WYCHAVON
Design Code

DRAFT

Cotswolds Edge
Date TBD

WYCHAVON DISTRICT COUNCIL
good services, good value

Contents

Prepared for and alongside WYCHAVON DISTRICT COUNCIL good services, good value

By CREATE streets

DRAFT – Final wording and layout will change

A / INTRODUCTION

A. Introduction

1. Design Code summary

Wychavon aims to become an exemplar district council for rural design and this design code supplementary planning document will play a critical role in ensuring beautiful new homes and places to support sustainable and neighbourly living.

The design code sets out to developers, housebuilders and architects what is required, in detail, from their proposed plans before they are even submitted, guaranteeing standards are upheld and removing the uncertainty which can lead to delays in the planning process.

The code aims to express the hopes and concerns of Wychavon residents when it comes to development. The code is based on residents' feedback. It reflects what they like in the built environment and how they wish to see it evolve.

2. What is a design code?

A design code is a recipe for a place. It is a series of specifications for new developments, streets and buildings, which direct how they will look and feel and how they interact with surrounding places. The approach has been to prepare four separate design code SPDs based on the character areas identified in Section B through initial survey work of the district.

The SPD reflects 2023 updates to the National Planning Policy Framework (NPPF) and follows the structure and guidance of the 2021 National Model Design Code (NMDC).

This code forms Part 2 of the South Worcestershire Design Guide Supplementary Planning Document. The SPD is adopted against the relevant policies in the 2016 South Worcestershire Development Plan, and principally SWDP 21 Design that sets out requirement for the SPDs within the policy. Other relevant policies include:

- SWDP4: Moving around South Worcestershire
- SWDP5: Green Infrastructure
- SWDP6: Historic Environment
- SWDP22: Biodiversity and Geodiversity
- SWDP23: The Cotswolds AONB
- SWDP24: Management of the Historic Environment
- SWDP25: Landscape Character
- SWDP29: Sustainable Drainage Systems
- SWDP40: Waterfronts

Other relevant SPD and publications include the 2017 Wychavon District Shop Front Design Guide SPD, specific Conservation Area Appraisals and Worcestershire County Council's 2022 Streetscapes Design Guide. Where appropriate these should be referred to and cross referenced when preparing planning applications.

3. How to use this code

The design code focuses primarily on new residential developments, but also considers civic and commercial buildings. There may be occasions where it applies to existing areas of development,

such as infill residential development or regeneration of commercial buildings, streets or public spaces, but the intent is to set standards for new developments.

The code will also highlight differences in standards between area types. Further information about area types can be found in chapter B. Larger developments will occasionally include their own site-specific codes which provide further detail for those specific sites.

These codes are an integral part of the development process and ensure that clear parameters are set for the implementation of the design strategy of Wychavon District Council set out in the adopted local plan, the South Worcestershire Development Plan (SWDP). It will be necessary for developers to comply with all the specified codes.

These codes are intended to be objective wherever possible. It is inevitable that some difference of interpretation will arise. In all cases, common sense interpretations should be used but, if in doubt, Wychavon District Council should be consulted in advance.

The code uses three levels of guidance.

MUST: Mandatory design practices. Developments that do not abide by them will not be permitted.

SHOULD: Design practices which are strongly encouraged due to the benefit that they will have for the neighbourhood. Where 'should' cannot be applied, justification will be required. Exceptions must be approved case-by-case.

CAN: Design practices which are recommended but whose absence will not drastically affect the overall quality of the development.

The rationale behind the designation of **MUST**, **SHOULD** and **CAN** to elements of the design code is based on primary and secondary research into popular and healthy places as well as professional judgement and local community preferences.

Where policies are designated as a **MUST**, these are deemed to be **essential** and non-negotiable to ensure "the creation of high quality, beautiful and sustainable buildings and places" as required by paragraph 126 of the NPPF and through regulating relevant elements as set out in the NMDC. **MUST** policies are based on a combination of previous character assessments (see Sources), local community preferences and empirical research into the relationships between places with health, sustainability, popularity and well-being. If a policy is ever to be upgraded from a **SHOULD** to a **MUST**, similar supporting-evidence will be required supporting this change.

Where policies are designated as **SHOULD**, these are deemed to be **highly recommended**. These are also based on previous character assessments, local community preferences and empirical research on the relationships between places with health, sustainability, popularity and well-being. Where a developer is not able to achieve a **SHOULD** policy, they will need to provide evidence for those reasons so as to be granted exemption on a case-by case basis. These reasons include specific circumstances, limitations beyond the developer's control such as unforeseen environmental conditions or first-choice building materials that are impossible to source.

Where policies are designated as **CAN,** these are **recommended.** Implementing these policies will often be at no extra cost to inferior alternatives. **CAN** policies are recommended based on previous character assessments, local community preferences and empirical research.

4. Community vision and objectives

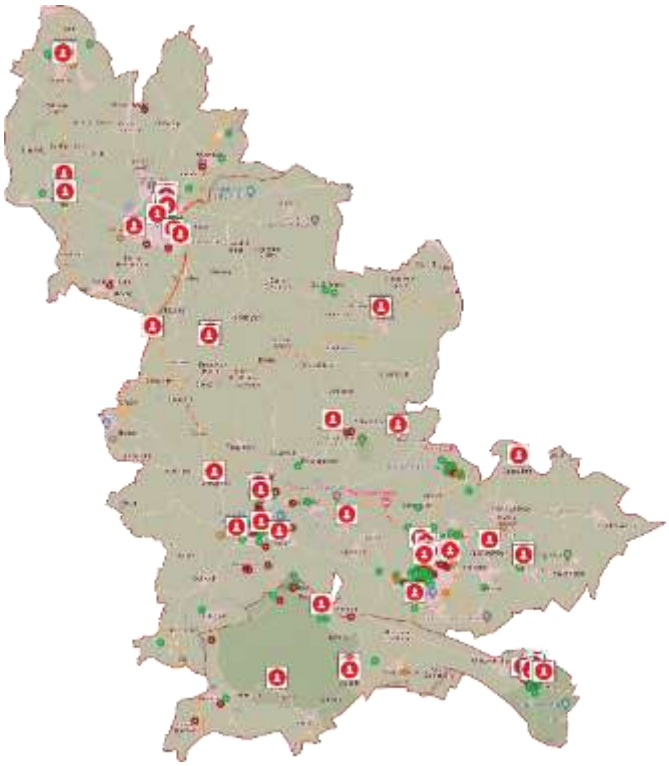
This design code is based on a series of public engagements carried out both specifically for the design code and for local neighbourhood plans in Broadway and Bredon.

Neighbourhood plans

Developments **must** refer to neighbourhood plans, and any associated design guides/codes for specific policies.

Design Code community engagement

Engagement has been conducted using an online interactive map exercise allowing residents to comment on specific pre-selected buildings or places of their choosing. 12 buildings were pre-selected for comment in the Cotswolds Edge area. In total 374 responses were received for this area.



Key themes were:

- Preservation of Cotswold character. Additional buildings should 'rhyme' with the existing to remain in keeping with the area.
- Historical significance, traditional style and local materials; particularly the appropriate use of Cotswold stone and timber frames.
- Architectural style should be appropriate for the rural area and interweaving modern elements should be carefully considered and complimentary.
- Development size and building dimensions should be sympathetic to existing village settlements.

Key quotes:

- *"The Cotswold stone fits in well with the local vernacular."*

- *"Bedrooms in roof eaves with dormer windows are in keeping and keep the overall height of the building in check with the area and not overpowering the landscape."*
- *"This Tudor style is an important part of our history."*
- *"It's not sure if it's old or modern and it turned into a mess of styles."*
- *"Modern is only modern for a short period of time. Then it seems out of place. This is why we pull down so many modern structures but renovate good old buildings."*
- *"The ongoing creep of housing developments on rural land is slowly ruining small villages. "*

B / CONTEXT

B. Context

1. About Wychavon

The largest district in Worcestershire, Wychavon covers approximately 256 square miles and has around 127,000 residents. It is home to many historic areas in varied landscapes. Droitwich Spa, Evesham and Pershore are the three largest towns. The fertile clay valleys of the Severn and Avon rivers have shaped much of the district, with the Vale of Evesham sitting to the southeast. The areas around Hinton and Childswickham, as well as the parishes of Ashton under Hill and Kemerton, were part of Gloucestershire until 1931. The south of the district sits at the northern edge of the Cotswolds. Broadway, having reverted from a town to a village, is an important local centre and popular tourist destination.

The area has been inhabited for millennia. Bredon Hill has the remains of prehistoric hill forts; there are prehistoric and Romano-British historic sites in the Severn, Teme, and Avon valleys; Droitwich Spa was Roman, profiting from its saline springs. Wychavon District as a modern district council was created in the local government reforms of 1974.

Today, the Vale of Evesham is noted for its asparagus producers, as well as large fresh produce firms. There are business parks near Droitwich Spa, Evesham and Pershore. New plans to develop inter-urban connections and enhance shops and leisure opportunities are underway to promote Wychavon's ambition to deliver a high-quality network of prosperous and beautiful places.

Geographic Areas

For the purpose of the Design Code, the district has been divided into four Geographic Areas following a character, materials and historical review (see bibliography). These areas are:

1. Pershore and Surrounding Region
2. Evesham and Vale of Evesham
3. Droitwich Spa and Surrounding Region
4. Cotswolds Edge

The Areas follow parish boundaries and are primarily based on the character and materials of buildings prevalent in their respective areas.

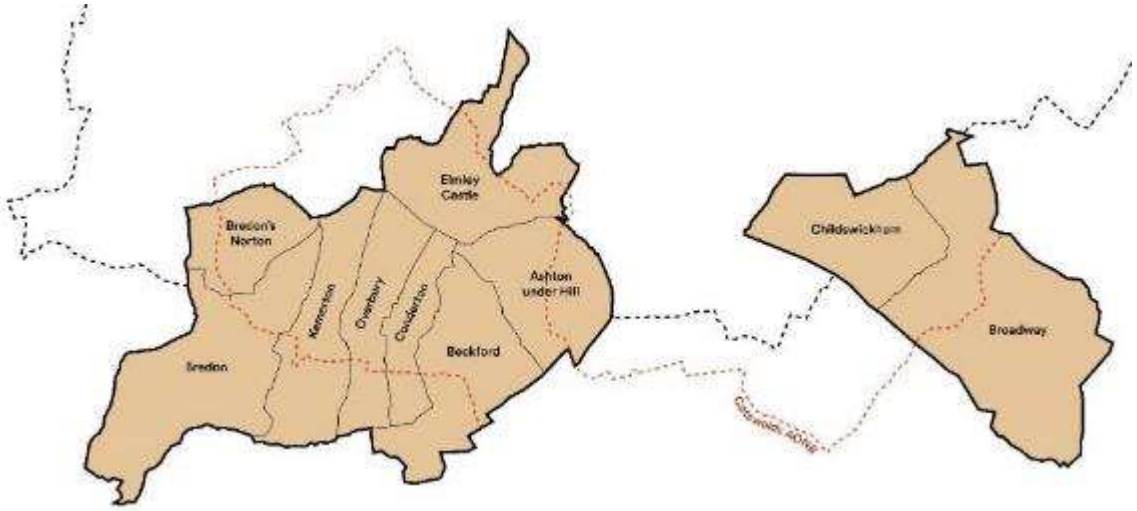
Wychavon divided into the four Geographic Areas

2. About the Cotswolds Edge

Geography

The Cotswolds Edge area is split into two distinct parts centred on Broadway and Childswickham (to the east) and Bredon and the villages surrounding Bredon Hill (to the west). It is between the Cotswold plateau's foothills to the south and the River Avon (which runs through Evesham) to the north. Sitting south of Wychavon's main town, Evesham, the main settlements are Broadway and Bredon. A majority of the area sits within the Cotswolds National Landscape (CNL), previously known as the Cotswolds Area of Outstanding Natural Beauty (AONB).

The characteristic landscape of the area is 'hill and vale'; a patchwork of fields and small village settlements that characterise much of the CNL. Bredon Hill is a prominent landmark in the landscape, visible for many miles around, while Broadway Tower looks out over 13 counties.



The parishes within Cotswolds Edge

History

Broadway gained prominence as a major coaching stop along the ancient route from Worcester to London. It became a popular destination for artists and writers in the 19th century and its picturesque high street has since become one of the most popular tourist destinations in the Cotswolds, known for its charming architecture and vibrant arts scene.

The Bredon Hill area has evidence of human habitation dating back to the Iron Age. The hill itself has served as a significant landmark and strategic point throughout the ages, offering panoramic views of the surrounding countryside.

The most relevant history of the district's landscape and geography is found within Worcestershire County Council's *Historic Landscape Characterisation and the Cotswold AONB's Landscape Character Assessment*. For a full list of resources used, please see bibliography at the end of the document.

Character

The Cotswolds Edge has a built character largely informed by the Cotswolds. Both Bredon Hill and Broadway have been within the CNL since its designation as an AONB in 1966. Key descriptions of the area's buildings can be found in conservation appraisals and Pevsner's guide to Worcestershire. See bibliography.

The typical features of the area's historic buildings from the 12th to 19th centuries include timber frames, Cotswold stone, gables, sloping slate roofs, sash and casement windows. Settlement plans are predominantly with original medieval boundaries, with boundary walls also using Cotswold stone. Some other historic features such as thatched rooves and timber frames also survive, particularly in the Bredon Hill area. Later 19th century buildings featuring characteristic red brick can usually be found on the edges of historic cores. This is most notable in Ashton under Hill.

The built environment's setting among 'hill and vale' has been eroded by post-war ribbon development in some areas. Alongside some pre-war housing, these developments are largely unsympathetic to the historic character of the area, using a generic suburban housing type set back from the road to cater to the car.

Historical photographs

Kemerton (left) and Broadway (right)

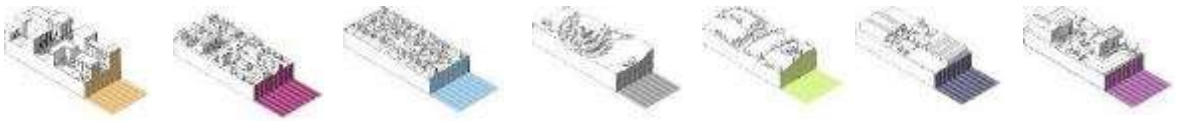
Broadway

3. Area types

Following the structure of the National Model Design Code, the Geographic Areas are further divided into area types, otherwise known as character areas. This reflects the variety of typologies seen in an area as large as a District Council.

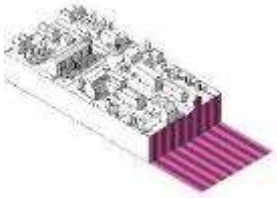
The design code aims to pick up on the nuance between these various area types and, where appropriate, provide independent codes tailored to a specific area type. Where codes between area types differ, this is made clear either in the text or within tables.

Area types in Wychavon



Town centres	Local centres	Suburbs	Villages	Rural	Industrial areas	Business and retail parks

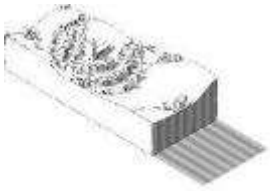
The Cotswolds Edge Area includes these area types:



Local Centres

Small neighbourhood and village centres with mixed uses such as shops, cafes, restaurants, small businesses and residential (often in flats over shops). Buildings in local centres are closer together, often terraced, with a wide mix of street types from high streets to narrow back lanes.

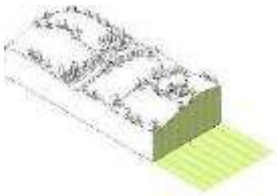
Examples of existing local centres are the west portion of Broadway's High Street and Church Street in Bredon.



Villages

Mainly residential areas with a mix of house types, many of them semi-detached and terraced. Houses are still quite dense, mostly conforming to the building line with modest front gardens.

The majority of existing settlements in the Cotswolds Edge Area fall within the village area type. Consequently, the majority of new developments will also be the village area type.



Rural

Areas between settlements and the edges of villages. This area type has lower densities, more detached houses on larger plots, and a looser built form with less conformity to the building line.

Examples include the lower density north side of Westmancote and Snowshill Road heading out of Broadway.

The design code's primary focus is on setting rules for new developments, in line with the community's objective to enhance and preserve the existing historic character of their settlements. It also applies to existing areas where appropriate.

While post-war suburbs exist in the Cotswolds Edge area, particularly in Broadway and Bredon, a strong objective of the community is not to perpetuate a post-war suburban character, both architecturally and in terms of layout. Therefore, new developments **must** have a local centre, village or rural character and developments in a suburban character **must not** be built anymore.

How will area types be allocated?

Maps will be produced by Wychavon District Council using an interactive mapping tool allocating area types to all areas within the District.

For all new small or medium-sized developments or allocated sites, usually only one area type will apply. Aligned to this map, the "rule of thumb" is that;

- If a development is within a local centre, then any development will be of the "local centre" type;
- If a development is within or immediately coterminous to any other developed land use than any development will be "village" type; and
- If a development is in a non-developed area than any development will be "rural" in character unless it is coterminous with existing developed land uses, in which case it is a "villages" type.

Large developments are likely to include multiple area types.

Developments which wish to take a different approach, to create more than 50 homes and / or which wish to use more than one area type should discuss this with Wychavon's Development Control as part of the planning process.

C / NATURE

C. Nature

Protecting and enhancing the landscape and nature in towns and villages across Wychavon is essential to promote local biodiversity, beauty and wellbeing. Wychavon's location presents important opportunities to design in sophisticated and sustainable solutions that will help preserve the look and feel of the area. Schemes **should** be designed in close collaboration with Wychavon's Landscape and Natural Heritage officers.

1. Green infrastructure

- Green spaces **should** be linked by safe and enjoyable accessible walking and cycling routes which are appropriate for strollers, wheelchairs and mobility scooters.
- Street trees **should** be planted regularly on streets and the size of the tree at maturity **should** be considered in relation to its distance to nearby buildings. Specific guidance for street trees in Worcestershire County Council's *Street Design Guide* **should** be referred to.
- Street trees **can** be planted on both sides of the street. This is to provide a sense of enclosure and symmetry to the street.
- Existing wildlife corridors **should** be enhanced where possible and expanded with new corridors to improve local ecosystems' resilience.

An illustrative diagram from the National Model Design Code (NMDC) showing (in principle) how green corridors can be designed into a development

- Allotments **can** be seen as an essential element of promoting biodiversity, wildlife and community. Where possible, consider how allotments and wildlife corridors can co-exist.
- Allotments **should** include an orchard of native fruit varieties or schemes **should** include a separate orchard.
- New homes **should** be no more than a five minute walk to a park or green space.

2. Lighting

Light pollution is detrimental to both human and environment health and uses a substantial amount of avoidable energy. It has an adverse effect on wildlife migration and animals' sleeping and feeding patterns. It should therefore be treated like any other kind of pollution. The default position, in line with Worcestershire County Council guidance, **must** be light avoidance, as set out in the county's *Streetlighting Design Guide*.

- Lights **should** only illuminate where and when necessary, using appropriately designed optics and/or shields to avoid light spill.
- Light **must not** be directed towards the sky or towards wildlife habitats, including bodies of water and designated wildlife sites. The aim **should** be to mitigate light pollution to achieve no net increase in light pollution on wildlife habitats.
- The timing, intensity, spectral distribution and colour temperature of lights **should** be regulated based on local needs and environmental conditions/sensitivities.
- Dark Sky compliant street lighting with a colour temperature no higher than 3,000 Kelvin (no higher than 2700K on residential and rural streets) **must** be used.
- Streetlights with a variable colour temperature between 2200K and 3000K **can** be used.

Lights with a colour temperature above 3000K have more harmful blue light in their wavelength spectrum. Softer and warmer lights, with a colour temperature of 3000K and below, are less disruptive to wildlife and people. There may be specific guidance in wildlife sensitive areas.

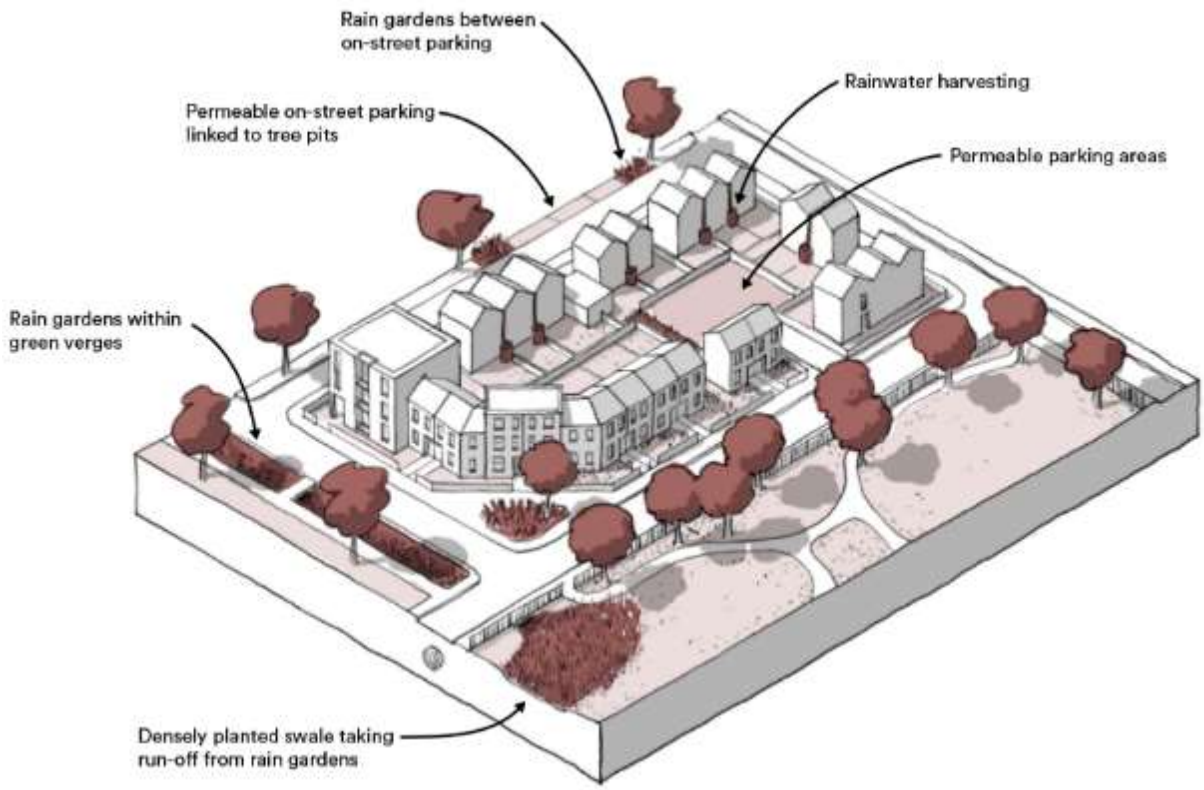
Streetlights with a variable colour temperature and intensity can be the best option to balance lighting needs throughout the night (image credit DW Windsor)

- Motion detectors or automatic timers **can** be used to turn lights off completely when there is no human activity or at late hours of the night.
- Light spillage **must** be limited. Directing lights or allowing light to spill sideways or upwards towards the sky and natural habitats such as hedgerows, trees, water bodies and grassland **must** be avoided. Globe luminaires and other luminaires that emit light at angles greater than 70° **should not** be used.
- Lighting near water **should** be minimised to prevent artificial light from shining directly onto the surface of the water.

