

1. INTRODUCTION

1.1 My name is Gary Moss, I hold a BSc (Hons) in City and Regional Planning and Diplomas in Town Planning and Urban Design. I am also a member of the Royal Town Planning Institute and I am currently a Director at MSC Planning Consultants Ltd, having previously worked for MSC Planning Ltd until February 2016, Stratford on Avon District Council until August 2014 and Worcestershire County Council since 2003 until February 2008.

1.2 I am instructed by Mr R. McLachlan (The Appellant) to act on his behalf in respect of an Enforcement Notice Appeal submitted under Section 174 of the Town and Country Planning Act 1990 (As Amended). The appeal is a result of the issuing of an Enforcement Notice (reference: 17/00392/HHENF) by Stratford on Avon District Council for without planning permission the erection of a 0.8m stained wooden fence above an existing wall which cumulatively is 1.8m in height and the erection of a stained wooden sliding gate 1/8m in height (when measured from the public highway) both adjacent to a highway used by vehicular traffic.

1.3 The reason for issuing the Enforcement Notice is as follows:

The unauthorised fence and gate by reason of its height, materials and finish is considered to introduce an adverse impact on the character experienced within the 'locality' of the site. The fence and gates lie within a prominent location which is visible from the public highway and fail to respect the open character of the 'locality' of the site. The unauthorised development is therefore contrary to Policy CS.9 of the Stratford-on-Avon Core Strategy (2011 - 2031) and Policy BE2 of the Stratford on Avon Neighbourhood Plan (2011 - 2031).

1.4 This statement relates to a ground (a) appeal only, in that planning permission should be granted for the development and provides additional support to the

Grounds of Appeal already submitted by the Appellant.

- 1.4 My statement has been prepared in accordance with the guidelines laid down by the Royal Town Planning Institute and The Planning Inspectorate's Procedural Guidance.

2. SITE AND SURROUNDING AREA

- 2.1 The appeal site comprises the residential property River Cottage, a part brick, part white rendered detached property situated on land between the River Avon (North) and Tiddington Road to the south, see google earth imagery below.



- 2.2 The nature and layout of the site means that the property has a long and narrow plot and sits side onto the street, with its front and rear gardens being located to the west and east respectively.

- 2.3 The wall and fence, subject to this Enforcement Notice, is located along

Tiddington Road and encloses all of the rear garden. The access is also located at the end of this enclosure and is directly off Tiddington Road. The large front garden is also enclosed by a 1.8m high close boarded fence (See Google streetview images below).



View looking west along Tiddington Road



View looking east along Tiddington Road

2.4 The property falls within the built-up-area boundary of Stratford-upon-Avon and forms part of the wider Stratford-upon-Avon Conservation Area.

2.5 Enclosures along this part of Tiddington Road comprise a mixture of walls, hedgerows and various types of fencing (Post and rail/close boarded fencing).

3. PLANNING HISTORY/BACKGROUND

3.1 The planning history for the property is set out in the table below.

<u>Reference Number</u>	<u>Proposal</u>	<u>Decision and date</u>
16/03591/FUL	Construction of garden wall (Retrospective)	Withdrawn
06/02663/FUL	First floor extension to cottage with internal alterations, including conversion of garage to kitchen.	Granted

4. PLANNING POLICY

4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990 require applications for planning permission and appeals to be determined in accordance with the Development Plan, unless material considerations indicate otherwise.

The Development Plan

4.2 The development Plan for Stratford on Avon District Council comprises the Core Strategy 2011 – 2031. Policies relevant to the determination of this appeal

include:

- Policy CS.1 0 Sustainable Development;
- Policy CS.5 Landscape
- Policy CS.8 Historic Environment
- Policy CS.9 Design and Distinctiveness
- Policy CS.20 Existing Housing Stock and Buildings
- Policy AS.1 Stratford-upon-Avon

4.3 Copies of these policies are attached at **Appendix 1**.

Neighbourhood Plan

4.3 Stratford has an adopted Neighbourhood Plan which forms part of the Development Plan. Relevant Policies within the plan include:

- Policy BE2 Responding to Local Character
- Policy BE4 Designing out crime
- Policy BE5 Design Quality
- Policy BE8 Designated Heritage Assets

4.4 Copies of these policies are attached at **Appendix 2**.

Supplementary Planning Guidance

4.5 The Council also has Supplementary Planning Guidance in the form of their Development Requirements SPD (April 2019). The relevant sections of this document include:

- Part A – Achieving good design

- Part B – Character and Local Distinctiveness
- Part D – Buildings and Layout
- Part E – Architectural Style, Construction and Materials

4.6 Copies of these are attached at **Appendix 3**.

Other guidance

4.7 The Council have also produced the following guidance documents:

- Stratford-upon-Avon Design in Residential Areas
- Tiddington Road Character Study;
- Stratford upon Avon Conservation Area Appraisal

4.8 Copies and/or extracts of these are attached at **Appendices 4, 5 and 6** respectively.

5. THE CASE FOR THE APPELLANT

5.1 The Enforcement Notice appeal relates solely to a ground (a) appeal in that planning permission should be granted in order to remedy the breach of planning control.

5.2 Policy CS.20(B) of the Core Strategy allows for the alteration and modification to existing dwellings provided under part (E) they:

- a. Preserve and enhance the character of the locality;
- b. Consider the impact on heritage assets; and
- c. be compliant with the considerations set out in the Development

Requirements Supplementary Planning Document, as appropriate.

5.3 Each of these is considered in detail below.

Preserve and enhance the character of the locality

5.4 Policy CS.9 of the Core Strategy together with Policies BE2 and BE5 of the Neighbourhood Plan and parts A and B of the Development Requirements SPD seek to ensure that all development will improve the quality of the public realm and enhance the sense of place, reflecting the character and distinctiveness of the locality and ensuring high quality design.

5.5 Although, as discussed below, the Conservation Area appraisal is limited in references to this site, the Council's Tiddington Road Character Study and Design in Residential Areas documents provide an understanding of the character of the Tiddington Road.

5.6 The Character Study identifies the appeal site as forming part of a small but complex area between the western end of Tiddington Road and Loxley Road. The documents identify that key positive features/areas (Para.7.2) include:

"The great majority of this area presents an extremely positive character and appearance, consisting of substantial houses in large ground, usually containing mature planting, and usually screened in part at least from the road by hedges, fences and walls." (Underline my emphasis)

5.7 The appeal property is large and situated in substantial grounds, albeit, its siting and orientation is determined from its position between the river and the Tiddington Road. This relationship means that the property has a substantial plot width with large front and rear gardens. In contrast, most properties along

Tiddington Road have a traditional street frontage.

5.8 Other than its orientation and plot layout the property retains most of the characteristics of other properties along Tiddington Road with the grounds comprising mature vegetation and trees, which help form an attractive riverside backdrop when viewed from Tiddington Road and enclosed by a mixture of wall, fence and vegetation.

5.9 Because of its layout and in order to provide a clear demarcation of the public/private realm, the property benefits from a defensive style of enclosure along Tiddington Road. This enclosure currently consists of a vegetated close boarded fence, as per photograph below.



5.10 Similar enclosures are also situated in its immediate surroundings including fencing and walls, as is seen in photographs below.

Riverside land 30m from appeal site (above)



Properties opposite appeal site (below)





- 5.11 The character and appearance of this part of the Tiddington Road clearly is mixed and comprises a range of enclosures ranging in height, design and finish. These are all therefore common features of Tiddington Road and must, in line with the character study, be considered part of the character of the area. Further examples of such features along Tiddington Road (recent and historic) are shown for context in **Appendix 7**.
- 5.12 The Appellant would also argue that whilst the development is a characteristic of the area, the use of a part wall with high quality wooden fencing above, which over time will soften to a silvery grey finish, is an enhancement to that of standard close boarded fences (as exists) on the property and in the locality. The use of such materials/finish also promotes high quality design and is itself supported by the NPPF and Development Plan policies, as it raises design standards in the area as a whole.
- 5.13 Overall, the development does not detract from, but enhances the character of the area. Such a design and use of high-quality materials should be used as an exemplar in boundary design when erecting new fencing.

Impact on Stratford-on-Avon Conservation Area

5.14 The appeal site falls within Area A (River) of the Stratford upon Avon Conservation Area Appraisal document, whereby, the key characteristic and significance of the Conservation Area relates to the River Avon. The document makes limited reference to the appeal site or to the Tiddington Road, albeit, refers to the approaches into the area including that along Tiddington Road. It should be noted that the document (Para. 4.4.16) refers to the point that views of the river are generally obscured on the western side of the road, which is the appeal side.

5.15 The key significance of the Conservation Area in this location is clearly the Towns River setting. It is interesting that whilst the Council argue that the fence and gate would fail to preserve or enhance the character and openness of the locality, they do not, in their reason for issuing the notice, argue that it adversely impacts on the significance of the Conservation Area? The only explanation the Appellant can draw from this is that the Council accepts views to the River (i.e. openness) are limited and generally obscured on this side of Tiddington Road in any event. This would make sense given that this development is not new, but a replacement of a former

hedgerow
(see
photograph).



- 5.16 It must be concluded therefore that the development has no impact on the significance of the Conservation Area and its open character, which is its key significance.

Compliance with Parts A, B and D of the Development Requirements SPD

- 5.17 Parts A and B of the document, are consistent with Policy CS.20 and CS.9 and the Neighbourhood Plan in that all new development needs to improve the quality of the public realm and enhance the sense of place, reflecting the character and distinctiveness of the locality and ensuring high quality design.
- 5.18 For the reasons given in paragraphs 5.4 to 5.13 this is clearly the case and no objection can be raised.
- 5.19 Part D, subsection 4, specifically deals with boundary treatments. In general terms it states:

It is a fundamental urban design principle to clearly demarcate public and private space and therefore appropriate boundary treatments are required. Planning applications should be accompanied by details of treatments for all boundaries - front, side and rear. Boundary treatment should be appropriate to position of the boundary in the plot, the street, the settlement and the character area. The choice of proposed feature (in terms of position, shape, size, details of construction and materials) should be based on the range found in similar positions within the settlement where development is to occur.

- 5.20 Whilst, it should be noted that this document specifically deals with the layout and design of new development, it does provide guidance that is applicable to this appeal.

5.21 Picking up on the wording in paragraph 5.19, boundaries clearly need to demarcate public and private spaces. The proposed enclosure does exactly this but unlike most properties that have a standard front garden, the appeal property is rather unique in that its private garden areas are effectively to the side and run parallel to the Tiddington Road. This particular orientation/layout means that to provide adequate privacy, security and to enable enjoyment by occupiers the enclosures (Key material considerations in respect of the social implications of the development have been set out by the Appellant in their earlier grounds of appeal documentation) are of a more closed/defensive design than that of traditional front boundary treatments. Despite being publicly visible, the enclosure the subject of this appeal is effectively a side boundary. Part D in respect of side boundaries states:

“The length of side boundaries onto the public realm should be kept to a minimum and rear boundaries onto public realm and the street should be avoided. Where this does occur boundary treatment should be of brick, hedging or other appropriate materials, such as ivy screens which can soften the wall and add to the character of the street. Standard close boarded timber fencing will not be acceptable as it undermines the quality of the public realm. Rear boundary treatment in particular, should ensure that they provide a good level of security and safety for future occupiers.”

5.22 Taking this guidance into account and the unusual circumstances with the side boundary being so extensive and needing to provide security/privacy and useable amenity space for the Appellants, that the use of a part wall, part timber fence of high quality design and workmanship, is appropriate and not only preserves but enhances the character of the street and promotes excellence in design, materials and finish.

5.23 The development is therefore in accordance with the guidance as set out in the

Council's Developments Requirements SPD.

5.24 The Council in issuing the Enforcement Notice stated:

The unauthorised fence and gate by reason of its height, materials and finish is considered to introduce an adverse impact on the character experienced within the 'locality' of the site. The fence and gates lie within a prominent location which is visible from the public highway and fail to respect the open character of the 'locality' of the site.

5.25 Considering this reasoning, together with the assessment above, the Appellant fails to see how the following issues can be sustained as an objection to granting planning permission. In conclusion, the Appellant argues the following:

1. **Height** – At 1.8m the wall and fence are consistent with the height of enclosures on the existing property and its immediate and wider surroundings.

2. **Materials** – As with the height, the use of brick, render and wood are all consistent with the existing property and those used in the immediate and wider surroundings.

3. **Finish** – The finish of the wall (part brick/part render), notwithstanding it being permitted development, is wholly in keeping with the existing property and picks up on finishes that are again common along Tiddington Road. In terms of the wood, this is small fence constructed of high-quality cedar, which unlike most fences in the area will naturally fade/grey down to both complement the property but also soften into its backdrop of vegetation adjacent to the River Avon.

4. **Character** – It is clear from the assessment above that this type of enclosure is characteristic of the area and using high-quality workmanship and materials,

would demonstrate excellent design practice thus raising design standards and thereby enhancing the character of the area.

5. **Openness** – It is clearly argued that whilst openness is important, especially as a feature of the wider Conservation Area designation given its River Avon setting, the documentation makes clear that this side of the Tiddington Road obscures views of the River. Furthermore, this is not a new enclosure but a replacement for an existing hedgerow. The openness of the site at this point has therefore never been a feature of the area.

5.26 Furthermore, it must also be accepted that in this particular instance, the area behind the enclosure is the Appellant's private rear garden, thus in the interests of privacy and security (as is mentioned by the Appellant in the grounds of appeal), this type of enclosure is necessary and appropriate.

5.27 Finally, the development has local support from neighbours in the vicinity of the site who fully support the retention of the fence and gates. A copy of the e-mails/letters of support are attached at **Appendix 8**.

5.28 Overall, the development accords with the Development Plan, Neighbourhood Plan and accompany Supplementary Planning Guidance, especially having regard to all the other material considerations put forward by the Appellant in the earlier Grounds of Appeal.

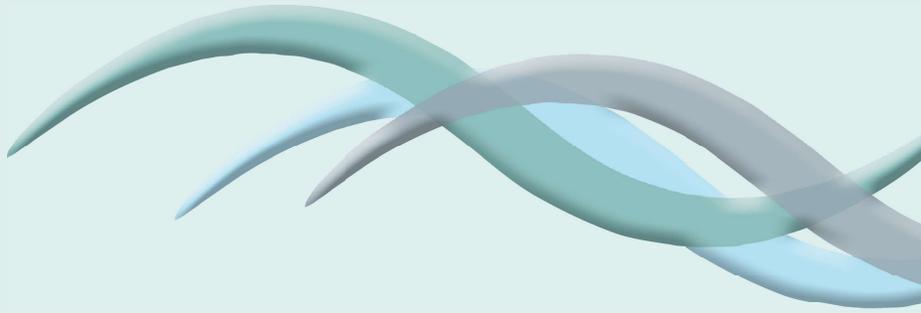
6. CONCLUSION

6.1 This appeal statement relates to the issuing of an Enforcement Notice by Stratford on Avon District Council for without planning permission the erection of a 0.8m stained wooden fence above an existing wall which cumulatively is 1.8m in

height and the erection of a stained wooden sliding gate 1/8m in height (when measured from the public highway) both adjacent to a highway used by vehicular traffic at the property River Cottage, Tiddington Road.

6.2 As set out in Section 5, the Appellant argues that the reasons given by the Council for issuing the notice are not justified when the development is assessed against the policies of the Development Plan and Supplementary Planning Guidance.

6.3 We therefore respectfully ask that the Inspector allows the appeal.



Stratford-on-Avon District Core Strategy

2011 to 2031





Stratford-on-Avon District Council

**Local Plan prepared under The Town and Country Planning
(Local Planning) (England) Regulations 2012**

Stratford-on-Avon District Core Strategy 2011 to 2031

Adopted on 11 July 2016

**Planning Policy
Stratford-on-Avon District Council**

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2.2 Sustainable Development

All Strategic Objectives are relevant to this Policy.

Policy CS.1

Sustainable Development

The Council supports and will apply the principle that planning to secure a high quality environment, managed economic growth and social equity are of equal importance.

All development proposals should contribute towards the character and quality of the District and to the well-being of those who live and work in and visit the District.

Development should be located and designed so that it contributes towards the maintenance of sustainable communities within the District.

When considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework (NPPF). It will work proactively with applicants to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in the Core Strategy (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies in the Core Strategy that are relevant to the application, the Council will grant permission unless material considerations indicate otherwise, taking into account whether:

- any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF when taken as a whole; or
- specific policies in the NPPF indicate that development should be restricted.

Explanation

2.2.1 The Core Strategy seeks to promote sustainable development and this is the central theme that underpins the policies in the plan. The National Planning Policy Framework (NPPF) emphasises that the purpose of the planning system is to contribute to the achievement of sustainable development. This means that development should be able to meet the needs of the present without compromising the ability of future generations to meet their own needs. The principle recognises the importance of ensuring that all people should be able to satisfy their basic needs and enjoy a better quality of life, both now and in the future.

2.2.2 The NPPF defines sustainable development as follows:

- Planning for prosperity (an economic role) – use the planning system to build a strong, responsive and competitive economy, by ensuring that sufficient

Section 2 Sustainability Framework – 2.2 Sustainable Development

land of the right type, and in the right places, is available to allow growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure.

- Planning for people (a social role) – use the planning system to promote strong, vibrant and healthy communities, by providing an increased supply of housing to meet the needs of present and future generations; and by creating a good quality built environment, with accessible local services that reflect the community's needs and supports its health and well-being; and
- Planning for places (an environmental role) – use the planning system to both protect and enhance our natural, built and historic environment, to use natural resources prudently, ensuring the effective use of land through reusing previously developed land and promoting mixed use developments, and to mitigate and adapt to climate change, including moving to a low-carbon economy.

2.2.3 This national direction is complemented by the Council's own Sustainability Appraisal process. The SA has played a fundamental role in the preparation of the Core Strategy. It assesses the impact of the location and scale of development and the implications of policies in economic, social and environmental terms.

2.2.4 In determining planning applications, the particular circumstances of the individual case will be assessed to establish the relative weight that should be given to each aspect of sustainable development.

2.2.5 Given the distinctive character of much of the District, with its attractive rural landscapes and villages, historic market towns and the international visitor attraction of Stratford-upon-Avon, the Council's planning and development strategy emphasises the importance of protecting and enhancing the local environment. While ensuring this is the case, scope will also be provided to meet the social requirements of the District's communities and to ensure that the local economy is strong and diverse.

2.2.6 Development proposals will be expected to minimise and mitigate any harm that would be caused to environmental assets and distinctive features in the area.

2.2.7 Specific attention will be given to those parts of the District - urban and rural - that require investment and regeneration in order to achieve environmental, economic or social improvements.

Development Management Considerations

(1) This policy provides the overarching basis by which all planning applications will be considered and determined. In determining a planning application, consideration will be given to all relevant policies in the Core Strategy as to whether it comprises a sustainable form of development. The manner in which the provisions of one policy are balanced against those of another will depend on the circumstances of the individual case in terms of what is proposed and where, and the impacts and opportunities that arise.

3.4 Landscape

Strategic Objectives

- (1) *The rural character of the District will have been maintained and enhanced. The Green Belt and countryside of the District will have been protected from inappropriate development.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.5

Landscape

The landscape character and quality of the District will be maintained by ensuring that development takes place in a manner that minimises and mitigates its impact and, where possible, incorporates measures to enhance the landscape. The cumulative impact of development proposals on the quality of the landscape will be taken into account.

Development will thus be permitted where:

A. Landscape Character and Enhancement

1. Proposals have regard to the local distinctiveness and historic character of the District's diverse landscapes.
2. Proposals protect landscape character and avoid detrimental effects on features which make a significant contribution to the character, history and setting of a settlement or area.
3. Measures are incorporated into development schemes to enhance and restore the landscape character of the locality.

B. Visual Impacts

1. Proposals include, dependent on their scale, use and location, an assessment of the likely visual impacts on the local landscape or townscape, and the site's immediate and wider setting. Applications for major developments may require a full Landscape and Visual Impact Assessment.
2. New landscaping proposals are incorporated to reduce predicted harmful visual impacts and enhance the existing landscape. Provision must be made for its long term management and maintenance.

C. Trees, Woodland and Hedges

1. Proposals do not lead to any loss or damage but rather protect the quality of ancient semi-natural woodland and aged/veteran trees, particularly in the Forest of Arden, but also (due to their relative scarcity) elsewhere in the District.
2. Proposals that will have an impact on woodlands, hedges and trees incorporate measures to protect their contribution to landscape character, public amenity and biodiversity. The loss of those trees which are of high public amenity value will be resisted and such trees will be protected by the use of Tree Preservation Orders.
3. The design and layout of development schemes and other projects in rural and urban areas incorporate trees in a manner that is appropriate to the nature of the site,

Section 3 District Resources – 3.4 Landscape

including the use of native species. However, given the continued threat to native trees and plant species from pests and diseases, the incorporation of non-native species into schemes will be considered and accepted where appropriate.

