



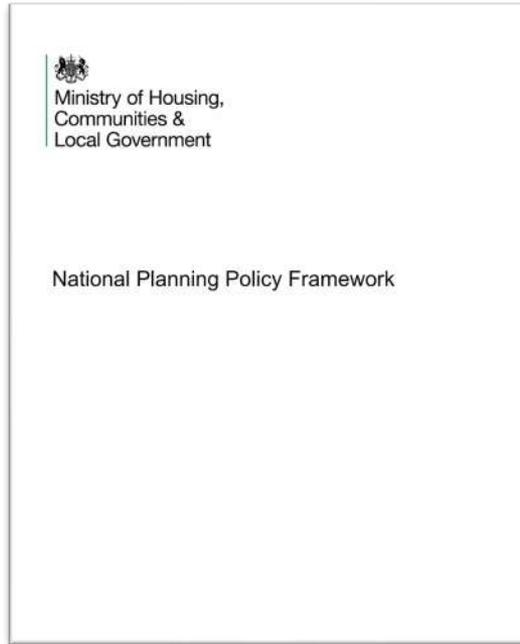
New Alesford
Design Code Presentation
July 2022



What We Will Cover

- What is a Design Code?
- Motivations for preparing a Design Code
- Relationship with other Plans and Policies
- Knowledge and Skills Required
- Agencies and Authorities to Involve
- Community Engagement
- Design Code Process
- How Can a Design Code help New Alresford?
- Scope of the Design Code
- Next Steps
- Questions

What is a Design Code v. Design Guide?



Design code: A set of illustrated design requirements that provide specific, detailed parameters for the physical development of a site or area. The graphic and written components of the code should build upon a design vision, such as a masterplan or other design and development framework for a site or area.

Design guide: A document providing guidance on how development can be carried out in accordance with good design practice, often produced by a local authority.

What is a Design Code?

125. Area-based character assessments, design guides and codes and masterplans can be used to help ensure that land is used efficiently while also creating beautiful and sustainable places. Where there is an existing or anticipated shortage of land for meeting identified housing needs, it is especially important that planning policies
128. To provide maximum clarity about design expectations at an early stage, all local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences. Design guides and codes provide a local framework for creating beautiful and distinctive places with a consistent and high quality standard of design. Their geographic coverage, level of detail and degree of prescription should be tailored to the circumstances and scale of change in each place, and should allow a suitable degree of variety.

What is a Design Code?

129. Design guides and codes can be prepared at an area-wide, neighbourhood or site-specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents. Landowners and developers may contribute to these exercises, but may also choose to prepare design codes in support of a planning application for sites they wish to develop. Whoever prepares them, all guides and codes should be based on effective community engagement and reflect local aspirations for the development of their area, taking into account the guidance contained in the National Design Guide and the National Model Design Code. These national documents should be used to guide decisions on applications in the absence of locally produced design guides or design codes.

NPPF 2021

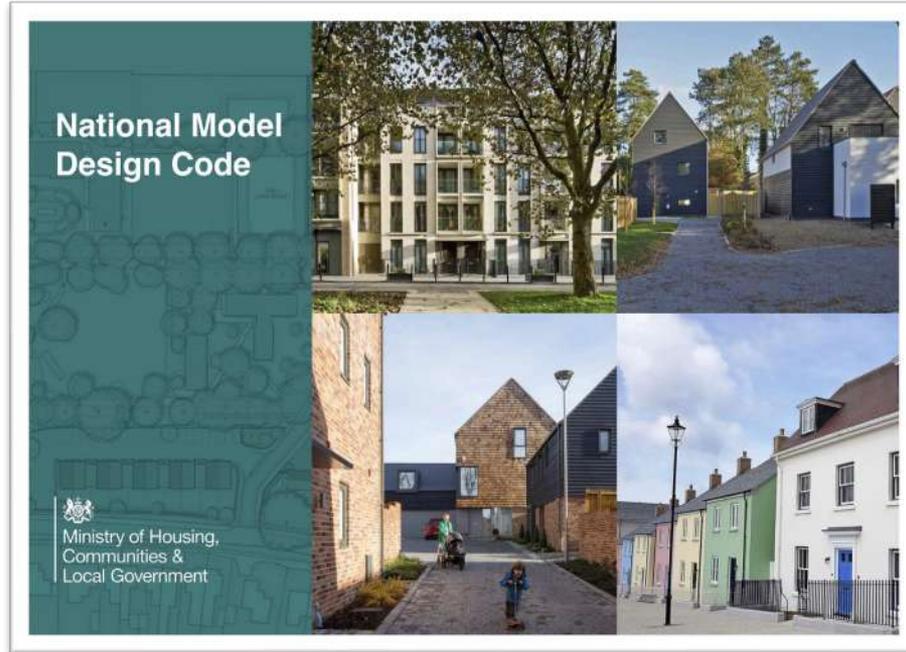


What is a Design Code?

