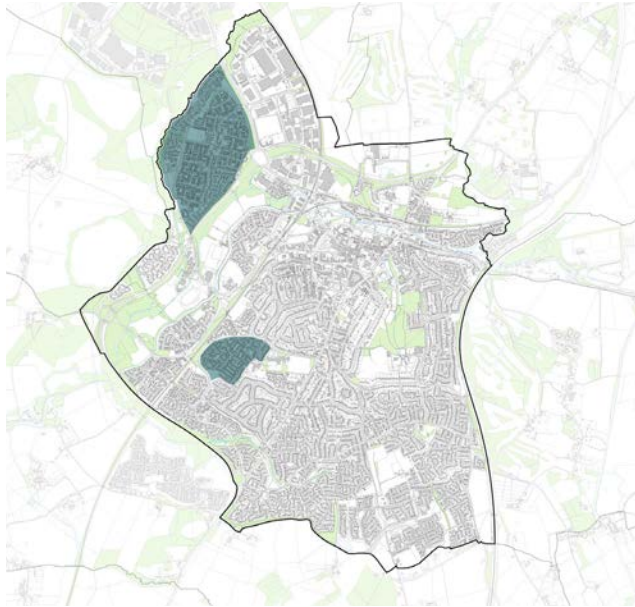
- The density should typically be around 13-25 DpH and include a mix of housing types and a variety of different tenures, including up to 40% affordable housing (for sites over 15 dwellings). Refer to SWDP15 for more information, specifically noting SWDPR 2022 for SWDP NEW 12 Land off Tagwell Road (allocated for 112 homes) and the allocated site referred to as Land at Keepers Cottage, Newland Road (allocated for 34 homes).
- Development on the edge of the town around Newland Road would benefit from a gradual transition to the surrounding landscape context, with a soft, lower density edge and appropriate planting. Building forms along the existing town edge should provide an attractive and positive frontage to the landscape.
- Building heights in this area should not exceed 2.5 storeys to match the surrounding context.

Area-wide codes that are particularly applicable to this character include but are not limited to:

H3	Heritage and local character
G7	Green and public spaces
G10	Green and public spaces
B3	Blue infrastructure
G11	Green infrastructure
ID2	Identity
ID5	Identity
SH1	Street hierarchy and pattern
SH5	Street hierarchy and pattern
C1	Car and cycle parking
C3	Car and cycle parking
C4	Car and cycle parking
P2	Pedestrian, cycle movement and transport options
P6	Pedestrian, cycle movement and transport options
BF2	Blocks and building lines
AP3	Appearance

A7. Westwood Road and Bower Hill

Divided into two sub-areas: around Westwood Road in the north and around Celvestone Way in the south. 1960s former council developments with a material palette out of sync with the NA.



A7 Westwood Road and Bower Hill	Calculations
Range Dwellings per Hectare (DpH)	13-22 DpH
Typical plot size range	5m (W) x 25m (L) - 10m (W) x 25m (L)
Typical block size range	150m (W) x 200m (L)



F.85

Figure 85: Figure ground showing the tightly packed urban form with terrace houses in dense arrangements.



F.86



F.89



F.92



F.87



F.88

Figure 86: Ziggurat garages create a poor streetscene in Bower Hill.

Figure 87: Timber fences and large setbacks are commonplace across the area.

Figure 88: Signage at Meadow Way provides a gateway for residents.

Figure 89: Modern development in Bower Hill; no footpaths along Celvestune Way here.

Figure 90: Tree line and grass verge along Westwood Road.

Figure 91: Typical orthogonal terrace arrangements with shared pathway and fence.

Figure 92: Garages along Farriers Way create a car dominant streetscene

Figure 93: Shared access via courtyards with mature trees at Westwood Road.

Figure 94: Snicketts create permeability, seen along Farmers Way.



F.90



F.93



F.91



F.94

Layout	Urban form	Orthogonal rows of terraces, an organic and fragmented arrangement. In the Westwood Road area, private garages dominant cul-de-sac streets whereby houses are accessed from grassed areas with trees and planting. Legibility is reduced and permeability is difficult. Bower Hill has a zigurat building line where private garages and house are perpendicular and staggered along the street.
	Movement networks	Westwood Road encircles the area with no buildings facing the street – verges, a footpath and established vegetation create the streetscene. Kidderminster Road is elevated and runs along the eastern edge with mature trees creating an acoustic and visual barrier. Cul-de-sacs branching from local roads such as Farriers Way or Bower Hill often provide access to private garages – a detrimental impact on the streetscape. No pavements along Celvestune Way in the area.
	Block shapes and sizes	Blocks are generally wide and have either a rectangular or an irregular shape. Terraces are predominant on small, rectangular shaped plots. Housing stock dates to the 1960s. Some detached and semi-detached houses around Park Way.
	Public realm / open space	Public spaces are limited. Public realm is often in the courtyard areas for footpath access to homes. A convenience store at Charland Court provides poor quality public realm and retail.
Landscape	Green and blue infrastructure	Several green corridors and courtyards create a relatively strong green infrastructure network. Planted areas and trees are often isolated. No watercourses in the area.
	Soft landscaping	Tree lines along Westwood Road and Farmers Way, and at the new development at Bower Hill. Wide grass verges along Westwood Road and Celvestune Road. The established vegetation has little attractiveness with no planting or flowers.
Built form	Boundary treatments and set-backs	Boundary treatments are often high brick walls or timber fences, reducing natural surveillance to the street and decreasing pedestrian experiences or safety. Terraces usually have wide setbacks (>10m) from the street, a result of a private garage and rear garden.
	Building size, scale and type	Residential uses are predominant. The only remarkable exception is represented by the local centre at Farmers Way. Generally higher density, terraces usually ranging between 1-3 storeys. Low pitches are characteristic. Limited to no active frontage noted.

F.95 | Figure 95: Table outlining the characteristics of the area.

Appearance

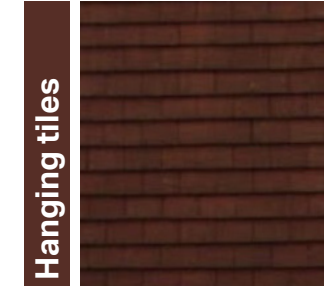
Roofing



Colours and materiality



Façade



Doorways



Door with canopy.



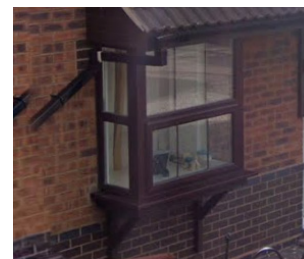
Wooden door with matching wood surroundings.

Garages

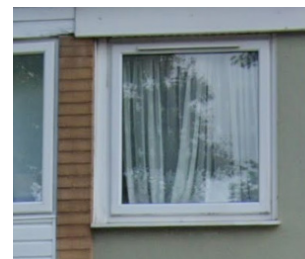


Garage on Woodmans Rise.

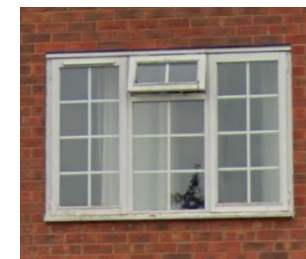
Windows



Oriel windows on Meadow Road



Casements.



Casements with glazing bars.



Bay window on Park Drive.

A7. Westwood Road and Bower Hill design recommendations:

- The recent developments at the corner of Bower Hill demonstrate characterful design, the buildings also chamfer the corner. It is important that all frontages respond directly to public spaces, streets, and junctions. On corner plots the elevation treatment of both facades will address all aspects of the corner and street. This may be appearance, materials, fenestration, or entrances.
- Corner buildings improve legibility and create landmarks. The corner building could be taller or display another built element, signaling its importance within the area.
- Building orientation on plot must not create a 'saw-tooth' relationship the street. In the Bower Hill development, the streetscene is dominated by a ziggurat/saw-tooth formation of garages (see Fig 86). A direct relationship to the street is encouraged and development should follow the existing building line on the street.

- Entrance to homes in the Westwood Road area is typically via pedestrianised courtyards (see Fig 93) with streets at the rear, which are flanked by garages creating a poor streetscene (see Fig 92). The layout or siting of buildings on plots should avoid repeating this arrangement and instead consider a better relationship to the street.
- Simple, well-connected street layouts with uncomplicated road junctions to help good legibility of places and accessibility. The Westwood Road area has a loosely nucleated form, providing local services, playground, pharmacy, a former pub, a school, and shops on Charland Court. It is underutilised, in disrepair, or vacant. Improvements to the public realm, soft landscaping such as planting and flowers, natural surveillance, and car parking would greatly encourage use. The pub car park could be reconfigured or redesigned to accommodate permeable paving or multi-functionality of use, encouraging markets or events.
- Vehicle parking provision should avoid replicating parkig arrangements where garages

spill out on to streets and create a poor streetscene. If necessary, terraced developments could provide parking to the rear in small, overlooked courts accessed via footpaths that do not compromise the streetscene. Garages should be set behind the building line and not dominate the street frontage.

- Footpaths are commonplace across the area, more so than any other area. This is largely a result of the building layout having access courtyards for building entry. New development will improve existing street lighting to increase the safety of alleyways, particularly those that are not overlooked. New development should create shorter, more direct, overlooked, and safer routes than many of the existing paths.
- Buildings will combine to form a 'perimeter block' to address all street frontages and create secure private gardens within the block.
- Blocks can be longer (ranging from 120-200m long) but they should be broken down by footpaths at appropriate locations to break up the form and enable access.
- Tall timber fences or brick walls

are common features to delineate between public and private spaces. New development adjoining these spaces should enhance the character of the spaces by either providing a positive interface (properties facing onto them to improve natural surveillance) or a soft landscaped edge.

- On green gap edges, such as development to the west of Westwood Road around Coppice Way, new development should be outward facing with soft boundary treatments including hedgerow and planting to assimilate development into the wider landscape setting.
- The south-western portion of the Westwood Road area is at risk of flooding, notably the intersection with Park Way and Hunters Way. New development should avoid siting homes in high-risk flood areas and mitigate increased risk of storms/flooding with sustainable drainage systems. Consideration should be made when developing Willow Court SWDP48/5. Homes should also not be sited next to underpasses (notable at Park Way).
- Soften the boundary between built form and the wider landscape by

encouraging soft landscaping, e.g. hedgerow, wildflower, and trees.

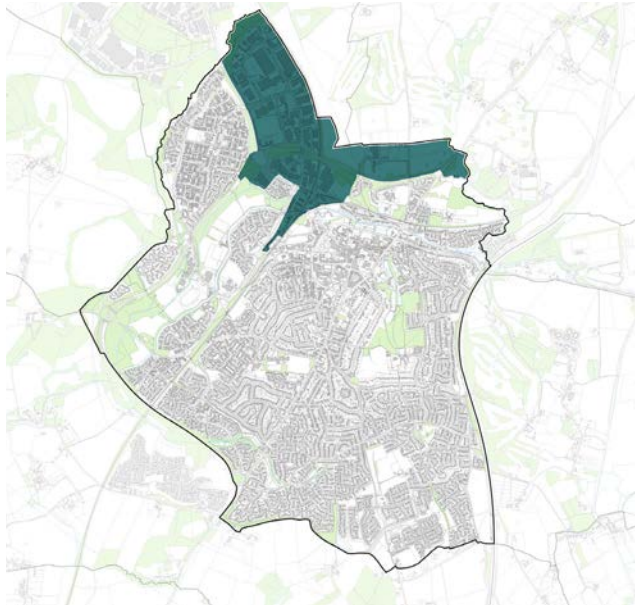
- Any new developments should have setbacks that can provide front gardens, or alternatively small areas that offer buffer zones between private and public spaces.
- Rear boundaries should back on to other rear boundaries or provide a soft transition into the natural environment such as at the settlement edge.
- New development should include a mix of uses to enable and encourage vibrancy and activity in the area.
- Typical enclosure ratio is 1:2.5 - 1:3.5. Building heights in this area should not exceed 2.5-3 storeys to match the surrounding context.

Area-wide codes that are particularly applicable to this character include but are not limited to:

G4	Green and public spaces
G5	Green and public spaces
G8	Green and public spaces
G14	Green and public spaces
B2	Blue infrastructure
ID7	Identity
SH1	Street hierarchy and pattern
SH5	Street hierarchy and pattern
SH9	Street hierarchy and pattern
C1	Car and cycle parking
C4	Car and cycle parking
P1	Pedestrian, cycle movement and transport options
BF1	Blocks and building lines
AP3	Appearance

A8. Berry Hill Industrial Estate

Post-war, predominantly industrial/commercial development. There are no specific design recommendations. Area-wide guidance must be followed for any future development.



A8 Berry Hill Industrial Estate	Calculations
Range Dwellings per Hectare (DpH)	13-22 DpH
Typical plot size range	15m (W) x 30m (L) - 95m (W) x 200m (L)
Typical block size range	100m (W) x 350m (L)



F.96

Figure 96: Figure ground showing the industrial estate with wide setbacks and larger built footprint.



F.97



F.99



F.98



F.100

Figure 97: The area is adjacent to the western edge of the rail line

Figure 98: Large swathes of hard surface car parking evident across the area.

Figure 99: Low rise industrial buildings are setback from the street and behind tree lines.

Figure 100: Commercial businesses with informal seating area.

Figure 101: Mature trees, grass verges, and level changes characterise the West Bank streetscene.



F.101

Layout	Urban form	A commercial area arranged along Roman Way and several loops roads servicing premises with small to large scale footprints. The area interfaces with the train station, via Salwarpe Road, and Netherwich Basin, via Kidderminster Road.
	Movement networks	Serviced by Kidderminster Road and Roman Way with two internal loop roads (West Bank and West Stone). Footpaths are noted on loop roads and the northern end of Kidderminster Road, while pavements can be found on the initial segment of George Baylis Road and on both sides of Kidderminster Road. Only one pedestrian crossing is noted on Kidderminster Road. George Baylis Road traverses Roman Way via an unappealing underpass.
	Block shapes and sizes	Blocks are generally rectangular and follow the orientation of the existing infrastructure (roads and railway). Uses in the area are entirely industrial and commercial.
	Public realm / open space	No notable public spaces in this area.
Landscape	Green and blue infrastructure	There is a good network of tree lines and green verges at along the loop roads, but the surrounding landscape is disconnected. The area remains quite isolated as the railway and Roman Way are a strong physical barrier. The River Salwarpe and Droitwich Canal cross the area to the south.
	Soft landscaping	Hard surfaces are predominant; green verges and tree lines contribute positively to the look and feel. Many trees are mature and have a significant impact on the streetscape. Flowerbeds and other low rise plants are in front of businesses on Kidderminster Road.
Built form	Boundary treatments and set-backs	Metal railings are the main boundary treatment, however some hedgerows are noted. Buildings typically have medium to large setbacks (>10m), and the building line is mostly regular throughout the whole area.
	Building size, scale and type	Low-rise industrial buildings, generally <10m in height. Uses are entirely industrial and commercial. Active frontages can be mainly found on Kidderminster Road.

F.102 | Figure 102: Table outlining the characteristics of the area.

