

Shrewsbury Town Centre Design Code



The whole town centre is a **Conservation Area**:

Significant heritage assets (800 listed buildings), shuts, archaeology, an historic Park & Garden, a 16th century Grade 2* listed building sandwiched between two surface car parks plus ~~two~~ redundant 70's shopping centres!

**Its 12 key
characteristics
(Pages 14 – 19)**

What is unique about our Code..?

Why?

Improve design quality and place-making

Providing enough **flexibility** to attract investment, innovative approaches and new uses whilst ensuring design quality reflects **Shrewsbury's special qualities** and is clearly putting people at the heart of the place.

Another 'tool' to support delivery of the **Big Town Plan**.



What?

- Movement
- Nature
- Built Form
- Identity
- Public Space
- Uses
- Homes
- Resources

Where?

KEY

- | | | |
|--|--|---|
| ■ Northern Corridor | ■ Riverside & Frankwell | ■ Historic Quarter |
| ■ Station Quarter | ■ The West End | ■ Abbey Foregate |



Figure 1 Shrewsbury town centre character areas as defined in the Big Town Plan.

Who?

- Provides a **checklist for applicants**
- **Empowers** our DM / Planning Officers
- **Changes the conversation** from enforcement to co-creation
- **Supports** Pre-App discussions
- Creates inward **investment opportunity**
- Highlights the **importance of the Big Town Plan & its vision**
- Holds the LA to a **high design standard** with new developments



What our Code does & the positive changes it can have...

It empowers

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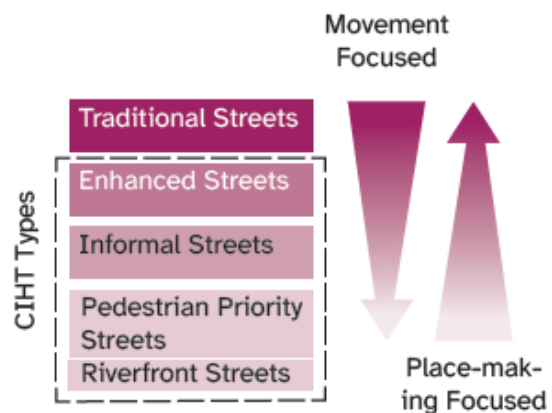
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Movement

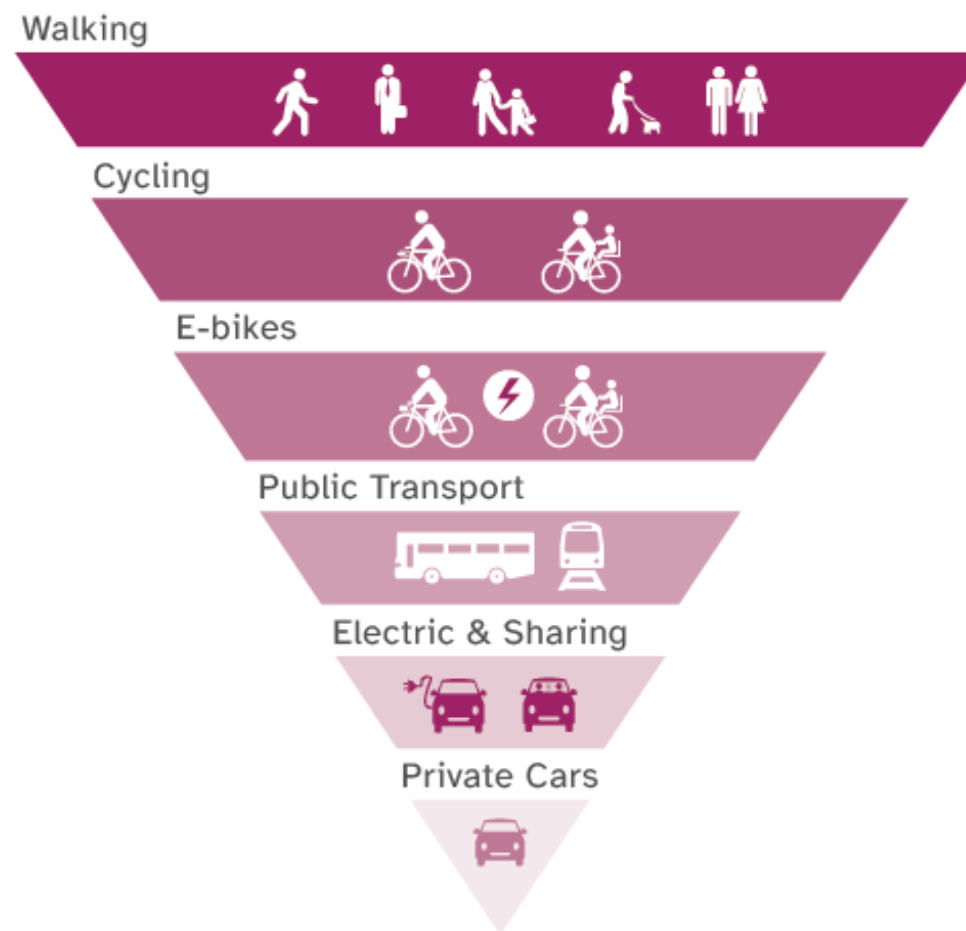
Expected Design Outcome:

