



# Albrighton South

Guiding Design Principles & Contextual Responsiveness Document

May 2025







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# Introduction







# Purpose of the Document

This document analyses the village of Albrighton and sets out how the proposed Albrighton South development should respond to this context. It will ensure that the proposal is a high quality expansion of the existing settlement that respects and responds to its character.

Part One considers the existing context of Albrighton, noting features which contribute to the unique character of the village. It takes in to account design features at a range of scales, from block level through to individual buildings, and is structured as follows:

- Blocks & Urban Form – how development is arranged in plan view and how this relates to how well the settlement functions in terms of movement, accessibility, amenity and privacy, and safety;
- Streetscape – the character of a place that arises from the relationship between streets and buildings;
- Local Vernacular – the scale of buildings, the architectural features they possess, and the materials utilised.
- Roofscape – Roof forms, materials and the presence of protrusions such as chimneys.

Part Two sets out how the development of the site should respond to these identified features and provides precedents where this has been achieved well elsewhere.



Plan not to scale

Site Location Plan



# Illustrative Framework Plan

This document will feed in to the detailed design of the proposal for development at Albrighton South, currently awaiting determination under outline planning application 24/02108/OUT, which has the following description of development:

*Outline application to include access for a mixed-use development comprising up to 800 no dwellings, a care home of up to 80 units, a secondary school and local centre with associated access, infrastructure, landscaping and drainage.*

- Legend
- Site Boundary
  - Additional Land
  - Proposed Vehicular Access
  - Proposed Pedestrian and Cycle Access
  - Indicative Access Points (design to be determined)
  - Indicative Primary Route
  - Indicative Residential Blocks
  - Indicative Local Centre
  - Indicative Care Facility
  - Indicative Secondary School
  - Indicative Attenuation Basin
  - Indicative Drainage Channel
  - Indicative Retained and Enhanced Landscaping
  - Indicative Play Provision
  - Safeguarded Land
  - Development Land controlled by other developer



Illustrative Framework Plan





# Part One

# Understanding







# 1.1 Policy and Guidance Context - Planning & Design

The following pages set out the policy and guidance context relevant to the site, starting at the local level and moving up to national considerations. Due regard has been given to this context in designing the proposals.

## Albrighton Neighbourhood Plan Light

The Albrighton Neighbourhood Plan Light was adopted by the Council in June 2013.

The following policies from the Neighbourhood Plan Light are relevant from a design standpoint:

- Policy ALB1: Housing Requirements, which includes a point on housing mix;
- Policy ALB10: Landscape; and
- Policy ALB11: Design, which includes points on masterplanning principles, housetype variety, visual amenity, open space, pedestrian and cycle connectivity, and the retention and enhancement of character.

It should be noted that the plan does not occupy the same place in the development plan hierarchy as other Neighbourhood Plans as it was not produced under the provisions of the Localism Act 2011 (as amended) but rather was adopted by the Council in a procedure similar to that used for Supplementary Planning Documents. Whilst the local community of Albrighton were involved in it's preparation in a similar manner to that which would normally be seen in a Neighbourhood Plan, rather than creating a new layer of policies to which a decision maker should have regard it instead was designed to inform the policies of the SAMDev and their implementation in this location. The policies of the plan do not therefore carry the same weight as those of development plan policies.

## Shropshire Local Plan

The Local Plan for Shropshire currently consists of the Core Strategy, adopted in March 2011, and the Site Allocations and Management of Development (SAMDev) Plan, adopted in December 2015.

Policy CS6: Sustainable Design and Development Principles of the Core Strategy details design considerations that must be factored into the preparation of a development proposal, related both to detailed technical considerations of water use, energy efficiency and traffic, as well as broader aspects of design such as relationship with surrounding built form and landscape and making efficient use of land.

Policy MD2: Sustainable Design of the SAMDev strengthens the planning policy position outlined in policy CS6, setting out additional design requirements for new development.

## Sustainable Design Supplementary Planning Document (Part 1)

The Sustainable Design Supplementary Planning Document ("SPD") (Part 1) was adopted in July 2011 in order to support Policy CS6 of the Core Strategy and provide more detailed guidance on how new development should be designed and constructed. The SPD was intended as the first part of a two part document and focuses entirely on sustainability elements of design (such as water, energy and waste management). It does not include details regarding place making, design quality, transport, ecology, or recreation and open space – these elements were to be considered under an additional "Part 2" document, but this was never prepared.

Albrighton, Donington with Boscobel and Boningale Parish Councils

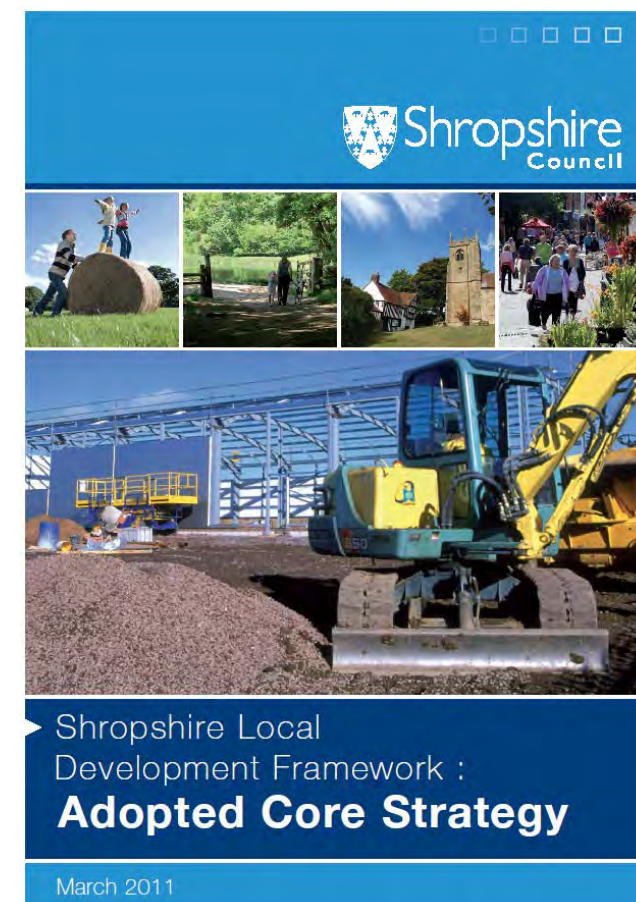
## Albrighton Neighbourhood Plan 'Light'



**Shropshire Council  
Site Allocations and Management of  
Development (SAMDev) Plan**

**Adopted Plan**

17/12/2015



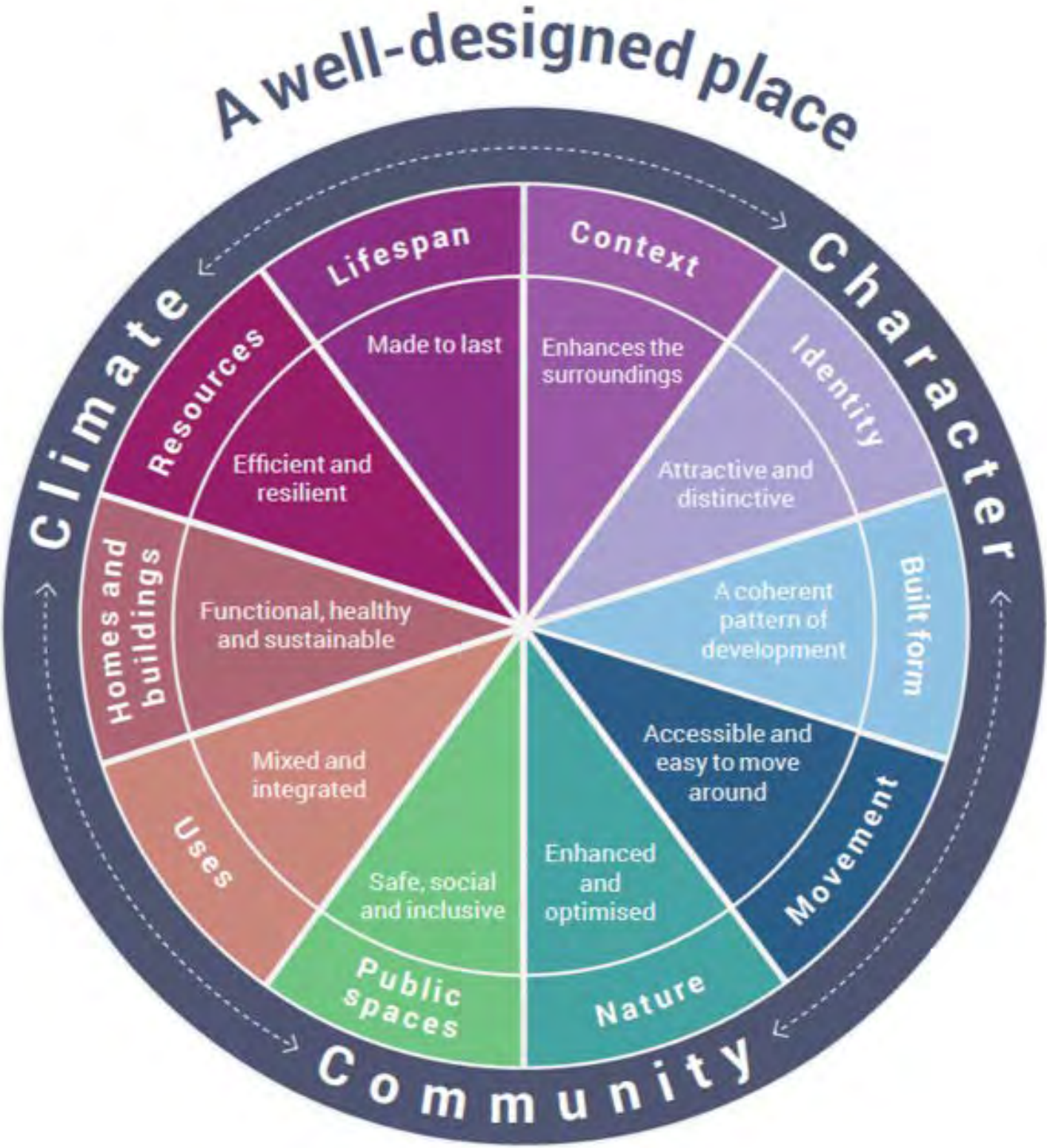


### National Planning Policy Framework

The National Planning Policy Framework (originally published in 2012, most recently updated in December 2024) sets out the government’s planning policies for England and how these should be applied. Of particular relevance is Section 12: Achieving Well-Designed and Beautiful Places, which confirms that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. It also confirms that significant weight should be given to development which reflects local design policies and government guidance on design. Additionally a number of design principles are advocated through the planning process, such as longevity of function, visual attractiveness, relationship with surroundings, creating or maintaining a strong sense of place, ensuring places are safe, inclusive and accessible.

