



## BROSELEY TOWN COUNCIL NEIGHBOURHOOD DEVELOPMENT PLAN 2018 – 2026

### Design Statement

#### **Vision for Broseley**

*“Our vision is for a Broseley that is economically viable, a safe place to live and one that supports a vibrant community in which every resident plays apart. We want to work with residents to preserve the Town’s existing historical and semi-rural character while embracing the opportunities of the 21st. Century”.*

#### **Introduction**

The Statement is concerned with how a planned development should be carried out, so that it is in harmony with its setting, and contributes to the conservation, and, where possible, to the enhancement of the local environment.

The starting point for this Design Statement was the Conservation Area Statement for Broseley, and the 2012 Town Plan, but the various Neighbourhood Plan consultations also had an input into the process.

Extracts from the Broseley Conservation Area Statement:

*“Broseley is predominantly a brick and tile town.”*

*“The local tradition of brick building is highly developed and distinctive.”*

*“The dominance of the local tile industry was almost total.”*

*“The simplest 18th century cottages often have decorative touches.”*

*“Boundary and retaining walls and railings are both complementary to the buildings and form important features in their own right.”*

*“Original 19th and early 20th century shop fronts make a valuable contribution to the character and appearance of High Street.”*

#### **Objectives**

The objectives of the design statement are:

- 1 to set out design principles based on local character;
- 2 to work in partnership with the local planning authority within the context of existing local planning policy;
- 3 to influence future policies.

#### **Design principles**

DS.1 Proposed designs in keeping with the form and materials that define the town's heritage will be supported.

DS.2 Designs and building materials should enable new builds and extensions to blend in with the town vernacular as set out in its conservation statement, taking note of:

- a) Floor area, roof pitch and roof height;
- b) Size of windows and facades;
- c) Style and colour of brickwork and roof tiles.

### DS.3 Boundaries

On street frontages boundary walls will be supported. For other boundaries native hedges will be supported in preference to fencing. Existing walls and native hedges should be preserved where possible.

### DS.4 Architectural features

The use of brick and/or stone headers with keystones or blocks is a recurring motif in Broseley, as is the use of decorative corbels, cornices and patterned/alternating brickwork on building frontages. Design proposals which incorporate elements of these distinctive local features will be supported.

### DS.5 Materials

The prevailing consideration will be the design, and how successfully the proposal complements the building and its surroundings, rather than the materials used.

### DS.6 External Lights

Design proposals that attempt to mitigate the impact of light pollution will be supported. Proposals should adhere to the general principles set out in the Institution of Lighting Engineers, Guidance Notes for the Reduction of Obtrusive Light (2020).

### DS.7 Innovative individual proposals

Design proposals for individual plots that attempt innovative high quality approaches to meeting the criteria set out in this document will be considered.

### DS.8 Shopfronts

Design proposals for shops and offices in the Conservation Area should have regard to the principles set out in DS.2 above. Design proposals that attempt to mitigate the impact of large areas of sheet glass will be supported.

### DS.9 Street Furniture

In the conservation area street furniture should use materials, colours and styles in keeping with the character of the setting, or with any existing street furniture that is being retained.

### DS.10 Advertising Boards

The use of portable advertising promotion boards (A-boards) in Broseley is subject to the following criteria:

- a) One 'A-board' will be permitted per premise, if appropriate and if approved by the Town Council.
- b) The equipment must be fit for purpose and cause no potential hazard, nuisance or obstruction. Rulings on whether a particular piece of equipment contravenes this clause will be made by the Town Council.

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