

# General Design Guidelines for **Kemble & Ewen**

**AECOM**



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# Summary

This document develops a series of design guidelines for Kemble and Ewen that can help to inform and influence new development. This document is aimed to be used by general members of the public and their professional advisers.

The report is divided in four sections; firstly, a brief introduction about the objectives and the area of study is outlined. The second section deals with general design guidelines applicable to all developments. A third section focuses on design elements that are characteristic of Kemble and Ewen based upon the conservation areas of Kemble, Kemble Station and Ewen, identifying and illustrating the key design features.

The final section outlines a number of generic questions for developers/designers when presenting a proposal. The aim of this section is to provide an assessment tool for the Neighbourhood Plan to verify whether the design proposal takes into account the context of the area and can provide an adequate design solution for the new development.





## Introduction

01

# 1. Introduction

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## 1.1. Background

Through the Ministry of Housing, Communities and Local Government (MHCLG) Neighbourhood Planning Programme, AECOM has been commissioned to provide Design support to the Kemble and Ewen Neighbourhood Plan (KENP). The support is intended to provide design guidelines that can be used to assess new development proposals and provide a commentary on the character of Kemble and Ewen.

To carry out this work the following documents have been taken into account; *The Kemble and Kemble Station Conservation Areas Appraisal and Management Guidance (2016)*, and Section D of *The Cotswold District Local Plan 2011-2031: Design Codes*. The documents presented here should be read in conjunction with Section D of The Cotswold District Local Plan.

Since the preparation of this draft design guidance, new National Design Guidance has been produced. This KENP Design Guide has been revised where necessary to take account of the national guidance.

## 1.2. Objective

The main aim of this report is to develop a series of design guidelines for Kemble and Ewen that can be used to assess design proposals for new developments and modification to existing properties. It aims to reflect the built form of Kemble and Ewen, whilst also seeking balance with the current development and market

aspirations. New development should comply with the Cotswold Design Code in respect of style, setting, boundary, street scene, materials, architectural style and craftsmanship.

## 1.3. Method and Process

Following an inception meeting and a site visit, AECOM and KENP members carried out a site visit and assessment of the different areas within Kemble.

From these meetings the following steps were agreed with the group to produce this report:

- Develop a comprehensive analysis for Kemble and Ewen as whole villages, but with emphasis on extracting the main influences from the conservation and traditional areas, as residents favour the built form from these parts of the villages;
- AECOM to develop and illustrate design principles and guidelines to be used to assess and influence development; and,
- Preparation of a draft report with design principles (this document).

## 1.4. Area of Study

The general area of study is Kemble and Ewen as a whole. The extent of the Area of Study is shown in the diagram on the following page. Regard has been had to the whole the parish including Kemble Wick.

## 1.5. Structure of this document

This document is divided in four sections.

1. The introduction to this document;
2. The general design guidelines applicable to all new developments;
3. The design guidelines focusing on the character of Kemble and Ewen;
4. A set of questions to ask developers and designers in order to evaluate their design proposals.



