

**Committee and Date****Cabinet
10th September 2025**

Item

Public



Draft Shrewsbury Town Centre Design Code – Public Consultation

Responsible Officer:	Tim Collard, Service Director – Legal, Governance and Planning		
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Cabinet Member (Portfolio Holder):	Cllr David Walker		

1. Synopsis

- 1.1 This report is seeking approval to undertake a public consultation on the Draft Shrewsbury Town Centre Design Code (Appendix 1).

2. Executive Summary

- 2.1. The Shropshire Plan includes strategic objectives to “*develop Shropshire as a safe, strong and vibrant destination to attract people to live in, work in, learn in and visit*” and “*maintain, protect, and enhance our outstanding natural and historic environment*”. These will be reflected in decision making which “*will be made using a strong evidence base which supports a better understanding of the likely impacts on Shropshire communities*”.
- 2.2. The Draft Shrewsbury Town Centre Design Code (Appendix 1) (hereafter Draft Design Code) will support the achievement of these Shropshire Plan strategic objectives by:
- A. Providing guidance for businesses, investors, developers, and Council Officers on how good design can enhance the character and appearance of the town centre in Shrewsbury, thereby contributing to the safeguarding of its historic and natural environment.
 - B. Providing guidance to those progressing planning applications on the design expectations in the town centre. Resulting in greater certainty, enabling them

to make efficient and effective use of their resources, and the achievement of a higher quality of design.

C. Planning officers determining planning applications in Shrewsbury town centre with further guidance to support their decision making.

- 2.3. The Draft Design Code recognises the unique character of Shrewsbury town centre; influenced by its landform and topography; strong relationship to the River Severn; areas with a dense medieval street pattern; the scale, design and variety of built form; numerous landmark buildings; and open spaces.
- 2.4. It therefore sets out an aspiration for high quality design throughout Shrewsbury town centre, establishing a new standard for place-making. To achieve this, it provides overarching design coding for new development (new buildings and spaces) in Shrewsbury town centre, thereby supporting the understanding and application of design policies in the adopted Development Plan for Shropshire. This design coding is structured around 8 themes these being movement, nature, built form, identity, public space, uses, homes and resources.
- 2.5. To aid the use of this design code, it includes a self-assessment checklist. This supports applicants and planning officers when considering the design and place-making credentials of proposed new development in Shrewsbury town centre.
- 2.6. The areas of the town centre covered by the Draft Design Code align with the 6 character areas of the town centre defined by the Shrewsbury Big Town Plan. These are illustrated in the Background to this report.
- 2.7. This area falls predominately within the River Severn Loop but extends out to the north to include the station quarter and northern corridor areas; and over the river to the east to include the Abbey Foregate areas
- 2.8. The Draft Design Code was initially produced as part of the national Design Code Pathfinder Programme that took place during 2023/24, funded by the Ministry of Housing, Communities and Local Government (MHCLG); with Shropshire Council one of twenty-five Local Authorities who participated in this programme.
- 2.9. As such, the scope of this Draft Design Code was informed by the guidance provided within this Programme. This included the need to define the relevant geography as an area less than the entirety of Shrewsbury and that the process undertaken should enable the document to be adopted as a material consideration in planning terms.
- 2.10. Two 'development workshops' took place during the Pathfinder Programme (in late 2023) with representatives from local agents, property developers, Shrewsbury Civic Society, accessibility groups, local businesses, Shropshire Council, Shrewsbury Town Council, and Shrewsbury BID in attendance. These workshops informed the content of the Draft Design Code.
- 2.11. In addition, a Commonplace site was developed [Community Forum - Shrewsbury Design Code - Commonplace](#) to engage with the public and harness their ideas. Over 480 people completed the wider area survey and 559 comments and reactions on the interactive map were provided within the online forum. This engagement has also informed the content of the Draft Design Code.

