



BINGLEY TOWN CENTRE & LOCAL CENTRES

Design Code

2020 NEIGHBOURHOOD PLAN

Quality information

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Bingley town centre & Local Centres Design Code	DR-10617	Bingley Neighbourhood Plan Working Group	Ilja Anosovs, AECOM	November 2019	Wei Deng, AECOM Becky Mather, AECOM

Revision history

Revision	Revision date	Details	Authorised	Name	Position
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1 INTRODUCTION



1.1 INTRODUCTION AND PURPOSE

The town of Bingley has established a Neighbourhood Plan Working Group (BNPWG) to shape and influence development within its area. The BNPWG is in the process of writing its Neighbourhood Plan and aims to submit this plan to the local planning authority in the near future.

Locality is the national membership network for community organisations which brings local people together to produce Neighbourhood Plans. Through Locality's support programme, the BNPWG has appointed AECOM to produce this Design Code document and a separate Masterplan which will underpin their emerging Neighbourhood Plan. Both of the documents should be read in conjunction.

The specific purpose of the Design Code is to provide helpful guidance to all involved with the design and development process. After discussion with the local group, this report focuses on two areas of Design Codes. First, the Design Codes for Bingley town centre as its own functional area with set boundaries and differing design needs, including public realm improvement, conservation and regeneration needs. Some more general Design Codes relating to public spaces should be applied to smaller villages core areas. Second, the shopfront

Design Codes will apply to the whole of Bingley town. The BNPWG aims to create a document that will be used as an evidence base for the emerging Neighbourhood Plan, establish clear design principles and use these to set out a rationale against which future proposals will be assessed.

The Codes are used to improve the appearance of the town centre and core areas of smaller villages, celebrating its shopfronts and public realm. This will help to ensure that as new development and improvements come forward, they support and enhance the town's character.

This report will provide mandatory guidance that supplements policies of the emerging Bingley Neighbourhood Plan. Whilst this is not a statutory document, it is a material consideration and will be assessed against any proposal. The Design Code should be read in conjunction with the National and Local Planning Policy.

1.2 PLANNING CONTEXT

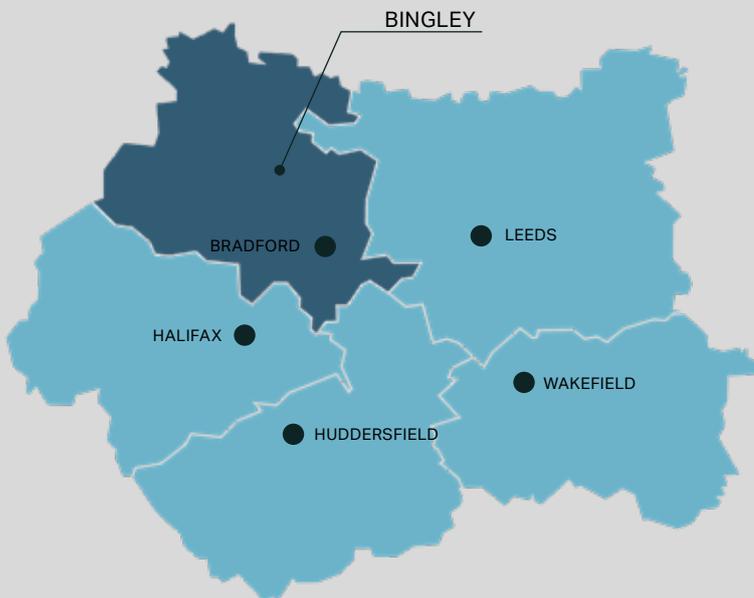


Figure 1: Bingley in the regional context

Bingley is a market town and civil parish in the metropolitan borough of the City of Bradford, West Yorkshire. The Parish of Bingley is also designated as a Neighbourhood Plan area.

Any future development within the area must comply with national and local planning policy. This section provides the planning policy context that any proposed development within the Neighbourhood Area should comply with. The following documents included in this section are:

National Planning Policy Framework

The 2019 National Planning Policy Framework is a vital tool in ensuring that we get planning for the right homes, built in the right places, of the right quality, at the same time as protecting our environment.

The NPPF supports Neighbourhood Planning and gives communities the power to develop a shared vision for their area. Neighbourhood Plans should support the delivery of strategic policies contained in local plans or spatial development strategies.

Bradford Core Strategy Development Plan Document (2017) Being Reviewed

The Core Strategy is a key Development Plan Document (DPD) that forms part of the Local Plan for the Bradford District and is currently under a partial review. The Core Strategy identifies Bingley as a Strategic Location, which will support the district's economy, population growth and employment. Located in the Airedale Corridor, the town will benefit from its economic potential with quality commercial and industrial premises, enhanced high-quality rural landscapes.

The Core Strategy sets out policies to identify the Hierarchy of settlements, location of development, placemaking principles, provides guidance to movement, housing design, urban character, streets, viability, etc.

Other relevant policy considered:

- Bradford City Centre Design Guide Supplementary Planning Document (SPD)
- Shopfront Design Guide SPD
- Replacement Unitary Development Plan (RUDP) for the Bradford District
- Bingley Conservation Area Assessment
- Bingley Conservation Area Appraisal
- Landscape Character SPD

1.3 STUDY AREA AND APPROACH

For this report the main focus of study is Bingley town centre, which is broadly defined by the A650 Sir Fred Hoyle Way, the railway line to the east, Ferncliffe Road to the south, River Aire to the west and Millgate to the north (see Figure 2). This boundary is based on the town centre boundary identified in the Replacement Unitary Development Plan (2005), (Figure 3) and redefined by BNPWG to reflect the current local contexts.

This Design Code document will also be applied to outer fringe areas of Bingley town centre as some commercial and social services can be found within these areas. Therefore we suggested a 'Bingley Core Area' (Figure 4). Two 'Local centres' (Cottingley and Crossflatts), together with two 'Central areas of villages' (Gilstead and Eldwick, not yet defined in the Local Plan), provide the majority of social facilities for local residents (Figure 4). These categories of 'centres' will be included in this report as well.

Design Code Approach

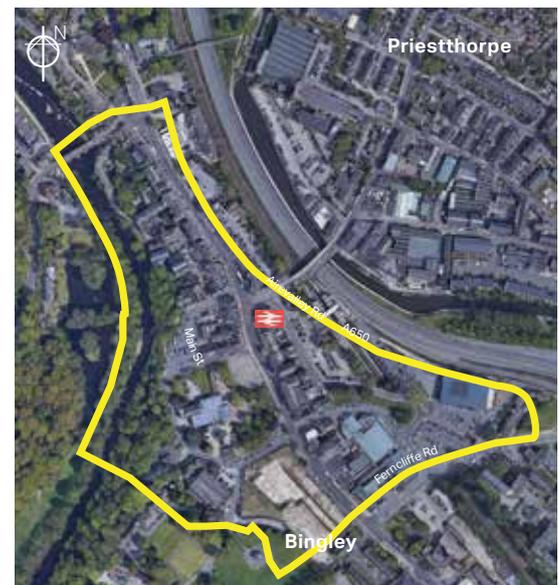
Based on the above objectives, AECOM has developed a methodology that was discussed and confirmed by the NPWG during the inception meeting. The following processes were therefore adopted for the production of the Design Code:

1. AECOM representatives attended an inception meeting with the NPWG to undertake a town centre walkover in Bingley. This enabled a definitive brief to be determined for this Design Code report.
2. Opportunities and problematic areas were identified, discussed and considered, creating a basis for the Design Code.
3. A desktop study was undertaken to identify the main constraints and physical features of the wider town centre, which was followed by a site visit in order to understand the key spatial elements of the area. This allowed a detailed area-wide analysis to be conducted and created a basis for further neighbourhood-wide and character area specific Design Codes.
4. AECOM produced a draft Design Code document based on the findings from the previous stages.
5. An engagement workshop was held in Bingley to allow the local community to influence the report and comments to be fed into the final document.
6. After capturing the feedback from the engagement workshop, AECOM issued the final report.

Design Code Categories

In this document, there are three categories of Design Codes:

1. Overarching Design Codes: Applied to public realm in whole Bingley town, particularly focus on the Bingley Core Area, Local Centres and Central Areas of Villages (sections 4.2 to 4.11);
2. Bingley town centre Design Codes: Applied to public realm in the re-defined Bingley town Boundary in this document (sections 4.12 to 4.14); and
3. Shopfront Design Codes: Applied to any existing and new shopfront in the whole Bingley town (sections 5.2 to 5.12).



Re-defined Bingley town centre Boundary

Figure 2: Bingley town centre study area

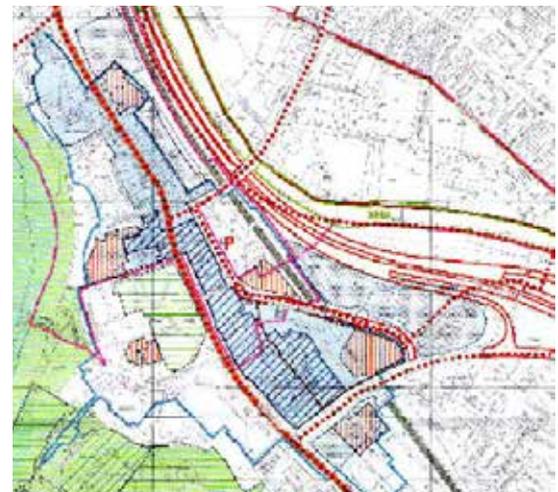


Figure 3: Bingley town centre boundary (Solid blue line)