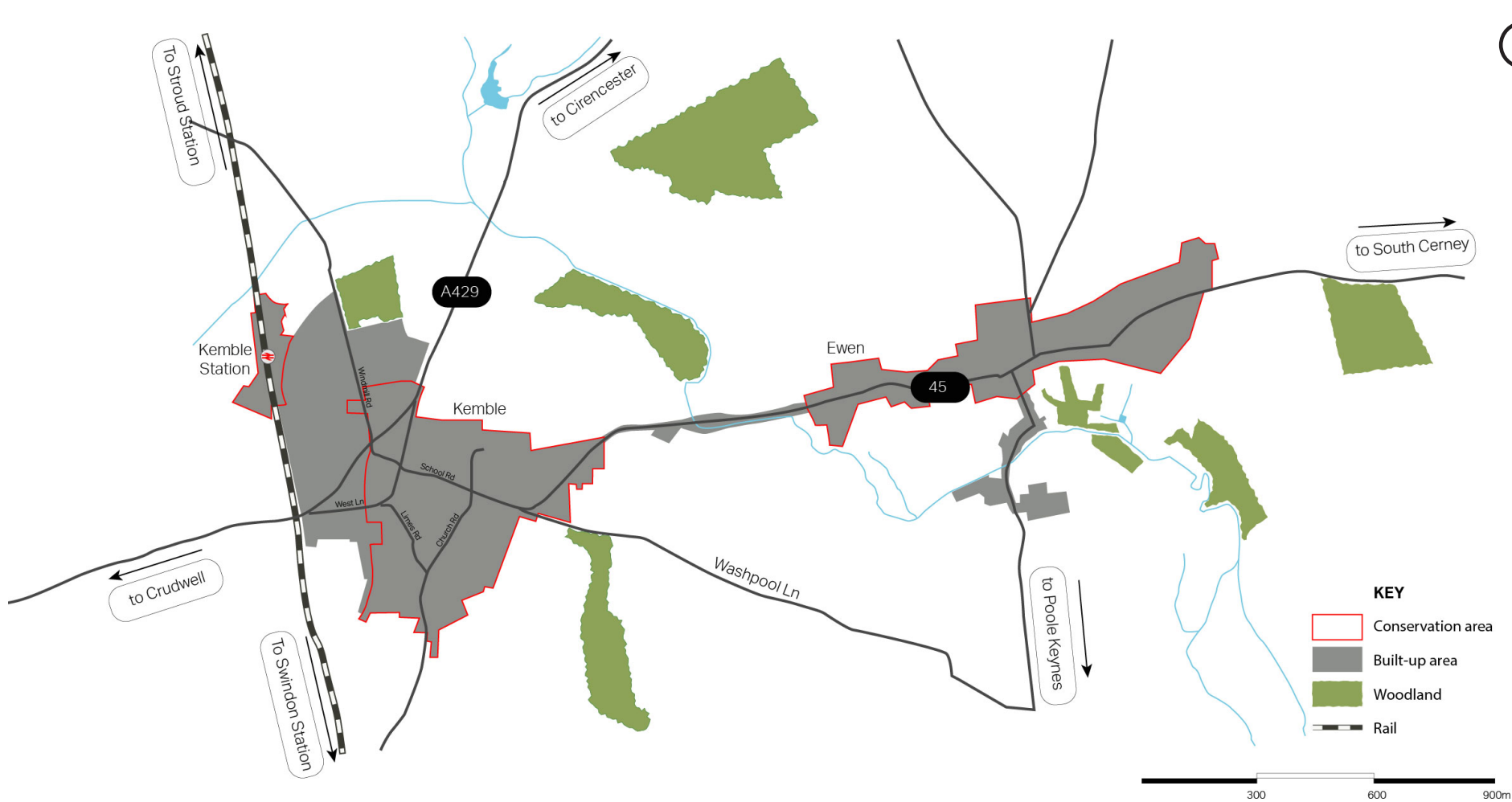


Figure 1: Diagram of Kemble and Ewen showing in grey the extent of the area of study considered in this document.



Mollie Laylor, 1904-1998 As a Token of Gratitude



## General Design Guidelines

02

## 2. General Design Guidelines

### 2.1. Introduction

This chapter establishes a set of general urban design principles that are applicable to all Character Areas. These guidelines have been derived from established national guidance such as the Urban Design Compendium, Building for Life, Better Places to Live, the new National Design Guidelines as well as the Design Code contained within the Cotswold District Local Plan.

This design guide uses the conventional language of urban design. However Kemble and Ewen are villages with distinct village character. The overriding objective of the Design Guide is to preserve and enhance that village character. The Design Guide will be interpreted and applied with that overriding objective always in mind.

For the production of this document, local images have been used to reflect positive examples of local architecture and design. Where no local example has been found, positive examples or diagrams from elsewhere have been used. The following sections elaborate on the design qualities that should be observed in Kemble and Ewen when bringing forward a design proposal.

### 2.2. Guidelines for placemaking

This section considers the analysis and design elements that apply to all Character Areas, irrespective of style and

architecture. These are elements that reflect national guidance and best practice in the UK accrued over more than 20 years.

This section outlines guidelines to establish a basic framework for placemaking; the basic structure of a coherent neighbourhood that other elements can be added to.

The main aim of this report is to provide design guidance in respect of future development in Kemble and Ewen. In the future, this design guidance should be considered as a point of reference for the Neighbourhood Planning Group and Local Planning Authority.