Lighting can have an adverse effect on wildlife. Lights which limit light spillage can minimise the impact of lighting on wildlife

3. Water and drainage

Sustainable drainage systems (SuDS) **should** be integrated into new developments to minimise flood risk, improve ground water quality and create attractive spaces for people and wildlife. SuDS are also associated with improved mental health among residents who live close to them. Worcestershire's *Sustainable Drainage Design & Evaluation Guide* should be consulted for more details.



A neighbourhood with rain gardens and other SuDS features incorporated into the street

- SuDS **should** not be seen as isolated features. They are a good way of creating blue corridors that connect existing or future habitats such as wetlands or reedbeds. When creating wildlife corridors, SuDS schemes **should** be incorporated in ways that can also create better places to live and work.
- Where possible, rain gardens, swales, permeable paving and other small-scale interventions **must** be prioritised over large 'bomb crater' attenuation ponds.

- Where they are necessary, shallower rather than deeper attenuation ponds provide more benefits for people and wildlife. Where ponds feature as part of SuDS schemes, they **should** aim to have a permanent water level and **should** have a meandering edge to emphasise a rural feel and promote biodiversity. Ponds **must** be designed safely and **should** have as much natural surveillance as possible. Low reeds and shrubs **must** highlight the water edge and provide a barrier to swimming.

SuDS at Cannock Mill Cohousing (left) and a stone-lined narrow basin at The Manor, Sheffield (right, image credit Susdrain) are examples of SuDS appropriate for a rural development

SuDS attract biodiversity, promote well-being, improve ground water quality and help to prevent local flooding. Examples show SuDS in a village setting in Tregunnel Hill (left), in a new development in Surrey (centre) and along a footpath at Springhill in Stroud (right, image credit Robert Bray Associates)

- Driveways **must** be built from permeable paving or surfacing.
- Unadopted streets and footpaths **should** be built from permeable paving.
- Peripheral parking areas **should** be permeable, and **should** normally be in gravel, grass blocks, brick pavers or similar. Peripheral parking **can** be just grass in low traffic rural areas.

Open drainage ditches in Kemerton (left) and Elmley Castle (right) not only add character to streets but also provide a model for swales as part of a sustainable drainage strategy

4. Biodiversity

Wildflower meadows are an important habitat especially in winter when food sources for insects and invertebrates are scarce. Wildflowers improve the look of an area and are associated with improved mental health and wellbeing.

- Native wildflowers or orchards **should** be planted in place of grass in communal green spaces.
- Rapidly establishing species **should** be planted. Common knapweed, bird's foot trefoil, selfheal, Oxeye daisy, and red clover can establish rapidly and provide immediate benefits for people and pollinators. Yellow rattle can also help with initial meadow creation by competing with grass species that might otherwise compete with the wildflowers.
- A mosaic of short and long grass, with some areas retained long over winter to provide hibernation spaces for invertebrates and other wildlife, is important. Designs **should** deliver against these requirements in order to provide meaningful year-round benefit as well as the desired mix of wildflowers.
- Invasive non-native species **must not** be planted.

Wildlife interventions

- Where appropriate, one or more of bird and bat boxes and bee bricks **must** be incorporated into buildings.
- Rear garden walls **should** include hedgehog crossings.

A bat box in Bredon's Norton

5. Plants

To avoid uniformity in landscape design and increase biodiversity and visual interest, examples of suitable plant species are provided.

Selection principles for planting

In selecting what species to plant, whether trees or shrubs, consider the following:

- Native species, or those which have historically been grown locally (e.g. orchards), to help maintain the local landscape character.
- Select species that grow well in the area (may be determined by soils or geology.
- The space available for planting and the size of the tree or shrub at maturity.
- The contribution any species might make to biodiversity net gain for example, fruits or berries.
- The hardiness of any species and its characteristics. For example, thorns or poisonous berries which may not be acceptable in some locations.
- How sunny, shaded or exposed the planting position is and how well drained the soil.
- Any above or below ground services and required easements.
- Any existing vegetation and potential competition for space, light or water.

Trees in open spaces

Where space allows, Oak (*Quercus robur*) **should** be included in planting schemes for its longevity and biodiversity value. Other appropriate species include:

- Field Maple (*Acer campestre*)
- Wild cherry (*Prunus avium*)
- Bird cherry (*Prunus padus*)
- Hornbeam (*Carpinus betulus*)
- Lime (*Tilia cordata*)
- Rowan (*Sorbus aucuparia*)
- Crab apple (*Malus sylvestris*)
- Alder (*Alnus glutinosa*) – in damp areas

When including apple, plum and pear trees, local Worcestershire varieties **must** be used. For a list of permitted types, see: http://www.worcestershireorchards.co.uk/

Street Trees

Whilst single species may afford coherence in a designed layout, it is advisable to include a variety of species in any scheme in case of disease. Fastigiate varieties of trees with an upright, compact crown are most suitable for narrower streets. These include:

- Hornbeam (*Carpinus 'Frans Fontaine'*)
- Pringreen (*Quercus* 'Green Pillar')
- Field maple (*Acer campestre 'Elsrijk'*)
- Lime (*Tilia* 'Greenspire')
- Chonosuki crab (*Malus tschonoskii*)
- Hawthorn (*Crataegus monogyna 'Stricta'*)
- Cherry (*Prunus* 'Spire')

Feature trees

Space should be provided within any layout for larger feature trees such as:

- Sweetgum (*Liquidambar styraciflua*)
- Common walnut (*Juglans regia*)
- Beech *(Fagus sylvatica)*
- Whitebeam *(Sorbus aria)*
- Saucer magnolia (*Magnolia x soulangeana*)

The examples given are not an exhaustive list and other tree varieties **can** be suitable.

- The selection of suitable tree species will be different on new versus existing streets. On existing streets, smaller species **should** be chosen which will not risk damage to the foundations of nearby buildings.
- Adequate growing media **must** be provided in any tree pit and provision for watering **can** include the use of SuDS.
- Flower beds **can** be planted at the base of street trees or streetlights as long as these don't reduce the pavement width below 1.5m.

Street trees within generous verges in Kemerton provide biodiversity and beauty

Hedges

- Where housing developments border open countryside, boundary treatments **should** include the planting of native hedgerows (this could be in conjunction with wooden post and rail fencing with sheep netting).
- Hedges **should** be planted at a size of 450-600mm or 600-900mm in height, in a double staggered row at 450-600mm centres.

Hedges **must** be predominantly (at least 50%) hawthorn (*Crataegus monogyna**) with smaller percentages of:

- Field maple (*Acer campestre*);
- Hazel (*Corylus avellana*);
- Dogwood (*Cornus sanguinea*);
- Guelder rose (*Viburnum opulus*); and
- Dog rose (*Rosa canina**).

If thorns or spines are not acceptable, for example adjacent play areas or parking bays, then these species do not have to be used.

- Low-level native hedging **should** be provided within open space areas to demark boundaries, provide barriers or to visually 'soften' closeboard fencing to rear gardens.

If some evergreen cover is desired for privacy or screening, a small percentage (5% each) of holly (*Ilex aquifolium*) and native green privet (*Ligustrum vulgare*) **can** be included.

Native mixed hedging **can** also be included on plots to denote frontages or between dwellings. This **can** be maintained in a formal, clipped manner. Alternatively, formal hedge planting **can** be provided to plot frontages using species such as hornbeam (*Carpinus betulus*), Portuguese laurel (*Prunus lusitanica*), yew (*Taxus baccata*), box (*Buxus sempervirens*) or low lavender hedges.

Shrub planting

- Swathes of native shrub planting **should** be included in designs for open space areas to screen fences, funnel views, provide physical barriers to movement and to promote biodiversity.
- The species **should** be similar to those listed for native hedgerows, but the planting may be more formal by planting in groups of single species arranged throughout the planting area.
- On-plot planting **can** be more ornamental in both layout and species selection.

A tree-lined street in Westmancote

D / MOVEMENT

D. Movement

1. Street network

The street network is how our streets are laid out and interconnect. It is important because it can help or hinder how people travel around. In most cases, the street network will outlive the buildings it originally served. This section should be read alongside Worcestershire County Council's 2022 Streetscapes Design Guide and the Manual for Streets published by the Department for Transport.

A connected street network provides a variety of routes for moving around. It **should** be direct, allowing people to make efficient journeys. Direct routes make walking and cycling faster and more enjoyable.

- New developments **must** consider connectivity, taking future development into account. This will prevent developments becoming isolated and impermeable.
- Each street **should** have more than one connection to another street, and this includes pedestrian and cycling connectivity.
- Some streets and lanes **can** be for pedestrian and cycle access only.

Disconnected

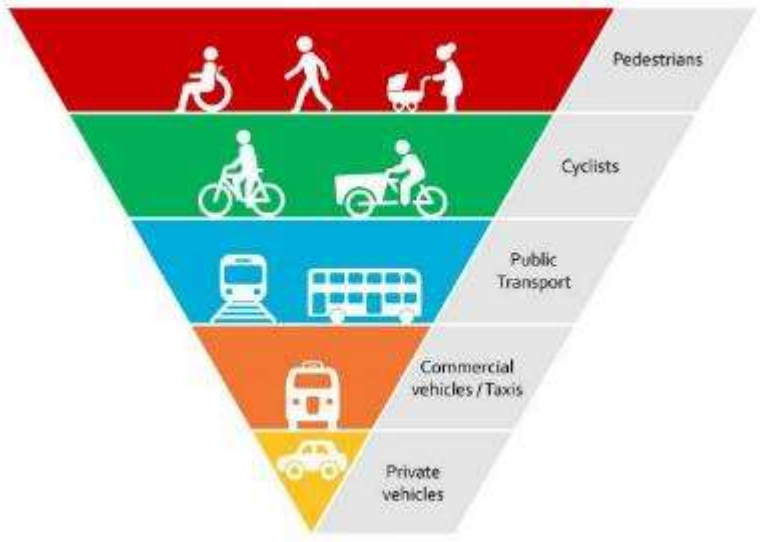
Connected

2. Street hierarchy

The rural nature of the Cotswolds Edge Area means that there are a limited number of road types in the street hierarchy.

- All streets in residential areas **must** adhere to *Manual for Streets* design principles
- All new streets **must** enable safe movement for all residents including mobility impaired people, visually impaired people, and people with non-visible disabilities.
- Pavements **must** have a width of at least 1.5m
- One-way streets **must** be avoided.

- Streets **must** be designed according to the following hierarchy of users:



Listed below is the street hierarchy in Wychavon as defined by the NMDC (National Model Design Code).

- *Primary streets.* Designed to take through-traffic and public transport. Within the Cotswolds Edge Area, primary streets are not common and are unlikely to be necessary in new developments.
- *High streets (with traffic).* The main business street of a town or village, normally with the highest density, with shops and businesses on the ground floor and flats or offices above, often with public spaces. Can have on-street parking and typically wide with two lanes for motor traffic.
- *High streets (without traffic).* An alternative to a high street with traffic, they **should** have the highest density, with shops on the ground floor and flats above, sometimes with public spaces.
- *Secondary streets.* These **should** link to high streets and provide access into neighbourhoods. Secondary streets can accommodate shops and retail space. They can also be good locations for cafés and restaurants as well as community facilities such as schools, health service and community centres.
- *Local streets.* These **should** form most of the streets in the network, which should be attractive places to live, safe and convenient to walk and cycle and accommodate low levels of slow traffic.
- *Mews and back streets.* A narrow road lined by homes, often to the rear of large houses. **Should** normally have a level surface with no pavements.
- *Rural and village lanes.* These **should** have a distinctive rural character. They may not have separate footpath or street lighting and **can** have constrained vehicular access, depending on local character.

3. Walking, wheeling and cycling

Walking and cycling routes **must** be embedded within the primary routes in new developments. They offer a healthy and sustainable mode of travel for commuting, leisure or getting to school. Safe walking and cycling routes fit for a 10-year-old **must** connect key amenities within the site and lead to primary routes outside the boundary.

Walking and cycling routes **can** be separated from the street by a wide verge. These routes **can** also form an independent network, offering shortcuts through blocks or through green spaces.

*Routes for people, not cars. A green or stone wall-bordered path passing through blocks **can** offer a shortcut through neighbourhoods. New paths **must** comply with DDA and public safety requirements.*

A network of well-connected streets provides more ways to get about and shorter and more direct routes. However, without safe places to cross, they can be a barrier. If this is a risk, then safe but attractive places to cross **should** be provided.

Understanding where pedestrians need and want to cross the street is important in ensuring that amenities **can** be reached easily and safely.

- Multiple safe crossings **should** be created at direct and popular crossing points.
- Cul-de-sacs **should** be avoided unless on a tertiary street type for accessing a small number of homes.
- All pavements **must** be suitable for walking and wheelchair use.
- Pavements **should** be wider at key locations subject to pedestrian footfall to prevent crowding and overspill onto the carriageway.
- Where possible in the village and rural area type, a green verge with trees and planting **should** be provided between the pavement and carriageway.
- Frequent places to stop, rest or chat **should** be provided.
- New developments **should** incorporate safe and direct cycling and walking routes to connect to main roads or a local centre and its amenities. On busy trafficked routes and fast roads, segregated cycle lanes **should** be used.

*In Bredon's Norton, a bench within a verge offers a safe resting point for residents. This rural informality **should** be sought.*

A bench sits within a verge in Kemerton, beckoning walkers to take a break.

4. Junctions and crossings

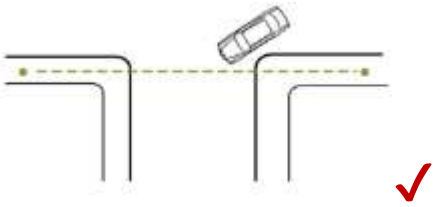
Junctions

Historically, junctions often play an important role as focal spaces in villages. They can be key places in the street network where people meet and spend time. Opportunities **should** be taken to emphasise this through the use of public spaces, landmark buildings or local amenities.

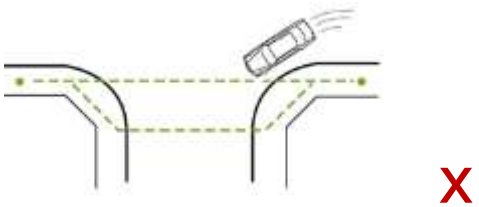
- Junctions **must not** be designed solely for vehicular movement.
- Standard DMRB roundabouts **must not** be used in areas of pedestrian activity in towns, villages and urban areas.
- Mini and compact roundabouts, or roundels, **can** be permitted on occasion.

- The following minor junction types which **should be** used in residential areas are:
  - Crossroads and staggered junctions;
  - T and Y junctions;
  - Formal and informal squares; and
  - Mini and compact roundabouts, roundels.
- Junction radii **should be** as small as possible to ensure that the pedestrian desire line is maintained and that vehicles turn slowly.
- Junctions **must not** be designed prioritising large vehicles such as bin lorries that will only use them occasionally. In most streets, it **should** be acceptable for such vehicles to take up both lanes when turning.
- Vehicle tracking software **should be** used to check swept paths and verify the design.
- On existing junctions, the radii **should** be reduced using kerb build outs, providing more space for public realm and furniture, planting and trees, or parking.
- Opportunities **should** be taken to narrow the carriageway at the entrances to side streets and include traffic management features to reduce vehicle movements.

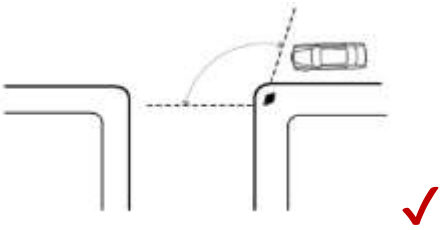
Carriageway deflection, sharp corner radii, street trees and changes in material all help reduce speeds in residential streets in Poundbury (image credit Andy Cameron)



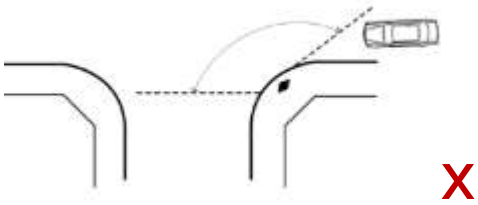
- Pedestrian desire line (---) is maintained
- Vehicles turn slowly (10 mph - 15 mph)



- Pedestrian desire line deflected
- Detour required to minimise crossing distance
- Vehicles turn faster (20 mph - 30 mph)



- Pedestrian does not have to look further behind to check for turning vehicles
- Pedestrian can easily establish priority because vehicles turn slowly



- Pedestrian must look further behind to check for fast turning vehicles
- Pedestrian cannot normally establish priority against fast turning vehicles

Pedestrian and cycle crossings

Well-designed pedestrian and cycle crossings are essential to creating healthy streets. Crossings help calm traffic, improve street aesthetics and provide opportunities for trees and other street greenery.

Streets **must** be easy to cross and pedestrians **should** have priority in most cases. Crossings **should** be constructed on pedestrian desire lines, such as crossing between shops and services or street intersections.

The following crossing types **should** be used for new streets in Wychavon:

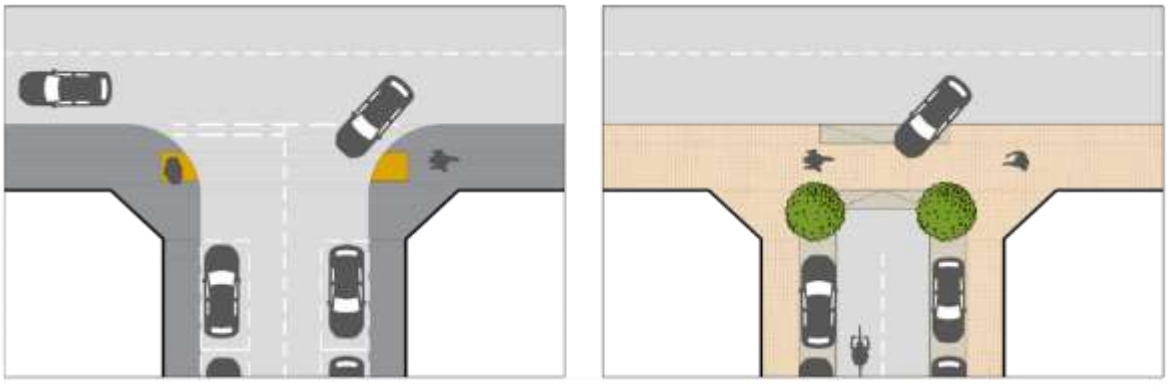
Informal Crossings

- *Continuous or 'Copenhagen' crossings.* These are extensions of the pavement across the carriageway.
  - These **must** be used whenever a lower order street, such as a local street connects with a primary or secondary street.
  - Opportunities **should** be taken to retrofit these into existing streets.
  - The crossing **should** be the same width as the main pavement and use the exact same surfacing material.
  - The crossing **should** include a ramp up to the level of the pavement, to provide a level surface for pedestrians and reduce vehicle speeds.
  - Street furniture and trees can be used to provide some informal, permeable separation between pedestrians and vehicles.
- Raised tables:
  - **Should** not generally be used on primary streets.
  - **Should** be used at mid-link crossing points and junctions to calm traffic and provide a safer, more convenient crossing points for pedestrians
  - **Should** be level with the adjacent pavement.
  - The carriageway **should** be narrowed at raised tables, ideally using street trees or other planting, to reduce the crossing distance and help reduce vehicle speed as much as possible.
  - **Should** be constructed in the same material as the pavement to clearly show that the table is an extension of pedestrian space. Where the footway is asphalt, the crossing **should** be constructed using a contrasting material such as block paving.

- *Uncontrolled crossings or courtesy crossings.* These **should** be raised table crossings, constructed in the same material as the footway to slow traffic and create a level surface and indicate the crossing location.
- *Informal zebra crossings.* Opportunities **should** be identified for such crossings on new and existing (non-primary or secondary) streets in Wychavon

Formal Crossings – Controlled and uncontrolled.

- Zebra crossings **should** be used in conjunction with a raised table to provide a level crossing and provide traffic calming.
- Signal-controlled crossings **should** be used in areas of high footfall.
- Multiple stage crossings **should** be avoided and **must** therefore be as short and direct as possible.



Indicative layout showing the integration of a Copenhagen crossing at a street junction

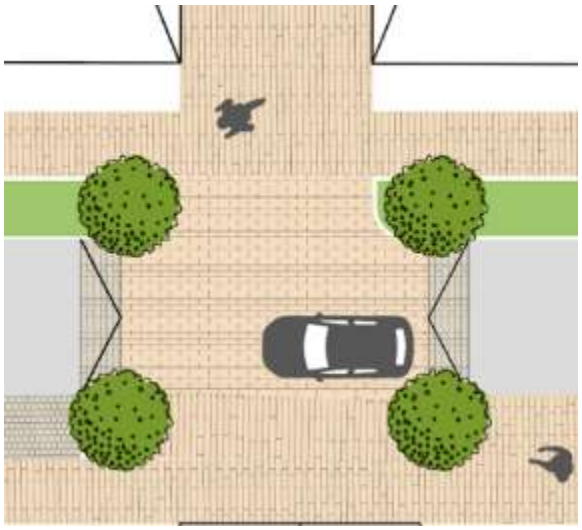


Diagram showing a raised plateau at junctions slowing traffic and providing level crossing for pedestrians

A Copenhagen crossing in Nansledan, Cornwall

5. Parking

Car parking

Car parking **must** reflect the area's rural character, balancing parking needs with efficient use of space and adherence to the local context. Importance should be placed on soft edges, planting and informality.

- Side parking spaces **should not** protrude beyond the building line.
- Courtyard parking spaces **should** be broken up by trees or other low level planting every 4 spaces or fewer. This is to prevent residential parking provision feeling like a car park.
- At least 30cm for border planting **should** be provided between driveways and houses and/or adjoining walls and fences.
- Parking **can** be peripheral in new developments. This **can** save space and creates opportunities for car-free areas in the centre of blocks or a development.
- Driveways or the entrances into rear parking **can** be gated but **should** be considered in the context of an overall strategy for pedestrian permeability.

Materials

- Tarmac **must not** be used for private driveways. Tarmac can be used for driving strips of rear or peripheral parking but **must not** be used for parking spaces.
- All residential parking types **should** be permeable, part of a site's sustainable urban drainage strategy. Options can include gravel, grass blocks, permeable stone slabs, permeable resin-bound gravel, or a combination of these.
- Carports **must** be stone or timber construction.
- Gates **should** be timber or metal.
- Driveways **must not** be enclosed by closeboard timber fencing. Instead, the same principles as those for boundary walls **should** be followed. Hedges are recommended but local stone or permitted brick walls **can** be used.