Design codes can be applied to all development types including residential, commercial, mixed use, open space, landscape or public realm requirements. They can be adopted as a supplementary planning document, or **appended to a Neighbourhood Plan**, Community Right to Build Order or Neighbourhood Development order.

Planning Practice Guidance (PPG) Paragraph: 008 Reference ID: 26-008-20191001

What is a Design Code?



What is a Design Code?

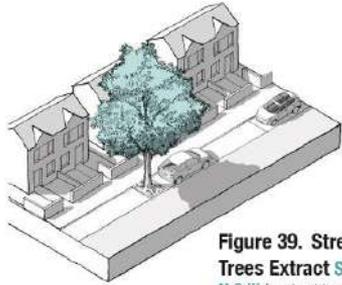
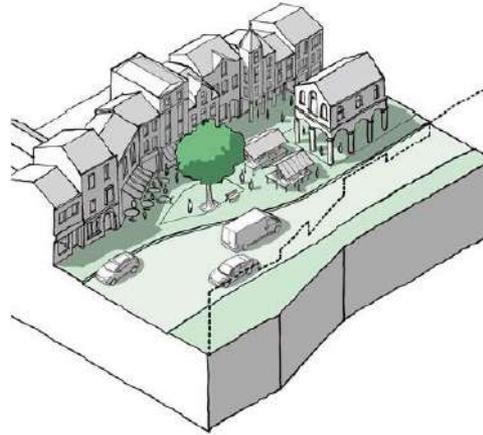
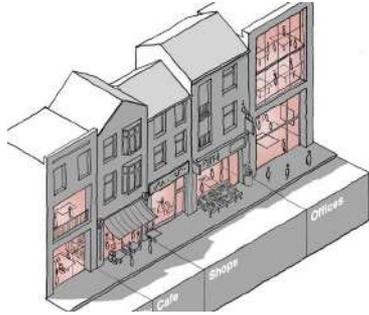
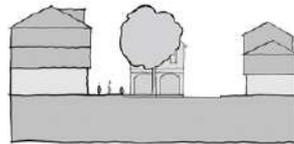


Figure 39. Street Trees Extract See N.3.iii for street tree design principles



Market town high street

- Design guides or codes are consistent with the principles set out in the National Design Guide and National Model Design Code, which reflect local character and design preferences.
- The guidelines can vary in scale according to the parish's needs and vision. It can deliver a more strategic masterplan, a framework plan and a detailed set of design rules.
- The scope can also vary. Design Codes can address new developments, town centres & high streets, neighbourhoods etc.

What is a Design Code?

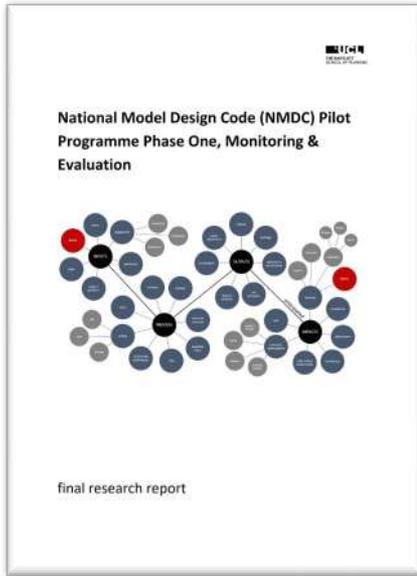


<https://b31.org.uk/2021/07/new-design-guide-for-one-of-birminghams-greenest-suburbs-launches/>

What is the final product?

- A visual and written guide setting out the design vision and requirements that provide specific, detailed parameters for the physical development of a site or area.
- The graphic and written components of the code should build upon a design vision, such as a masterplan or other design and development framework for sites and areas.