The objective of this design guidance is to support the delivery of high quality development that is appropriate in terms of scale, design and character in such a way as to preserve the existing quality of place in Kemble and Ewen.

#### GP01. Analyse the Context

Understanding the two villages general features and their setting is essential. The philosophy behind these guidelines is that new housing development as well as modifications to the existing built environment should not be viewed in isolation.

It is not only about buildings, but how streets, spaces and buildings work together to create a place that people want to live, visit and care for. When dealing with small infill and building alterations, design must be informed by the wider

context, considering not only the immediate neighbouring buildings but also the townscape and landscape of the wider locality.

The local pattern of streets and spaces, building traditions, materials and ecology should all help to determine the character and identity of a development, recognising that new building technologies are capable of delivering acceptable built forms and may sometimes be more efficient.

It is important with any proposals that full account is taken of the local context and that new design is consistent with the density, height and mass of the surroundings. Proposals should embody the “sense of place” and also meet the aspirations of people already living in the area in respect to built form and materials.

However, reference to context does not mean to copy or use pastiche solutions. It means using the surroundings as inspiration and influence, with the understanding that a contemporary solution could harmonise well with existing traditional forms. This guide will outline the elements that make an important reference point.

## Kemble



## Kemble Station



## Ewen



Figure 2: Collage of photos showing a sample of the diverse built form features within the areas of Kemble and Ewen.

## GP02. Provide or preserve a connected street layout

This means having streets connecting with each other and creating different travel options and routes. Current best practice favours a permeable street layout to make it easier to travel by foot and cycle, whilst generally discouraging the use of cul-de-sacs.

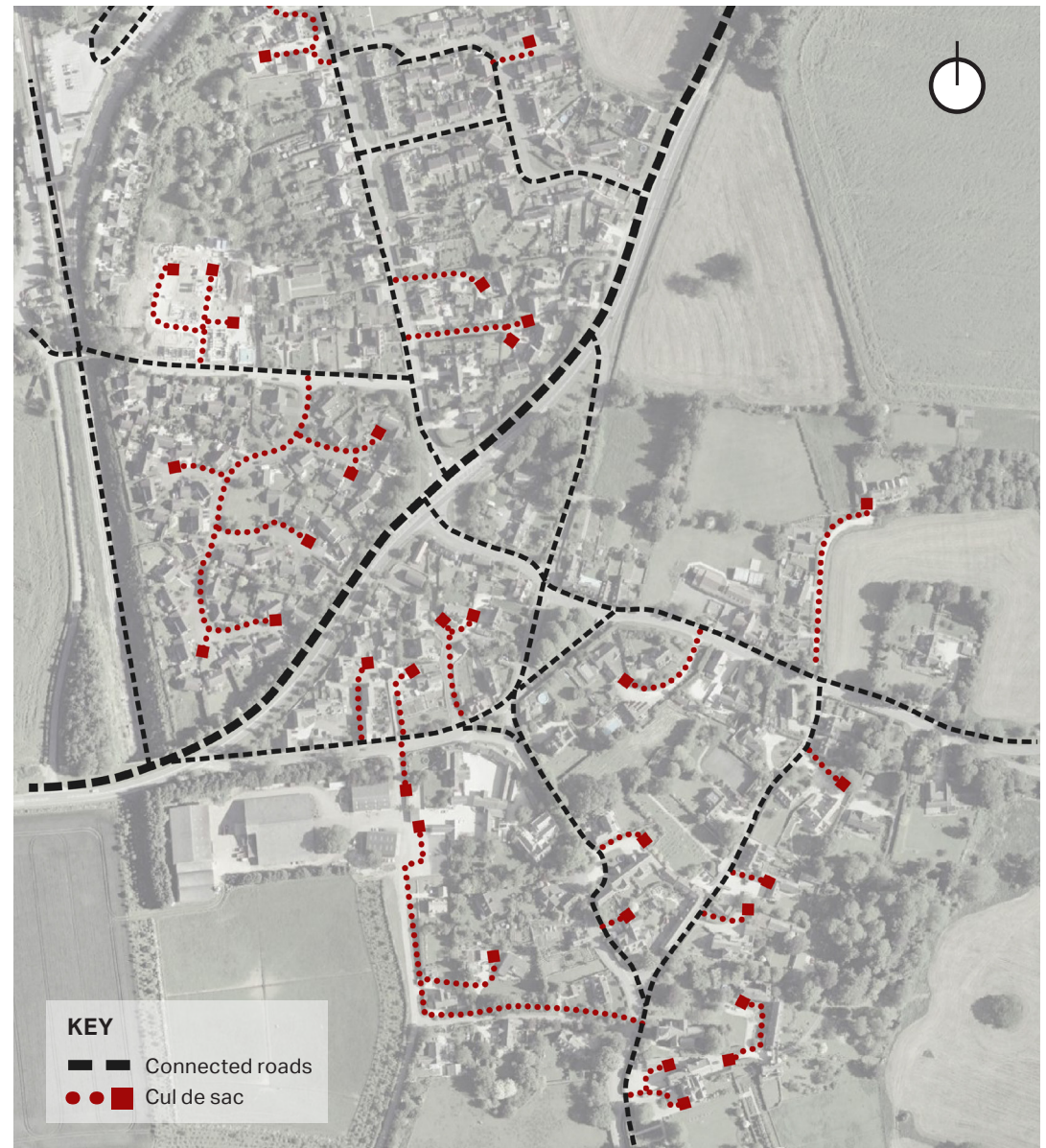
This connected or permeable pattern also encourages what is known as a 'walkable neighbourhood'. A place where streets are connected and there are routes linking meaningful places.