An informal peripheral permeable grass parking area in Overbury is rural in character, with a dry stone wall and hedge boundary

A grass strip dividing two areas of stone slabs and border planting make for a driveway (left) which is not only permeable but beautiful. Driveways which are a sea of tarmac from house to house (right) ***must not*** *be built*

The development to the left uses a combination of courtyard, on-street and curtilage parking. The development on the right uses peripheral parking at the edge of the site. As a result, the development on the left uses roughly seven times as much land for car access and storage whilst creating a far lower quality of public realm

Residential parking patterns

In new developments, one or more of the following parking patterns **should** be used in area types based on the following table:

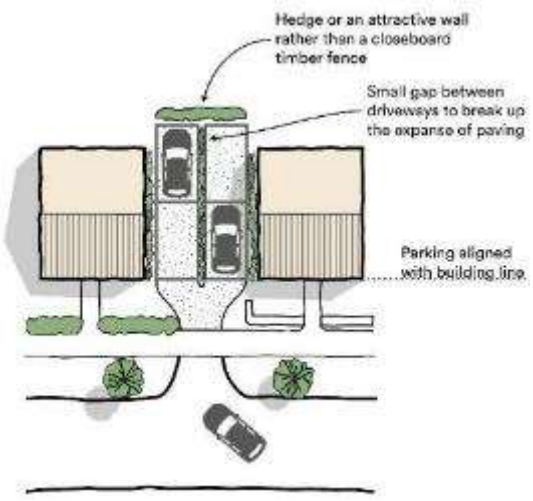
Local centre	Village	Rural
On-street (formal), mews	Side, front, on-street (formal and informal), rear, mews	Side, front, on-street (informal), rear

On-plot parking patterns

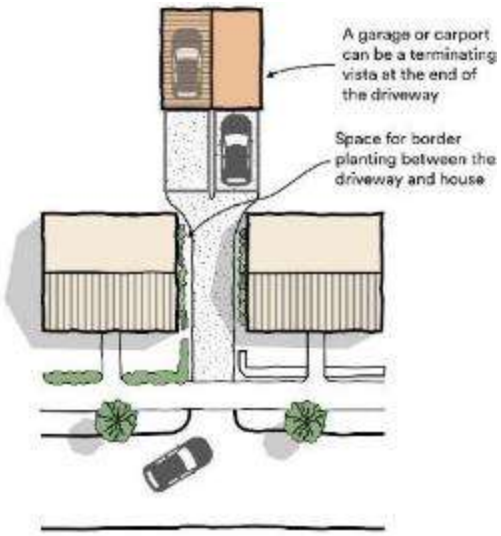
Side parking

Space efficient configuration suitable for detached, semi-detached or end-of-terrace homes.

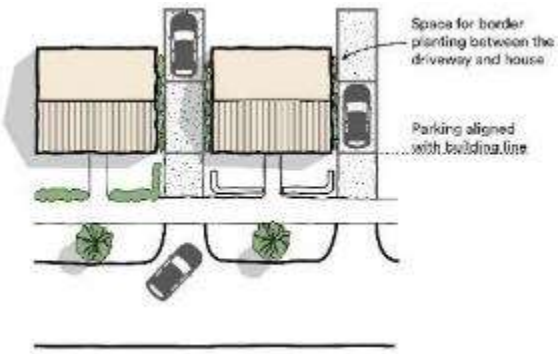
- Side parking spaces **should not** protrude beyond the building line.
- **Can** be used side-by-side, with a small gap for planting, to form a two-space wide driveway serving two homes.
- **Can** be built over as a carport or include a garage behind the driveway.
- Carports **must** be brick or timber construction.
- A driveway **can** be accessed through a passage with a building above.



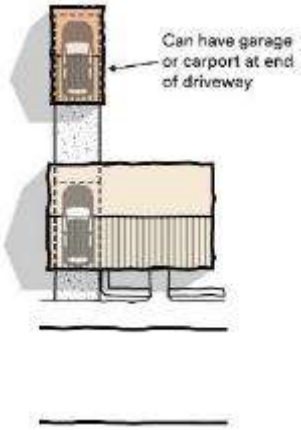
Side by side parking is particularly good for semi-detached houses



The gap between homes can be reduced by having a narrow entrance which widens behind the homes



Particularly among detached houses, parking spaces front to back can also reduce the gap between homes

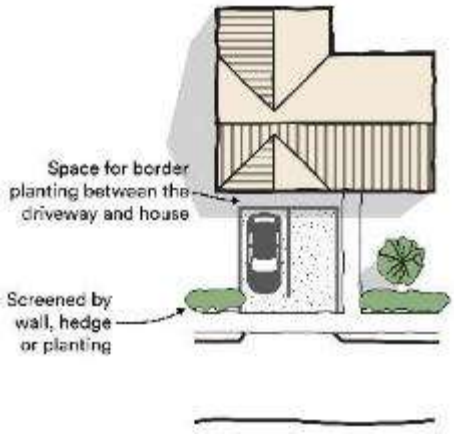


*Overcroft parking where a driveway is accessed through a covered passage **can** help ensure a building line is maintained, even where driveways are prevalent*

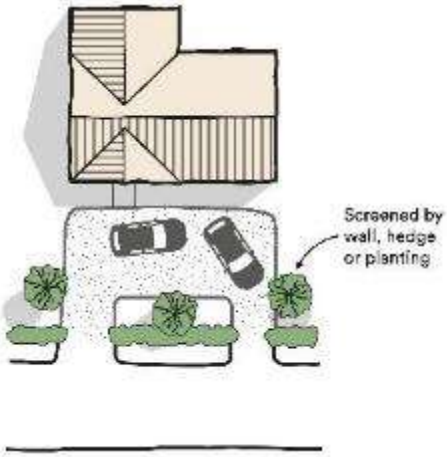
A driveway can be accessed through a covered passage, as demonstrated by this example in Elmley Castle. This can help ensure a building line is maintained, even where driveways are prevalent

Front parking

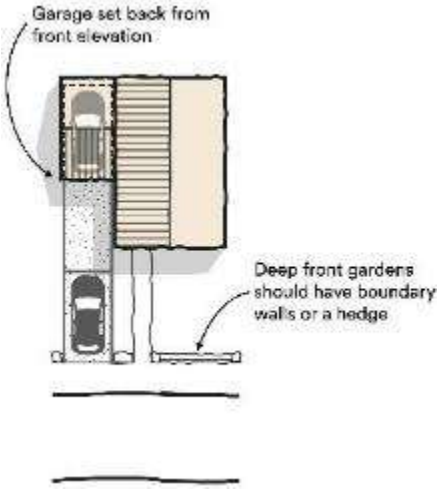
- This configuration **should** usually only be used in the village and rural area types and only when the driveway is screened with a wall or hedge.
- In the village area type, it **must not** be used more often than 1 in 20 houses.
- On larger plots, it **can** also be in the form of a front courtyard with a separate entrance and exit.



Front parking is only appropriate on rare occasions in lower density areas



Front courtyard parking can be used with larger homes with a separate entrance and exit



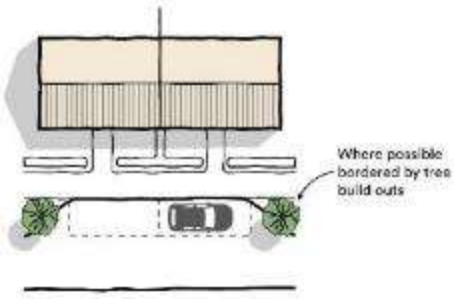
Small garages can be included setback from the front of the home. This can work well for semi-detached and detached houses

On the edge of developments on larger plots, double width side garages can be used

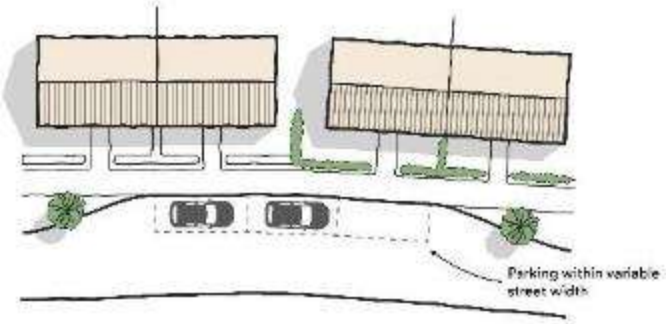
Off-plot parking patterns

On-street

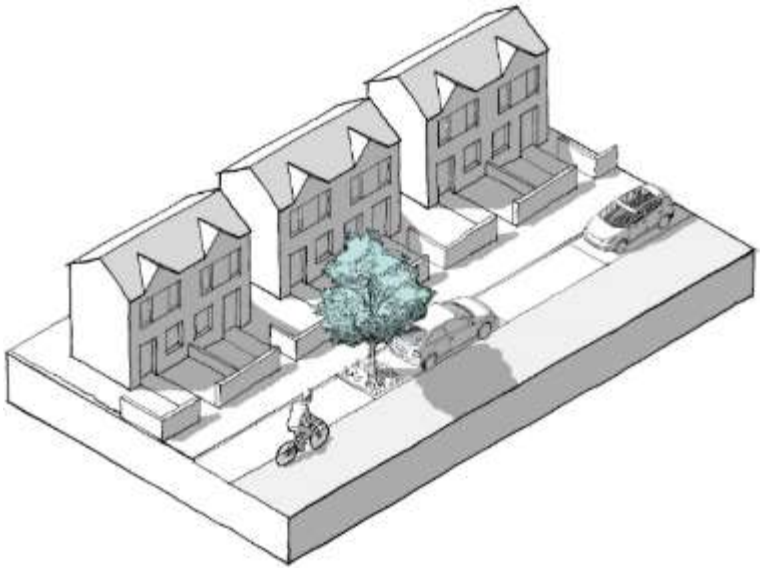
- On street parking **can** be used for homes where only one parking space is required or in front of wide home types where a second parking space can be provided elsewhere.
- On street parking **should** be parallel, not perpendicular. It can be at an angle of 45 degrees if necessary. A footpath **should** be present between the homes and parking space.
- On-street parking **should** be broken up by street trees every 4 spaces or fewer. Informal on-street spaces **can** be included in wider areas of streets with a variable street width.



Formal on-street parking, which can be bordered by tree build outs



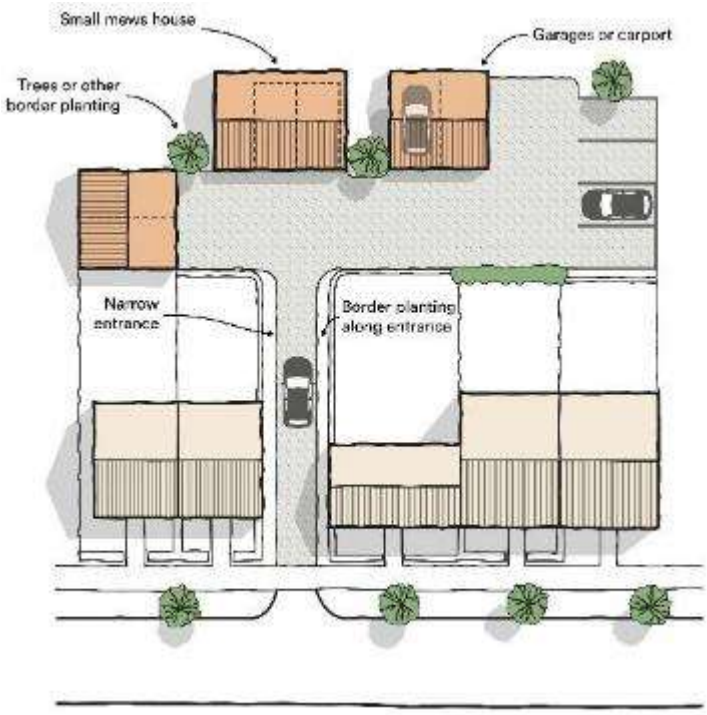
Informal on-street parking sits within wider areas of streets with variable street widths



A street tree is used to break up the visual impact of on-street parking

Rear parking

- This layout **should** be in the form of an informal rear lane and **can** include small homes**,** flats over garages or standalone garages.
- The parking area **should** be screened by street-facing homes.
- This parking **should** be overlooked by neighbouring buildings.
- Rear parking **can** include carports.
- Trees or other planting **should** be included in rear parking areas.



Rear parking for a local centre

Rear parking for a village or rural development

Mews parking

- This layout **should** be in the form of a rear lane but could have an element of courtyard parking.
- Mews **must** include small homes, mews houses, flats over garages or standalone garages.
- This parking **should** be overlooked by neighbouring buildings.
- Rear parking **can** include carports.
- Mews longer than 50 metres **should** include additional pedestrian permeability.

DRAFT – Final wording and layout will change

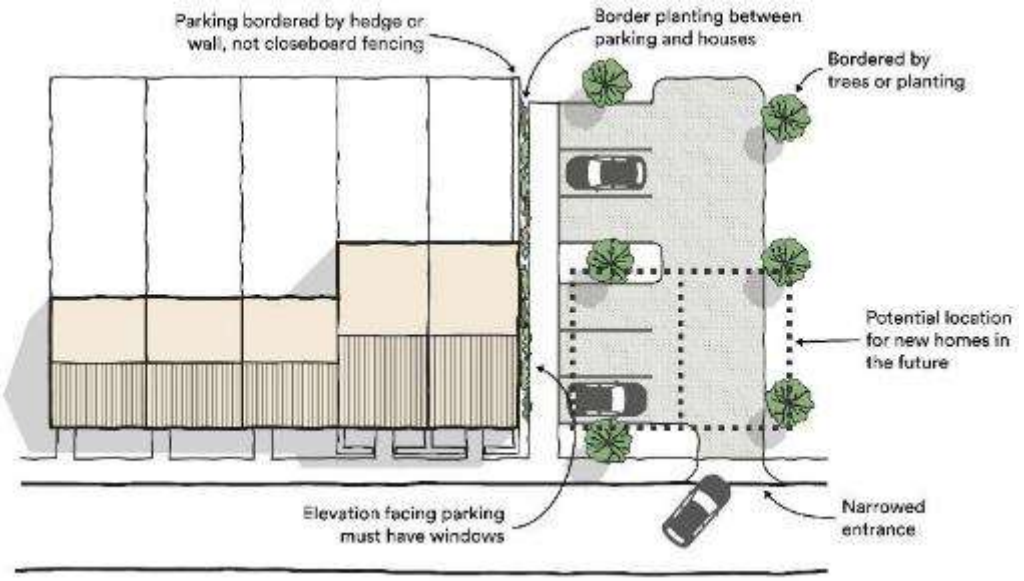
- Trees or other planting **should** be included in mews parking.

Formal mews parking for a local centre

Informal mews parking for a village or rural development

Peripheral parking

- Peripheral parking has the benefit of flexibility and **can** be used in urban areas where parking standards may reduce in future years or in villages and rural areas where they can help improve the quality of the streetscape.



Peripheral parking forming a courtyard to the side of houses, with potential future semi-detached homes shown in a dashed line

A stone wall and hedge-lined lane in Bredon's Norton leads to a gravel parking courtyard enclosed by houses (left) and an entrance into a shared gravel parking courtyard is bordered by planting and houses (right)

Cycle Parking

- Developments **should** provide bicycle storage in back gardens, side entrances (where appropriate) or communal protected areas.
- Public bike parking **must** be located prominently as close to amenities as possible and **must** ensure a clear 1.5m minimum pavement width is maintained.

6. Public transport

Access to public transport is key to providing people with choice for everyday journeys beyond their immediate neighbourhood, especially for those not able to drive. A site or location has good public transport accessibility when dwellings have a public transport stop within walking distance. This is particularly important in Wychavon as railway stations are not easily accessible either from town centres or from surrounding villages.

The local bus service is important to Wychavon locals, especially the elderly and those needing to access out-of-town railway stations

- New bus shelters **must** be built at new bus stops and they **must** provide shelter from the rain and seating.
- The design of bus shelters **must** reflect the local architectural aesthetic and reflect the local character.
- New bus shelters **should** be constructed primarily of stone, brick or timber or a combination of these materials. Materials must be the same as those specified in the Identity chapter. Metal, plastic or majority glass shelters **must not** be built.

Examples of local bus shelters in Overbury (left) and Beckford (right) reflect the local character. A bus shelter should be seen as part of the permanent infrastructure rather than a cheaply constructed temporary structure

E / USE


THE GOLDSMITHY
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E. Use

Sustainable places that function for residents require a mix of amenities and services that underpin everyday activities and enjoyment of place, ideally within walking or cycling distance of their homes. Places that lack an appropriate balance of uses, tenures and amenities, do not encourage communities, may skew heavily to one demographic, and lack adequate spaces in which communal bonds are developed.

1. Efficient use of land

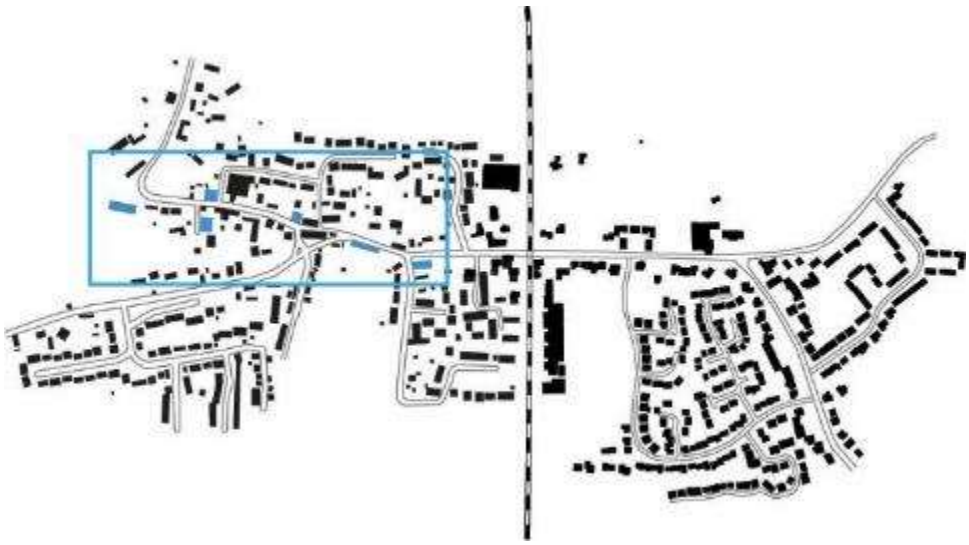
New developments are often built purely as residential areas at low densities. New development **must** prioritise efficient use of land. A row of terraced houses, for example, with parking in a rear courtyard or mews lane, allows for front gardens not dominated by driveways and higher densities of housing generally. All while better reflecting the rural character of most settlements in the area.

- Higher densities **must** be situated nearer local amenities, such as transport, shops, schools and other services.
- One-bedroom houses are a very inefficient use of land and environmentally unsustainable. Therefore, at least 80% of one-bedroom properties **should** be flats in buildings at least two storeys high. Exceptions are homes for the elderly where ground floor accessibility is required.

2. Mixed uses

New development **must** promote a balanced mix of uses, activities and amenities both within the new development itself and the wider context of the existing settlement.

New development **must** fit in with the existing network of activities and amenities that support daily life. It **must not** be a disconnected extension of the settlement, but rather form a continuity in which existing amenities are easily accessible to new developments.



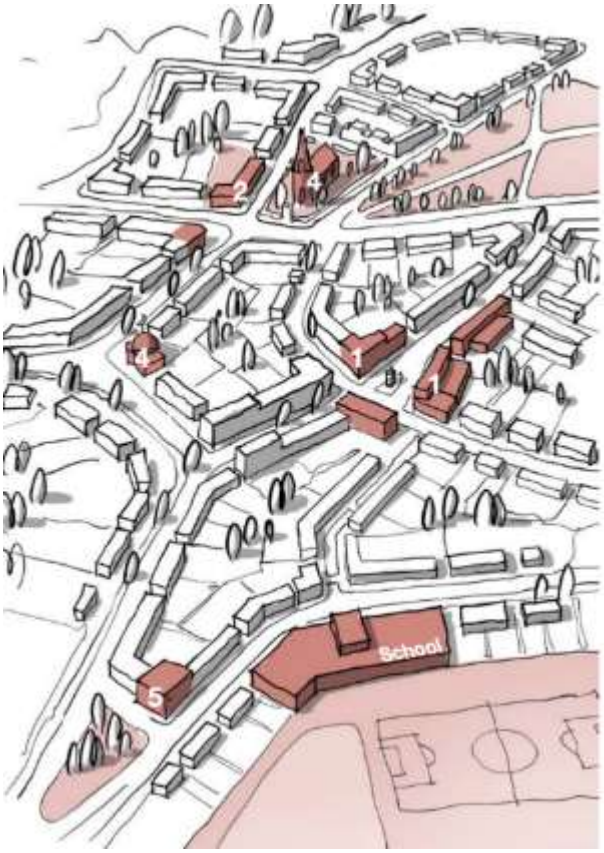
Suburban development to the east of this railway line features numerous cul-de-sacs and has few community amenities compared to the historical village centre (shown in blue), promoting a significant imbalance in amenity accessibility

3. Community amenities

Community spaces underpin the social life of the village, providing the physical spaces where social cohesion grows and where neighbourly informal interactions can take place. These spaces and facilities **must** be located as accessibly as possible for the communities they serve.

Where there is a clear need for a certain resident amenity, new development **should** seek to meet that need by providing the spaces to meet those needs.

In order to avoid amenity isolation, if deemed necessary, new development **should** provide new amenities in the form of social and communal spaces. This avoids heavy residential sprawl that promotes imbalances within settlements in accessing amenities.



An illustrative image from the NMDC showing an appropriate mix of uses and amenities in a settlement, centred around key hubs such as parks, squares and prominent junctions.

- New community spaces **must** be positioned to best integrate with the existing settlement and provide a focal point for community life.
- New amenity spaces **should** be designed to be flexible in their use, allowing them to change with community needs over time. Potential uses which **should** be considered:
    1. **Cultural and community facilities**: village hall, community hubs and other cultural facilities;
    2. **Schools:** located alongside other uses, schools can be gathering spaces for children and parents;
    3. **Local shops:** corner shops, food shops, hardware stores;

4. **Pubs/cafés**: places where people can meet, socialise and even work;
5. **Medical facilities:** health facilities **should** be in accessible locations in the heart of a community;
6. **Places of worship:** new buildings for religious worship are an important community function as places of congregation and community and can be integrated into new developments; and
7. **Homeworking hubs:** homeworking employees can support local facilities and there can also be scope to provide facilities to support home workers. Hubs include meeting spaces, shared resources such as printers, and even a delivery address.

4. Schools

Schools, like other buildings, should fit in, facing the street and sitting along the building line, with parking and sports pitches behind the building

- Schools **must** fit in, adding to the character of a place rather than detracting from it.
- Schools **should** follow the same design codes as other buildings, particularly those around materials, building lines and height.
- If a school requires parking or an off-street drop-off area, this **should** be behind the building, not in the front.
- Schools **should** be located along walking or cycling routes.

Street-facing schools in Ashton under Hill (top) and Overbury (bottom)

F / PUBLIC SPACE

F. Public Space

New streets **must** reflect the character of their area. This character will be different depending on where the street sits in the street hierarchy and the context in which it is located.

1. Street design

The Cotswolds Edge area is rural in character, consisting entirely of villages of varying sizes. Consequently, street types in this Area are limited in overall number and **must** be of a rural character. Larger modern housing developments are uncommon, mostly found in Broadway and Bredon, while most residential streets are within villages on quiet lanes.

Street design has a clear impact on place quality. This code aims to preserve the rural character of existing streets and settlements rather than permit urban, suburban or car-dominated environments.

The street types in this design code are based on those defined in the National Model Design Code (NMDC) with some amendments and sub-categories based on local context.