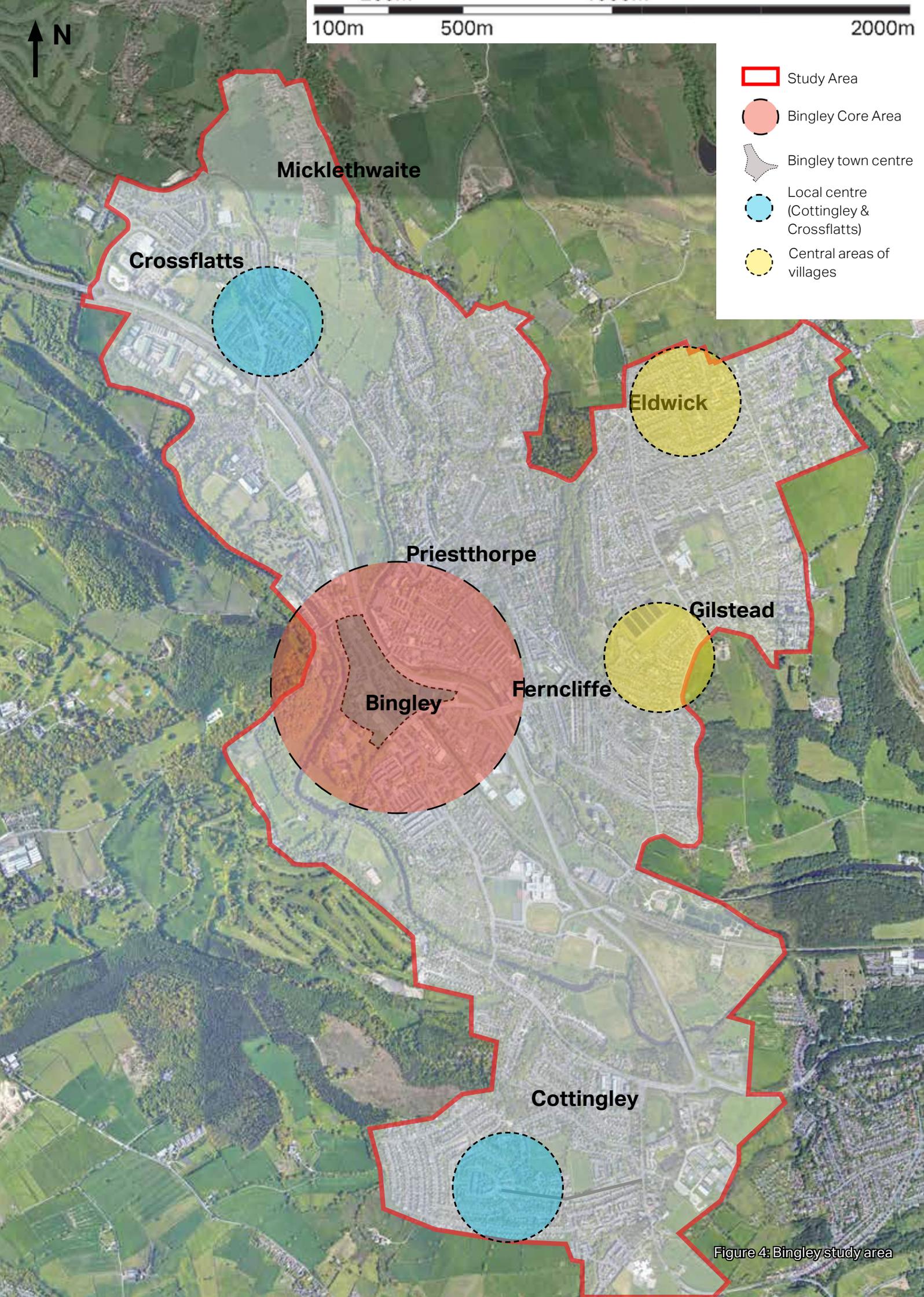
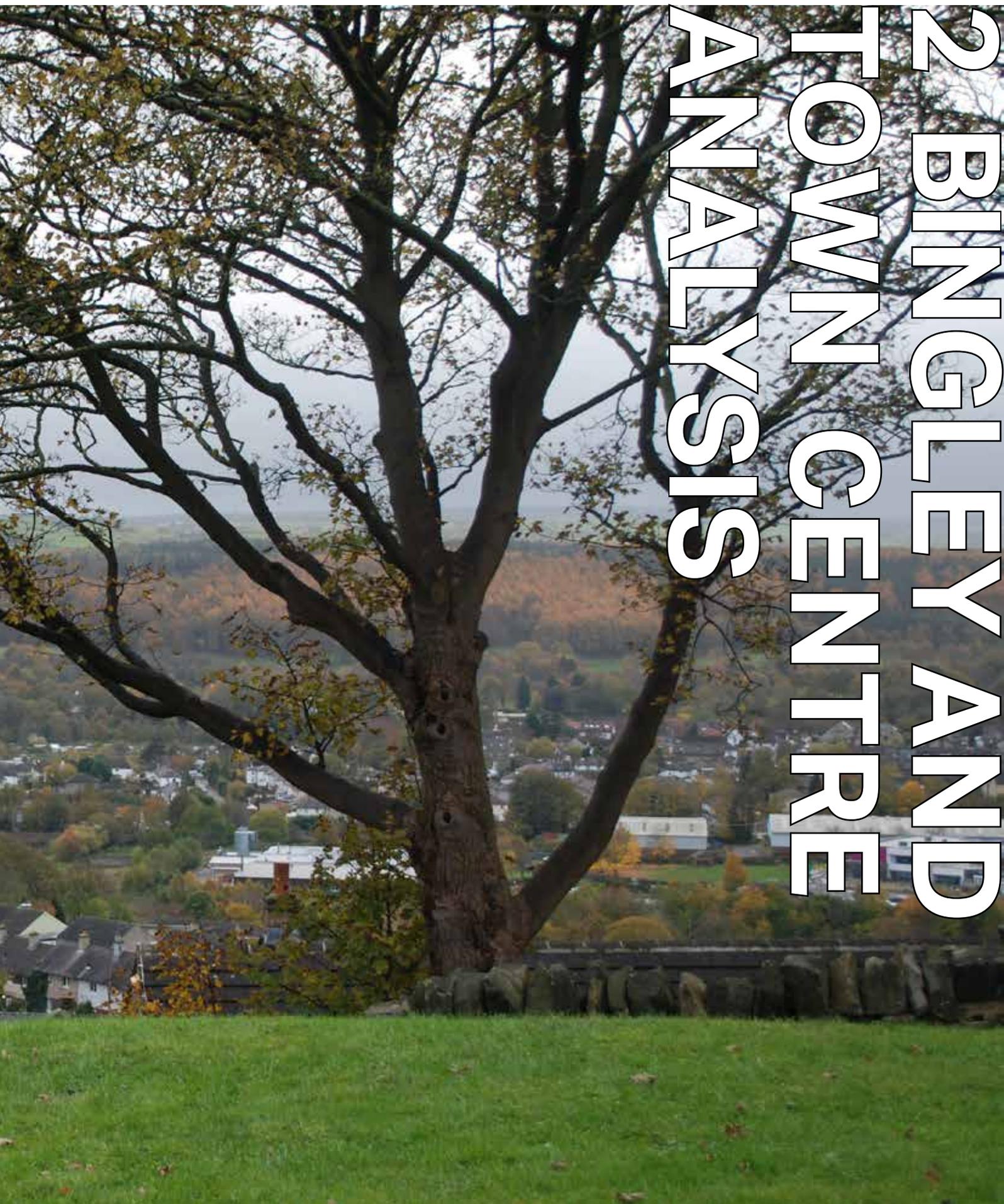


Figure 4: Bingley study area



2 BINGGLEY AND TOWN CENTRE ANALYSIS





Blue sign on the building facade, partially obscured by the tree.

Poster on the wall: **GUITAR HEROES**
GET ON MY LIST
MUSIC AND MORE

Poster on the wall: **30 Years**

Entrance

2.1 CONTEXT

Bingley is a market town and civil parish in the metropolitan borough of the City of Bradford. It lies on the River Aire and the Leeds and Liverpool Canal.

The origin of the town dates back to the medieval times when Bingley became a market town. Today Bingley town centre still has traces of the original town within the Conservation Areas, which positively contribute to the character and identity of the area. Like many towns, Bingley prospered during the Industrial Revolution. Many of the industrial buildings and mills were built during this era. A railway line and goods yard were constructed bringing further trade. Due to the associated growth, the villages of Gilstead and Eldwick became merged with Bingley.

The town centre is bounded by residential areas of Ferncliffe and Priestthorpe to the east beyond the railway and relief road, and the River Aire and extensive woodland to the west. The urban core of the town finishes just beyond the parish church to the north and a residential area bounds the town centre to the south.

Land use within the town centre is dominated by retail with most of the shops arranged along Main Street. There is also a good mix of complementary uses including food and drink, leisure and offices. Despite the surrounding residential areas, only a few residential dwellings are within the town centre.



Figure 5: Bingley in context.

2.2 TOWN CENTRE CHARACTER

Bingley town centre character is defined by a high street environment, with a busy commercial core surrounded by a low-density development. Composed of original and traditional architecture, the town has a distinctive local vernacular style characterised by local stone buildings, sett streets in some parts of the town centre and generally low to medium density development. Over two-thirds of the town is designated as a Conservation Area and in general, the town has many listed and historic buildings which are unique and special. Also, the Conservation Area retains some of the original stone street surfacing and historic street layout. Many of the buildings within the town centre are built with traditional building materials and local stone, helping to create a strong character.

However, Main Street and its immediate surroundings have a below-average level of authenticity. There are a large number of later buildings and alterations, which have a negative impact on the overall design quality of the town centre. For example, many of the shopfronts were altered and now detrimentally cover architectural detailing on the host buildings, containing inappropriate signage or/and not respecting the scale and rhythm of the parade. Furthermore, many of the traditional windows have been replaced with lower quality replacements, which are not in keeping with the overall appearance of the town centre.

Bingley has a number of important and prominent buildings. This includes Bingley Railway Station, Bingley Pool, Bingley Arts Centre (Home of Bingley Little Theatre) and many historic buildings in the town centre. However, some of the buildings are not well kept, with some of the floors abandoned, broken windows, failing elements of the buildings, etc. This promotes a negative feeling to the overall perception of the area.

What truly makes the town centre special is its valley location and rising woodland surrounding the town. Visible from different parts of the town, this contributes to the uniqueness of the place giving a secluded feel, which attracts visitors and is appreciated by residents.

Also, Bingley town centre has a very interesting townscape, mainly because of its architecture, but also because of the unique topography, level changes and street layout.



Figure 6: Bingley Little Theatre



Figure 7: View towards Priestthorpe



Figure 8: View of Main Street



Figure 9: Shopfronts along Main Street



Figure 10: View from Bingley Market Square



Figure 11: Main Street of Bingley



Figure 12: One of the Bingley sett streets (Dryden St)



Figure 13: View towards historic area in the north of the town .

2.3 LANDSCAPE AND OPEN SPACES

In accordance with the Landscape Character SPD, Bingley is within a wider Airedale Landscape Character Area - the largest and most complex character area in the district due to the dramatic contrasts between the open exposed upland pastures above 250m A.O.D. and the busy settlements and industrial areas of the valley floor.

The town is located within the attractive valley of the River Aire, which is bounded by woodlands and developed hill slopes to the west and east respectively. The western area is covered by ancient woodlands, with Priority Habitat Inventory - Deciduous Woodland extending into the study area. The valley setting creates open long views towards the hilly surroundings from all sides of the town centre.

There are also a number of Statutory and Non-Statutory Protected Sites located in Bingley, with good connections to the wider area. A Site of Special Scientific Interest (SSSI), namely Bingley South Bog SSSI, is located to the south of the town .

Two Registered Parks and Gardens are located just outside the built up area. St Ives Estate to the west and Prince of Wales Park to the north, both near the top of slopes.

Allocated local open spaces are also present throughout Bingley providing recreational spaces for local residents.



Figure 14: Examples of existing Open Spaces

KEY

-  Study area boundary
-  Bingley South Bog (SSSI)
-  Registered Parks and Gardens
-  Open Spaces



Figure 15: Bingley green spaces

2.4 BINGLEY AND PARISH STRUCTURE AND EVOLUTION

Bingley traces its origins to the Domesday book of 1086 and gained a market charter from King John in 1212. Bingley became prosperous due to its agricultural and cottage textile activities. Support from the transport connections and construction of Leeds and Liverpool Canal in the 18th century and the railway line in the 19th century contributed to significant industrial growth and expansion of the settlement.

During the post war period, Bingley town centre saw the largest changes since the extensive growth during the 19th century. The area to the south of the town centre was cleared to accommodate Myrtle Walk Shopping Centre, Jubilee Gardens and the Arts Centre.



Figure 16: Examples of traditional buildings in Bingley



Figure 17: Examples of more modern buildings in Bingley



Figure 18: Bingley in 19th century



Figure 19: Bingley in early 20th century

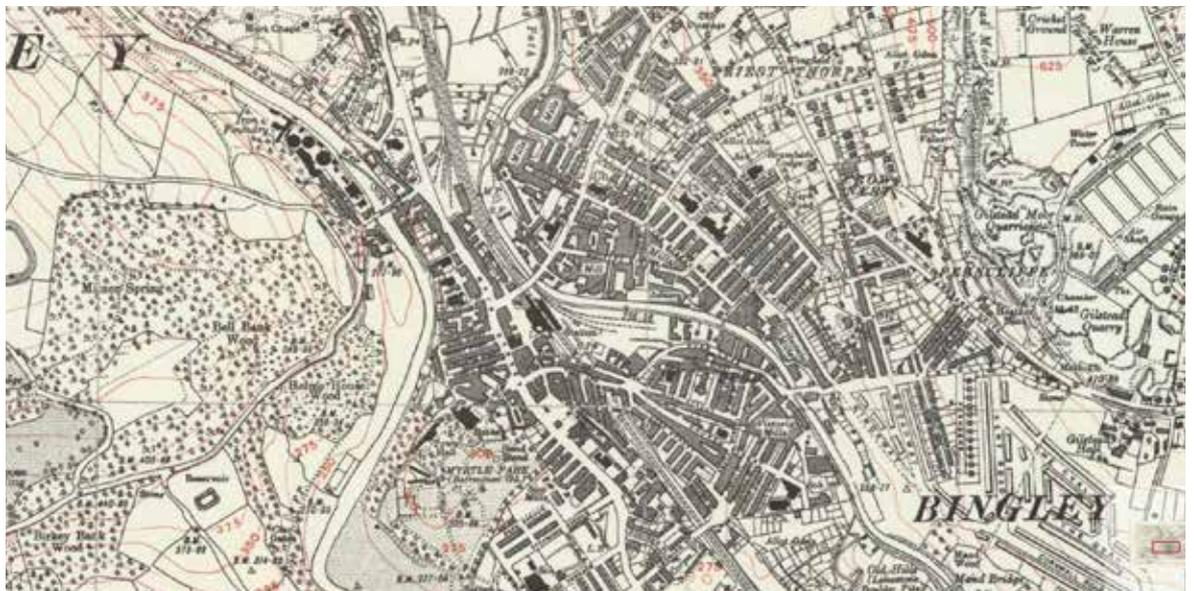


Figure 20: Bingley in mid 20th century

2.5 LANDSCAPE AND OPEN SPACES OF THE TOWN CENTRE

Whilst the town centre itself does not have many formal open public spaces, the existing ones are of high quality and play a valuable contribution to the overall design quality, perception, and character of the whole area. Myrtle Park to the south of the town centre is a popular destination for residents and visitors. Sitting by the River Aire it is interlinked with a long vegetated strip running along the western boundary of the town centre. Both spaces create a green buffer and are part of the wider wooded uphill to the west and create a rural, secluded environment.

