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Introduction

1.1 The Aim of the Guide

Through a landscape and place-led approach, the Trafford Design Guide will set a new design standard for the borough. It will help shape the kind of places where people want to live, work and spend quality time by delivering more accessible, sustainable and beautiful development.

This document aims to support Trafford by providing a comprehensive guide to help inspire and guide the delivery of high quality places to live.

The Trafford Design Guide should be read alongside the National Planning Policy Framework, the Design: Process and Tools National Planning Practice Guidance, the National Design Guide, the Trafford Local Plan, any design-related policies contained within a neighbourhood plan (if there is a neighbourhood plan) and any approved masterplans or design codes for the area, settlement or a particular site.

Informed by consultation, research and best practice, this Design Guide focusses on the principles and outcomes needed to create and enhance high quality places to live and work.

It is intended to inform every stage of the design process, from appraisal of the site through to the submission of a planning application and delivery.

Following the principles and requirements will ensure that your design approach meets with the aspirations of the Council and the wider Trafford community, providing applicants with the best chance of achieving planning approval. Good quality places to live and work.



The guide is aimed at developers, designers and decision makers in Trafford ensuring that what is expected of design is clearly set out and that consistent advice is given.

What are the benefits?

There are a number of intended benefits in the creation of a design guide for Trafford:

- It will provide clear, transparent and consistent guidance.
- It will inspire high standards in design and placemaking.
- It will speed up the approvals process.

How will it be used?

The Trafford Design Guide is intended to inform the design and planning processes to embed the principles of good design in all planning applications within Trafford.

The aim is to assist developers achieve an overall aspiration of good design outcomes through the appropriate planning channels by providing key components of good urban design that will help to determine whether a place will function well in providing a safe, attractive and desirable environment in which to live, work and play.

Who is the guide for?

The Design Guide will inform development projects of all sizes and stages and therefore is intended to be read by a wide range of stakeholders, however three main groups can be set out below.

Applicants

From individual new home projects through to large new urban extensions and settlements. The document is intended to give residents, designers and developers clear guidance on what is expected of every element of the project.

Planning Officers

The Guide will be used as a tool by Trafford Borough Council planning officers to respond to the pre-application and planning application process. The guide will help ensure consistent design advice is provided throughout the stages.

Planning Committee

The Guide will also be used to inform Councillors during their decision making at committee, ensuring consistency in decision making.



The guide and the planning process

The Guide will sit as a Supplementary Planning Document that should be referenced by new applications made to the council, which means it will be a material planning consideration that is consistent with existing national and regional planning policy aims.

The Guide forms a material consideration in the determination of planning applications and it should be read in conjunction with the adopted development plan.

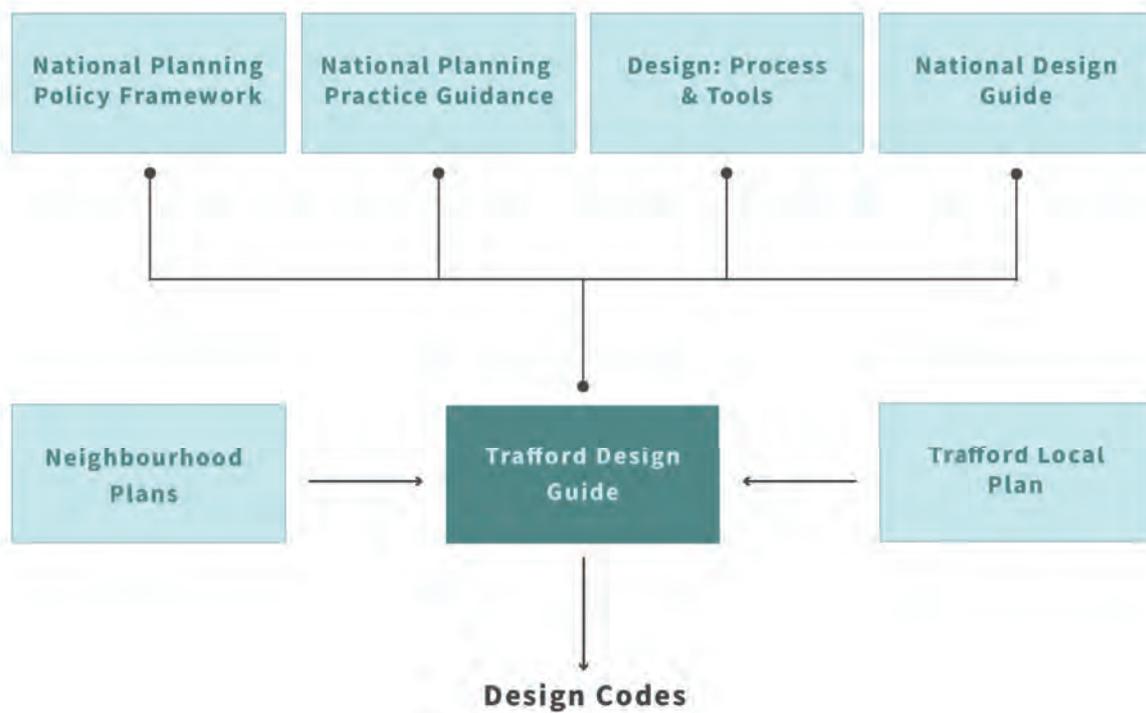
The Guide is expected to be referred to at all design and planning stages, with evidence to be provided on how proposals and decisions respond to the guidance contained within in.