Street types in new developments **should** include a mix of the following:

- Primary streets
- High streets
- Secondary streets
- Local streets
- Tertiary streets

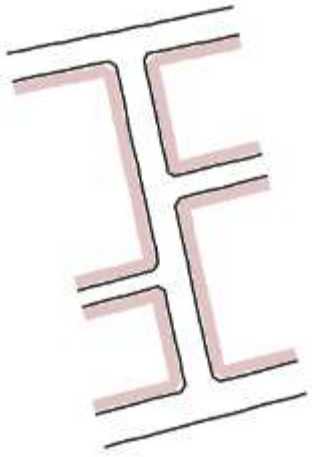
Street design principles:

Must

- Reflect the rural character of the area through variable setbacks and variable street widths and soft edges where possible.
- Be designed to place the needs of pedestrians first and foremost.
- Be designed to respond to their place and sustainable movement functions, not their desired car capacity nor a desire to maintain traffic speeds.
- Include street greenery (trees, shrubs and verges) to soften streets and support biodiversity.
- Sensitively integrate on-street parking.

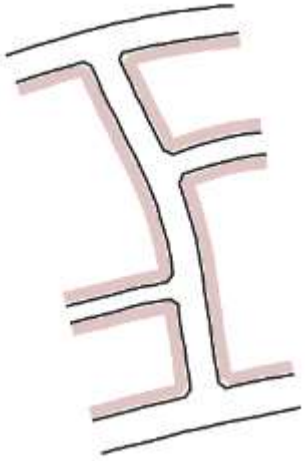
Should

- Include sustainable urban drainage systems (SuDS) such as rills and swales depending on site specific requirements.
- Streets **should not** be straight as this does not reflect village lanes common in the area.
- Be gently curving to reflect the rural character of the area.
- Include public seating to allow residents to rest along their walks.



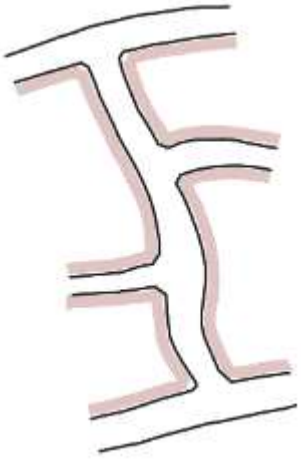
Formal streets

Straight, formal streets like this **should** only be built in local centres.



Informal streets

Curved streets like this are especially appropriate in villages and rural areas, adding visual interest and revealing the facades of homes.



Informal streets with variable street widths

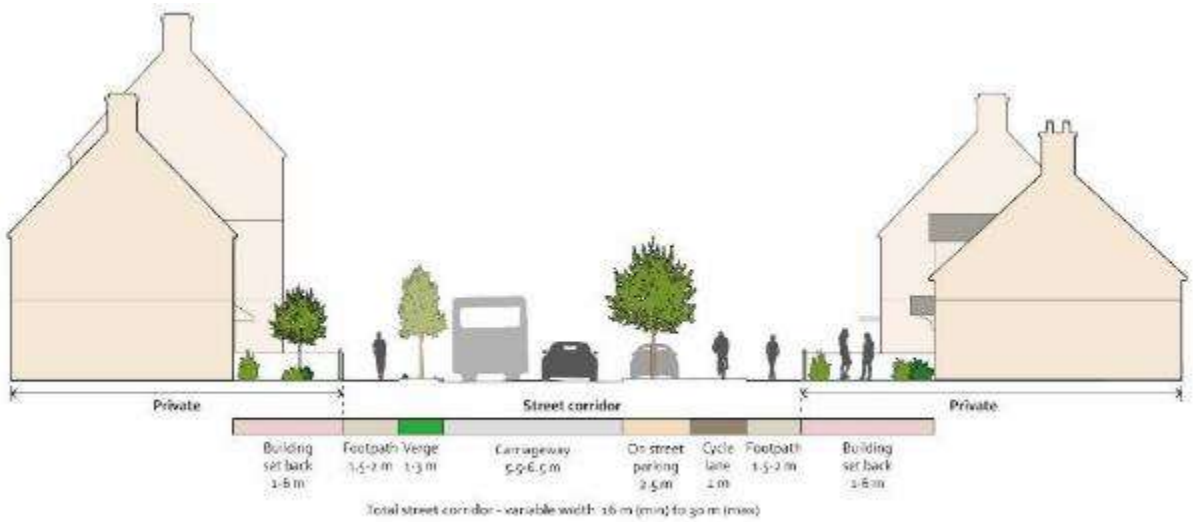
Informal streets of this nature are the preferred street type in villages, the variable street width offering space for on-street parking.

Street types

The design codes specify street types which **should** be used for new developments. Each street type includes a code table with a permitted range for a number of variables such as widths and setbacks, as well as an example street section to demonstrate the character and design of the street type. Where codes differ between area types, this is specified in the table.

Primary streets

Primary streets often lay at the heart of a town or village and **should** balance a high movement function with place functions (shops, amenities, public space). They **must** be designed as places for people, not just cars. Primary streets are likely to be found only in the largest developments.

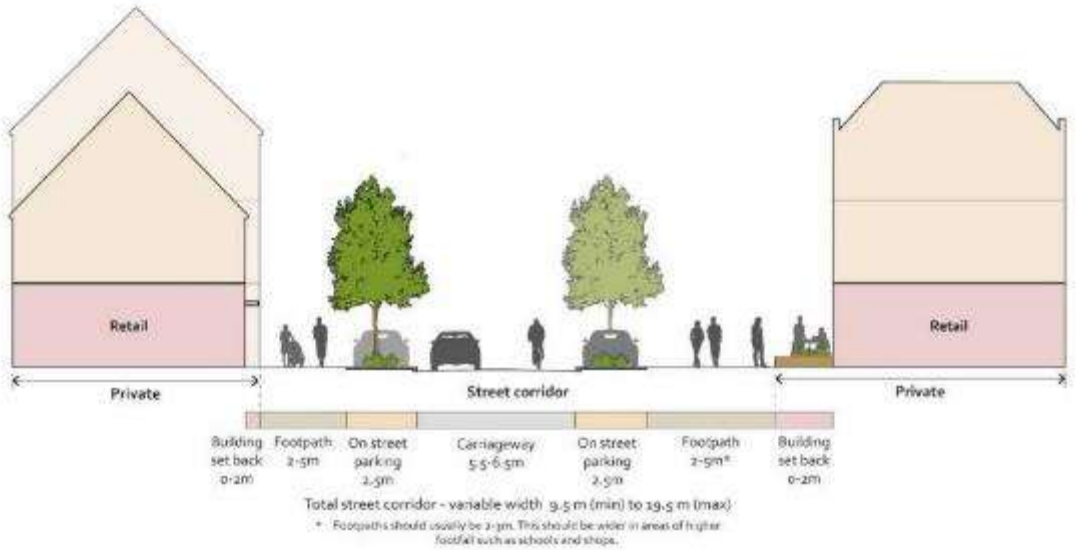


Design feature	Coding
Street function	The street **should** allow through-traffic including public transport
Design speed	**Must** be 20 mph
Carriageway width	Carriageway width **can** vary. A maximum carriageway width of 6.5m is proposed
Cycle lane	**Must** be included and be 2m if on both sides or 3m if two-way on one side of the street
Parking	Parking **should** be provided on street but broken up by trees, planting, or street furniture in verges or build outs
Footpaths	Pavements **should** be 1.5 - 2m wide
Verges	Verges **should** be on at least one side of the carriageway and between 1 - 3m in width. This **can** be wider if SuDS are required. Where trees are planted, verges **must** be 2m wide (minimum)
Street trees	Street trees **must** be included and **should** be planted in verges or build outs and be spaced every 10 - 20m
Setback	Setbacks **should** vary between 1 - 4m (town and local centres) or 2 - 7m (suburbs, village and rural)

An example of a primary street running through the heart of a village, Kemerton Road in Bredon

High streets

These are the main commercial streets in towns and local centres and tend to be of a higher density with shops and businesses on the ground floor and flats or offices above. Deeper setbacks and wider pavements in key areas allow cafes and shops to 'spill out' and provide space for higher numbers of pedestrians.

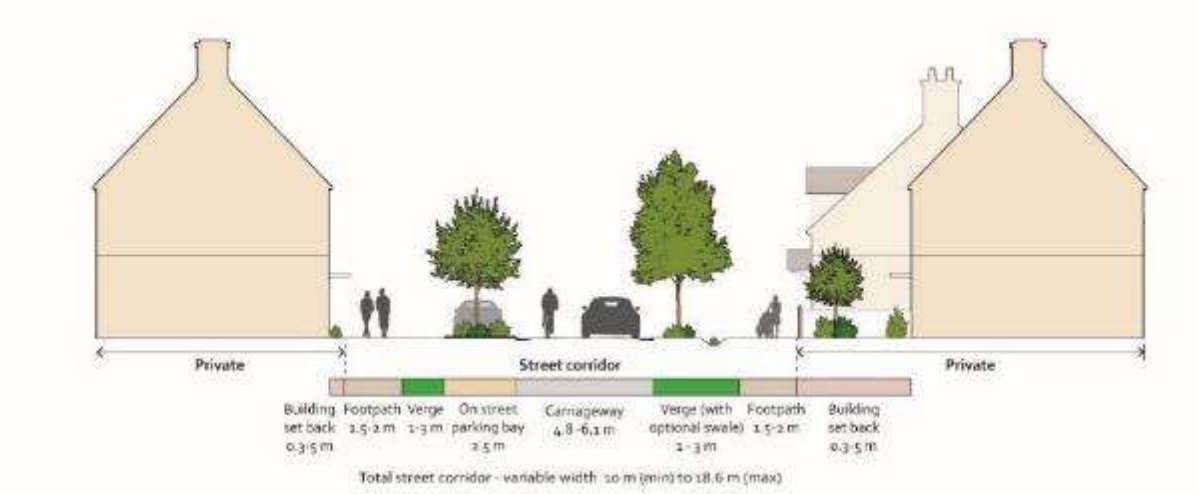


Design feature	Coding
Street function	High streets **can** pass through town and local centres and mixed-use areas and **should** allow high levels of through-traffic including public transport
Design speed	**Must** be 20 mph
Carriageway width	Streets **should** typically be 2 lanes wide and **must** have a maximum carriageway width of 6.5m
Cycle lane	**Can** be included and be 2m if on both sides or 3m if two-way on one side of the street
Parking	Parking **should** be provided on street and be broken up by trees, planting, or street furniture in build outs. In mixed use areas, cycle parking **should** be provided in build out
Footpaths	Pavements **should** usually be 2 - 3m wide. This **should** be wider, up to 5m, in areas of higher footfall such as schools and shops
Verges	Verges **can** be on one side of the carriageway and **should** be between 0.5 - 2m
Street trees	Street trees **must** be included on all streets and **should** be planted in the carriageway, in verges, between on-street parking or build outs and be spaced every 8 - 15m
Setback	Setbacks **should** usually be om but **can** vary and be between 0 - 2m to accommodate outdoor seating for cafes and restaurants

The High Street in Broadway is a beautiful example of a tree-lined high street with generous green verges and 'spill out' space for shops.

Secondary streets

These **should** link to primary and high streets and provide access into residential neighbourhoods and **can** accommodate corner shops and community facilities such as schools or village halls.



Design feature	Coding
Street function	Though these streets are similar in appearance to local streets, they will be wider and **can** have higher traffic flow and **can** accommodate some mixed uses
Design speed	**Must** be 20 mph
Carriageway width	The carriageway **must** only be as wide as is needed (between 4.8 - 6.1m). The maximum width of 6.1m **must** only be used on streets designed to accommodate buses
Cycle lane	**Can** be included in particularly busy areas and be 2m if on both sides or 3m if two-way on one side of the street
Parking	On street parking **must** be broken up by trees, planting, or street furniture in build outs (positioned every 3-5 spaces)
Footpaths	Footpaths **should** be between 1.5 - 2m and **can** be on only one side of the carriageway where appropriate
Verges	Verges **should** be on at least one side of the carriageway and **should** be between 1 - 3m in width. This **can** be wider if SuDS are required. Where trees are planted, verges **must** be 2m wide (minimum)
Street trees	Street trees **must** be included in verges or build outs and **should** be spaced every 8 - 15m
Setback	Setbacks **should** vary and be between 0.3 - 3m (town and local centre) or 1 - 6m (suburbs and village)

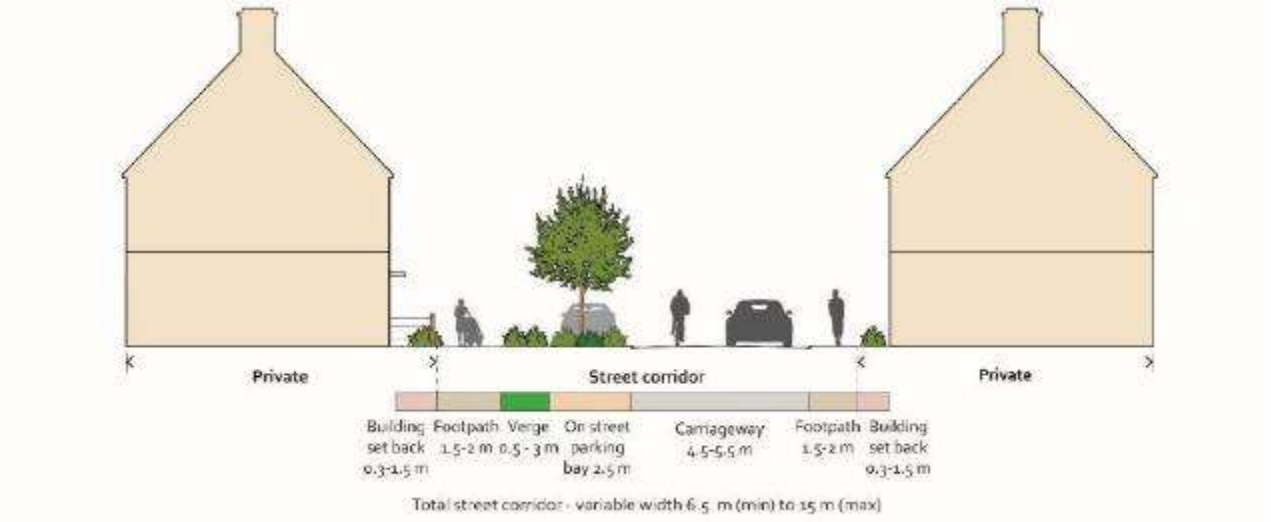
Tree-lined Main Street in Elmley Castle (left) and Elmley Road, a secondary street in Ashton under Hill (right)

An example of a secondary street with a mews behind and a network of local and tertiary streets branching off

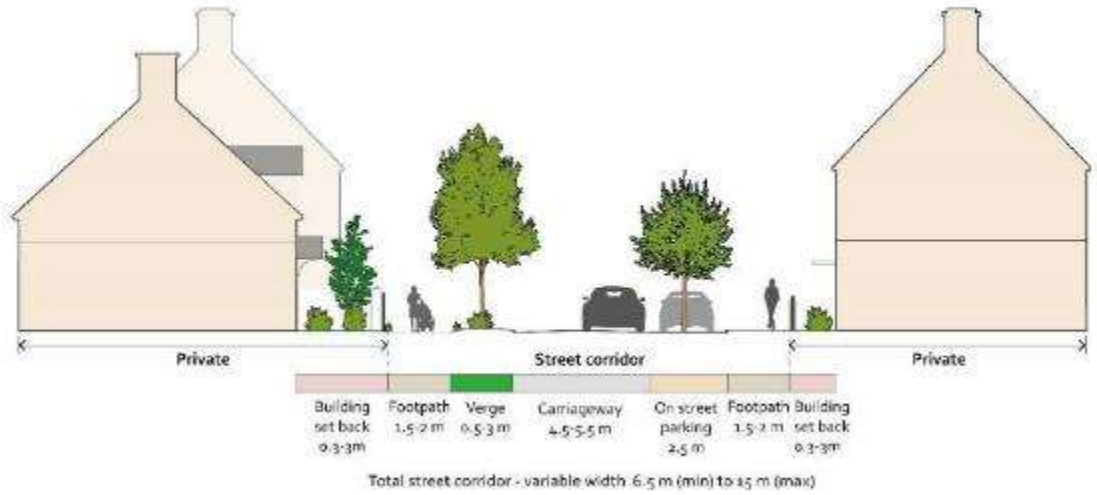
Local streets

These are the most common streets in most villages, linked to secondary streets and sometimes primary streets. They **must** be designed as attractive, quiet places to live that prioritise the needs of pedestrians.

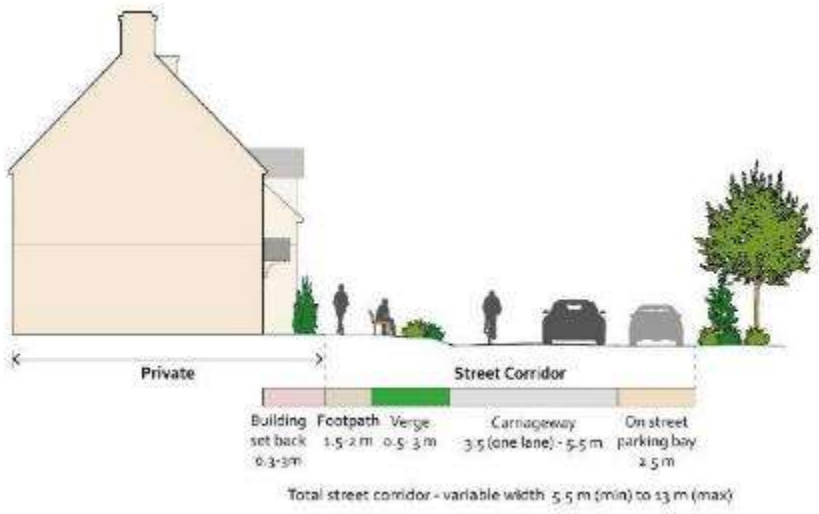
Through a local centre:



Within a village:



Along a village or rural edge:



Design feature	Coding
Street function	The streets **should** accommodate low levels of traffic typical of residential streets and **must** provide a safe environment for walking and cycling
Design speed	**Must** be 15 mph
Carriageway width	These **should** be as narrow as possible (between 4.5 - 5.5m in width) and it **should not** be necessary for two vehicles to pass at all times. Single lane carriageways **should** be 3.5m in width
Parking	On street parking **must** be broken up by trees, planting, or street furniture in build outs (positioned every 3-5 spaces)
Footpaths	**Can** be shared surface but where required, footpaths **should** be between 1.5 - 2m and **should** only be on one side of the carriageway where appropriate
Verges	Verges **should** be on one side of the carriageway and be between 0.5 - 3m. This **can** be wider if SuDS are required. Where trees are planted verges **must** be 2m wide (minimum)
Street trees	Street trees **should** be planted in verges, build outs or the carriageway and **must** be spaced every 8 - 20m
Setback	Setbacks **should** vary and be between 0.3 - 1.5m (town and local centre) or 0.3 - 3m (suburb and village). The setback **can** be greater on single sided / rural edge streets

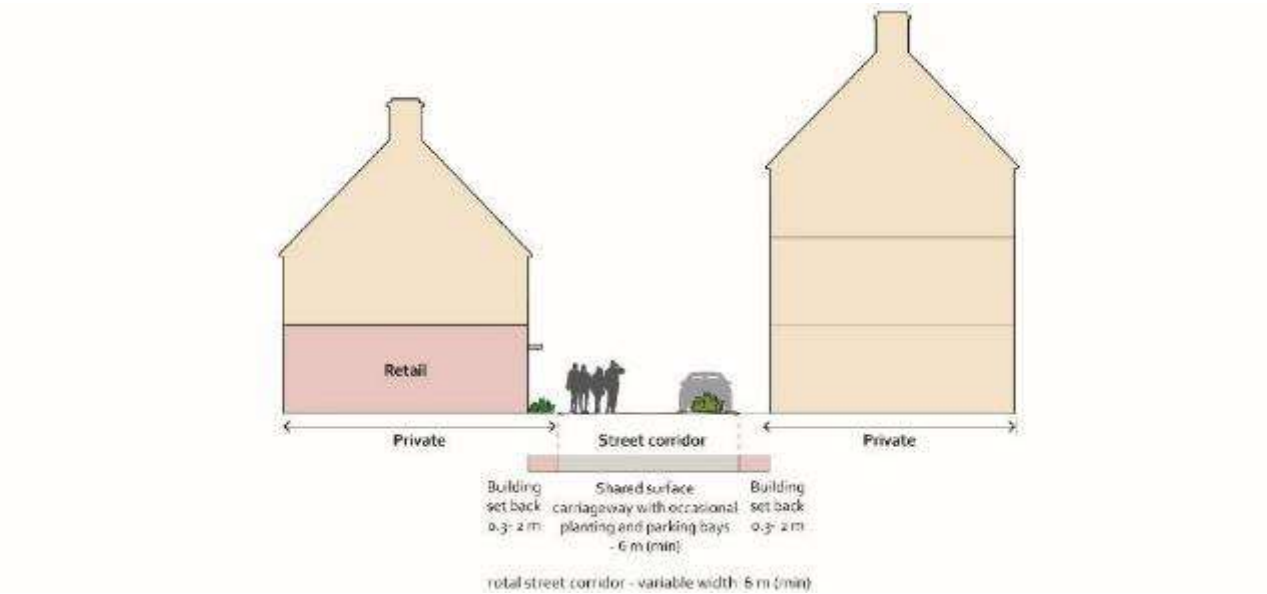
Church Street in Bredon

Church Row in Overbury

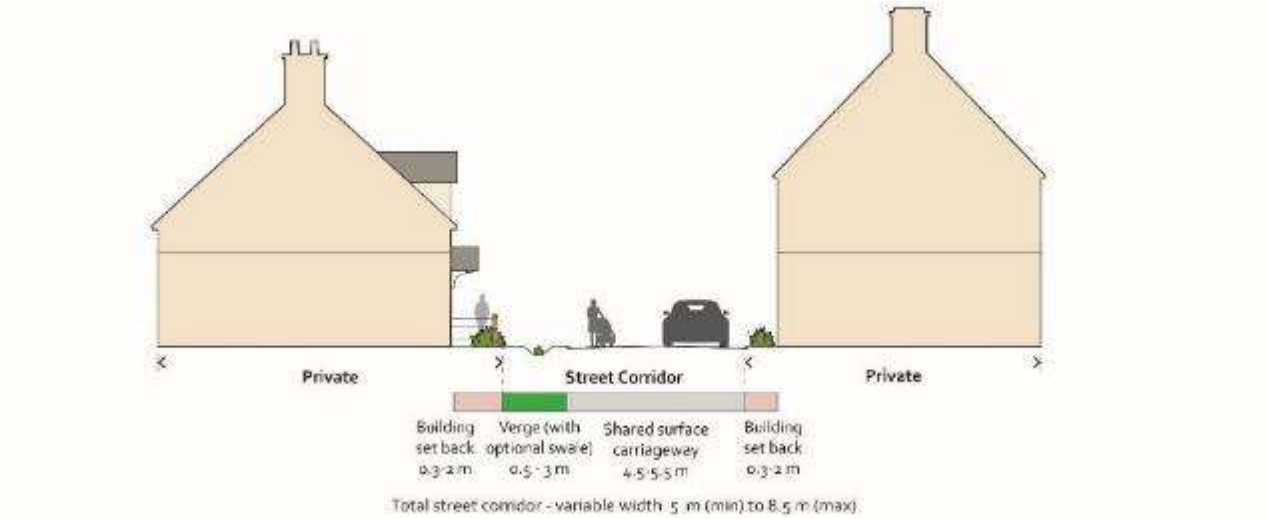
Tertiary streets

These are narrow, characterful streets often with a variety of functions. These shared surface streets **should** link to secondary or local streets or sometimes to high streets and provide a safe environment for pedestrians, cyclists and low levels of traffic.