Appearance

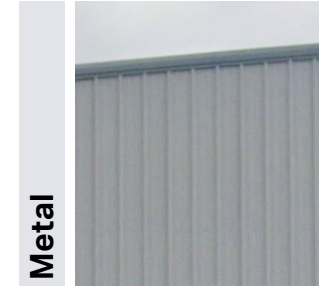
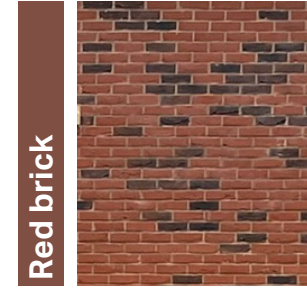
Roofing



Colours and materiality



Façade



Doorways



Windows



A photograph of the Raven Hotel, a historic timber-framed building with white walls and dark wood beams. A large red brick chimney is prominent on the right. A sign on the roof reads "RAVEN HOTEL". A green circle is overlaid on the center of the image, containing the text "Area-wide guidance" and the number "04".

Area-wide guidance

04

4. Area-wide guidance

This section presents area-wide guidance applicable to all development across Droitwich. The guidance responds to broader conditions and issues, whereas Section 03 presents design recommendations.

4.1 Introduction

This chapter provides an analysis of a number of key themes including heritage, built form, character, and landscape among others.

It is important for any planning proposal that full account is taken of the local context and that the proposed design embodies the 'sense of place', both in terms of local character and distinctive features such as listed buildings and conservation areas.

This study informs a series of design codes that must underpin all future development proposals in Droitwich Spa.

The codes developed in this section will focus on residential environments however, new housing development should not be viewed in isolation and mixed uses are encouraged where appropriate, particularly the provision of social infrastructure.

First and foremost, the design and layout of new buildings and places must respond to the wider urban pattern and landscape context.

Future planning proposals must reference the design codes within this chapter including the guidance set out in Section 02 to ensure compliance with local policies. Upon adoption, proposals must also comply with the policies set out in the Droitwich Spa Neighbourhood Plan.

Area-wide codes address design features that regard the whole NA, including the following key topics:

- Context
- Green and public spaces
- Green and blue infrastructure
- Identity
- Layout and urban grain
- Sustainability and energy
- Allocations
- Built form.



F.103

Figure 103: Crossway Swing Bridge over Droitwich Canal



F.104

Figure 104: Detail of the former Raven Hotel

4.2 Context

4.2.1 Settlement origins and growth

Droitwich Spa's origins trace back to at least the Roman period. Its industrial heritage and rich history is thanks to the existence of natural brine springs, which emanate from subterranean beds of pure rock salt 200 ft below ground.

Presently, it is largely a commuter base to Worcester and Birmingham. It has busy industry and pleasant green spaces, good road and rail access, with natural waterways indicating its industrial heritage.

The historic core of Droitwich Spa town centre is evident in the 19th century. In 1884, the town consisted of High Street and development around Ombersley Way and Station Road. Much of the development has since been replaced by industrial uses throughout the years.

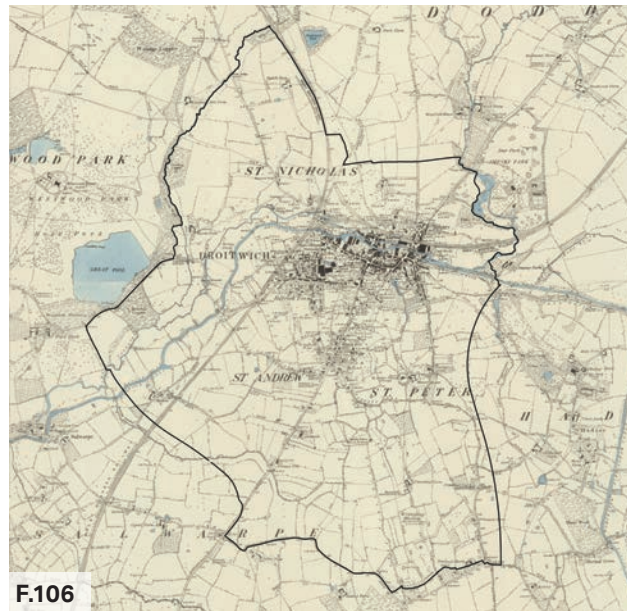
Detached properties existed along Worcester Road as development spread south in the area.

Following WWI, development continued to expand to the area's south with notable new development on Lyttelton Road and Corbett Avenue. These roads are within the present-day Conservation Area focused on the town centre and important public open space at Vines Park and Lido Park.



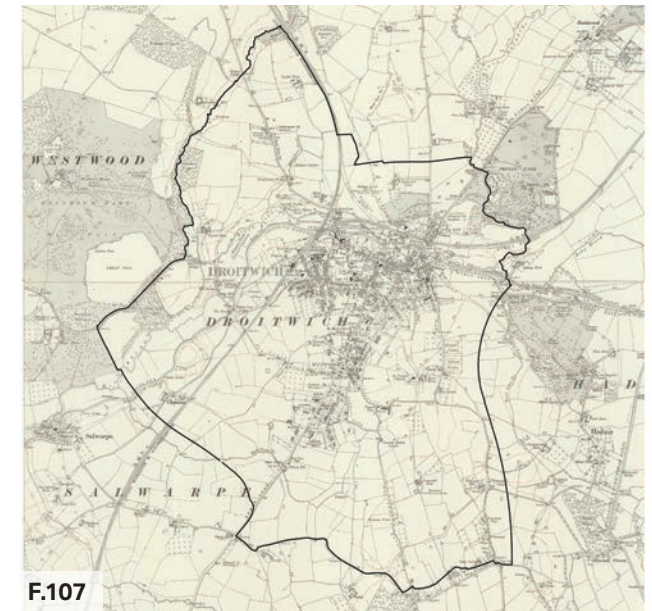
F.105

Figure 105: View of the traditional streetscape on High Street



F.106

Figure 106: Droitwich Spa in 1884



F.107

Figure 107: Droitwich Spa in 1930

Significant development occurred in the immediate postwar period, notably with expansions along Worcester Road and around the train station.

Terraces and semi-detached houses were built on Miller Street and Burrish Street.

New development joined up the town centre to the southern developments on Worcester Road.



Figure 108: Droitwich Spa in 1954

Since the 1960s, the town has undergone considerable growth, with phases of housing development predominantly to the south of the town centre.

Council-built estates and suburban development are evident in the northeastern area and development is notable in the central area, filling the gaps between Worcester Road and the train station. These new developments include detached, semi-detached, and terraces.

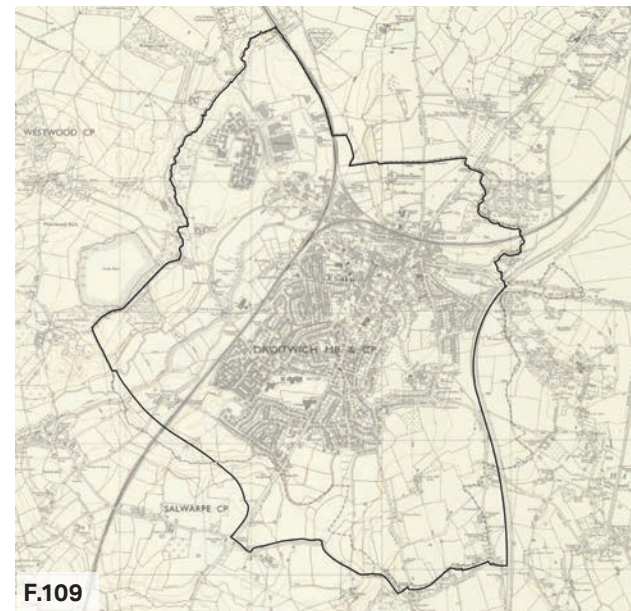


Figure 109: Droitwich Spa in 1967

4.2.2 Settlement patterns today

This period of development is also the advent of cul-de-sacs, however most streets are connected with others.

Nowadays, suburban developments have optimised land use, with urban planning using cul-de-sacs and loop roads to service the developments at the southern aspect of the neighbourhood area. There is an established central shopping area, and industrial estates to the north-west.



Figure 110: Droitwich Spa nowadays

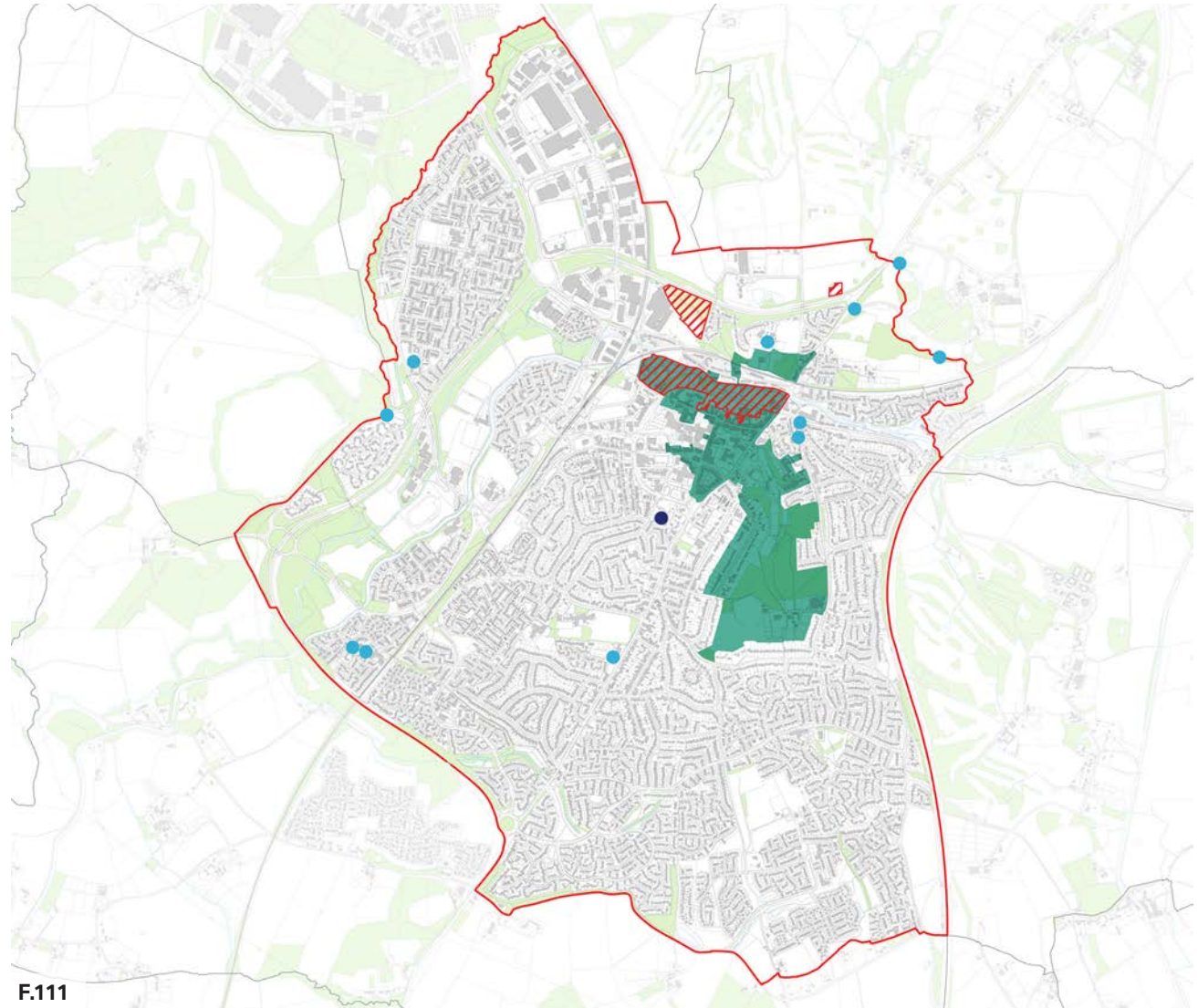
4.2.3 Heritage and local character

Droitwich Spa's ancient origins are emphasised by several Listed Buildings and other heritage designations.

There are two conservation areas: the Droitwich Canal and the Droitwich Spa conservation area, which covers part of the town centre and includes many Grade II Listed Buildings and two Grade I buildings, namely the Church of St Andrews and St Peter de Witton's Church. A Grade II* building can be found on High Street.

Heritage and more recent development constantly interact in the town centre and their relationship is key to the quality of that area of the town.

Twelve other listed buildings can be found outside of the conservation areas (see Figure 111).



F.111

Conservation Area Scheduled monument Grade II* Grade II

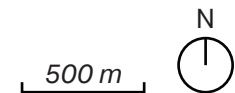


Figure 111: Droitwich Spa Conservation Area, scheduled monuments and listed buildings outside the conservation area



F.112

Figure 112: Hereford House - Grade II listed building



F.113

Figure 113: Raven Hotel - Grade II listed building

H - Heritage and local character

H1	Landmark and character buildings should be retained and respected by new development, and may inform new design concepts where appropriate, although inauthentic pastiche is generally discouraged.
H2	Introduce compatible and complementary characteristics that fit within the local character of the street or site and provide variety.
H3	Innovative design is encouraged but must be accompanied by a story behind it that adds to local interest. This must not detract from any existing coherent character of the street / area.
H4	New community uses/ businesses/activities should be included in regeneration projects to bring abandoned heritage sites back to life.
H5	In judging the suitability of an extension to a listed building, the elements of the building that contribute to its uniqueness will be contextually appropriate, notably its fenestration, materials and decorative elements, and layout of the building.

H - Heritage and local character

H6	<p>The designer must respond to the character area with one of the following three approaches. These can result particularly useful with development occurring in the conservation areas:</p> <ul style="list-style-type: none"> - Harmonise – clearly respond to existing characteristics within the character area, street and site, including scale, form and appearance. - Complement - doing something slightly different that adds to the overall character and quality in a way that is nonetheless fitting, for example, additional high quality materials but harmonising in scale, form and positioning. - Innovate – doing something of high design quality that is different but adds positively to the built-form and character and is considered an exemplar approach for others to follow. For example, develop innovative building form and use low embodied energy, high quality materials that add to the overall design quality, sustainability and richness of the area.
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4.3 Green and public spaces

4.3.1 Green spaces

Green spaces in Droitwich Spa are generally along watercourses. These include, notably, Vines Park, Lido Park and Steynors Park, as well as other informal green areas. Despite the abundance of green spaces along the northern edge of the area, there is a lack of green infrastructure across the whole Neighbourhood Plan area.

Vines Park is a linear, open parkland with several established and mature trees. The Droitwich Canal and the River Salwarpe are a defining feature for the park. A towpath and a network of pedestrian connections run through the park, and benches and seating areas are provided.

The Lido is a leisure venue and open parkland. It has planted areas with lawns and more open spaces. It includes several footpaths but it is not accessible to wider contexts, lacking permeable routes.

Steynors Park provides open space and play space for neighbouring communities and local schools.

Other green areas in Droitwich Spa are represented by woodland, that can be observed alongside Roman Way, around St Augustine's Church and on the western edge of the town. Droitwich Community Woods can be found on the western edge of the town.

Across the area there is a lack of street trees to provide canopy or shade. Often trees are within properties, notably along Lyttelton Road.