4. Development schemes and other opportunities are used to:

- enable the expansion of native woodlands,
- buffer, extend and connect fragmented ancient woodlands,
- develop flood risk reduction measures through the planting of woodlands, trees and undergrowth for their intrinsic value and to help climate change adaptation.

Policy CS.12 sets out additional factors to be taken into account when considering development proposals in those parts of the District designated as Special Landscape Areas.

Explanation

- 3.4.1 One of the core land use planning principles established in the National Planning Policy Framework (NPPF) is to 'take account of the different roles and character of different areas...recognising the intrinsic character and beauty of the countryside and supporting thriving rural communities within it.' (para.17). The NPPF also states that the planning system should protect and enhance valued landscapes (para. 109).
- 3.4.2 While individual sites and features will need protection and management, the stewardship of the District's landscape must also be addressed at the wider scale in response to a greater appreciation of the challenges posed by climate change.
- 3.4.3 The European Landscape Convention that came into force in April 2004, promotes the protection, management and planning of European landscapes and organises European co-operation on landscape issues. The Convention advocates an approach to landscape that considers all landscapes to be important. Plans should include policies to ensure the quality of the area as a whole by defining policies for appraising, planning, developing and managing everyday or degraded landscapes, rather than merely identifying and protecting areas of special landscape quality.
- 3.4.4 In broad terms, southern Warwickshire can be divided into a number of landscape character areas. Historically the Forest of Arden covered the area north of the River Avon; it was heavily wooded and still retains a high tree cover. The valleys of the Rivers Avon and Stour provide an attractive vale landscape where market gardening has been a traditional industry. Between the Avon and the Cotswolds escarpment is the Feldon area, a lowland and more open area with less tree cover and larger enclosures. In the east of the District are the Ironstone Uplands which extend into Northamptonshire.
- 3.4.5 These character areas are consistent with the National Character Areas (NCAs) in the West Midlands as set out in 'Countryside Character Volume 5: West Midlands', published by the former Countryside Agency, and a series of detailed NCA profiles on the Natural England website. These include descriptions of the key characteristics of each character area and the key opportunities that exist for conservation and enhancement of landscape character.

Section 3 District Resources – 3.4 Landscape

- 3.4.6 The Warwickshire Landscapes Guidelines were produced through a partnership between Warwickshire County Council and the Countryside Commission. The project was established to consider the unique and distinctive landscapes of Warwickshire and to develop a methodology for landscape assessment tailored to the needs of lowland England. The Guidelines contain some important principles which should be incorporated as far as possible into development proposals.
- 3.4.7 The District Design Guide was published in 2001 but the principles set out are still applicable. It identifies the main landscape character areas, based on underlying geology, landform, trees and vegetation, shape and size of fields, pattern of roads and settlements and building materials. In turn, this provides the basis for design guidance that is applicable to distinct parts of the District.
- 3.4.8 A Landscape Sensitivity Study was produced in 2011 to form part of the Council's evidence base. The scope of this study was extended in 2012 to cover a range of smaller settlements. The main aim of the Study was to examine the degree to which landscape within and on the edge of the main settlements of the District is sensitive to change that would arise as a result of housing or commercial development. The sensitivity assessment was based on land description units (LDUs) that were identified through the earlier County Landscape Assessment.
- 3.4.9 There are extensive areas of the District in which there is little ancient woodland left; a situation that underlines the need to conserve those areas that remain in view of their contribution to the historic character of the landscape and to biodiversity. Veteran trees are important in the same ways and there are examples in this District which are considered to be of national importance. Ancient woodland contributes significantly to existing ecological biodiversity and must be protected. 84% of ancient woodland in the West Midlands has no statutory protection and is still facing considerable threats. It is impossible to replace ancient woodland as this habitat has evolved over centuries and contributes significantly to existing ecological biodiversity.
- 3.4.10 An independent assessment was commissioned by the Forestry Commission to examine the potential of the UK's trees and woodlands to mitigate and adapt to our changing climate. This is presented in the Read Report 'Combating Climate Change – a role for UK Forests' (2009). The key headline findings from the report included a clear need for more woodlands and the need for them to be managed wisely as an important environmental asset.
- 3.4.11 The District Council wishes to encourage developers and others to take a pro-active stance on conserving these features, rather than merely describe how it might react to proposals. The same applies to other woodlands, trees and hedgerows and applicants should design schemes to make the most of these features. Designers will need to be aware of the important role of hedgerows in contributing to the character of the District's landscape and the way they support a great range of plants and animal species, as well as acting as wildlife corridors.

Development Management Considerations

- (1) On an individual basis some proposals may seem innocuous but cumulatively they could form part of a general decline in the quality of the landscape.
- (2) Applications for development will need to include an assessment of their likely visual impacts. For major applications, a full Landscape and Visual Impact Assessment will be expected to be submitted, which has been undertaken in accordance with national guidelines for such assessments.
- (3) All planning applications will be expected to incorporate an assessment of the quality of existing trees on a site; the survey to be undertaken in accordance with BS5837:2012 Trees in Relation to Design and Construction–Recommendations (and subsequent updates). An assessment of the impact of the individual scheme on existing trees and hedgerows must show how new planting will be incorporated to mitigate impact and/or to enhance provision. Applications must also set out detailed arrangements for the long-term management and maintenance of landscape features.
- (4) All development proposals in the proximity of ancient woodland shall have regard to the 'Standing Advice for Ancient Woodland and Veteran Trees' published by Natural England. As a starting principle, development must be kept as far away as possible from ancient woodland. The necessary width of any buffer zone will depend upon local circumstances and the type of development. Buffer zones should be retained in perpetuity and allowed to develop into semi-natural habitats. Section 6 of the Standing Advice includes guidance on mitigation measures, including buffers.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council
Delivery mechanism	Through the determination of planning applications
Funding	Not applicable
Timescale	Throughout the plan period
Risk	If the policy is not applied rigorously it could result in harm being caused to the character and quality of the landscape.
Monitoring indicators	<ul style="list-style-type: none"> • Assessment of development proposals incorporating landscaping schemes to mitigate the impact of development or provide enhancement, focusing on areas of landscape sensitivity on the edges of settlements. • Assessment of schemes affecting aged/veteran trees or ancient woodland. • Assessment of schemes and projects to expand native woodlands.

3.7 Historic Environment

Strategic Objectives

- (2) *The historic character of the District will have been maintained and enhanced. Sites of historic importance will have been protected from harmful development.*
- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.8

Historic Environment

A. Protection and Enhancement

The District's historic environment will be protected and enhanced for its inherent value and for the enjoyment of present and future residents and visitors. Through a partnership approach, the Council will seek opportunities to promote the historic environment as a catalyst for enhancing the vitality of the District.

Priority will be given to protecting and enhancing the wide range of historic and cultural assets that contribute to the character and identity of the District, including:

1. designated heritage assets such as Listed Buildings, Conservation Areas, Registered Gardens, the Battle of Edgehill Historic Battlefield, Scheduled Monuments, and sites of archaeological importance, and their settings;
2. non-designated heritage assets and their settings;
3. Stratford-upon-Avon's historic townscape and street scene, and sites associated with William Shakespeare, to maintain the town's international and cultural importance;
4. the distinctive character of the market towns, villages and hamlets, including their settings, townscapes, streets, spaces and built form;
5. features that reflect the historic interaction of human activity on the landscape, including local vernacular building styles and materials, traditional farm buildings, and historic features associated with canals, navigations and railways;
6. working with the highways authority and infrastructure providers to ensure works to streets and the public realm do not detract from the historic value of the street scene; and;
7. seeking to reduce the number of heritage assets at risk.

B. Proposals Affecting the Significance of a Heritage Asset

Where proposals will affect a heritage asset, applicants will be required to undertake and provide an assessment of the significance of the asset using a proportionate level of detail relating to the likely impact the proposal will have on the asset's historic interest.

Proposals which would lead to substantial harm to, or total loss of significance of, designated heritage assets will only be permitted where substantial public benefits outweigh that harm or loss and it is demonstrated that all reasonable efforts have been made to sustain the existing use or find reasonable alternative uses.

Section 3 District Resources – 3.7 Historic Environment

Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm must be justified and weighed against the public benefits of the proposal, including securing its optimum viable use.

For non-designated heritage assets, proposals will be assessed having regard to the scale of any harm or loss and the significance of the heritage asset.

Where harm or loss of a heritage asset can be fully justified, as part of the implementation of the proposal the District Council will require archaeological excavation and/or historic building recording as appropriate, followed by analysis and publication of the results.

C. Appreciation, Design and Management

Proposals will be high quality, sensitively designed and integrated with the historic context. The design and layout of development proposals will be informed by an understanding of the significance of the historic asset and environment. Creative and innovative design and architecture that helps to secure the conservation of heritage assets and integrates new development into the historic environment will be encouraged where it is sympathetic to the character of the local area.

The positive management of heritage assets through partnership approaches and measures will be encouraged, including the use of Conservation Area Appraisals and Management Plans, Heritage Partnership Agreements and Neighbourhood Plans.

Where appropriate, opportunities should also be taken to assist people's understanding of the history of the asset by such measures as permitting public access and the provision of interpretation displays. This will be particularly important if the asset has relevance to the District's special contribution to the nation's literary and cultural history.

Explanation

- 3.7.1 The policy applies the expectation of the National Planning Policy Framework (NPPF) that local authorities will set out a positive strategy for the conservation and enjoyment of the historic environment. There is a particular recognition in the NPPF that heritage assets, both designated and non-designated, are an irreplaceable resource which should be conserved in an appropriate manner according to their significance. As the NPPF makes clear, the absence of a national designation for such heritage assets does not indicate lower significance.
- 3.7.2 There is a strongly held view that the protection of the District's heritage should be a key consideration in the planning of future development. Particular concern has been expressed about the quality of house design and the fact that new houses and the scale of new development may be out of character with the important historic character of the District and the quality of the street scene. Overall, the policy seeks to balance new development alongside the preservation and enhancement of the District's heritage.
- 3.7.3 Having been designated on the basis of their need for preservation or enhancement, conservation areas require very careful consideration in the development management process. The legislation does not intend conservation areas to be subject to an embargo on new development but it does require that their preservation or enhancement should be an important factor in the determination of planning applications. The character of a conservation area is

Section 3 District Resources – 3.7 Historic Environment

often an amalgam of different elements such as the style of building, the extent of open space and the amount of tree cover. These components can be threatened both by the presence of new development or by schemes which are designed with little understanding of or sympathy for the locality.

- 3.7.4 The District contains many sites of historic importance, protected under further legislation including the Ancient Monuments and Archaeological Areas Act 1979 and the Planning (Listed Building and Conservation Areas) Act 1990. In addition to Historic England, Warwickshire County Council has responsibility for the management of the historic environment through its Sites and Monuments Record and Historic Environment Record. These databases contain extensive information on the importance of thousands of historic sites across the District and provide a useful source for appreciating the impact of any proposal on the historic environment.
- 3.7.5 Two further studies have been completed to assist with understanding the heritage impacts of proposals. Warwickshire County Council undertook the Historic Environment Assessment (2008), which identified a rich archaeological heritage throughout the district as well as indicating the potential for undiscovered archaeological deposits. An additional Historic Environment Assessment was carried out by the District Council in 2012 to assess potential impacts on the historic environment of development adjacent to Local Service Villages.
- 3.7.6 The Warwickshire Historic Landscape Characterisation (HLC) project maps the present historic character of the County's landscape and provides a good understanding of the historic landscape resource and its capacity for change. This information has been used to assist in assessing the environmental impact of proposals through the development plan and planning application process. A similar study has also been undertaken in the Cotswolds AONB, including that part which falls within Stratford District. An English Heritage funded project, 'An Extensive Urban Survey for Warwickshire' was undertaken by Warwickshire County Council between 2010 and 2014. The results of this project contribute to our understanding of the development and character of various towns and villages across the District and will be used to inform the assessment of the likely impacts of proposed developments on the historic environment of the District.
- 3.7.7 In the majority of instances it will be necessary to undertake evaluative archaeological and historic environment fieldwork in order to obtain sufficient information to enable an informed planning decision to be made.
- 3.7.8 The Government recognises and encourages the important role which local authorities have in securing the appropriate management of archaeological sites to ensure that they survive in good condition. There are many archaeological sites, both scheduled and unscheduled, which have an important role in the District's cultural heritage, local distinctiveness and historic landscape. With sensitive and appropriate management and interpretation their educational role can be enhanced, and also their contribution to the local tourist economy.
- 3.7.9 The significance of a non-designated heritage asset may be due to the importance of its local vernacular, its architectural style, or its cultural and historic value, or a combination thereof. Neighbourhood Plans provide an ideal medium to identify, protect and enhance such assets that are valued by the community.

Development Management Considerations

- (1) Where development is likely to impact on heritage assets, applicants will need to assess the significance of a heritage asset and take into account local information, as appropriate, provided by design guides, Conservation Area Appraisals, the Warwickshire Historic Landscape Characterisation Project, the West Midlands Farmsteads and Landscapes Project, the Warwickshire Extensive Urban Study and the Warwickshire Historic Environment Record. Applicants must demonstrate through their supporting documents how the proposed development would preserve and where appropriate enhance heritage assets.
- (2) There will be a presumption in favour of the physical in situ preservation of heritage assets, whether designated or non-designated. This approach is based on the view that heritage remains should be seen as an opportunity rather than a constraint and should be used to inform the proposed design and contextual analysis. In particular, this can include incorporating such features into the proposed design to provide a historical narrative to the site. If proposing development on sites which may contain important archaeological remains, developers will need to submit the results of an archaeological assessment/field evaluation with their planning application. Failure to supply such an assessment or evaluation may delay the progress of the application or lead to refusal of planning permission. Where it is appropriate for archaeological features to be investigated and recorded, applicants will be expected to fund an appropriate programme of archaeological fieldwork to mitigate the archaeological impact of a proposed development.
- (3) A non-designated heritage asset is defined as a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Non-designated heritage assets are included in the Warwickshire Historic Environment Record available at <http://heritage.warwickshire.gov.uk>. In addition, the Council will compile a local list of non-designated heritage assets which will be publicly available on the Council's website at www.stratford.gov.uk/heritage. It should be noted, however, that in a district like Stratford-on-Avon with such a rich heritage, the list will never be definitive and will require updating as and when new heritage assets are identified, including through the consideration of development proposals. Neighbourhood Plans may also identify non-designated heritage assets.
- (4) In considering whether to grant planning permission in accordance with Policy CS.8(B) the Council will also have regard to the desirability of preserving the heritage asset, its setting or any features of special architectural or historic interest which it possesses, in accordance with Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

3.8 Design and Distinctiveness

Strategic Objective

- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*

Policy CS.9

Design and Distinctiveness

A. Ensuring Local Distinctiveness

All forms of development will improve the quality of the public realm and enhance the sense of place, reflecting the character and distinctiveness of the locality. Proposals that would damage or destroy features which positively contribute to local distinctiveness will not be permitted. Understanding local context is key to achieving good design and proposals should take into account any relevant design principles and contextual analysis set out in local guidance. Where required as part of a planning application, Design and Access Statements will set out how new development responds to its unique context and enhances local distinctiveness.

B. Ensuring High Quality Design

High quality design will be achieved by ensuring that all development is:

1. **Attractive:** Proposals will be of a high quality architectural design and include appropriate landscaping to create places where people want to live, work and visit. Proposals should use a limited palette of materials to give coherence to the overall design. The provision of landscaping will be accompanied by appropriate mechanisms to ensure its ongoing management and maintenance.
2. **Sensitive:** Proposals, including layout and orientation, will be sensitive to the setting, existing built form, neighbouring uses, landscape character and topography of the site and locality. Proposals will reflect the context of the locality, ensuring a continuity of key design features that establishes the identity of the place, making best use of on-site assets including landscaping features as well as public views and vistas and not harming existing ones.
3. **Distinctive:** The layout of proposals will be easy to navigate with buildings designed and positioned to define and enhance a hierarchy of streets and spaces, taking account of the relationship between building height and street width. Public and private spaces should be clearly defined and areas that have little or no public or biodiversity value should be avoided. Densities should be appropriate to the site taking into account the fact a key principle of good design is the relationship between the height, width and depth of buildings.
4. **Connected:** Proposals will be well-integrated with existing built form, enhancing the network of streets, footpaths and green infrastructure across the site and the locality, and retaining existing rights of way.
5. **Environmentally Sustainable:** Proposals will respond to climate change. Measures should include energy efficiency technologies, low carbon and renewable energy sources, the use of local materials where possible, effective water management and flood protection, and appropriate landscaping.

Section 3 District Resources – 3.8 Design and Distinctiveness

6. Accessible: Proposals will encourage walking and cycling and provide for or be close to, community facilities, having good access to public transport.
7. Safe: Proposals will incorporate effective measures to help reduce crime and the fear of crime and to minimise danger from traffic. Schemes linked to the evening and night-time economy will incorporate measures to help manage anti-social behaviour and to avoid unacceptable impact on neighbouring uses, residents and the surrounding area. Measures should include pedestrian and cycle friendly streets and opportunities for natural surveillance whilst avoiding large parking courts and blank building elevations.
8. Healthy: Proposals will ensure a good standard of space and amenity for occupiers. Occupants of new and neighbouring buildings will be protected from unacceptable levels of noise, contamination and pollution, loss of daylight and privacy, and adverse surroundings.

C. Design Innovation

High quality design innovation will be encouraged where it reflects and complements the immediate local environment and maximises sustainability benefits. Where such an approach is appropriate it should be based on the characteristics of the built environment in the local area and have a beneficial purpose.

D. Advertisements

The display of advertisements will not compromise amenity and highway safety. Advertisements will not be permitted if the character or setting of a building would be unduly affected due to inappropriate size, design, colour, materials or illumination. Advertisements should be located within the curtilage of the premises to which they relate or at the site access.

Explanation

- 3.8.1 The Government attaches great importance to the design of the built environment. The National Planning Policy Framework (NPPF) states that good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people. It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Great weight should be given to outstanding or innovative designs which help to raise the standard of design more generally. Permission should be refused for development of poor design that fails to take the opportunity for improving the character and quality of an area and the way it functions.
- 3.8.2 Good design is important everywhere. Since no two places are identical, there is no such thing as a blueprint for good design, hence the importance of the use of Design and Access Statements to accompany planning applications that clearly show how the proposed design is the outcome a thorough and caring understanding and appreciation of place and context. To assist with this, Stratford-on-Avon District Council supports the implementation of the well-established design principles set out in national design initiatives such as 'Building for Life 12' (Building for Life Partnership, 2012), 'Secured By Design' (ACPO,

Section 3 District Resources – 3.8 Design and Distinctiveness

2004), 'Biodiversity by Design' (TCPA, 2004), 'Climate Change Adaption by Design' (TCPA, 2007), 'By Design' (CABE, 2000), 'Manual for Streets' (DfT, 2007) and the Urban Design Compendium (HCA, 2000). These documents are available to download on the Council's website at www.stratford.gov.uk/design. High quality design will always result where the principles of good design are applied to the local context.

- 3.8.3 Building for Life 12 (BfL12) is the industry standard, endorsed by Government for well-designed homes and neighbourhoods. Prepared by the Building for Life Partnership (comprising of CABE at The Design Council, Design for Homes and the Home Builders Federation, supported by Nottingham Trent University) BfL12 comprises 12 design questions around 'integrating into the neighbourhood', 'creating a place', and 'street and home' that uses a simple 'traffic light' (red, amber, green) assessment. New housing developments should secure as many 'greens' as possible, minimise the number of 'ambers' and avoid 'reds'. BfL12 is a valuable guide for applicants when thinking about the design of homes and places and provides a useful checklist to ensure that the proposal covers all aspects of good design.
- 3.8.4 The involvement of local residents and communities in the design of development which affects their locality is critical to achieving good design. A number of communities have prepared Town or Village Design Statements and Parish Plans which should be taken into account when making decisions about the design of new development. There should also be specific interaction with the community affected in relation to individual schemes. It is important that engagement with local communities is both early-on in the design process and meaningful so that local communities have real opportunities to influence the outcome of the design process. Consultation events where the proposed design is simply presented to the community prior to submission of a planning application do not constitute either early or meaningful engagement. Community involvement is an integral part of the design process and not simply a 'tick-box' exercise.
- 3.8.5 The Council expects the design of development to bring together various factors that affect quality of life. The principles that contribute to good design should not be considered in isolation, but in the manner in which they interact to create a sense of place. This relates not only to physical appearance but also to such matters as public/private space, landscaping, control of crime and noise and community relations, as a means of creating an enriched environment for people to live, work and visit. Indeed, there has been concern that certain aspects of recent development have impacted negatively on the established character of the District's towns and villages. For example, high density development and the loss of gardens are thought to have been unsuitable in many locations.
- 3.8.6 The individual settlements and landscapes across the District have their own distinctive character which has evolved through their historical development and management. They are highly valued and need to be preserved for future generations to enjoy. This distinctiveness is what defines a place and is often the key attraction of an area. The need to have regard to the character and quality of the local area and respect local distinctiveness is a fundamental principle underlying the Council's design policies set out in the District Design Guide.