- 2.12. The Draft Design Code provides guidance to support the understanding and application of policies in the Council's adopted Development Plan. The Draft Design Code would also support delivery of:
- A. The Shrewsbury Big Town Plan, which has itself been adopted as a material consideration in the planning application process by Shropshire Council in November 2018.
 - B. The Shrewsbury Movement and Public Space Strategy which was adopted as a material consideration in the planning application process by Shropshire Council in September 2024.
- 2.13. This Draft Design Code is also designed to be read and applied alongside the draft Design of New Dwellings Supplementary Planning Document and draft Design of Residential Extensions and Alterations Supplementary Planning Document which provide design guidance for new dwellings and residential extensions and alterations respectively.
- 2.14. The Draft Design Code can also be used in support of an investment prospectus for the area, which represents an opportunity to promote the kind of high-quality investment and new development that the town aspires to deliver, showing both residents and businesses the importance that is placed on design and great place making.
- 2.15. The purpose of this report is to present the Draft Design Code to Cabinet and to seek approval to undertake a minimum of six week public consultation on the document commencing in October 2025, in order to seek the views of all interested parties.
- 2.16. Subject to the outcome of this consultation and any amendments that are required as a consequence, the intention would be to bring the draft Design Code back to Cabinet to seek approval to 'adopt' it in early 2026.
- 2.17. If adopted, this Design Code would support the understanding and application of policies in the adopted Development Plan and form a material consideration in the determination of planning applications.

3. Recommendations

- 3.1. Cabinet consider the Draft Shrewsbury Town Centre Design Code (Appendix 1) and approve a minimum six week public consultation on the draft document. Subject to the outcome of this consultation, the final draft Design Code will be brought back to Cabinet to seek approval to 'adopt' it as a material consideration in the determination of planning applications in Shrewsbury town centre.
- 3.2. That authority is given to the Service Director - Legal Governance and Planning, in consultation with the Portfolio Holder for Planning, to agree any additional minor changes to the Draft Shrewsbury Town Centre Design Code ahead of this consultation.

Report

4. Risk Assessment and Opportunities Appraisal

- 4.1. It is considered that the recommendations in this report do not pose a significant risk to the Council. They request consideration of the Draft Design Code and approval of public consultation upon it. This public consultation is intended to provide an opportunity for all interested parties to comment, before a final draft is prepared and considered for adoption as a material consideration in the planning application process.
- 4.2. As this Design Code is intended to form a material planning consideration during the determination of planning applications, , it is proposed to follow a similar approach to engagement to that for Supplementary Planning Documents (SPD's). The recommendations in this report align with the approach to engagement on SPD's within the Council's Statement of Community Involvement, and as such it is considered reduce risk of suggestions the Council has not followed due process in the production of this Draft Design Code.
- 4.3. The proposed period of public consultation also provides a valuable opportunity to seek the views of all interested parties, thereby enhancing the value of the resultant Design Code and also allowing for consideration and resolution of any risks associated with the content of the Draft Design Code as identified by these interested parties.
- 4.4. As the Draft Design Code is intended to positively influence new development within Shrewsbury town centre by providing guidance to support the understanding and application of policies in the adopted Development Plan, not bringing forward the Draft Design Code could result in the gradual erosion of the town centres character and appearance through inappropriate new development, negatively affecting character and appearance and the heritage significance of the Shrewsbury Conservation Area (much of which is located within the Design Code area).
- 4.5. The Draft Design Code is also intended to support delivery of the Shrewsbury Big Town Plan and the Shrewsbury Movement and Public Space Strategy. Not bringing it forward could negatively affect the delivery of the aspirations of these documents.
- 4.6. An Equality, Social Inclusion and Health Impact Assessment (ESHIA) initial screening has been undertaken ahead of the proposed consultation exercise. This assessment forms Appendix 2 of this report.
- 4.7. The ESHIA for the Draft Design Code records that the anticipated equality impacts will be neutral to medium positive overall across the nine Protected Characteristic groupings defined by the Equality Act 2010. There is potential for low to medium positive equality impact for the groupings of Age, Disability, Pregnancy and Maternity, and Sex, in terms of mental and physical well-being opportunities arising for people living in and visiting a vibrant, well- designed and cared for environment in Shrewsbury town centre.