Design Codes

In addition to the guidance set out in this document, more detail may be required for larger development projects, where the use of design codes might be appropriate. Design Codes should be informed by this Guide as well as the National Model Design Code both in terms of their aims and content.

Whilst Design Codes should provide more certainty for projects, setting out what is expected in a particular development site, they should generally be strategic, aiming to define key placemaking qualities and ensure these are delivered through the detailed design process.



The Value of Good Design

The buildings and spaces that we live, work and spend time in affect us all. Well-designed places influence our every day experience and determine our quality of life. They harmonise the collection of buildings, lifting our mental well-being, provide activities, and connect us to one another, as well the surrounding environment.

It is not merely aesthetic but experiential and can last long in the memory.

Achieving high quality design of places is fundamental to the development process if we are to provide for the new residents, communities and visitors who will use the space.

Good value design have a number of key characteristics which, when woven together, create its inherent qualities. Good design should leave a sustainable legacy, and they can become solutions to key issues such as climate change and adaptable to future trends.

Good design should be inclusive, cohesive, enjoyable and, therefore, sustainable. Instilling engagement within quality design will create places that the community cherish, ensuring they will look after it as if it were their own.

Through context-driven approaches, good design shall address local needs and issues and provide fit for purpose solutions that make it an attractive and distinctive place to be for users.

By making the built form coherent with surrounding uses and scale, establishing an appropriate relationship that is in lieu with local patterns of development.

Good value design informs many multi-faceted characteristics such as the layout, scale, form, appearance, materials and landscape which entail good experiential qualities. It is vital that we get it right.



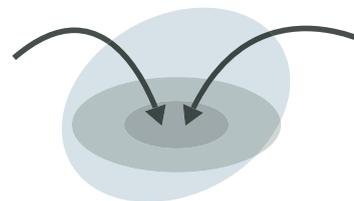
The Value of Good Design can:



Improve quality of life and wellbeing



Define the character and quality of a place



Create a focal point within a community place



Create a sense of place, engage people with their surrounding



Increase activity and economic activity within a place



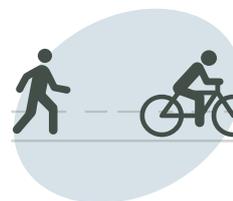
Create inclusive and welcoming space and places



Encourage civic pride and engage the community



Provoke interest and engagement with the built environment



Encourage activity throughout the built environment

Signposts

Living with beauty: report of the Building Better, Building Beautiful Commission, 2020:

<https://www.gov.uk/government/publications/living-with-beauty-report-of-the-building-better-building-beautiful-commission>

The Urban Design Compendium, 2000:

<https://www.gov.uk/government/publications/urban-design-compendium>

National Design Guide, 2019:

<https://www.gov.uk/government/publications/national-design-guide>

1.2 The Core Objectives

As Trafford continues to grow and evolve, this document outlines the key considerations, and qualities that will help to deliver high quality and successful neighbourhoods across the borough.

The core design objectives contain a series of components that identify a range of actions to be considered during the design and delivery stages of a project.