Section 3 District Resources – 3.8 Design and Distinctiveness

- 3.8.7 When adopted, Neighbourhood Plans also form part of the statutory Development Plan for their area and applications will need to be in conformity with them. In particular, Neighbourhood Plans will contain more detailed policies on design and distinctiveness. An up-to-date list of Neighbourhood Plans within Stratford-on-Avon District can be found at www.stratford.gov.uk/neighbourhoodplans.
- 3.8.8 The Local Design Review Panel provides independent, objective and expert feedback and advice on the design of proposed developments. The Centre for place-making, 'MADE' is a registered charity that provides design services across the West Midlands. Further information can be found at www.made.org.uk.
- 3.8.9 Advertisements require careful control as they can make a substantial impact on the character of a locality. Modern advertisement styles and materials can be out of place in historic areas, particularly the trend by larger retail outlets to adopt a 'corporate image' by using a nationally identifiable style. The District Planning Authority will endeavour to negotiate the adaptation of corporate liveries to local circumstances.

Development Management Considerations

- (1) The District Council supports the implementation of Building for Life 12. It provides applicants with a useful checklist for ensuring high quality design and meeting the requirements of the criteria set out in Part B.
- (2) The involvement of local communities in the design of development which affects their locality is critical to achieving good design. A number of communities have prepared Village Design Statements and Parish Plans which will be taken into account when making decisions about the design of new development. Effective community engagement at the earliest opportunity of the design process is essential. Developers should engage local communities at the pre-application stage, undertaking activities commensurate with the scale and sensitivity of the proposed scheme.
- (3) The District Council encourages the use, where appropriate, of the Local Design Review Panel process. This should be used for all significant development projects and in particular those where design issues have been raised as a key concern. The funding for a Design Review Panel at pre-application or application stage is the responsibility of the applicant. Applicants are strongly encouraged to undertake the design review at pre-application stage to assist in improving the project and avoiding potential conflicts and delays at a later stage in the process.
- (4) Design and Access Statements should tell the 'design story' clearly showing how the proposed design is the outcome of the design process and based on a full understanding and analysis of the unique context at settlement, local and site level (as appropriate). Statements should also show how pre-application discussions with key stakeholders have influenced the proposed design, including (but not limited to) town or parish councils, civic groups, Police Architectural Liaison Officers, Environment Agency, Historic England, Warwickshire County Council (including Archaeology, Ecology, Highways and other services), and Stratford-on-Avon District Council (including Planning, Conservation and Environmental Health Services).

Section 3 District Resources – 3.8 Design and Distinctiveness

- (5) Local design principles and contextual analysis can be found in the following sources, as appropriate:
- Area Strategy Policies contained in Section 6 of the Core Strategy
 - Conservation Area Statements
 - Neighbourhood Plans
 - Site Development Briefs / Masterplans / Concept Statements
 - Stratford-on-Avon District Design Guide
 - Town and Parish Plans / Village Design Statements
- (6) There is no definition of what constitutes the 'locality' as it will vary depending on the size and scale of the proposal as well as its specific location. For an individual dwelling, the locality could be neighbouring properties and the street. For larger developments the locality could be the wider neighbourhood, and could depending on the size of the settlement, extend to the settlement as a whole.
- (7) Policy CS.2 sets out the Council's requirements in respect of climate change and sustainable construction.
- (8) Policy CS.19 Housing Mix and Type sets out the Council's requirements in respect of amenity and space standards.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon District Council, Warwickshire County Council, Police Architectural Liaison Officers, Environment Agency, Historic England
Delivery mechanism	Through the determination of planning applications, community-based projects
Funding	Community Infrastructure Levy, Section 106 Agreements, grants
Timescale	Throughout the plan period
Risk	Poorly designed and integrated development schemes will lead to a deterioration of quality and local distinctiveness in the built environment and its setting.
Monitoring indicators	<ul style="list-style-type: none"> • Planning applications for development should be assessed by SDC as to whether they meet the criteria set out in this Policy. • In terms of design and distinctiveness which enhance the built and natural environment: % of applications approved for residential development with Design and Access statements taking account of Building for Life or replacement criteria. • Parish Plans and Town/Village Design Statements plus future Neighbourhood Plans identify good design as a priority in their local areas and areas for improvement which should be taken into account when determining relevant planning applications.

5.6 Existing Housing Stock and Buildings

Strategic Objectives

- (3) *The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscapes and townscapes.*
- (15) *At least an additional 14,600 homes (an average of 730 per annum) will have been built across the District on brownfield and greenfield sites, reflecting the dispersed settlement pattern of the District. Where justified by the available evidence, the District Council will have worked with neighbouring councils to help meet any unmet housing needs arising outside the District. In addition, the needs of gypsies and travellers will have been met through the provision of 41 additional pitches by 2019 and an additional 30 pitches thereafter, a total of 71 pitches by 2031.*

Policy CS.20

Existing Housing Stock and Buildings

A. Conversions and Changes of Use

The District's existing housing stock will be managed and safeguarded as a vital resource. Proposals will not result in the net loss of dwellings through demolition or change of use unless there is a specific and overriding justification.

The subdivision or conversion of existing buildings into dwellings or existing houses into flats or Homes in Multiple Occupation (HMO) will be supported where the residential use is acceptable in principle and the conversion provides a satisfactory safe living environment and amenity for the intended occupiers and there would be no significant adverse impact on the amenities of neighbouring properties by virtue of the intensification of use.

The provision of flats above shops will also be supported in principle where the proposal does not dilute or undermine the commercial activity on site or in the vicinity.

B. Alterations and Modifications

Alterations and modifications to existing buildings and dwellings, including proposed extensions, outbuildings and annexes, will be of an appropriate scale and subservient in relation to the existing building, taking into account the site location and the cumulative impacts of previous extensions and development on the site where appropriate.

C. Replacement Dwellings

Renovating existing dwellings is often a more sustainable and environmentally friendly approach than replacing existing dwellings in their entirety. Where the existing dwelling is not considered suitable for retention, the replacement dwelling will be well sited in relation to the existing site and buildings, not visually intrusive, and not significantly larger than the dwelling it replaces.

Where a replacement dwelling is considered appropriate, the existing dwelling will have a lawful planning use as a dwelling and not have been demolished prior to the determination of the associated planning application and/or have been abandoned. Replacement dwellings should be sited within the lawful curtilage of the existing dwelling, unless significant environmental benefits would result.

Section 5 Development Strategy – 5.6 Existing Housing Stock and Buildings

D. Empty Homes

The Council will support in principle the re-use of empty homes for residential use where the home has an existing lawful residential use.

E. Requirements

1. Proposals will preserve and enhance the character of the locality and will not unacceptably detract from the amenities of any neighbouring property by reason of loss of daylight, loss of privacy, overshadowing, or overbearing impacts.
2. Proposals for new dwellings should help achieve sustainable mixed communities by contributing to the provision of a mix of housing to meet local needs.
3. In determining applications, other material planning considerations will be taken into account, in particular the impacts on highway safety, heritage assets, protected trees, openness in the Green Belt, protected species, flooding and drainage.
4. Proposals will be compliant with the considerations set out in the Development Requirements Supplementary Planning Document, as appropriate.

Explanation

- 5.6.1 The effective management of existing housing stock reduces the net loss of dwellings, impacting on overall housing need and the need to build new houses. Whilst the Council will seek to resist changes of use from residential, there may be circumstances where the change of use is acceptable because it has a community benefit such as the provision of a playschool or health facility. Subject to satisfactory assessment of the impacts, the Council will support such changes of use.
- 5.6.2 Empty homes are a wasted resource and can have a detrimental effect on the appearance and the quality of the location. They also provide a useful contribution to meeting housing needs. The Council is anxious to bring such buildings back into residential use not only to contribute to the net housing stock but also to improve the character and vitality of the locality. The Council has a good record of helping to return empty homes to residential use. As at October 2015 there were 612 properties in the District that has been empty for more than 6 months (DCLG Table 615).
- 5.6.3 Modifications to dwellings (such as extensions) and the replacement of dwellings can enable homeowners to realise the potential of their property, adapt their homes to changing needs and improve the quality of their lives without leaving their community. The Council supports such aspirations. At the same time, however, the Council must ensure it strikes an appropriate balance by also protecting the amenity of neighbouring residents, the character of the locality and by taking all other material planning considerations into account.
- 5.6.4 Conversion of existing buildings and dwellings can be an effective way of increasing housing supply and such sites could contribute to the District housing requirement as part of the 'windfall allowance'. However, the impacts of intensification of use can also be significant, particularly on neighbouring properties in addition to wider community infrastructure. Such issues are important considerations that the Council will take into account when considering any proposal.

Section 5 Development Strategy – 5.6 Existing Housing Stock and Buildings

5.6.5 The Development Requirements SPD will include further detail on how the Council will seek to effectively manage the existing housing stock and existing buildings.

Development Management Considerations

The District Council's Planning Advice Note 'Extending your home – a planning guide for householders' (April 2008) provides useful guidance on such schemes and will be used in considering planning applications.

- (1) The principle of the change of use from non-residential to residential will be assessed against relevant policies in this plan, such as CS.22 (employment uses), CS.23 (retail uses), CS.24 (tourism and leisure uses), CS.25 (community uses) and AS.10 (rural and agricultural uses).
- (2) Proposals in relation to the existing housing stock and buildings should also take full account of the requirement for enhancing local distinctiveness, achieving high quality design and providing satisfactory levels of amenity of existing, intended and neighbouring occupiers, as set out in Policy CS.9 Design and Distinctiveness.
- (3) Alterations and modifications to existing buildings must also take into account the site location. Where sites are located in the countryside or within a specific policy designation such as the Green Belt (CS.10), the Cotswolds Area of Outstanding Natural Beauty (AONB) (CS.11), a Special Landscape Area (CS.12) or an Area of Restraint (CS.13), proposals must satisfy the requirements of the respective policy, as appropriate.
- (4) Policy CS.19 Housing Mix and Type sets out the Council's requirements in respect of housing type, size and tenure mix and space standards.

Implementation and Monitoring

Responsible agencies	Stratford-on-Avon Council
Delivery mechanism	Through the determination of planning applications
Funding	Private sector, householders, empty properties assistance grant (as appropriate)
Timescale	Throughout the plan period
Risk	That there is a net loss of dwellings across the District resulting in unnecessary increased demand for new build properties. Loss of existing properties can also have a detrimental impact on the character and vitality of an area.
Monitoring indicators	<ul style="list-style-type: none"> • Number of empty properties returned to residential use against the target in the Empty Homes Strategy. • Number of dwellings lost to other uses.

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

- 6.1.29 There are a number of important opportunities to enhance the appearance and function of the town through the regeneration and/or redevelopment of previously developed sites within the urban area.
- 6.1.30 Based on the strategy set out in Section 5 for distributing housing development in the District, and taking into account the number of dwellings built and granted planning permission since 2011, about 3,600 homes are to be provided in the town over the plan period. Policy CS.16 also indicates that Reserve Sites may need to be identified in the town through the Site Allocations Plan and/or the Neighbourhood Plan. As such, the above figure should be seen as a minimum to be provided for over the plan period.
- 6.1.31 A wide range of issues and opportunities relating to the future planning of the Stratford-upon-Avon area have been identified from various sources, including plans produced by the local community and studies produced for the Council.

Policy AS.1

Stratford-upon-Avon

The Council will apply the following principles in considering development proposals and other initiatives relating to the Stratford-upon-Avon area. It will assess the extent to which each of these principles is applicable to an individual development proposal. Developers will be expected to contribute to the achievement of these principles where it is appropriate and reasonable for them to do so, taking into account the provisions of the Infrastructure Delivery Plan.

A. Environmental

1. Ensure the town presents an attractive image and experience given its international standing and significance.
2. Retain the scale, character and form of the town and protect the individual character of each part in the design of development.
3. Co-ordinate new developments and open spaces so that they are integrated with the existing fabric of the town.
4. Ensure that any development on the approaches to the town retains and respects the existing landscape setting and green spaces and augments them.
5. Improve the quality and appearance of the main corridors and gateways to the town centre, including the Birmingham Road/Arden Street area.
6. Improve the way in which the town's historic environment and cultural heritage is conserved, interpreted and presented.
7. Enhance the setting of Shakespeare's Birthplace to reflect its status as an international cultural attraction.
8. Enhance the town's historic townscape and its associated public realm.
9. Improve the appearance and function of secondary shopping areas in the town centre.
10. Enhance the River Avon corridor through the town for its biodiversity, recreational and flood management value.
11. Improve linkages between key biodiversity areas and corridors, including the river, the racecourse and Welcombe Hills.

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

12. Provide additional access to natural accessible greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
13. Improve the appearance and image of the Stratford Enterprise Park.
14. Apply measures relating to the Air Quality Management Area designated for the town.

B. Social

1. Provide an upgraded or replacement Leisure Centre in the town.
2. Provide additional parks, gardens and amenity greenspace given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
3. Provide additional play spaces for children and young people given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
4. Provide additional pitches for mini and junior football and junior rugby given the shortfall identified in the town.
5. Provide additional allotments given the shortfall against the standard set out in Policy CS.25 Healthy Communities.
6. Support the provision of emergency services and the enhancement of health and medical facilities at Stratford Hospital.

C. Economic

1. Provide opportunities for existing companies to expand and to attract new companies to the town.
2. Investigate the potential for an Innovation Centre in the town.
3. Provide additional non-bulky comparison goods retail floorspace in the town centre, ideally through the redevelopment of Town Square.
4. Improve the physical and functional links between the town centre and the Maybird Retail Park.
5. Support uses which create a diverse and prosperous night-time economy for residents and visitors.
6. Improve the quality and variety of the visitor experience.
7. Support the creation of a new learning and research centre on Henley Street for the enjoyment and study of Shakespeare.
8. Investigate the provision of a major conference facility in or well-related to the town.
9. Support the provision of a creative industries hub in or well-related to the town centre.

D. Transport

1. Implement the Stratford Transport Package of traffic management measures.
2. Implement appropriate measures to improve traffic management on Birmingham Road.
3. Provide a bus-rail interchange adjacent to Stratford Railway Station as part of the redevelopment of the former Cattle Market site.
4. Assess the provision of a bus station within the town centre.
5. Assess the provision of a park-and-ride facility on the southern side of the town.
6. Improve the route between Stratford railway station and the town centre.

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

7. Achieve an effective balance between long-stay and short-stay car parking in the town centre.
8. Implement the Historic Spine project to improve pedestrian facilities.
9. Provide a new road link between Warwick Road and Bridgeway to create easier access to car and coach parks.
10. Improve the pedestrian route between Bridgeway and the town centre, particularly at Bridgefoot.
11. Improve cycle routes throughout the town, particularly between residential areas and secondary schools.
12. Upgrade Lucy's Mill footbridge to make it more accessible to a range of users.

Development Proposals

6.1.32 To contribute to meeting the future needs of the District, the following sites are allocated for development. The extent of each site is defined on the Policies Map.

Proposal SUA.1: Canal Quarter Regeneration Zone	
Where it is to be delivered	Land at Western Road, Wharf Road, Timothy's Bridge Road and Masons Road Approx. 27 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 650 dwellings by 2031 of which up to 25% will be provided as a mix of affordable homes • 9,000sqm of Class B1 distributed throughout the Canal Quarter • Linear park alongside canal • Multi-purpose community facility (if required)
When it is to be delivered	Phase 2 (2016/17 - 2020/21) approx. 80 homes Phase 3 (2021/22 - 2025/26) approx. 270 homes Phase 4 (2026/27 - 2030/31) approx. 300 homes Post 2031 approx. 350 homes
How it is to be delivered	Private sector, public sector, Canal & River Trust
Specific requirements	Production of a Framework Masterplan Supplementary Planning Document (SPD) to guide developers and the local planning authority in respect of environmental, social, design and economic objectives as they seek to create a new community in the Canal Quarter. The SPD will set out broad principles to show how the policy requirements, together with other policy requirements in this Core Strategy, should be delivered on the site. The SPD will also incorporate a Delivery Strategy in conjunction with Proposal SUA.2 and Proposal SUA.4.

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

	<p>The development will:</p> <ul style="list-style-type: none"> • secure environmental, ecological and recreational enhancement of the canal corridor • provide pedestrian and cycle links through the area and with adjacent parts of the town and a vehicular crossing over the canal linking development off Masons Road and Timothy’s Bridge Road • deliver traffic management measures • improve links to Stratford railway station • ensure implementation of the Steam Railway Centre is not prejudiced • secure appropriate treatment of any contamination • de-culvert watercourses
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Proposal SUA.2: South of Alcester Road

Where it is to be delivered	South of Alcester Road Approx. 25 hectares (gross)
What is to be delivered	<p>Employment uses comprising:</p> <ol style="list-style-type: none"> 1. Class B1(a) office and Class B1(b) research and development uses, although scope for B1(c) light industry will be considered 2. Relocation of businesses from the Canal Quarter Regeneration Zone <p>During the plan period up to 10 hectares will be released, plus additional land to correspond with the area taken up by businesses relocating from the Regeneration Zone.</p> <p>Housing – approx. 65 dwellings on land to the east of the Western Relief Road</p>
When it is to be delivered	Phases 2 - 4 (2016/17 - 2030/31)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • vehicle access to the employment development directly off Wildmoor Roundabout or proposed Western Relief Road • improvements to Wildmoor Roundabout as required by Highways England • provision for improvements to A46 adjacent to the site as required by Highways England • extensive landscaping on the southern and western

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

	<p>boundaries of the employment development</p> <ul style="list-style-type: none"> • appropriate treatment and management of mature hedgerows along road frontages • protect and enhance ecological features • frequent bus service into the development <p>If a plot that has been developed on that part of the site allocated for the relocation of businesses from the Canal Quarter Regeneration Zone becomes available it should be marketed for a period of three months in order that another business in the Regeneration Zone has the opportunity to take it up. This provision will be applied for a period of two years from when that plot was originally implemented.</p>
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Proposal SUA.3: North of Bishopton Lane

Where it is to be delivered	North of Bishopton Lane between the canal and The Ridgeway Approx. 25 hectares (gross)
What is to be delivered	<ul style="list-style-type: none"> • Housing – approx. 500 dwellings • Primary school - land and financial contribution • Public open space, including adjacent to canal and alongside A46 Northern Bypass
When it is to be delivered	Phases 2 - 3 (2016/17 – 2025/26)
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • appropriate layout and design to mitigate noise impact from A46 • surface water attenuation measures • provision of an appropriate form of crossing over the canal to cater for vehicles, pedestrians and cyclists • improvements to the canal towpath and access to it • contribution to community facilities (on and/or off-site)

Section 6 Area Strategies – 6.1 Stratford-upon-Avon

Proposal SUA.4: Atherstone Airfield	
Where it is to be delivered	Atherstone Airfield, east of Shipston Road, Preston-on-Stour Approx. 10 hectares gross (5 hectares net), plus a 'reserve' of approx. 9 hectares gross (5 hectares net) should it be required, all to assist in the delivery of the Canal Quarter Regeneration Zone (see Proposal SUA.1)
What is to be delivered	Employment uses comprising: 1. The relocation of businesses from the Canal Quarter Regeneration Zone falling within Use Classes B1c, B2 or B8; 2. The relocation of businesses from elsewhere in the District falling within Use Classes B1c, B2 or B8 but only insofar as this would help to facilitate (i) above and not in respect of the 'reserve' of approx. 9 hectares gross unless an exceptional justification is advanced as part of a planning application.
When it is to be delivered	Phases 2 - 4 (2016/17 - 2030/31), subject to the reserve only being released at a point where it is demonstrated as part of a planning application that there is insufficient land at either SUA.2 or the first phase of this allocation to meet the needs of businesses relocating from the Canal Quarter Regeneration Zone.
How it is to be delivered	Private sector
Specific requirements	<ul style="list-style-type: none"> • improvements to the access off Shipston Road if required in order to achieve a satisfactory access • mitigation to local road network where identified in a detailed transport assessment which should accompany a planning application • structural landscaping around the boundaries of the site to consolidate and complement that which already exists



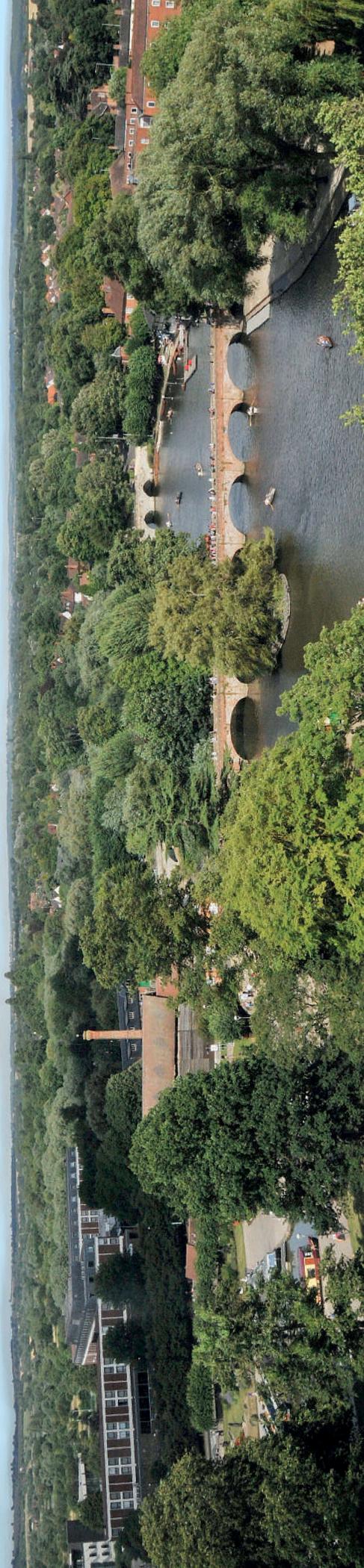
Stratford-upon-Avon *neighbourhood plan*

Your Town, your Plan... it's time to write the future

Stratford-upon-Avon Neighbourhood Development Plan 2011-2031



Stratford-upon-Avon Town Council



Objective A: Promoting high quality sustainable design

Policy BE1 - Creating a Strong Sense of Place

All developments must demonstrate a high standard of design and layout. All large-scale developments¹¹ will be encouraged to achieve this through the following ways:

- a) Permeability - the ability to move freely and effectively through a development to reach destinations by a choice of access routes, clear definition of public and private spaces and the integration and connection of the development into the surrounding area and adjoining developments;
- b) Variety - the experience of a choice of varied uses and activities, building types and forms, and the interaction of buildings, uses and people within a development and quality of the public realm; and
- c) Legibility - the quality and function of a place defined by nodes, landmarks, strong building blocks and lines, linkages and community cohesion.