- 4.8. For such groupings, this includes people with caring responsibilities in regard to young families or to people with disabilities. Families with young children, wheelchair users, and older people who may consider themselves to be vulnerable are less likely to venture out without clear signage and lighting, and pavements that can be navigated safely by them and their carers. The enhancements proposed, through improved design will create a greater sense of place and aid in improving both health and wellbeing.
- 4.9. The ESHIA also records that there may be additional positive impacts of people within the wider grouping of Disability, including people with less visible disabilities or conditions, for example people with neurodiverse conditions, people with Crohn's disease, and people with visual impairments. By way of illustration, cluttered and poorly designed spaces can cause overstimulation for some people with autism. Additionally, sensitive use of appropriate lighting, as well as clear signage, will be anticipated to provide further benefits for people with neurodiverse conditions and for others including those with visual impairments. This then includes their families and carers, bringing in intersectionality with those in the groupings of Age and Sex.
- 4.10. The ESHIA finds that there would also be a projected neutral impact or low positive impact for those individuals and households that we may consider to be vulnerable by virtue of their circumstances by improving the area of the town centre for the benefit of all. Whilst these are not defined as Protected Characteristics within equality legislation, it has been a matter of good practice in Shropshire for us to consider their needs as well, within a tenth grouping termed Social Inclusion. This includes low income households, households in rural areas, and individuals at risk of or experiencing homelessness. The Council also seeks to have due regard to the needs of veterans and serving members of the armed forces and their families, and to the needs of young people leaving care. The equality impacts ahead of consultation are again anticipated to be low positive.
- 4.11. The importance of the role good design and place making can have on public health is well documented, and the NHS has produced Putting Health into Place [Executive Summary](#) detailing 10 key principles including Connect, involve and empower people and communities, plan ahead collectively, maximise active travel and enable healthy play and leisure. These align closely to the 8 themes of the Design Code, alongside their design outcomes detailed in Section 7.5. Therefore, the adoption of the Draft Shrewsbury Town Centre Design Code will enable a positive impact in terms of health and wellbeing considerations.
- 4.12. Further ESHIA would be carried out on the final draft of this Design Code informed by the proposed public consultation, enabling the Council to factor in feedback from people in the Protected Characteristic groupings and our additional grouping, and feedback in regards to health and wellbeing impacts, across all groupings in the community. The follow up ESHIA will also record where responses may have been low from people in particular groupings, warranting further ongoing engagement.

4.13. Risk table:

<i>Risk</i>	<i>Mitigation</i>
Procedural risk: failing to undertake sufficient consultation.	The period of public consultation proposed within this report aligns with the process for SPD's outlined within the Council's Statement of Community Involvement, reducing risk of suggestions the Council has not followed due process in the production of this Design Code.
Reputational risk: guidance proposed is perceived not to be appropriate to Shrewsbury town centre's context.	<p>Within the two 'development workshops' key stakeholders were asked what was important to them to ensure design in Shrewsbury was impactful and relevant to the town centre. In addition, the initial public engagement exercise asked members of the public about the most important things about Shrewsbury that we should ensure design considers.</p> <p>This resulted in a section of the code called 'Understanding Shrewsbury's Character' which details the 12 key characters of Shrewsbury town centre to ensure new development considers the key characteristics.</p> <p>The period of public consultation proposed within this report provides a valuable further opportunity to seek the views of all interested parties, thereby enhancing the value of the resultant Design Code and also allowing for consideration and resolution of any risks associated with the content of the Draft Design Code as identified by these interested parties.</p>