Short and walkable distances are usually defined to be within a 5 to 10 minute walk maximum or a five mile trip by bike. If the design proposal calls for a new street or cycle/pedestrian link, it should connect to the existing street network.

### Kemble

Streets in Kemble show a mixed pattern of permeable and connected with a number of existing cul-de-sac locations. In general, the main streets are of a connected nature, whilst cul-de-sac exists in tertiary roads.

This guidance advocates that, in general, all streets should be of a connected nature promoting cycle and pedestrian access and limiting vehicular access. This can be achieved by creating a new pattern of streets based on the natural or historic features found in Kemble. It also means that connectivity should prioritise pedestrian and cycle movement over car circulation. For example, instead of a cul-de-sac, a set of connected streets can be achieved with selected closures to vehicle circulation. In doing this, the tranquillity and safety of a cul-de-sac can be achieved without sacrificing linkages.



**Figure 3: Diagram showing existing typologies of street in Kemble. In future, new streets in Kemble should be of a connected nature for cyclists and pedestrians, whilst keeping cars within main thoroughfares.**

## Ewen

Ewen shows a form of ribbon development along a main street with closed streets stemming from it. The main street has a meandering nature responding to topography and landscape. It creates interest and surprise. These features should be sought for future development, whilst also enabling the connectivity within the quieter streets.



Figure 4: Diagram showing the main street in Ewen and stemming pockets of development. New development should make reference to this feature, whilst achieving new linkages.

### GP03. Make street design work for everyone

Within a village context, streets are the places where people walk, meet and interact. They are also often the most permanent features of our built environment. An attractive public realm enhances people’s quality of life and the perception of a place.

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

The quality of our streets and spaces can be undermined by overly engineered traffic calming measures, such as speed humps or highways alignments. These approaches are unattractive and can be frustrating for all transport modes.

- Create spaces that incorporate natural methods of traffic calming such as: narrowing down the carriageway, use of planting and build outs to

incorporate street trees, change of colour and materials, varying the alignment of the vehicular route and use of tight junction radii.

- Turning areas at the end of roads should be designed with imaginative solutions, that move away from formulaic responses (e.g. hammerheads at the end of a road).
- Sustainable Drainage Systems can also be incorporated into street designs and used imaginatively to provide unique features that help identify a specific hierarchy of streets or signal an important route through a site.
- Provide a range of opportunities for people to engage with a place through their senses. Such as street furniture, varying materials, diverse architecture, pavement textures, etc.



Figure 6: Positive example of two streets in Cirencester, where the use of materials and vertical deflection, provide a pedestrian priority environment and is aesthetically pleasing.



Figure 5: Examples of streets in Kemble where there is a pleasant balance between the spaces for pedestrians, landscape and cars , whilst also showing some potential engagement with the senses though colour and shared spaces.



