

Appendix 2: You Said: We Did - Shrewsbury Town Centre Design Code

This briefing is to provide Cabinet with a summary of key amendments made to the **Shrewsbury Town Centre Design Code** following public and stakeholder consultation, and to highlight areas where feedback sits outside the scope of the Code but will be addressed through related programmes (e.g., MPSS, Local Plan, Cabinet Paper narrative).

The following table provides a summary of the main asks, the responses and the changes made.

We Asked	You Said	We Did
What should be clearer in the Code?	Add Conservation Area references; simplify terminology.	Added Conservation Area references and map; linked to national glossaries to avoid confusion.
How can movement design be more inclusive?	Consider mobility scooters, wheelchairs, hills, and accessible routes.	Strengthened inclusive design wording; acknowledged hills; ensured networks connect.
How can nature and biodiversity be better supported?	Include brown roofs, species guidance, and more ambition for trees.	Added brown roofs; aligned tree planting with BS8545; introduced 20% canopy aspiration.
How can the Code reflect historic character?	Improve SUDS guidance in Conservation Areas; reconsider height rules.	Updated SUDS section with heritage guidance; retained flexible height rules (already adaptable).
What identity features matter most?	Stronger guidance on signage and shopfronts.	Added reference to future separate Shrewsbury Big Town Plan- led shopfront guidance.
How can public spaces work better?	Improve accessibility; address antisocial behaviour; clarify stewardship.	Added accessibility statements; incorporated anti ASB design principles; clarified maintenance expectations.
How should the Code support sustainable development?	Apply retrofit first approach; include heritage retrofit guidance.	Strengthened retrofit policy; added heritage appropriate retrofit requirement for listed/Conservation Area buildings.
How should the Code be implemented?	Clarify planning weight; provide design review guidance.	Added explanation of material consideration; strengthened Pre App and Design Review section.

Summary of Key Amendments to the Shrewsbury Town Centre Design Code

Below is a summary of the main changes that have been implemented within the Shrewsbury Town Centre Design Code because of the public consultation and the recommendations proposed. There is also information provided into the items that were not taken forward as they either fell out of the remit of the Design code or have been captured by existing strategies.

Strengthening Heritage and Local Context

- The Shrewsbury Conservation Area will be explicitly referenced within the Introduction, with the boundary superimposed on the existing character area map to clarify its relationship to the Design Code.
- SUDS within historic environments will be expanded following Historic England commentary to ensure archaeological and heritage sensitivities are appropriately managed.

Improved Clarity and Usability

- Instead of creating a long glossary, the Code will now link to the Planning Portal and NPPF glossary to ensure definitions remain accurate and up to date.
- Wording relating to the Shrewsbury Test will be strengthened to reflect its role as an aspiration of the Big Town Plan and a material consideration.

Inclusivity and Accessibility

- Movement principles have been updated to reflect inclusive design, explicitly referencing wheelchairs, pushchairs, mobility scooters and Shrewsbury's steeper gradients.
- Requirements added for new development to connect meaningfully to existing walking and cycling networks, and for early discussion with emergency services.

Nature, Biodiversity and Trees

- Brown roofs will be included within Green Roof guidance.
- The Code now adopts recognised best practice including:
 - "Right tree, right place, right reasons"
 - Alignment with BS8545 (tree establishment)
 - An aspiration for minimum 20% tree canopy cover for new development.

These changes respond to Civic Society, STCRA and Ecology comments.

Identity, Public Space and Safety

- A cross-reference to forthcoming Shopfront and Signage work (led by the Shrewsbury Big Town Plan (SBTP)) is added.
- Accessibility strengthened in Public Space guidance; mobility aids referenced explicitly.
- Antisocial behaviour mitigation has been added, including lighting and layout expectations.

Climate and Retrofit

- A strengthened retrofit first approach includes new requirements to use heritage appropriate retrofit guidance for listed buildings and those within the Conservation Area.

Implementation & Planning Process

- The Code's role as a material consideration is clarified within the Implementation section.
- References to Preapplication Advice and Design Review added to support higher-quality proposals.
- A formal compliance statement and fixed review cycle were not adopted due to feasibility constraints.

Items Not Taken Forward (Out of Scope for a Design Code)

- Objections to traffic loops, road closures and reduced vehicle access (addressed via MPSS/Cabinet narrative).
- Detailed drainage maintenance, flood risk responsibilities, cycling rules, affordability requirements, and building regulation matters (overheating, ventilation).
- Prescriptive public realm material palettes or tall building redefinitions without clear planning justification.

In Summary

The amendments significantly strengthen clarity, heritage responsiveness, inclusivity, and environmental ambition within the Design Code. Several consultation issues fell outside the remit of a design code and will be addressed through related strategies, Cabinet reporting, or the Local Plan. The Code remains flexible, proportionate, and deliverable while raising expectations for high-quality design in Shrewsbury town centre.