A town centre where vehicular traffic has been significantly reduced and the focus of streets is on walking, cycling and place.



- **Place-making capability is considered first**
- **Integrated car parking**
- **Consideration of servicing requirements**

PEOPLE OVER VEHICLES



The Shrewsbury Movement Hierarchy

Nature and Green Infrastructure

Expected Design Outcome:

A 'green' town centre that maximises the potential for health and wellbeing, biodiversity and climate resilience through the design of new and improvements of existing green infrastructure.

- **Permeability of the site for wildlife and people**
- **Creating a varied multi-functional network of spaces and uses**
- **Opportunities for play, recreation and exercise should be incorporate where possible**
- **Provide access points and paths that are conveniently on desire lines for walking and cycling**

A BETTER ENVIRONMENT WHERE EVERYONE CAN TO THRIVE



Figure 43 Sustainable Urban Drainage including rain gardens, within the design of public realm.



Figure 37 High quality seating within landscape.



Figure 38 Community growing project.

Expected Design Outcome:

A town centre that has a coherent form to which new development appropriately responds.

- **Proposals for new development should be at an appropriate scale and density in relation to their immediate context and that of the wider town centre**
- **Infill development proposals must demonstrate how their design responds to neighbouring buildings**
- **Tall buildings should not compromise quality in terms of daylight, overshadowing and overbearance**
- **New development blocks should demonstrate how a permeable perimeter is created, is well defined and has activated pedestrian corridors**

‘IN KEEPING DEVELOPMENT’ FOR THE TOWN RESPECTING ITS HERITAGE

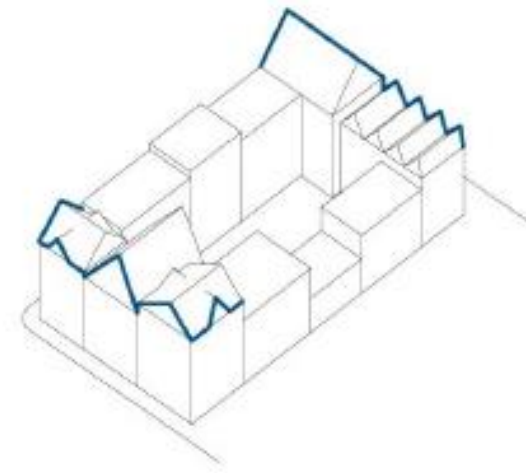


Figure 56 G. Roof form should provide variety and respond to local context.

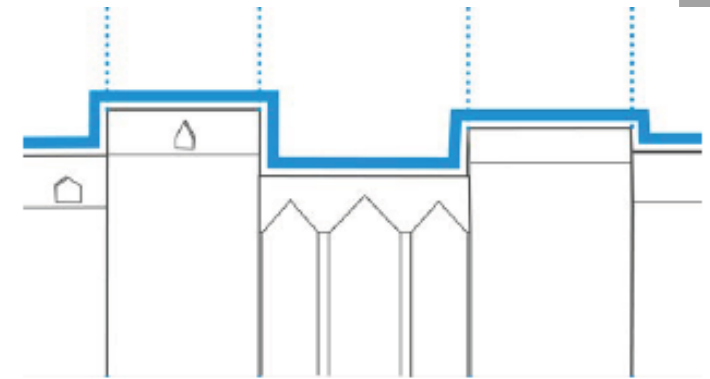


Figure 48 Variety Key Characteristic expressed in building massing.