Deviation from these elements set out within this guide must provide a clear and robust justification. Developers and their design teams must demonstrate how their scheme will deliver a finished project to the highest standard, ensuring it fully aligns with the guidance and objectives of what this Guide seeks to achieve.

The core design objectives reflect on each component and provide a summary of the essential points that need to be addressed.

For Trafford to retain existing residents and become a destination, where people want to live, work and be entertained, six core design objectives have been identified. These objectives should be considered by all developments when shaping and delivering their proposals.

Connected



- **Connected Neighbourhoods:** places will be designed to make people want to move by providing safe, attractive, fun and well-proportioned streets, as well as delivering a sustainable mix of uses.
- **Promote Sustainable Movement:** buildings and places will be designed in way that makes walking, cycling and public transport the most attractive option to make, whether it be a short trip to the shops or a commute into neighbouring centres.

Engaged



- **Design Together:** designs will be a collaborative endeavour, with the community engaged in shaping emerging proposals.
- **Safe and Inclusive:** proposals will create buildings, places and streets that can be used by everyone.
- **Encourage a Mix:** proposals will deliver a sustainable mix of land uses activating, enlivening and enhancing places.

Resilient



- **Adaptable and Resilient:** proposals will respond to the climate emergency, delivering designs that are adaptable to changing socio-economic and environmental challenges.
- **Built to Last:** buildings and places will be robustly designed to create a legacy that lasts.
- **Healthy Places:** create places that support and encourage healthy lifestyles for all age groups.

Green



- **Lead with Landscape:** public spaces and landscape design will be a primary consideration in Trafford creating buildings that positively address streets and spaces that positively frame buildings.
- **Protect and Enhance the Environment:** all designs will respond positively to their environmental context by enhancing opportunities for active use of the environment and ensuring environmentally sensitive areas are protected or enhanced where possible.

Innovative



- **Embrace New Ideas:** designs in Trafford will embrace new ideas and approaches, delivering efficient, sustainable and useable buildings for all.

Locally Distinctive



- **Respond to Place:** proposals will respond to the historic and contemporary character of its place, delivering designs that complement and enhance their context in a creative and innovative way.
- **Build Beautiful:** the design of new buildings and spaces will contribute to the beauty of Trafford, delivering places and buildings that their community can be proud of.

1.3 Using the Guide

This document is intended to be a practical and usable guide for all parties involved in the design and planning of development in Trafford. It sets out a series of considerations which, when followed, will combine to ensure that proposals are designed and delivered to the highest quality expected by Trafford Council.

There are three scales to the guide which must be considered for all planning applications:

Strategic Design Principles, which are the guiding principles for good design to be applied in all proposals across Trafford - they should act as golden threads through all development in the borough;

Trafford Places, offering location specific design cues inspire contextual design responses and to ensure design reflects the character of the local area; and

Design Requirements, that provide detailed guidance to follow for different forms of development.

Applicants are expected to demonstrate how they have responded to the principles, objectives and requirements contained within each part.

Most proposals, especially those on the border between two Places or of a mixed development type, may need to consider more than one section of guidance.

The diagram opposite provides a flowchart describing how the guidance should be read and applied for all development.

Comply or Justify

The recommendations within the Guide have been developed on the principle of “comply or justify”.

This means that all development is expected to follow with the principles, guidance and requirements as set out within this document and that in doing so proposals are more likely to proceed through the planning process more quickly and successfully.