## GP04. Create wayfinding elements

To add meaning to a street layout and the experience of a space, it is important to signpost a journey. This means creating and/or preserving distinctive built or natural elements that help people navigate the neighbourhood, these elements can be described as landmarks.

Landmarks are elements that are out of the ordinary and serve as orientating points. They do not necessarily need to be significant landmarks in the way that Big Ben is, but they need to be differentiators nonetheless.

These are usually placed at corners, crossroads, public spaces or along a road and come in a variety of forms, for example a church spire or a historic building. At a local level these elements could be a distinctive house, public art or even an old and sizeable tree.

The main feature is that they are unique and help people navigate the village environment. This means having streets connecting with each other and creating different travel options and experiences throughout the neighbourhood.

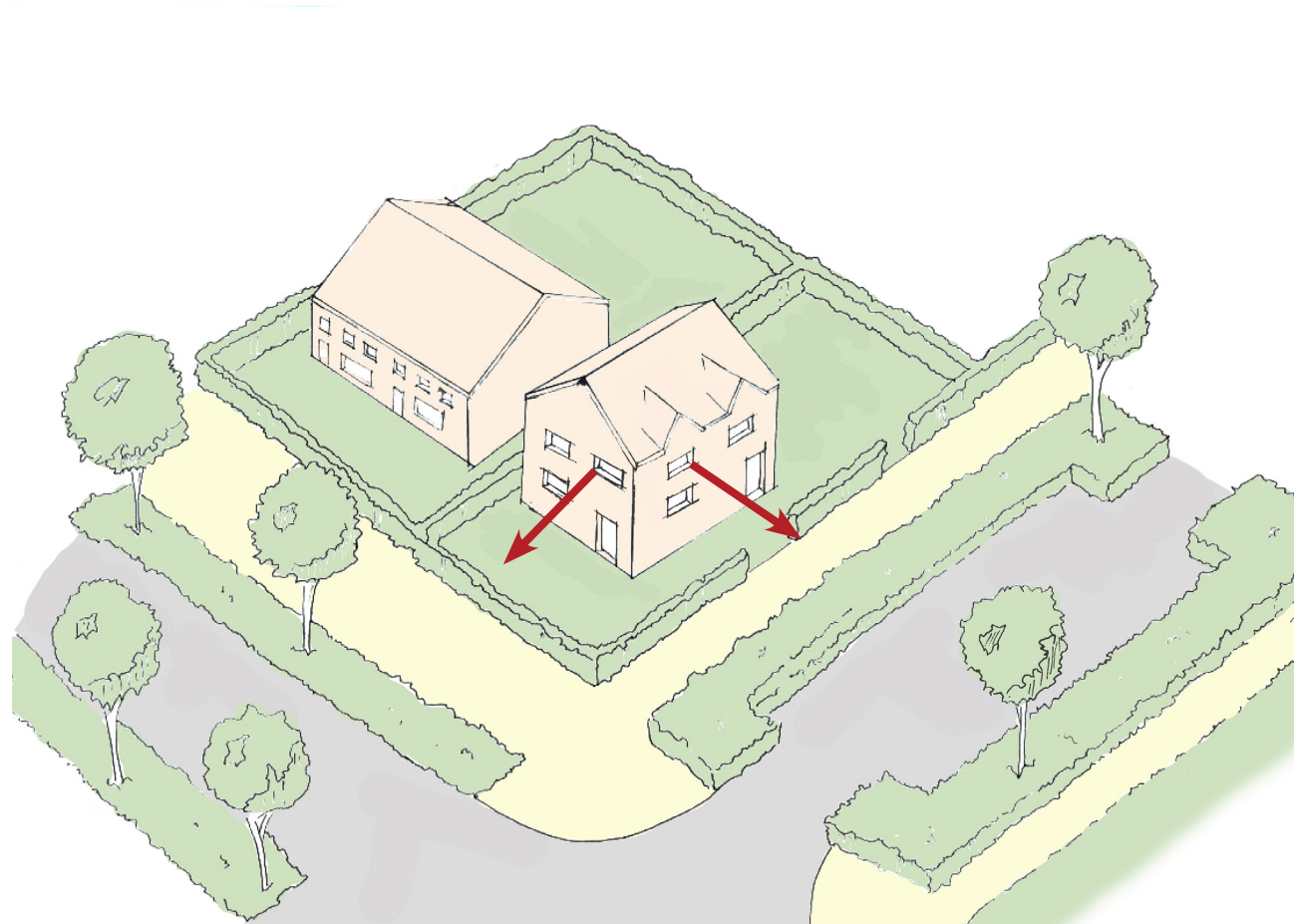


Figure 7: Local example showing how built elements can act as a local landmark or way finding element.