Identity

Outcome:

A place that contributes to and enhances the positive character of Shrewsbury town centre. A place that feels distinctively local, new development responding to local building composition, roof form, materials and details in a sensitive contemporary way.

- Interpretation must avoid simple duplication or imitation
- Signage should be simple, integrated and contextually appropriate. It should also positively contribute to the streetscape, utilising a consistent and complementary style
- Shopping fascia's should be of a consistent height and depth throughout the town centre, whilst also reflecting changes in level.

IT WILL ALWAYS STILL 'FEEL' LIKE SHREWSBURY FOR OUR RESIDENTS



Figure 58 Verticality Within Buildings: Elevations divided into vertical segments to create a vertical rhythm.

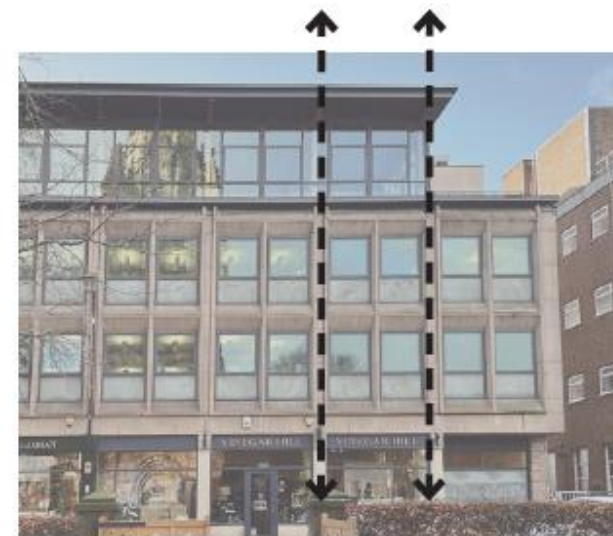


Figure 60 Expressing verticality - 22-24 St Mary's Street: A bay typology can introduce verticality to break up a horizontal elevation.

Public Space

Expected Design Outcome:

A town centre where the public spaces are well designed, robust, inclusive and safe.

- **Developers must recognise the importance the town places on play, safety and security and improved public spaces**
- **The importance of play and hostile vehicle mitigation (HVM) detailed**

IMPORTANCE PLACED ON GOOD PUBLIC REALM HAS PROVEN ECONOMIC, HEALTH AND SOCIAL BENEFITS



Figure 67 Use of low level lighting and accent lighting to planting will encourage use and safety throughout the day.



Figure 69 HVM integrated into the design of the public realm.

Expected Design Outcome:

A town centre where a vibrant mix of uses support everyday activities and bring life, activity, and bustling streets.

- **Active frontages on buildings are key to the vitality of the town centre**
- **Active commercial terraces can create diversity and increase footfall, improve natural surveillance and demonstrate activity within buildings**
- **Spill out space onto the street is encouraged where it can be clearly defined and comfortably accommodated without unduly compromising other uses**