Developments that do not demonstrate high standards of design and layout will be resisted.

Explanation

- 8.10 Permeability, variety and legibility are important principles when creating a high quality design and layout. Whilst individual design is often a subjective matter, how a development functions, the creation of an interesting and diverse development and making sure it is clear and logical provides a solid foundation for creating a strong sense of place.

¹¹ 'Large-scale developments' shall have the same meaning as 'major development' as defined in Part 1 Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2016 (as amended).

Policy BE2 - Responding to Local Character

All development proposals must demonstrate how local character has been taken into account during the conception and evolution of a design.

Proposals that do not positively contribute to local character will be expected to explain why and clearly demonstrate the reasons behind the alternative approach.

Explanation

- 8.11 It is important to ensure that local character, including its relationship with the countryside¹², is preserved and where appropriate enhanced. New development that is at odds with a distinctive local character can be harmful so will be treated cautiously.
- 8.12 The purpose of this policy is to manage development so that the most appropriate design is found for the site having regard to local character to ensure that all developments are of high quality and reflect the character of the areas around them in spatial layout, scale, density, materials, design and landscape terms.
- 8.13 This policy is not intended to impose a particular architectural style or stifle innovation, originality or innovative design.

¹² National Character Area Profile 106 Severn and Avon Valleys 2014

BE Project 1 - Design Review Panels

This Neighbourhood Development Plan supports the formation of a local Design Review Panel made up of members with experience in architecture, conservation and planning disciplines, amongst others. The formation, monitoring and membership of the Design Review Panel will be under the stewardship of the Town Council in consultation with the District Council.

The overall function of the Design Review Panel will be to make recommendations for enhancing the quality of proposed development in the Neighbourhood Area to reflect the overall scale and grain of the town and its surrounding environs and to ensure that new design is sympathetic.

Large scale developments will be expected to go through a local design review process once a Design Review Panel has been established. The comments of the Design Review Panel or similar panel of experts will be a material consideration in the determination of all applications.

The use of a Design Review Panel may be necessary for smaller scale developments where there is a particular sensitivity affecting the site.

The decision as to whether or not a development will be referred to the Design Review Panel should be established at pre-application stage to avoid unnecessary delays.

8.20 Although this project is not binding in the same way as the policies contained within this Plan, it relates to a matter which has been highlighted during public consultation as being important to residents.



Explanation

8.21 In accordance with paragraph 129 of the National Planning Policy Framework 2018 (formerly paragraph 62 of NPPF 2012), applicants are encouraged to use local Design Review Panels. This is particularly important for large-scale developments or development where there is a particular sensitivity such as conservation area, listed building or a site which is visually prominent from the public realm or locally important.

8.22 The threshold for large-scale development is 10 or more dwellings or 1,000 sqm or more of non-residential floor space. Sensitivities affecting a site will include conservation areas, listed buildings and their settings, sensitive landscapes or exposed edge of settlement locations, prominent locations within public views/vistas and sites sensitive to wildlife.

Policy BE4 - Designing Out Crime

All development proposals will be expected to demonstrate how design has been influenced by the need to plan positively to reduce crime, the fear of crime and how this will be achieved.

Proposals which fail to satisfactorily create a safe and secure environment will not be supported.

Where possible, the advice of a police architectural liaison representative should be sought for all large-scale¹⁴ developments.

Explanation

8.23 The Government places great importance on creating safe and accessible environments where crime, disorder and the fear of crime, do not undermine quality of life or community cohesion¹⁴. There are many recommendations on how to design out crime.

¹⁴ "Large-scale development" shall have the same meaning as major development as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended). ¹⁵ Paragraph 127 of the NPPF 2018 (formerly paragraph 38 of NPPF 2012). ¹⁶ CABE, *Safer Places*, February 2004.



8.24 CABE's comprehensive 'Safer Places'¹⁹ paper identifies seven key characteristics that create a safe community. All development proposals will be required to demonstrate how these characteristics have been incorporated into the proposed design.

1. Access and movement - places with well defined routes, spaces and entrances that provide for convenient movement without compromising security
2. Structure - places that are structured so that different uses do not cause conflict
3. Surveillance - places where all publicly accessible spaces are overlooked
4. Ownership - places that promote a sense of ownership, respect, territorial responsibility and community
5. Physical protection - places that include necessary, well-designed security features
6. Activity - places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times
7. Management and maintenance - places that are designed with management and maintenance in mind, to discourage crime in the present and the future

Policy BE5 - Design Quality

All new development should demonstrate that it has taken account of best practices to achieve high levels of sustainability and safety. Appropriate measures to deal with climate change should be demonstrated together with the use of sustainable drainage systems.

In particular for new development on greenfield sites, or the major redevelopment of existing sites, design should provide for a high quality public realm with both hard and soft landscaping and measures to encourage biodiversity.

Developers are encouraged to meet the highest design standards unless it can be demonstrated that it is not viable and/or technically feasible to do so or where other evidence has demonstrated high sustainable performance in accordance with recognised industry standards.

Explanation

8.25 In order to meet the highest design standards, developers should provide evidence of compliance with the BREEM 'Excellent' standard and up until 2020 at least 25% of all dwellings/flats are built in accordance with Lifetime Homes Standard 2010 (or as subsequently revised). From 2020, all dwellings/flats are encouraged to meet the Lifetime Homes Standard.

8.26 Favourable consideration will be given to housing development proposals that can demonstrate evaluation against Building for Life 2012 (BFL 12) with all criteria achieving a 'Green' score. Developments which include a 'Red' or 'Amber' score against any criterion must be justified in the Design and Access Statement or other supporting statement.

8.27 The BREEM¹⁹ assessment process evaluates the procurement, design, construction and operation of a development against targets that are based on performance benchmarks. Assessments are carried out by independent, licensed assessors, and developments rated and certified on a scale of Pass, Good, Very Good, Excellent and Outstanding.

8.28 BREEM measures sustainable value in a series of categories, ranging from energy to ecology. Each of these categories addresses the most influential factors, including low impact design and carbon emissions reduction; design durability and resilience; adaptation to climate change; and ecological value and biodiversity protection. Within every category, developments score points – called credits – for achieving targets, and their final total determines their rating.

8.29 New residential and non-residential gross floor space over 40sqm will usually comprise a significant extension to an existing building or a moderately sized new building and therefore the BREEM standard is encouraged in these circumstances.

8.30 The concept of Lifetime Homes²⁰ was developed in the early 1990s by a group of housing experts including the Joseph Rowntree Foundation²¹. The group was formed because of concerns about how inaccessible and inconvenient many homes were for large sections of the population. Lifetime Homes was developed to ensure that homes are accessible and inclusive.

¹⁹ <http://www.breem.com/> ²⁰ <http://www.lifetimehomes.com/pages/lifetimehomes.html> ²¹ The Joseph Rowntree Foundation was consulted in the preparation of this plan



8.31 Lifetime Homes are ordinary homes designed to incorporate 16 Design Criteria that can be universally applied to new homes at minimal cost. Each design feature adds to the comfort and convenience of the home and supports the changing needs of individuals and families at different stages of life. Lifetime Homes are all about flexibility and adaptability; they are not 'special' but are thoughtfully designed to create and encourage better living environments for everyone.

8.32 Building for Life²² (‘BL’) is endorsed by the Government as a tool for assessing development proposals with the aim of promoting well-designed homes and neighbourhoods. It contains 12 questions, based on the National Planning Policy Framework, reflecting that new housing developments should be attractive, functional and sustainable places. The questions are designed to help structure discussions between local communities, the local planning authority, the developer of a proposed scheme and any other stakeholders. This policy supports the use of BL to strengthen what is stated in the Core Strategy Policy CS.9 in order to achieve exemplary development in the Neighbourhood Area.

Policy BE6 – Effective and Efficient Use of Land

All development proposals must demonstrate an effective and efficient use of land. The effective use of land can assist in delivering sustainable development in the following ways:

- a) Density which is designed to enhance the character and quality of the local area whilst preserving the amenity of neighbouring residential homes and is commensurate with infrastructure capacity;
- b) Reusing previously developed land;
- c) Bringing empty buildings back into use; and
- d) Utilising the best and most versatile agricultural land only where it is demonstrated to be necessary.

The built-up areas should appear to emerge gradually from the surrounding countryside, with higher density and building heights located towards the centre, and lower density and building heights on the periphery of the built-up area boundaries.

Explanation

8.33 Paragraph 122 of the National Planning Policy Framework 2018 (formerly paragraph 47 of NPPF 2012) encourages a local approach to housing density to reflect local circumstances.

8.34 It would be expected that development in close proximity to the Town Centre and other service areas could be as high as 60 dwellings per hectare (dpha), but on the periphery of the town, densities would not normally be above 25 dpha. In all cases the local character should be respected and in order to retain an appropriate housing mix as set out in Policy H7 a small number of 5+ bedroom houses on large plots will also be supported

8.35 Housing density will be greater on sites with a high level of accessibility, including sites located in or close to the Town Centre or within 400m of public transport.

8.36 The heights of new buildings should have regard to the context of the individual site and the surrounding area. Building heights may increase nearer the Town Centre but in contrast, heights should be lower towards the edge of the town to assist in the assimilation of new development into the surrounding landscape.

8.37 The form and density of housing will vary across larger sites, in response to current and future accessibility and other characteristics of each part of the site. Variations in density across a site should be used to develop different character areas.

8.38 High quality design will enhance amenity through housing density levels that also secure adequate internal and external space, dwelling mix, privacy and sunlight and daylight to meet the requirements of future occupiers.

²² <http://www.designcouncil.gov.uk/resources/guidebuilding46-12-thebedition>

Policy BE7 - Supplementary Guidance

Relevant development proposals within the Neighbourhood Area are encouraged to have regard to the following design guidance documents, and any successors in title:

- a) The character appraisals contained within the Stratford-upon-Avon Town Design Statement;
- b) The Alveston Village Design Statement 2015²³; and
- c) The Stratford-upon-Avon High Street Study²⁴

Development proposals will be expected to explain how this guidance has been addressed or provide an explanation to the contrary.

Explanation

- 8.39 Supplementary guidance provides an important compliment to this Plan.
- 8.40 It is important that all supplementary guidance is kept up to date during the plan period in order to take account of changing circumstances and national and local planning policy.
- 8.41 It is acknowledged that the Stratford-upon-Avon Town Design Statement, produced in 2002, is out of date. However, the character appraisals contained within it are still relevant today and should be taken into account when considering new developments.
- 8.42 The creation of new Local Design Guide which could be led by the local Design Review Panel with assistance from other partners/ contributors will be encouraged. One of the functions of the Local Design Guide could be to provide guidance on the development of particular proposals within this Neighbourhood Development Plan such as the Canal Regeneration Zone and the Environmental Improvement Areas.

²³ <http://www.alvestonvillage.co.uk/village-association/> ²⁴ Stratford-upon-Avon High Street Study, April 2005

8.43

A Shop Fronts Design Guide should be prepared and adopted by the Town and District Councils in conjunction with the Stratford Society or others with appropriate expertise. The guide will include architectural advice to owners, lessees and prospective lessees on appropriate new shop fronts and improvements or changes to existing shop fronts, information on the availability of grants and references to the High Street Study, requirements under the latest Building Regulations and principles which would apply to historic buildings.

Objective B: Preserving and enhancing the historic environment

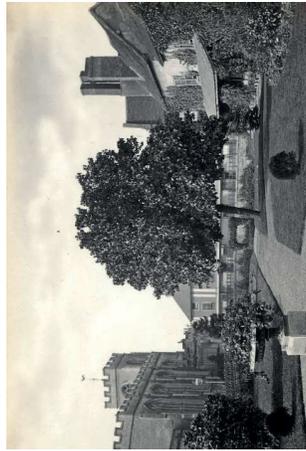
Policy BE8 - Designated Heritage Assets

Proposals which cause substantial harm to the special historical or architectural fabric and interest of listed buildings and ancient monuments and their settings or the Stratford-upon-Avon, Shotton or Alveston Conservation Areas will be resisted including those which affect the town's Historic Spine (Figure 13). Proposals which result in less than substantial harm must demonstrate public benefit outweighing that harm.

Proposals, including changes of use, which enable the appropriate and sensitive restoration of listed buildings will be supported.

All proposals must as a minimum protect the important physical fabric and settings of listed buildings and scheduled monuments. Where appropriate, development within or adjacent to the Historic Park at New Place Gardens will be strictly controlled.

Where necessary, new development must take account of known surface and sub-surface archaeology, and ensure unknown and potentially significant deposits are identified and appropriately considered during development. Lack of current evidence of sub-surface archaeology must not be taken as proof of absence.



New Place Gardens c.1885 (Picture courtesy of Shakespeare Birthplace Trust)



New Place Gardens September 2016
Photo: Mike Flowers

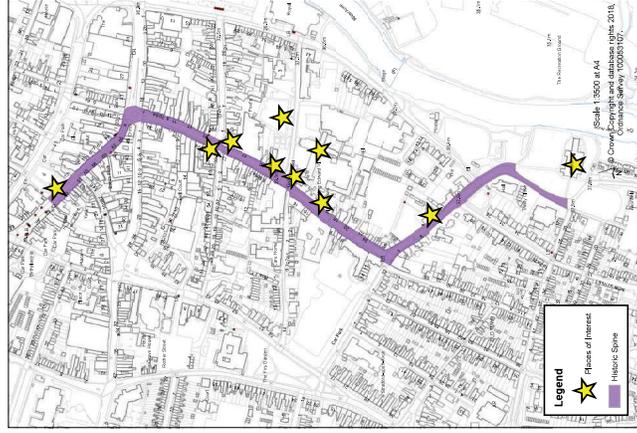


Figure 13 – Historic Spine



Photo: Andrew Dow

Explanation

- 8.44 Stratford town has a unique history and is privileged to be the home of several nationally and internationally important heritage assets. These add to the distinctiveness of the town and its global position as a tourist destination. The preservation of these assets individually and collectively is paramount and should be given the highest priority.
- 8.45 The best of Stratford's architectural heritage is located along a centuries-old route leading from Shakespeare's Birthplace in Henley Street to Holy Trinity Church in Old Town. Here are to be found nearly all of the town's most important buildings, some of them of national importance. This is known as the 'Historic Spine'²².
- 8.46 The Stratford-upon-Avon, Shottery and Alveston Conservation Areas are specifically defined and protected because of their special architectural and historic interest. Great weight should be placed on the need to preserve or enhance the conservation areas.
- 8.47 This Neighbourhood Development Plan supports the review of the Stratford-upon-Avon, Shottery and Alveston Conservation Areas.

Objective C: Promoting urban renewal and regeneration

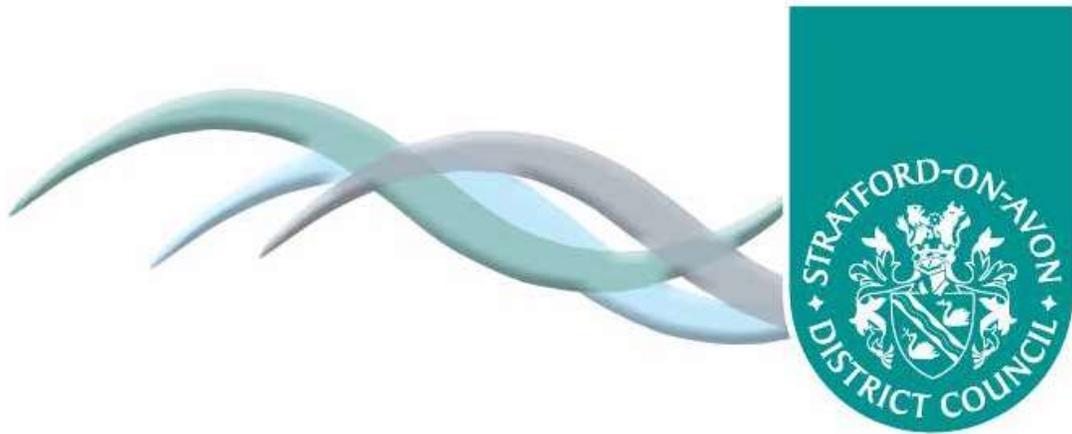
Policy BE9 – Replacement Dwellings

Proposals for replacement dwellings must respect the character and appearance of the locality. Particular importance is placed on sensitive sites such as those within conservation areas or affecting the setting of listed buildings or lying in areas susceptible to flooding.

Replacement dwellings must be of an appropriate scale so as not to be too dominant or adversely affect the amenity of neighbouring uses. Proposals will be expected to meet high standards of design in accordance with Policy BE5 of this Plan.

This policy will only apply to lawful dwellings and does not apply to caravans or mobile homes.

²² The Historic Spine – A guide to Stratford's Finest Buildings, updated April 2016 (www.stratfordbestof.co.uk)



Development Requirements SPD

Final Composite Version - Adopted July 2019

Part A: How to Achieve Good Design

Contents

- A1. What is Good Design?
- A2. The Design Process
- A3. Understanding Context
- A4. Character
- A5. Why Local Distinctiveness is Important
- A6. Sustainable and Healthy Communities
- A7. Pre-application Advice
- A8. Design and Access Statements

This part of the Development Requirements SPD provides further detailed guidance on the interpretation of a range of Core Strategy policies in particular and as appropriate:

- CS.9 Design and Distinctiveness

It provides guidance and advice on how applicants can achieve a good standard of design in new development. It should be read in conjunction with other relevant parts of the SPD, in particular [Part D: Buildings and Layout](#). This SPD will be used by Stratford-on-Avon District Council to help reach decisions on whether to approve or refuse planning applications. Making sure that applications comply with the guidance contained within the SPD will make it easier for the Council to grant planning permission. The Council's Planning Policies are set out in the Core Strategy available at www.stratford.gov.uk/corestrategy

Key words or terms which appear throughout the document are included in the Glossary

A1. What is Good Design?

Research has shown that high quality design make places more desirable in which to live work and play¹. Good design adds economic, environmental and social value to an area, creating a premium for property values, generating greater rental and capital value, and significantly increasing in the health and wellbeing of the occupants and users of those buildings and places. Evidence also shows that good design can be achieved without increasing costs, when it is considered from outset and throughout the design process.

When we talk about design, we mean more than just the appearance of a building. What a building looks like can more accurately be referred to as its 'style' and this is subjective. Whether we like it or not is based on our own preferences and tastes. Looking beyond building styles to design in its widest sense, including thinking about layout of buildings, building heights and massing, relationship to streets and spaces, character and local distinctiveness, follows a number of well-established design principles and is, therefore, objective. [Part C](#) and [Part D](#) of this SPD provides guidance on the principles of good design. A quality place has a number of essential components:

- Good range and mix of homes, jobs and services, cultural and public space;
- Sensitive treatment of historic buildings, spaces and landscapes;
- Ample high quality green space and green infrastructure; and
- Well designed and maintained sustainable buildings and spaces.

Good design is not simply a matter of creating attractive buildings and places. The elements of the development must also be sufficiently robust to carry out their function without deteriorating too quickly. Buildings and spaces must be designed to function well for the purpose they were designed for.

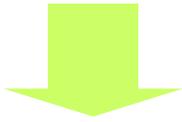
Good design should be a positive response to the local character, history and identity. Designing for local distinctiveness involves the integration of local practices with the latest technologies, building types and needs.