## GP05. Turn the corner

Together with creating potential local landmarks, one of the crucial aspects of a successful village environment and form is the issue of corners. In particular, buildings placed at the corner of a block because these buildings have at least two public facing façades, they have double the potential to influence the street's appearance. The following guidelines apply to corner buildings;

- If placed at important intersections the building could be treated as a landmark and can be slightly taller or display another built element signalling its importance as a way finding cue;
- The aim should be to create a positive outlook that improves the building, the street scene and generates local pride;
- All the façades overlooking the street or public space should be treated as primary façades;
- They should have some form of relationship with the street, in the form of windows or outdoor private space, in order to enhance natural surveillance;
- In the case of fencing for back gardens or perimeter walls, the quality of the materials should be high. Panel fencing should be avoided and instead use a typical Kemble treatment such as: dry wall or masonry wall. Other alternatives could be a green wall, hedges and plants or a contribution of timber, brick and planting; and
- At least one of the perimeter walls sides should be a low wall or low growing vegetation.



**Figure 8: Diagram showing the way corner buildings should address the street.**

## GP06. Make open spaces / play areas usable and meaningful

Open spaces and play areas, as well as the surrounding landscape play a vital role in creating a positive village environment. These places foster community and gathering; thus creating lively places in the neighbourhood is an important objective.

- All open space should have a purpose and be of a size, location and form appropriate for the intended use, avoiding space left over after planning or pushing open space to the periphery of development.
- Landscape should not be used as a divisive measure between new and existing development.
- Open spaces including streets and parks should be designed with adequate seating, gently sloping access routes, measures to reduce fear of crime and an attractive appearance, so that people are encouraged to use them.
- New and existing landscapes and open spaces should be located within walking distance from their intended users. If appropriate, these should be linked to form connected green networks. These networks are often more useful for visual amenity, recreational use and wildlife corridors than isolated parks. Where direct links are not possible, it may be appropriate to link open spaces together through green routes, shared surfaces and streets. Tree lined avenues can achieve a visual and physical connection to open space.
- Open spaces need to offer choice for the needs and desires of all users. For example, seating for contemplation, outdoor gym equipment, productive gardens, vertical gardens, allotments, etc. By



**Figure 9: An example of existing benches in Kemble providing a useful and active public space whilst being overlooked by surrounding buildings.**

offering choice, you will encourage healthier lifestyle choices. The importance of quiet spaces should not be forgotten, place in which people can relax, contemplate and practice mindfulness.

- Surrounding buildings should overlook play areas and public spaces and where possible, locate play areas centrally within the neighbourhood, in order to encourage social gatherings.
- If play areas are proposed or required, the location of play spaces needs to take into account the surrounding context. Factors to consider will be the intended age of the children using the play space, the size of it, the type of equipment and the proximity to existing residential properties.



**Figure 10: Kemble Park south of the village providing amenity and long distance views.**

- Play spaces should be accessible to all children. Reference should be made to existing national guidance on inclusive play. When designing and planning play areas also consider seating areas for carers, shaded spaces and avoiding hidden spots.
- Play areas could also include elements relating to nature and landscape. The equipment and fittings considered should be of high quality, durability and conforming to the relevant standard as defined by the Local Authority.
- All new development should meet the standards in Building with Nature as set out by the Gloucestershire Wildlife Trust.

## GP07. Make buildings overlook public space

A crucial feature of successful places is to enclose buildings and clearly define public space. This is achieved when building facades and entrances open onto public space. This “activates” the public space through engaging architecture, such as windows, doors and varied front gardens at ground level. These features naturally foster pedestrian movement, social interaction and natural surveillance.

In addition, green spaces in the middle of public spaces or around buildings (as infill or green pockets) could play a crucial role in enclosing spaces. It strengthens the sense of place by creating and enclosing space and by making good quality design accessible for everyone.