Within a town or local centre:



Within a suburb or village:



Design feature	Coding
Street function	Functions will vary. Streets in local centres can have commercial uses but most **should** be quiet shared surface residential lanes
Design speed	**Must** be 15 mph
Carriageway width	Street **must** consist of a shared surface carriageway and **should** be kept as narrow as possible. It is not necessary for two vehicles to pass at all times. Commercial streets **should** be a minimum of 6m in width. The width of residential streets **should** vary and be between 4.5 - 5.5m
Parking	On street parking **must** be broken up by trees, planting, or street furniture. In mixed-use areas cycle parking **must** be provided in build outs
Footpaths	NA - carriageway **must** be designed as a shared surface
Verges	Verges **can** be on one side of the carriageway and **should** be between 0.5 - 2m. This **can** be wider if SuDS are required. Where trees are planted, verges **must** be 2m wide (minimum)
Street trees	Street trees **should** be planted in verges, build outs or the carriageway and **must** be spaced every 8 - 20m
Setback	To create a varied, rural character, setbacks **should** vary and be between 0.3 - 2m (town and local centre) or 0.3 - 3m (suburb and village). This allows for modest border planting while ensuring a sense of enclosure

Shared surface lanes with border planting in Bredon (left) and Poundbury (right)

Tertiary streets – mews and parking courtyards

Mews are narrow shared surface streets often to the rear of houses. They often include landscaped parking courtyards that are well overlooked. Though they are not currently present in the south of Wychavon, they are a key means of ensuring we create new homes at a 'gentle density' with streets that are not dominated by driveways and cars.

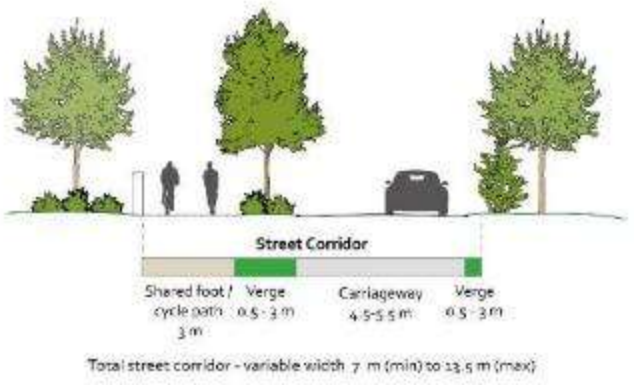
Mews:

Design feature	Coding
Street function	To provide vehicular access to and parking to limited number of homes (this **should** be for no more than 15 homes). Where appropriate, vehicular access **should** be filtered
Design speed	**Must** be 10 mph
Carriageway width	This **must** be 6m (without parking) and 8m (with parking). Localised narrowing to 4.1m is permitted at access points. The surface **should** be level and include a central channel
Parking	Parking **must** be well-overlooked and **should** be in perpendicular bays (2.5x5m) within a well-landscaped courtyard. Where appropriate, parallel parking bays (2.5x6m) **can** be used adjacent to the carriageway
Footpaths	NA - carriageway **must** be designed as a shared surface
Street trees	Trees **must** be planted between parking bays at 3-5 space intervals. Where possible, they **should** also be provided in the carriageway
Setback	**Must** be between 0.3 - 1m to maintain a sense of enclosure

A parking courtyard in Broadway (left) and a mews in Upton (right)

Tertiary streets – rural lanes

These streets have a distinctly green and rural character and **should** only be used in the rural area type. They connect settlements and typically pass through areas of countryside or the edges of villages.



Design feature	Coding
Street function	To provide safe and direct commuter and leisure routes on the edge of or between villages
Design speed	**Must** be 20 mph
Carriageway width	**Should** be between 4.5 - 5.5m
Parking	Parking **can** be in informal areas of variable street width
Footpaths	**Should** have a separate 3m foot / cycle path
Verges	Verges **must** be on both sides of the carriageway and **should** be at least 0.5m in width. Where trees are planted, verges **must** be 2m wide (minimum)
Street trees	Street trees **must** be planted within verges every 10 - 20m or included in front gardens of homes

Rural lanes in Kemerton (left) and Westmancote (right)

Public realm materials

Streets

- The maximum kerb height **should** be 60mm in local centres.
- All kerbs in new developments **should** be conservation kerbs.
- In rural areas, kerbs detract from a rural character and **should** only be used on street junctions.

Parking

- On-street parking within town and local centres **should** be paved with setts or block and brick pavers. In villages and rural areas on-street parking **can** be the same material as the carriageway.

Footpaths

- Standard black tarmac **should not** be used as a paving material for footpaths.
- Within local centres, footpaths **should** be stone or block pavers.
- Within the village and rural area types, footpaths **should** be stone, imitation stone, gravel or resin-bound gravel.
- Within the rural area type, footpaths **can** be concrete slabs or blocks.

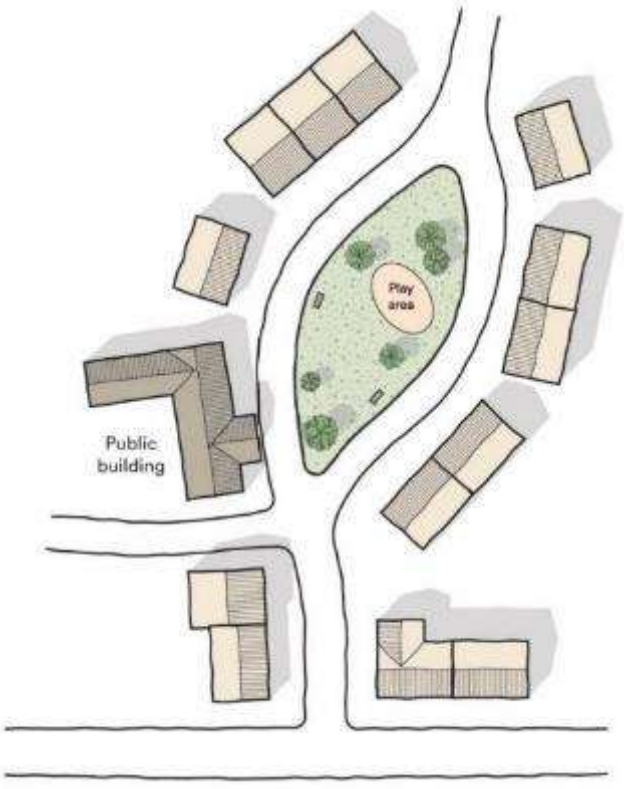
Stone paving at The Lygon Arms in Broadway

2. Green spaces and play areas

With the countryside within easy reach of most residents in Wychavon, formal parks have historically been uncommon within villages. However, many villages include public green spaces such as a green as focal points at the heart of the community. These spaces provide informal settings for activities such as meeting, resting, playing, holding events and parking.

- New developments **must** include green spaces of an appropriate size. These can include village greens, wide verges, natural open space or playing fields.
- Safe, accessible green spaces **should** be included within 5 minutes' walk of all homes.
- Parks and green spaces **must** include benches at least every 300 metres along public footpaths in well-overlooked areas
- Public spaces **should** be appropriately sized and proportioned. In new developments, it is good practice to identify suitable nearby precedents to inform their dimensions.
- Meeting places **should** act as a focus for public uses such as educational buildings, churches, pubs, restaurants and cafes. They are also gathering spaces for uses that draw large numbers of people such as markets and village fêtes.

Village greens
In medium and large developments, a village green **can** be the heart of a new neighbourhood. It **can** host play areas, seating, an orchard or SuDS. Public amenities such as a café or community building **can** be placed along the green.



*A small village green **can** be a gateway and host public buildings, forming the heart of a new neighbourhood*

The village green in Broadway is the heart of the village and extends outwards in the form of wide green verges. It's surrounded by shops and pubs.

Wide verges

In some villages, wide verges **can** play the role of village greens. Often these would have been greens before roads were widened and paved.

In Kemerton, wide verges are an important public space, linking the north and south parts of the village and offering public seating.

Playing fields

In larger developments, playing fields **should** be provided for a wide range of activities.

Playing fields are a significant public space in Bredon, this one area hosting the rugby, tennis and bowling clubs and multiple football fields. They're coterminous with the village hall and a surgery

3. Street furniture

Street furniture is often overlooked but is critically important in projecting civic pride and creating beautiful streets which feel well looked after. Street furniture **can** be seen as a good opportunity for involving local craftspeople to create designs unique to their area, especially in Broadway with its long tradition in the Arts & Crafts movement.

In designing and selecting street furniture, a key consideration **must** be long term costs, prioritising durable pieces which will last, including the long-term benefit on civic pride.

Bins

- In local centres, public litter bins **should** be cast iron or hardwood timber and floor mounted.
- In villages and rural areas, bins **should** be hardwood timber.
- Cast iron enclosures **should** be painted black, brown or green.
- Hardwood timber bins should be left natural or with a neutral or dark stain.
- Bins **should** have partially enclosed lids to prevent overspill from wind and wildlife.
- Bin signage **should not** use bright, garish colours.
- Bins **can** be double units with separate litter and recycling bins.

Examples of a timber bin (left) and a cast iron bin (right). Images from Wybone and Broxap

Benches

- Provision of benches in villages is encouraged to provide resting places, especially for elderly residents. Benches **should** be distributed regularly along popular walking routes, for example along primary routes towards bus stops, green spaces or local centres.
- Benches **should** be cast iron or hardwood timber such as the examples below.

Examples of a cast iron bench (left, image source Black Country Metalworks) and a timber bench (right, image credit Broxap)

Signage

- Street signage throughout Wychavon **must** be kept to essential signage only to maximise space for pedestrians and wheelchairs and reduce street clutter. Signs **should** be combined on shared posts.
- Out-of-village signage **should** be placed on traditional cast metal fingerposts painted white with black detailing.
- Signposts within villages **should** be constructed from timber.

Traditional cast metal sign in Kemerton (left) and a timber signpost in Ashton under Hill (right)

Lighting

Street lighting is not common in Broadway and the Bredon Hill area, in line with the council's objectives to maintain dark skies and reduce light pollution. In some developments, lighting **can** be required.

A traditional streetlight along Broadway's High Street (left) and a similar lamp from a manufacturer's heritage line of products (right, image credit DW Windsor)

- Lighting columns **must** be human-scale and **must** be a maximum of 5m high (local centres and along roads) or 4m high (villages and rural areas).
- Lighting **should** be placed on columns or mounted to buildings.
- Streetlights **must** be a "heritage" lantern style and **should** be finished in black.
- Lighting columns **must** be made from metal.
- Street lighting **must** have a colour temperature no higher than 3,000 Kelvin (2700K on residential streets and rural areas) to minimize the amount of harmful blue light in the spectrum.
- Glare-free or low glare light engines **should** be specified to mimic the soft light quality of a traditional light. Multi-array LED lights **must not** be used.

Miscellaneous

- Planters **can** be included when tree or ground planting cannot be used. Seating **can** also be combined with planters.
- Residential electric vehicle chargers **must** be discreet, preferably housed within existing structures such as lamp posts or bollards (only where cables would not cause a trip hazard).
- Charging points **must** not obstruct pedestrian walkways or intrude on existing pedestrian or cycling space.

A discreet building or wall-mounted EV charger is an appropriate option for courtyard parking (left), or a charger can be included in a lamp post or bollard (right)

- Plastic bollards are increasingly common within villages. These are out of keeping with the character of the area, are easily damaged and **must not** be used.
- In local centres, traditional cast iron or timber bollards **must** be used.
- In villages and rural areas, timber bollards **should** be used.

*Plastic bollards **must not** be used (left). Instead, in villages and rural areas, timber bollards are a more sympathetic option (right).*

4. Services and utilities

New developments **must** be designed with the resident first. They **must not** be designed prioritising refuse vehicles.

Refuse collection options for new developments **should** be one of the options below.

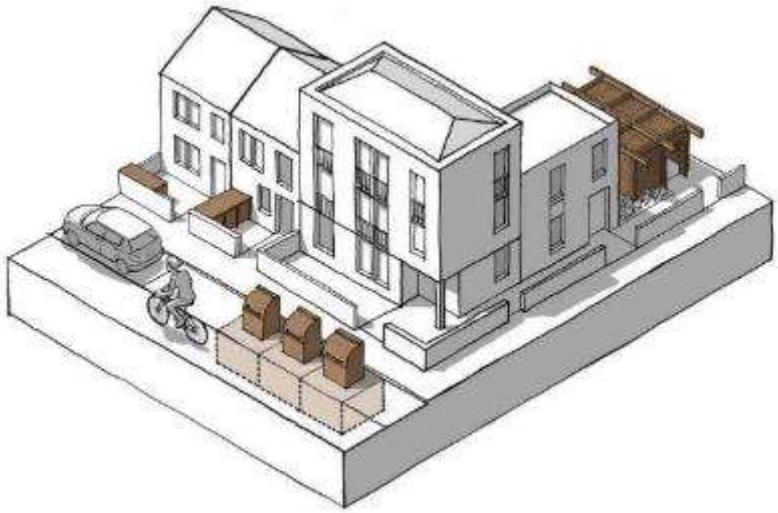
In-curtilage provision:

- With detached or semi-detached houses, this **can** be provided to the side or rear of the property (from within rear parking area or a service alley).
- For terraced housing, collection **should** either be from the rear (from within a rear parking area or a service alley) or a bin store **must** be provided if at the front of the house.

Communal provision:

An alternative for terraced housing as well as for flats is communal provision. Reference **should** be given to guidance on carry distances and distances to collection points.

- These **can** be underground if council collection permits.



Refuse collection options including discreet bin stores in front gardens, rear bin stores and communal on-street collection points

Bin enclosures

- Refuse storage, whether in wheelie bins, larger communal bins or bagged, **should** be concealed within bin enclosures to help maintain the quality of the streetscape.
- Bin enclosures **must** be timber, stone or brick.
- If stored at the front of the house, the bin store **should** be concealed behind a wall or hedge.


*Timber bin enclosures are recommended and **should** be concealed as much as possible*

G / BUILT FORM

G. Built Form

The setting of all buildings, whether houses or commercial buildings, or within villages or in the countryside, **should** be carefully considered. Further guidance can be found in the Cotswolds AONB *Landscape Strategy and Guidelines*.

- Attention **must** be paid to impact on views into and out of a site.
- Buildings **should** be located to sit comfortably in the landscape.

Homes sit nestled in the landscape in Bredon's Norton

1. Development pattern

Settlements in the Cotswolds Edge Area are distinct in how they fit within the landscape. Broadway sits at the very edge of the Cotswolds on the western Cotswold escarpment which dominates views eastwards from the village. Bredon Hill is a dominant presence of the villages in the area, many of them rising upwards along the slope of the hill.

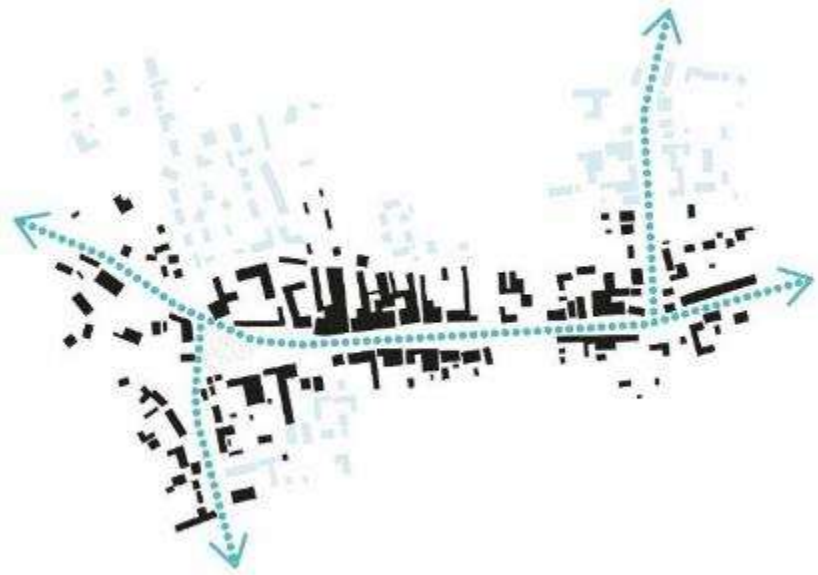
Typical of other Cotswold settlements, Broadway has a denser historical core which stretches along the High Street, a mix of scales and architectural styles ranging from the vernacular to 20th century Arts and Crafts interpretations of a Cotswold cottage. Despite the varied age of the buildings, there is a sense of rhythm, harmony and balance and this **should** be continued in new developments.

Villages in the Bredon Hill area are, on the whole, much less dense with buildings spread further apart on larger plots of land. This reflects their pattern of development of disparate farms and hamlets which eventually grew into a village. The character is more rural, buildings generally lower, with a wider mix of historical architectural styles ranging from 15th century timber-frame cottages to stone and brick buildings into the 20th century. Much of the development from the 19th century to the present day has been infill, closing the gaps between far older buildings.

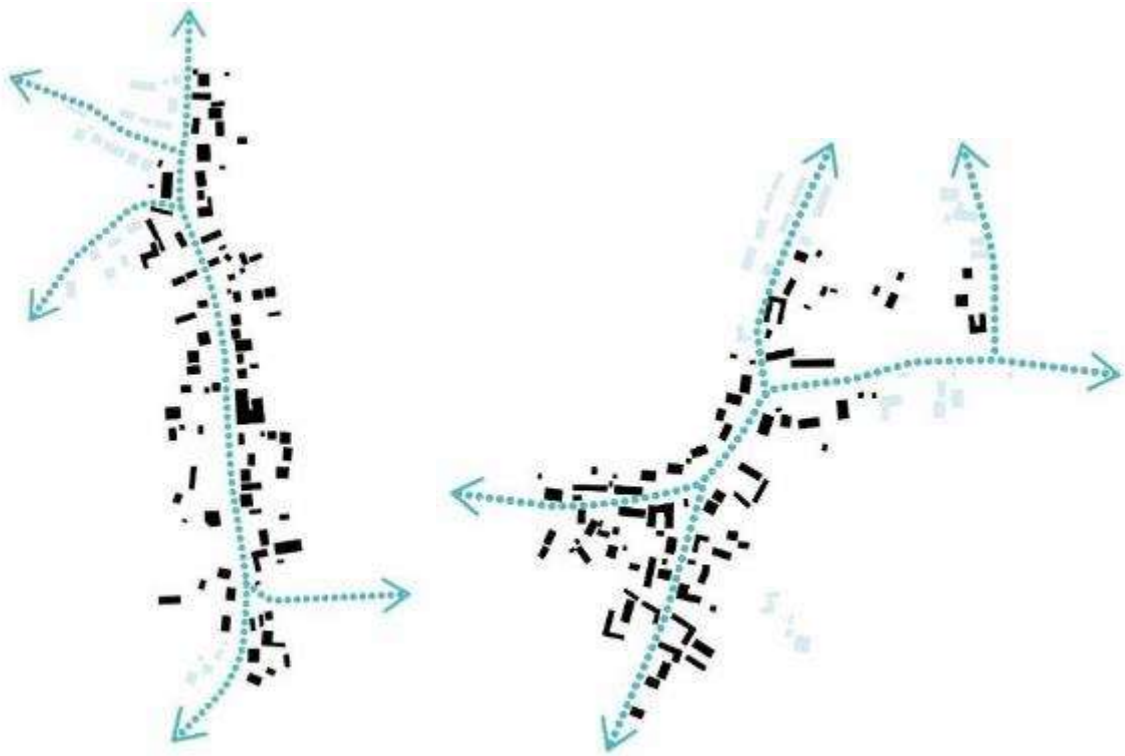
Settlements in the area developed mainly in a linear manner over the centuries. When expanding villages with new developments, the key is to consider how new development would naturally occur, reflecting an organic pattern of expansion over centuries.

- New layouts **should** start with a careful study of the existing development pattern in the local area and aim for a design which sympathetically fits in to the existing settlement.

These diagrams demonstrate the general pattern of development within Broadway, Ashton under Hill and Kemerton. The dark buildings represent historical buildings, while 20th century developments are the lighter buildings.



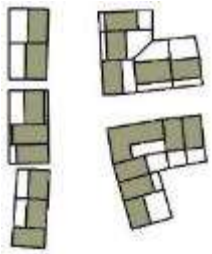
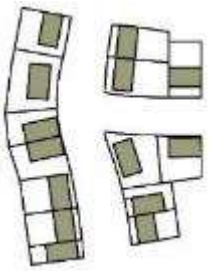
Broadway developed in a linear manner, the High Street stretching eastwards with very little development diverting from this pattern until the 20th century.



Ashton under Hill (left) also developed in a linear manner, though with isolated houses and farms eventually filling in over the centuries. East/west branches developed as the village expanded. In contrast to most villages in the area, Kemerton (right) initially developed in a compact cluster before expanding northwards in a more linear manner.

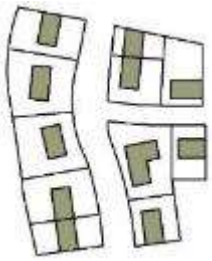
2. Density

Developments **should** follow the principle of places with a heart – a denser centre with density tapering off at the edges. These dwellings per hectare (dph) figures are averages but even within the individual area types, densities **should** be higher around recognisable centres and along primary routes.

Area type	Area type diagram	Average dwellings per hectare (dph)
Local centre		40-60 dph
Village		20-40 dph

DRAFT – Final wording and layout will change

Rural

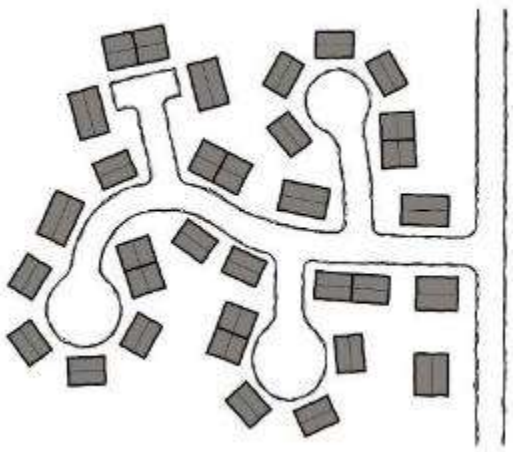


Below 20 dph

3. Layout principles

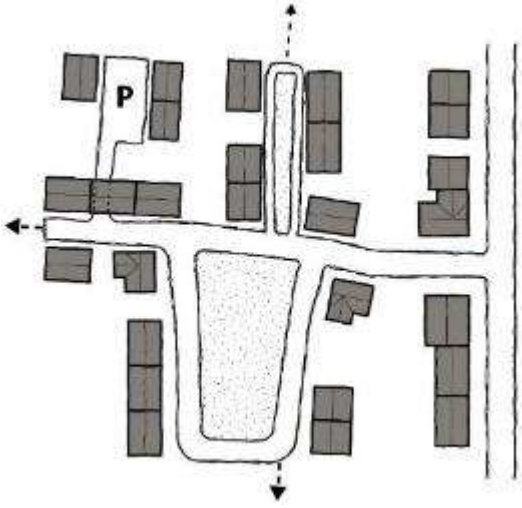
Most new housing developments are not designed to fit in, with poor connectivity to existing villages. Essentially, they are large cul-de-sacs, with one way in or out.