Bingley Market Square is the town 's main public open space. It is an important public realm within town centre.



View 1



View 2



Figure 21: Bingley Landscape

- ← Views
- Myrtle Park
- Bingley Market Square
- Built-up areas
- Wooded areas
- Watercourses
- Bingley town centre

100m

500m

2.6 MOVEMENT OF THE TOWN CENTRE

Bingley has an established movement network comprised of well-connected vehicular and non-vehicular infrastructure.

Vehicular

Bingley town centre benefits from the A650 (Aire Valley Trunk Road), which links the town with the regional and national motorways. The strategic road network directs most of the traffic to three principal access points to the south, east and north of the town centre. These strategic points of access act as the primary gateways to the town centre. The gateways are not defined and fail to enclose the space or to create an inviting passage on to the town centre.

Main Street is the primary access and through street connecting Bingley town centre with the surrounding villages of Crossflatts, Priestthorpe, Eldwick, Gilstead, Ferncliffe, Cottingley, and the A650. It forms a spine to a wider street network, interconnecting routes of lower tiers and allowing better navigation throughout the town.

There are three secondary routes (Ferncliffe Road, Park Road & Harden Road) linking the town centre with the wider Parish. As lower tier connectors, these streets are calmer in terms of streetscape and traffic flow.

Bingley has a number of tertiary routes which circulate traffic within the town centre

The area has established bus routes which link the town with the surrounding settlements like Bradford, Keighley, etc. and a train station, which makes the town well-accessed by public transport.

Non-vehicular

Bingley is highly permeable. The block lengths do not exceed 100m, and there is an established pedestrian network. Public Rights of Way and public footpaths are well integrated into the town's public realm and extend into the open countryside.

National Cycle Network Route 696 runs along the Leeds and Liverpool Canal. It is a combined walking and cycling route connecting Keighley, Bingley, Saltaire and Shipley and is also known as The Airedale Greenway. It follows the Leeds and Liverpool Canal and forms part of the Aire Valley Towpath between Leeds and Bingley.

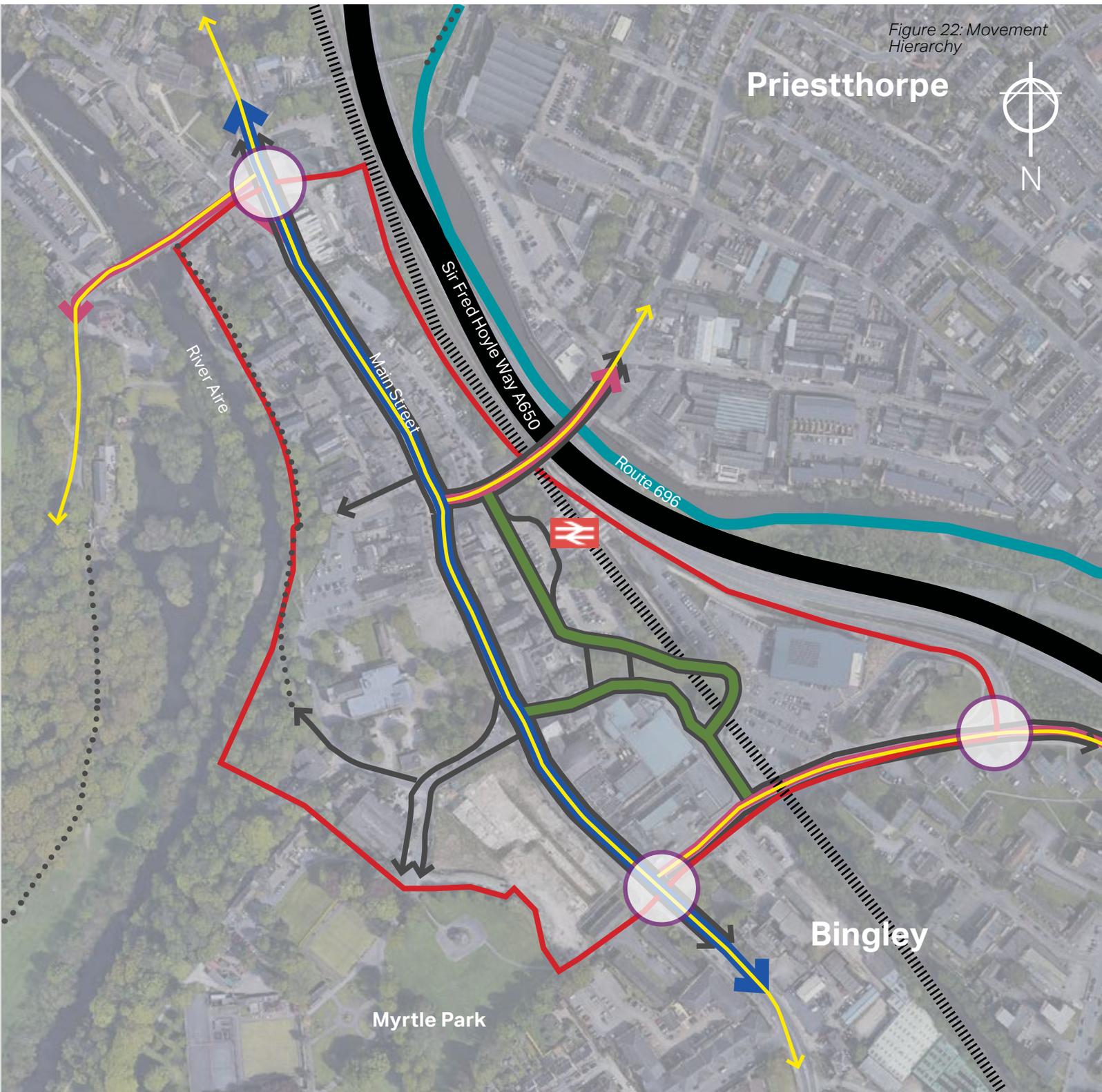


Figure 22: Movement Hierarchy

- ||||| Railway line
- Motorway
- Primary Street
- Secondary Street
- Tertiary Streets
- Pedestrian Network
- Public Rights of Way
- Gateway
- Cycle Route 696
- Bingley town centre
- Bus routes

2.7 HERITAGE OF THE TOWN CENTRE

Bingley town centre is rich with heritage assets, which provide a unique character of the town. A significant part of the town centre falls within Bingley Conservation Area. It covers the original core of the town and retains elements from various stages in its history and development. The Conservation Area retains many original traditional buildings and architectural detailing reflecting local vernacular style. It still retains the characteristics of a small town with a busy commercial core surrounded by quieter residential areas. Most of the buildings retain their traditional features and details. The original street pattern in the Conservation Area is still traceable despite a later alteration to Main Street and creates a unique and high-quality environment due to a number of original buildings, with high-quality architectural detailing, permeable blocks and sett streets in some parts of the Conservation Area. However, some later buildings along Main Street may have changed the traditional local identity of the town centre. Some of the recent buildings present negative impact on the overall design quality of the town centre.

There are a number of Listed Buildings within and surrounding the study area. Most of the Listed Buildings are Grade II Listed, with Ireland Bridge, Church of All Saints and the Leeds and Liverpool Canal Three Rise Locks with Overflow Channel being Grade II* Listed.

The 217 ha Grade II registered St Ives Estate lies to the west of the town centre. The park can be broken into two distinct character areas: the formal gardens and the wooded pleasure grounds.



Figure 23: Grade II* listed Ireland Bridge



Figure 24: Grade II* listed Church of All Saints

Figure 25: Heritage
Designations Plan



- Conservation Area
- Grade II Listed Building
- Grade II* Listed Building
- Bingley town centre

3 ENGAGEMENT





General Description

During the preparation of the Design Code document, two neighbourhood plan steering group engagement events were held. These workshops gave members the opportunity to ascertain, share and debate the key opportunities and constraints. These events helped to confirm an understanding of the key issues, and also helped to shape the content of the design principles & codes.

Workshop

Workshop 1, Inception Meeting:

The first workshop was held on 05 November 2019. During the meeting, AECOM had a town walk-around to note physical constraints and opportunities as well as identify distinctive local features to form the baseline of the Design Code. A new Bingley town centre boundary was suggested and then confirmed by the BNPWG. It was also confirmed the Design Code document should focus on public realm and shopfronts of the town centre.

During the meeting with the Neighbourhood Plan Working Group, AECOM then explained the approach that was going to be adopted in the Design Code exercise. AECOM also gathered aspirations from members of the BNPWG.

Workshop 2:

AECOM provided an update on the progress of the Design Code report on 18 September 2020. The BNPWG suggested expanding the Design Code to cover the fringe areas of the re-defined Bingley town centre (called Bingley Core Area in this report), two Local Centres, and two 'Central Areas of Villages'.



4 PUBLIC REALM STRATEGY AND DESIGN CODES



4.1 BINGLEY AND PARISH AREA

In this section, a series of Design Codes will be suggested to enhance the quality of the public realm in Bingley town centre and core areas for smaller villages in Bingley.

As a result of discussion with BNPWG, in this document, there are three categories of Design Codes:

- Overarching Design Codes: Applied to public realm in whole Bingley town, with particular focus on the Bingley Core Area, Local Centres and Central Areas of Villages (sections 4.2 to 4.11);
- Bingley town centre Design Codes: Applied to public realm in the re-defined Bingley town Boundary in this document; and
- Shopfront Design Codes: Applied to any existing and new shopfront in the whole Bingley town.

These Design Codes will ensure future development does not bring negative impacts to local distinctiveness, and enhance Bingley to become a better place to live and work in.