¹ The value of urban design, Design Council 2001

A2. The Design Process

Achieving a high-quality design is not a one-off event; it is a process (see below). The level of detail and depth of investigation should be proportionate to the scale and complexity of the development proposals.

Step 1 - Appoint your design team



The Council strongly recommends that you engage appropriate professional expertise. Ideally, there should be a professional architect or urban designer or a person with specific urban design skills.

Step 2 - Context Analysis



Carry out a thorough assessment and analysis of context at settlement, local and site level, before any design solution is considered. The Council will expect a high standard of site and contextual analysis and this should be undertaken at the start of the design process.

Step 3 - Involvement/Consultation



Involving the community and stakeholders is crucial not only to gain their support but more importantly, to use their expertise and knowledge to help inform the design. This means asking what you should do, not presenting the community and stakeholders with a fait-acompli of what you are going to do.

Step 4 - Vision



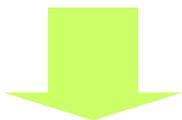
When steps 1-3 are complete, the information should be used to create a vision for the proposed development. For example, what kind of place is it going to be? Where appropriate, a series of aims and objectives should explain how the vision is going to be achieved.

Step 5 - Options, Options, Options



A series of conceptual options should be drafted out. There is a good minimum number of options to create, although unrealistic options should not be prepared for the sake of it. There is very rarely only one design solution for a site although some designs are better than others. Options allow the designer to explore a wider range of possibilities for the site. The options should be assessed against the visions, aims and objectives. Any issues and challenges identified during this stage should be resolved. It may be that the best solution is a combination of options.

Step 6 - Design



A credible detailed design can only be produced once stages 1-5 have been completed. It is important to ensure that the vision has not been lost or diluted. Only once the design has been finalised should a planning application should be submitted.

A3. Understanding Context

A well-designed scheme makes a positive contribution to the built environment and is the result of an evolving design process that starts with an understanding of the scheme's site specific and wider context. No site will ever be a blank canvas.

Undertaking a contextual analysis means listing the key physical features of the site and the wider area and then using these to influence the design of the scheme.

It is perhaps tempting to see any site features as a constraint to development. However, taking a positive approach sees these 'constraints' turning into 'opportunities' that contribute to the design of the scheme. For example, a large tree on site becomes a focal point of the development built around it.

Understanding context is fairly straightforward and at its very basic requires the following 2-step approach:

Step 1: List Key Features

On a plan of the site, record the location of key features, which may include the following:

- Topography and gradient
- existing or proposed access arrangements and public rights of way and bridleways
- Trees and vegetation
- Canal and Rivers
- Water and flooding
- Protected habitats and species
- Green space
- Neighbouring development
- Public views
- Microclimate
- Existing buildings
- Conservation areas and listed buildings
- Archaeology and non- designated heritage assets
- Land/soil contamination risk
- Continual noise sources
- Air pollution and Bad Odour Services
- Services and Utilities
- Safeguarded Areas

Step 2: Establish Key Principles

Once the key features have been recorded, assess how these will influence the design of the scheme. This can be both in terms of protecting a particular feature or using the proposed development to mitigate or resolve a constraint. Good contextual analysis is a crucial step in achieving good design in the planning process. It should be prepared so that it identifies the wider and local context within which the application site is set. Including such an analysis within the planning application shows the Council how the proposed design responds to its context and will contribute towards local distinctiveness.

A4. Character

Strategic Objective (3) in the Stratford-on-Avon District Core Strategy states:

- *'The character and local distinctiveness of the District will have been reinforced by ensuring new development is of high quality design, taking into account the intrinsic and special value of its landscape and townscapes'*

An essential ingredient in making an attractive and successful place is the preservation, enhancement or the creation of character. In areas where there are already well-established and recognised settlement patterns, styles of architecture, scale and landscape, such as typically exist in a Conservation Area, new development should pay special attention to them (without slavishly trying to copy existing buildings). New development may be encouraged to continue elements of these local styles, where integration with the surrounding built form is deemed important.

In other areas, such as in retail parks or residential areas, where there is very little existing character or a weak character, the emphasis will be on development producing new high quality and distinctive places. [Part B](#) of this SPD provides further guidance in respect of the character of the District.

A5. Why Local Distinctiveness is Important

Everywhere is different. The key factor to achieving good design is not just applying the principles of good design, but applying them to the local context. Transposing an example of good design from one location to another will not result in good design if it fails to take account of the characteristics of its unique location.

Local distinctiveness is about valuing the uniqueness of a particular location and creating a design that strengthens its common features as opposed to destroying or diluting them. Good design adds cohesion to a place. Individual features can be the extraordinary or even the ordinary and every day; both contribute to defining a particular place. Places with a strong local distinctiveness have a sense of place.

Many of our local communities have produced Village Design Statements that set out design principles for development. Village Design Statements (VDS) are adopted by the Council as a material consideration in the determination of planning applications. They are a valuable resource which assists in defining local distinctiveness within individual settlements. Applicants are advised to refer the documents when considering the design of future applications.

Parish Plans should also be checked to see whether they contain any local design guidance.

In addition, there are a number of local communities in our district that have either draft or made Neighbourhood Development Plans (NDPs). They include design policies that should be taken into consideration when preparing a future planning application.

Finally, it is strongly recommended that Parish Councils are contacted at an early stage of the planning application stage to discuss future planning proposals. Parish Councils can provide an invaluable source of local information that may assist in the design of future proposals.

A list of adopted Village Design Statements, Parish Plans and Neighbourhood Development Plans are available on the Council's website. It is also advised that applicants contact the Policy Team (via email at www.planning.policy@stratford-dc.gov.uk) to find whether there is a VDS or NDP at draft stages.

When considering how local distinctiveness can be developed and/or enhanced, it is useful to consider what contributes towards eroding local distinctiveness. A better appreciation of what contributes to and builds local distinctiveness can be developed by understanding what erodes local distinctiveness. Some examples of eroding local distinctiveness are set out below.

Don't

- Use existing poor design in the locality as an excuse for further poor design
- Use non-local vernacular materials
- Ignore local scale and massing
- Ignore established building lines
- Design proposals where the streets are dominated by the car
- Use inappropriate landscape design and boundary treatment.

Local distinctiveness may be developed and enhanced by the consideration of some of the design issues below.

Do

- Consider the inclusive design principles from the outset and as part of the integral design;
- Use development as an opportunity to introduce positive urban design and character qualities;
- Capitalise on opportunities to frame views and vistas to, from and within a development;
- Consider streets as a key component of the public realm, designing proposals whereby pedestrians are an essential consideration;
- Incorporate local character scale and massing;
- Take account of established building lines;
- Use local vernacular materials;
- Use street furniture that reflects the local character and is well located.

Please note this is not an exhaustive list.

Further information on landscape design is found in [Part M: Landscape Design and Trees](#).

Building for Life

The Core Strategy supports the implementation of Building for Life and it is a useful tool for applicants when considering the design of buildings and places and provides a valuable checklist to ensure the proposal covers all aspects of good design.

Building for Life is a national standard for well-designed buildings, homes, places and neighbourhoods. The 20 Building for Life criteria are founded on government policy and best practice guidance and are used to evaluate the quality of schemes at both pre-planning and post-construction phases. A more concise set of criteria are also available as part of the 'Building for Life 12' publication.

Further information on Building for Life is available using the link below: <http://www.builtforlifehomes.org/>

A6. Sustainable and Healthy Communities

Sustainable development in our district includes the creation of healthy communities. The links between planning and health are well established and the built and natural environment recognised as major determinants of health and wellbeing².

The Council will expect healthy communities to be created by ensuring that development proposals incorporate the following considerations:

- Design of urban form and the public realm;
- Accessibility;
- Inclusive environments;
- Warm and safe accommodation;
- Healthy, sustainable and liveable environments;
- Attractive and pleasant work places;
- Age and dementia friendly environments.

Design of the built environment and public realm

The design of the built environment can have a profound effect on the physical and mental wellbeing and how people perceive their environments. The location, density and mix of land uses can result in wide-reaching implications on how individuals carry out their daily lives; it can affect the user experience of access to and provision of key community facilities, such as shops and services, employment opportunities and open space provision. The way in which buildings and areas are connected through street layout, footpaths and cycle paths and open space can have an impact on physical and mental health and the amount of physical activity people can undertake.

For example, developments which incorporate well-connected, attractive safe and legible streets, footpath and cycle paths can encourage more people to walk and cycle, promote physical activity and opportunities for social interaction and help to reduce the frequency

² Marmot M et al (2010) Marmot Review, Fair Society Healthy Lives

of car use. [Part C](#) and [Part D](#) of this document provides further guidance on design.

High quality public realm is also essential to both mental and physical health. The public realm should be designed to encourage and promote physical exercise and mental wellbeing.

This can include the overall quality of public spaces, street layout and connectivity, green infrastructure /landscape design and traffic calming measures. The urban form plays a critical role in influencing physical activity, particularly through providing opportunities for walking and cycling and physical exercise.

Accessibility

Accessibility is a crucial factor in the creation of healthy sustainable communities. Development should ensure that there is good access for all to recreation opportunities and facilities and services. For example, creating a safe and direct route to a local playground may encourage families to walk or cycle to the park, and 'step-free' flat routes and pathways can open up facilities for residents requiring wheel-chair access.

Inclusive Environments

Healthy communities are more inclusive places. Development should be designed so that barriers are not created that result in undue effort and separation from the built and natural environment. Everyone should be able to participate equally, confidently and independently in everyday activities, which are important contributors to overall health and wellbeing. This is particularly important when addressing needs of the elderly.

Age friendly and dementia friendly environments

There are presently 11.8 million people aged 65 or over in the UK. It is predicted that by 2030, the number of people aged 60 or over is expected to pass the 20 million mark. Stratford-on-Avon District reflects this national trend with an ageing population, with approximately 25% of its population being aged 65 or over.

Older People require supportive and enabling living environments to compensate for the physical and social changes that are associated with ageing. The changing needs may include reduced mobility, prevalence of physical disability and chronic diseases, as well as potential greater stress from isolation².

Providing older people with the opportunities to remain physically active, it is more likely to assist them in living independently. Regular physical activity is shown to increase immunity and resistance to illnesses. However, research has shown that physical activity levels decline drastically with age³. The Age UK (2017) report that 12.04% or 1.2 million people aged 65 and over in the England feel lonely, whilst 12% reported feeling cut off from society.

The built environment can reduce these risks by enabling social interaction and connecting people with places and other people. The provision of green and open spaces and walkable neighbourhoods can also encourage and facilitate increased physical activity

³ Saurabh Ram Bihar Lal Shrivastava et al (2013) Health –care of the Elderly: Determinants, Needs and Services, International Journal of Prevention Medicine 2013 Oct; 4(10):1224-1225.

and social integration for older people. It is essential that these spaces and routes are safe, well-maintained and accessible. They should also be well lit and evenly surfaced. Where there are some changes to ground levels, the transition should be gradual. Where steps are unavoidable, railings should be provided. Accessible public transport links with bus stops located within easy walking distance from homes is vital to maintain older people's independent life styles.

The majority of people would prefer to remain in their own homes as they grow older, and wherever possible, make changes to their homes to meet their changing need.

HAPPI Design Principles

The Council will expect that housing built for independent living for older people as set out in [Part T](#). Specialised Housing must be built to Housing our Ageing Population Panel for Innovation (HAPPI) design principles. Residential Care Homes and Nursing Homes should aspire to meet the HAPPI Standards.

The HAPPI principles are based on 10 key design criteria. Many are recognisable from good design generally - good light, ventilation, room to move around and good storage - but they have particular relevance to the spectrum of older persons' housing which needs to both offer an attractive alternative to the family home, and are able to adapt over time to meet changing needs.

They include the following design issues:

- Space and flexibility;
- Daylight in the home and in shared spaces;
- Balconies and outdoor space;
- Adaptability and 'care ready' design;
- Positive use of circulation space;
- Shared facilities and 'hubs';
- Plants, trees, and the natural environment;
- Energy efficiency and sustainable design;
- Storage for belongings and bicycles;
- External shared surfaces and 'home zones'.

Find out more

Housing our Ageing Population Panel for Innovation (HAPPI)

<https://www.housinglin.org.uk/Topics/browse/Design-building/HAPPI/>

Designing dementia friendly communities

Dementia is the term for a group of diseases affecting the brain. Dementia affects cognitive, sensory, social, emotional and physical functions. As a result people may experience problems with thought processing and concentration, as well as how they perceive and interact with the external environment.

There are currently 850,000 people living with dementia in the UK. This figure is projected to increase to over 1.1 million by 2021 and 2 million by 2051.⁴

Dementia is recognised as one of the most significant public health priorities in Warwickshire, with its far reaching effects on people living with dementia, their carers, family, friends, communities, businesses, health, social care and voluntary services and the economy.

It is estimated that by 2025, over 11,000 people aged 65 or over will be living dementia in Warwickshire. By 2020, approximately one fifth (18%) of those aged over 80 in Warwickshire are predicted to have dementia.

Dementia costs society an estimated £26 billion a year, more than the costs of care for people with cancer, heart disease and stroke. In the next 30 years, the predicted costs are expected to treble.⁵

A high quality designed environment benefits everyone and plays an important role in addressing some of the limitations, constraints and feelings of isolation which people living with dementia experience.

The outdoor environment can be perceived as unsafe and unfamiliar by many people living with dementia, which leads a tendency to remain at home more and subsequent increased feelings of isolation. The provision of:

- well-lit;
- safe;
- segregated and walkable routes;
- connecting local green spaces and essential amenities.

These could enhance chances to continue the lives as part of the community. For example, being able to walk to a park could offer opportunities for quiet and relaxing time spent amongst other people.

It is important that pathways contain seating areas located in strategic places, to allow people living with dementia time to reflect on their location and destination. Where possible, seating should be:

- located under street trees to provide shading in hot weather; and
- street furniture should be kept to a simple design so that it is not mistaken for a different object.

⁴ Dementia UK, Second Edition, Alzheimer's Society, 2014

⁵ Department for Health, 'Prime Minister's Challenge on Dementia 2020' (Feb 2015)

Dementia affects people's perception of their surroundings and different surfaces. Paving and tarmac should:

- be plain and non-reflective;
- contrast with walls in terms of colour and texture;
- avoid dark areas which may appear as a hole in the ground; and
- avoid reflective/glaring or shining surfaces which may appear as water or as slippery surfaces.

People living with dementia may feel confused when large amounts of information are presented to them at the same time. They generally function better amongst simple and familiar objects in the environment. Signage should be designed using a tonal contrast of colours with a simple and clear font.

Find out more

Royal Town Planning Institute (RTPI), Dementia and Town Planning: Creating better environments for people living with dementia (January 2017).

http://www.rtpi.org.uk/media/2213533/dementia_and_town_planning_final.compressed.pdf

A7. Pre-Application Advice

Submitting a planning application should come at the end of the process. However, this does not mean that the formal application stage is the first time the Council should be involved in the scheme. The Council welcomes an early and open dialogue to ensure that the best possible design is achieved. Indeed, engaging in pre-application advice and resolving any issues before an application is submitted can help faster and more straightforward planning decisions to be made, whilst delivering a higher standard of design.

Find out more

More information about the Council's Pre-Application Service is available at

<https://www.stratford.gov.uk/preapplicationadvice>

For major developments, applicants are encouraged to seek the views of the local parish or town council or ward members at an early stage.

Warwickshire County Council offers a pre-application advice service as the Highways Authority.

Please email: highwayconsultation@warwickshire.gov.uk

A8. Design and Access Statements

In many instances there is a requirement to prepare a Design and Access Statement to support a planning application. This Design Guidance will provide assistance in preparing such statements. Further information on the requirements of a Design and Access Statement is available [in the Council's Local List](#) for planning application, and the [Planning Practice Guidance](#).

Part B: Character and Local Distinctiveness

Contents

- B1. What is Character?
- B2. Stratford-on-Avon Character Areas
- B3. Arden Character Area
- B4. Feldon and Ironstone Character Area
- B5. Cotswold Fringe Character area
- B6. Avon Valley Character Area
- B7. Stour Valley Character Area

This part the Development Requirements SPD provides further detailed guidance on the interpretation of a range of Core Strategy policies, in particular and as appropriate:

- CS.5 Landscape
- CS.8 Historic Environment
- CS.9 Design and Distinctiveness
- CS.11 Cotswolds Area of Outstanding Natural Beauty
- CS.12 Special Landscape Areas

It provides guidance and advice on how applicants can reflect the character of Stratford-on-Avon District within the design in new development. It should be read in conjunction with other relevant parts of the SPD.

The SPD will be used by Stratford-on-Avon District Council to help reach decisions on whether to approve or refuse planning applications. Making sure that applications comply with the guidance contained within the SPD will make it easier for the Council to grant planning permission. The Council's Planning Policies are set out in the Core Strategy available at www.stratford.gov.uk/corestrategy

Key words or terms which appear throughout the document are included in the Glossary.

B1. What is Character?

Character is the combined effect of those features that make a place identifiable. It could be defined as everything; however such a definition is clearly unworkable in practice. For the purposes of this document, therefore, the descriptions and principles will focus on the selection of aspects that contribute to the character of the countryside and settlements in the District. The selection has been based on the need to choose characteristics that are readily observable, as well as readily taken as considerations in design. It is worth noting that character is not entirely derived from physical aspects of a place.

Firstly, the District's location within its larger spatial context influences its perceived character. The setting and the surrounding regions; the places you travel through to get to the district, contribute towards its identity. This consideration underlines the fact that character is only possible to identify by comparison and the contrasts between one place and another. Secondly, character involves far more than bricks and mortar of a settlement. Human activities that have taken place over time and continue to do so are a significant contributor factor to character of a place. The character of the district has evolved through an extended historical development, through the working life of many generations.

B2. Stratford-on-Avon District Character Areas

Stratford-on-Avon District lies in Midland England in the county of Warwickshire. It is a rural district corresponding to the southern third of historic Warwickshire and encompasses the historic towns of Stratford-upon-Avon, Henley-in-Arden, Alcester, Shipston-on-Stour and Southam. The general character of Stratford-on-Avon District is one of rolling lowland countryside, much of it arable farmland. That character is all the more obvious when compared with such areas as the flat fenland of the east Midlands, the mountains of the Peak District or the estuaries of Essex.

A closer look reveals, however, that Stratford-on-Avon District lies at the confluence of several broader character areas and its own character is far from uniform. The geological features and climate of the area and the impact of several thousand years of people living and working on the land have created a landscape of subtle but real variation. Travelling from north to south, for example, the differences are clear.

The hamlets, winding lanes and small fields of the more wooded Arden in the north-west give way to the open areas of grazing and larger scale fields of the Avon and Stour valleys with their closely built villages. From there, south, the ground rolls gently to the steep scarp slope of Edgehill and the downland of the Cotswold fringe. The downland and broad valleys are marked by medium scale fields of arable and pasture, dotted with compact stone villages. These differences form the basis for identifying distinct regions within the District. These regions, or character areas, in their turn provide the basis for design guidance. The features taken into account include the underlying geology, the landform, the variety and number of trees and other plants, the shape and size of fields and the way they are managed, the pattern of roads and settlements and their internal structure and the building materials out of which the towns and villages are made.

There are five main character areas within Stratford-on-Avon District:

- Arden;
- Feldon and Ironstone Uplands.
- Cotswold Fringe;
- Avon Valley;
- Stour Valley.

A map of Stratford-on-Avon District Character Areas is available on the Council's website, using the link below.

<https://www.stratford.gov.uk/planning-regeneration/the-district-design-guide.cfm>

The Feldon and Arden correspond in a large part to historically recognised regions. The terms Arden and Feldon were used by medieval times. Arden derives from the Old English word 'ardu' meaning 'high, steep', and Feldon from the word 'feld' meaning 'open land'. Early settlements and agricultural activity tended to centre on river valleys, principally the Avon, Arrow, Alne and Stour. It is also notable that while the District is an administrative entity with 'artificial' boundaries, many of those boundaries correspond to 'natural' boundaries such as river basin divides. The District lies almost entirely within the drainage basin of the River Avon. The northern and southern boundaries of the District fall approximately on the divides with the greater basins of the Rivers Trent and Thames.

Each of the character areas is further divided into sub-areas to account for more local differences. The areas and sub-areas are intended to provide a general record of the character of the District as a whole, but are not intended to account fully for the details that make places unique. The boundaries identify areas in which there is a degree of similarity in terms of landscape and settlement pattern. The character map and further sections of [Part C](#) describe some of the general similarities as well as differences.

B3. Arden Character Area

The Arden character area comprises the following sub-areas: Birmingham plateau; Ancient Arden; Alne and Arrow valley floors; Feldon; Cotswold Fringe; Avon Valley and Stour Valley. These are shown in the Arden Character Area Map (Fig.B1) below.