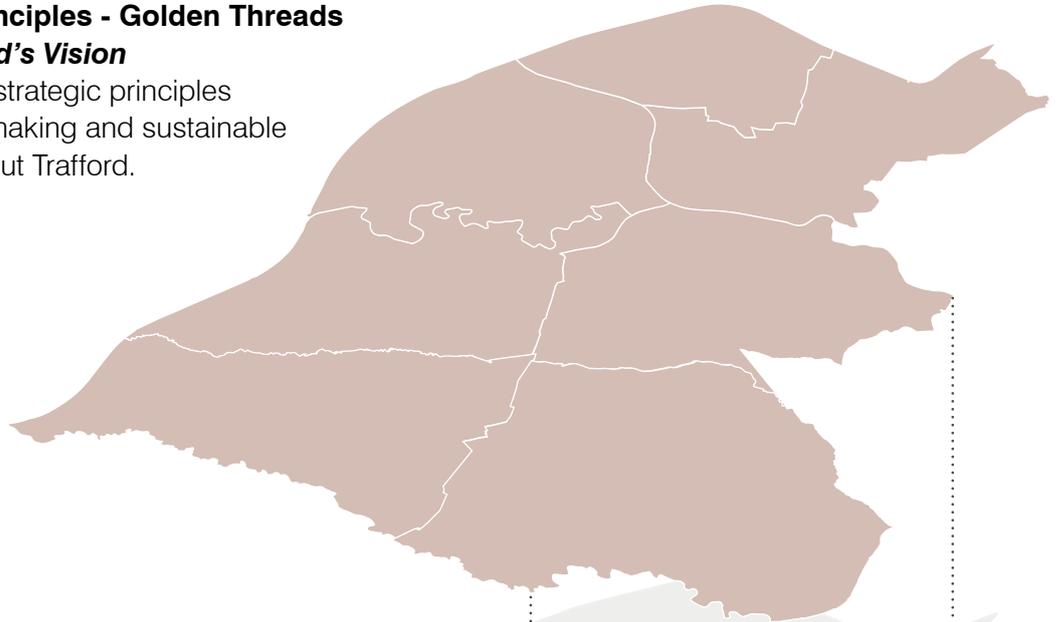
Where a proposal departs from any of the recommendations a thorough justification must be provided and be drawn from the individual circumstances of the proposals.

It is not the intention of the Guide to stifle creativity. Indeed it is actively encouraged. However failure to pay regard in any form to the points raised in the Guide may result in resistance to, or refusal of the proposals.

Strategic Design Principles - Golden Threads

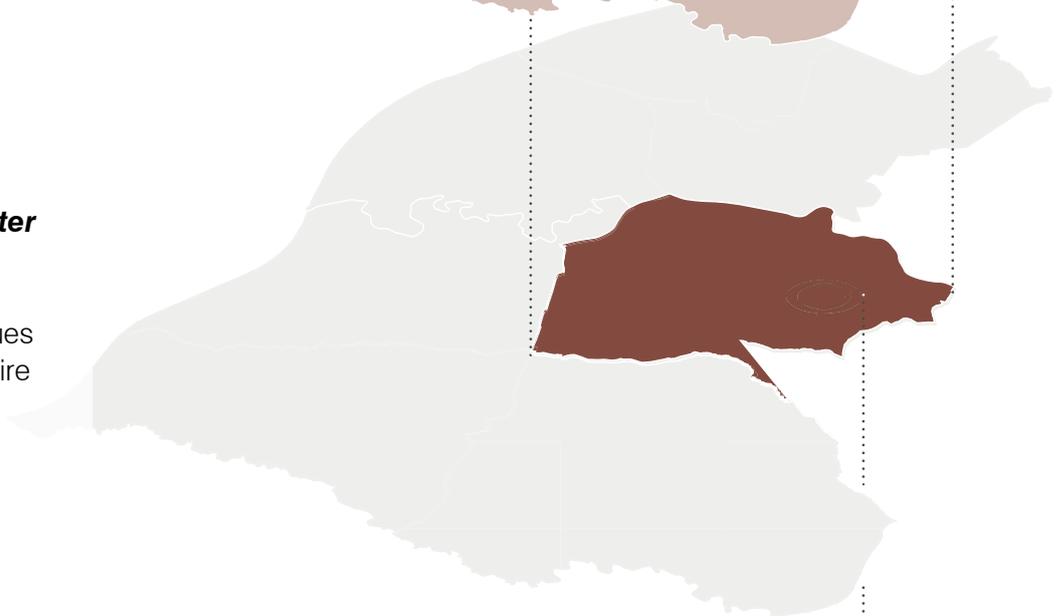
Delivering on Trafford's Vision

Meeting a set of clear strategic principles that supporting placemaking and sustainable development throughout Trafford.



**Trafford Places -
*Appreciating Character
and Context***

Place specific design guidance, providing cues that influence and inspire contextual



**Design Requirements - *Delivering Quality
Development***

Site and land use specific design requirements, providing a framework for the delivery of high quality design in Trafford.