### National Design Guide

The National Design Guide was published in 2019 and updated in January 2021. It seeks to provide guidance to those involved in the design of development proposals and those assessing planning applications regarding the qualities that comprise good design. It outlines ten characteristics of beautiful, enduring and successful places that development proposals should have regard to, as well as providing a variety of good practice examples and cross references to the National Planning Policy Framework and other relevant planning practice guidance.

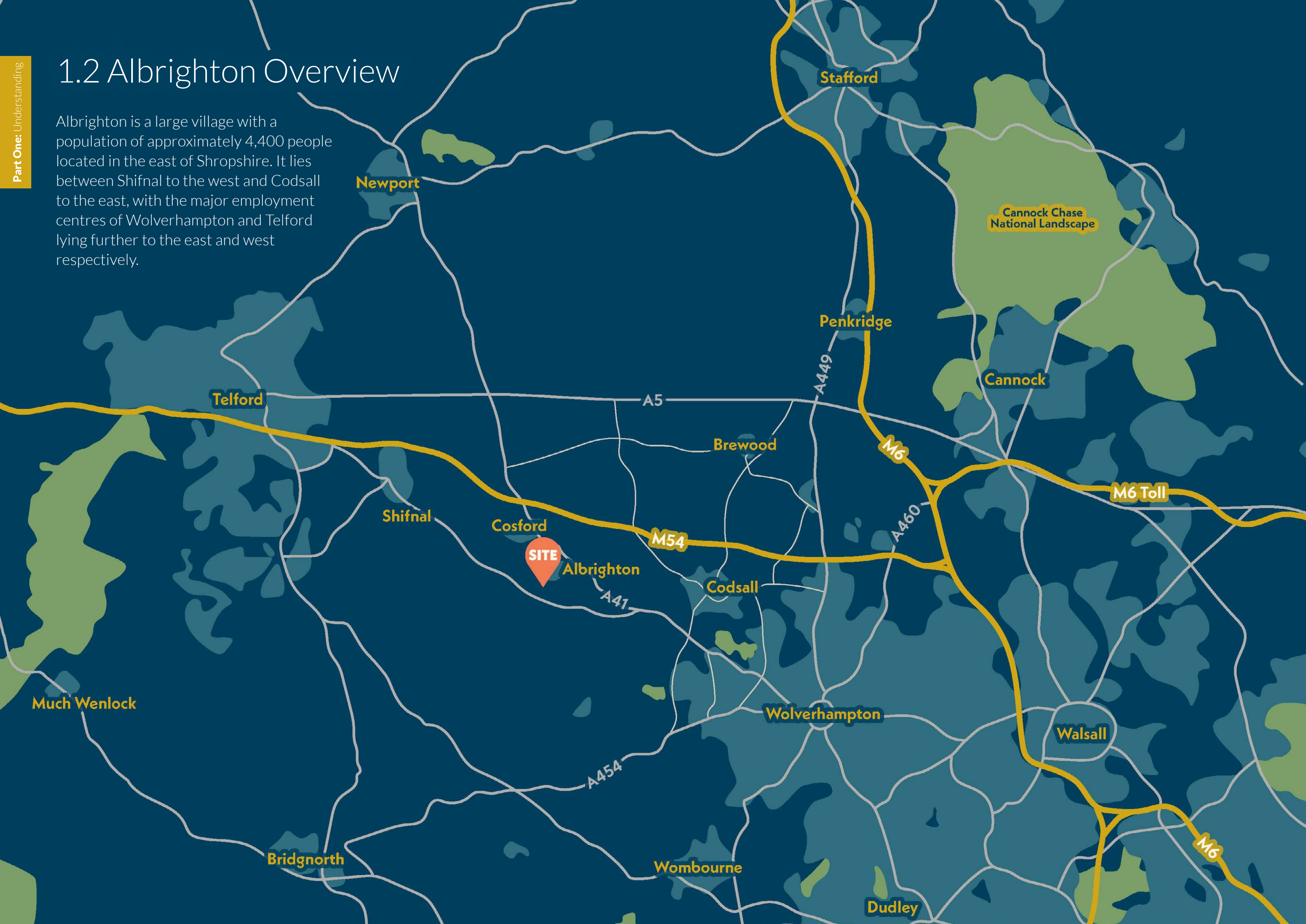


The Ten Characteristics of Good Design (Source: National Design Guide, 2021)



## 1.2 Albrighton Overview

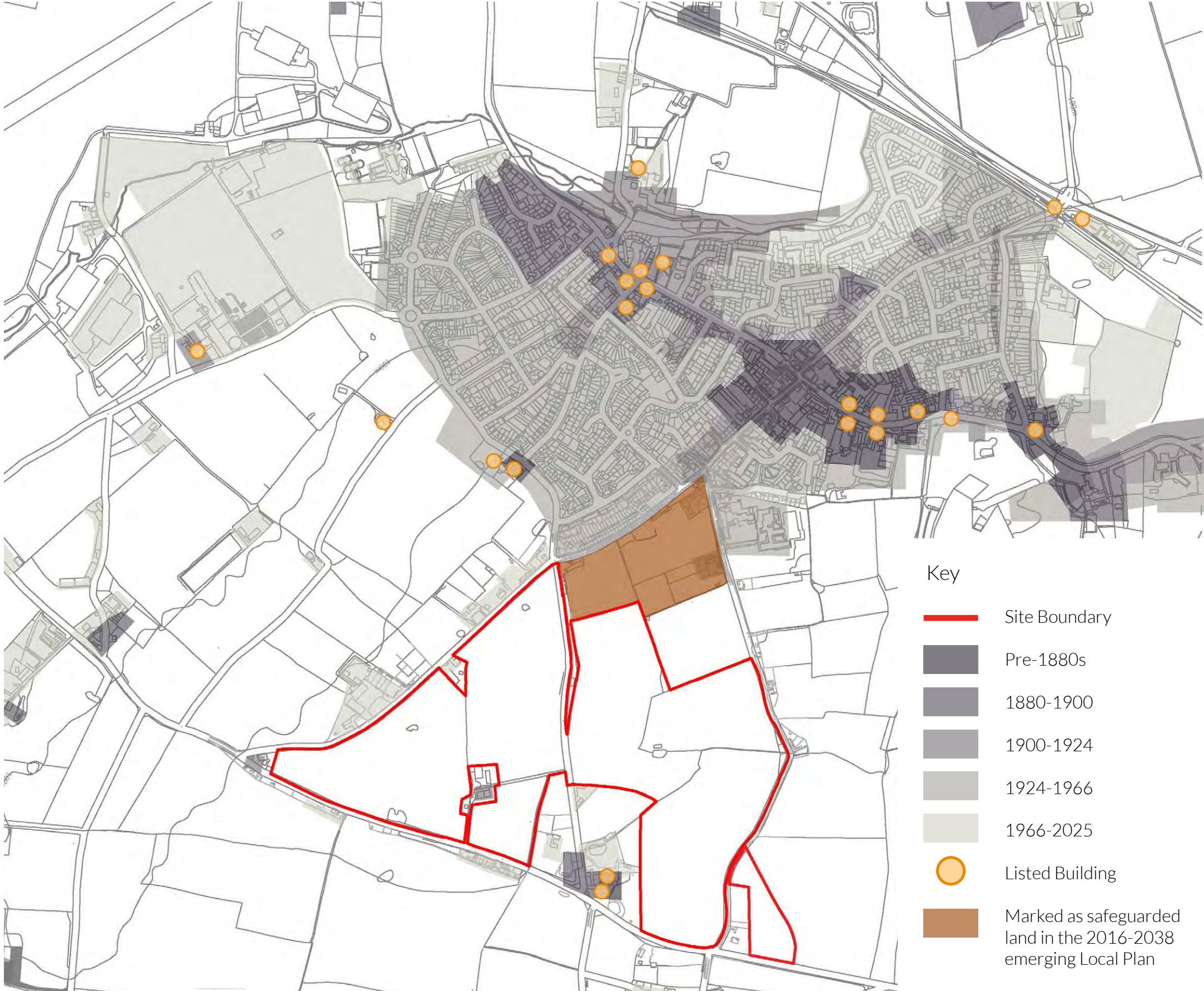
Albrighton is a large village with a population of approximately 4,400 people located in the east of Shropshire. It lies between Shifnal to the west and Codsall to the east, with the major employment centres of Wolverhampton and Telford lying further to the east and west respectively.