5. Financial Implications

- 5.1. Shropshire Council continues to manage unprecedented financial demands as budgeted for within the Medium Term Financial Strategy approved by Council on 27 February 2025 and subsequent updates. It is also addressed in our monitoring position presented to Cabinet on a monthly basis. Significant management action has and continues to be undertaken to ensure the Council's financial survival. While all reports provide the financial implications of decisions being taken, this may change as officers review the overall financial situation and make decisions aligned to financial survivability. Where non-essential spend is identified within the Council, this will be reduced. This may involve
- scaling down initiatives,
 - changing the scope,
 - delaying implementation, or
 - extending delivery timescales.
- 5.2. The Draft Design Code was produced as part of the MHCLG-funded Design Code Pathfinder Programme, using MHCLG grant funding. This was complemented by personnel resources from various teams at Shropshire Council.
- 5.3. The value of the Draft Design Code lies in its ability to support design quality in Shrewsbury town centre, which can help drive up visitor footfall and promotion of a strong local economy. The large proportion of independent retailers and food and beverage establishments in the town is in part linked to its character and has helped to establish Shrewsbury as an attractive place to visit, live, work, and invest with a strong visitor economy as a result.

- 5.4. The Draft Design Code would assist the Council in continuing to make the most effective use of its resources and support decision making on planning applications in Shrewsbury town centre.
- 5.5. Public consultation is a key stage in the production of a Design Code. The proposed period of public consultation would be undertaken by Shropshire Council using existing resources and budgets, supported by the Shrewsbury Big Town Plan Partnership. The subsequent review of responses and undertaking any amendments required as a consequence would also be met from existing resources and budgets.

6. Climate Change Appraisal

- 6.1. The Draft Design Code seeks to promote sustainable new development that conserves and enhances the character and appearance of Shrewsbury town centre, through the provision of guidance to support the understanding and application of policies within the adopted Development Plan.
- 6.2. The Draft Design Code is likely to enable energy and fuel consumption (buildings and/or travel) and renewable energy generation benefits through promotion of sustainable design that provides thermally efficient buildings that integrate renewable energy technologies that are appropriate to their context; and promotion of design principles that support active modes of travel.
- 6.3. The Draft Design Code is also likely to enable benefits in terms of climate change adaptation and carbon offsetting / mitigation through such mechanisms as promotion of a design that integrates green infrastructure and maximises biodiversity enhancement opportunities – contributing to a ‘green’ town centre; promotion of a design that is responsive to considerations such as ‘access’ to daylight and natural cooling to reduce risk of overheating; and promotion of design principles that support active modes of travel.

7. Background

Draft Shrewsbury Town Centre Design Code

- 7.1. Shrewsbury town centre is unique, influenced by its landform and topography; strong relationship to the River Severn; areas with a dense medieval street pattern; scale, design and variety of built form; numerous landmark buildings; and open spaces.
- 7.2. Recognising this, the Council in partnership with Shrewsbury Town Council and the Shrewsbury BID (as SBTP Partners) are taking a proactive approach to planning positively for the town centre, through preparation of the Draft Shrewsbury Town Centre Design Code (Appendix 1) (hereafter Draft Design Code).
- 7.3. The areas of Shrewsbury town centre covered by the Draft Design Code align with the 6 character areas of the town centre defined by the Shrewsbury Big Town Plan. These are illustrated on the figure below.











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

- 7.4. This area falls predominately within the River Severn Loop but extends out to the north to include the station quarter and northern corridor areas; and over the river to the east to include the Abbey Foregate areas
- 7.5. The Draft Design Codes vision is *“Rooted in heritage, sights set firmly on the future, a one-off town.”* It considers that the design of new development in Shrewsbury town centre should be *“Characterful - Healthy - Connected - Green - Varied - Sustainable - Engaged”*.
- 7.6. It therefore sets out an aspiration for high quality design throughout Shrewsbury town centre, establishing a new standard for place-making. To achieve this, it provides overarching design coding for new development (new buildings and spaces) in Shrewsbury town centre, thereby supporting the understanding and application of design policies in the adopted Development Plan for Shropshire.
- 7.7. To inform and underpin this design coding, the Draft Design Code first summarises Shrewsbury town centres ‘key characteristics’, including:
- Landform and topography.
 - Strong Relationship to the River Severn.
 - Fine urban grain.
 - A ‘green’ town.
 - A network of public spaces.
 - Human scale.
 - Celebration of landmark buildings.
 - Variety and contrast.
 - Verticality.
 - Varied roofscape.
 - Definition of the base, middle and top.