Motivations for preparing a Design Code



Raising levels of design quality

- Raising the game: securing the highest possible design quality outcomes through a clear and deliverable vision that acts as an exemplar locally. Systematically raising expectations so that developers and communities know what is expected – “We are not going to be just passing and approving any kind of proposal”
- Addressing repeated problems: dealing with high buildings, public realm design, dealing with density (high and low), integrating landscape, highways design and responding to the character

Delivering more predictable design outcomes

- Robust delivery: reinforcing existing ineffective policy and guidance to make delivery aspirations more tangible and predictable in their quality – “Having a process that holds developers to account”, “something that is set in stone”
- Proactivity: Moving beyond past laissez faire approaches to design quality and towards proactive planning with a stronger vision of design quality – “setting out our stall in advance”
- Making design more tangible: simplifying and replacing the patchwork of policy and guidance and bringing challenging issues such as character and “what it looks like” to the fore in decision-making



Motivation behind creating a Design Code



Nansledan, Newquay, Cornwall, ADAM Architecture

Delivering more effective governance of design

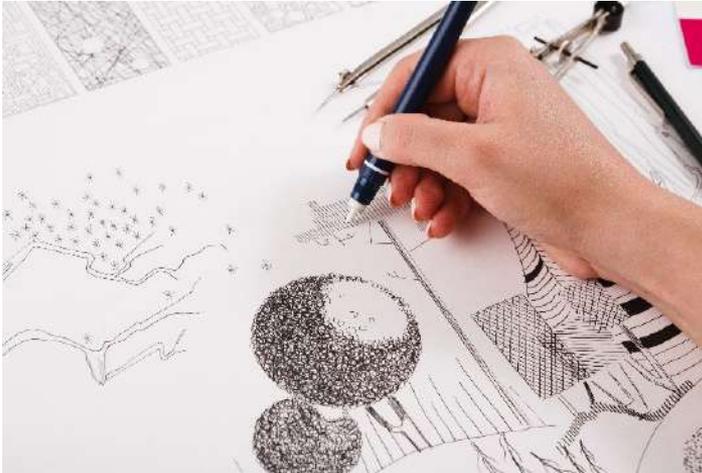
- **Streamlining decision-making**: addressing under-resourcing through a clear set of rules and protocols that offer consistency, clarity, and certainty – “a go-to, practical tool for officers to refer to in order to determine planning applications”
- **Time to innovate**: using coding to carve out time for thinking about how new agendas can be addressed such as health and well-being and zero carbon, ultimately allowing the thinking to feed upwards into local plan revision
- **Remaining in control**: Getting ahead of national policy changes and avoiding having to rely on national guidance when negotiating design by having local guidance in place

Relationship with other Plans and Policies



The objective is for design codes to ultimately fit within a policy hierarchy which cascaded from more general strategic policy to the detailed and deliverable parameters contained in design codes.

Knowledge and Skills Required



• **Diverse multi-disciplinary knowledge and skills – led by urban design – were required to code.** The art of writing codes was in striking the right balance between all the competing areas of expertise and the input and the interests they represent

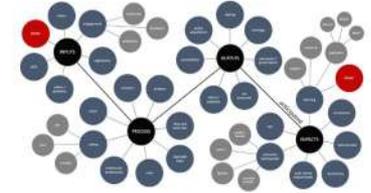
Primary knowledge

- Urban design
- Landscape / public realm
- Architecture
- Highways / infrastructure / transport
- Planning (policy and development management)
- Viability and delivery (marketability)

Secondary knowledge

- Ecology / SUDs / arboriculture
- Engineering
- Heritage and conservation
- Energy (zero-carbon)
- Construction
- Access


National Model Design Code (NMDC) Pilot
Programme Phase One, Monitoring &
Evaluation



final research report

Technical skills

- Graphics and visualisation (2D and 3D)
- Communications (traditional and digital)
- Engagement
- Analytical
- Political awareness
- Multi-disciplinary working
- GIS
- Project management

Agencies and Authorities to involve in developing a Design Code



Winchester
City Council



Hampshire
County Council



- **Complex partnerships of local authority** players often fed into the code production process, including, critically, from **highways, planning policy and development management**. This required director level overview, political support and dedicated project management (of the code production), including close supervision of consultant inputs.



Environment
Agency



Historic England

Factors to developing a Design Code

- **Engaging the local community**

Genuine community engagement provides opportunities to collect data, views and opinions from the community about local issues, experiences, and stories. These are essential to guide the process and outputs of the Design Code.



The Process of a Design Code

Coding Process

21. The process of preparing a local design code is based on the following seven steps:

1. Analysis

1A - Scoping: Agreeing on the geographical area to be covered by the code and the policy areas that it will address.