Much of Albrighton’s growth occurred following the second world war, with historic mapping detailing its expansion from a linear settlement centred on High Street with some sporadic development along Station Road, to a nucleated settlement pattern that has spread primarily to the east and west of the historic core.

The historic core of the village retains some of its historic character, containing 20 listed buildings and a number of buildings considered by the Local Planning Authority to be non-designated heritage assets. This area also continues to form the service centre of the village, with the various amenities and facilities present being located predominantly along High Street. Beyond this, the village comprises mostly residential use, although outside of the core of the village sit a primary school to the south and a second primary school and railway station to the north.



- Key
- Site Boundary
  - Pre-1880s
  - 1880-1900
  - 1900-1924
  - 1924-1966
  - 1966-2025
  - Listed Building
  - Marked as safeguarded land in the 2016-2038 emerging Local Plan

Albrighton Historic Growth Map



# 1.3 Essence of Place

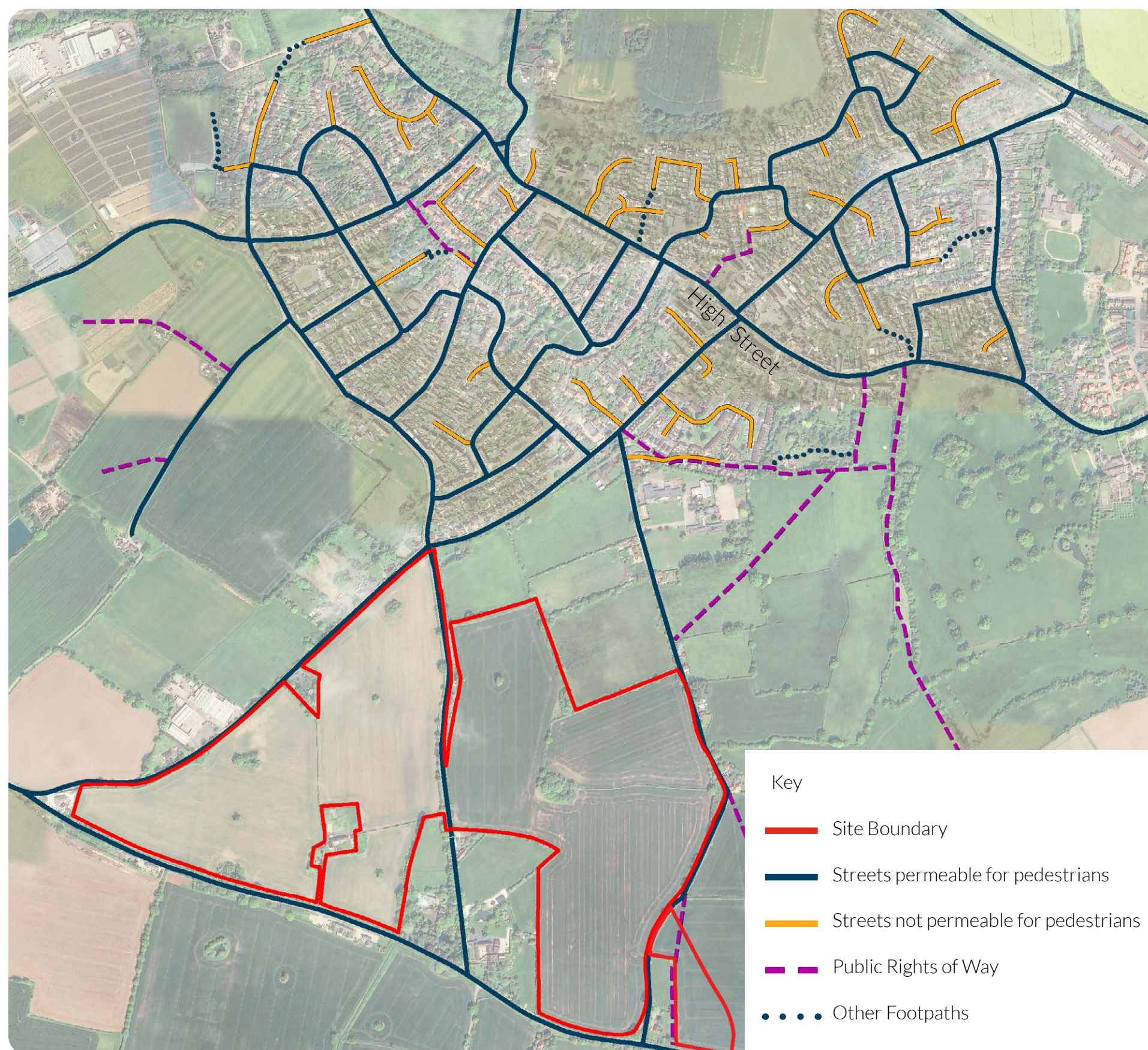
## 1.3.1 Blocks & Urban Form

Echoing the historic layout of the village, the urban form of Albrighton is centred on the High Street, with development extending from this to the north-east and south-west.

Development to the southwest is largely oriented around perimeter blocks with a small number of cul-de-sacs interspersed through the block pattern, creating variety. Pedestrian permeability in this area is high, with a wide variety of routes available to those on foot, including a number of public rights of way and other pedestrian-only paths which ensure that cul-de-sacs continue to be well connected. A number of incidental green spaces occur throughout the area, increasing legibility for residents by providing key way markers. Residential development is suburban in character.

To the northeast of the high street, development has adopted a notably less permeable pattern, with a high number of cul-de-sacs and very few complete perimeter blocks. Route variety is aided in a few locations by pedestrian only paths, but is overall much reduced in comparison to the development south of High Street.

Across Albrighton the delineation between private and public space is generally clearly identifiable. The majority of development makes use of public frontages and private backs, with boundaries between private amenity space and the public realm generally kept to a minimum.



- Key
- Site Boundary
  - Streets permeable for pedestrians
  - Streets not permeable for pedestrians
  - Public Rights of Way
  - ... Other Footpaths

 Plan not to scale

Albrighton Permeability Map



### 1.3.2 Streetscape

As the focal point and historic core of the village, the High Street has a distinct, rural character. Buildings feature a mix of set backs from the street, and the gentle curve of the street ensures that views are terminated in the middle distance. There are some short stretches of continuous frontage, but these rarely exceed five buildings before there is a break in the built form. For much of the length of the High Street, and particularly south of Cross Road, it is characterised by a significant grass verge with mature tree planting.

Across the rest of Albrighton, the streetscape takes on a suburban pattern. Streets feel wide and open, and regular gaps in built form reducing the sense of enclosure. The pattern of incidental green spaces seen on the high street continues, often with trees or hedgerows providing a vertical presence in the streetscene. End vistas generally comprise appropriately oriented built form, especially in the area south of High Street.





### 1.3.3 Local Vernacular

#### Scale

The prevailing scale of Albrighton is two storeys in height. Certain buildings within the historic core are three storeys, creating variety and a clear sense of the priority of this area of the settlement. Elsewhere in the village single storey buildings including bungalows are present.

#### Features

Due to the range of periods from which buildings date, there are a wide range of features included in many of the buildings around Albrighton. The following are present throughout the village, albeit not on each property:

- Porches, sometimes included as part of the original construction and sometimes as later additions;
- Bay windows, both as single storey and two storeys;
- Oriel windows, generally at ground floor level but occasionally at second floor level;
- Garages of a range of forms, including integrated, lean to and stand alone types.

#### Materials

Dwellings in Albrighton are primarily constructed from a range of red brick, with occasional use of buff brick. Additional facing materials are also utilised in some areas, including hanging tiles, render (generally white, yellow or other pale colour) and timber cladding.



Albrighton - the historic core



Albrighton - 19th Century Development



Albrighton - 20th Century Development



Albrighton - the historic core



Albrighton - 19th Century Development



Albrighton - 20th Century Development



Albrighton - the historic core



Albrighton - 20th Century Development



Albrighton - 20th Century Development



### 1.3.4 Roofscape

Across Albrighton the prevailing roofscape consists of ridge lines that run parallel to the street, interspersed with gable end elements that add variety to the streetscene. In form, roofs are a mix of hipped roofs and simple pitched roofs with gable ends. Some buildings have complex roof arrangements with multiple levels on account of later additions, but these are by far the minority of buildings.

Roof materials include red and grey tiles, concrete tiles, and occasionally slate.

Chimneys are present on some buildings throughout the village, positioned both at the end and in the centre of buildings.