GREATER USE OF OUR ENVIRONMENT TO CREATE MORE 'BUSTLE'- TO FEEL SAFER, MORE INVOLVED & COMMUNITY-MINDED

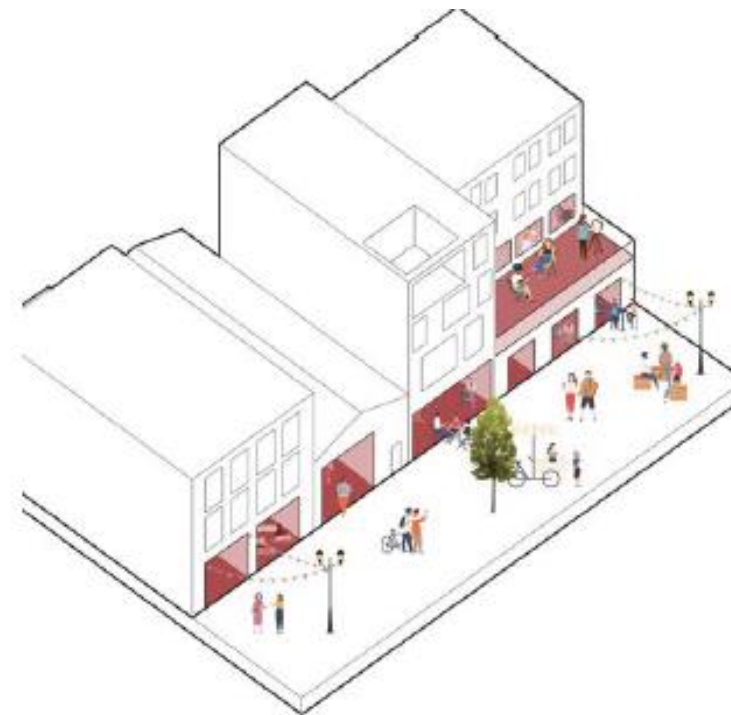


Figure 70 Building frontage activated on ground floor and on terrace to encourage activity on the street and increase surveillance.



Figure 71 Historic and modern active frontages encouraging street activity.

Expected Design Outcome:

A town centre which is proud of the high design standard of all new residential buildings, which are of exemplar quality in terms of functionality, accessibility, inclusivity and sustainability.

- **Proposals should include an appropriate and diverse mix of dwelling types, sizes and tenures that respond to local need**
- **Building design should promote natural surveillance of adjoining public spaces, encourage community interaction, engagement and participation**
- **Canopies and balconies can add life and variety**

ENCOURAGING MORE PEOPLE TO LIVE IN THE TOWN CENTRE



Figure 72 Buildings should maximise daylight within homes.



Figure 73 Balconies can project up to 2m and should be fully integrated in the design of the building.

Expected Design Outcome:

A town centre where new development is exemplar - sustainable design of buildings, efficient use of water and, energy, and local materials

- **New development should demonstrate how they have considered optimising orientation, massing and shade to minimise overheating**
- **Sustainable sourcing and carbon footprint should be priorities when selecting materials**
- **New development should maximise energy efficiency**

NEW DEVELOPMENT MUST BE ‘FUTURE PROOF’



Figure 77 Developments should explore re-use solutions to minimise carbon footprint.



Figure 76 Efficient glazing should be considered to maximise thermal performance.

How?

- Consultation launching **Friday 17 October 2025**, ending Friday 19 December 2025 (extended to 14 January 2026)

- Respond via:

www.shropshire.gov.uk – get involved

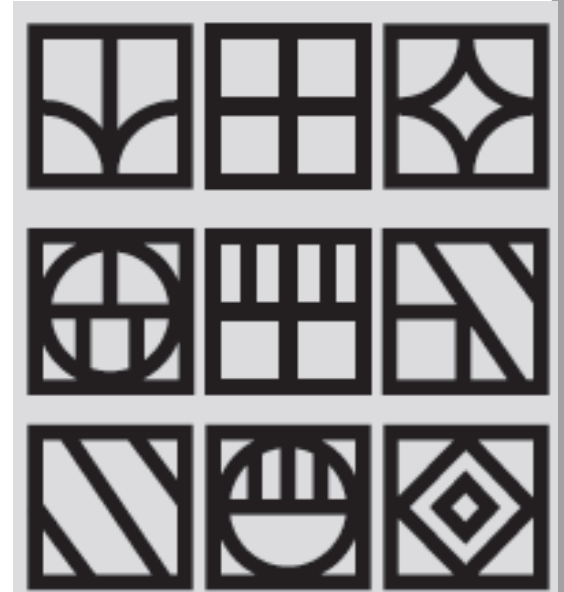
www.shrewsburybigtownplan.org

- Tell us what **we've missed** or need to focus **more** on

+ Input to the other 2 Shropshire-wide SPDs:

Design of New Dwellings

Design of Residential Extensions & Alterations



**OUT TO
CONSULTATION**

Key next steps and your input

Its status

- Will go back to Shropshire Council Cabinet then Full Council by March 2026 for adoption as a **‘material consideration in determining planning applications’**
- Applicants will then need to **‘comply or justify’....**

We will ensure that new development in Shrewsbury town centre positively responds to its unique characteristics, achieves a high-quality design and supports place-making – in accordance with the policies of the adopted Development Plan.

As a result, failure to pay due regard to this Design Code may result in a planning application being refused on design grounds.

**AFTER THE
CONSULTATION**