



Alveston **Village Design Statement**

Update
March 2010

**Adopted by Stratford-on-Avon
District Council**

Background

The Alveston Village Design Statement (VDS) was published by Stratford-on-Avon District Council in October 2001 as Supplementary Planning Guidance. The VDS expressed the collective views of the villagers at that time.

Following a significant development in the village (known as Church Close), and the resulting increase in the population, the Alveston Villagers' Association (AVA) sought the view of villagers, with the aim of keeping the design statement up to date.

This document is intended to be an addendum to the original VDS and the updated guidelines contained in this document should be adopted as supplementary design guidelines, replacing the 2001 design guidelines.



What has changed in Alveston since 2001?

The most significant development in the village has been the construction of houses in Church Close, the site previously occupied by the Young Plants' greenhouses. The number of dwellings in the village has increased by 20%, from 138 in 2001 to 166 in 2009. Other developments include house extensions and renovations, the most notable being the renovation in St James Close. Since 2001 three houses have been demolished and replaced by significantly larger properties.

The main employers in the village continue to be Alveston Leys nursing home and the Youth Hostel. An increasing number of residents work from home.



Consultation 2009: The views of the villagers

In 2009, two village consultation events were held, aimed at refreshing the design guidelines set out in the 2001 VDS. The first consultation was at the AVA Annual General Meeting, the second was held over the weekend of 6th and 7th June 2009.

Retaining the rural character

In 2009, the overriding issue for villagers is the desire to retain the open character of the fields surrounding the village that create an important rural edge to the settlement.

Of particular importance is the memorial field, which is situated between the war memorial and Church Close. This field defines the edge of the village of Alveston from the neighbouring settlement of Tiddington. Villagers feel that the loss of this open green space would detrimentally impact on the character of the village. The outcome of the 2009 consultation process fully endorses the statement in the VDS:

“The field between Young Plants [now Church Close] and the War Memorial is a fundamental element of village character. It establishes the village’s rural nature. Villagers have expressed an overwhelming view that this field be conserved as meadowland. This is because the intrinsic quality of this field as a green “buffer” between the village and the main road is critical in preserving the special characteristics of the wider conservation area.”

Church Close

Church Close was built after the VDS was adopted as supplementary planning guidance. The consensus is that the VDS helped frame the villagers' views on design guidelines with the developer and the planning authorities.

Church Close was constructed between 2005 and 2007 by Banner Homes following extensive consultation with the AVA.

Located opposite the Church and adjacent to Hemmingford House, Church Close has created another important sub-area of the village.

Church Close has a mix of brick and white rendered houses, giving it a character of its own within the village setting.

The houses along Church Lane have views towards St James Church. A small green within the development complements the greens throughout the village. Just off Church Close is an unusual courtyard surrounded by five of the dwellings.



Conservation area

A linked, yet separate point of view to the desire to retain field around the village, is that the memorial field, Hemmingford House and Church Close be returned to within the Alveston Conservation Area boundary. The conservation area document of 1992 removed the Youth Hostel (Hemmingford House), a listed

building, the memorial field and Young Plants from the village conservation area. The reason being: *“The development of the glass houses... has sufficiently affected the character of the area to warrant its omission from the Conservation Area.”*

The glass houses have been demolished and a new sub-area

has been developed which has significantly improved upon the character and appearance of this part of Alveston. The villagers encourage Stratford-on-Avon District Council to assess the potential of including this area in the conservation area boundary when the 1992 Alveston Conservation Area document is next reviewed.



Updated design guidelines

Following the consultation process, the Alveston Villagers' Association recommends the following amendments to the design guidelines.

All recommended changes are highlighted in blue.

Landscape setting & character.

Original Design Guidelines	2009 Update (changes in blue)
The eyeline towards the village from the B4086 should continue as it is and not be disturbed by any new high roofs. The height line of buildings should be restricted near all entrances to the village.	The eyeline towards the village from the B4086 should continue as it is and not be disturbed by any new high roofs. The buildings height line should be restricted near all entrances to the village. <i>Villagers expressed the view that landscape screening between the built edge of the village and the B4086 should be improved.</i>
The open spaces surrounding the entrance to the village should remain intact in order to keep the rural view, clearly distinguish the boundaries of the village and to maintain Alveston's concealed setting. This will help to prevent creeping urbanisation.	The open spaces surrounding the entrance to the village should remain intact in order to keep the rural view, clearly distinguish the boundaries of the village and to maintain Alveston's concealed setting. This will help to prevent creeping urbanisation.