1B - Baseline: Bringing together the analysis that will underpin the code and inform its contents.

2. Vision

2A - Design Vision: Dividing the area covered by the code into a set of typical 'area types' and deciding on a vision for each of these area types.

2B - Coding Plan: Preparing a plan that maps out each of the area types and also identifies large development sites from allocations in the local plan.

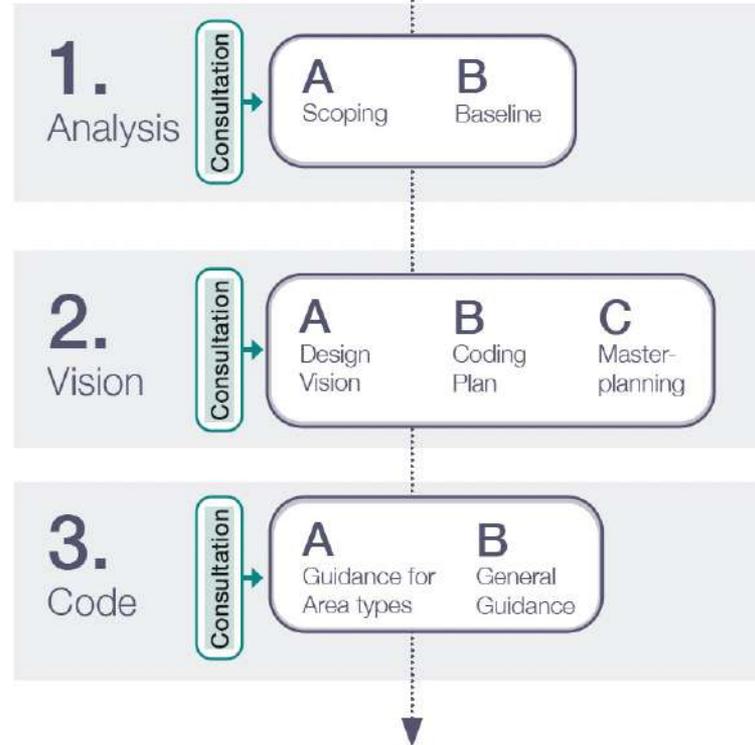
2C - Masterplanning: On larger sites working with land owners and developers to agree a masterplan for each of the development sites establishing the key parameters and area types.

3. Code

3A - Area Type Guidance: Developing guidance for each area type by adjusting a set of design parameters.

3B - Design Code Wide Guidance: Agree on a set of policies that will apply equally across all area types.

Figure 1. Design Code Process



The Process of a Design Code

1. Analysis



CHALFONT ST PETER | DESIGN CODE

Part 1 | Introduction, Scope and Baseline

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The Process of a Design Code

2. Vision

TOWN CENTRE SPATIAL STRATEGY

Design Codes must be founded on a clear vision for the future in terms of what the overall Design Code seeks to achieve, both at an area-wide level and at a smaller scale, including neighbourhoods, streets and in some cases, individual buildings.

The Town Centre Spatial Strategy was developed for Rushden, aiming to enhance local assets and develop new economic, communal, environmental and spatial opportunities.

Eight 'Big Ideas' have been developed as a starting point to engage the local community and key stakeholders to help create a Design Vision for Rushden Town Centre. These ideas are based on a review and analysis of baseline evidence and initial workshops with the Parish Council.

- Town Heart
- Category Improvements
- Town Centre Spine
- Strategic connector links
- Access to Moorwood
- Green - Blue Square
- Green Links
- High Street Spine Character Area
- Upper Duck Street Character Area
- Lower Duck Street Character Area
- Rectory Road Character Area
- Transport Hub
- Potential Area for Depts

Rushden Design Code | Scope, Resilience and
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The Process of a Design Code

2. Vision



The Process of a Design Code

2. Vision



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The Process of a Design Code

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How can a Design Code help New Alresford?

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It can address issues related to sustainable building for example.

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It can help enhance the local character and preserve local heritage.

Scope of the Design Code?

Parish-Wide Design Code



Scope of the Design Code?

Town Centre Design Code



Scope of the Design Code?

Town Centre Design Code + Connections Improvements



Scope of the Design Code?

Site Allocations Design Code – Sites show below are for example only!



Project Team

Troy Hayes
Founder &
Managing Director



Jon Herbert
Director



Marcio Thomasi
Architect & Urban
Designer



Genevieve Jacobs
Design Director



Ross Hudson
Graduate Planner



Next Steps

QUESTIONS?

Thank you!