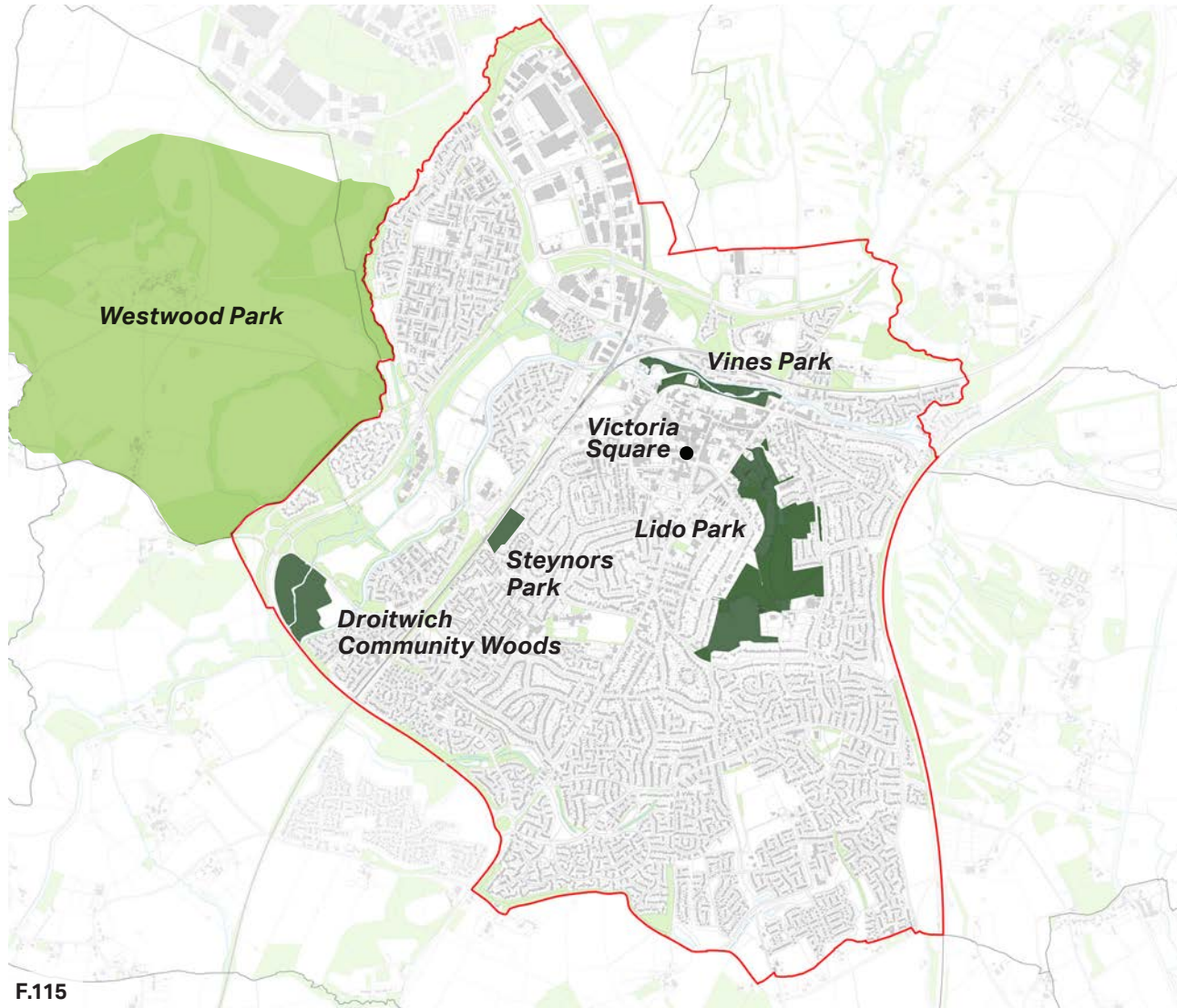


F.114

Figure 114: Vines Park and Droitwich Canal

G - Green and Public spaces

G1	Existing green spaces should be more connected to the rest of the town and included in a comprehensive green and pedestrian infrastructure. New developments should contribute to this where possible.
G2	New development should contribute to the local green infrastructure, referring to the Green Infrastructure policy of the adopted SWDP.
G3	New development should include green verges and tree lines, as well as native hedgerow as boundary treatment.
G4	Local "village greens" should be considered within new development to include potential existing trees to be maintained. These green spaces will also act as the core of the development increasing its overall quality.
G5	Personalisation of front and back gardens with plants and flower beds should be promoted to increase the overall quality of the street and avoid standardised housing areas.



F.115

Parks / formal green spaces
 Historic park
 Other green spaces
 Public space

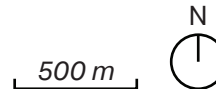


Figure 115: Green and public spaces in the Neighbourhood Plan area

G - Green and Public spaces

G6	Maintain green infrastructure or green space uses and avoid closing or narrowing the green gaps with built development.
G7	Opportunities to integrate green roofs, walls and swift bricks into new buildings should be explored to create new habitats and aid biodiversity.
G8	Proposed public spaces should be safe for pedestrians, have appropriate lighting and include activities and spaces (such as playgrounds) that make them vibrant and used all day.
G9	Proposed public spaces should include greenery and reduce the amount of hard surfaces in favour of permeable surfaces.
G10	New public spaces should be well connected with the surroundings including crossings, footpaths and cycleways to improve their accessibility and inclusivity for pedestrians.

4.3.2 Public spaces

Aside from Saint Andrew's Square Shopping Centre or Victoria Square, Droitwich Spa lacks public spaces for civic or community purposes or gathering and informal use. Victoria Square is a reasonably good example of a quality public realm. It is predominantly paved with benches, planters, and newly planted trees as features.

Active frontages for retail units activate the square along its northern aspect, and the library opens out onto the square and is a dominant feature on the eastern corner. The square is bounded by local roads, each with parking provision creating a physical barrier to the square from neighbouring streets.



F.116

Figure 116: Victoria Square

G - Green and Public spaces

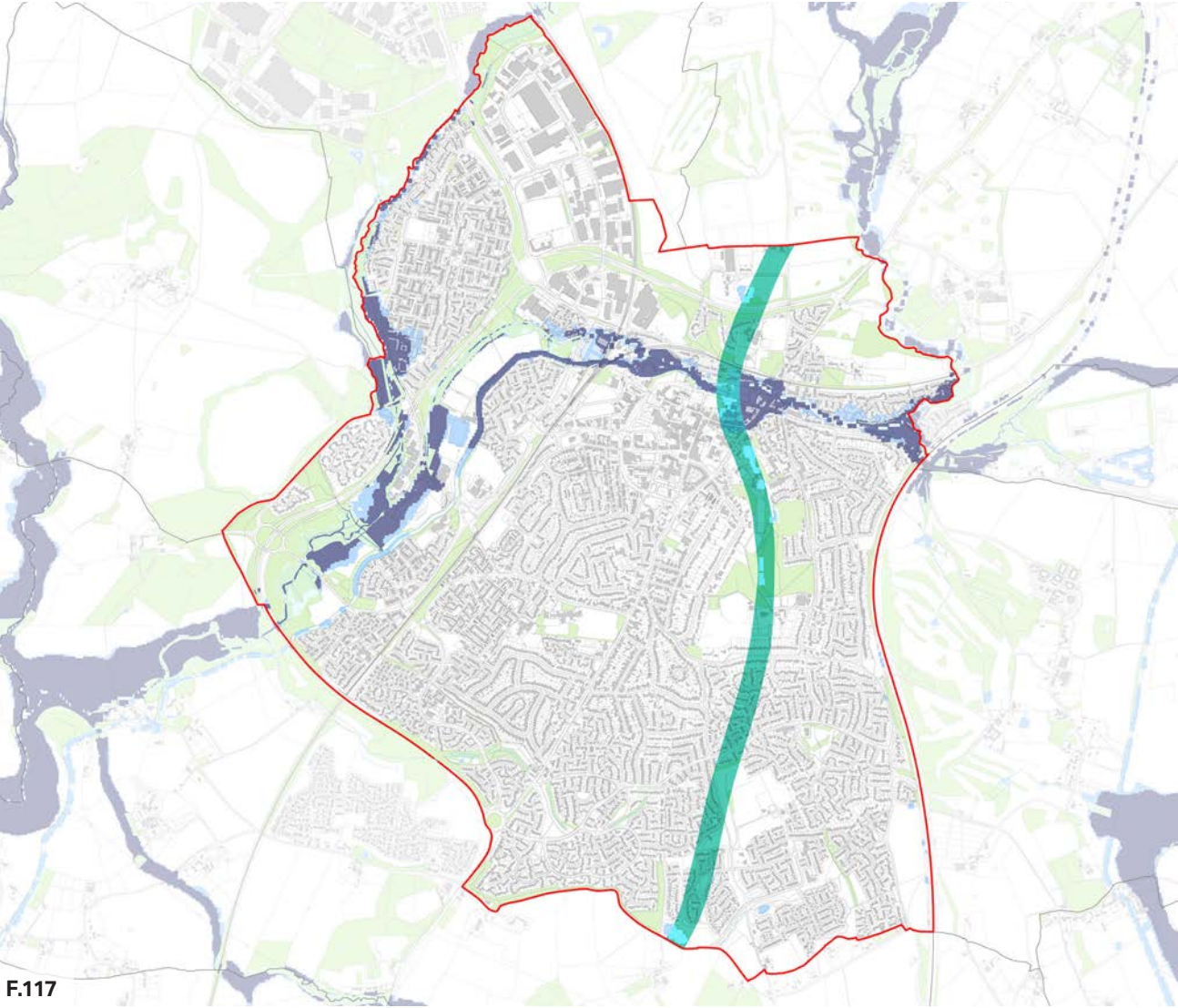
G11	Pedestrians should always be prioritised in the design of new public spaces. Cars and parking should never be predominant in these spaces.
G12	Parking for bikes and scooters and abundant seating areas should be available in public spaces to promote walking, cycling and other sustainable travel modes.
G13	New public spaces should have the right level of enclosure to provide natural surveillance and be high-quality, engaging and safe.
G14	Accessibility for wheelchairs, bicycles, and pedestrians is a priority. Avoid hardstand materials such as tarmac. Seating areas including benches and outdoor tables should be provided. Include greenery, such as trees, planting, and flower beds.
G15	Design should create legible, protected, and safe spaces for people, including urban furniture such as benches, streetlights, and waste bins. Shelter should be provided to encourage the use of these spaces even in adverse weather conditions.

W - Waterfronts

W1	Waterfront development enable opportunities to create walking and cycling routes along watercourses. Towpaths should run along watercourses. Appropriate lighting should be designed to make towpaths safe and accessible during dark hours.
W2	New development will face the water and leave a sufficient buffer zone to allow for watercourses and banks to be maintained.
W3	Opening up culverts, reinstating meanders and restoring and naturalising river beds and banks can benefit wildlife and improve public access and flood attenuation.

4.3.3 Flood

There are two main watercourses in Droitwich Spa: the River Salwarpe and the Droitwich Canal, both watercourses flow into the River Sever. Flood zones can be observed within the Neighbourhood Plan area, even in the town centre. As expected, the lower-lying land within the Neighbourhood Area and the watercourses are where flood risk is at its highest. Other ponds are located in Droitwich Spa or in the surrounding areas. There is a wild brine run crossing the NA north-south, which impacts on potential development.



F.117

Flood Risk 2
 Flood Risk 3
 Approximate course of wild brine run

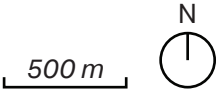
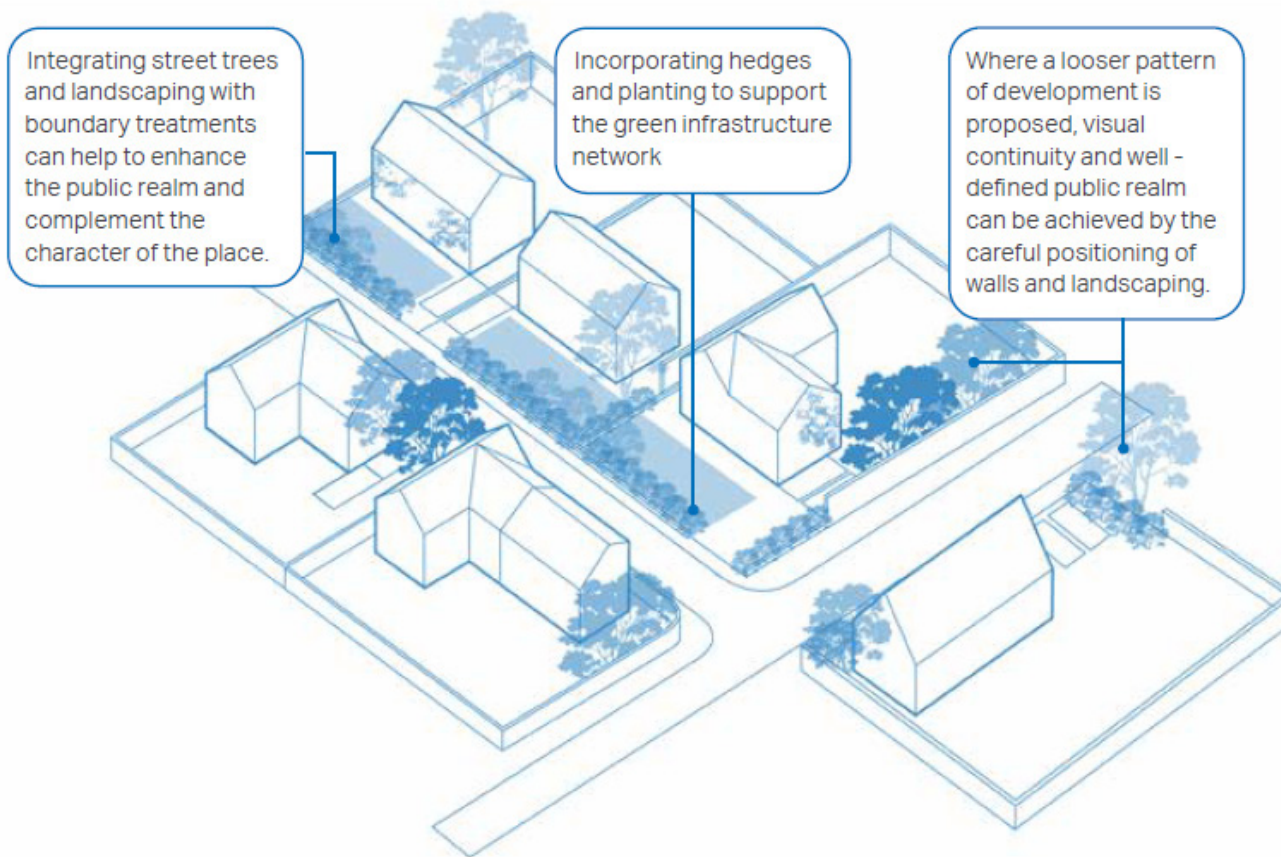


Figure 117: Flood risk map of the NA (information from EA)

B - Blue infrastructure	
B1	New development should contribute to local blue infrastructure, referring to the Green Infrastructure policy of the currently adopted SWDP.
B2	SuDS should be designed to work with the local topography and blue infrastructure of the area.
B3	New development should be aware of flood risk areas and the wild brine run that crosses the neighbourhood area.

4.3.3 Trees and soft landscaping

Droitwich is fortunate to have strong green infrastructure networks as a result of the canal and river context and surrounding landscape setting. Optimising and integrating into the network is paramount for future development.