- Sites **must not** be designed as self-contained housing estates.
- Sites **should** be designed as extensions to their respective places and streets, fitting in harmoniously.
- Where possible, new streets and footpaths **should** connect to the existing movement network.
- Future connectivity **must** be considered in site design.
- Short linear cul-de-sacs **can** be acceptable but **must not** have wide turning circles.



Developments **should not** have layouts with these principles:

× Standalone
× Disconnected
× Exclusively cul-de-sacs
× Back turned to existing street
× Mainly detached houses
× Poor quality public and private realm between houses
× Wide junction radii prioritising cars over pedestrians



Developments **should** have layouts which align with these principles:

✓ Village character
✓ Integrated with existing streets
✓ Green space enclosed by houses
✓ Wide mix of house types
✓ Potential for future connectivity
✓ Variable street widths
✓ More efficient use of land

4. Blocks

These illustrative residential block patterns demonstrate urban design principles which blocks **can** be designed to according to the design code. They will need to be adapted to specific sites and particular local requirements. Elements such as parking standards may vary.

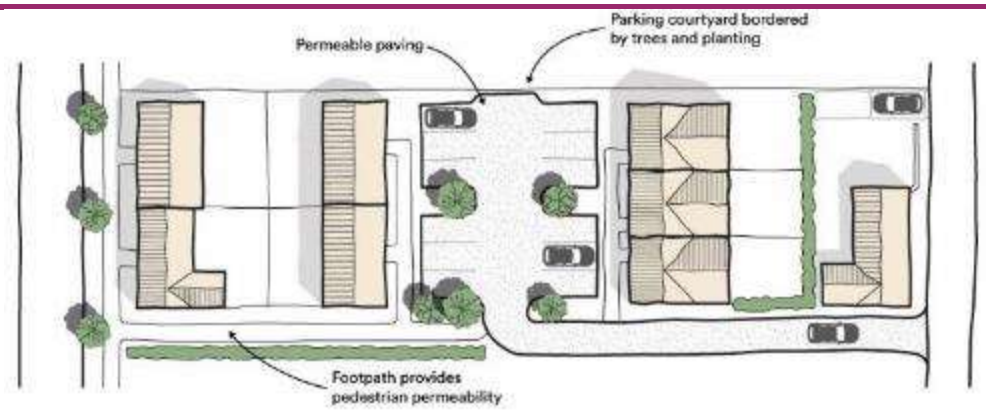
- Local centre block patterns **must** have more formal streets, with denser buildings and parking **should** be in the rear.
- Village and rural block patterns **must** be irregular, organic and village-like following the examples set out below.

The main principles demonstrated **should** include:

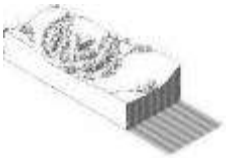
- In rural areas, curved streets with variable street widths.
- A mix of house types including terraced, semi-detached and detached. These **can** be divided into flats.
- In villages and rural areas, houses with variable setbacks.
- A mix of parking types, but with a focus on mews and courtyard parking.
- Rear parking and mews overlooked by houses.
- Generous green verges and street trees.
- Pedestrian permeability with mid-block footpaths overlooked by houses.
- Hedges and walls as boundaries.

These example block patterns by area type demonstrate these principles. They will need to be adapted to the local context:

Local Centre illustrative block patterns



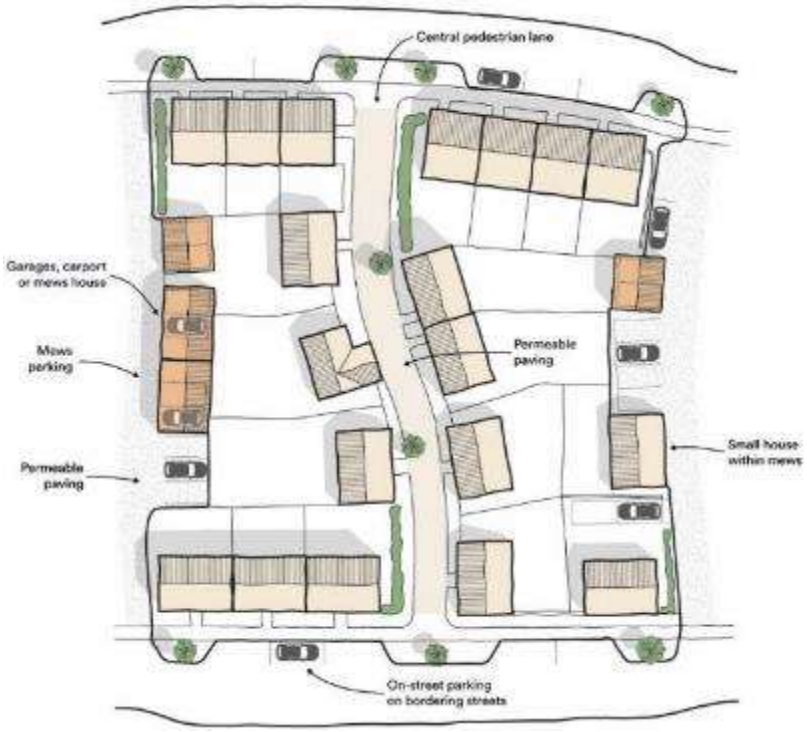
In the local centre, blocks are denser, with smaller plots. This example is a deep and narrow block with street frontage onto the main street and parking accessed from a rear lane, with a footpath leading to houses.



Village illustrative block patterns

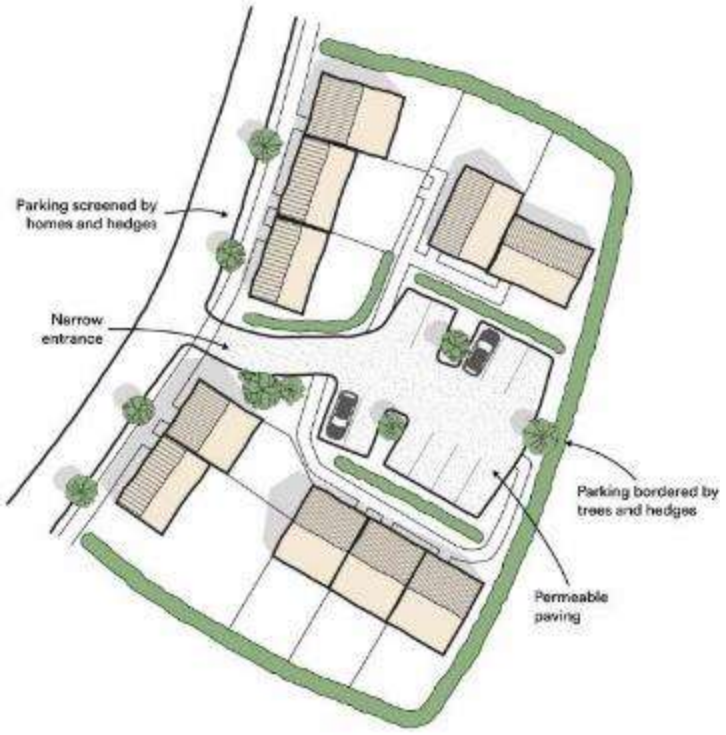
Large block with inner mews lane and on-street parking along the block edge. There is a mix of house types, including homes within the mews playing a crucial role overlooking parking.

Block with an inner mews and a hedge and tree lined footpath providing a car-free environment to homes. Mews would be overlooked by small homes within the mews or flats over garages.

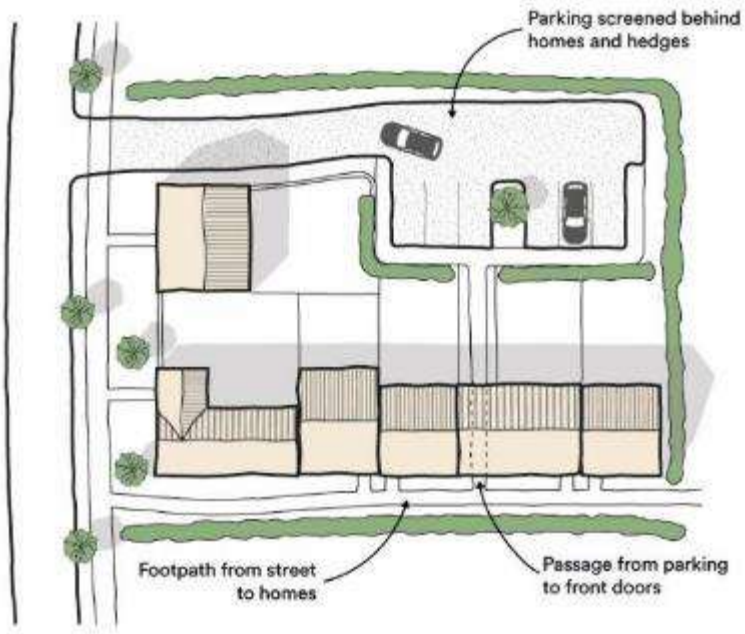


Block with an inner tree-lined pedestrian lane and mews parking along the outer edge. A footpath leads from the mews to the pedestrian lane. Houses and flats over garages in the mews ensure that it still feels like a real street rather than a parking lane. The pedestrian lane **must** have permeable paving which enhances the rural character.

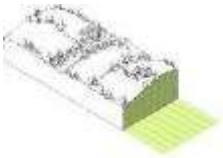
Deep narrow block with houses fronting onto the street, with a communal green and tree-lined courtyard parking screened from the street by homes and hedges. The homes around the green create a quiet, safe, car-free green space. The parking area **must** be permeable and **must** include garages and/or carports and **must** be overlooked by houses.



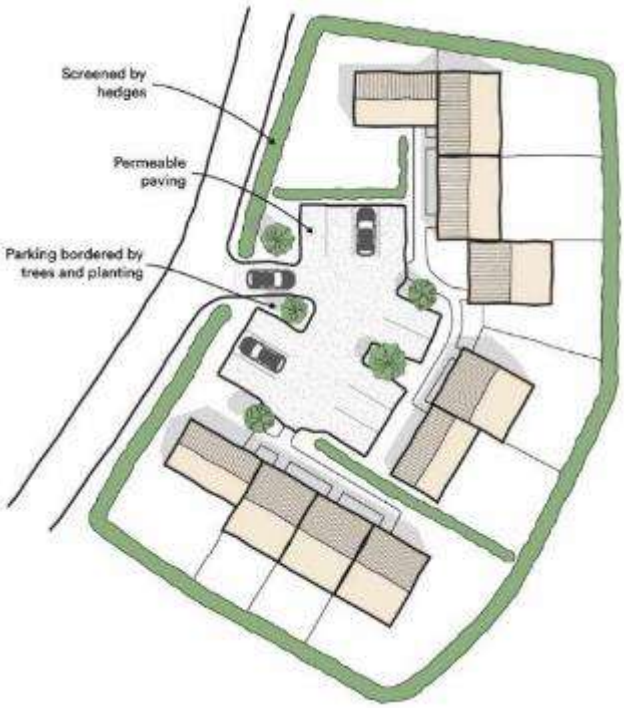
Compact block option with rear courtyard parking, allowing a street facing buildings and informal parking behind. The parking courtyard **can** be screened from homes by hedges.



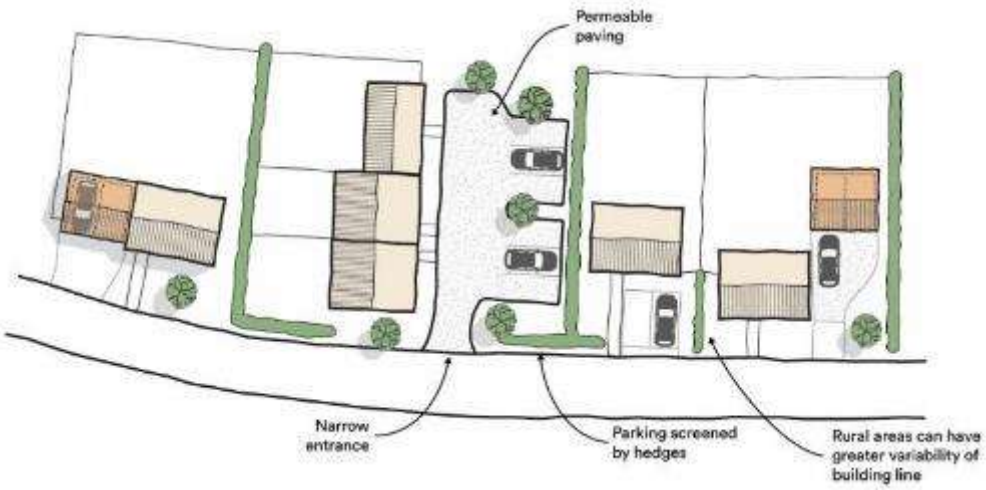
Compact block with rear parking and a terrace of houses perpendicular to the street with a footpath leading to houses. A footpath also leads from the parking to the front of the houses. This block pattern would be particularly appropriate as an infill block.



Rural illustrative block patterns



Compact block option with front courtyard parking. Front courtyard parking **can** be used in a rural area where buildings not fronting onto the street would not disrupt the building line and in such cases the parking area **must** be gravel.

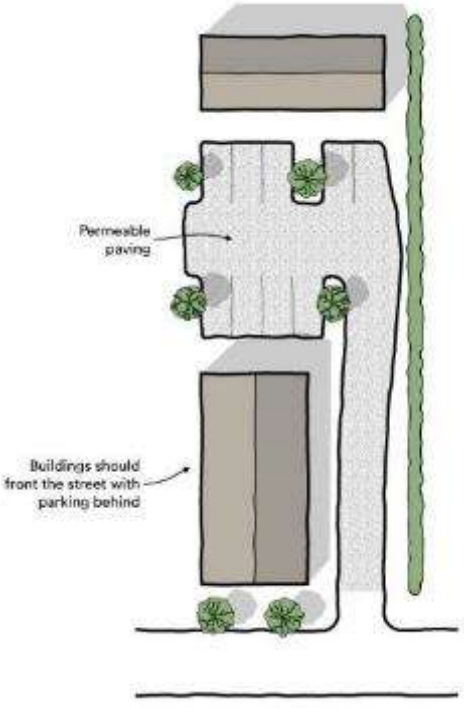


An example of how rural housing **should** still be built with a variety of plot sizes and house types and with an eclectic quality reflective of traditional rural areas. There is a mix of parking types and house types and abundant greenery from trees and hedges.

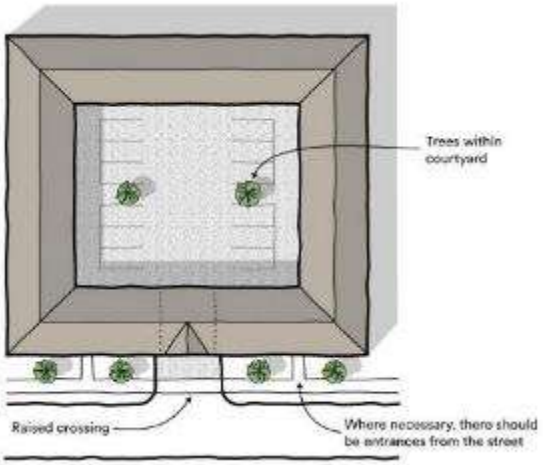
A row of terraced homes perpendicular to the street in Overbury

Commercial buildings illustrative layout patterns

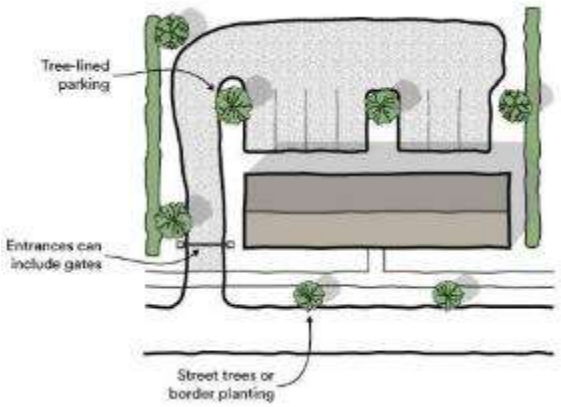
These patterns would be suitable for small commercial premises such as a retail park, small offices, light industrial units or a health clinic. Commercial buildings, when sited within or on the edge of neighbourhoods, **should** fit in and have a rural character. They **should** follow the same design codes as other buildings, particularly on building lines and buildings facing streets. Commercial buildings may have different parking standards so the amount of parking shown is purely illustrative.



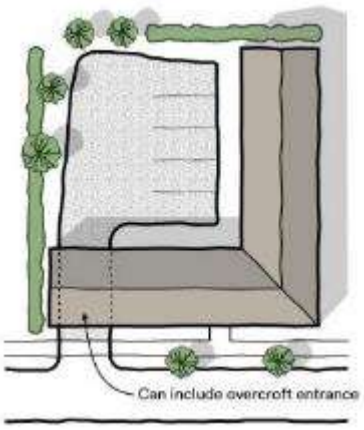
A narrow and deep plot with street frontage and parking in a courtyard behind.



A courtyard building with inner parking, reminiscent of traditional stable yards.



A building with wide street frontage and parking behind.



A building with street frontage and rear parking.

Converted buildings in Overbury (left) and Bredon's Norton (right) are models for new commercial uses which feel rural and in keeping with the character of the area

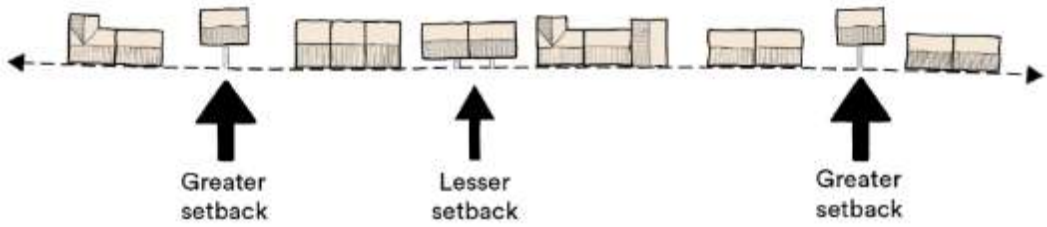
4. Building line

Maintaining a building line is a greater concern in urban areas, but it still has an important impact in rural streets. Houses **should not** usually divert from the building line, as specified within the street types sections, but some variance is permitted as specified in the table below.

Permitted building line variance by area type

Local centre
• A greater setback (no more than 2m behind the building line) **can** be used for 1 out of every 10 houses • A lesser setback (no more than 0.5m behind the building line) **can** be used for 1 out of every 5 houses

Village
• A greater setback (no more than 4m behind the building line but no further than the maximum permitted for a street type) **can** be used for 1 out of every 10 houses • A lesser setback (no more than 2m behind the building line but no further than the maximum permitted for a street type) **can** be used for 1 out of every 5 houses
Rural
• A greater setback (no more than 6m behind the building line) **can** be used for 1 out of every 6 houses • A lesser setback (no more than 2m behind the building line) **can** be used for 1 out of every 3 houses



5. Height

- Homes **should** generally have a height of two to three storeys. The exception are homes specifically built as one storey for reasons of accessibility.
- The immediate local context **should** be considered in relation to building heights.

Permitted residential building heights by area type

Local centre	Village	Rural
Up to 3 storeys	Up to 2.5 storeys	Up to 2 storeys

6. Building types and urban grain

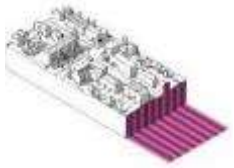
Villages traditionally developed over centuries, exhibiting a mix of building types as villages expanded or sites were infilled. Streets in the area contain buildings of a variety of eras, scales and heights. The relationship between buildings creates a sense of rhythm and this relationship **must** be continued with new buildings, regardless of the scale of development.

The aim of deciding which building types and forms to use **should** be to create an organic street pattern which reflects a traditional village and with a variety of building types which feel like they belong together. An example of this principle is Broadway's High Street. While the buildings share a common material (local stone), each building is different from its neighbour and there is a mix of terraces, semi-detached houses and detached houses, all within close proximity. The mix is natural and random.

- New developments **must** demonstrate a mix of housing types.
- In local centres and Broadway, no more than one in three houses **should** be detached.
- In villages outside of Broadway, no more than half of houses **should** be detached.
- If the gap between detached houses is too narrow to include windows on side elevations, the house **should** instead be semi-detached or terraced.

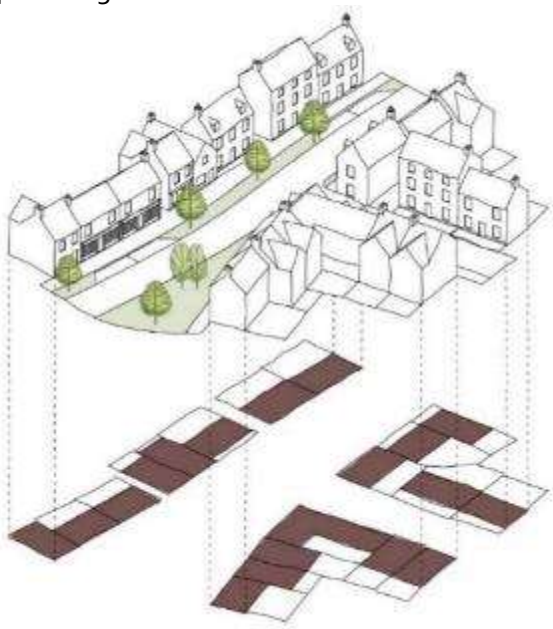
Limiting the prevalence of detached houses is important in meeting the community's objectives to both preserve the historic character of the area and limit the growth of settlement boundaries. Historically, there has been a greater mix of housing types than seen in most new developments.

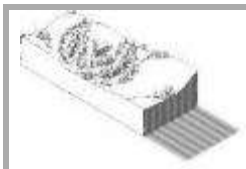
Area type diagrams showing the mix of house types and urban grain appropriate in each area type.



Local Centre diagram

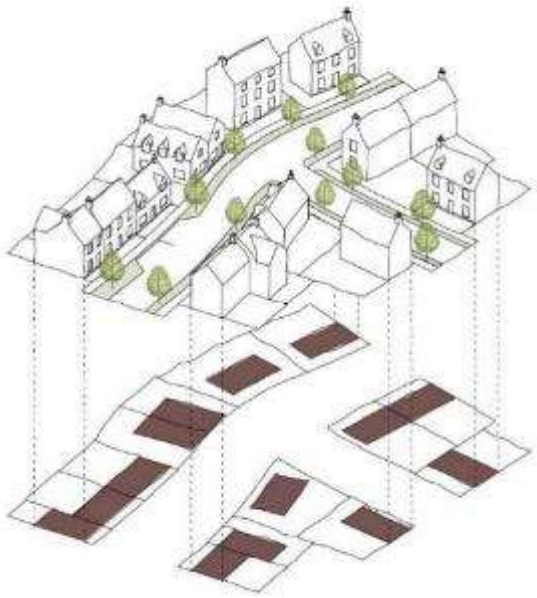
In a local centre such as Broadway's, buildings are mainly attached, plots denser and 2.5 and 3 storey buildings more prevalent, with some commercial space on ground floors.