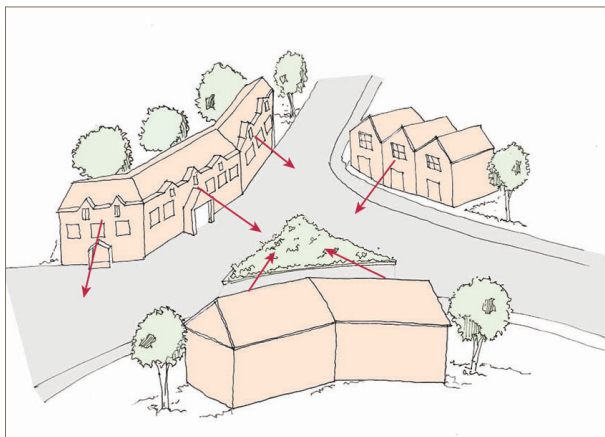


Figure 11: Diagram showing buildings overlooking public space.



## GP08. Make buildings overlook streets

As with public spaces, neighbourhood streets should be defined by buildings around them. This creates enclosure and definition of the street space. The main entrances to building should face the street, as this helps to encourage natural surveillance and to create a positive streetscape; similarly, it creates the possibility of contact between buildings and streets as well as between neighbours, thus fostering a socially rich environment.

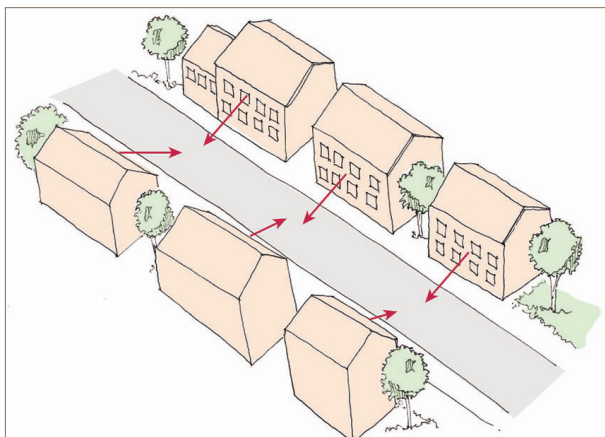


Figure 12: Diagram of an overlooked street.



## GP09. Use of trees and landscaping

Trees and planting are important. They provide shading and cooling, act as habitats, as well as assisting with water attenuation and humidity regulation. For people, they help alleviate stress and anxiety, help with disease recovery, and improve health and well-being. The following guidelines focus on the design aspects and appearance of trees in private gardens as well as public open spaces and streets;

### General

- Consider trees and planting from the outset;
- Preserve large trees;
- Pick the right trees and species to mix and match encouraging diversity and ensuring longevity. In Kemble and Ewen typical species include Lime and apple trees;
- Consider the maintenance regime as well as the different conditions of leaf and canopy throughout the seasons; and
- Consider using trees and planting to define spaces.

Aside from their environmental benefits, trees on streets contribute to the creation of local character and pleasant feel of the neighbourhood. The following are general guidelines to observe when placing trees as part of the street scene;

- Preserve large trees and consider using these as landmarks where appropriate;

- Consider canopy size when locating trees; reducing the overall number of trees but increasing the size of trees is likely to have the greatest long term impact;
- The size of the tree pit to allow soil around the tree and ensure tree stems are in the centre of the verge to provide a 1m clearance of the footway or carriageway;
- Allow for vehicular circulation sight lines;
- Create a tree palette according to the place, tree's needs as well as maintenance regime;
- Aim to mix and match the species to ensure resilience and avoid cross contamination, should disease break out on one type; and

- Ensure underground services are buried as close as possible to footpaths and the edges of roads so tree roots have room to grow without damaging services.

### Kemble and Ewen

- A characteristic of Kemble and Ewen are trees located close to the boundary line in front gardens, as well as along the street itself. These trees along with hedges and walls create a strong boundary feature.



Figure 13: Local example showing the use and importance of trees in creating character.