F.118

Figure 118: Diagram showing trees and landscaping that complement the public realm and create a sense of enclosure

GI - Green infrastructure

G11	Street trees are to be included within adequate verges, alongside the carriageway, on plot or in open spaces and street lighting and other infrastructure must be designed in combination. Size of tree pits should allow sufficient soil around the tree. Ensure tree stems are in the centre of the verge to provide a 1m clearance of the footway or carriageway. Tree root zones should be protected to ensure that trees can grow to their mature size. Root barriers must be installed where there is a risk of damaging foundations, walls, and underground utilities.
G12	New developments will ensure existing trees are retained wherever possible, incorporating them into the new landscape design, and replaced if lost. Retained trees will be considered at the earliest design stage.
G13	In each new plot (containing a single dwelling) at least two new trees should be planted.
G14	Many streets have wide streetscapes that allow enough room for tree lines. New trees should be preferably located on footpaths, walks and cycleways to improve their quality.

4.4 Identity

Distinctive features and local landmarks provide Droitwich Spa with a strong local character and sense of identity.

High Street has a strong character dictated by its continuous facades, Tudor-style buildings and shop fronts with large windows and signage. Buildings face the street and have no setbacks, allowing for direct access from the footpath.

Notable features creating a clear identity are the Lido, St Andrew's Square Shopping Centre, and Droitwich Hospital. Infrastructural features include the station, the Roman Way, and Worcester Road.



F.121

Figure 121: Traditional Tudor façade on High Street



F.122

Figure 122: Gazebo in Lido Park



F.123

Figure 123: View of High Street's streetscape



F.124

Figure 124: View of shop fronts on High Street

Other landmarks include the former Raven Hotel, the Sacred Heart & St Catherine of Alexandria Church, St Augustine Church and local schools.

Wayfinding is also supported by the presence of some signage, particularly in the town centre, although there is room for improvement. Maps and signage to help wayfinding can also be found in the parks.

The topography in the area is gently rolling, however there are no relevant views and vistas of the surrounding natural countryside. The only remarkable view within the town is the one from St Augustine Church, which is located on the top of the steepest slope in the whole NA.

Key gateways (Figure 127) are notable at:

- Roman Way and Kidderminster Road roundabout
- Saltway and Queens Street junction
- Salwarpe Road and Ombersley Way roundabout
- Roman Way and Worcester Road roundabout

These are underutilised assets.

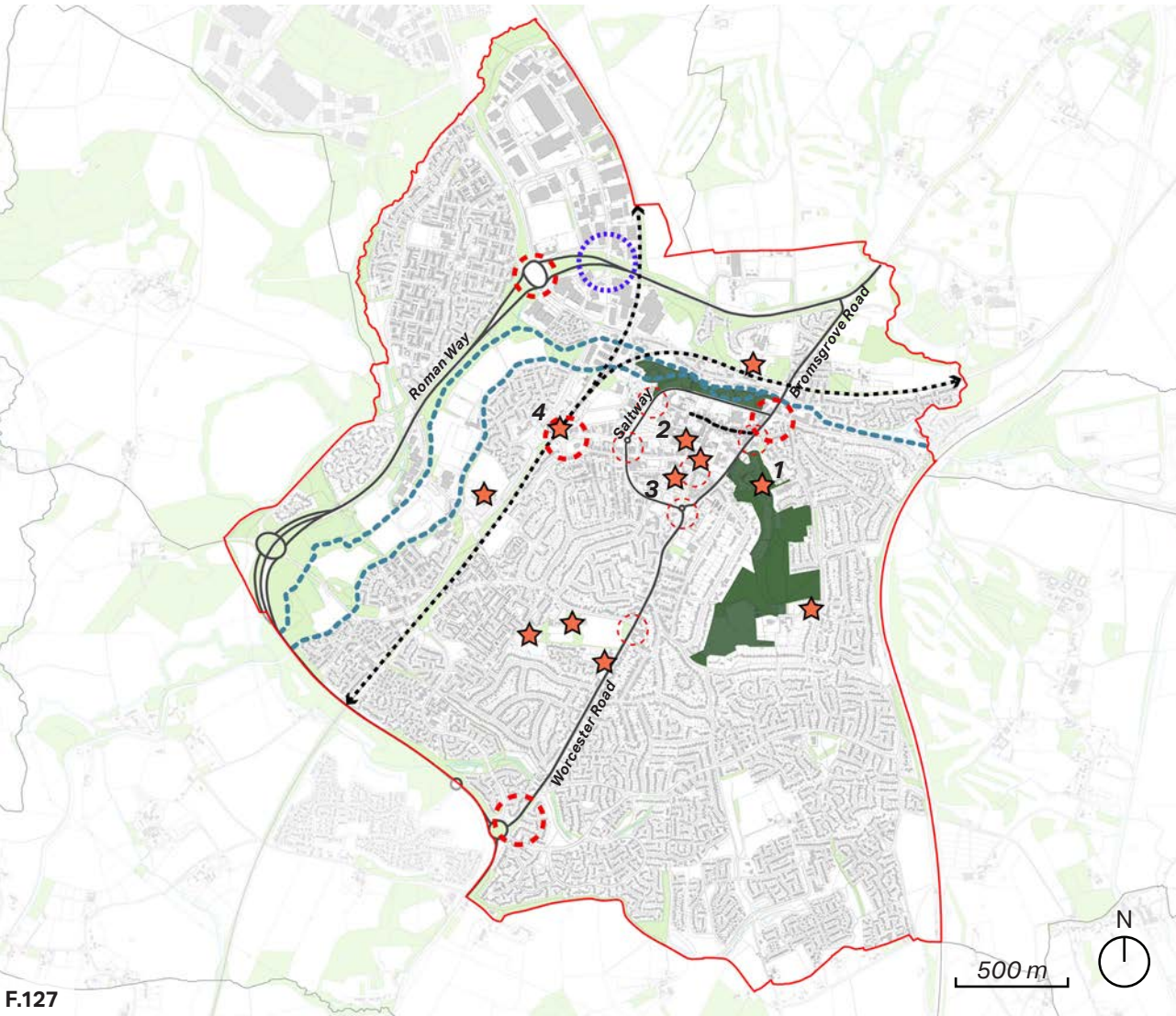
ID - Identity	
ID1	New development or new businesses on main streets should reflect existing shop fronts and streetscape character, to enhance the street's identity.
ID2	Signage should be located at strategic points or junctions to improve wayfinding in the area.
ID3	Signs should avoid cluttering public spaces and can be an opportunity for attractive and distinct features which complement the neighbouring properties rather than detract from the visual scene.
ID4	Maps of the town should be provided at strategic points or junctions to improve wayfinding in the area.
ID5	Street and development names should seek to reflect relevant local history.
ID6	Designers should consider that new development could impact local identity and wayfinding. Key landmarks in Droitwich Spa should always be enhanced and kept free from obstructing buildings or features;



F.125
Figure 125: The former Raven Hotel



F.126
Figure 126: St Andrews Square shopping centre entrance



F.127

- | | | |
|-------------------|--|-----------------------|
| ★ Landmarks | ----- High Street façades | ○ Minor gateways |
| ■ Key open spaces | - - - - Railway | ○ Major gateways |
| — Roads | - - - - Droitwich Canal and River Salwarpe | ○ Employment gateways |

ID - Identity

ID7

Design factors that help older people with dementia use and enjoy their local neighbourhoods:

- Simple, well-connected street layouts with uncomplicated road junctions the easiest to understand and to use;
- Subtly varied building form and architectural features, such as; decoration, fenestration, roofscape and chimney pots, help to maintain attention alongside maintaining a consistent street identity. Arbitrary variation in materials from house to house is not desirable however; and
- Buildings should be designed to have a clear front and back and entrance and also their purpose should be clear in the case of public buildings such as community centres, shops, medical surgeries, for example.

Figure 127: Droitwich Spa is a commuter town with several important and potential gateways and many landmarks

4.5 Layout and urban grain

This analysis seeks to understand the characteristics of the streets.

There is a variety of street types and experiences across the area (see Figure 128).

4.5.1 Street hierarchy

Worcester Road is an old route connecting Droitwich to Worcester and is the primary road and main connector in the town, running from north to south. Most of the more recent roads accessing suburban developments to the south of the settlement branch out from it.

Other primary roads in the NA are the Saltway, a ring road that runs around the town centre, and Roman Way, which surrounds the whole settlement to the west. High Street is the exclusive multi-functional road in Droitwich Spa as it includes many businesses. Buildings create a continuous facade and define the streetscape.

Secondary routes branch out from Worcester Road and connect primary routes to the more recent residential developments.

These routes include Primsland Way, Old Coach Road, Celvestune Way, Tagwell Road, Stalls Farm Road and The Holloway, and they are usually characterised by wide setbacks and grass verges.

A network of tertiary routes provides access to houses and are mostly cul-de-sacs or multi-headed cul-de-sacs with large setbacks and little greenery on the side of the road.

4.5.2 Street pattern

In the historic core and town centre, streets tend to be linear and connect to a network. Southern areas tend to be based on loop roads and cul-de-sac arrangements.

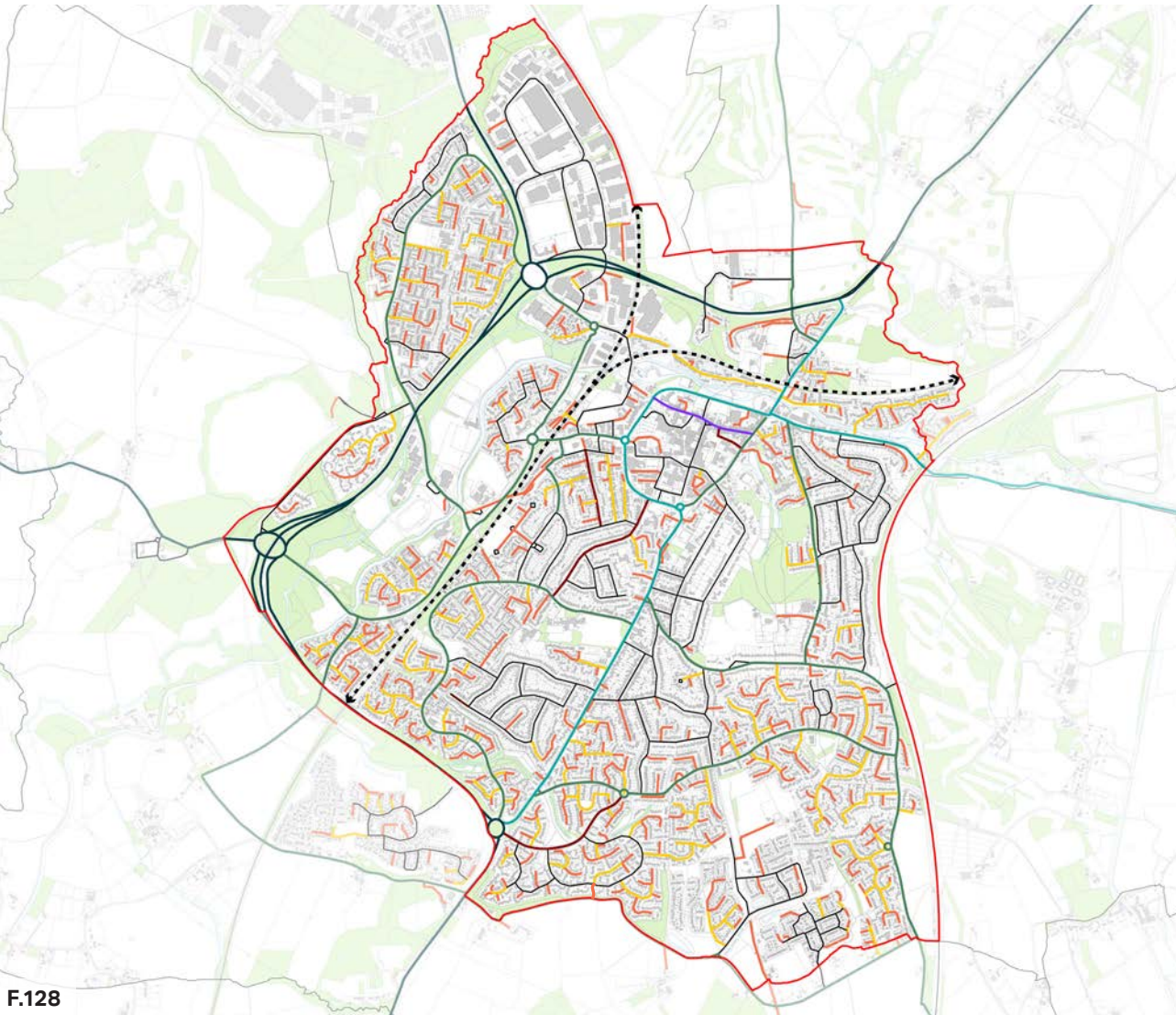
A feature of the area is roundabouts, which are difficult to navigate for pedestrians. Streets in these later developments often have large setbacks from the pavement edge to the building line. Boundary treatments vary across the area.

The loop / cul-de-sac arrangement reduces permeability and negatively impacts the pedestrian experience.

Streets are generally not inclusive, as cars still have the main role and the movement network is generally designed to prioritise and facilitate car journeys instead of walking and cycling.

SH - Street hierarchy and pattern

SH1	Streets and footpaths should be laid out in a permeable pattern, allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sac should be relatively short and provide onward pedestrian links.
SH2	Pavements should be provided within new development and improved where narrow or in a poor condition.
SH3	New streets should be designed considering the wider picture of Droitwich Spa's street network to avoid impacting local traffic.
SH4	Cycling routes should generally be off-carriageway routes within the green infrastructure network and connect to key destinations / onward routes.
SH5	Consider treating tertiary routes / residential access lanes with other materials than tarmac, to highlight the priority of pedestrians over vehicles;



F.128

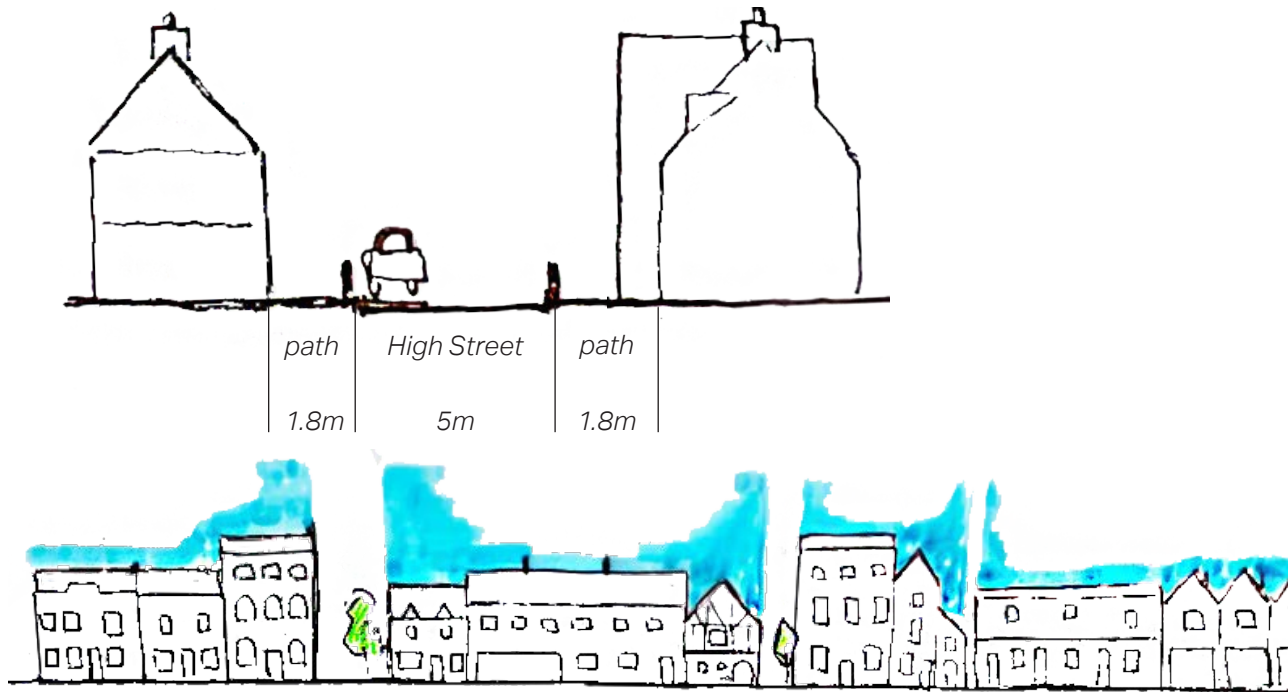
- Arterial road
- Primary roads
- Secondary roads
- Tertiary street (multi-headed cul-de-sac)
- Local street (cul-de-sac)
- Multi-functional street
- Grid street
- Loop street
- Railway

Figure 128: Street hierarchy in the NA

SH - Street hierarchy and pattern

SH6	When a new development involves the creation of new streets and routes, it must prioritise active transport by providing direct, safe, and attractive routes for pedestrians and cyclists.
SH7	Developments should facilitate direct routes to key places of travel such as towards bus stops and local amenities.
SH8	New developments should be laid with a clear street hierarchy and facilitate multiple modes of transit.
SH9	Mews, courtyards, and cul-de-sacs will only be acceptable where the site limitations justify their use instead of more traditional connected street patterns.