Albrighton - 20th Century Development



Albrighton - 20th Century Development



Albrighton - 20th Century Development



Albrighton - 20th Century Development



Albrighton - 20th Century Development



## 1.4 Understanding - Summary Matrix

|                     | Albrighton Historic Core                                                                                                                                                                                                                                                 | Albrighton Suburban Housing                                                                                                                                      |                                                                                                                              |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| Blocks & Urban Form | <p>Linear settlement focused on the High Street, with additional development proceeding along Station Road to the north east and Cross Road to the south west.</p> <p>Generally clear delineation between private and public space - public fronts and private backs</p> | <p><b>Southwest of the High Street</b></p> <p>Perimeter blocks</p> <p>High pedestrian permeability</p> <p>Incidental green spaces</p>                            | <p><b>Northeast of the High Street</b></p> <p>Cul-de-sacs</p> <p>Lower pedestrian permeability</p> <p>Fewer green spaces</p> |
|                     |                                                                                                                                                                                                                                                                          | Generally clear delineation between private and public space - public fronts and private backs                                                                   |                                                                                                                              |
| Streetscape         | <p>Mixed set backs</p> <p>Curve of street terminates views in middle distance</p> <p>Short stretches of continuous frontage</p> <p>Significant grass verge with mature tree planting</p>                                                                                 | <p>Wide and open</p> <p>Regular gaps in built form</p> <p>Trees &amp; Hedgerows</p> <p>End Vistas appropriately terminated, especially south of High Street.</p> |                                                                                                                              |
| Scale               | Mix of scales, including buildings of up to three storeys                                                                                                                                                                                                                | One and two storeys                                                                                                                                              |                                                                                                                              |
| Features            | <p>Bay Windows</p> <p>Porches</p>                                                                                                                                                                                                                                        | <p>Bay Windows</p> <p>Porches</p> <p>Oriel Windows</p> <p>Garages</p>                                                                                            |                                                                                                                              |
| Materials           | <p>Red Brick</p> <p>Buff Brick</p> <p>Render</p> <p>Timber Framing</p> <p>Hanging Tiles</p>                                                                                                                                                                              | <p>Red Brick</p> <p>Buff Brick</p> <p>Render</p> <p>Hanging Tiles</p>                                                                                            |                                                                                                                              |
| Roofscape           | <p>Red Tiles</p> <p>Slate Tiles</p> <p>Chimneys</p> <p>Some instances of multiple levels</p>                                                                                                                                                                             | <p>Red Tiles</p> <p>Some Chimneys</p> <p>Simple forms</p>                                                                                                        |                                                                                                                              |









# Part Two

## Key Design Principles



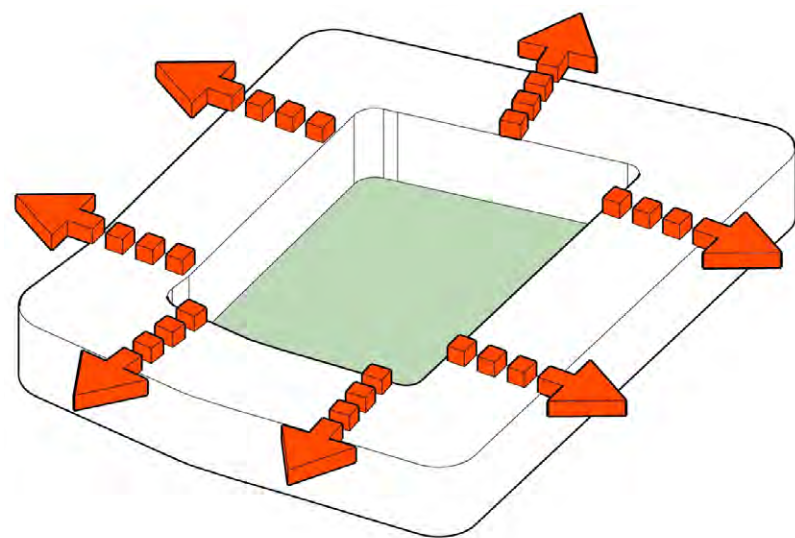




## 2.1 Blocks & Urban Form

The development should ensure it reflects the best of Albrighton's existing character, responding to the older historic character of the settlement to create high quality accommodation that is attractive to both residents and visitors. The urban form of the site should feature:

- Well defined streets with active building frontages orientated towards the street;
- Perimeter blocks that enclose defensible private spaces; and
- Generally respected building lines with moderate variation in set back depending on location and character of the area - the further down the movement hierarchy the street, the more variation.



*Perimeter blocks, with private backs and public fronts, are an essential building block of successful places.*



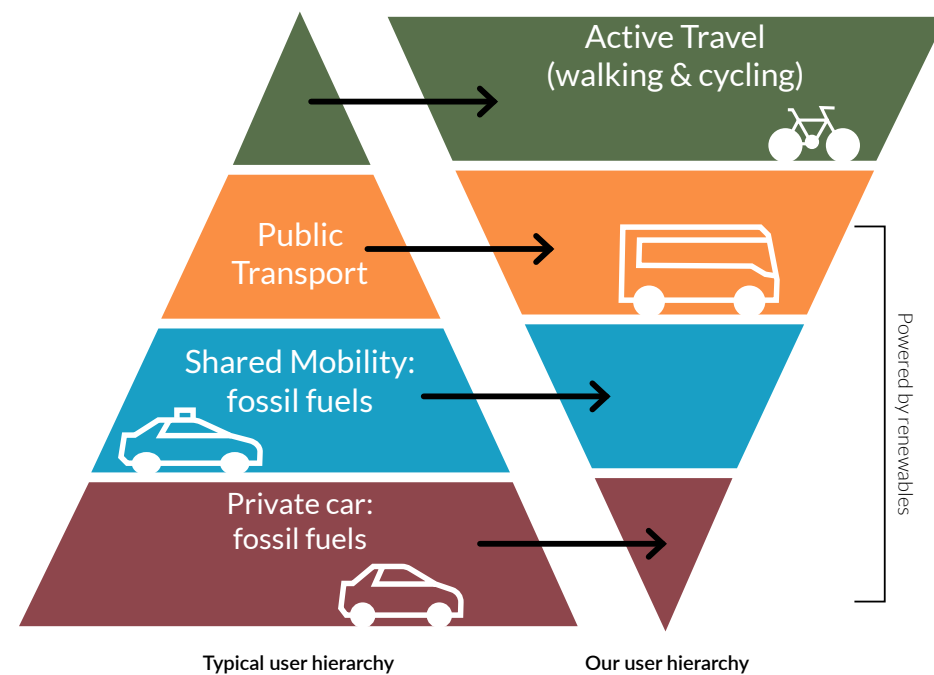
*Plan not to scale*

*Perimeter blocks can clearly be seen in this figure ground of Albrighton*



## 2.2 Permeability & Legibility

In order to deliver a sustainable development that maximises the transport options for future residents, it is essential that development is permeable for pedestrians and cyclists. Permeability means that these users have a wide choice of routes through the site and are not forced to take indirect, circuitous or otherwise unnecessarily long routes to access services and facilities. The below diagram sets out the hierarchy of users accounted for in the design.

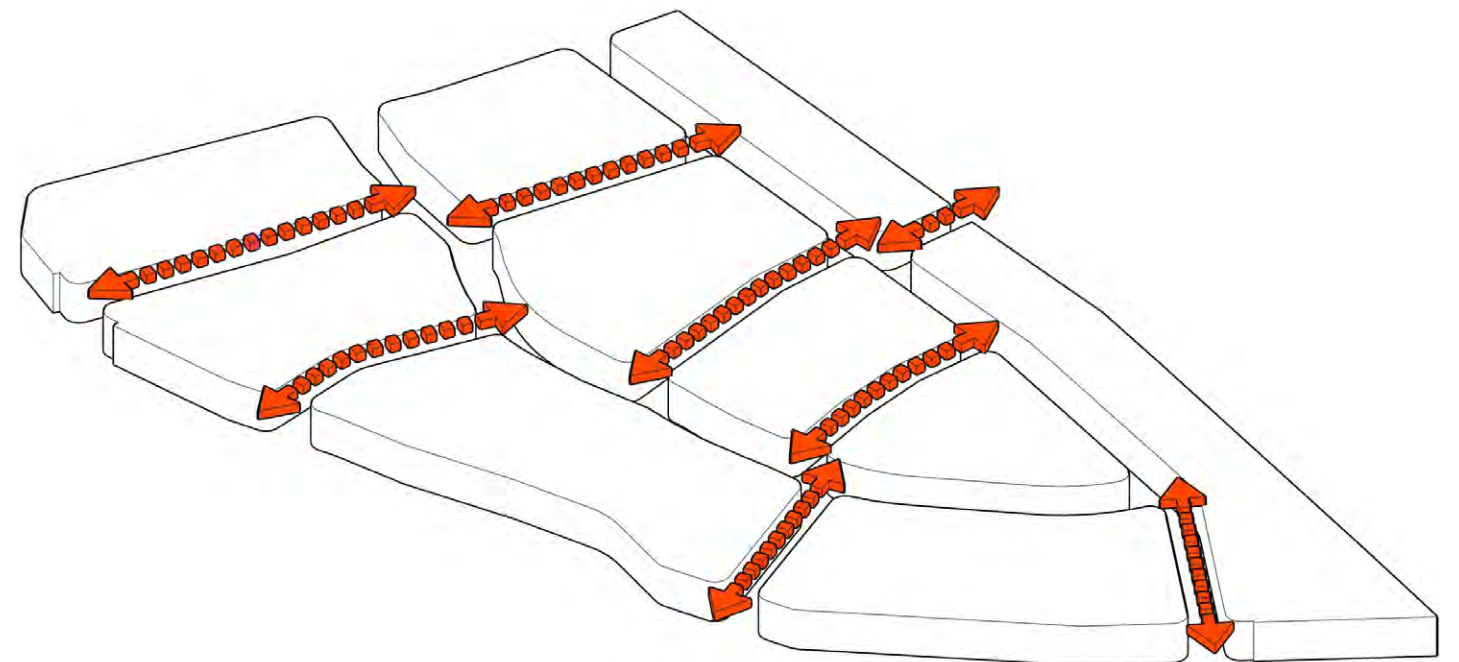


The proposals must also be legible for users - easy to navigate and understand.

The layout of the site should therefore feature:

- Abundant choice of routes for pedestrians and cyclists, with unnecessary barriers to movement avoided wherever possible.
- Cul-de-sacs and dead end streets kept to a minimum;
- Good access to public transport routes for all residents;
- A clear street hierarchy, with primary, secondary and tertiary streets readily identifiable, and memorable waymarkers throughout.