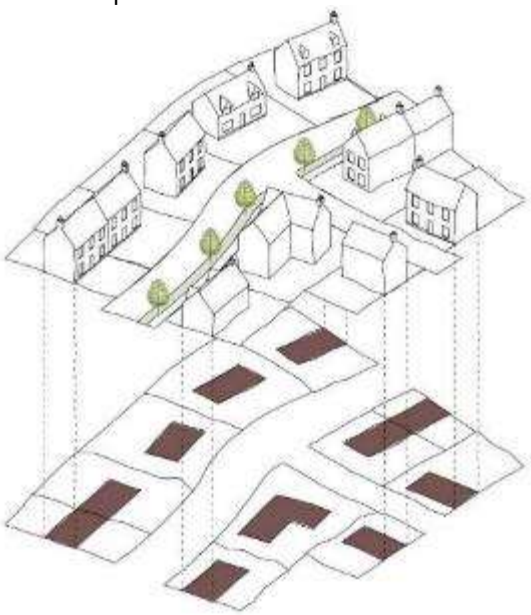
Village diagram

Within villages, plots are larger with modest setbacks, and there is a greater mix of house types, though still some terraces and largely semi-detached and detached homes.



Rural diagram

On the edges of settlements or leading away from villages, rural areas have more detached houses on larger plots with generous setbacks. There is a greater focus on the private realm.



7. Front and back gardens

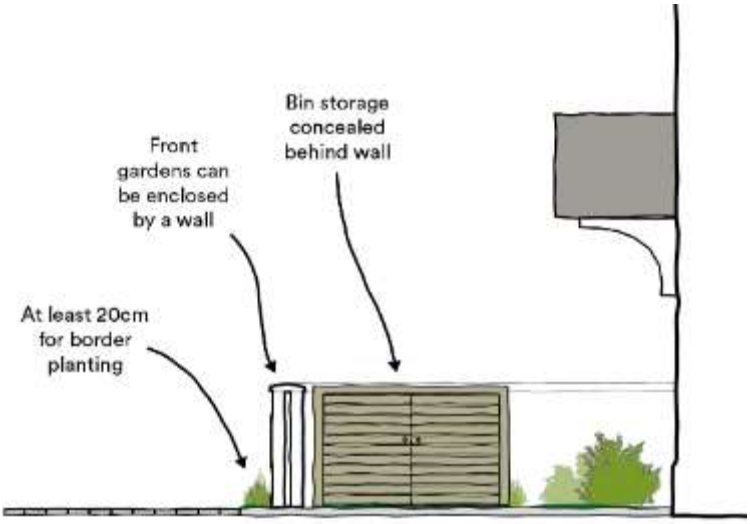
Front gardens do not have to enclosed by a wall, railing or hedge, but this **can** add to the sense of enclosure on the street and provide a buffer between the public and private realm.

- Where front garden walls are used, these **must** be local stone, brick, iron railing, hedge or timber picket fence, depending on the area (see table below). Railings and hedges **can** be used in combination with stone or brick.

Permitted front garden wall materials by area type

	Local centre	Village	Rural
Cotswold stone area	Local stone, iron railing	Local stone, iron railing, hedge	Local stone, brick, iron railing, hedge
Mixed material area	Local stone, brick, iron railing	Local stone, brick, iron railing, hedge, picket fence	Local stone, brick, iron railing, hedge, picket fence

- Stone walls **can** be of rough dry stone or cut stone construction.
- Brick **must not** be used for walls in Broadway.
- Brick walls **should** use coping stones or coping bricks. Bricks **must** be the same types as approved for buildings (see Identity chapter).
- Front gardens **must not** be enclosed by closeboard timber fencing.
- The same type of wall **should not** be used for more than two houses in a row to preserve the variety typical in the area. For example, neighbouring walls can have varied heights, varied materials, or some front gardens not enclosed by walls.
- Gates **must** be timber or iron railings.
- In the village and rural area types, at least 20cm **must** be provided for border planting between the front garden wall and footpath or between the house and footpath.
- Artificial grass **must not** be used.
- Rear gardens **can** include wildlife interventions such as hedgehog crossings.



Border planting between a front garden wall and footpath (left) and between a house and footpath (right) softens the boundary between the public and private realm.

Front gardens in Kemerton show a mix of wall materials and the benefit of a generous border for planting between the garden wall and street.

8. Boundary walls and fences

Boundary treatments play an important role in settling a new building into an existing street scene.

- Brick **must not** be used for walls in Broadway.
- Closeboard fencing **must not** be used as a street-facing boundary wall or facing pedestrian lanes though it can be used facing service alleys or as a boundary between back gardens.
- Street-facing boundary walls **should** be local stone, permitted brick or a hedge.
- In the rural area type, estate fencing or rustic timber post and rail fences **can** be used as a boundary wall.
- In commercial buildings, chain-link security fences **should not** be used in visible areas but if unavoidable for security reasons, they **must** be screened by planting.

Permitted boundary wall materials by area type

Local centre	Village	Rural
Brick, local stone	Brick, local stone, hedge	Brick, local stone, estate fencing, timber posts, hedge


A footpath-facing boundary wall in Bredon combines a dry stone wall and hedge (left) and a dry stone wall and hedge with a generous green verge (right) creates a pleasant rural lane in Bredon's Norton


A combination stone wall and estate fence in Bredon's Norton (left) and a stone wall along a narrow rural lane in Westmancote (right)

An exceptionally beautiful and well-maintained stone boundary wall frames a street junction in Overbury

H / IDENTITY

H. Identity

Many features combine to make up the look and feel of villages in the south of Wychavon. But few are as important as our buildings, their height, their materials, their rhythm within the street and their doors and windows.

Any place that could be anywhere risks being nowhere.

- New homes in Wychavon **must** look as if they belong in their settlement, in the landscape and in Worcestershire as a whole.
- This does not preclude contemporary architecture, but all buildings **should** follow the principles set out in this design code.

The historical architectural character of the Cotswolds Edge

1. House types

A pattern book of house types is provided to illustrate the types of houses which would be accepted under the design code.

In most situations, new developments **should** use these examples or houses of a similar level of design and detail. If they do in line with other principles set out in this Design Code, they will be more likely in many situations to receive planning permission.

Different house types can be used but they **should** still adhere to the wider policies in this design code:

1. Standard house types

These patterns **must** be built either in locally sourced Cotswold stone or in approved bricks as set out later in this chapter. Variants **should** feature approved windows, doors and other details.

1

Standard house type

2

Potential variant 1:
Red brick with sash windows

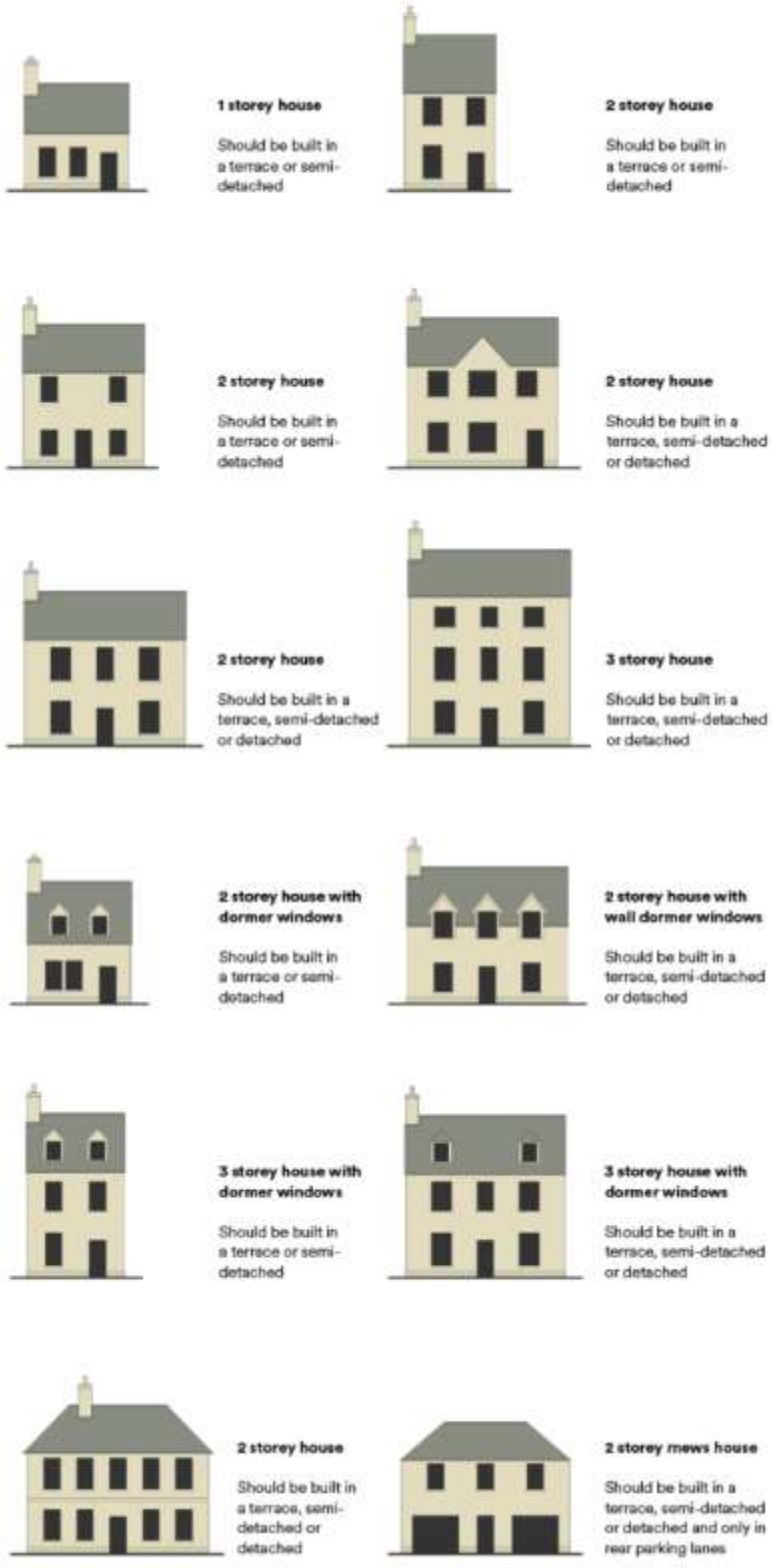
Potential variant 2:
Cotswold stone with casement windows

2. Cotswold stone only house types

These patterns **must** use Cotswold stone only in Cotswold stone areas as the architecture closely reflects this area but not necessarily other areas.

Standard house types: Cotswold stone or brick

These standard house types reflect traditional houses found throughout Wychavon. They can be used in any Geographic Area but **must** be adapted to their specific area by using locally specified materials and elements. Further codes on materials and architectural details is provided later in the chapter. These houses come in varying sizes to suit a diverse range of developments and can be adapted if necessary to suit a particular site.



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Cotswold stone only house types

These house types are based on houses typically found in Broadway and Bredon Hill area villages with a strong Cotswold character such as Kemerton and Overbury. The Cotswold-specific architecture would not be appropriate in other areas or built with other materials.

2 storey gable-fronted narrow house
Must be built in a terrace, semi-detached or detached

2 storey house with wall dormer
Should be built in a terrace, semi-detached or detached

2 storey house with wall dormers
Should be built in a terrace, semi-detached or detached

2 storey house
Should be built in a terrace, semi-detached or detached

3 storey house with wall dormers
Should be built in a terrace, semi-detached or detached

2 storey house
Should be built in a terrace, semi-detached or detached

An illustrative example of a new street built using the Cotswold house types

Garages and carports

Although often an afterthought, garages visible from the street **should** be designed with the same level of care as houses. Poorly proportioned, cheap looking garages **should not** be built.

- Garages and carports **must** comply with the same design codes as other building types
- Garage doors **should** be timber in a style appropriate to the building
- Garages and carports **can** include living spaces above

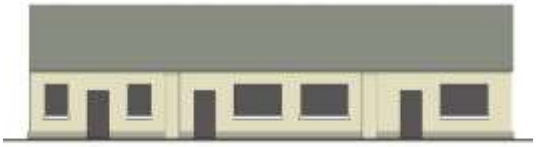
*Garages in Westmancote (left) and Kemerton (right) **should** serve as models for garages or small mews houses. They are of a quality equal to houses and can be included even in a street-facing position.*

2. Non-residential buildings

As much care **must** be taken with the design and layout of public and commercial buildings as with houses, as these buildings can have a significant impact on villages.

- Small commercial buildings **should** be designed to echo houses or traditional agricultural buildings such as barns or stables.
- When located adjacent to open countryside or where visible on approaches to a village, higher standards of design **should** be evident.
- Commercial buildings within settlements **should** follow the same material codes as houses.

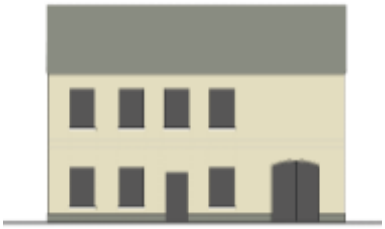
These standard commercial building types reflect small premises found within the area. This is not a heavily industrial area, with no existing business parks or large warehouses, and the character of small-scale commercial uses **must** be maintained. The suggested standard commercial building types would be suitable for light industry, workshop or co-working spaces, offices, GP clinics and similar such uses.



One storey divided into multiple smaller commercial units

One storey based on the design of traditional stables, with a central arch potentially leading to courtyard parking

Two storey based on local houses and which could readily 'fit in' within a local centre or residential area, with possibly commercial on the ground floor and flats on the second storey



Two storey based on barns, appropriate for rural areas and which could be a workshop, live/work unit or for light industry.

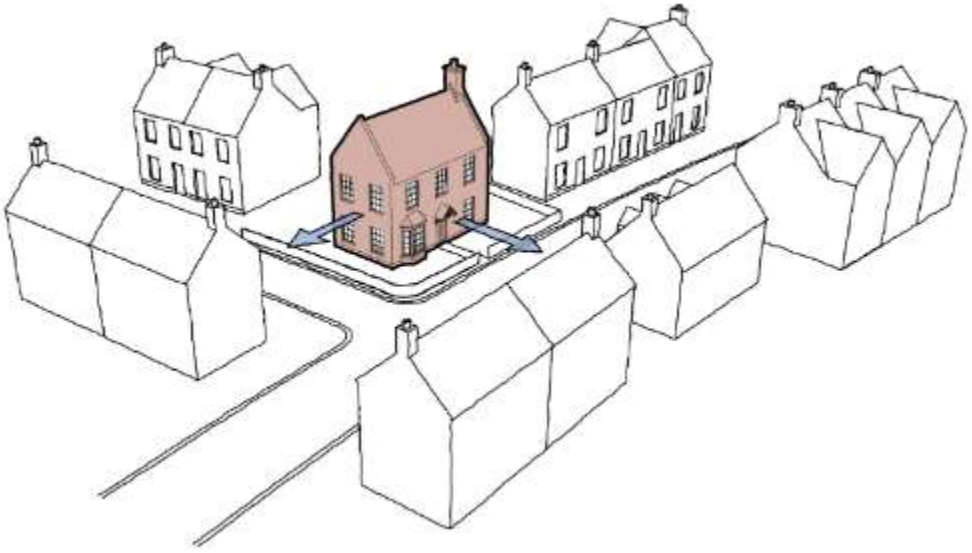
The same building as above but adapted to a Cotswold area with local stone, a slate roof and multi-pane casement windows


A small commercial building in Broadway (left) which can be a good model for a small workshop or live/work unit and a former post office in Ashton under Hill (right)


A former stable building in Bredon (left) and a converted commercial space in Overbury (right)

3. Design principles

- Buildings **should** be designed, detailed and their materials chosen and constructed for a minimum 100-year lifespan.
- Prominent corner buildings **should** be of a higher architectural quality and/or emphasised with higher quality materials, detailing or ornament as shown in the diagram.
- Corner buildings **should** have windows on both street-facing facades.



- Buildings at the end of street vistas **should** be emphasised, as shown in the diagram. This could be in the form of higher architectural quality and/or higher quality materials or ornament and/or greater height.

- In keeping with a village character, the same house type **should not** be used for more than three houses in a row, even in a terrace.

Principles for modern architecture

Care **must** be taken into ensuring that new buildings are harmonious with older buildings and the street scene. In most circumstances, traditional styles **should** be followed closely. In secluded locations or locations not visible from the street, modern architecture styles **can** be acceptable.

Regardless of the architectural style, the essentials of scale, permitted materials and colours, detailing and good craftsmanship **must** be followed.

4. Walls

A façade is a building's face to the world. It is important not just to the look of a home or shop, but to the nature of a settlement. One crucial element is the material from which a façade is constructed. In few places is this clearer than in Broadway, where the uniform use of locally quarried oolitic limestone (known commonly as Cotswold stone) in the village centre gives the High Street much of its charm. Lined with bricks it would simply not be the same. Historically, homes in the majority of the Cotswold Edge are constructed from Cotswold stone. In contrast, Ashton under Hill, Beckford, Bredon, and Elmley Castle have a mixed material palette which includes brick, stone and timber frame.

- New buildings **should** be well-proportioned and relate to the human scale.
- Facades of houses **should** aim for symmetry either as a whole or within individual elements of the façade, as demonstrated below.
- Movement joints **should** be designed as part of the overall composition. Joints **should** be concealed behind rainwater downpipes, at internal corners or as design recesses.
- The top and bottom of windows **should** align as shown in the diagram below. Ground floor windows **should** align with the top of either the door or with a fanlight, canopy or an ornamental element such as string course. The exception are semi-circular fanlights, which do not have to align.

- All buildings **should** have a plinth with a height of at least 10cm from the ground. With stone buildings, the plinth **must** be stone. Plinths prevent discolouring at the ground level, visually ground a building and bolster a wall at its most vulnerable point.

A brick plinth in Ashton under Hill (left) and a substantial stone plinth on a brick building in Kemerton (right)

- Extensions **should** be in scale with the existing building.

Wall materials

- In mixed materials areas, new buildings **should** be constructed of materials typical of, and used in similar proportions to, those traditionally used in the immediate historical (pre-20th century) surroundings.

Special care should be taken in and adjacent to The Cotswold National Landscape, Special Landscape Areas, Conservation Areas, and developments which will affect the setting of a listed building.

The materials section is divided into Cotswold stone, brick, timber frame and other materials.

Cotswold stone
The most important, unifying aspect of the traditional architecture of the Cotswolds is the use of the local stone. Cotswold stone is an oolitic limestone that has been quarried locally for centuries and used for walling, roofing and other architectural elements.

Most Cotswold stone is comparatively soft when first quarried and is therefore easy to cut and dress, but it hardens as it weathers.

- The colour of the stone chosen **must** be appropriate for each locality, both when extending or altering existing stone buildings, or when constructing new buildings. The colour of the stone in this area has historically ranged from soft yellow to rich orange in colour and new stone **must** match this range.

The colour of Cotswold stone in Broadway (left) is significantly yellower than the whiter variety found in the south of the Cotswolds (right)

- Cotswold stone hardens and darkens as it weathers, which **should** be taken into consideration when selecting a stone.
- The type of stone used **must** be appropriate to the style of house. Formal, elegant house designs **should** use finely tooled ashlar stone, while rubble stonework **should** be used for simpler cottage-style houses.
- The colour of mortar for stonework **must** match the colour of the stone. This **should** be achieved by using lime-based mortars.
- Ashlar stonework joints **should** be 3mm or less.
- Cotswold stone houses **must** have a recognisable lintel. These can be a larger stone spanning the width of a window, supported by stone mullions, concealed within a stone window surround, or a segmental or flat arch lintel of an identical stone to the wall.
- Walls **can** include quoined corners of larger or more finely dressed stones

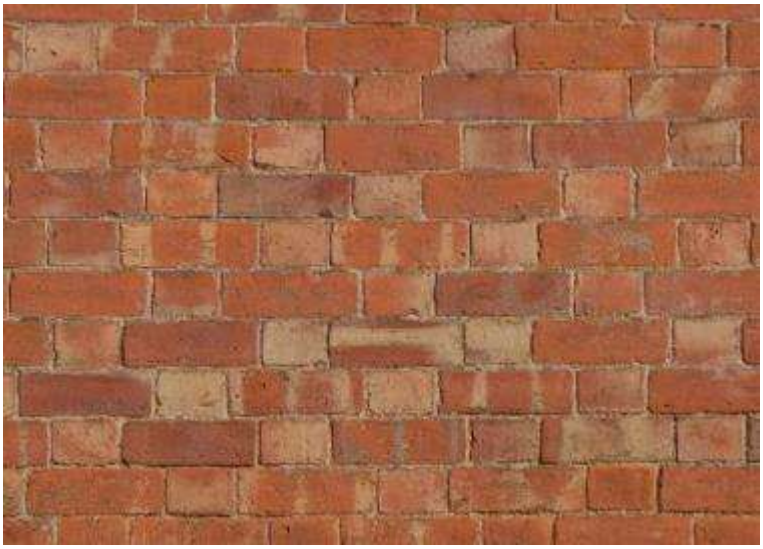
*Stone for new buildings **must** match the colour and style of existing buildings. Here, two examples show ashlar walls in Broadway, laid to produce tight, thin joints. Often the face of the stone will be rubbed plain, though the wall on the right shows stonemason's marks faintly visible. Ashlar walls are particularly appropriate for larger, more formal houses.*

In dressed stone walls (left), the stones are squared off to give greater uniformity and a buttered stone wall laid in a thick bed of mortar (right)

Brick

Bricks are a relatively new material area in the area, rare before the 18th century. By the 19th century, however, brick houses were common in the Bredon Hill area, using locally made bricks. Local bricks have a rich orange/red colour, especially those which came from the brickyard in Dumbleton, just across the border in Gloucestershire and which opened in the 1860s. Bricks are sometimes patterned with yellow and blue headers.

- Bricks **should** match the traditional rich orange/red typical of the area and **should** use lime-based mortars.
- In local centres, brick houses **should** use Flemish bond and **must** use colour-matched brick lintels, such as a segmental or flat arch lintel.
- In villages and rural areas, brick houses **must** use colour-matched brick arch or stone lintels. Stone lintels **can** be reconstituted or cast stone.
- Standard wire-cut bricks **must not** be used
- Engineering bricks **must not** be used in visible locations
- Corbels, dentils and other projecting brick features or recesses **should** project a minimum of 25mm



A 19th century Flemish bond brick wall in Kemerton showing the rich orange/red typical of local bricks

Permitted brick options for most new developments. There may be more detailed guidance in conservation areas.

The following table shows brick options which **should** be sourced for new buildings.

- The chosen brick **should** match these as closely as possible and this will be strictly enforced.
- Higher quality, locally made bricks **can** be used but these will need to be approved on a case-by-case basis.

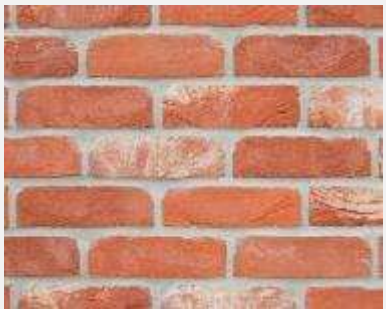
Two options are given for each type of brick:

1. A more expensive 'premium' option which **should** be used in prominent locations (such as street corners or a terminating vista). The Premium option **should** always be used in town and local centres.
2. A more affordable 'standard' option which **can** be used in other locations.