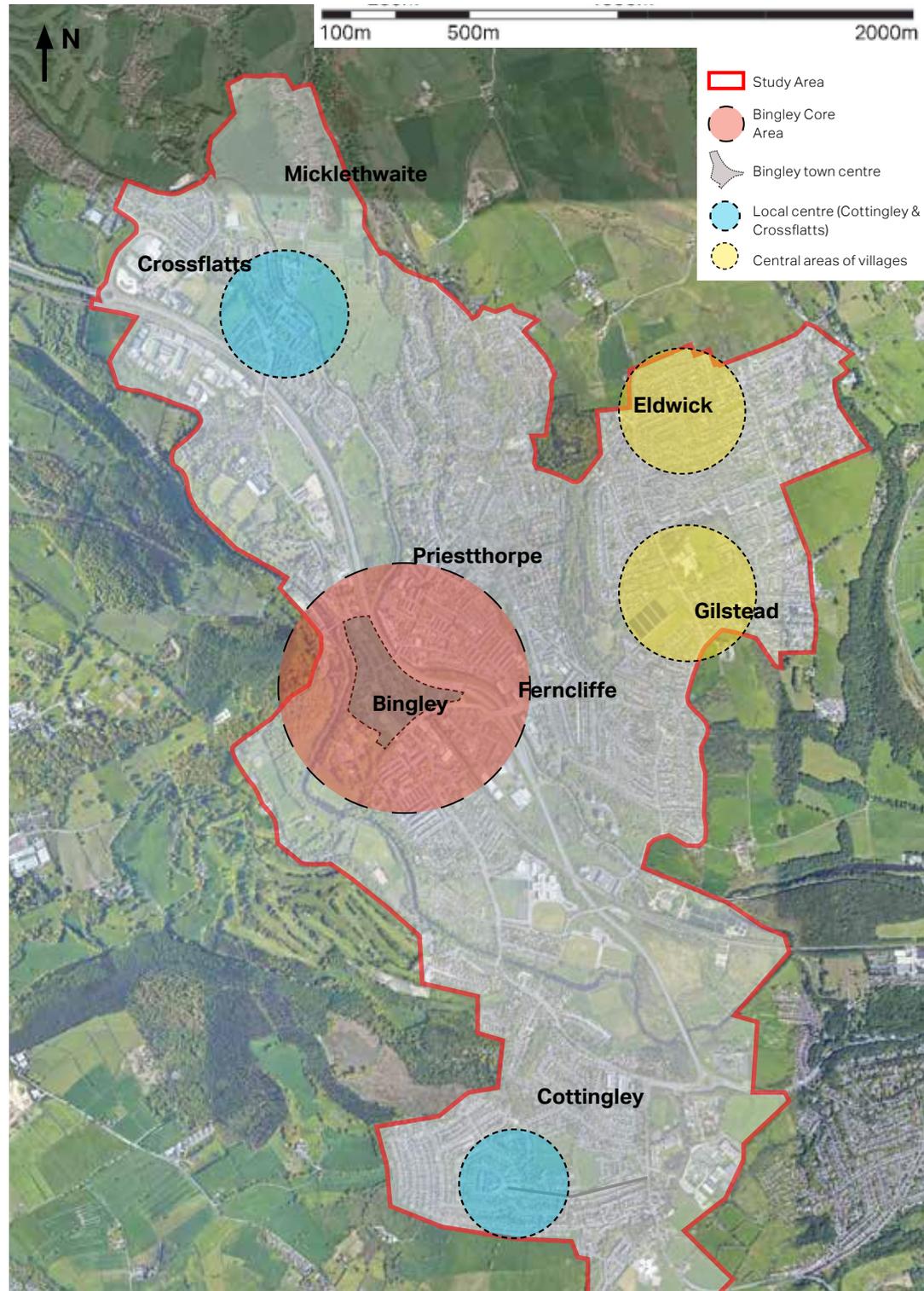


Figure 26: Bingley study area

4.2 IMPROVEMENTS TO STREETS AND FOOTPATHS

(OVERARCHING CODE: PR01)

The design of existing or new streets should take into account the functions of the street, and the type, density and character of the development.

Streets should retain their five main functions;

- place;
- movement;
- access;
- parking; and
- utilities.

All streets in the town centre should be pedestrian and cycle friendly. This can be achieved by widening of pavements, cycle infrastructure provision, barrier minimisation, well maintained and high-quality materials and active frontage provision. Streets should not be designed by assuming 'place' to be automatically subservient to 'movement'. Both should be considered in combination, with their relative importance depending on the street's function within a network.

Street trees and small pockets of green spaces can be added to streets where possible to improve the street scene and surrounding open spaces. Some streets may consist of a large number of Listed Buildings or some old buildings that represent local traditional identity. Any improvements to these streets should respect the current street scene and keep the original local distinctiveness.

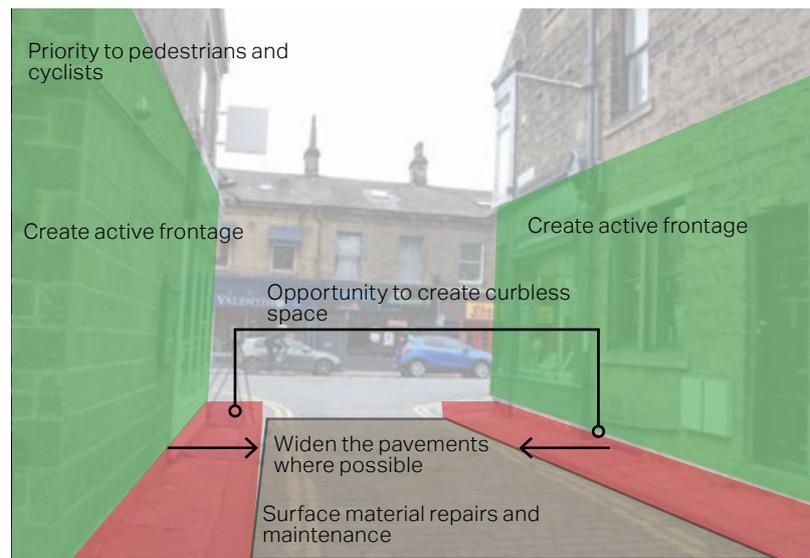


Figure 27: Potential improvements to built-up streets.

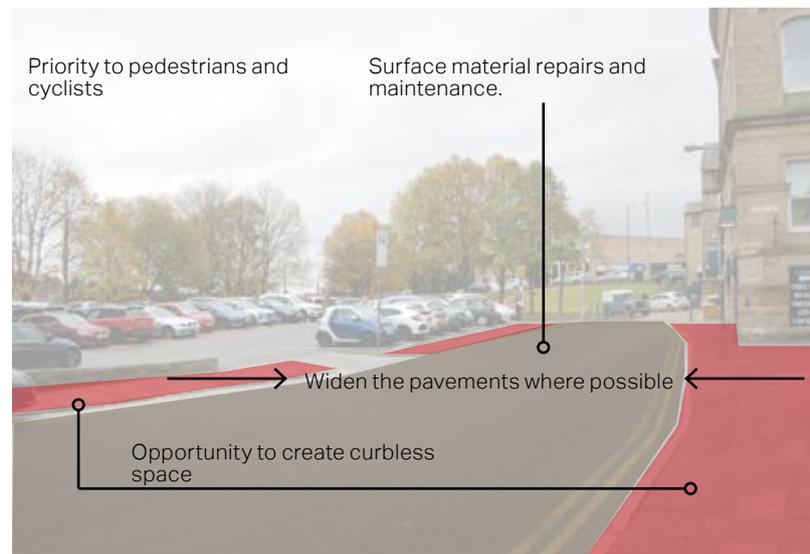


Figure 28: Potential improvements to open streets.

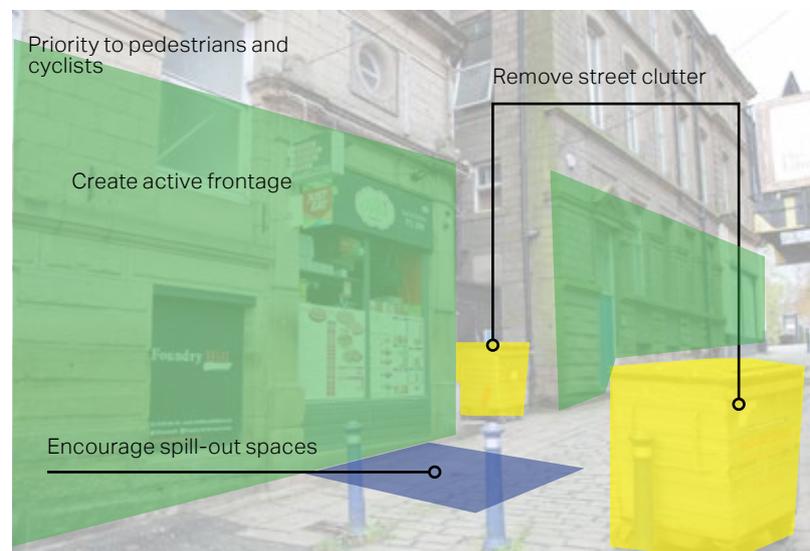


Figure 29: Potential improvements to footpaths

4.3 ACCESSIBILITY (OVERARCHING CODE: PR02)

Bingley town centre should become accessible to all residents and visitors. Any development in the town centre should remove any barriers that create unnecessary effort and separation. Streets and public spaces should be well-maintained to assist wayfinding and accessibility. Destinations, facilities, shops and restaurants should be inclusive for all people with different mobilities. Materials used for the public realm improvements, should not create any physical or virtual barriers.



Figure 30: Stairs and ramps provide options and variety for people with different capabilities.



Figure 31: Seating areas create places more accessible and comfortable.

4.4 TRAFFIC CALMING

(OVERARCHING CODE: PR03)

Traffic calming uses physical design and other measures to improve safety for motorists, pedestrians and cyclists. It aims to encourage safer, more responsible driving and potentially reduce traffic flow. Traffic calming measures within Bingley town centre will create a safer pedestrian environment.

Kerb extension and narrowing street: This includes narrowing the width of the road at the pedestrian crossing with an extended kerb, causing the traffic to slow down and provide a safer condition for pedestrians.

Speed bumps/humps and cushions: These are a family of traffic calming devices that use vertical deflection to slow motor-vehicle traffic to improve safety conditions.

Speed tables: A speed table is long flat-topped speed humps that slow vehicles more gradually than humps and provide safer conditions. Raised pedestrian crossing: Raised pedestrian crossings act as speed tables, often situated at intersections.



Figure 32: Traffic calming bumps



Figure 33: A zebra crossing with a road hump



Figure 34: Zebra crossing with narrow road



Figure 35: Zebra crossing

4.5 CYCLE PROVISION (OVERARCHING CODE: PR04)

Cycling is encouraged within the Bingley town centre as an alternative mode of transport. Cycle storage facilities should be well integrated with other uses along the Main Street. The cycle routes should connect well with other national and local cycling routes. Location of cycle storage should consider safety and ease of access.

Cycle stands: Cycle stands within the town centre should be well integrated with other uses in the Main Street. The location of cycle stands should be accessible and connect well with other local cycling routes. They should be robust and simple in design.

Cycle hub: Cycle hubs should be accessible and integrate well with local and national cycling routes.



Figure 36: Cycle stands



Figure 37: Cycle hubs

4.6 GATEWAYS AND WAYFINDING

(OVERARCHING CODE: PR05)

Legibility, permeability and the ease of navigation make places more accessible to people, providing them with movement choices and improving the experience of the town centre. Well-defined gateways and wayfinding measures offer ease of access and aid navigation within the town centre. Provision of signages and wayfinding measures should be made at key gateways within Bingley town centre to improve legibility and accessibility for the pedestrian, cyclist, public transport users and motor vehicles.



Figure 39: Street signs on buildings help avoid street clutter



Figure 40: Tourist information boards aid navigation to key attractions within town centre