High Street



Building line to building line	Plot to plot width
8.6	8.6

Carriageway width	Enclosure ratio
5	0.55:1 <> 1:1

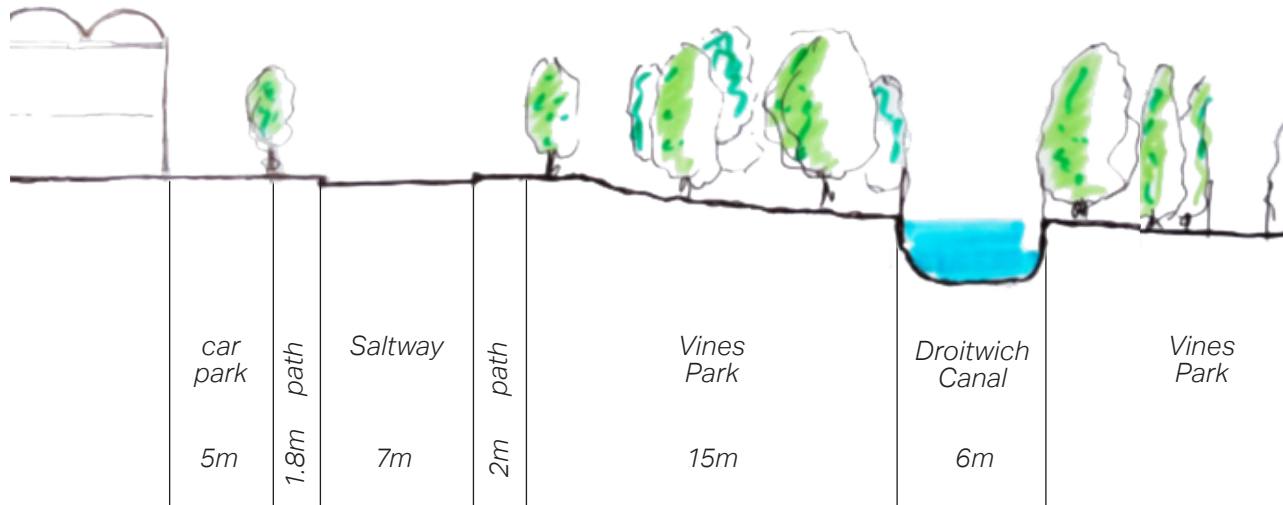
1. Multi-functional with a strong enclosure ratio
2. No set back, buildings facing the street
3. Continuous facade
4. Narrow pavements for a street with businesses
5. 90% of the western aspect of the street has active frontages
6. Varied roofscape

Street type: **Multifunctional Street**

For more information regarding context and characteristics refer to Section 03 Character Areas **A1**



Saltway



Building line to tree line	Carriageway width	Enclosure ratio
15.8	7	1:2.5

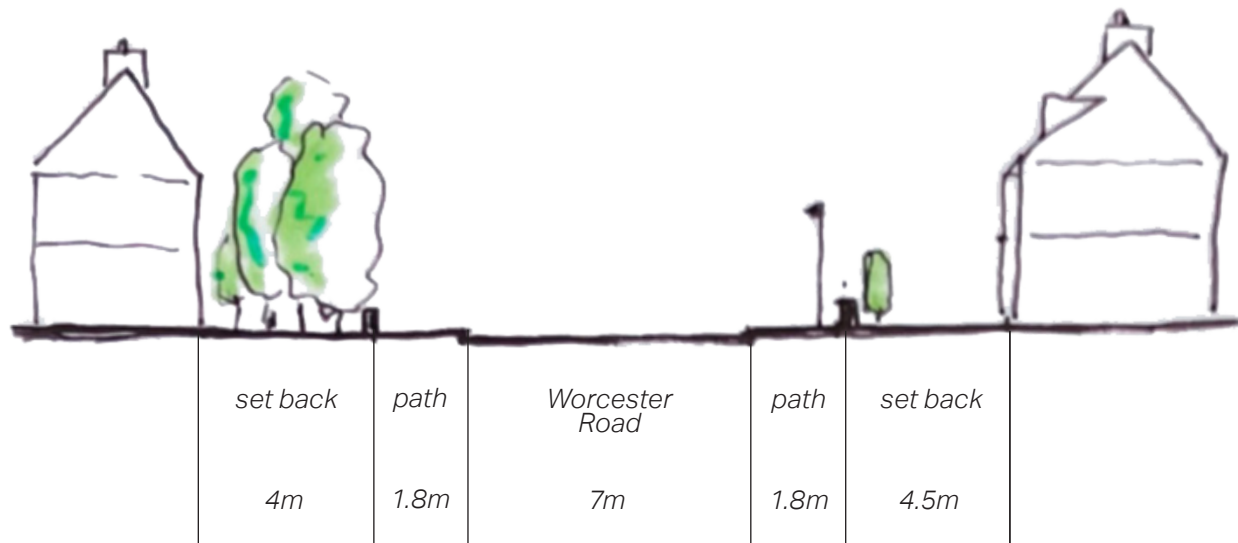
1. Ring road surrounds the town centre
2. Consistent green verges / park on the external side of the road
3. Pavements infrequently located on both sides of the road; at times there is no designated footpath.
4. Set backs are wide, particularly in its northern area
5. Proximity to High Street and Vines Park.
6. Difficulty crossing Saltway on foot between Waitrose/Vines Park, limiting pedestrian movement.

Street type: **Primary road**

For more information regarding context and characteristics refer to Section 03 Character Areas **A1**



Worcester Road



Building line to building line	Plot to plot width
19.1	10.6

Carriageway width	Enclosure ratio
7	1:3

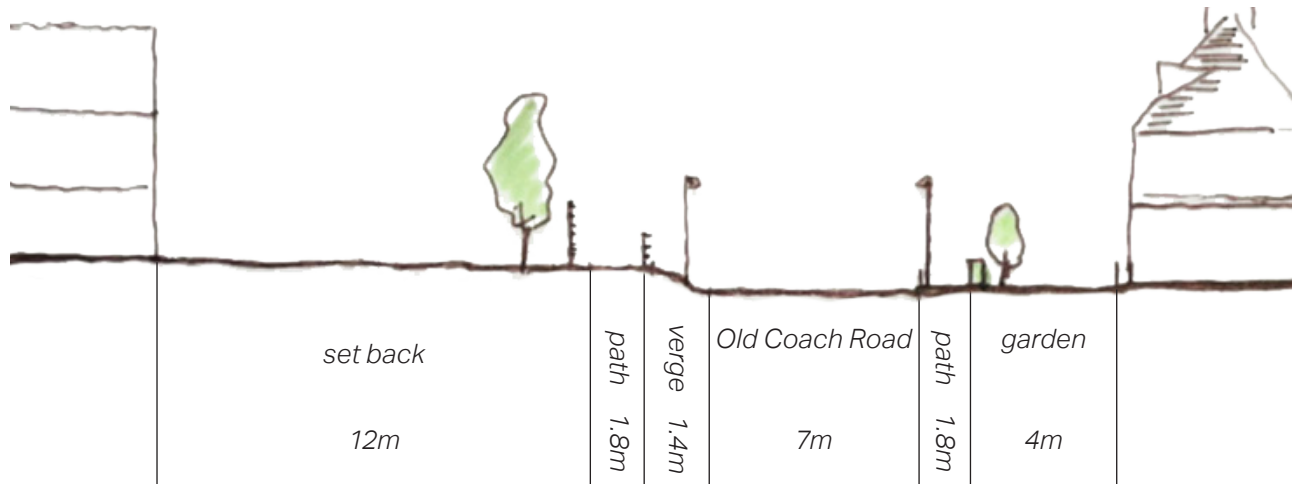
1. Linear road that crosses the whole NA from north to south
2. Pavements on both sides of the road
3. Shops and businesses are located on the road
4. Boundary treatments are mixed, however hedgerows are recurrent
5. Trees and vegetation are often located in private gardens but contribute to the streetscape

Street type: **Primary road**

For more information regarding context and characteristics refer to Section 03 Character Areas **A1** **A2** **A5** **A6**



Old Coach Road



Building line to building line	Plot to plot width
28	12

Carriageway width	Enclosure ratio
7	1:3

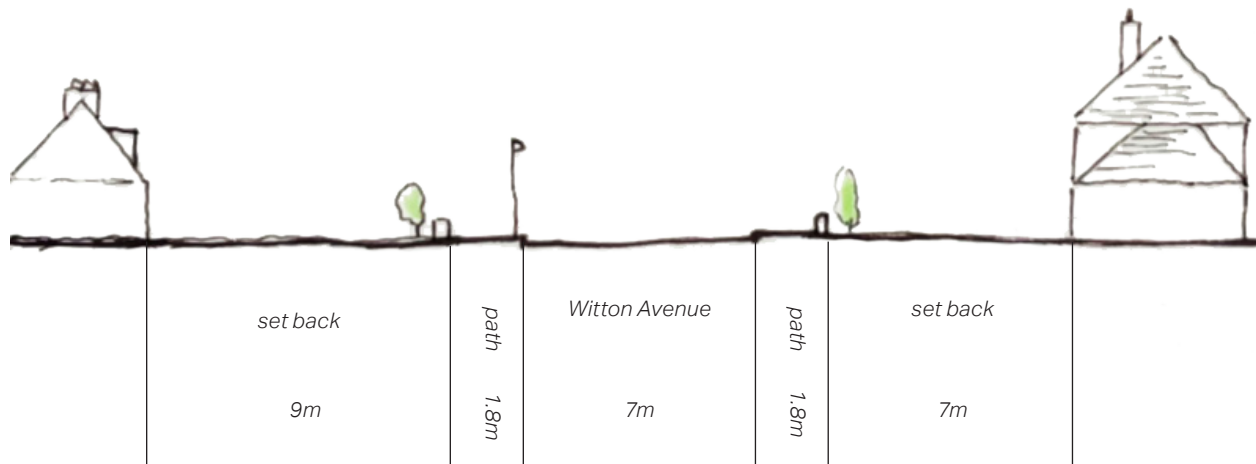
1. Organic shape with different housing styles along it
2. Witton Primary School takes large part of the southern side of the street, has a wide set back and a palisade fencing the plot boundary
3. Grass verge is on one side of the road
Continuous facade
4. Paths on sides of the road
5. Mixed boundary treatments

Street type: **Secondary road**

For more information regarding context and characteristics refer to Section 03 Character Areas [A2](#) [A5](#) [A7](#)



Witton Avenue



Building line to building line	Plot to plot width
26.6	10.6

Carriageway width	Enclosure ratio
7	1:3.5

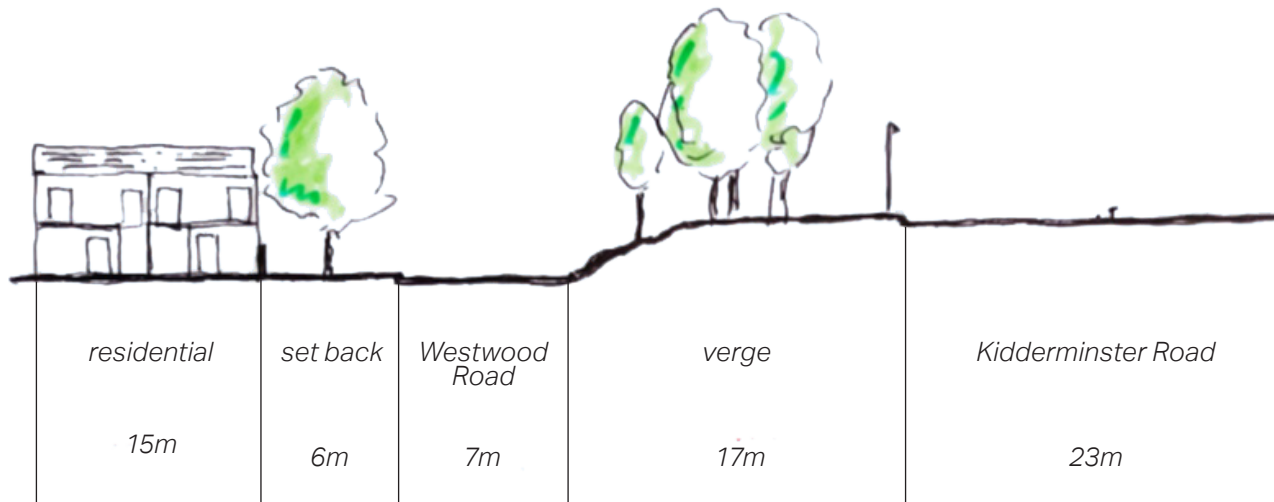
1. Linear shape with different styles of detached and semi-detached houses
2. Houses create a repetitive pattern on the streetscape, particularly on the southern side of the road
3. Pavements on both sides of the road
4. Front gardens often include plants and grassed areas
5. Mixed boundary treatments, including open front gardens

Street type: **Loop road**

For more information regarding context and characteristics refer to Section 03 Character Areas **A5**



Westwood Road



Building line to tree line	Carriageway width	Enclosure ratio
30	7	1:1

1. Loop road surrounded by industrial sheds and buildings
2. Green verges and paths are located on both sides of the road
3. A tree line is located on the western side of the road, while native hedgerows are used as boundary treatments
4. Wide car parks often cover the majority of plots
5. Open streetscape because of wide set backs

Street type: **Secondary road**

For more information regarding context and characteristics refer to Section 03 Character Areas **A7**



4.5.3 Car and cycle parking

On-street parking is commonplace across the neighbourhood area, however, road surface marking is clearer in the town centre, making on-street car parks more formalised. Most houses have on-plot parking, located to the front of the property or in garages, occasionally side of property parking is notable. Sets of residents' parking bays are clustered amongst the residential neighbourhood.

Electric Vehicle Charging does not seem to be a feature of newer developments or existing properties.



F.129

Figure 129: On-plot car park is predominant.