*Inpermeable design limits the flow of movement through the development and hinders users ability to navigate.*

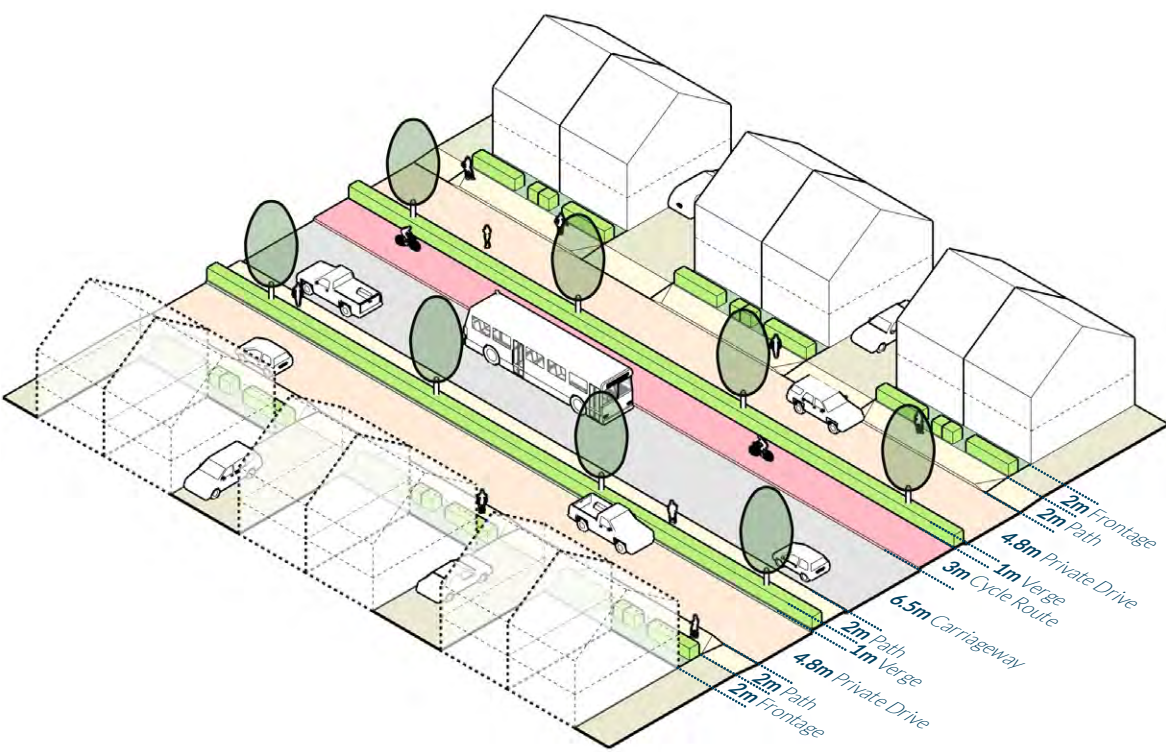


*Integrating permeability into the design aids natural movement through the development, helping create more focal spaces, adding possible vistas through development blocks and breaks the design down into smaller more attractive parcels.*



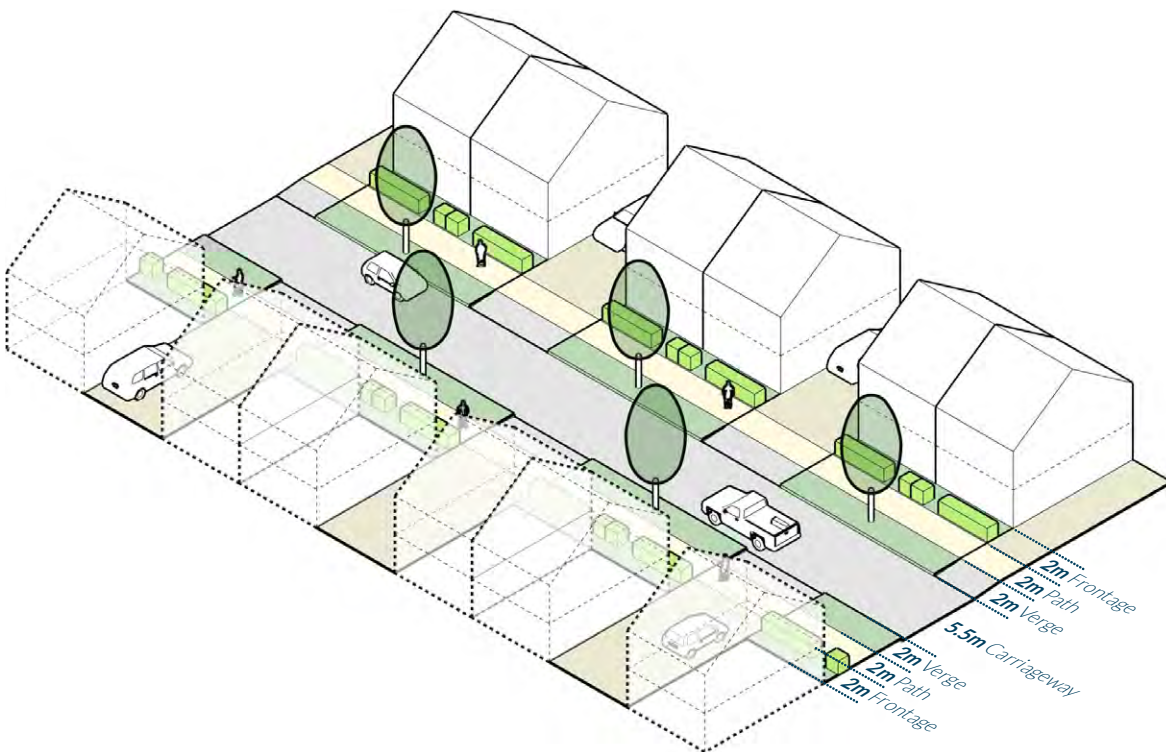
## 2.3 Punctuated Streetscape

The development of the site should seek to create a suburban character. This will be delivered differently on primary, secondary and tertiary streets and on private drives, and should have regard to the following:



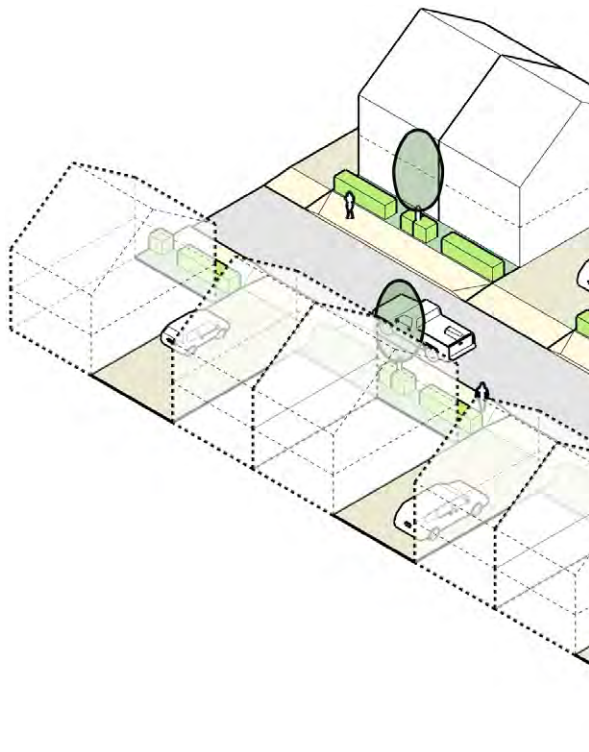
### Spine Road

As the primary vehicular movement route through the site, the Spine Road should feature a formalised building line with potential for taller buildings. Homes will be accessed via private drives running parallel to the spine road to improve safety for vehicular and pedestrian users. Tree planting and grass verges will enhance the site's identity and add to the green character of the area as a whole.