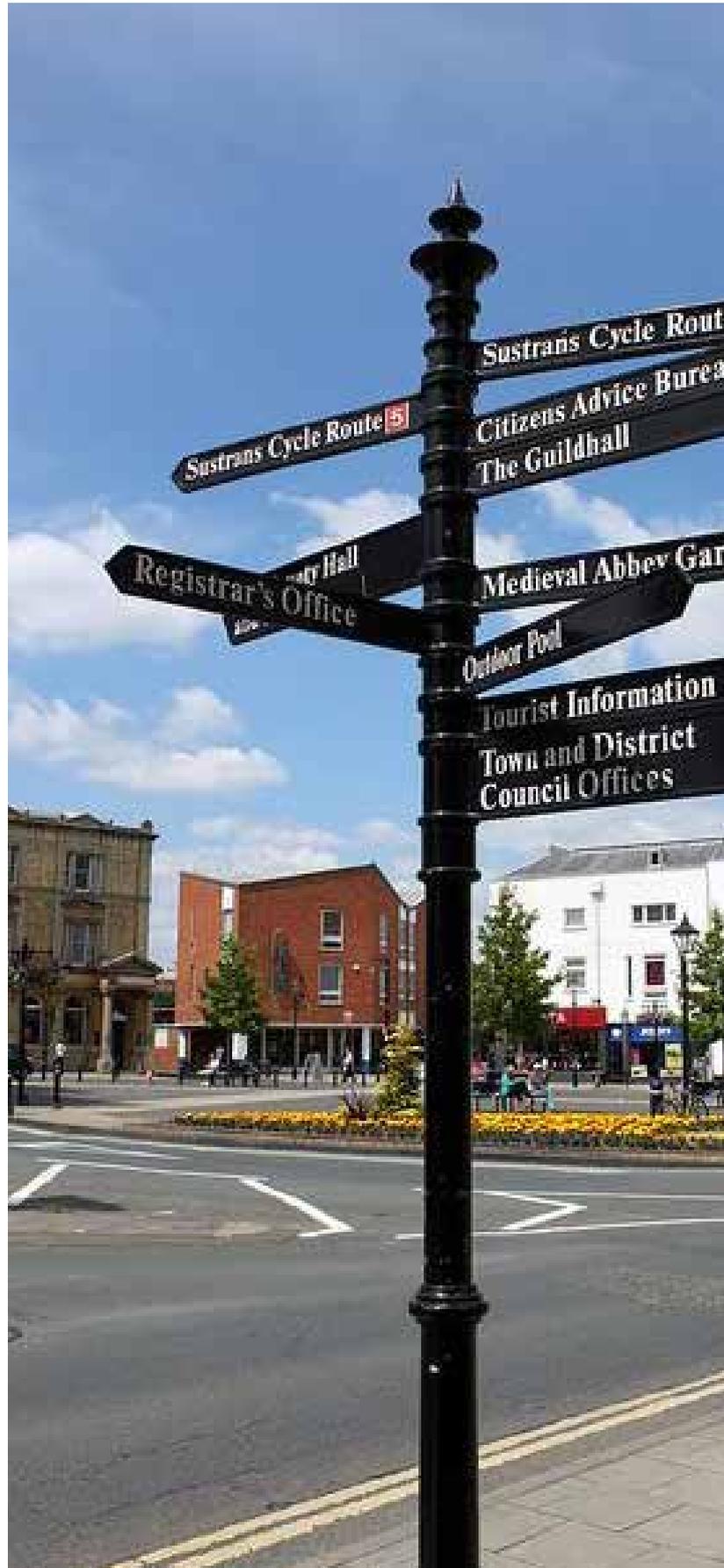


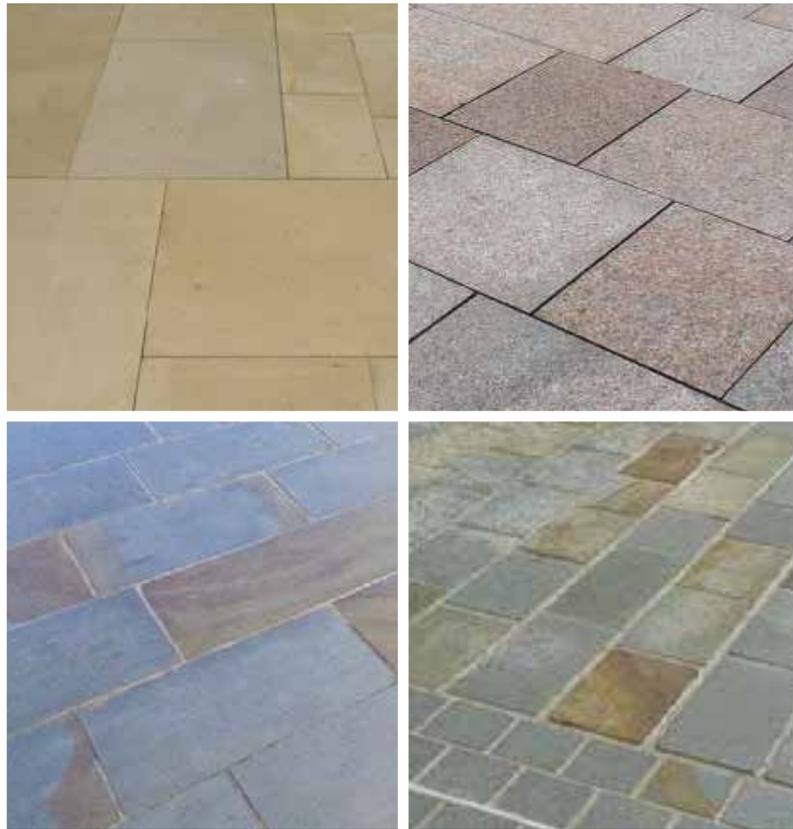
Figure 38: Orientation sign in Oxfordshire

4.7 SURFACE MATERIALS (OVERARCHING CODE: PR06)

The quality and state of street surfaces have a significant influence on the perceived quality of the public realm. It has a key role in unifying streets and spaces and enhancing the identity of the town centre.

The selection of built materials should respect the character of the existing town scape. The Design Codes encourage the use of a variety of high- quality materials that complement and enhance the character of Bingley town centre. Other materials apart from the ones detailed in this section may be acceptable if agreed with the Town Council. A modern interpretation of architectural styles is acceptable and encouraged within the town centre fabric but must complement the existing character of the town scape.

Pavements



Carriageways



Figure 41: **Paving:** 1) Yorkstone paving; 2) & 3) Granite paving; 4) Pannat Sandstone. **Carriageways:** 1) Yorkstone sett; 2) Granite sett; 3) Concrete sett; 4) Asphalt.

4.8 STREET FURNITURE

(OVERARCHING CODE: PR07)

Street furniture provides a primary function in the public realm by unifying the street scene. It also helps create a sense of place and identity. Street furniture design should be simple and robust and easy to maintain. Street furniture design across Bingley town centre should be complementary, based on a unified design palette for each character area, and should be used to strengthen the legibility of key routes and spaces.

Benches: Benches must be located at a minimum distance of 450mm from the edge of the public highway. Seats should be wide enough for at least three people and should be of a simple design. Materials can be contemporary (to be agreed with BTC). Seating should provide for different user groups and should be attractive and robust and easy to maintain.

Bins: Bins should be robust and covered. They can be contemporary in design and material.

Bollards: Bollards must be robust and simple in design. They should be well integrated within the Public realm to avoid street clutter. Bollards should be avoided where spaces are narrow and hinder pedestrian flow.

Planters: Planters must be robust and simple in design. They should be well integrated within the Public realm and should be spaced carefully to avoid street clutter.



Figure 42: Wood and concrete bench without armrest



Figure 43: Stainless steel benches with armrest



Figure 44: Bins



Figure 45: Bollards with cycle racks

4.9 NEW BUILDS AND EXTENSIONS

(OVERARCHING CODE: PR08)

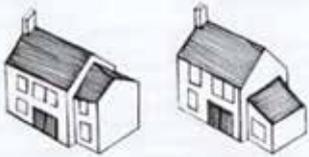
The local distinctiveness of Bingley should be respected. New buildings or extensions to buildings can have a significant impact not only on the character and appearance of the building, but also on the street scene within which it sits. A well-designed building or extension can enhance the appearance of the street, whereas an unsympathetic extension can have a harmful impact and create problems for the overall character of the area. A series of Design Codes for any new buildings in Bingley town centre and Local Centres are suggested below:

- New buildings or extensions should be appropriate to the scale, massing and design of the existing building and complement the streetscape.
- New buildings or extensions are more likely to be successful if they do not exceed the height of the original or adjacent buildings. Two-storey extensions should be constructed with the same angle of pitch as the existing roof.
- The design, materials and architectural detailing of new buildings or extensions should be high-quality and respond to the existing and neighbouring building and the local character of the neighbourhood plan area. Impacts upon the space surrounding the building such as overlooking and overshadowing should be considered.

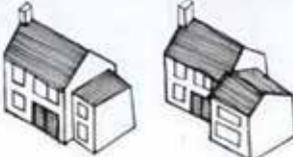
Several Design Codes for building extension are suggested below:

- Alterations and extensions of historic buildings should respect the host building. Replacement of historic and traditional features, such as timber windows and doors with uPVC and other nontraditional materials should be avoided.
- The original building should remain the dominant element of the property regardless of the number of extensions. The newly built extension should not overwhelm the building from any given point.
- Extensions should not result in a significant loss of the private amenity area of the dwelling.
- Designs that wrap around the existing building and involve overly complicated roof forms should be avoided.
- The pitch and form of the roof used on the building adds to its character and extensions should respond to this where appropriate.
- Extensions should consider the materials, architectural features, window sizes, and proportions of the existing building and recreate this style to design an extension that matches and complements the existing building.
- In case of side extensions, the new part should be set back from the front of the main building and retain the proportions of the original building. This is in order to reduce any visual impact of the join between existing and new.
- In case of rear extensions, the new part should not have a harmful effect on neighbouring properties in terms of overshadowing, overbearing or privacy issues.
- Side extensions must ensure that appropriate gaps are left between buildings such that terracing does not result.

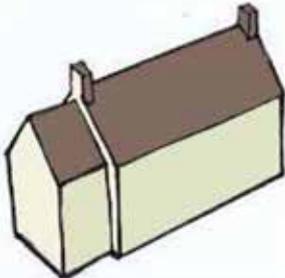
Figure 46 indicates some examples of good or bad building extensions.



Good example for side extensions, respecting existing building scale, massing and building line.



Both extensions present a negative approach when considering how it fits to the existing building. Major issues regarding roofline and building line.



The extension has an appropriate scale and massing in relation to the existing building.

Design treatment in case of loft conversion:

<p><input checked="" type="checkbox"/> </p> <p>Loft conversion incorporating skylights.</p>	<p><input checked="" type="checkbox"/> </p> <p>Loft conversion incorporating gabled dormers.</p>	<p><input type="checkbox"/> </p> <p>Loft conversion incorporating a long shed dormer which is out of scale with the original building.</p>
<p><input checked="" type="checkbox"/> </p> <p>Original roofline of an existing building.</p>	<p><input checked="" type="checkbox"/> </p> <p>Loft conversion incorporating gabled dormers.</p>	<p><input type="checkbox"/> </p> <p>Loft conversion incorporating gabled dormers which are out of scale and do not consider existing window rhythm nor frequency.</p>

Figure 46: Examples of building extensions

4.10 ENVIRONMENTAL AND BIODIVERSITY (OVERARCHING CODE: PR09)

New developments should always aim to strengthen biodiversity and the natural environment. This can be done by the creation of new habitats and wildlife corridors, aligning gardens and public spaces and linking with existing ecological assets. Hedges, wildflower meadows, old trees, ponds, hard landscaping features such as rock piles, nest boxes installed at the eaves of the buildings, frog habitat corridors, dry stone walls and bug houses can all make a significant contribution to species diversity. Therefore, protecting and enhancing existing landscape assets is important. It should always be aimed to minimise any damage to natural habitats, add to the character and distinctiveness of a place and contribute to climate change adaptation.

When planning for any new development it is important to preserve the parish's treasured environmental and landscape assets. Natural green verges in the streets should be protected when planning for new development. The landscape can be also enhanced if opportunities are identified. The footpath network has potential to improve the links and therefore the connectivity around the area. In addition, the quality of the existing pavements could be improved to enhance walkability and safety in a way that does not alter the rural character of the area. Several Design Codes are suggested below to protect and enhance biodiversity in Bingley:

Wildlife-friendly environment:

- New developments and building extensions should aim to strengthen biodiversity and the natural environment;
- Existing habitats and biodiversity corridors should be protected and enhanced;
- New development should encourage greener infrastructure within built-up areas; and
- New development proposals should include the creation of new habitats and wildlife corridors. This could be achieved by aligning back and front gardens or installing bird boxes or bird bricks in walls. Wildlife corridors should be included to enable wildlife to travel to and from foraging areas and their dwelling areas.



Figure 47: Examples of environmental friendly design

4.11 SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE (OVERARCHING CODE: PR10)

Energy efficient or ecological design combines all-round energy efficient construction, appliances and lighting with commercially available renewable energy systems, such as solar water heating and solar electricity.

Starting at the design stage, there are strategies that can be incorporated towards passive solar heating, cooling and energy efficient landscaping which are determined by local climate and site conditions. The aim of these interventions is to reduce overall domestic energy use and to do so as cost effectively as circumstances allow. The potential sustainable development measures that could be used include: Solar roof panels, Permeable pavements, Waste collector integrated design, Green roofs, and Rainwater harvesting.

Solar roof panels

Solar panels on roofs should be designed for minimal visual impact. On new builds, they should be designed in from the start, forming part of the design concept. Some attractive options are solar shingles and photovoltaic slates or tiles. In this way, the solar panels can be used as a roofing material in their own right.

On retrofits, designers should:

- Analyse the proportions of the building and roof surface in order to identify the best location and sizing of panels;
- Aim to conceal wiring and other necessary installations; and,
- Consider introducing other tile or slate colours to create a composition with the solar panel materials.



Figure 48: Examples of solar roof panels

4.11 SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE

(OVERARCHING CODE: PR10) (Continued)

Rainwater harvesting

This refers to the systems allowing the capture and storage of rainwater as well as those enabling the reuse in-situ of grey water. These systems involve pipes and storage devices that could be unsightly if added without an integral vision for design.

Therefore some design recommendation would be to:

- Conceal tanks by cladding them in complementary materials;
- Use attractive materials or finishing for pipes;
- Combine landscape/planters with water capture systems;
- Underground tanks; and,
- Utilise water bodies for storage.