- Intricate patterning and detailing.

7.8. The design coding details how new development should positively contribute to the conservation and enhancement of these characteristics. This design coding is structured around 8 themes, each of which includes an 'expected design outcome'. These are:

Theme	Expected Design Outcome
 Movement	A town centre where vehicular traffic has been significantly reduced and the focus of streets is on walking, cycling and place.
 Nature	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.
 Built Form	A town centre that has a coherent form and new development responds appropriately to its context.
 Identity	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.
 Public Space	A town centre where the public spaces are well designed, robust, inclusive and safe.
 Uses	A town centre where a vibrant mix of uses support everyday activities and bring life and activity to Shrewsbury bustling streets.
 Homes	A town centre which is proud of the high design standard of all new buildings, which are of exemplar quality in terms of functionality, accessibility, inclusivity and sustainability.
 Resources	A town centre where new development is exemplar in the sustainable design of buildings, use of water, energy and materials

7.9. The Draft Design Code then outlines steps that applicants are to follow to achieve compliance during pre-planning discussions and the planning application process.

7.10. To aid the use of this design code, it includes a self-assessment checklist. This supports applicants and planning officers when considering the design and place-making credentials of proposed new development in Shrewsbury town centre.

7.11. It first covers the principle of the Design Vision, Understanding Shrewsbury's Character & the Shrewsbury Test. It then poses a series of 'questions' based around the eight themes of the design code.

- 7.12. The Draft Design Code provides guidance to support the understanding and application of policies in the Council's adopted Development Plan. The Draft Design Code would also support delivery of:
- A. The Shrewsbury Big Town Plan, which has itself been adopted as a material consideration in the planning application process by Shropshire Council in November 2018.
 - B. The Shrewsbury Movement and Public Space Strategy which was adopted as a material consideration in the planning application process by Shropshire Council in September 2024.
- 7.13. This Draft Design Code is also designed to be read and applied alongside the draft Design of New Dwellings Supplementary Planning Document and draft Design of Residential Extensions and Alterations Supplementary Planning Document which provide design guidance for new dwellings and residential extensions and alterations respectively.

Shropshire Development Plan

- 7.14. Planning applications should be determined in accordance with the adopted Development Plan unless material considerations indicate otherwise. The adopted Development Plan for Shropshire consists of:
- The **adopted Local Plan** which collectively covers the period 2006-2026 and comprises:
 - The Core Strategy (2011): which sets out the vision, strategic objectives, broad spatial strategy, and strategic policies.
 - The Site Allocations and Management of Development (SAMDev) Plan (2015): which provides detailed 'development management' and 'settlement' policies to guide future development and identifies site allocations.
 - **'Made' Neighbourhood Development Plans**
 - There are currently nine made Neighbourhood Plans and several more in preparation.
- 7.15. The Draft Design Code provides guidance to support the understanding and application of policies in the Council's adopted Development Plan. Specifically, it will provide:
- A. Guidance for businesses, investors, developers, and Council Officers on how good design can enhance the character and appearance of the town centre in Shrewsbury, thereby contributing to the safeguarding of its historic and natural environment.
 - B. Guidance to those progressing planning applications on the design expectations in the town centre. Resulting in greater certainty, enabling them to make efficient and effective use of their resources, and the achievement of a higher quality of design.
 - C. Planning officers determining planning applications in Shrewsbury town centre with further guidance to support their decision making.