### Primary Streets

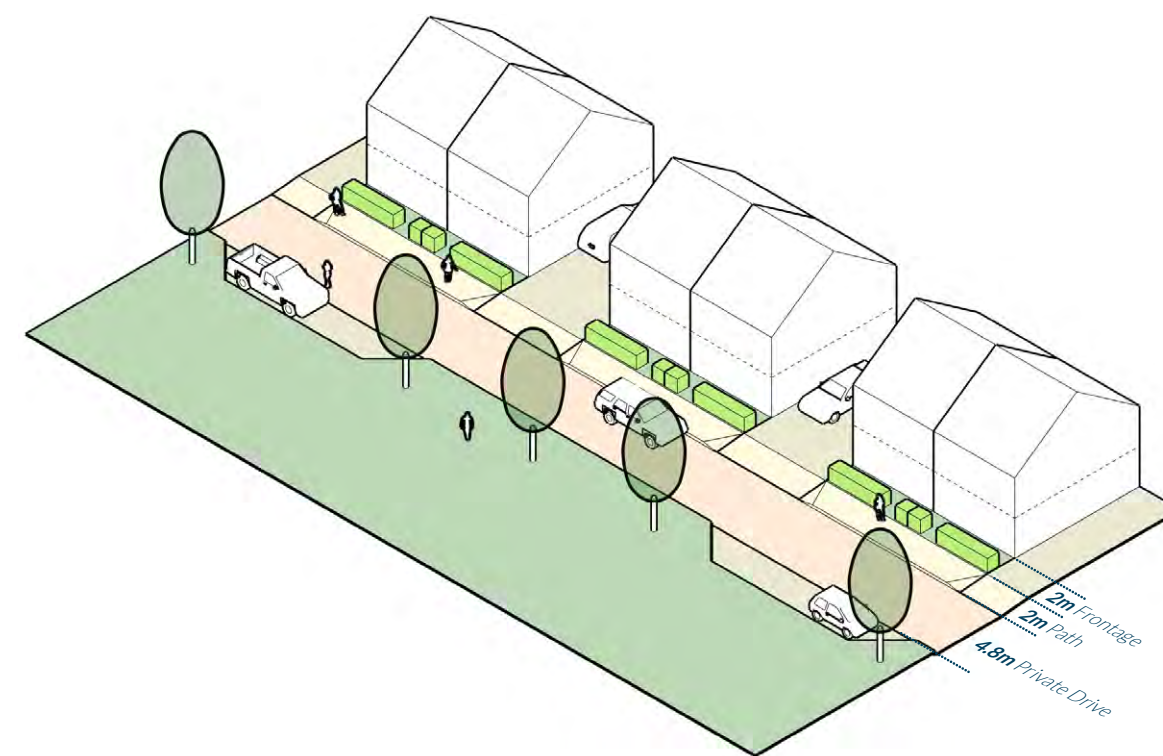
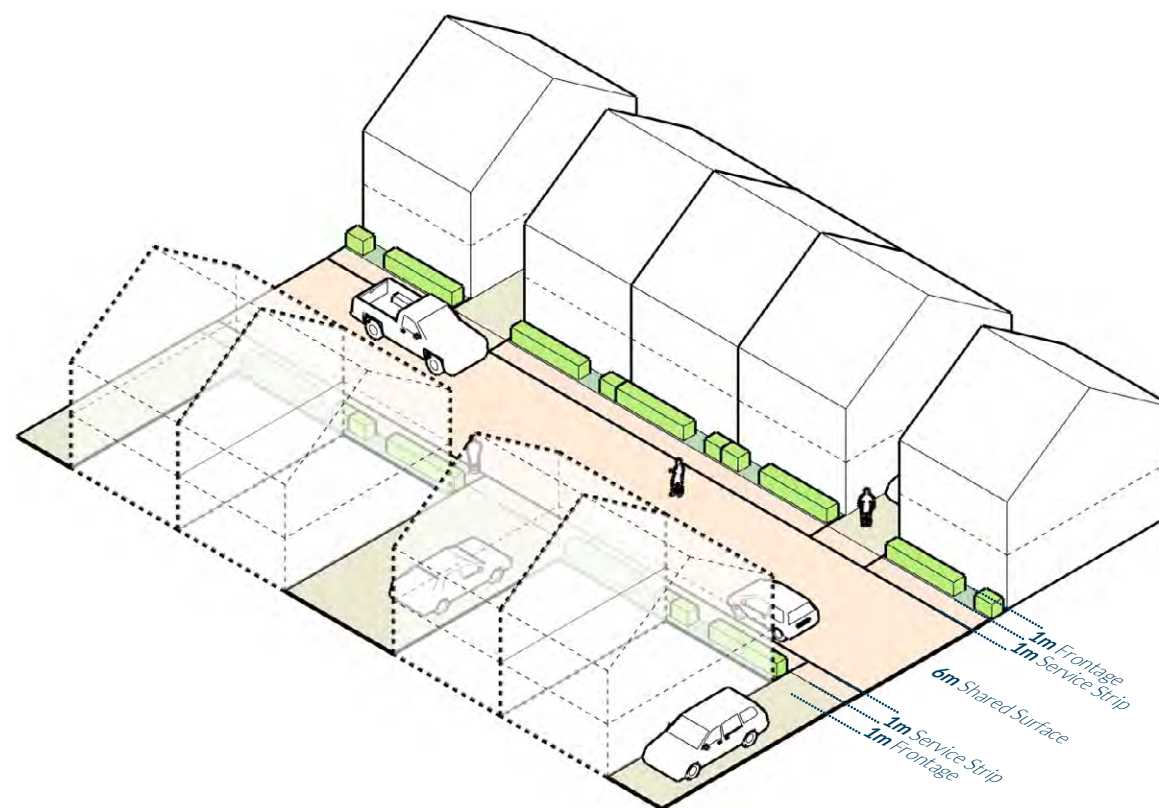
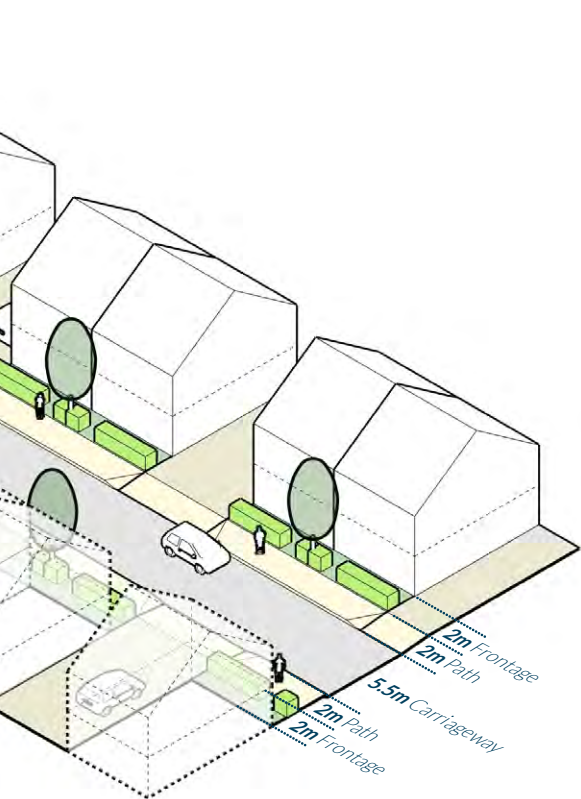
Primary Streets should feature a reasonably formalised building line with buildings set back from the street and a variety of spaces between buildings reducing the sense of enclosure. They should benefit from regular tree planting, establishing a rhythm and breaking up built form, and should include grass verges to reflect the character of Albrighton.



### Secondary Streets

Secondary Streets should maintain a less regular building line with buildings set back from the street and a variety of spaces between buildings reducing the sense of enclosure. They should benefit from regular tree planting, establishing a rhythm and breaking up built form, and should include grass verges to reflect the character of Albrighton.





## Tertiary Streets

Tertiary Streets will feature reduced setbacks and will have a greater sense of enclosure, although separation between buildings should be maintained.

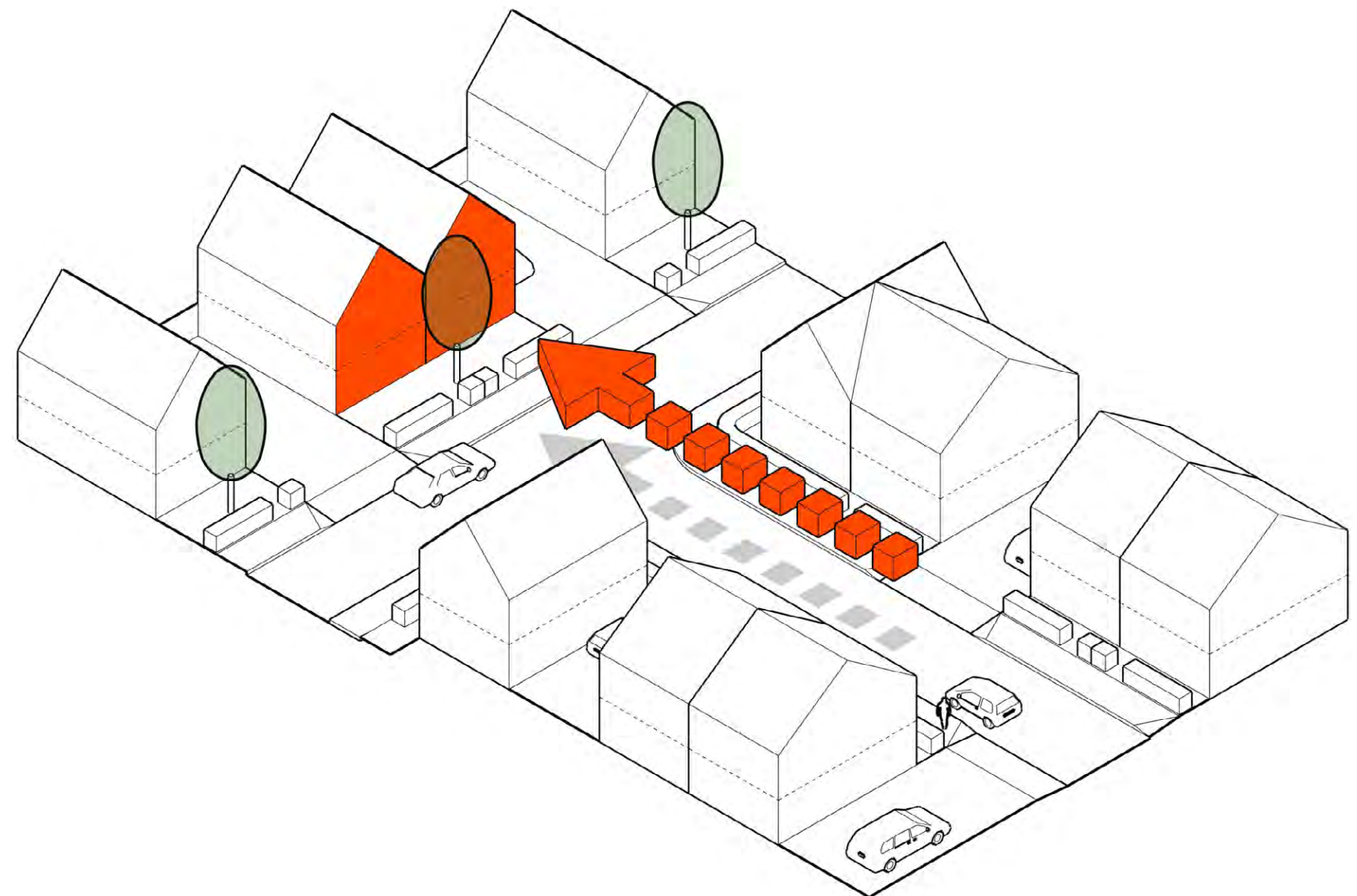
## Private Drives

Private drives will generally form the transitional green edge of the development, located at the interface between development and green space, and as such will frequently be single sided. Maintenance of the defining characteristics of Albrighton in these locations, including spacing between buildings and the integration of planting amidst development, will ensure their success in delivering the character of the site.