Permeable pavements

Pavements add to the composition of the building. Thus permeable pavements should not only perform its primary function which is to let water filter through but also:

- Respect the material palette;
- Help to frame the building;
- Create an arrival statement;
- Be in harmony with the landscape treatment of the property; and,
- Help define the property boundary.



Figure 50: Examples of permeable pavements

Figure 49: Examples of Rainwater harvesting

Waste collector integrated design

With modern requirements for waste separation and recycling, the number of household bins, quantum and size have increased. This poses a problem with the aesthetics of the property if bins are left without a solution. Thus we recommend the following:

Create a specific enclosure of sufficient size for all the necessary bins;

- Place it within easy access from the street and, where, possible, able to open on the pavement side to ease retrieval;
- Refer to the materials palette to analyse which would be a complementary material;
- Use it as part of the property boundary;
- Add to the green feel by incorporating a green roof or side planting element to it; and,
- Combine it with cycle storage.

Green Roofs

Green roofs are increasingly accepted and often can be seen integrated in new building design. Whether the roof is partially or completely covered with vegetation, their design should follow some design principles such as:

- Green roofs should be planned from the start of a project;
- Easy to reach and maintain;
- To complement (where applicable) the surrounding landscape;
- To help integrate the building with the countryside;
- Design comprehensively with other eco designs
- such as water harvesting and pavements.



Figure 51: Examples of waste collector



Figure 52: Examples of green roofs

4.12 TOWN CENTRE PUBLIC REALM DESIGN PRINCIPLES

Bingley town centre is the most important community centre and service facility hub for the town. Based on site survey, the urban design quality of some key nodes needs to be improved. This page gives several examples of existing conditions which could be enhanced in the future. At the same time, several special Design Codes which will be only applied to the town centre are shown on the Design Code regulating plan - Figure 54, with their approximate locations for implementation. In addition, the overarching Design Codes listed in the previous section will be applied in the town centre.



- ▲ The junction of Millgate and Main Street defines an urban gateway to the north of Bingley town centre; Opportunities to make a pedestrian and cycle friendly junction;



- ▲ Narrow footpath along Wellington Street should be widened and clearly defined;



- ▲ Traditional pavement of Dryden Street presenting local identity should be protected and enhanced;



- ▲ Footpaths along Main Street should be widened and improved;



- ▲ Bingley Market Square should be enhanced and well used by local people;



- ▲ The junction of Myrtle Park and the Main Street provides opportunities to make a pedestrian and cycle friendly junction;



- ▲ Narrow footpath along Main Street should be widened;

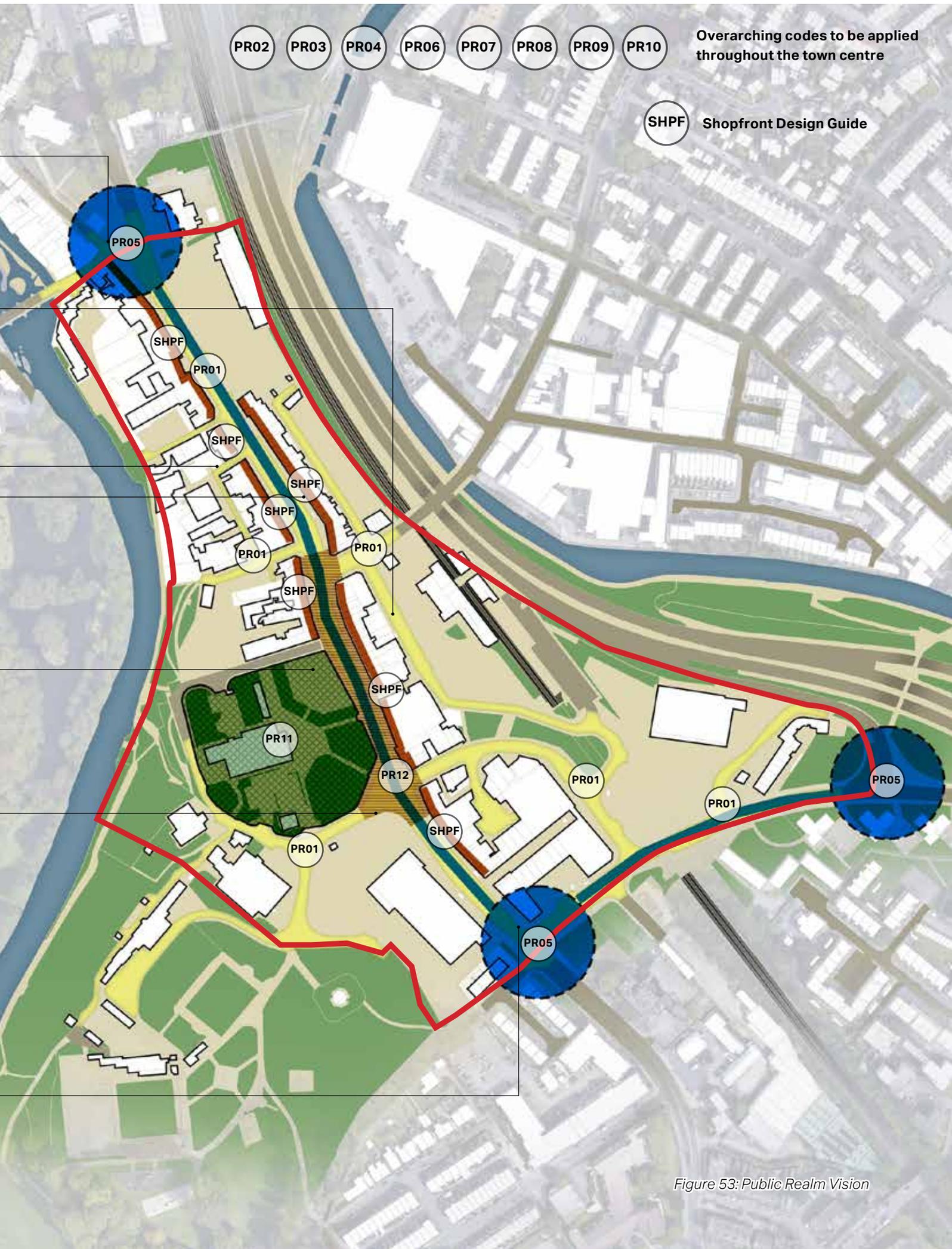


Figure 53: Public Realm Vision

4.13 BINGLEY MARKET SQUARE (TOWN CENTRE CODE:TC01)

Bingley Market Square is one of the main public open spaces in the town centre. The Market Square should become a major attraction and destination, contributing to the overall quality of the wider public realm. It should provide opportunities and space for town events and people's recreation. In order to do so, any future development should focus on the improvements to the Square's importance, liveability, comfort, adaptability and high visual quality.

There are four main elements which constitute Bingley Market Square..

1. Hard Space – is the Square's hard surfacing which can be used for a variety of activities and define the Square;
2. Soft Space – comprises of landscaping, vegetation and green open spaces;
3. Amenities and Green spaces – Bingley Little Theatre, public toilets etc. including structures that serve or will serve residents and visitors. These should also contribute to enhancement of the biodiversity of the town centre areas together with the Soft space.
4. Access and Movement – Footpaths, ramps, stairs, and anything that makes the Square more walkable, pleasant and sociable.

Considering the central location of the Market Square, it might be a good place for 'incredible edible' projects. These projects aim to bring local people together through introducing some activities about producing local food, therefore may help to change people's behaviour towards the environment and to build a more resilient place.

Any future development should maintain these four elements. Future designs can change the location and configuration of these elements, if approved by the Parish Council, but the Square should always be based around Hard Space, Soft Space, Amenities, and Access and Movement. The Market Square should form part of the wider green infrastructure network and act as a key green node.

Any further design works or improvements to the Market Square should be based on the following principles.

Flexible Design

Bingley Market Square should be used during any time of the day, week and year. To respond to natural fluctuations, flexibility needs to be built in. Instead of a permanent stage, for example, a retractable or temporary stage could be used. Likewise, it is important to have on-site storage for movable chairs, tables, umbrellas, and games so they can be used at a moment's notice.

Amenities and Green spaces

The Market Square should introduce more amenities that make it more comfortable for people to use. Features like benches, public art, green spaces, and play areas for children can make a big difference in how people perceive and use the place. The amenities can be both permanent or temporary, but they should establish an environment for social interaction.

Image and Identity

Bingley Market Square has several existing features that define its image and identity. Bingley Arts Centre home of Bingley Little Theatre, Grade II Listed Stocks at the Old Market Hall, Butter Cross at the Old Market Hall and Old Market Hall itself, are unique Bingley assets, that should be kept and enhanced. The traditional Bingley Market is also a very strong event contributing to the image of the town centre. All future interventions should create a square that becomes the most significant place in the town – giving strong identity to the whole community and town .

Attractions and Destinations

A wider variety of smaller "places" within the square can attract a variety of people making it more sociable and varied. These can include outdoor cafes, fountains, or sculptures for performances. These will bring variety to the public realm and draw people throughout the day.

Figure 54: Bingley Market Square Masterplan



Seasonal Strategy

It is important that Bingley Market Square functions without disruptions throughout the year. Skating rinks, outdoor cafés, markets, horticulture displays, art and sculpture help adapt our use of the space from one season to the next.

Access

Bingley Market Square should be easy to get to for all people. This can be done through well-marked pavements, slow traffic, pedestrian friendly environment and curbside access and environment, so everyone can get to the Market Square easily.

4.14 IMPROVEMENTS TO MAIN STREET

(TOWN CENTRE CODE: TC02)

Main Street is one of the most important elements of the whole Bingley public realm. It acts as the town's Primary Street (see section 2.6 Movement), which circulates traffic through the town centre, causing congestion and impacts the quality of the town centre. Whilst shops, services and amenities located along Main Street contribute to the overall legibility of the town centre, the overall environment is dominated by the road, affecting walkability and accessibility. In order to improve Main Street, priority should be given to pedestrians and cyclists. This can be achieved through various urban design solutions. Any option should be approved by the town Council.

Option 1 - Pedestrianising Main Street:

Pedestrian-only use will restrict most of the vehicle traffic (apart from maintenance and service vehicles during the night time). It will create an opportunity for better linkages with Bingley Market Square as well as create a very accessible, mobile and pleasant pedestrian environment. Air and noise pollution as well as the number of accidents will fall. The drawback of this option will be increased pressure on vehicular traffic, therefore mitigations need to be considered as part of this option.

Option 2 - Wider Pavements = Narrower Carriageways:

Curbless and wide pavements are the common way of creating a more pedestrian friendly environment. They lead to narrower carriageways, which calm down the traffic, keeping the opportunity for vehicles to access the town centre. Car parking along Main Street should be limited. Seating areas, vegetation and landscaping is encouraged.

Option 3 - Shared Space:

Make streets pedestrian and cycle centric but without denying the possible use of a car. Aim to make the street space a shared space in the sense that all modes of transport are equally important and all need to co-exist.



Figure 55: An example of pedestrianised street. Option 1.



Figure 56: Curbsless wide pavements and definition with materials. Option 2.



Figure 57: An example of shared space. Option 3.



5 SHOP FRONTS DESIGN CODES



5.1 INTRODUCTION TO THE SHOPFRONT CODE

The following sections provide Design Codes for shopfronts in Bingley town. These design principles and codes are based on the Bradford Council existing Shopfront Design Supplementary Planning Document (SPD) that provides a more detailed set of codes for new shopfronts, and alteration or enhancement to existing ones.

5.2 SHOPFRONT PARADE (CODE:SHPF01)

A good shopfront is more than just large windows, a door and sign. Whilst the main purpose of a shopfront is to display goods and services provided inside the building, shopfronts are a crucial elements of the streetscape, which determines the overall quality of the public realm. Therefore, it is important to evaluate how all the individual components form a finished design and what contribution they make.

Bingley Main Street is mostly defined by the buildings which face the street and have shops, services or cafes on their ground floors. Whilst most of the premises do not fail in terms of displaying their products, the overall appearance of Main Street lacks uniqueness and sense of a place. Numerous shopfronts dominate over the host buildings, hiding or not reflecting their distinctive features, architectural elements, and styles. Furthermore, there is no uniformity in the designs, colours and scale, which creates visual clutter and an unattractive environment for the residents and visitors.