- 7.16. Key policies within the adopted Development Plan to which the guidance in the Draft Design Code relate include Core Strategy Policies CS2: Shrewsbury – Development Strategy; CS6: Sustainable Design and Development Principles; CS7: Communications and Transport; CS8: Facilities, Services and Infrastructure Provision; CS9: Infrastructure Contributions; CS11: Type and Affordability of Housing; CS13: Economic Development, Enterprise and Employment; CS15: Town and Rural Centres; CS17: Environmental Networks; MD2: Sustainable Design; MD3: Delivery of Housing Development; MD4: Managing Employment Development; MD8: Infrastructure Provision; MD10a: Managing Town Centre Development; MD12: Natural Environment; and MD13: Historic Environment.
- 7.17. If adopted, the Design Guide would form part of a suite of documents, including the adopted Development Plan (and relevant associated Supplementary Planning Documents), Shrewsbury Big Town Plan, and Shrewsbury Movement and Public Space Strategy that positively influence new development within Shrewsbury town centre.

Shrewsbury Big Town Plan and Movement and Public Space Strategy

- 7.18. The Shrewsbury Big Town Plan (SBTP) was adopted by Cabinet as a material consideration in the planning application process in November 2018. It provides a blueprint for thoughtful and purposeful change and adaptation in the Town into the future.
- 7.19. The SBTP Vision references the need to make ‘decisions differently’ with new development and new infrastructure expected to pass the ‘Shrewsbury Test’: *“Does it support our vision? Does it strengthen the identity of Shrewsbury? Is it right for that part of town and most importantly, does it make life better for people?”*
- 7.20. To implement the SBTP, a partnership consisting of Shropshire Council, Shrewsbury Town Council, and Shrewsbury Business Improvement District (BID) alongside a private sector chair was established. This partnership has successfully influenced development in the town and delivered a number of projects in its own. This partnership is often recognised nationally for its collaboration and impact.
- 7.21. This Design Code would be a vital tool to support the delivery of the Shrewsbury Big Town Plan and associated Shrewsbury Movement and Public Space Strategy. It will also create a longer-term legacy for the SBTP and its four key themes of rethinking movement and place; supporting, creating and nurturing vitality, life and a mix of uses; creating a place for enterprise; and nurturing natural Shrewsbury.
- 7.22. The Draft Design Code can also be used in support of an investment prospectus for the area, which represents an opportunity to promote the kind of high-quality investment and new development that the town aspires to deliver, showing both residents and businesses the importance that is placed on design and great place making.
- 7.23. Shropshire Council has worked with the SBTP Partnership and key stakeholders within the town to prepare the Draft Design Code, and its progression towards formal adoption is supported by them. The next stage is, subject to approval, a public consultation led by Shropshire Council and supported by the SBTP Partnership.

Production of the Draft Design Code

- 7.24. The Draft Design Code was initially produced as part of the national Design Code Pathfinder Programme that took place during 2023/24, funded by the Ministry of Housing, Communities and Local Government (MHCLG); with Shropshire Council one of twenty-five Local Authorities who participated in this programme.
- 7.25. As such, the scope of this Draft Design Code was informed by the guidance provided within this Programme. This included the need to define the relevant geography as an area less than the entirety of Shrewsbury and that the process undertaken should enable the document to be adopted as a material consideration in planning terms.
- 7.26. Two ‘development workshops’ took place during the Pathfinder Programme (in late 2023) with representatives from local agents, property developers, Shrewsbury Civic Society, accessibility groups, local businesses, Shropshire Council, Shrewsbury Town Council, and Shrewsbury BID in attendance. These workshops informed the content of the Draft Design Code.
- 7.27. In addition, a Commonplace site was developed [Community Forum - Shrewsbury Design Code - Commonplace](#) to engage with the public and harness their ideas. Over 480 people completed the wider area survey and 559 comments and reactions on the interactive map were provided within the online forum. This engagement has also informed the content of the Draft Design Code.