C - Car and cycle parking	
C1	Car parking should be integrated on plot where possible with parking spaces set behind the building line, generally to the side of plot being preferable. For narrow dwellings it is preferred to retain a small front garden with a boundary wall as opposed to an open hard surface parking space.
C2	Secure cycle parking should be incorporated into new housing and commercial developments.
C3	On-plot parking should always be preferred to on-street parking. Where on-street parking is the only option, it must avoid blocking the way of pedestrians, wheelchair user and cyclists, by discouraging pavement parking.
C4	Porous surface and green parking spaces (for example grass-crete) are preferable to impermeable parking spaces. New developments should avoid locating garages at the front of buildings. Garages are likely to be used for storage rather than parking vehicles and should be set behind the building line or to the rear of the plot.

C - Car and cycle parking	
C5	Adequate new charging points and spaces should be provided. Where possible, existing parking areas should also be retrofitted.
C6	Charging infrastructure should be sensitively integrated within streets and spaces, for example, by aligning with green infrastructure and street furniture.
C7	Where charging points are located on the footpath a clear footway width of 1.5m is required next to the charging point, for a wheelchair user and a pedestrian to pass side-by-side.
C8	Design issues to address for private EV parking: <ul style="list-style-type: none"> • Convenient on plot parking and charging points close to homes; • Potential to incorporate charging points under cover within car ports and garages; • Need to consider visitor parking /charging needs; and • Potential for providing secure, serviced communal parking areas for higher density homes.

4.5.4 Pedestrian and cycle movement

A network of footpaths can be found throughout the NA, as well as a fragmented system of PRowS and national trails. Many walks can also be found within Droitwich Spa, namely: the Diamond Jubilee Walk, the Wychavon Way, the Hadzor Circular Walk, the Water Tower Walk, the Historical Walks, the Hanbury Circular Walk, the Mid Worcestershire Ring and the Ombersley Blue Plaque Walk.

Many underpasses and bridges can be found throughout the NA, allowing pedestrian connection between areas that otherwise would be separated by infrastructures like roads and the railway. However, underpasses are often dark, not overlooked and poorly maintained, thus representing an issue in terms of safety as well as creating difficulty for pedestrian experience.

Two National Cycle Routes (45 and 46, see Figure 131) also cross Droitwich Spa, as well as other local cycleways. However, the overall design of the movement network still prioritises cars, making it easier for people to travel by car rather than walking or cycling.

Many footpaths and cycleways currently lack natural surveillance because of high fences and a lack of appropriate lighting, thus impacting their safety levels.



F.130

Figure 130: Droitwich Spa railway station



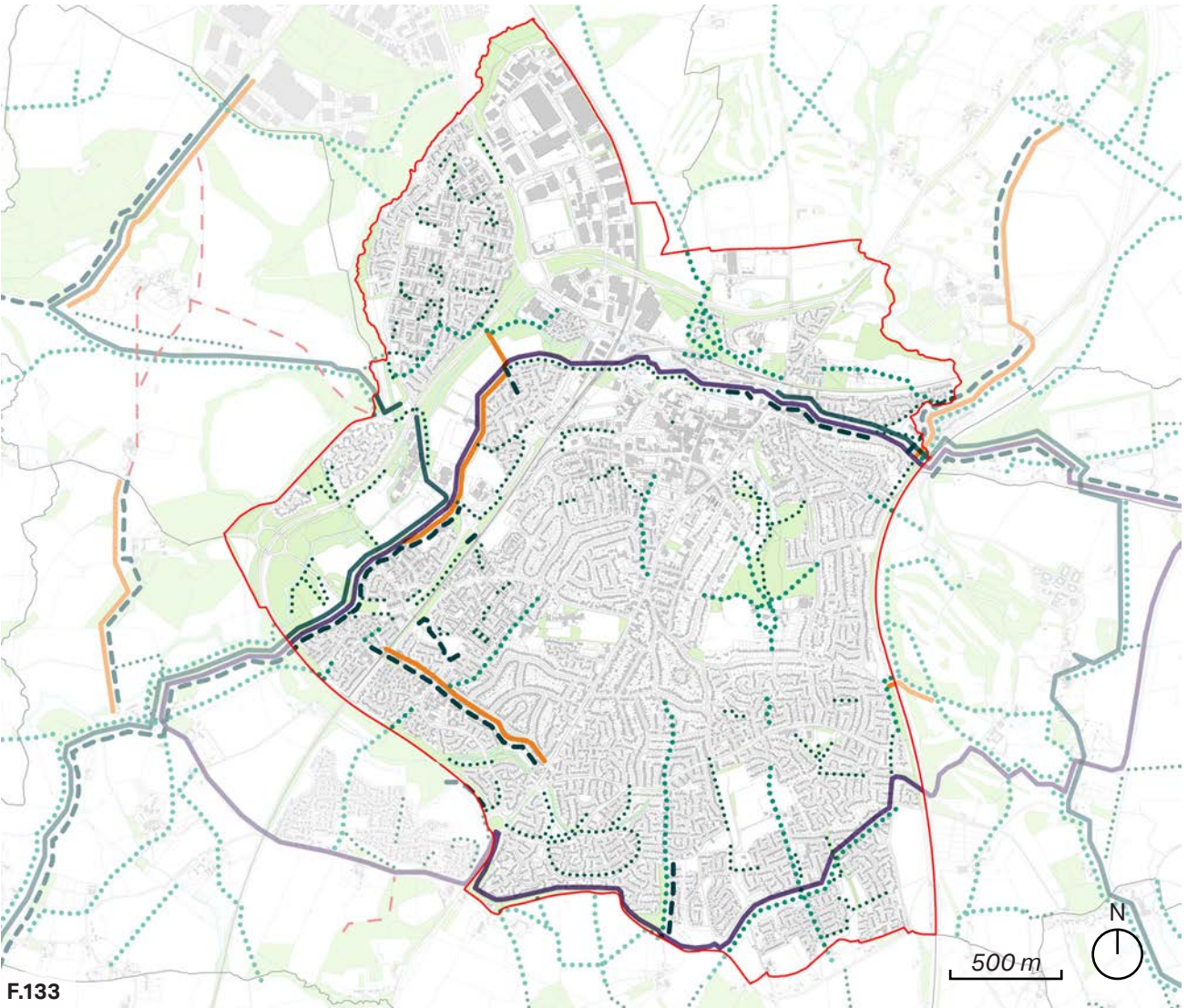
F.131

Figure 131: Footpath on Ombersley Way



F.132

Figure 132: Footpath and underpass



F.133

- PProWs
- Footpaths
- Cycleways
- National trail
- Diamond Jubilee Walk
- Bridleway
- Private walks

Figure 133: Pedestrian and cycle movement in the NA

P - Pedestrian, cycle movement and transport options

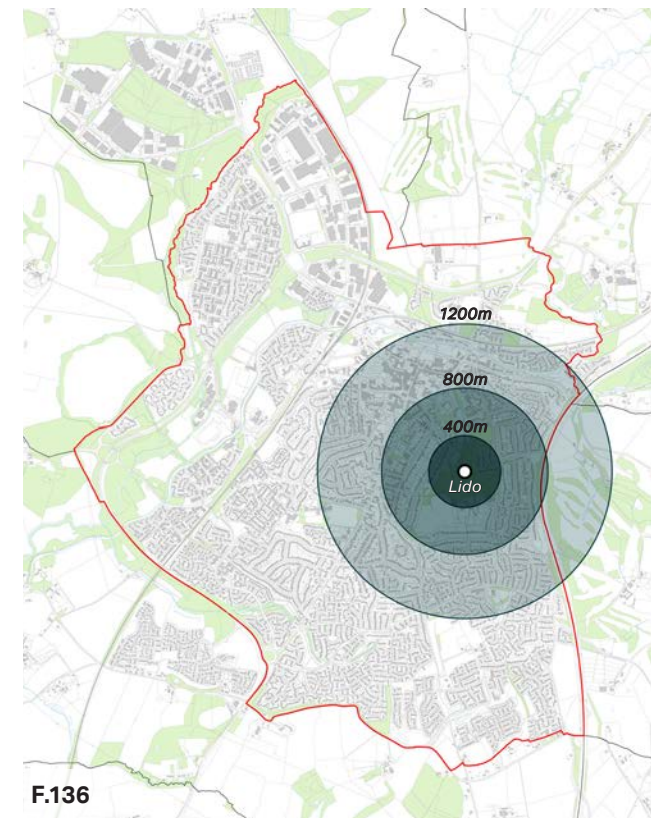
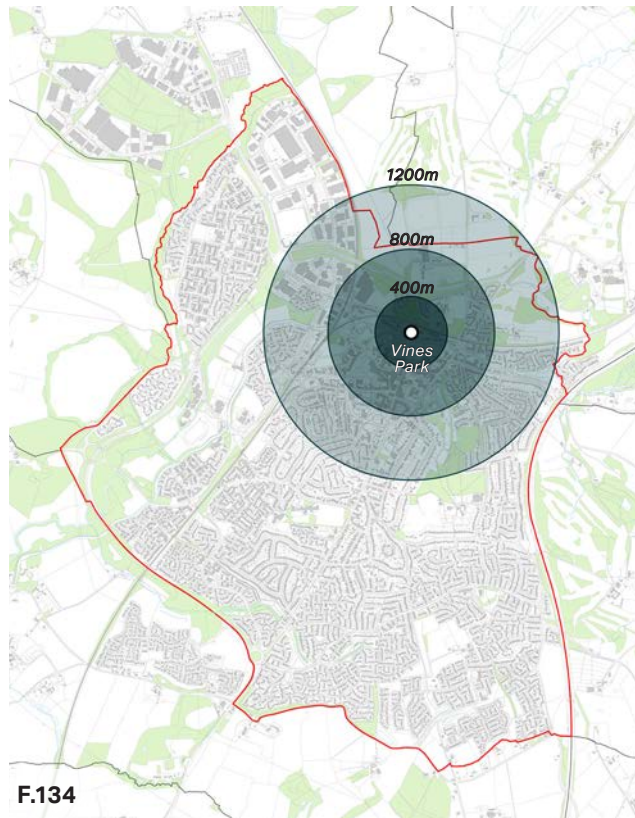
P1	New footpaths and cycleways should be designed considering existing ones and aiming to create an integral pedestrian and cycle network for the whole Neighbourhood Plan area.
P2	Lighting should be provided on all footpaths and cycleways to increase safety during darkness.
P3	Natural surveillance on footpaths and cycleways from surrounding houses should be promoted by using low boundary treatments and avoiding high timber fences.
P4	Appropriate and clear signage should be provided around the area to improve wayfinding for pedestrians and cyclists.
P5	Particular attention should be put on underpasses by providing lighting and consistent maintenance.
P6	The pedestrian and cycle network should be considered integrally with the public transport network, to reduce the car-dependency of the area.

4.5.5 Active travel

Droitwich Spa has many features that could enable a healthy and active lifestyle of a 20-minute neighbourhood concept. However, most of the key services, amenities and open spaces are more than 800m away for many residents.

This leads to a preference for car journeys over walking, cycling and public transport.

The majority of the northern aspect of the area has good access to a park, either Vines Park, Lido, or the Netherwich Basin and the train station. Very little of the suburban areas have access to a park within an 800-1200m walking distance.



4.5.6 Transport options

Droitwich Spa has a railway station located to the west of the town centre, where trains to Birmingham and Worcester run every hour. A network of bus lines also serves the whole Neighbourhood Area quite evenly, connecting different areas within the town as well as Birmingham and Worcester.

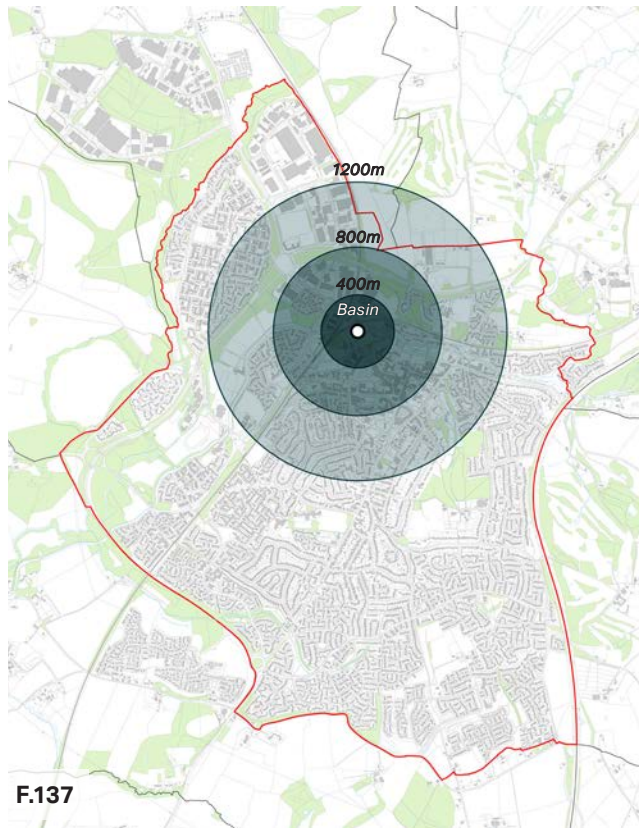


Figure 134: Vines Park is largely accessible to the northern area of the NA.

Figure 135: Victoria Square is centrally located and a focal point

Figure 136: Droitwich Spa Lido on the eastern portion of the NA, lacks direct routes.

Figure 137: Netherwich Basin would benefit from better links to the town centre.

Figure 138: Access to the train station is very limited to the immediate surroundings. It is a 30-minute walk for the majority of people to reach the station on foot.

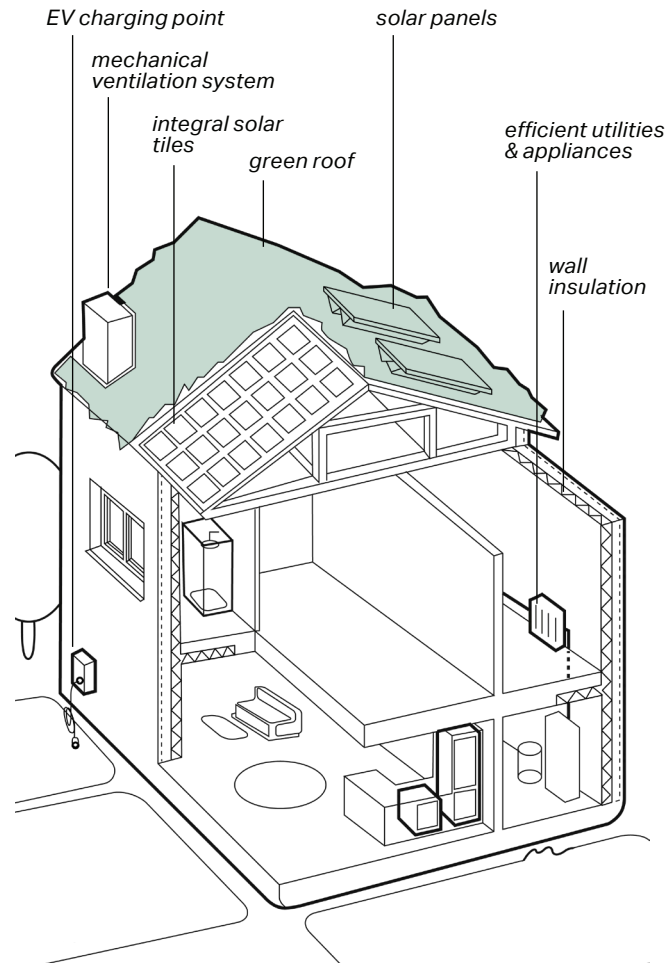
4.6 Sustainability and energy

4.6.1 Energy efficiency measures

Climate change has created the need to decrease our carbon footprint towards net-zero by providing innovative solutions to transportation (electrification) and the energy use of buildings. Sustainable design incorporates innovative practices at all scales of design to achieve less impactful development footprints, whilst future-proofing homes, settlements and natural environments. Reducing use of limited natural resources whilst increasing utilisation of local resources and sustainable natural resources can help to achieve this.