## 2.4 End Vistas

The design of the proposals should take in to account the orientation of streets and the corresponding location of built form so that views are appropriately terminated, or alternatively granted to longer range views of open spaces and nodes within the site. This will contribute to the legibility of the site and wayfinding for future users.





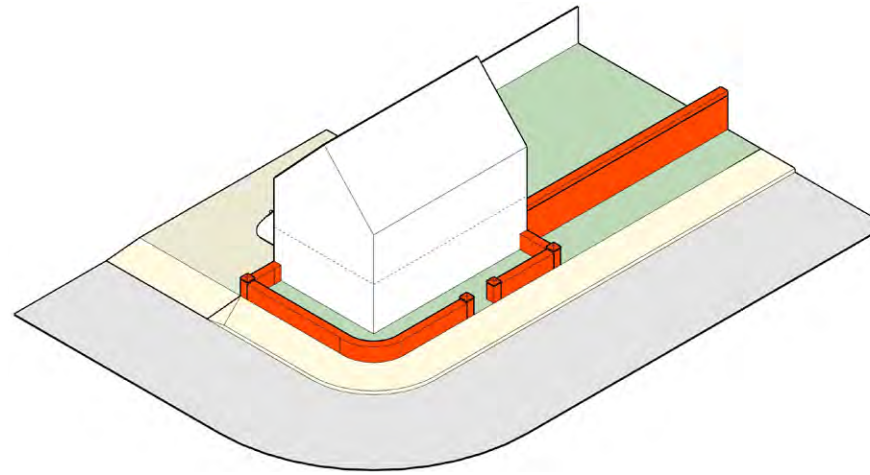
## 2.5 Boundary Treatments

Boundary treatments will serve a range of functions across the development and as such should be carefully chosen to ensure they are suitable for their location and intended purpose.

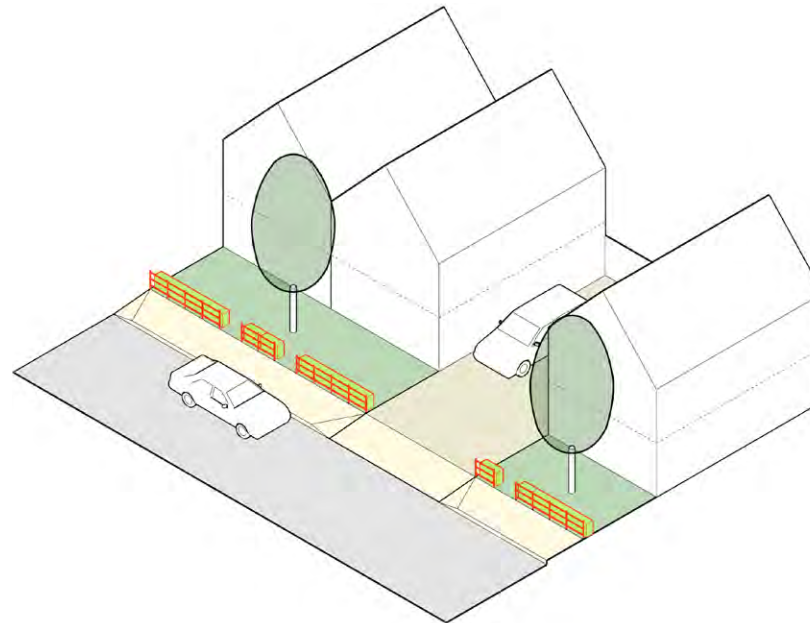
At the front of plots, between the active frontages of built form and the public realm, treatments should be less visually intrusive and supported by soft landscaping to ensure that the visual benefits of natural surveillance are retained.

Where it is necessary to provide a secure, defensible delineation between public and private space (i.e. where rear or side boundaries abut the public realm), boundaries should be constructed of the same material as the primary building material relevant to the plot.

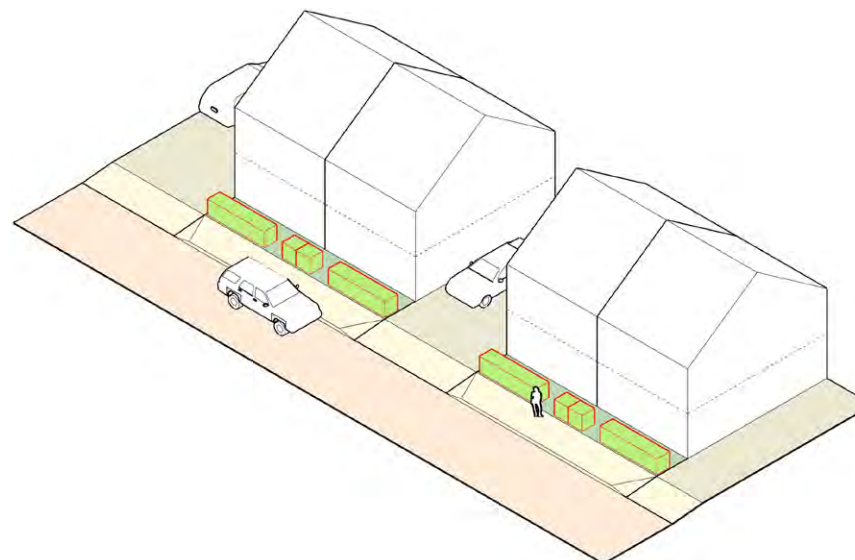
Closeboard fencing can be utilised between rear gardens.



Brick wall example from Cross Road, Albrighton



Estate railing example from The Millfields, Albrighton



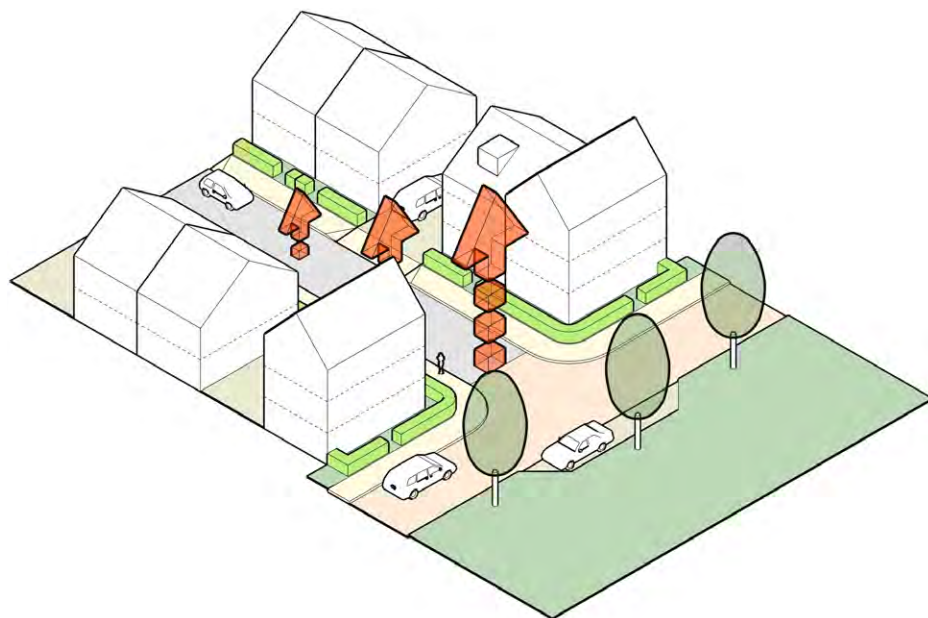
Hedgerow example from The Millfields, Albrighton



## 2.6 Architecture

### 2.6.1 Scale

The majority of the development should be two storeys in height, with single storey bungalows delivered in sensitive locations to reduce visual impacts. Where appropriate, larger 2.5 / 3 storey buildings can be used in key locations to emphasise their importance, such as the local centre, or to aid way finding by, for example, terminating a view.