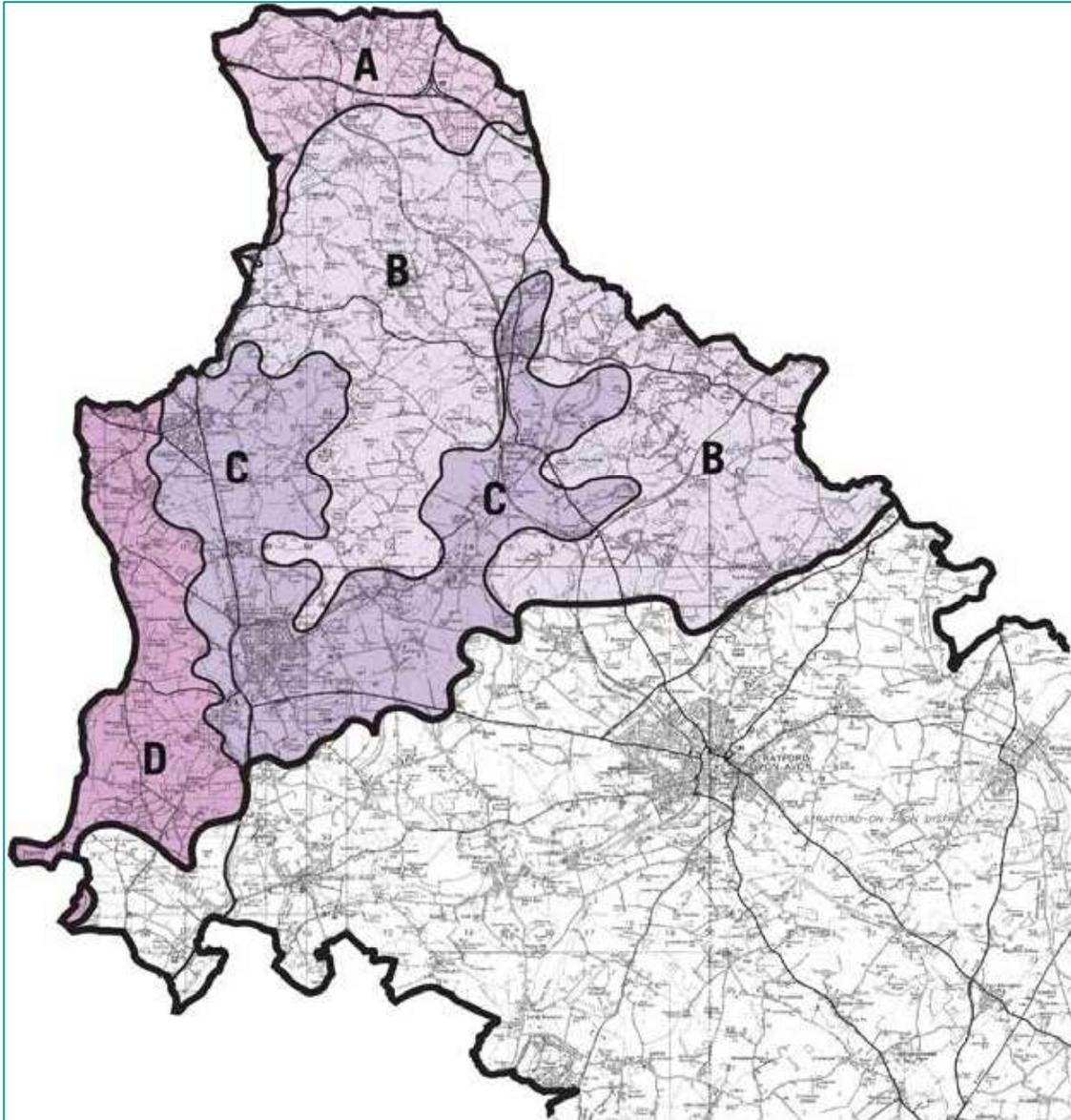


Fig. B1 Arden Character Area map.

Birmingham plateau fringe (a)

- Gently rolling land form, the upper end of the River Blythe basin, draining north to the Trent with no clearly defined valley;
- Belts of mature trees associated with estates; many ancient woodlands, small in size and often with irregular outlines; areas with a well-defined pattern of small fields and paddocks; thick roadside hedgerows, often with bracken;
- A network of minor lanes with scattered hamlets and ribbon development;
- Main building materials are timber frame and brick.

Ancient Arden (b)

- Varied undulating land form with occasional steep scarp slopes, principally draining to the River Alne without a clearly defined basin;
- Hedgerow and roadside oaks; an ancient irregular pattern of small to medium sized fields; field ponds associated with permanent pasture;
- A network of winding lanes and trackways often confined by tall hedge banks; many scattered hamlets and farmsteads, mostly on slope sides with larger villages or towns on hilltops or valley bottoms;
- Main building materials are timber frame and brick with some Arden Sandstone and Blue Lias Limestone.

Alne and Arrow valley floors (c)

- Middle reaches of the Alne and Arrow rivers in fairly distinct basins, the edges defined by narrow floodplains extending to large scale rolling land form;
- Winding hedgerows along the edge of the floodplain; grazing meadows, often with patches of wet grassland; a semi-regular pattern of medium to large sized fields; mature hedgerow and roadside oaks;
- A varied settlement pattern of small villages and scattered farmsteads, generally lying near a river or stream;
- Main building materials are timber frame, brick and Blue Lias Limestone.

Arrow Ridgeway Slope (d)

- Higher side of the River Arrow basin, including dividing ridge and ridgeway; large scale rolling land form with occasional steep scarp slopes;
- Large woodlands, often associated with rising ground; mature hedgerow and roadside oaks; a semi-regular pattern of medium to large sized fields;
- Very few small villages and scattered farmsteads; Main building materials are timber frame, Blue Lias Limestone and brick.

B4. Feldon character area

Feldon character area includes the following sub-areas: Mudstone vale; Lias uplands; Clay vale. The Ironstone Uplands is a separate character area to the north east of the district and is also included in the Feldon Character Area Map (Fig B 2) shown below.

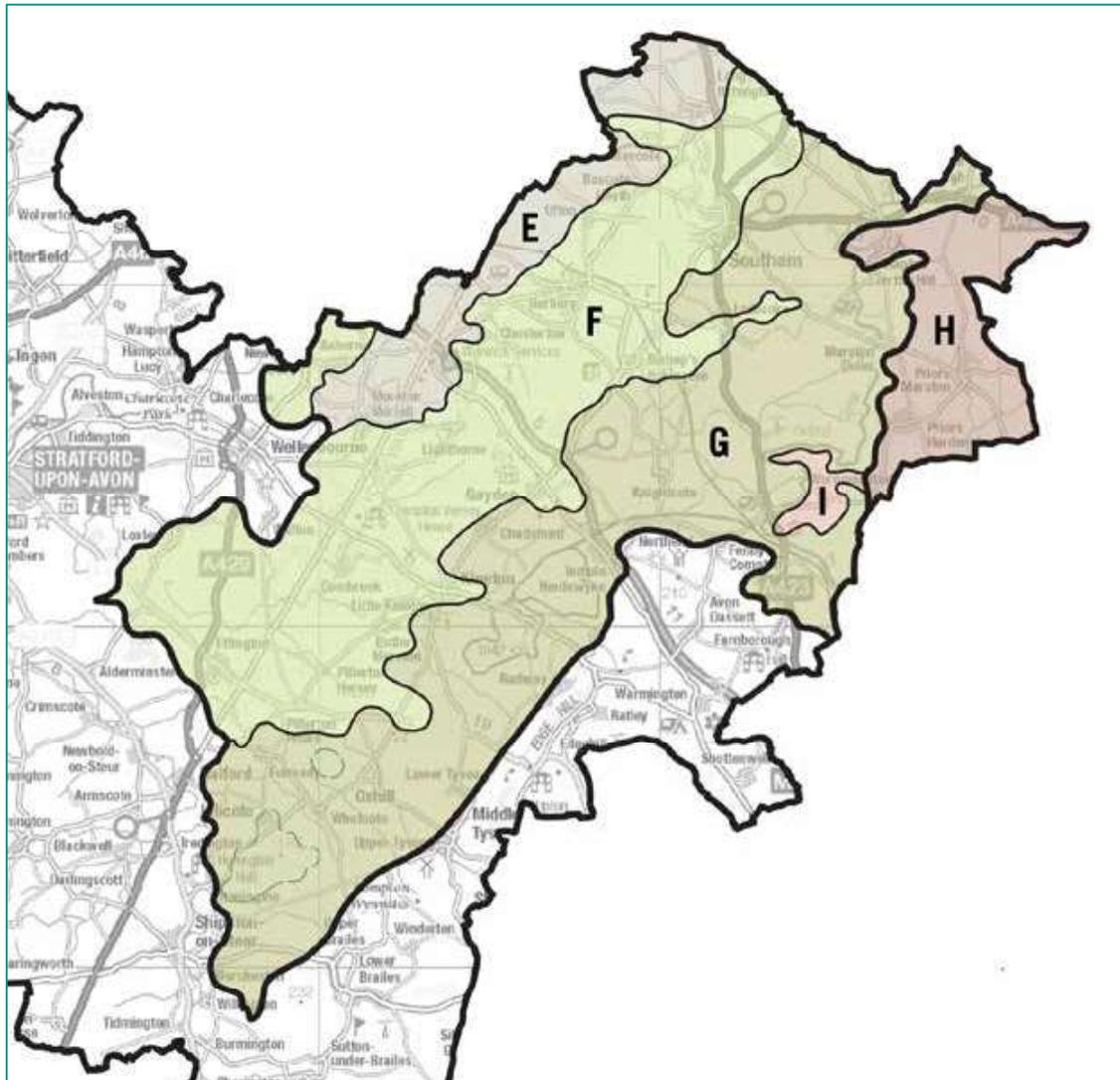


Fig. B2 Feldon and Ironstone Uplands Character Area Map.

Mudstone vale (e)

- Small flat valley with occasional small rounded hills, draining to the Avon at right angles to the line of the valley; a further area forms the foot of the River Itchen;
- A medium to large scale geometric field pattern; small areas of permanent pasture often with well-preserved ridge and furrow; wide roadside verges typically bounded by a thick hedge and ditch; numerous hedgerow elm stumps;
- Scattered farmsteads and dwellings and the village of Long Itchington;
- Main building materials are Blue Lias Limestone and brick.

Lias uplands (f)

- A varied rolling land form often associated with steep wooded scarp slopes, mostly draining to the Rivers Dene and Itchen without clearly defined basins;
- Many hedgerows and roadside trees; well defined geometric pattern of small to medium sized fields; disused quarries with semi-natural grassland and scrub;
- Compact villages sited on hill and ridgetops, hill sides and along narrow valley bottoms;
- Main building materials are White Lias Limestone (now known as Langport Member Limestone), Blue Lias Limestone and brick.

Clay vale (g)

- Broad flat valley with occasional small rounded hills, the valley running at right angles to the lines of the Rivers Stour, Dene and Itchen;
- A medium to large scale geometric field pattern; small areas of permanent pasture often with well-preserved ridge and furrow; wide roadside verges typically bounded by a thick hedge and ditch; numerous hedgerow elm stumps;
- Relatively few, straight roads with few, small compact villages sited by streams along with scattered farmsteads and dwellings;
- Main building materials are Blue Lias Limestone, 'Hornton Stone' (Marlstone Rock Bed) and brick.

Ironstone Uplands (h)

- Large scale rolling upland with occasional prominent ironstone hills, includes the divide between the Rivers Leam and Cherwell; it is the western edge of the Northamptonshire Uplands yet at the same time a continuation of the Cotswold/Edge Hill scarp;
- Large scale strongly hedged field pattern; small areas of permanent pasture with ridge and furrow; wide roadside verges bounded by tall, thick hedgerows; steep hillsides with semi-natural grassland and scrub;
- Small ironstone villages often situated on rising ground;
- Main building material is 'Hornton Stone' (Marlstone Rock Bed).

B5. Cotswold Fringe Character Area

Cotswold Fringe character area includes the following sub-areas: Scarp foot and slope; Ironstone plateau and valley lands; Fringe downlands and Broad valleys. A map of the Cotswold Fringe character area (Fig C 3) is shown below.

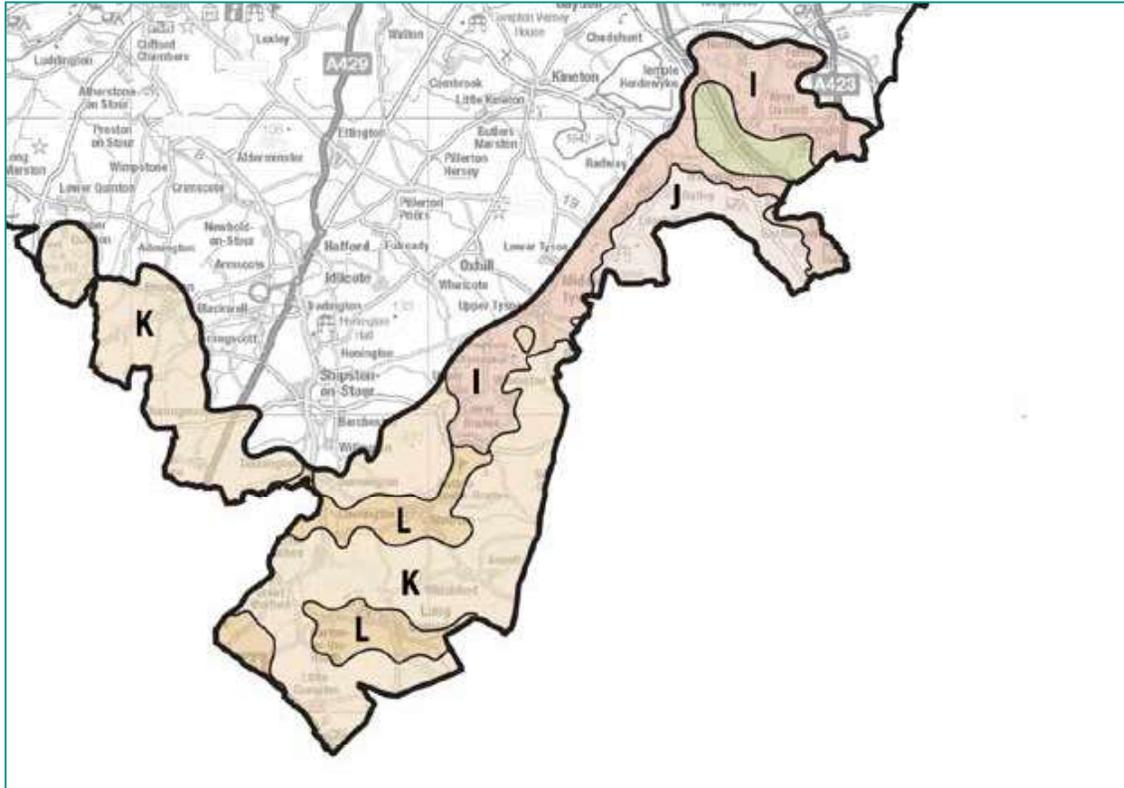


Fig. B3 Cotswold Fringe Character Area map.

Scarp foot and slope (i)

- The scarp slope leading down to the broad flat Feldon Clay Vale, the scarp and vale running at right angles to the lines of the Rivers Sour, Dene and Itchen;
- Semi-improved grassland, scrub and wood on steep valley sides; a medium to large scale geometric field pattern on the foot of the scarp; small areas of permanent pasture often with well-preserved ridge and furrow; wide roadside verges typically bounded by thick hedge and ditch;
- Small compact villages sited at the foot of the scarp slope; many dry stone walls;
- Main building materials are Hornton Stone.

Ironstone plateau and valleylands (j)

- Flat land at the top of the scarp slope, deeply cut by steep sided river valleys, draining to the Cherwell, the scarp edge forming the divide between the greater Thames and Severn basins; Steep wooded slopes; large arable fields with red soils on the plateaux; semi-improved grassland and scrub on steep valley sides;
- Roads run along ridgetops; small compact villages sited at the rim of the valleys and dropping down along the valley sides; many dry stone walls;
- Main building materials are 'Hornton Stone' (Marlstone Rock Bed) and brick.

Fringe downlands (k)

- A varied rolling land form of rounded or flat topped hills and secluded river valleys; includes Meon Hill, Ilmington Downs, and Brailes Hill;
- A medium to large scale geometric field pattern; rich red soils supporting productive arable farmland with some woodland on higher ground; small areas of permanent pasture often with well-preserved ridge and furrow; steep hillsides with semi grassland and scrub;
- Small compact stone villages, mostly sited on ridgetops or the foot of the scarp slope; many dry stone walls;
- Main building materials are 'Hornton Stone' (Marlstone Rock Bed), 'Cotswold Limestone' (Oolitic Limestone) and brick.

Broad valleys (l)

- Valley floors with some varied undulation and small rounded hills;
- A medium to large scale geometric field pattern with small areas of permanent pasture often with well-preserved ridge and furrow;
- Small compact stone villages, mainly on the valley bottoms; many dry stone walls;
- Main building materials are 'Hornton Stone' (Marlstone Rock Bed), 'Cotswold Limestone' (Oolitic Limestone) and brick.

B5. Avon Valley Character Area

Avon Valley character area includes the following sub-areas: Avon ridgelands; Upper Avon, Avon and Arrow terraces and Avon vale. A map of the Avon Valley character area (Fig B4) is shown below.

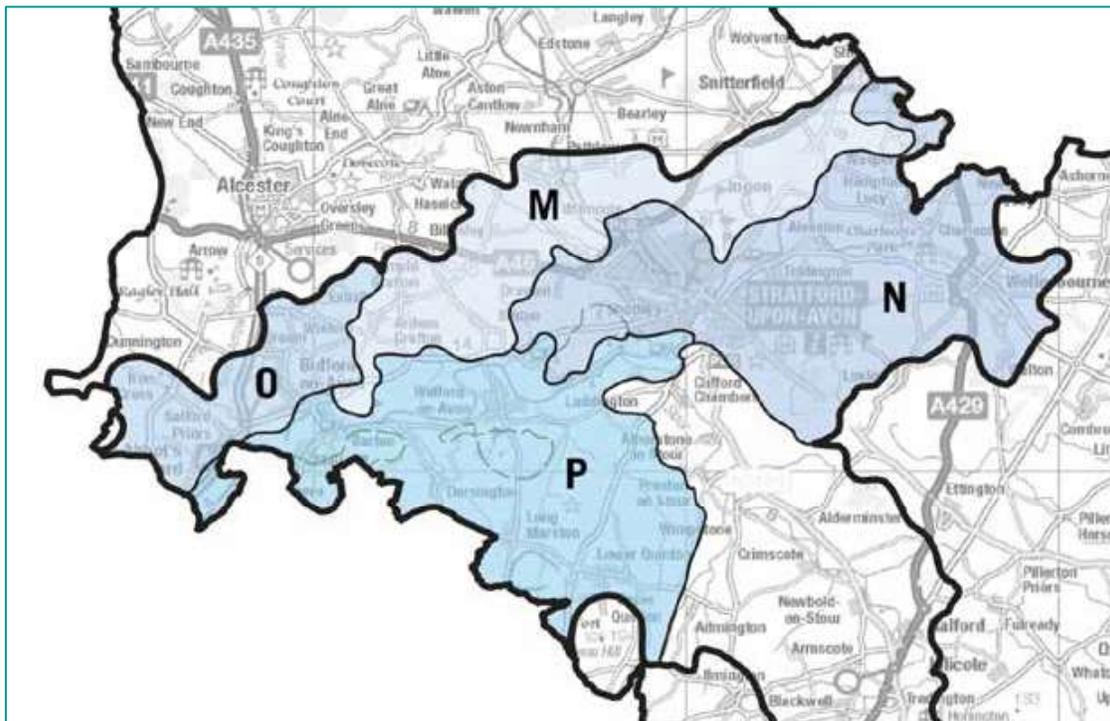


Fig. B4 Avon Valley Character Area map.

Avon ridgelands (m)

Steeper side of the Avon basin including dividing the Rivers Avon and Alne with large scale rolling land form;

- A large scale often poorly defined field pattern; some large orchards on hilltops and south facing slopes; prominent hilltop woodlands; steep wooded scarps and associated semi-improved grassland;
- Varied settlement pattern of small compact villages, mostly on hilltops and ridges, and loose clusters of roadside dwellings;
- Main building materials are Blue Lias Limestone and brick.

Upper Avon (n)

- Flatter sides of the upper reach of the Avon basin; narrow river corridors defined by flat floodplains with steeply sloping often wooded bluffs to the north west side extending to broad flat gravel terraces on the south east side;
- Grazing meadows often with meanders, islands, steep banks and much marginal vegetation; fringing alders and scrub; winding hedgerows and ditches along the boundary of the floodplain; a large scale geometric field pattern on the terraces with well wooded streamlines and some small arable plots growing a wide variety of vegetable crops;
- Small compact villages generally on or next to a river; scattered greenhouses and other horticultural buildings;
- Main building materials are timber frame, Blue Lias Limestone and brick.