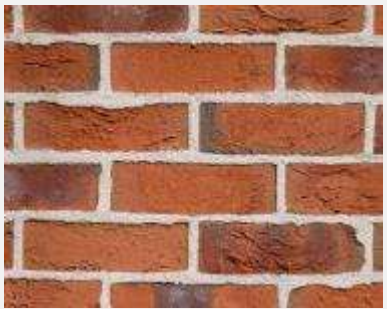
Handmade or simulated handmade brick options

Premium
Handmade light Bucks multi

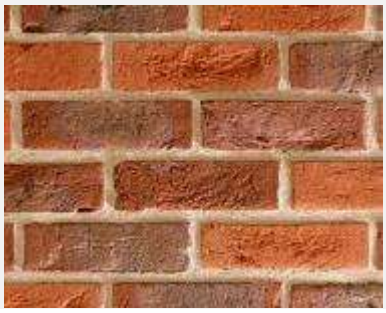
Standard
Simulated handmade Bucks multi



Standard
Simulated handmade Bucks multi

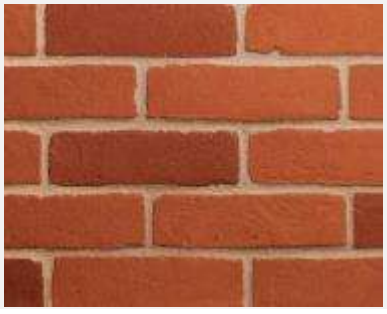


Standard
Simulated handmade dark Bucks multi

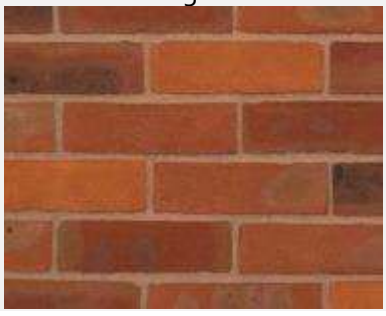


Berry or machine-made stock brick options

Premium
Stock downs blend



Standard
Stock light multi



Standard
Stock multi

Standard
Stock 'antique' multi

Timber frame

Timber frame buildings are found primarily in the Bredon Hill area, making up a significant portion of some conservation areas. Although a rare technique for new homes, newly built timber frame homes are encouraged.

- New timber frames **must** be or appear to be genuine 'post and truss' and 'cruck' frames rather than looking like a purely ornamental "stuck on" feature.
- Timber frame walls **can** be combined with brick or stone walls.
- In keeping with the style of existing timber frame homes, timber frames **can** be painted black.
- Timber frames **should** be infilled with white painted brick or a white render finish.
- All timber used in the frame **must** be FSC certified.

Timber framing in Bredon with brick nogging and the bricks painted white

Timber framing in Ashton under Hill (left) and Elmley Castle (right) with wattle and daub panels.

Hybrid timber frame homes with stone and brick walls in Beckford (left), Bredon (centre) and Elmley Castle (right)

Other materials

The material codes specified above **must** be followed as the primary wall material. However, other materials are permitted as a secondary material or for small outbuildings as detailed below.

- In the Bredon Hill area, stone **can** be lime washed in limited areas in locations which are not street facing.
- Small extensions and conservatories **can** be timber clad or with exposed timber frames in a natural finish or dark stain.
- Small outbuildings (under 50 square metres) **can** be clad with horizontal timber boards.

A timber-clad outbuilding in Ashton under Hill with a dark finish

Commercial buildings **should** follow the same material codes as houses.

- In the local centre and village area types and adjacent to open countryside, commercial buildings **should** follow the same material codes as above.
- In the rural area type, commercial buildings can use other materials, but these **must** be in dark, subdued colours, typically grey, dark green or brown.

Materials map

The Cotswold Edge Area has a variety of materials present, though some materials are more prevalent than others in certain villages.

- This map illustrates what the primary external wall material **must** be, divided by parish.
- Buildings **should not** use more than two wall materials.

Parishes where Cotswold stone **must** be the primary material:

- Bredon's Norton
- Broadway
- Childswickham
- Conderton
- Kemerton
- Overbury

* Cotswold stone **must** also be used in the Bredon and Westmancote conservation areas

Parishes where Cotswold stone, brick or timber frame **must** be the primary material:

- Ashton under Hill
- Beckford
- Bredon
- Elmley Castle

5. Roofs

The shape and material of roofs works alongside walls in defining the character of a building.

In a Cotswold building particularly, roofs play an important role in conveying a recognisable "Cotswold style", though it is no one element which defines it. It is a combination of gables, mullions, moulds, finials and their materials, among other elements.

- Roofs **should** be appropriate to the style of the building.
- Primary roofs **must not** be flat.
- Primary roofs **should** have a pitch between 35° and 50° for brick houses and between 45° and 55° for Cotswold stone buildings.

Cotswold roofs

Cotswold roofs look as they do largely because of stone slates. Readily available, these heavy, uneven stones required a steep pitch due to their weight and because the unevenness of the surface required a steep pitch to keep rain and snow from entering. The pitch of a traditional Cotswold roof was traditionally 37°, 47.5° ('common' pitch) and 55°.

Traditionally, stone slate roofs in Cotswold houses are laid in courses, diminishing in size from the eaves to the ridge. The unevenness of the stone, combined with its weight, resulted in the steep pitches of roofs in the Cotswolds.

Acceptable imitation stone slates are usually manufactured from concrete reinforced with fibreglass.

- Imitation stone slates **must not** be used on historical buildings.
- New stone slates rather than second-hand slates **should** be used on new buildings to prevent older buildings being scavenged for slates.

Slate and clay tiles

In mixed material areas, stone slate can be used on Cotswold stone buildings but **must not** be used on buildings built from other materials. Instead, slate, clay tiles or thatch **should** be used.

- Acceptable imitation products **must** be textured in a way closely resembling the natural original. Imitation slate or clay tiles with an overly "plastic" appearance **must not** be used.
- Imitation slate **should** be manufactured from fibre cement or reconstituted stone.

Roof materials

Permitted roof materials by area type

	Local centre	Village	Rural
Cotswold stone buildings	Stone slate	Stone slate, imitation stone slate, slate or imitation slate	Stone slate, imitation stone slate, slate or imitation slate
Buildings built from brick and other materials	Slate, clay tile or thatch	Slate, imitation slate, clay tile or thatch	Slate, imitation slate, clay tile or thatch

- When imitation materials are used, these **must** be nearly indiscernible from the natural material.

A traditional stone slate roof in the Cotswolds, the slates increasing in size down the roof (left). The colour of the stone slate can be quite orange when new (right), but it darkens as it ages and weathers.

Chimneys

Chimneys **can** be included in house designs. Ideally, they would be integrated as part of a building's passive cooling or as an exhaust for ventilation or an MVHR system.

- Chimneys **should** be sized proportionally to the size of the building. Larger buildings **should** have taller or more elaborate chimneys and chimney pots.
- All chimneys, whether functional or not, **should** be constructed from the same brick or stone as the building itself.

A double chimney in ashlar stone in Broadway (left) and with square pots (right)

Brick chimneys in Beckford

6. Windows and doors

Windows and doors in a variety of styles and materials can be found throughout Broadway and the Bredon Hill area, from leaded and timber casement windows to double-hung timber sash windows.

- Windows **must** be sliding sash or side-hung casement windows.
- Roofs **can** have tilting rooflights.
- Steel or aluminium **can** be used as a like-for-like replacement on a restoration.
- Windows **should not** be constructed from uPVC. While more economically priced when new, uPVC lacks durability and cannot be recycled and is therefore incompatible with the council's sustainability objectives. A timber/aluminium composite is a suitable alternative in cases where maintenance is a key concern.
- Trickle vents **should not** be visible on street-facing windows.
- The use of stained timber **should** be avoided as it is not a traditional choice, particularly in areas of Cotswold stone. Colours for windows and doors **should** be selected from a traditional palette.
- Windows and doors **should** be recessed into the wall of the building by at least 65mm.

Sash windows

- Sash windows **should** be constructed from timber.
- Sash windows **should** be sliding sash. Mock-sash tilt or casement windows **should not** be used.
- Sash windows **can** have a tilt-slide function for easy cleaning.

Coupled 6-over-6 and 2-over-2 sash windows (left) and 6-over-6 sash windows (right) in Broadway

6-over-6 sash windows in Kemerton (left) and 2-over-2 sash windows in Ashton under Hill (right)

Wide 8-over-8 sash windows in Ashton under Hill (left) and Bredon's Norton (right)

New sash windows (left, image credit Timber Windows) and sash windows on a house in Beckford (right)

Casement windows

- Casement windows **should** be constructed from timber, steel, or timber-like timber/aluminium composite.
- Side hung casement windows **can** have a tilt-turn function.
- Modern storm-proof detailing **should** be avoided and generally flush casement window construction **should** be used.
- Casement windows on larger houses (4 bedrooms and up) in a vernacular style **should** have stone mullions.
- Casement windows on houses in a vernacular style can be divided by glazing bars into at least two panes. These can be mock glazing bars. On larger houses especially, more panes generally enhance the traditional aesthetic of the casement windows.

Casement windows on a house in Ashton under Hill (left) and timber/aluminium composite casement windows (right, image credit Enlightened Windows)


12 pane leaded casement windows with stone mullions in Overbury (left) and classically proportioned 10 pane windows in Broadway (right)


Two pane casement windows in Westmancote (left) and leaded casement windows within a bay window in Overbury (right)


Stone mullion windows in Childswickham (left) and Bredon's Norton (right)

A portion of the window can be a top hung casement window, as this example in Broadway shows (left). New casement windows (right, image credit The Cotswold Casement Company)

Bay windows

Bay windows are a very effective element to add articulation to a façade**,** especially on prominent street junctions or along public spaces such as a village green. Oriel windows **can** be used on prominent buildings or exposed gable ends.

Bay windows in Broadway (left and centre) and a combination bay window with door porch (right)

Victorian bay window in Broadway (left), a delicate Georgian bay window in Broadway (centre) and a stone mullioned example in Overbury (right)

Dormer windows

Dormer windows allow for an additional storey without significantly altering the height of buildings. They **should** be in keeping with the building to which they are added in their placement, scale and design. Rooflights are an alternative to dormers and may be preferred in conservation areas.

Dormer windows in Broadway

A large wall dormer in Overbury (left), dormers in Elmley Castle (centre) and a simple dormer in Broadway (right)

Doors, porches and canopies

- Doors **should** be timber.
- Panelled doors **should** be of a period and style appropriate to the building.
- Porches and canopies will not feature on all buildings, but where they do, they **must** be constructed from timber, stone, reconstituted or cast stone or cast iron.

Timber panelled doors in a vernacular style in Broadway

A classical door and door canopy or porch can be an appropriate choice for a formal, classically design house, such as these Broadway examples

A cast iron porch in Kemerton (left), an Arts & Crafts door and canopy in Conderton (centre) and a large canopy in Broadway with timber brackets well suited to a cottage aesthetic (right)

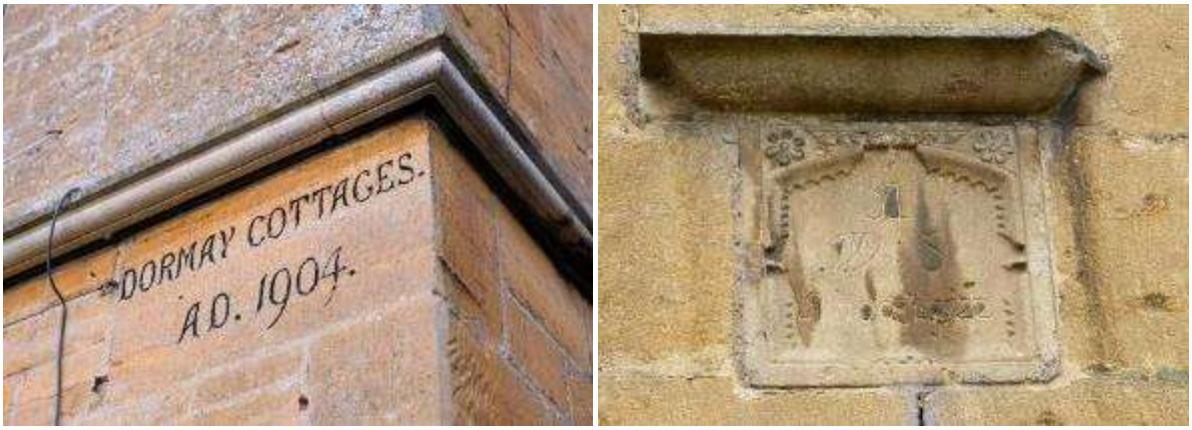
A substantial stone porch in Kemerton (left), a panelled door in Overbury (centre) and a glazed door in Beckford (right)

7. Details and ornament

The design of new buildings **should** be simple, avoiding fussy details which are not common on vernacular buildings. However, opportunities should be taken to add interesting ornament which expresses the local character.

- In Cotswold stone buildings, houses in a vernacular style **can** include stone hood moulds over windows of the type typically seen in the Cotswolds. Hood moulds **must not** appear to be "stuck-on" but **must** be aligned with the stonework and the lintel or the window surround.
- Brick buildings **can** include dogtooth or dentil courses.
- Other ornamental details **can** include string courses and finials.
- Buildings **can** include date stones.
- The same ornamental detailing between two or more house **can** be avoided. Ornament **should** be seen as an opportunity to add subtle variation between houses.

A new stone hood mould over a window (left) and an example in Broadway (right)



Date stones add visual and historical interest to a group of houses in Overbury (left) and to a building in Broadway (right)

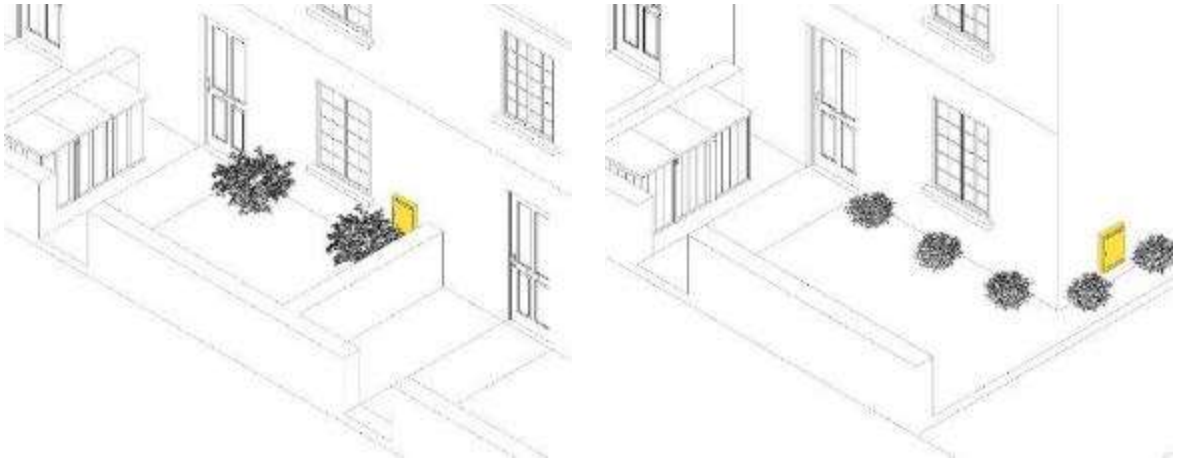
Gable saddle stones

A dogtooth dentilled eaves course in Bredon's Norton (left) and burnt bricks adding contrast to a brick wall in Beckford (right), both as quoins and to emphasise lintels. Ornament such as this may not be appropriate in all areas.

An imaginative hopper head and ornamented gutters in Broadway

Meter boxes

- Meter boxes **must not** be clearly visible from the street.
- On detached or semi-detached houses, they **must not** be mounted on the street facing elevation.



When a meter has to be sited at the front of a house, such as in a terrace, it **must** be placed as low as possible and not close the door. It **should** be concealed behind a bin store or concealed by planting.

In detached or semi-detached houses, the meter **must** be sited along the side of the house, preferably also concealed by planting.

Examples of inappropriate, overly conspicuous meter box placement. The example on the left should be lower and further from the door, while the example on the right should be lower and further back along the driveway. The requirement for border planting in this design code would aid both these situations.

8. Sustainable design

- Sustainability **should** be considered from a long-term perspective.
- Buildings **should** be designed and built to last, constructed from durable materials and detailed in such a way to resist premature degradation.
- Elements such as string courses, cornices and drip details **should** be seen not as outdated and irrelevant traditional details but as common-sense solutions to the unavoidable effects of time and weather.

Sustainability **should** be considered not only from the perspective of the building in isolation, but also how buildings or a development as a whole can engender a sustainable lifestyle which encourages walking, cycling and public transport as primary modes of transport.

Buildings **should:**

- Be designed with a fabric first approach, maximising the performance and durability of components and materials before considering the use of mechanical or electrical building services systems.
- Consider embodied carbon AND energy use.
- Aim to be carbon neutral and meet net zero standards.
- Optimize natural ventilation.
- Utilise the thermal mass of the building fabric.

Orientation

- The orientation of buildings **should** be considered at the onset of site planning to balance adequate passive solar gain in the winter with the impact of solar gain in the summer.
- Orientation **can** also be used to optimise the natural ventilation of a building or group of buildings.

Solar panels

Solar panels are encouraged but **should** be installed in a regular, coherent pattern which is not visually obtrusive. There may be further considerations in conservation areas or in the setting of listed buildings.

The acceptability of solar panels will depend on their location and their type. The two types are:

1. Solar panels are the traditional type seen on most buildings, elevated above the roof. They're less expensive and more efficient but can be visually obtrusive. Solar panels **should** be installed in line with roof slates. They **should not** be mounted on visually obtrusive brackets.
2. Solar tiles are made to look like traditional roof tiles. The best kinds are nearly indiscernible from a normal roof but they're more expensive and often less efficient.

Permitted solar panel types by area type

Local centre	Village	Rural
Solar panels (not street facing) or solar tiles	Solar panels or solar tiles	Solar panels or solar tiles

Solar tiles are flush with the roof and less obtrusive than solar panels (image credit Crest BST)

Heat pumps

Both air-source and ground-source heat pumps will become increasingly common in the next few years. They can potentially be large and unattractive devices.

- Heat pumps **should** be sited to the rear of properties and **should not** be visible from the street.

Overheating

As summers in England get hotter, designing buildings which do not overheat will become an increasing priority.

- Traditional solutions like timber shutters **can** be utilised to overcome overheating. External rolling shutters **should not** be used.
- Awnings or a brise soleil **can** be considered but these **must** be in a style appropriate to the building.
- Due to the greater insulation value of Passivhauses, consideration **should** be given to the number of windows facing south and west to minimize the impact of solar gain in the summer.

Passivhaus

Passivhaus is considered the premier energy performance standard for new homes. Homes built or converted to Passivhaus standards or a similar standard are encouraged for schemes of all sizes.

- There are no design code exceptions for Passivhauses, and particular care **must** be taken with the choice of windows and doors.
- Due to the high airtightness standards inherent with Passivhauses, sufficient ventilation or openable windows **must** be provided to all habitable rooms.
- Where an existing historical building is converted, any additional insulation **should** be internal to preserve the external appearance.

The Barrel Store in Cirencester is an example of a Passivhaus conversion where a historical appearance has been successfully retained (Image credit Potter & Holmes architects)

Triple-glazed composite timber/aluminium casement windows which meet Passivhaus U-values (left, image credit Enlightened Windows and right, image credit Norrsken)

9. Shopfronts

Broadway in particular (but small pockets in the Bredon Hill area, too), has a rich assortment of historical shopfronts, a heritage that is worth preserving and replicating. The following code will ensure that any new shopfronts follow a design recipe which honours that heritage and should be read in conjunction with the Wychavon District Shop Front Design Guide SPD.

Shops along the High Street in Broadway

New shopfronts need not be precise replicas of historical styles, but a similar vernacular **can** be achieved simply by including certain key elements as outlined in the following code.

Elements of a shopfront

Fascia & Cornice

- Lettering on fascia **should** be centred and properly aligned. It **should** include the shop name and street number and avoid all other writing as this can make the shop front feel cluttered.
- Where a shop occupies several adjacent shop units, each **should** have a separate fascia, linked visually by a common design. One continuous fascia is considered to be too dominant.
- Fascia **should** be made from a durable material and avoid plastic finishing.
- Fascia **must** be capped by a cornice which **must** include drip detailing to avoid rainwater damage and unsightly streaking over time.

Shop Blinds / Awnings

- Shop blinds **can** be included for shading.
- Blind boxes **can** be designed flush with the fascia or sit proud of it and **must** be constructed of timber. Blind boxes that sit proud of the fascia **must** have drip detailing designed into them to avoid rainwater streaking.
- Shop blind material **must** be traditional canvass and **must not** be made from plastic, vinyl or other synthetic materials. Colours should be compliant with the general, muted colour palette for this code. Blinds can be plain or striped.
- All shop blinds **must** be retractable.
- Blinds can be mounted above or below the fascia.
- Blinds **should** be free of any graphics, logos or text.

Retractable awning in Broadway

Pilasters

- Pilasters are used to frame a traditional shopfront. These can be decorated or left plain but **should** be included in any new shopfronts except where there are legitimate construction limitations.
- Pilasters are usually capped by a capital, console bracket and pediment. These elements **must** be included and can be designed using a simple design or one that is more ornate depending on the overall style of the shopfront.
- Plinths are found at the base of pilasters and **must** always be included.

Stallrisers

- The stallriser is the base of the shop window. Like the fascia, it **should** be in proportion to the rest of the shopfront elements. A minimum height of 500mm **should** be achieved.
- Stallrisers can be panelled or plain.
- Stallrisers **must** be made from timber or rendered & painted brickwork.
- Stallrisers **must** be free of any advertising, permanent or temporary.

Lettering

- The type of lettering used on shopfront signs **should** be easily legible but within proportion of the fascia. The colouring of the letters **must** stand out against the colour of the fascia board without a harsh contrast. Gimmicky fonts **should** be avoided. Traditional, classic font types **should** be used, ideally hand painted by a skilled signwriter.

Shop fronts in Beckford (left) and Kemerton (right) with appropriate lettering in proportion to their fascia using classic font types

Shopfronts in Broadway with lettering integrated into the curved window (left) and into the fascia (right)

Windows and Doors

- Shop windows **can** be panelled but vertical rather than horizontal proportions **should** be achieved.
- Shop windows **must** be free of any posters or vinyl applications fixed to the glass.
- Transom lights **can** be used to reduce the main shop window to a more human scale. These can also be of the opening type to improve natural ventilation and **should** be bottom hung opening inwards or top hung opening outwards.
- Shop doors **should** be glazed.

Shop fronts in Broadway showing characteristic curved windows with cornicing.

Hanging signs

- Hanging signs are most commonly seen on Broadway's High Street but are a welcome addition to any shopfront.
- Hanging signs **should** be no larger than 750mm x 750mm and extend no further than 1 metre.
- Sign hanger brackets **must** be made from metal, **must** be painted black and **should** be ornamented in the style of brackets which are currently found in the village. Hanging signs can be an opportunity to add a sense of playfulness and heritage to local centres.

Hanging signs on ornamented brackets in Broadway

Security Shutters

- Rolling internal mesh grilles **should** be used rather than external roller shutters. This is to maintain the aesthetic of the streetscape and give the shops a sense of occupation rather than a sense of vacancy outside of business hours.

Electronic devices and cooling fans

- Electronic devices, such as security boxes, and other installations such as cooling fans, **should** be hidden where possible in order to reduce the appearance of clutter on the shopfront. This includes electrical wires and satellite antennae.

*Electronic clutter **should** be avoided on shopfronts*

Materials and colours

- Natural materials **should** be used for shopfronts. Where artificial materials are used, they **should not** have high reflectivity. Use of materials **should** be limited to two or three per shopfront.
- 'Heritage' colours **can** be used on shopfronts.
- Garish colours **must** be avoided.

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