The Millfields, Albrighton



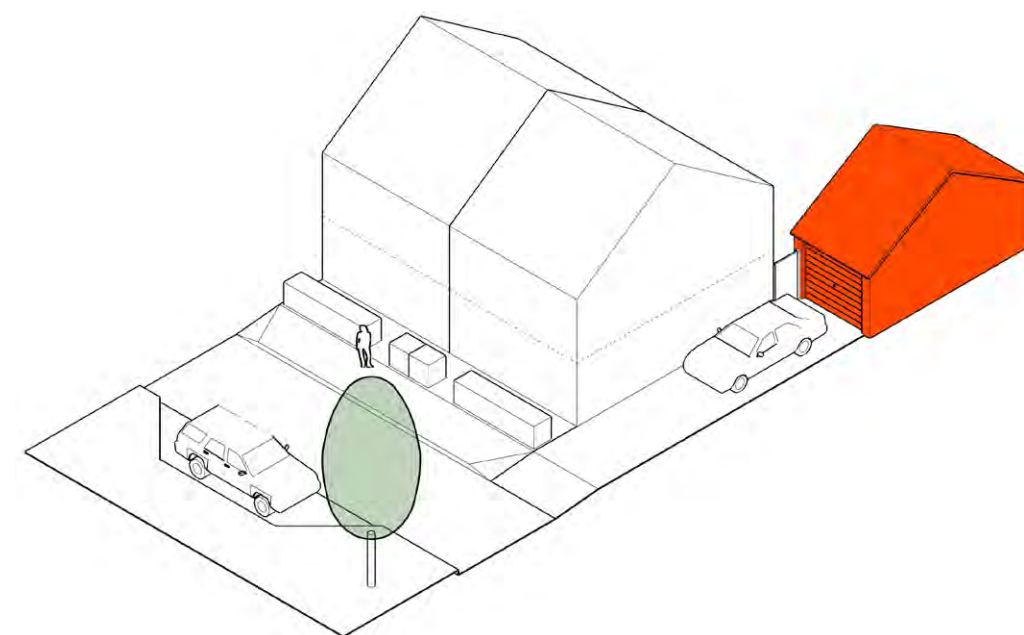
The Millfields, Albrighton

### 2.6.2 Detailing

Some buildings within the development should seek to incorporate some of the following architectural details seen in the existing built form of Albrighton:

- Porches
- Bay windows
- Garages

The locations in which these features are utilised, and their detailed design, should be carefully considered in relation to the creation of character areas across the site.





2.6.3 Materials

The material palette should consist largely of red brick, with appropriate feature buildings highlighted in an alternative material, such as buff brick or cream render. A range of cladding materials could be utilised to highlight features and inject variety, such as cladding boards or hanging tiles



Albrighton Materials Palette



Masonry



Red Brick

Buff Brick

Roofing



Red tiles

Slate tiles

Wall Treatments



Hanging tiles

Cream render



Black cladding

White cladding



## 2.6.4 Roofscape

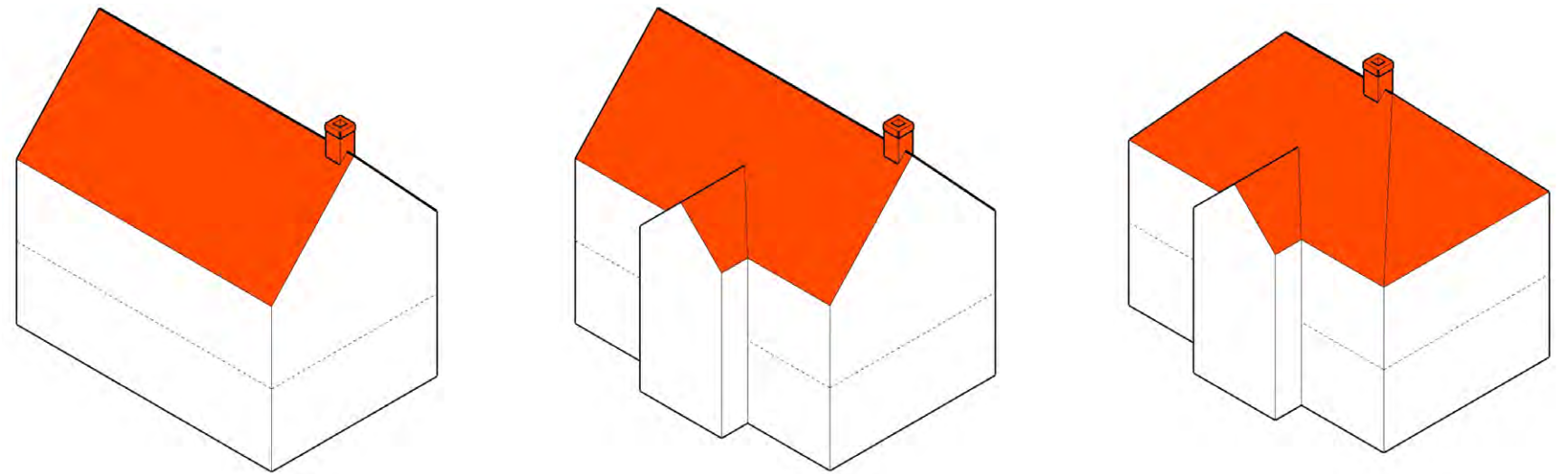
Roofscape is an important way of introducing variation in to the appearance of the development, allowing for different plot orientations and creating emphasis and prominence where it alters from the prevailing character.

### Form

Multiple level roofs should only occur due to the presence of features such as projecting gable ends. Ridge lines should predominantly run parallel to the street, but this should be interrupted at appropriate locations for visual emphasis.

### Materials

Roof materials should be paired with building materials to create prescribed palettes to reduce randomised variation and improve the distinctiveness of highlighted plots.







“

Places affect us all – they are where we live, work and spend our leisure time. Well-designed places influence the quality of our experience as we spend time in them and move around them. We enjoy them, as occupants or users but also as passers-by and visitors. They can lift our spirits by making us feel at home, giving us a buzz of excitement or creating a sense of delight. They have been shown to affect our health and well-being, our feelings of safety, security, inclusion and belonging, and our sense of community cohesion.

”

*National Design Guide, Paragraph 41*



## 2.7 Design Delivery Matrix

|                                | Higher Order Roads / Nodal Points                                                                                                                                                                                                                                                                                                               | Lower Order Roads / Secondary Areas                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Blocks &amp; Urban Form</b> | <p>Well defined streets with active building frontages orientated towards the street;</p> <p>Perimeter blocks that enclose defensible private spaces;</p> <p>Generally formalised building lines;</p> <p>Good permeability for pedestrians and cyclists, with clear, direct and safe routes.</p>                                                | <p>Well defined streets with active building frontages orientated towards the street;</p> <p>Increased variation of building line;</p> <p>Through access for pedestrians and cyclists unless inappropriate to the purpose of the street.</p>                                                                                                                                                                                                                              |
| <b>Streetscape</b>             | <p><b>Spine Road</b></p> <p>Tree planting and grass verges;</p> <p>Private drives running parallel to the street serve as accesses for homes and create an open, formal streetscene.</p> <p><b>Primary Road</b></p> <p>Variety of spaces between buildings to reduce the sense of enclosure;</p> <p>Regular tree planting and grass verges.</p> | <p><b>Secondary Road</b></p> <p>Less regular tree planting, possibly within private gardens;</p> <p>No grass verges.</p> <p><b>Tertiary Road</b></p> <p>Increased sense of enclosure through use of reduced building set backs;</p> <p>No grass verges.</p> <p><b>Private Drive</b></p> <p>Edge of development - interface between built form and green infrastructure;</p> <p>Maintain green character of Albrighton through planting and spacing between buildings.</p> |
| <b>Scale</b>                   | Up to three storeys.                                                                                                                                                                                                                                                                                                                            | Up to 2.5 storeys with variation as appropriate.                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Features</b>                | <p>Bay Windows</p> <p>Porches</p> <p>Garages</p>                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Materials</b>               | <p>Red Brick</p> <p>Buff Brick</p> <p>Render</p> <p>Black Cladding</p> <p>White Cladding</p> <p>Hanging Tiles</p>                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Roofscape</b>               | <p>Red Tiles</p> <p>Slate Tiles</p> <p>Simple Roof Forms</p>                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |









# Part Three Delivering







## 3 Delivering

In light of the above, the priorities for the detailed design of the development can be grouped under the following three headings. Opportunities for addressing these matters are set out in detail on the adjacent regulating plan.



### Facilitating Movement

- Legibility: the development should be easy to navigate for pedestrians and cyclists. Street hierarchy, built form and green spaces should combine to create a logical structure with numerous, readily identifiable wayfinding aids. Changing character should also be used across the site to aid the ability of users to recognise where they are.
- Permeability: a variety of route options should be available to users of the site, with connectivity prioritised for pedestrians and cyclists over private motor vehicles. To maximise connectivity, the layout of the site should avoid convoluted routes or overly large blocks.
- Attractive, safe routes: the routes to be provided for pedestrians and cyclists, both within the site and connecting to the rest of Albrighton, should ensure that they are attractive for their intended purpose. They should be direct, well lit, overlooked and appropriately safe from traffic.



### Locally Distinctive

- The proposal should utilise the palette of materials already present in Albrighton to ensure it reflects the character of the existing settlement. Consideration should be given to the locations in which variations of materials are utilised in order to create character areas.
- Building forms should reflect those already present in Albrighton, possibly with more modern interpretations in accordance with the intended character of the given area.
- The roofscape should be carefully considered across the site so that it is appropriate to Albrighton, blending repetition and variation according to the character of the area.



### Integrated Landscaping

- Where appropriate, small incidental green spaces should be accommodated within the layout to enhance the character of the site.
- Streets should incorporate greenery where appropriate across the site, with landscaping present in both the public realm and private gardens.



# Key

-  Site Boundary
-  Vehicle Access Points
-  Pedestrian Access Points
-  Spine Road
-  Primary Street
-  Secondary Street
-  Tertiary Street
-  Private Drive
-  Key navigational node
-  Attenuation basins
-  Landscape Buffer
-  Areas where three storeys may be appropriate (two and a half storeys elsewhere)



Plan not to scale

Indicative Delivery Plan





BONINGALE  
DEVELOPMENTS

il y a cause

 Marrons