Avon and Arrow terraces (o)

- Broad flat gravel terraces at the meeting of the rivers Arrow and Avon;
- A large scale geometric field pattern; some small arable plots growing a wide variety of vegetable crops; well wooded streamlines;
- Small compact villages, generally on or next to a river; scattered greenhouses and other horticultural buildings;
- Main building materials are timber frame, Blue Lias Limestone and brick.

Avon vale (p)

- Flatter side of the lower Avon basin; narrow river corridors defined by flat floodplains with steeply sloping, often wooded bluffs extending out to broad flat valley with occasional low rounded hills;
- Grazing meadows often with meanders, islands, steep banks and much marginal vegetation; fringing alders and scrub; winding hedgerows and ditches along the boundary of the floodplain; a medium to large scale geometric field pattern on the valley land with many small often abandoned orchards;
- Straight roads with wide roadside verges typically bounded by a tall hedge and ditch; a strongly nucleated settlement pattern of medium sized villages, often fringed by greenhouses or other horticultural buildings;
- Main building materials are timber frame, Blue Lias Limestone, 'Cotswold Limestone' (Oolitic Limestone) and brick.

B6. Stour Valley Character Area

Stour Valley character area includes the following sub-areas: Stour vale; Stour Feldon edge and Upper Stour. These are shown in the character area map (Fig B.5) below.

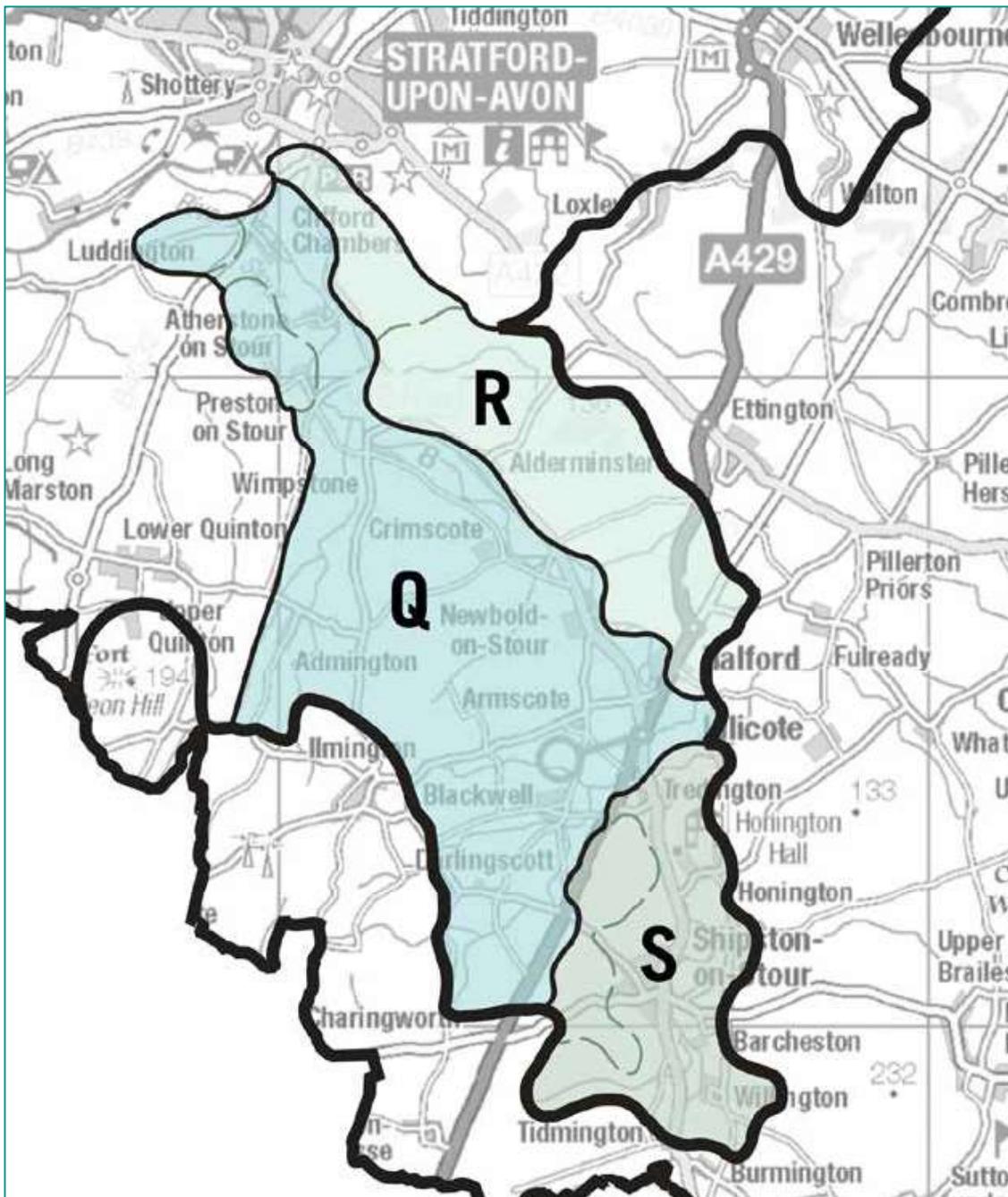


Fig. B5 Stour Valley Character Area map.

Stour Vale (q)

- Flatter side of the lower Stour basin; broad flat valley with occasional small rounded hills;
- A medium to large scale geometric field pattern; small areas of permanent pasture often with well-preserved ridge and furrow; wide roadside verges typically bounded by a thick hedge and ditch; numerous hedgerow elm stumps;
- Small compact estate villages and clusters of farmsteads and dwellings;
- Main building materials are Blue Lias Limestone, 'Cotswold Limestone' (Oolitic Limestone), 'Hornton Stone' (Marlstone Rock Bed) and brick.

Stour Feldon Edge (r)

- Steeper side of the lower Stour basin; large scale rolling land form with occasional steep scarp slopes;
- Large woodlands often associated with rising ground; many small coverts and belts of trees; mature hedgerows and roadside oaks;
- Scattered farmsteads and a small compact village;
- Main buildings materials are White Lias Limestone (known as Langport Member Limestone) and brick.

Upper Stour (s)

- Middle reach of the Stour valley, a distinct basin defined by the Tredington hills and the flatter, rolling southern edge of the Feldon;
- A medium to large scale geometric field pattern; small areas of permanent pasture often with well-preserved ridge and furrow; wide roadside verges typically bounded by a thick hedge and ditch; numerous hedgerow elm stumps;
- Compact valley bottom settlements and small estate villages;
- Main buildings materials are Blue Lias Limestone, 'Hornton Stone' (Marlstone Rock Limestone Bed), 'Cotswold Limestone' (Oolitic Limestone).

Part D: Buildings and Layout

Contents

- D1. Blocks and Frontages
- D2. Solar Orientation and Night Cooling
- D3. Public and Private outdoor space
- D4. Boundary Treatments

This part of the Development Requirements SPD provides further detailed guidance on the interpretation of the following Core Strategy policies, as appropriate:

- CS.9 Design and Distinctiveness
- CS.15 Distribution of Development
- CS.20 Existing Housing Stock and Buildings

This section of the SPD provides advice on how applicants can ensure that proposals achieve high quality design in new development.

It will be used by Stratford-on-Avon District Council to help reach decisions on whether to approve or refuse planning applications. Making sure that applications comply with the guidance contained within SPD will make it easier for the Council to grant planning permission. The Council's planning policies are set out in the Core Strategy, available at www.stratford.gov.uk/corestrategy.

Key words or terms which appear throughout the document are included in the Glossary.

D1. Blocks and Frontages

Policy CS.9 (Key Design Principles) states:

- *Sensitive: Proposals, including layout and orientation, will be sensitive to the setting, existing built form, neighbouring uses, landscape character and topography of the site and locality.*

Grain

The grain of an area is an expression of the pattern of development. This is best illustrated by 'figure ground' plans. Figure ground plans are 2 dimensional maps of urban space that show the relationship between built and un-developed space (See Fig D1 below).

For a new development to integrate well with its context, it needs to take account of the grain that surrounds it, without necessarily trying to replicate it. It should integrate with existing movement networks and create attractive and continuous streetscapes, knitting in visually and functionally with existing development



Fig. D1 - Examples of urban grain, showing the high density fine grained development in Old Town, Stratford-upon-Avon through to lower density coarse grained development in the Welcombe Road residential area, Stratford-upon-Avon.

Massing

The massing of a building is defined by the physical volume or bulk of a structure or building and relates to its scale, size and height. The impact of a new building on its neighbours may be exacerbated by issues of overlooking, loss of light and shadowing. Orientation, topography/levels, context and the character of the surrounding area are all matters which must be thoroughly addressed and considered together with scale and massing to achieve a positive outcome. Adequate spacing between individual properties should be considered, to avoid a terracing effect. The impact of side extensions on the building's massing should be given appropriate consideration.

The size of new buildings needs to respect the setting in which they are built. If the area is covered by a character area appraisal, the local context and key elements such as predominant storey heights will usually be included. A common criticism is that new buildings are perceived to be overbearing or overpowering. Larger scale buildings may however be appropriate for good design reasons such as at key corner plots, at the end of a vista or where they front open spaces.

Density

Density can be defined in various ways. However, the Council will expect residential density to be calculated using the number of dwellings per hectare (dph). While development should make efficient use of land, the overriding objective should be to create an attractive development that functions well and is appropriate to its context, irrespective of the numerical density.

Developments that propose relatively high density, for example in excess of 50 dph will need to demonstrate that the increased spatial requirements for associated car parking, bin storage and cycle parking can be provided, whilst still providing sufficient quantity and quality of private amenity space, landscaped areas and public open space. In addition, mitigation of surface water runoff from roof space and hard surfacing via Sustainable Drainage Systems (SuDS) should continue to be a primary consideration. Further guidance on SuDS is available [Part N Biodiversity and Green Infrastructure](#).

Orientation

The orientation of a building should be informed by the analysis of site constraints and opportunities. This includes orientating buildings, their windows and gardens to maximise opportunities for solar gain or to take advantage of particular views or for surveillance purposes.

Information on solar orientation and cooling and preventing excessive solar gain may be found in [D2 Solar Orientation and Night Cooling](#).

Frontages

The character of the street and development is significantly influenced by the width/depth of private space between the front of the dwelling or building and the edge of the street (including footpath if relevant), and whether the building line is continuous, staggered or broken as shown in Fig.D2 below

The amount of frontage amenity space or setback from the street to a dwelling should be

determined by the existing or proposed character of the street and its degree of urban, suburban, formal or informal nature. The amount of setback must be related to the street as a whole and the front to front dimensions should be appropriate to the importance of the street within the street hierarchy and settlement. Primary streets will be wider and grander and are likely to have buildings set well back from the street with well-designed and landscaped space between, together with appropriate boundary features.

In all but exceptional cases, the frontage should be no less than 0.5 metres (to allow for opening windows, canopies, steps, planting,) and is unlikely to be more than 6 metres..



Fig.D2 - Examples of continuous and fragmented building lines.

Where the development proposes a more urban, higher density approach, proposed setbacks will be generally smaller (0.5-2 metres). Lower density development proposals with a more open and rural character should have greater setbacks, ranging between 3-6 metres.

Development in more urban areas and fronting primary routes should have more consistent building lines and setbacks, not varying in depth along the length of a street by more than approximately 2 metres. In more suburban, lower density areas, building lines and setbacks can vary more as appropriate to the character of the street that exists or is being created.

Setbacks greater than approximately 5.5 metres will normally allow on plot parking to the front. Where this occurs sufficient planting should be provided to help soften the impact cars may have on the streetscape.

Continuous building frontages (90-100% of a street occupied by building frontages) may be appropriate in urban contexts, while more broken frontages (occupying less than 60% of a street frontage) are more appropriate in less urban contexts, where a more green/rural character is desirable. In both cases the continuity of a building frontage can also help reinforce the street hierarchy contributing to legibility.

In order to ensure an appropriate level of amenity and mitigation from noise and disturbance from parked or passing vehicles a distance of not less than 1.5 metres from the windows of a habitable room to the vehicle should be achieved. In extreme circumstances further mitigation of noise might be required via passive or mechanical ventilation to rooms as an alternative to opening windows.

Active Frontages

Well designed 'active' frontages add interest, life and vitality to the public realm and street. The contribution that active frontages can make to the quality of the built environment and creating sustainable communities for the future is recognised in best practice guidance, including the Urban Design Compendium 1.

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

Active frontages can be achieved using the following principles:

- Have frequent doors and windows with few blank walls;
- Use projections such as bays, balconies and porches to articulate facades;
- Where appropriate consider making lively internal uses visible from the outside, or spilling onto the street e.g. pavement cafes;
- Use transparent glass for windows, where privacy allows, rather than mirrored or frosted glass;
- Consider level changes between the ground building level and pavement, with a gentle ramp or limited number of steps up to a dwelling's front doors where appropriate or raised terraces for pubs or restaurants, for example. A change of up to 450mm is often desirable to give a sense of privacy and surveillance, but only where suitable alternative disabled access is available.

Designing Housing Types

Many developments, particularly by volume house builders, use a limited set of house types. It is essential therefore that the types have regard to their role in the making of streetscapes and the creation of places, rather than adopt a 'one-size-fits-all' plan which assumes a standard suburban context. The design of house types should reconcile place making requirements with those of local distinctiveness and meeting sustainability objectives.

Successful Streets

Successful streets comprise houses which ensure continuity of frontage and appropriate sense of enclosure. They should relate to each other, yet have sufficient variety to allow for individual preferences and a degree of personalisation.

For the most part, traditional designed buildings within Stratford-on-Avon District have a relatively overall simple form, which includes a range of unit types as shown in the illustrations (Fig. D3) below.

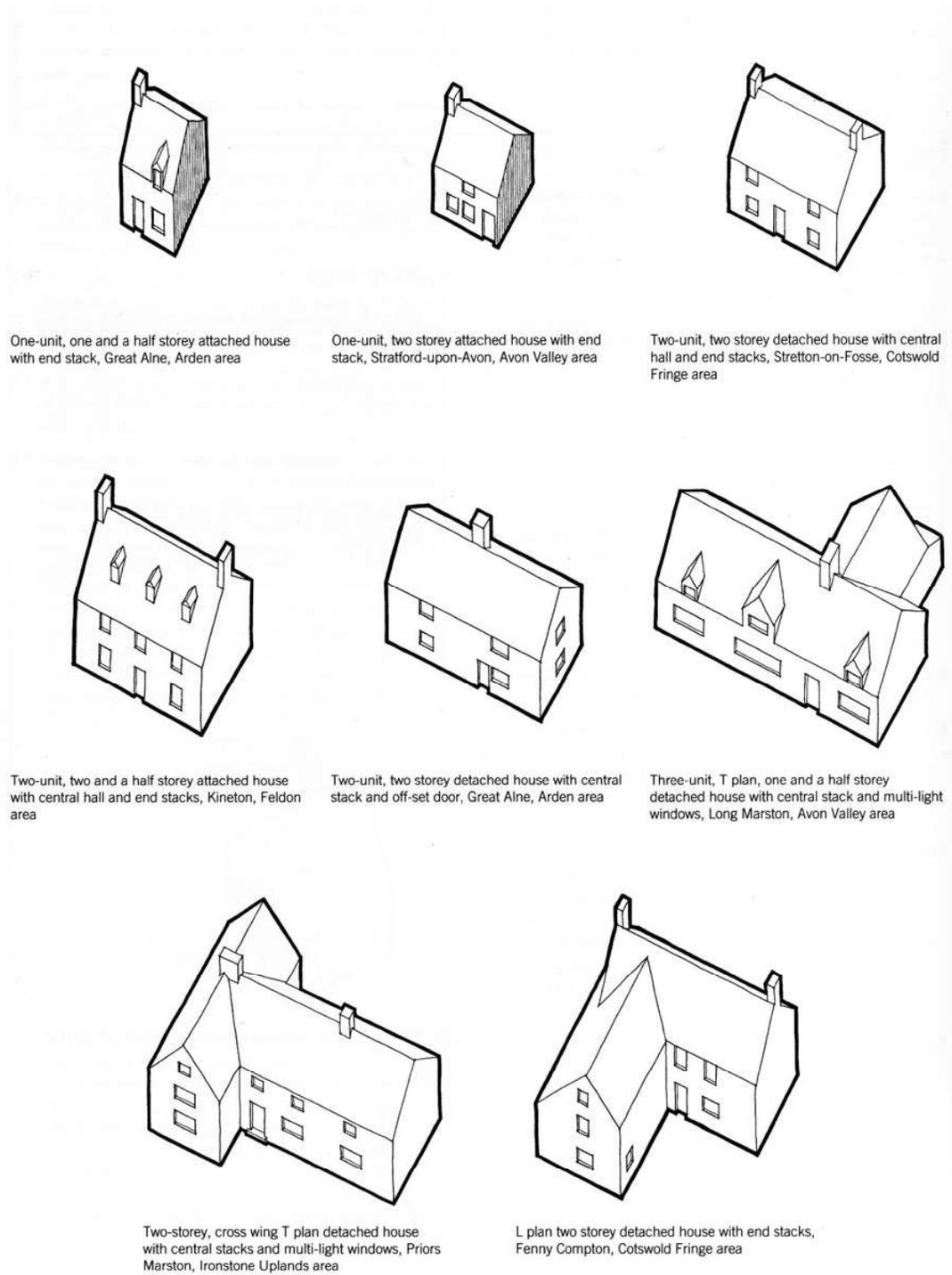


Fig.D3 - Illustrates the range of house types found in Stratford-on-Avon District.

House designs do not however have to follow traditional detailing and form in all cases. Contemporary design and innovation with specific and explicit aims is encouraged in appropriate circumstances.

There are two key elements to creating successful street, including:

- Houses that turn the corner;
- Houses that terminate views.

Houses that turns the corner

Corners are a key element in place-making: they play a pivotal role in moving from one space to another (see Fig. D4). Without good corners, the townscape is diminished. A well-designed corner will make an important contribution to the character and attractiveness of the place. The corner building is one that is seen in three dimensions and inevitably will become a minor landmark including for persons with dementia (see 'Dementia and Town Planning' RTPI Practice Advice January 2017). It may therefore be appropriate to have a key building located on a corner or to make a design statement through its height or materials.



Fig. D4 - Photo of a house that 'turns' the corner well, Long Ground, Wellesbourne.

This gives a spacious entry impression to a development. This layout is appropriate for relatively formal situations, providing good rear gardens.

Corner design solution shown in fig 14 above is poorly designed and should usually be avoided as they result in overshadowing and overlooking in rear gardens, and poor amount of garden space and amenity

Houses that Terminate Views

Classic townscapes comprise a sequence of linked spaces of walkable distances. These spaces are prevented from being endless corridors by curving streets or buildings which terminate long views. Buildings which terminate views at street junctions become an integral part of keeping vehicular speeds low.

In formal places these views are symmetrical and are of a scale which is legible from a greater distance than the street. Thus elements such as gable ends, openings, string courses and other architectural features are given emphasis or the building height or materials are in contrast to adjacent buildings.



Fig. D5 - Shows a house that terminates the view.

In more informal contexts, a building can terminate a view by its location at the head of a T junction: its profile does not have to be symmetrical, but it should dominate the space.

It may also be appropriate to leave the terminal view as an open vista towards open countryside or to have a large stature tree at this point.

Further guidance can be found in [Part E. Architectural Style/Elevational Design](#)

Passive/Natural Surveillance

Passive or natural surveillance is the informal, close observation of people in public areas (such as the street or open space) or semi-public space (such as a shared car park).

It is achieved when there is a good level of overlooking by neighbours of that space. It acts as a deterrent to people wishing to commit anti-social behaviour, which reduces both fear and opportunity for crime.

To achieve effective natural/passive surveillance, it is important that size, shape and position of the windows of habitable rooms allow an unobstructed view of the space.

Flats and non-residential buildings with well-proportioned-balconies and roof terraces looking onto public space can provide better levels of passive surveillance.

Balanced with the need for surveillance, is the desire of residents for privacy in their own homes. Where this issue is not adequately addressed at ground level, blinds and curtains tend to be closed throughout the day and night, negating any passive surveillance benefit.

A mixed use development with well positioned windows can provide public spaces and routes with passive surveillance from non-residential buildings such as offices during the weekday and residential dwellings at other times.

Find out more

Creating safer places to live through design

<https://www.designcouncil.org.uk/sites/default/files/asset/document/creating-safe-places-to-live.pdf>

http://www.securedbydesign.com/wp-content/uploads/2017/06/Secured_by_Design_Homes_2016_V2.pdf

D2. Solar Orientation and Night Cooling

Solar Orientation

The layout and design can make the most of sunlight, shelter and natural ventilation to create buildings that are naturally comfortable for their occupants, reducing the need for artificial heating, lighting and cooling.

Passive solar design exploits the free heat and light energy provided by sunlight by sunlight entering buildings through windows and uses air movement for ventilation. This can be extremely effective when combined with heavy construction materials which heat up and cool down slowly, good insulation, and sufficient measures to prevent excessive solar gain in summer.