Solar panels can be observed in Droitwich Spa, however more energy efficiency measures could be implemented within the Neighbourhood Plan area.

By default, new development should adopt a fabric-first approach in line with the government's emerging Future Homes Standard, to attain higher standards of insulation and energy conservation.



F.139

Figure 139: Cut-through diagram of an energy efficient home and its features

E - Energy efficiency measures towards Net-Zero carbon

E1	Reducing energy demand further by employing passive design principles for homes is desirable and can make some forms of development more acceptable to the community (window orientation, solar gain, solar shading, increased insulation, ventilation with heat-recovery).
E2	Maximise on-site renewable energy generation (solar, ground source, air source and wind driven).
E3	Consider building form and thermal efficiency: point-block/ terraced / semi-detached / detached all have different energy efficiency profiles. This must be balanced with local design preference and character considerations to ease acceptance for development.

4.7 Allocations

Droitwich Spa is a 'Main town' in the SWDP settlement hierarchy, with a defined development boundary which covers the majority of the Neighbourhood Area. Within the town, the SWDP allocates six sites for development, mainly for housing (226 dwellings). It also allocates land for three urban extensions, principally for housing and employment purposes, which are either developed and/or outside the NA.

The SWDPR (2022) identifies allocations for Droitwich Spa with the policy SWDPR 63: Wychavon Allocations. The allocations are the following:

1. Hill Top Farm, Newland Lane
2. Land off Tagwell Road
3. Land at Mayflower Road
4. Land north / south of Union Lane
5. Hanbury Road
6. Land at Keepers Cottage, Newland Road
7. Canal Basin (Netherwich)

The document also lists out reallocations:

8. Boxing Club, Kidderminster Road
9. Oakham Place
10. Acre Lane
11. Willow Court, Westwood Road

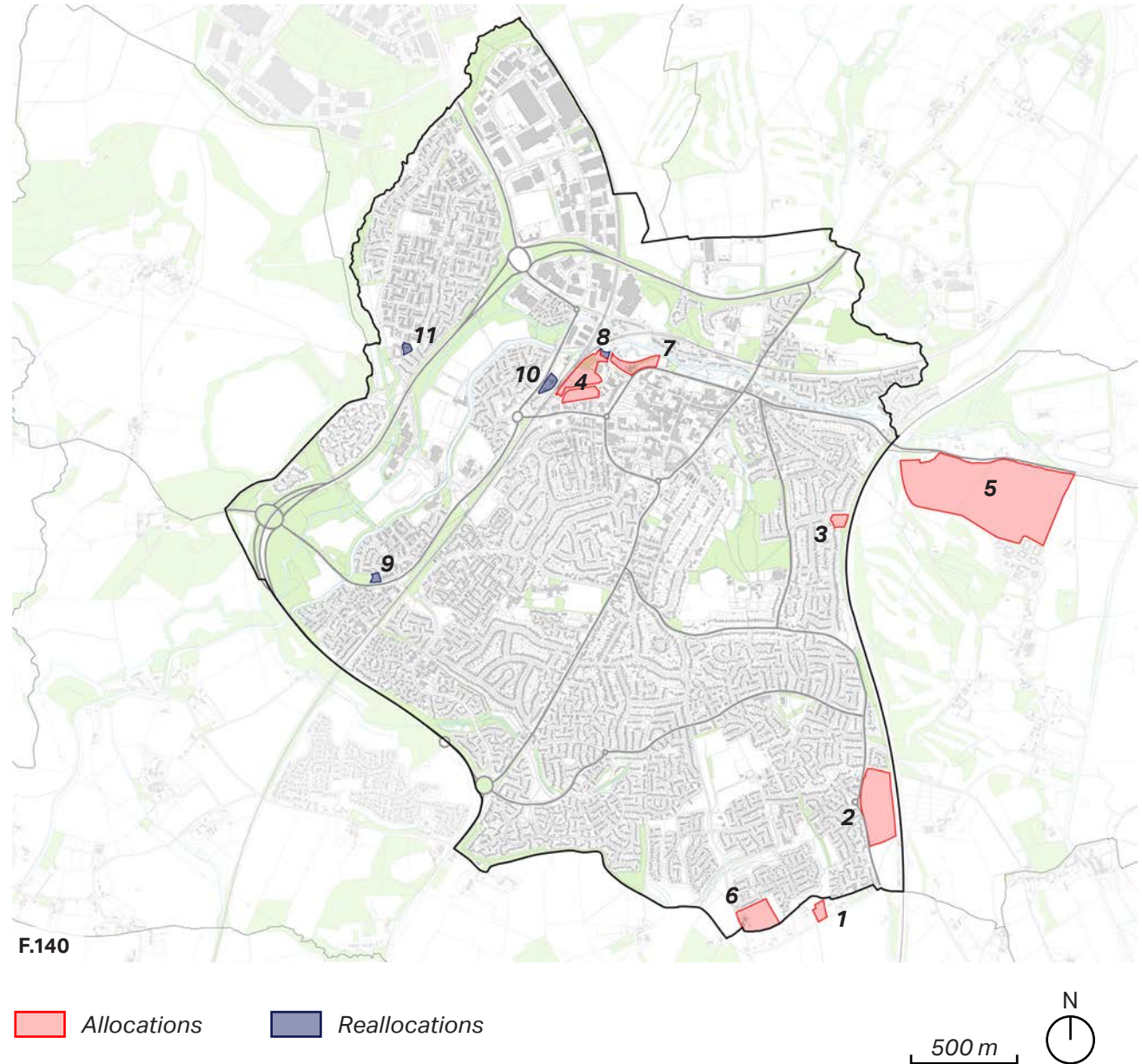
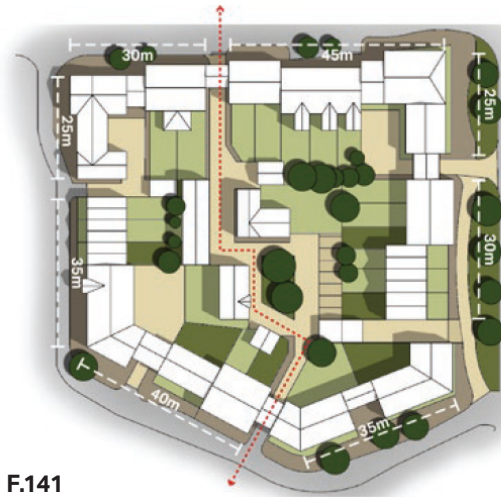


Figure 140: Allocations and reallocations in Droitwich Spa, according to the SWDPR (2022)

4.8 Built form

4.8.1 Blocks and building lines

The shape, form, and alignment of buildings and spaces is crucial to creating a positive relationship with the street and enabling a high quality pedestrian and cycling environment.



F.141

Figure 141: Indicative diagram illustrating the breaking down of perimeter blocks to enable permeability

BF - Block and building lines

BF1

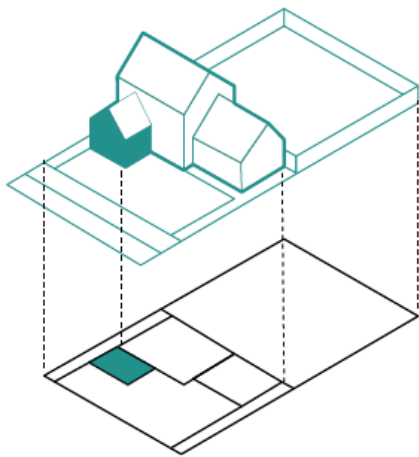
Though block size is an important feature for character and walkability, blocks can include snickets (alleys) as breaks for access in perimeter blocks. These enable permeability. Breaks for access are not typically through terraced blocks.

BF2

Extensions should be recessed or in line with the existing building facade and should use lower ridge and eaves levels to ensure that the length and width of the extension are less than the dimensions of the original building.

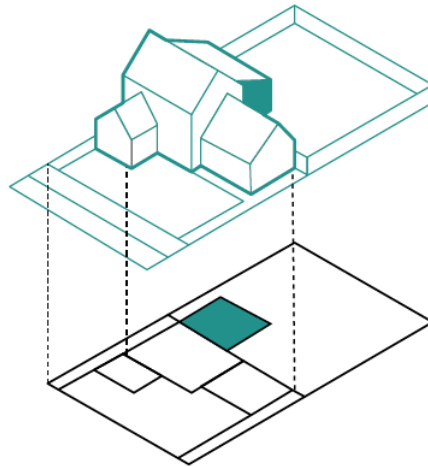
BF3

Front extensions are generally not acceptable. If proposed, projection from front facade is maximum 2m and will not cover more than 50% of the front elevation. Single-storey rear extensions will be set below any first-floor windows and designed to minimise any effects on neighbouring properties, such as blocking day light. Side extensions must be set back from the main building line to the front of the dwelling and complement the materials and detailing of the original building, particularly along the street elevation.



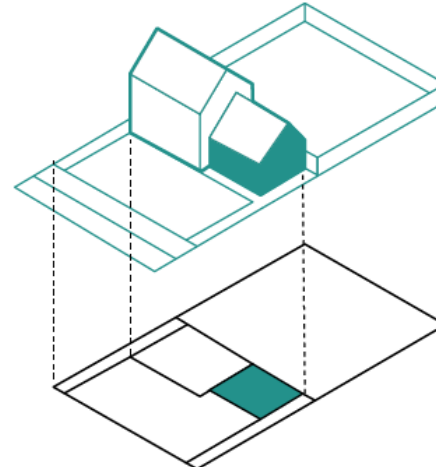
F.142

Figure 142: Diagram showing front extensions



F.143

Figure 143: Diagram showing rear extensions



F.144

Figure 144: Diagram showing side extensions



Figure 145: Uniform roofline often in suburban development, shown on Blackfriars Avenue, with pitched gable roofs and skirt roofs over the entry.



Figure 146: Roofline with slightly varied heights and roof pitches, shown on Ombersley Way with a mix of cross gable/hip roofs and dormers.



Figure 147: Uniform roofline hip roofs, shown on Worcester Road, with few variations in roof type, height or shape along the road.



Figure 148: Uniform roofline with some variations in roof heights, shown on High Street with gable fronting roofs and decorative fascia.

AP - Appearance

AP1	New development can be red brick, possibly white render.
AP2	New development can be various brick colours (yellow, brown), with fascia or elevational treatments.
AP3	Timber fenestration will be preferable to UPVC fenestration on new developments.
AP4	Uniform rooflines can be a design feature only if the building elevations are not without detail. Higher-quality materials such as grey slate tiles, green/brown roofs, or standing seam roofs are encouraged.
AP5	Uniform roofline with some variations in roof type are permitted, gable roofs can be a design feature.
AP6	Rooflines should respect and not obstruct view corridors and landmarks. The scale of the roof should always be in proportion to the development.
AP7	Shop fronts should be in keeping with the traditional proportions and features of typical shop fronts to enhance the identity of the area. Refer to the Shop Fronts SPD for further information.

A photograph of a canal in an urban setting. The canal is filled with water and has a brick-lined bank on the right. In the background, there are residential buildings and a cloudy sky. A large green circle is overlaid on the center of the image, containing white text.

**Site-specific design
principles**

05

5. Site-specific design principles

This section sets out high-level design principles for two sites which are either allocated or proposed for allocation in the SWDP and SWDPR. These site-specific principles are a valuable tool in guiding context-driven, high-quality development reflecting local aspirations for the future of Droitwich Spa.

For both sites in this section, consideration must be made for Character Area A1, and adhere to all guidance set out in Section 04.

On p101, these sites are numbered as 4. Land north / south of Union Lane and 7. The numbering has been changed here to 1. Land north / south of Union Lane and 2. Canal Basin (Netherwich).

As well as the Local Plan, account has been taken of design suggestions in the Investment Prospectus and the identified role of these sites in the creation of a new residential quarter.

5.1 Introduction

The design studies are high-level and illustrative, prepared to demonstrate how the design principles that the Neighbourhood Plan steering group wishes to promote could be applied on the sites. It is expected that full co-design exercises are undertaken by applicants on the sites. This report is just a step in that direction, enabling stakeholders to progress from an informed position.

This chapter provides design guidance for two specific sites within the NA:

- Land north / south of Union Lane (1)
- Canal Basin (Netherwich) (2)

To achieve high-quality design in these sites, this study considers best practice examples as references which can be considered when design exercises are undertaken.

These sites have been included as part of the A1 character area so that the

design quality, pedestrian environments, response to heritage and local character are consistent with the town centre and as such promote or encourage connections to the historic core.

These sites are focused on in this document due to their proximity to the town centre, the scope for intensifying a unique offer to leisure and tourism, and housing targets.



Figure 149: Sites are in close proximity and will be crucial in connecting the town centre to outer areas.

5.2 Land north / south of Union Lane

The site is located just west of Saltway, and distributes north and south of Union Lane. The SWDPR allocates 400 dwellings and 250 parking spaces for railway station.

5.2.1 Site constraints and opportunities

Constraints	Opportunities
<ul style="list-style-type: none"> The site is split in two parts by Union Lane. Steep slope at the northern aspect of the site may prevent housing targets for the allocation. High fences flank Union Lane; Union Lane/ Kidderminster Road red brick boundary treatment; no treatment along canal. Proximity to the railway might cause noise issues to new development; Industrial estate and properties border the sites. Potential land contamination. Existing car park in the western end of Union Lane North, currently unsafe but used for train station parking and neighbouring businesses, needs to be addressed by designers. Site is in a current state of disrepair, covered with hard surfaces and spontaneous vegetation. 	<ul style="list-style-type: none"> Create transport oriented development in proximity to the town centre. Optimise proximity to Droitwich Spa station (about 200m), Vines Park and Netherwich Basin (about 400m) and High Street (<600m). Take advantage of slightly elevated position and openness. Utilise access points available from Union Lane to both Union Lane North and Union Lane South. Create a new public-realm oriented canalside. Implement a gateway site to Droitwich Spa. Integrate have higher densities and a public space in the western corner of Union Lane South. Chance for recreational areas. Existing vegetation on site to be integrated in the design. Connect existing footpaths and cycleways to promote active travel.