Updated design guidelines

Highways and footpaths

Original Design Guidelines	2009 Update (changes in blue)
Parking & traffic	
<p>There should be no yellow lines as they are out of character both with the rural nature of the village and its conservation area status. Any new development should have off-street parking. In addition, any planning application must give full consideration to commercial vehicle access during development and on completion.</p>	<p>There should be no yellow lines as they are out of character both with the rural nature of the village and its conservation area status. Any new development should have off-street parking. In addition, any planning application must give full consideration to commercial vehicle access during development and on completion.</p>
Footpaths, Verges and Bus Stops	
<p>Footpaths on village lanes should be sympathetic with the rural character of the village.</p>	<p>Footpaths on village lanes should be sympathetic with the rural character of the village.</p>
<p>Grass verges and greens must be protected. Appropriate aesthetic solutions should be encouraged to prevent vehicles driving over and parking on verges and greens.</p>	<p>Grass verges and greens must be protected. Appropriate aesthetic solutions should be encouraged to prevent vehicles driving over and parking on verges and greens.</p>
<p>A country footpath connecting Charlcote Park and Swiffen Bank would enhance greatly village amenities, including hiking access to the Youth Hostel. Similarly a path going west from Swiffen Bank to Kissing Tree Lane would be a major benefit.</p>	<p>A country footpath connecting Charlcote Park and Swiffen Bank would enhance greatly village amenities, including hiking access to the Youth Hostel. Similarly a path going west from Swiffen Bank to Kissing Tree Lane would be a major benefit.</p>
<p>Bus shelters on both sides of the B4086 outside the Youth Hostel should be constructed in character with the one on Kissing Tree Lane.</p>	<p>Bus shelters are now in place.</p>
Lighting	
<p>Lighting in the village should be sympathetic to its rural character. New housing developments should not increase the average density of lighting.</p>	<p>Lighting in the village should be sympathetic to its rural character. New housing developments should not increase the average density of lighting. The design of the lighting should be sensitive to and without detriment to the character and appearance of the village setting.</p>

Updated design guidelines

Overall village layout and design

Original Design Guidelines	2009 Update (changes in blue)
The retention of open areas is essential to the character of the village, acting as a buffer zone along the southern edge of the village.	The retention of open areas is essential to the character of the village, acting as a buffer zone along the southern edge of the village.
The high proportion of large private gardens must be protected as sub-division of these properties into a number of smaller plots should be discouraged.	The high proportion of large private gardens must be protected and sub-division of these properties into a number of smaller plots should be discouraged. <i>Insensitive redevelopment of existing larger plots should continue to be discouraged.</i>
Any new development should be accompanied by extensive planting of trees and shrubs compatible with those already in existence, thus maintaining the privacy. Non-compatible fast growing conifers should be avoided.	Any new development should be accompanied by extensive planting of trees and shrubs compatible with those already in existence, so maintaining the privacy. Non-compatible fast growing conifers should be avoided.





Updated design guidelines

Building styles and layout

Original Design Guidelines	2009 Update (changes in blue)
Retain the distinct sub areas of the village. Any development must retain the character of each sub-area. The means that extensions or new buildings must take account of the character set by neighbouring significant and listed buildings.	Retain the distinct sub areas of the village. Any development must retain the character of each sub-area. The means that extensions or new buildings must take account of the character set by neighbouring significant and listed buildings. <i>This is applicable to all sub-areas, including Church Close.</i>
The scale and proportion of new buildings and extensions should harmonise with their direct neighbours. Plans should be accompanied by a perspective drawing showing this relationship.	The scale and proportion of new buildings and extensions should harmonise with their direct neighbours. Plans should be accompanied by a perspective drawing showing this relationship.
Any alteration or improvements to a property need be in sympathy with its neighbours in addition to maintaining its own character.	Any alteration or improvements to a property need be in sympathy with its neighbours in addition to maintaining its own character.
All developments must be in keeping with the rural nature of the village. Urban characteristics should be discouraged.	All developments must be in keeping with the rural nature of the village. Urban characteristics should be discouraged. <i>Alveston Leys is an established part of the village. Further large-scale development (nb. minor extensions/alterations to buildings on this site may be acceptable) should be discouraged to avoid overdevelopment of this site and associated loss of amenity.</i>
Potential development of St. James Close should include sufficient off-street parking and must retain the sight line from Kissing Tree Lane to the centre of the village.	<i>Development in St James Close has been generally welcomed by villagers and complies with the VDS. It is recommended that this action be removed from the VDS.</i>
Any future buildings on the Young Plants' site should not increase the area covered currently by buildings, nor detract from the view between two village landmarks – the war memorial and the Church; nor the rural outlook from the Youth Hostel.	<i>Church Close is now an integral part of the village and the villagers would like to see this development, Hemmingford House and the memorial field considered for inclusion within the Alveston Conservation Area.</i>
Any development must take account of the flood plain of the Avon.	Any development must take account of the flood plain of the Avon.

Updated design guidelines

Flora and Fauna

Original Design Guidelines	2009 Update (changes in blue)
<p>Any future development should ensure the preservation of present wildlife habitats. Responsible farming and recreation close to the river is needed in order to maintain its special environment.</p>	<p>Any future development should ensure the preservation of present wildlife habitats. Responsible farming and recreation close to the river is needed in order to maintain its special environment.</p>

River

Original Design Guidelines	2009 Update (changes in blue)
<p>Village residents have debated the future of river navigation fully at Village Association AGMs and also at specially convened meetings.</p> <p>There is a consensus against making the river navigable, as it would change forever the character of the village and the nature of the community as described in this document.</p>	<p>Village residents have debated the future of river navigation fully at Village Association AGMs and also at specially convened meetings.</p> <p>There is a consensus against making the river navigable, as it would change forever the character of the village and the nature of the community as described in this document.</p> <p>During the 2009 consultation process for the update to the village design statement, villagers again reached a consensus that there should be no river navigation at Alveston.</p>

Church Close

Original Design Guidelines	2009 Update (changes in blue)
	<p>Church Close has an open aspect to Church Lane and this should be retained.</p>