Smithfield Riverside Redevelopment Project

- 7.28. It is noted that while this Draft Design Code has not yet been formally adopted, the Smithfield Riverside Redevelopment Project (on the site of the Riverside Shopping Centre in Shrewsbury) sought to create a Design Code to support its outline planning permission that was granted on 22 April 2025 (24/04476/EIA), utilising the information in the draft Design Code to set out parameters for development and ensuring the 8 areas were referenced. The Planning Agent, and the associated Design Team and Development Manager also undertook a Design Review by Design Midlands and extensive public engagement to ensure that good quality design and placemaking are key attributes of this scheme.

Consultation and Engagement

- 7.29. The purpose of this report is to present the Draft Design Code to Cabinet and to seek approval to undertake a minimum of six week public consultation on the document commencing in October 2025, in order to seek the views of all interested parties.
- 7.30. Subject to approval, the following activity is planned as part of the consultation process:
- The use of social media channels and issuing of a press release to promote the consultation.
 - Issuing notification of the consultation to all parties registered on the Local Plan Consultation Database.
 - Documents made available on the Council website.

- An online website presence set up in support of the consultation, as previous SBTP-led consultations have used, to provide uniformity to the process, taking advantage of SBTP brand awareness and its ability to target previous participants of consultations to engage with this consultation.
- Engagement with Shrewsbury Big Town Partners and key stakeholder organisations such as Historic England, Shrewsbury Civic Society and accessibility groups
- A further workshop with key stakeholders who were initially engaged in 2023 to encourage them to contribute to the consultation.
- Hard copies of each draft SPD made available in the Guildhall and libraries across Shropshire.

7.31. The consultation would comply with Shropshire Council's Statement of Community Involvement.

8. Additional Information

- 8.1. Subject to the outcome of this consultation and any amendments that are required as a consequence, the intention would be to bring the draft Design Code back to Cabinet to seek approval to 'adopt' it in early 2026.
- 8.2. If adopted, this Design Code would support the understanding and application of policies in the adopted Development Plan and form a material consideration in the determination of planning applications.

How the Design Code will be Used

- 8.3. The aim of the Draft Design Code is to provide guidance to support the understanding and application of policies in the adopted Development Plan. It will provide residents, businesses, agents, and other organisations with information on how relevant planning proposals relating to new development will be assessed.
- 8.4. Once adopted, the Draft Design Code would be used by Shropshire Council as a material consideration when determining planning applications relating to development taking place within the Shrewsbury town centre.
- 8.5. Shrewsbury Town Council intend to utilise the Design Code to support their Local Planning Committee in responding to planning applications as a consultee.

9. Conclusions

- 9.1. Shrewsbury town centre is unique. Recognising this, a Design Code is being progressed. This Design Code would provide guidance to support the understanding and application of policies in the adopted Development Plan, within the town centre.
- 9.2. The Design Code would provide clear and consistent advice and assist businesses and agents in the submission of relevant planning applications, and the Council when determining relevant planning applications.

- 9.3. The consultation process will ensure that engagement takes place with a wide range of stakeholders and the public, enabling commentary on the consultation draft of the Design Guide, and ensuring that the final version takes account of any material issues raised.
- 9.4. Subject to this process, the intention would be to bring the Draft Design Code back to Cabinet to seek approval to 'adopt' it in early 2026.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)

Shropshire Council Core Strategy 2006-2026 –

<https://www.shropshire.gov.uk/media/8534/core-strategy.pdf>

Shropshire Council SAMDev Plan 2006-2026 –

<https://www.shropshire.gov.uk/media/8503/samdev-adopted-plan.pdf>

Shrewsbury Big Town Plan –

[Link](#)

Shrewsbury Movement and Public Space Strategy –

[06042+-+Shrewsbury+Movement+and+Public+Realm+Strategy_V27+-+Digital.pdf](#)

Local Member:

Cllr Alex Wagner

Cllr David Vasmer

Cllr Alan Mosley

Cllr Jamie Daniels

Cllr Julian Dean

Appendices

Appendix 1: Draft Shrewsbury Town Centre Design Code.

Appendix 2: Equality, Social Inclusion and Health Impact Assessment (ESHIA) for the Draft Shrewsbury Town Centre Design Code.