In order to improve the visual quality of Bingley town centre and enhance its character, the first step in designing a shopfront is to make a careful appraisal of the host building and surroundings. The shopfront should not be considered in isolation but be seen as part of the overall composition, buildings, rhythm and streetscapes.

All shopfronts should be of high quality and respect the existing character of Bingley town centre. Individual shopfronts should be in keeping and sympathetic to the host building and the whole parade. Traditional shop width and rhythm should be maintained, architectural variety within blocks is acceptable if it is in keeping with the existing character of the street fabric.



Figure 58: Example of a shopfront parade in Bingley town centre



Figure 59: Example of a shopfront parade in Bingley town centre



Poor quality shopfront

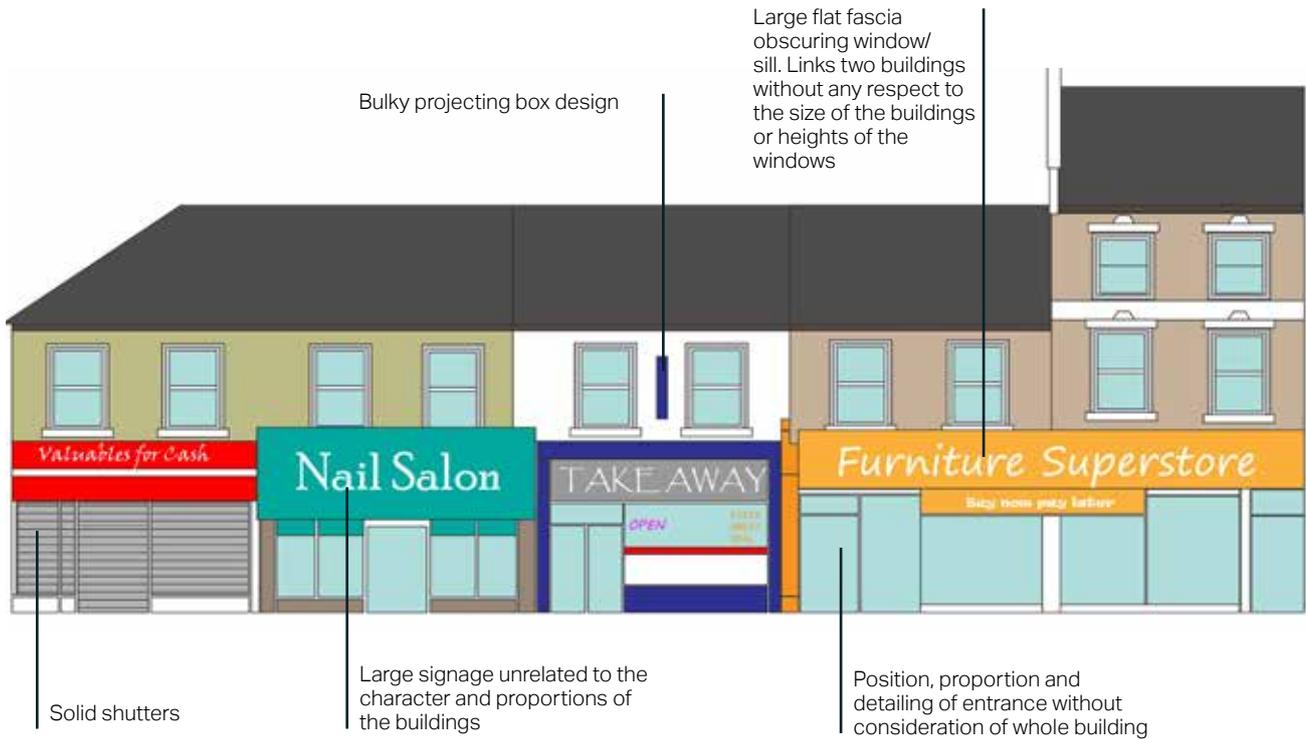


Figure 60: Poor quality shopfronts that harm the character of the area and provide an unattractive environment for potential visitors. Negatives include the loss of original features, inconsistent proportions of shopfronts, poorly integrated additions and visual clutter.



High quality shopfront

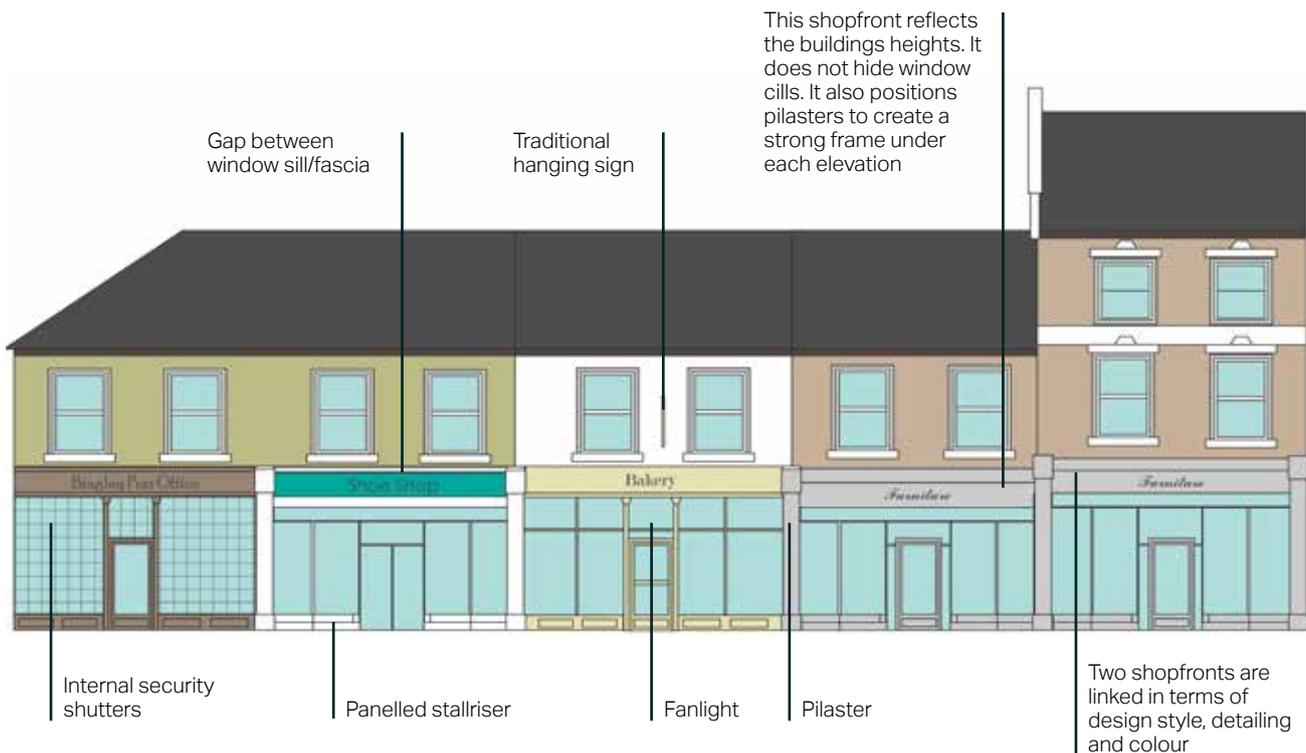


Figure 61: High quality shopfronts that enhance the character of the area and provide an attractive environment for potential visitors.

5.3 DESIGN APPROACH (CODE:SHPF02)

Once a proper consideration of the whole shopping parade has been made an appropriate design approach should be established. In any case where a historic shopfront exists, it should be retained. Particular attention should be given to any development within the Conservation Areas and/or in a close proximity to a Listed Building.

As there is scope for interpretation, repairs of the original shopfronts are encouraged as a first-choice approach. Where possible the traditional architectural frame of the shopfront should be repaired or re-established. In cases where a modern shopfront is proposed it should be of a high quality, which will be sympathetic to the surroundings.

When considering the appropriate approach to altering a shopfront, developers should first consider the appropriateness of sensitive repair work. Both traditional and contemporary shopfronts are in principle acceptable. Heritage assets, buildings in Conservation Areas or traditional buildings should only have traditional shopfronts and designs. Contemporary shopfronts should be designed with traditional elements in mind. Opportunities for improvements and enhancement of the streetscene should be made.

Traditional Shopfront

Often, a traditional shopfront has an entrance set back from the pavement. The typical detailing consists of pilasters, with elements such as capital and plinth, a corbel or console bracket, cornice and frieze or fascia, which generally has a hand painted sign. The shop window will typically include two vertical mullions and a transom rail at door head level with clerestory or transom lights above. It will be made of timber and sit within the traditional architectural framework around the opening.

Contemporary Shopfront

In the areas outside the Conservation Areas, where appropriate to the architectural context, a modern shopfront may be acceptable. This could be developed either within the traditional surround or within a carefully articulated new shop frame that reinterprets the proportions and form of the adjacent shopfronts in a contemporary manner. The design of modern replacement shopfronts should be of a high standard in order to bring diversity and vitality to the street.

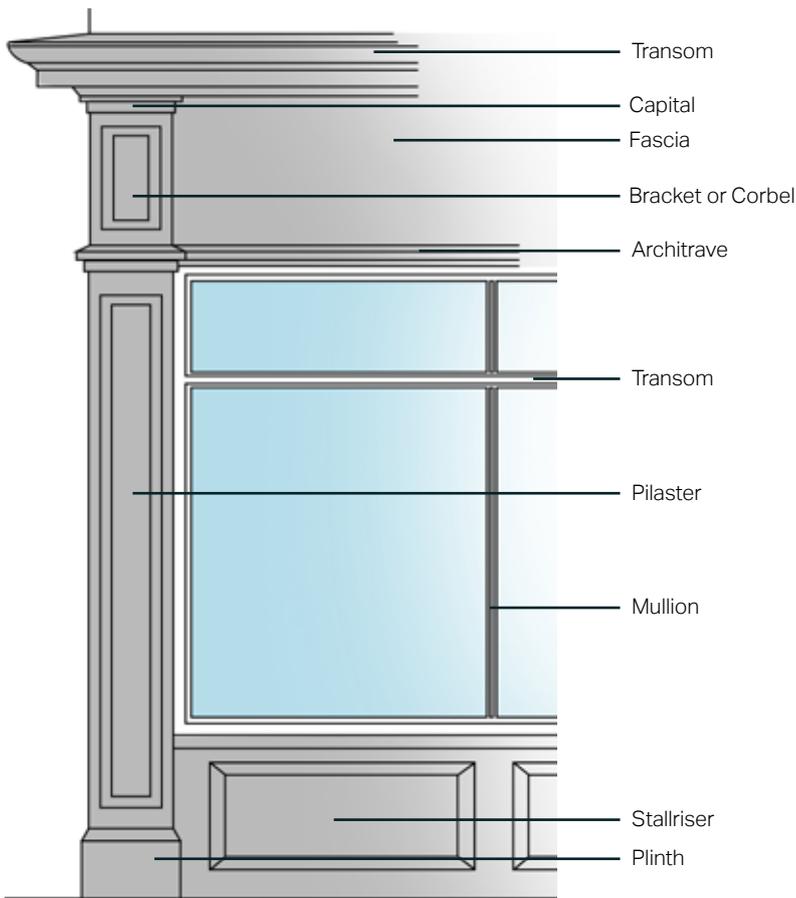


Figure 62: Traditional shopfront elements

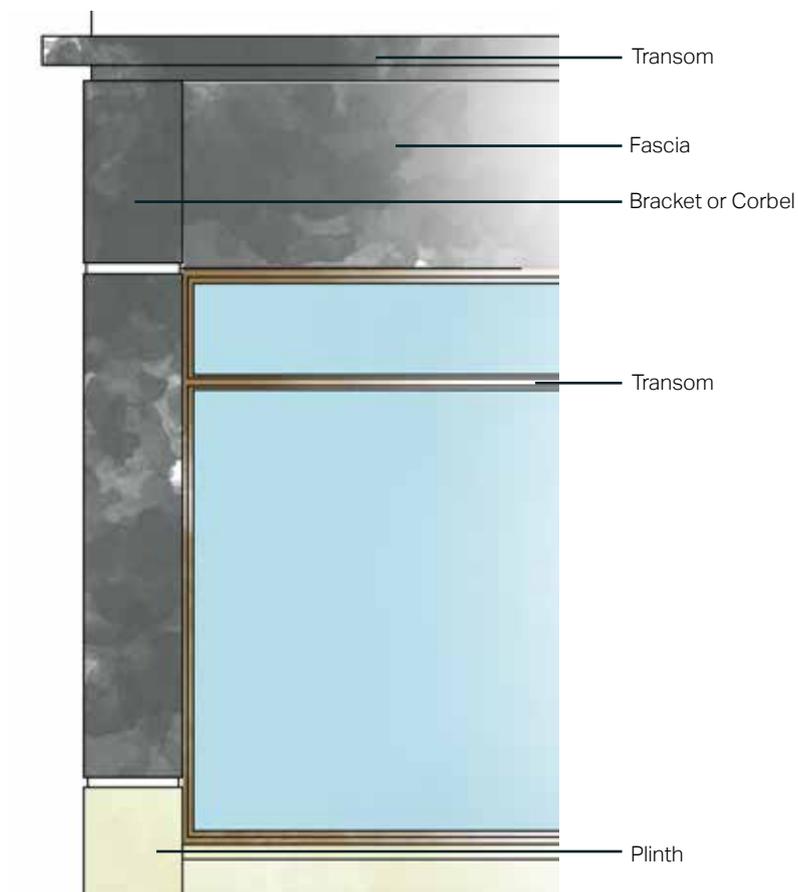


Figure 63: Contemporary shopfront elements

The primary consideration in achieving a well-designed shopfront is that it should be conceived as part of the whole building into which it is installed. Regardless of the period of construction, a shopfront nearly always incorporates four key elements: (1) stallrisers, cill and windows; (2) door and doorways; (3) Pilasters; (4) cornice, fascia and architrave. These must be applicable to the context of the shopfront itself, and by relating to each other create an acceptable appearance.