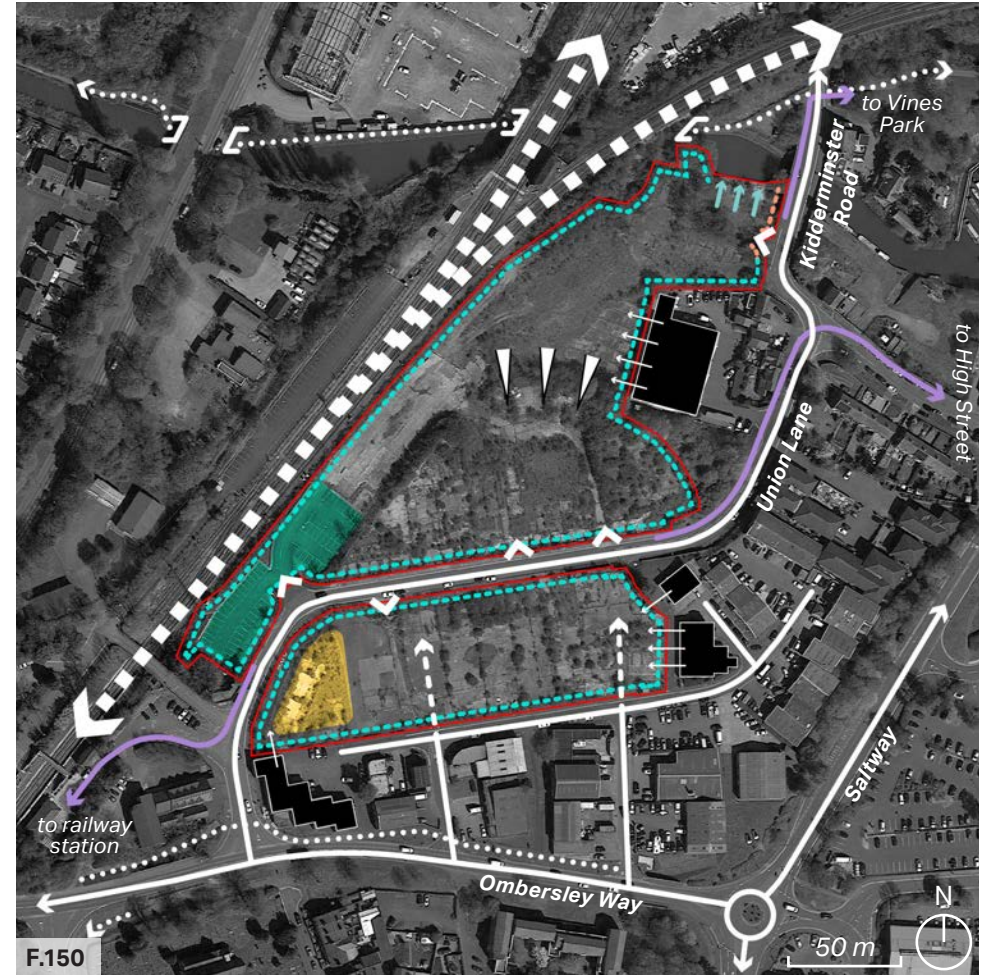


Figure 150: Land north / south of Union Lane opportunities and constraints plan



Figure 151: View of the site from Union Lane

Figure 152: Iron fence running along Union Lane

Figure 153: Current state of the site

Figure 154: The railway and Acre Lane bridge seen from Union Lane north

Figure 155: Car park area within Union Lane north

Figure 156: Union Lane and iron fences seen from the east



5.2.2 Guidance and codes

This guidance is benchmarked against best practices.



Figure 157: Beechwood Mews, Peter Barber Architects

Figure 158: Fleet Street Hill, Peter Barber Architects. This is a good example of higher density development arranged around a public square

UL - Union Lane Principles

UL1	New development should include 2-3 bedrooms family homes and higher-density development in proximity to Droitwich Spa railway station.
UL2	Private gardens should be provided to satisfy the current demand, as set out in the Droitwich Spa Town Centre Investment Prospectus.
UL3	On the south of Union Lane, terraces and a mix of small front gardens could be considered, while larger gardens on the north of Union Lane.
UL4	Higher densities and a public square should be considered in the western corner of Union Lane south. Student accommodation uses could be considered in this location.
UL5	Set-backs should be between 0 and 5m.
UL6	Townhouses and terraces are traditional of this character area (A1). The design should be inspired by this traditional design while being contemporary and meeting all the national targets for carbon neutrality.

UL - Union Lane Principles

UL7	Materials and colour palette should reflect local character and be consistent throughout the development.
UL8	The built form should be consistent in style to reinforce the identity of new development.
UL9	The design should sensitively approach bordering industrial properties and the railway to avoid overlooking or noise impact on the new homes.
UL10	Proposals should seek to integrate sustainable drainage systems such as permeable paving, rainwater harvesting, bioretention systems to assist with flood alleviation from river/canal and surface water runoff and Incorporate surface features such as planted raingardens.
UL11	The canalside should be approached with high-quality public realm and considered a key connection to Vines Park and the surroundings.
UL12	The design should preserve existing trees and significant vegetation on site.



Figure 159: Beechwood Mews, Peter Barber Architects



Figure 160: Public square designed by Peter Barber Architects for Fleet Street Hill.

UL - Union Lane Principles

UL13	The design should consider integrating existing access points from Union Lane.
UL14	Need to promote a quality pedestrian and cycle friendly streetscape.
UL15	Pedestrian routes in the design should aim to connect to the railway station, Vines Park and existing footpaths, walks and cycleways, as well as better connect to town centre.
UL16	Standardised suburban street designs without local character features or scale are not appropriate, and streets and paths should use rolled stone in any tarmac areas to improve visual appeal of public spaces and footways.

5.3 Canal Basin (Netherwich)

The site lies between Saltway and the Netherwich Basin. The SWDPR allocates 60 dwellings including retail and leisure uses.

5.3.1 Site constraints and opportunities

Constraints	Opportunities
<ul style="list-style-type: none"> • There are a business and a house within the site that might affect future proposals. • Future proposals must consider existing uses and buildings on site; • The site faces the Union Lane site to the west. • Saltway is a high-traffic route and presently does not have any pedestrian crossings where it borders the site. That might impact the site's connectivity to High Street and the rest of the town centre. • Droitwich Fire Station is located opposite the site on Saltway. 	<ul style="list-style-type: none"> • Opportunity to create new high-quality public realm on canalside; • Chance for a mixed-use development including retail and leisure uses in proximity to the town centre, meeting the vision for Droitwich Spa in the SWDP. • Proximity to Droitwich Spa railway station (about 600m), Vines Park and Netherwich Basin (next to) and High Street (less than 400m). • Connects to Saltway and Kidderminster Road. • Access points available from Hampton Road. • Existing vegetation on site to be integrated into the design. • Connect existing footpaths, walks and cycleways and integrate the site within the town centre vicinity creating gateway sites (Fire Station site) to the town centre.



Figure 161: Canal Basin (Netherwich) opportunities and constraints plan



F.162



F.163



F.164



F.165

Figure 162: View of Hampton Road

Figure 163: Malvern Tyres is the only existing business on site

Figure 164: View of the site from Kidderminster Road

Figure 165: Southern edge of the site on Saltway

Figure 166: House and red brick wall located on site

Figure 167: Droitwich Fire Station



F.166



F.167

5.3.2 Guidance and codes

This guidance is benchmarked against best practices.



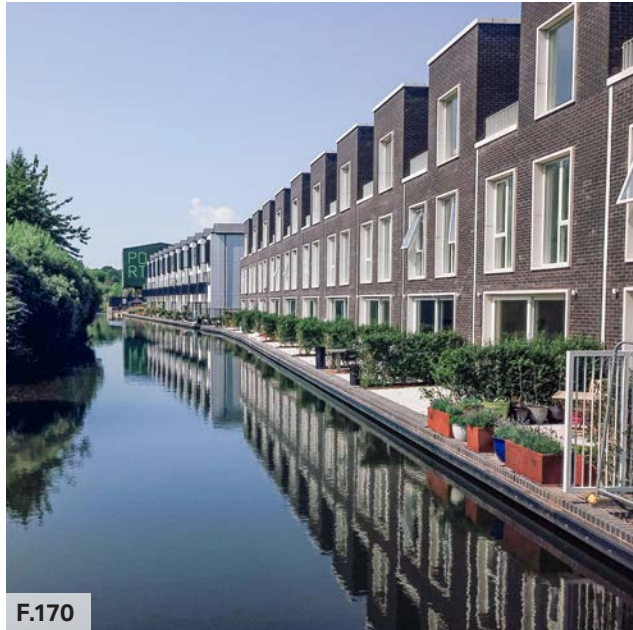
Figure 168: West Leigh Waterfront 2 beds homes
Figure 169: Castlefield, Manchester

Canal Basin (Netherwich) Principles

CB1	New development should include 2-3 bedrooms family homes as well as retail and leisure uses to contribute to the vibrancy of the town centre.
CB2	Private gardens should be provided to satisfy the current demand, as set out in the Droitwich Spa Town Centre Investment Prospectus.
CB3	Layout should be organic and harmoniously adapt to the path of Droitwich Canal.
CB4	Blocks should be irregular in shape and size and a mix of uses.
CB5	Townhouses and terraces are traditional of this character area (A1). The design should be inspired by this traditional design while being contemporary and meeting all the national targets for carbon neutrality.
CB6	The location of SuDS features will naturally be determined by topography (working towards the lower end of the site) and must be outside of the flood risk areas.
CB7	Buildings should reflect the character of the area in terms of scale, height and detailing.

Canal Basin (Netherwich) Principles

CB8	Development will consider commercial uses, including convenience stores or museum.
CB9	The built form should be consistent in style to reinforce the identity of new development.
CB10	The design should sensitively approach the relationship with the canal, Saltway and the Fire Station.
CB11	Homes should face the canalside and public spaces and high boundary treatments should be avoided to allow natural surveillance and create safe public spaces.
CB12	Circa 40% of the site should be retained as green infrastructure, 10% of which may be required for SuDS detention or attenuation features dependent on drainage character.
CB13	Proposals should seek to integrate sustainable drainage systems such as permeable paving, rainwater harvesting, bioretention systems to assist with flood alleviation from river/canal and surface water runoff and incorporate surface features such as planted raingardens.



F.170

Figure 170: Port Loop, Birmingham



F.171

Figure 171: Canal side public realm

Canal Basin (Netherwich) Principles

CB14	SuDS include green roofs and walls, permeable surfacing, swales, rain capture, street tree planting, rain garden, basins and ponds.
CB15	High-quality public realm should be a priority in the design to meet strategic objectives set out in the DSTCIP, reinforce community identity and enhance and revitalise the canalside.
CB16	The canalside should be approached with high-quality public realm and considered a key connection to Vines Park and the surroundings.
CB17	The nearby Fire Station site should be considered as a key gateway site to the town centre.
CB18	Streetscapes should be pedestrian and cycle-friendly and include wide pavements to support retail and leisure activities and active travel.
CB19	Designers should be aware that the site faces the Union Lane site on its western end.
CB20	The design should preserve existing trees and significant vegetation on site.

Canal Basin (Netherwich) Principles

CB21	The design should consider integrating existing access points from Hampton Road.
CB22	Pedestrian and cycle movement should be prioritised over vehicle movement to fully take advantage of the proximity to the railway station and reduce car journeys.
CB23	Pedestrian routes in the design should connect to the railway station, Vines Park, the town centre and existing footpaths, walks and cycleways.
CB24	Links to the existing underpass should be a priority, to improve connection to High Street.
CB25	Respond to heritage features, such as reflecting materials, detailing and openings whilst avoiding pastiche design which detracts from the appearance of the historical character.
CB26	Aim to develop a multifunctional green infrastructure network made up of a variety of elements: including hedgerow, private gardens, tree planting, grass verges, SuDs, amenity green space, watercourses, cemetery, allotments, orchards, meadows, and playing fields.

Checklist

06

6. Checklist

This appendix sets out a general list of considerations as a quick reference guide to aid in decision-making processes.

1

General design guidelines for new development:

- Integrate with existing paths, streets, circulation networks and patterns of activity;
- Reinforce or enhance the established settlement character of streets, greens, and other spaces;
- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;
- Relate well to local topography and landscape features, including prominent ridge lines and long-distance views;
- Reflect, respect, and reinforce local architecture and historic distinctiveness;
- Retain and incorporate important existing features into the development;
- Respect surrounding buildings in terms of scale, height, form and massing;
- Adopt contextually appropriate materials and details;
- Provide adequate open space for the development in terms of both quantity and quality;
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
- Positively integrate energy efficient technologies;
- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;
- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and
- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and finally incorporate renewable energy sources.

2

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

3 (continues on next page)

Local green spaces, views & character:

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?
- Does the proposal maintain or enhance any identified views or views in general?
- How does the proposal affect the trees on or adjacent to the site?
- Can trees be used to provide natural shading from unwanted solar gain? I.e. deciduous trees can limit solar gains in summer, while maximising them in winter.
- Has the proposal been considered within its wider physical context?
- Has the impact on the landscape quality of the area been taken into account?
- In rural locations, has the impact of the development on the tranquillity of the area been fully considered?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?

3

Local green spaces, views & character:

- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?
- Is there opportunity to increase the local area biodiversity?
- Can green space be used for natural flood prevention e.g. permeable landscaping, swales etc.?
- Can water bodies be used to provide evaporative cooling?
- Is there space to consider a ground source heat pump array, either horizontal ground loop or borehole (if excavation is required)?

4

Gateway and access features:

- What is the arrival point, how is it designed?
- Does the proposal maintain or enhance the existing gaps between settlements?
- Does the proposal affect or change the setting of a listed building or listed landscape?
- Is the landscaping to be hard or soft?

5

(continues on next page)

Buildings layout and grouping:

- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

5

Buildings layout and grouping:

- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles, with, for example, one of the main glazed elevations within 30° due south, whilst also minimising overheating risk?
- Can buildings with complementary energy profiles be clustered together such that a communal low carbon energy source could be used to supply multiple buildings that might require energy at different times of day or night? This is to reduce peak loads. And/or can waste heat from one building be extracted to provide cooling to that building as well as heat to another building?

6

Building line and boundary treatment:

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Has the appropriateness of the boundary treatments been considered in the context of the site?

7

Building heights and roofline:

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a higher than average building(s) is proposed, what would be the reason for making the development higher?
- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?
- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

8

Household extensions:

- Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing impact?
- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
- Do the proposed materials match those of the existing dwelling?
- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?
- Are there any proposed dormer roof extensions set within the roof slope?
- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?
- Does the extension offer the opportunity to retrofit energy efficiency measures to the existing building?
- Can any materials be re-used in-situ to reduce waste and embodied carbon?

9

(continues on next page)

Building materials & surface treatment:

- What is the distinctive material in the area?
- Does the proposed material harmonise with the local materials?
- Does the proposal use high-quality materials?
- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?
- Does the new proposed materials respect or enhance the existing area or adversely change its character?
- Are recycled materials, or those with high recycled content proposed?

9

Building materials & surface treatment:

- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.
- Can the proposed materials be locally and/or responsibly sourced? E.g. FSC timber, or certified under BES 6001, ISO 14001 Environmental Management Systems?

10

Car parking:

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?
- Have the needs of wheelchair users been considered?
- Can electric vehicle charging points be provided?
- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?
- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a bio-diverse roof in its design?

11

Architectural details and design:

- If the proposal is within a conservation area, how are its characteristics reflected in the design?
- Does the proposal harmonise with adjacent properties? This means it follows the height, massing, and general proportions of adjacent buildings and takes cues from materials and characteristics.
- Does the proposal maintain or enhance the existing landscape features?
- Has the local architectural character and precedent been demonstrated?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high quality and does it relate specifically to the architectural characteristics and scale of the site?
- Is it possible to incorporate passive environmental design features such as larger roof overhangs, deeper window reveals and/or external louvres/shutters to provide shading in hotter months?
- Can the building designs utilise thermal mass to minimise heat transfer and provide free cooling?
- Can any external structures such as balconies be fixed to the outside of the building, as opposed to cantilevering through the building fabric to reduce thermal bridge?

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