To fully take advantage of these opportunities requires thinking about factors like sun orientation and potential shading by landscape design or other buildings, when first designing the layout of a site and the design and layout of buildings. This is why we need to make sure the possibilities are thought about at the earliest stages of planning a development. This section gives guidance on how schemes can incorporate the principles of energy efficient and passive solar design.

Benefits of passive solar design:

- By applying simple layout and building design principles, savings of up to 10% on fuel costs can be made;
- Passive solar developments need cost no more than 'conventional' developments;
- Good layout and design results in natural comfortable houses that are attractive to buyers;

- Passive solar design is not dependent on technology and has no ongoing cost implications;
- Designing a building to take advantage of local conditions produces locally distinctive buildings. In previous centuries, traditional buildings were often designed with similar principles in mind.

Site layout principles

Careful orientation is vital for passive solar energy gains. Ideally, the elevation of each building with the largest proportion of glazing should be orientated within 30° of south (solar orientation) with a smaller proportion of glazing on the north elevation.

Inevitably, road layout will largely dictate the arrangement of buildings on a new development, with east-west roads enabling the optimal orientation of buildings for passive solar gain. However, it is not essential for buildings to be orientated due south as variations of up to 30° either way can be used.

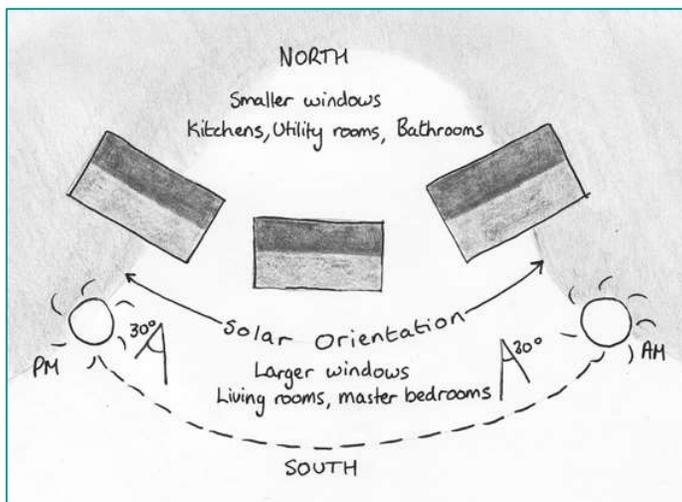


Fig. D6 - Orientation of buildings to maximise passive solar gain.

Over shading by other buildings should be minimised. On a flat site this could be achieved by locating taller buildings to the north of a site, or to the south of road junctions, open spaces or car parks.

Putting higher density and taller buildings to the north can also help to shelter the site from the coldest north winds in winter. Layout should also be informed by the existing contours and landform of the site to make the most of opportunities for shelter and sunlight.

Deep-plan buildings, e.g. offices, tend to be highly energy dependent, with the middle of the building needing electric lighting and ventilation throughout the day. Large buildings should be designed to give all occupants access to natural light and ventilation, either by a more complex form, or with courtyards, light-wells or atria which introduce light and air deep into the building.



Fig. D7 – Over shading by other buildings should be minimised.

Landscape

Trees should be kept an appropriate distance from buildings to allow light to buildings. In cases where trees might grow to overshadow gardens they should be deciduous so that they allow sunlight to pass through the bare branches in winter yet provide shading in summer. Existing and new planting can be used to provide shelter, and to provide shading in summer for amenity areas and car parking.

Shelterbelts, made up of mixed species, can be located to the north of development, or where they will give shelter from the prevailing wind. They should be distanced 3-4 times their mature height from south-facing elevations.

Green space also reduces storm water run-off and helps lower the risk of urban flooding. [Part N: Biodiversity and Green Infrastructure](#) provides further information.

Cooling and prevention excessive solar gain

With predicted increases in summer temperatures, building design will need to ensure there is adequate cooling to prevent uncomfortable internal temperatures. The following are therefore very important measures to provide:

Natural ventilation

At its simplest this takes the form of windows which can be opened by adjustable amounts. Positioning opening windows or air vents on opposite walls draws fresh air through the building.

Night cooling

Providing ventilation that is secure enough to be left open at night is a very effective way to bring down the temperature of a building. This could take the form of windows with a secure open position, or air vents in the wall. Night cooling works best if the building has a high thermal mass which can cool overnight and then restart the process of absorbing heat over the next day.

The use of green walls and roofs are also effective in keeping the buildings cool at night, by providing shading and removing heat from the air through a process of evapotranspiration. See [Part N: Landscape design, Biodiversity and Green Infrastructure](#) for further information.

Adequate external shading on the south-facing windows

External shading from adjustable awnings and shutters, or permanent sun louvres, can block out sun when it is high in the sky in summer, but still allow sun in when it is lower in the sky in winter or early and late in the day. South facing windows actually make this form of shading more effective. Internal shading, e.g. blinds, is less effective for reducing excessive heat gains.

Green space and shading

In urban areas, green spaces provide some respite in extreme heat and improve air quality. Planting can provide shade for amenity areas and car parking in summer. Further guidance on designing green spaces and green roofs are available in [Part M: Landscape Design and Trees](#) and [Part E: Architectural Style, Construction and Materials](#). Open spaces requirements are set out in [Part L: Open Space](#).

Passive solar energy houses need not be significantly different in construction or appearance to conventional housing. If it is possible to achieve good solar orientation (see layout guidance above), the following measures should be included.

Glazing

A rule of thumb is to have a conventional amount of glazing but to locate 70% of the glazing on the south elevation.

If windows are too large, heat loss may outweigh solar gain, and occupants' desire for privacy is likely to lead to installation of net curtains or blinds which block out the solar gains.

There should be less glazing on the northern elevation, although a window area of at least 15% of the floor area of each room is recommended.

Internal layout:

Locate well-used rooms requiring warmth and light on the southern side. In a house this will probably be the main living rooms and largest bedrooms.

Locate less well-used rooms, uses requiring heat generating appliances, and rooms that should be cool, on the north side of the building. In a dwelling this could be the kitchen, bathroom, utility room and garage. In a commercial development this could be storage areas, or the location of working machinery which will generate heat as a by-product.

Thermal mass:

Solid heavy walls and floors absorb heat slowly in warm conditions, and give it out slowly again when it is cooler. Traditional stone walls or stone flagged floors provide a valuable thermal mass.

Insulation:

Well insulated walls and roofs make the most of the heat gained through passive solar design.

D3. Private Outdoor Space

Public/Private Distinction

Private space for houses should be located to the rear, wherever possible, and ideally backing on to similar private garden space with no public access. This arrangement provides property security and allows for relatively tranquil and sheltered spaces. See Fig D8 below

The street elevation should have windows to habitable rooms and doors, allowing for natural surveillance of the street and the 'defensible space' between the dwelling and street.

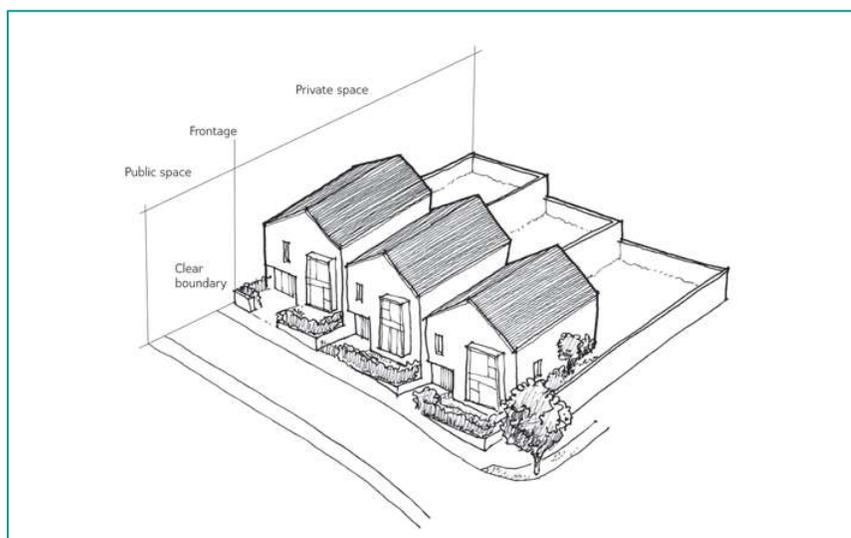


Fig. D8 – An example of well-designed public/private distinction.

Apartment blocks and non-residential buildings also need to clearly identify their fronts and backs. These buildings need to concentrate the main entrance or entrances on the street frontage and sides. The more private communal open space should be away from street views. Service areas should be hidden from the street or its visual impact (of car and cycle parking or a delivery zone, bin storage) be mitigated by good design.

Communal Open Space

For flats, the provision of individual private gardens may not be possible, so private communal open space will be required to provide an appropriate area of shared semi-private space. This can also provide an attractive setting for the building within the local context. The following guidelines apply to the provision of communal open space:

- The amount of private communal space provided for flats should be determined by the local context; however, as a guideline, the provision of 25 square metres of useable space per unit of accommodation would normally provide a functional area of communal open space;
- Communal open space should be allocated in proportion to the number of units in the building and to make this space comfortable and not over-dominated by the mass of a building it should be located and configured appropriately;

- Generally, private communal space for flats should be provided with some form of enclosure and privacy, while including a degree of overlooking by residents. In some instances, a robust boundary treatment may be needed, such as cases where traffic or other noise needs to be reduced;
- The private communal space provided should be suitable for normal domestic activities, such as relaxation, drying washing, BBQs etc and not merely act as a grassed setting for the building;
- Developers of ground floor flats are encouraged to provide private outdoor sitting space directly linked wherever possible. Where direct access to private communal space is provided for ground floor flats, some defensible space should be provided which may include planting, to safeguard the privacy of residents from other users of communal space;
- Appropriate planting for the space should be provided and the arrangements for the management and maintenance of the space should be fully set out;
- Useable amenity space excludes narrow strips of land and excessively shady and noisy areas.

In cases where accommodation for the elderly (including sheltered accommodation) is proposed, the use and purpose of private communal space may need to differ from that of ordinary flatted development. Occupants are likely to be less mobile and have a range of disabilities. In these cases, careful consideration should be given to means of access, levels, hardstanding, the type of planting (such as sensory), shelter and seating areas.

As general guidance, the provision of 20 square metres of private communal space per bedroom for elderly communal accommodation and 25 square metres per unit in other flatted accommodation would provide functional areas of private communal space.

Private Outdoor Space

An important component of good quality residential design is the provision of useable outside private space where residents can take advantage of fresh air and direct access to the natural environment. This is different from semi-private communal space (which is shared by residents).

Whilst acknowledging that external private space can be provided by a variety of means such as back or side gardens, roof terraces and balconies, the amenity value of such spaces is dependent upon a number of factors such as privacy, configurations, size of area, orientation, levels, accessibility, amount of daylight and degree of overshadowing.

Private outdoor space should be easily accessible for all physical abilities, but accessible only to those residents for which it is designed to be used.

The size of the private outdoor space may need to be increased:

- To reflect the local character;
- Where excessive shading renders significant areas of the garden unusable due to neighbouring buildings or other structures, trees, orientation;
- Where significant mature trees are to be retained within the garden space;

- To ensure areas of privacy;
- Where gardens are unusable due to their size, levels or configuration;
- Where parts of gardens are unusable due to excessive traffic or other noise (noise attenuation in the form of acoustic fencing may also be necessary).

The Council welcomes innovative proposals for the provision of private and communal outdoor space such as roof gardens, balconies, gardens integrated within the fabric of individual houses or flats and high quality landscaped grounds, so long as they do not unacceptably harm the amenity of neighbouring occupiers or the character of the area.

Residential Front Gardens

Front gardens are an important contributor to the landscape design of the street and green infrastructure, as well as providing opportunities for social interaction and providing 'defensible space' between the dwelling and street thus aiding security.

In some situations, it may be appropriate for front gardens not to be provided, such as where there is a local tradition of houses fronting directly onto the pavement or in a 'homezone' or mews street. In such circumstances where there is a lack of 'defensible space' the design of streets and dwellings should achieve security by other means. For example, the street layout should be designed to enable good natural surveillance to provide residents with an increased sense of security.

Residential Rear (or Side) Gardens

Proposals should give careful consideration to the size of the proposed rear or side gardens taking into account local context. As a general guideline, a rear garden length of 10.5 m and width of 5m would provide a reasonably functional area of private outdoor space. However, for other site specific and design reasons (e.g. privacy requirements or overshadowing) gardens may need to be larger.

Table 1 below provides the minimum sizes of private gardens serving different sizes of dwellings. It should be considered as a starting point for discussion with planning officers when designing private gardens for residential development.

House Type	Indicative garden area
Two bedroom houses	40 sqm
Three bedroom houses	50 sqm
Four bedroom houses	62 sqm

Balconies

The installation of balconies on buildings can offer a positive contribution, by providing outdoor sitting areas, where outward views will not unacceptably affect the neighbouring amenities or character of the area.

To ensure that balconies are properly integrated into buildings and their surroundings, they should be considered early in the design process.

Roof Terraces /Green Roofs

In the interests of making best use of urban land, roof terraces can increase opportunities for private residential, and 'private' communal open space subject to there being no overriding design or privacy concerns affecting the amenity of neighbouring residents and character of the area. Further information about green roofs is available in [Part E: Architectural Style, Construction and Materials](#).

D4. Boundary Treatment

Policy CS.9 (Key Design Principles) states:

- **Attractive and Sensitive:** Proposals will be of a high quality design and will reflect the context of the locality

- General Principles
- Front boundaries
- Rear and Side boundaries
- Existing boundary treatment.

The nature or type of front boundary treatment is a significant influence in the creation of a certain character for a street and development.

It is a fundamental urban design principle to clearly demarcate public and private space and therefore appropriate boundary treatments are required. Planning applications should be accompanied by details of treatments for all boundaries - front, side and rear. Boundary treatment should be appropriate to position of the boundary in the plot, the street, the settlement and the character area. The choice of proposed feature (in terms of position, shape, size, details of construction and materials) should be based on the range found in similar positions within the settlement where development is to occur.

There are five basic forms of boundary treatment commonly found in the District:

- stone walls;
- brick walls;
- timber fences;
- metal railings;
- hedges.

Front boundaries

Boundaries (particularly front) should be clearly defined, using appropriate boundary markers, such as low walls, fences and hedges. In some cases, it may be appropriate to mark the boundary between public and private space through a change in hard surfacing or through ground cover shrub planting. This may be particularly appropriate in courtyards and mews where the objective is to create a more intimate enclosed space. An appropriate use of materials or planting can ensure that pedestrians and motor vehicles are kept away from ground floor windows, thereby protecting residents' privacy. Boundary treatments should respect the required vehicular and pedestrian visibility splays.

As a general rule, low walls and/or metal railings (less than 1.2m in height) are more appropriate as front boundary treatments in more urban areas along streets higher in the street hierarchy, while soft planting, hedging and timber fencing is more appropriate in rural villages, lower density areas and along secondary and tertiary routes in the street hierarchy which have a softer and greener character.

Side and rear boundaries

The length of side boundaries onto the public realm should be kept to a minimum and rear boundaries onto public realm and the street should be avoided. Where this does occur boundary treatment should be of brick, hedging or other appropriate materials, such as ivy screens which can soften the wall and add to the character of the street. Standard close boarded timber fencing will not be acceptable as it undermines the quality of the public realm. Rear boundary treatment in particular, should ensure that they provide a good level of security and safety for future occupiers.

In rural areas and infill developments in particular, good boundary design can help to integrate new development with an existing environment. Green boundaries which form the interface between open countryside and a built-up area, particularly as seen from major roads or entry routes to settlements are especially significant.

In all locations where rear or side boundaries are visible from the public realm, brick walls rather than close boarded fencing (which is visually unattractive) should be used. Where a boundary interfaces with the open countryside, the most likely acceptable treatment will be indigenous hedging or in some circumstances post and rail, metal estate railing, pale and picket fencing. In edge of settlement situations, adjacent to the countryside, sufficient space to enable structural buffer planting will be required on boundaries as appropriate. Further guidance on New Structural Planting available in Part M: Landscape and Trees. Close boarded fencing adjacent to the countryside is not acceptable. In certain urban, difficult, or 'hostile' planting situations, an instant hedge could be considered as a boundary, in order to soften an otherwise hard dominated, unattractive constrained area. An example of an instant hedge using ivy is shown below. For further information on hedges and on landscape design, please see [Part M: Landscape Design and Trees](#).



Fig. D9 - An ivy wall – (Picture courtesy of Best4hedging).

Existing boundary treatment

Existing hedgerow or tree boundaries are particularly important and the presumption shall be that they are retained, protected during construction works (including root protection zones), reinforced by new planting and managed via a management and maintenance plan.

Boundary treatments vary across Stratford-on-Avon District. The photos below show some examples of frontage and boundary features from various settlements. It should be noted that where the property is a listed building pre- application advice on the appropriate boundary treatment should be sought.



Fig.D10 - An example of a dwarf wall with railings.



Fig. D11 - An example of a half round copings wall.



Fig. D12 - An example of estate railings.

Part E: Architectural Style, Construction and Materials

Contents

- E1. Introduction
- E2. General Principles
- E3. Timber Frame Construction
- E4. Brick Construction
- E5. Stone Construction
- E6. All Forms of Construction – Windows & Doors
- E7. All Forms of Construction – Roofing
- E8. All Forms of Construction – Porches & Canopies
- E9. Green Walls and Roofs

This part of the Development Requirements SPD provides further detailed guidance on the interpretation of the following Core Strategy policies, as appropriate:

- CS.8 Historic Environment
- CS.9 Design and Distinctiveness
- CS.15 Distribution of Development
- CS.20 Existing Housing Stock and Buildings

This Section of the SPD provides advice on how applicants can ensure that proposals achieve high quality design in new development.

It will be used by Stratford-on-Avon District Council to help reach decisions on whether to approve or refuse planning applications. Making sure that applications comply with the guidance contained within SPD will make it easier for the Council to grant planning permission. The Council's planning policies are set out in the Core Strategy, available at www.stratford.gov.uk/corestrategy

Key words or terms which appear throughout the document are included in the Glossary.

E1. Introduction

Good design is indivisible from good planning and the principles in this section will relate to applications for the smallest house extension right through to mixed-use schemes for hundreds of homes. The design principles set out in this guidance help ensure the appropriate use of materials and methods of construction, reflecting and enhancing local distinctiveness. It should be read in conjunction with other parts of the SPD, in particular:

[Part A: How to Achieve Good Design](#)

[Part D: Design Principles](#)

[Part K: Shopfronts](#)

[Part L: Agricultural Buildings and Trees](#)

This part of the Development Requirements SPD sets out a number of design principles that should be followed when designing new development. Cross reference is made from each design principle to the 9 key design criteria set out in Core Strategy Policy CS.9 demonstrating how the design principle contributes to the achievement of good design.

E2. General Principles

There is a diversity of architectural styles, designs and materials across the district. These reflect both changes in designs over time and changes and advances in the use of materials. That process of change is continuous and proposals will not be rejected if they reflect such advances. Whilst continuing to display the simplicity of detail which characterises most of the District's properties.

There are four broad principles that should apply to details and materials in Stratford-on-Avon:

1. Details should be simple;
2. Within appropriate limits, there should be a variety of details from house to house;
3. The range of details should be based on what is appropriate to the settlement and the position in the settlement, and should be fully justified;
4. The limits should be based on what is appropriate.

Within the District there are three predominant types of traditional construction:

- timber frame;
- brick;
- stone.

There are four predominant types of traditional roof material found within the District:

- plain tile;
- Welsh slate;
- straw thatch;
- stone tile.

The typical associations of roof materials with the three main construction types are:

- with timber frame: thatch and clay tile roofs;
- with brick: clay tile and slate roofs;
- with stone: thatch, stone tile, clay tile and slate roofs.



Fig. E1 - Photo of close studded timber framed house with rendered infill panels in Long Itchington, Feldon area.



Fig. E2 - Photo of a brick house with rubbed brick flat arch window heads in Stratford on Avon.



Fig. E3 - A house built in Cotswold Limestone, Compton Scorpion.

The character map of the District identifies the areas in which each construction type is commonly found. Distinct sets of details have developed for each material and, in the case of stone, for the main types of stone found in the District. Further information on the district's character areas may be found in [Part A: Achieving Good Design](#).

- Blue Lias;
- White Lias;
- Cotswold;
- Hornton Marlstone (aka Ironstone).

Some of the variations in details are illustrated in the examples below:



Fig. E4 – An example of Blue Lias (left).



Fig. E5 - Hornton Stone wall (stone).

Cotswold stone

Cotswold stone varies in colour depending on the location. It is recommended that expert advice is sought when selecting the appropriate stone for future development proposals.



Fig. E6 - Brick (with Flemish Bond pattern using buff brick for the 'header' and orange for the 'stretcher')



Fig. E7 - Photo of slate tile (left)



Fig. E8 - Photo of plain clay tiles (right)