A well-designed contemporary shopfront can still contain traditional elements, such as posts and lintel forming a frame that supports the façade. Replicating the classical proportion with a projecting cornice detail works best. The proportions of the frontage should respect and be sympathetic to the host building.



5.4 WINDOWS (CODE:SHPF03)

Shopfront widows have traditionally had window panes subdivided by vertical timber uprights, known as mullions and horizontal timber elements, known as transoms to provide structural support for the glass.

As technology has advanced, it has become possible to manufacture larger panes of glass requiring minimal support. This can be successful in modern shopfronts, but is not acceptable on traditional shopfronts, Conservation Areas or heritage assets.

The method of subdivision and proportions of the windows should relate to the character of the building. Smaller subdivisions will be appropriate on historic buildings, while larger subdivisions will be more suitable on more modern buildings.



Figure 64: Contemporary cafe and juice bar, Congleton high street



Figure 65: Flat shopfront insert and undivided glazing detracts from the existing traditional frame and the character and appearance of the host building.



5.5 DISPLAY SPACE (CODE:SHPF04)

Display space should be of high-quality design. Large and clunky advertisements on the windows obscuring the view of the inside will not be acceptable. High-quality materials like metal, wood, glass or high-quality plastic are recommended for elevational treatment. The display should be organised and should not hinder pedestrian movement or cause visual clutter. Windows should be clear and transparent with well-organised advertising allowing the view of internal spaces.



Figure 66: A well arranged display space, which does not dominate and clutter the shopfront, allowing good visibility into and out of the shop. Leek, Sheep Market



Figure 67: Bad example of a display space. Cluttered windows create a messy appearance and affect visibility and overlooking.

5.6 FASCIA (CODE:SHPF05)

The fascia is the dominant feature of a shopfront. It advertises the business or service the shop offers, and is intended to be a feature that customers will notice. Therefore, the contribution fascias makes to the perception of a streetscape is not only visual, but also experience related. Often fascias can dominate causing an overbearing impact upon the building, when sizing, signage, character, style, information, is not well considered.

At the moment, Bingley's fascias come in different sizes, styles, level of information display and rhythm. This has an impact upon the character and visual perception of the town centre and reduces the overall design quality of the area.

It is critical that acceptable materials or fascias are used and subsequently incorporated into the wider design of the shopfront. This will ensure that it remains an attraction without harming the character of the shopfront as a whole.

Often, when it comes to fascias - less is good. Smaller, monotone fascias, will be sympathetic to the host buildings, and remove potential for visual clutter.

When designing a fascia particular attention should be given to proportions and scale of the fascia. It should not extend below the bottom of the corbel, not obscure windows and architectural detailing, not project above the ground level and align with other fascia in the parade. Where a store occupies several units, each should have a separate fascia, linked visually by common design.

The use of box fascias should be avoided as they are often unsympathetic to their surroundings in terms of bulk, size, materials and the lighting within the box fascia, and no acrylic and matte finish materials should be used in fascia design on heritage assets.



Figure 68: Bad example of fascia



Figure 69: Good example of fascia

5.7 PILASTERS (CODE:SHPF06)

Pilasters are architectural column details and provide visual support to the fascias. They should complement the building and contribute to high quality design and character.

Within traditional shopfronts, when a single shopfront extends across two or more buildings, the use / retention of pilasters provides the ideal design solution when shopfront design is seeking to respect the character and identity of an individual building.

In Bingley, many of the shopfronts do not have any pilasters at all or had them removed or covered by bulky fascias. This creates a bland appearance and has a negative impact upon the uniqueness of the town .

Pilasters are an essential part of the shopfront and should always be incorporated into the design in some capacity. Historic or traditional pilasters should always be retained or re-established if missing. Contemporary design should use pilaster detailing to distinguish separation between adjacent shops and buildings.



Figure 70: Examples of pilasters



Figure 71: Bad example of a pilaster treatment. The original detailing is covered by bulky fascias.

5.8 DOORS (CODE:SHPF07)

The shopfront doors are usually glazed to match the shopfront. The doors should be in keeping with the rest of the shopfront and parade, reflecting the overall character of the buildings. The bottom of the door glazing will often be on the same level as the top of the stallriser to be in keeping with the overall rhythm.

Second entrances leading to the upper floors of the buildings are not rare. These doors should be considered as elements of the overall shopfront and be of similar design to the main shop entrance.

Door detailing should be well selected to reflect the character of the host and surrounding buildings.



Figure 72: Good example of a shopfront door



Figure 73: Good example of door and two doorways within one shopfront

5.9 STALLRISERS (CODE:SHPF08)

Stallrisers are essential elements of every shopfront. The main function of a stallriser is to support the shop windows and gives a visual anchor to the whole shopfront. The stallrisers are usually in panelled timber to match the shopfront. Other materials can be also used, including: timber, stone, brick and ceramics. Tiling is commonly found in traditional or historic shopfronts, but can be optional in contemporary alternatives. Where the stallrisers have been inappropriately altered, every effort should be made to restore the original style and form.

Bingley town centre has a significant number of its traditional and historic stallrisers retained. They should be protected and restored where required. This will contribute to the enhancement of Bingley's character.

Stallrisers should be provided on any heritage asset be it a new or replacement shopfront. They are also desired on contemporary designs. Stallrisers must be designed to full width of shopfront and the height must be between 0.3-1.0m. Stallriser should be of stone, timber, metal or masonry construction as long as they are in character with the architectural style and historical context of the host building.



Figure 74: Examples of stallrisers



Figure 75: Tall stallrisers reduce the available display space and impact the activity of the frontage.

5.10 LIGHTING (CODE:SHPF09)

Lighting is an important attribute in creating an attractive and safe environment during the evening. On most of the illuminated streets there will be no need for additional lighting on shopfronts. In principal, shopfront lighting has a positive characteristic and can improve vibrancy, add character and improve the quality of the environment.

Internal lighting can only be accepted in special cases such as Pharmacy signs for example.

External illumination can be considered for certain businesses that are open in the evening such as pubs and restaurants. This may take the form of spotlights or up/down lighting to highlight specific architectural detailing.

Lighting on the buildings can be acceptable if there will be no negative impact on the host and surrounding buildings. Lighting should be subtle and should not dominate the host buildings. Within Conservation Areas or on Listed Buildings, full internal illumination of signs will not be acceptable. All illuminations should be aesthetically sympathetic to the individual building and the streetscape.



Figure 76: Good example of lighting



Figure 77: Bad example of lighting

5.11 SECURITY (CODE:SHPF010)

Retail premises must be safe for visitors and businesses. Security measures can be integrated but this should complement the design and should not dominate the street scene when the premises are closed. Solid metal shutters create a dull and unwelcoming atmosphere as well as reduce the surveillance through blocking the views into and out of the premises, and create surfaces which can be easily vandalised.

There are several examples in Bingley Main Street where the use of solid metal shutters create a blank unwelcoming appearance. In order to improve the appearance of the shopfront, more subtle lattice type shutters should be used.

If shutters and shutter boxes are incorporated into the design, then they must be placed internally, behind the glass. When in an open position, shutters must not block the shop window opening. Shutters must be perforated or of such construction to allow vision to the interior beyond. The use of solid shutters on shopfronts is unacceptable.

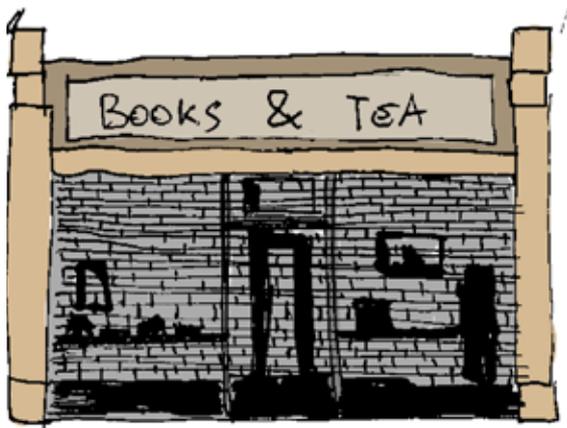


Figure 78: Transparent shutters to promote active frontage



Figure 79: Fencing used for security while promoting active frontage



Figure 80: Solid shutters are not acceptable

5.12 SIGNAGE (CODE:SHPF011)

Signage reflects the nature of the business and defines the character of the whole shopfront. Signage should be well designed and complement the architecture of the host building and the whole parade. When it comes to signage, less is more. Firstly, this will avoid any visual clutter and secondly, signs will harmonise with the surroundings. Nevertheless, signage should provide businesses with the opportunity to be creative and innovative in order to capture interest of their potential clients.

Many retail chains are restricted to a corporate style. In these cases, a certain level of flexibility is acceptable. In sensitive areas like Conservation Areas or with Listed Buildings, there will be a need to adapt the standard design without compromising the appearance of the heritage assets.

Box fascia signs or lettering covering the architectural detailing are not acceptable as they conflict with the traditional character of Bingley town centre.

Signage should be sympathetic and respect the character of the host and adjoining buildings. Businesses located adjoining a heritage asset or within the Conservation Areas should adopt their corporate design to enhance and protect the uniqueness and integrity of the surrounding environment. Both traditional and contemporary variations are permitted providing that they make a positive contribution to the street scene. Printed signage works best if it includes a highlight or shadow to give a 3D effect. Projecting box signs are not encouraged anywhere in Bingley town centre, and are prohibited in the Conservation Areas and on Listed Buildings. Projecting or hanging signs should not obscure architectural detail.



Figure 81: Images above. Bad examples of signage. The designs above, do not have any visual relations with host buildings. The signs contain more than just the business name creating clutter and messy appearance.

Figure 82: Images to the right. Good examples of signage. Colours are in keeping with the fascias. The signs do not contain any additional wording or images apart from the business name and hence removes the visual clutter. Clean fonts do not create visual clutter.



6 NEXT STEPS

6.1 NEXT STEPS

This document provides a series of design principles, Design Codes and recommendations for the central core area and local centres of Bingley. The document is based on high level reviews regarding the context, constraints, history, and characteristics of the town . The reviews suggest that any future development should be in line with the local characteristics and the existing context. The public realm strategy and shopfront guide provided within the document will guide future developments in Bingley to respect the area, conserve and improve the existing character, heritage, links, and town scape features.

Overall this document sets a holistic set of design principles, conceptual public realm strategy and shopfront guide for development in Bingley, which will allow the town to protect and enhance its character and appearance for future development.

The BNPWG is recommended to use this document to embed design policies within the Neighbourhood Plan to achieve the objectives set out in this document. Developers should also observe this document to understand the design quality they are expected to achieve.

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