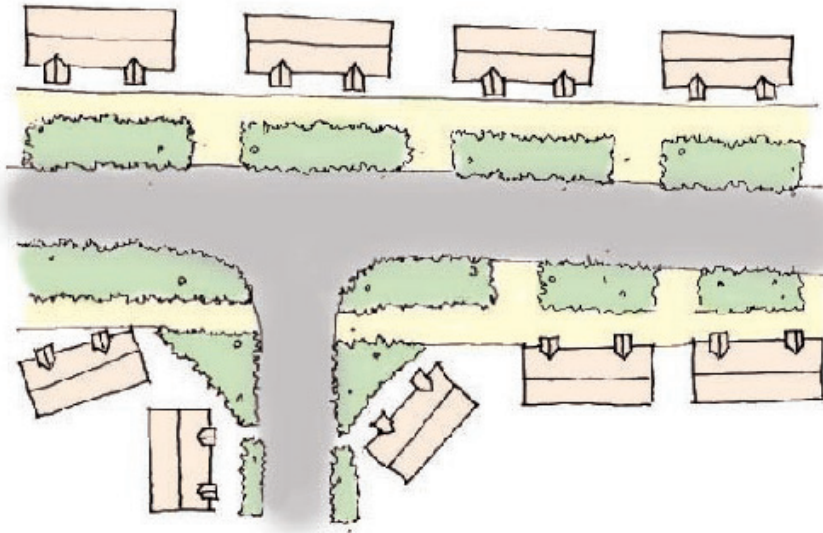


Figure 14: Diagram showing a primary street in Kemble with verges and their relationship with properties and pathway. These types are considered best practice but not all locations will have ideal conditions, thus a discussion with the Local Authority and highways team should be carried out to find the best balance to ensure the street function and the longevity of verges.

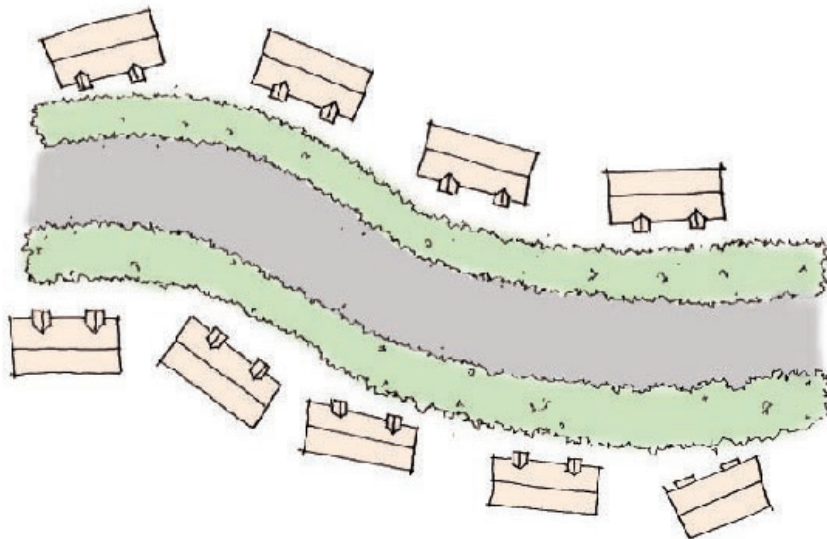


Figure 15: Diagram showing a secondary street in Kemble with verges and their relationship with properties and the sidewalk. These types are considered best practice but not all locations will have ideal conditions, thus a discussion with the Local Authority and highways team should be carried out to find the best balance to ensure the street function and the longevity of verges accompanied with an existing example within local context.

## GP10. Manage car parking

Providing sufficient car parking that meets the needs of residents and visitors, whilst not negatively affecting the appearance and character of a place is a significant challenge. Too much parking can dominate the street scene, whilst too little could result in indiscriminate parking. There isn't a single best solution, but a combination of on-plot, and limited on-street parking according to location, topography, type of dwelling and market considerations is usually the best approach. The following guidelines apply to on-plot and street parking.

### On-plot parking

For this type of parking the suggested guidelines are:

1. Parking space at the front of properties should not dominate the building frontage and should be clearly visible from the front windows and entrances to provide informal surveillance;
2. Cars at the front need to be softened with landscape, planting and materials with a clear property boundary solution;
3. Cars on the side of the main building need adequate space and landscape treatment to soften the presence of cars;
4. Integral garages should be avoided, however when proposed they should complement the main building in terms of proportion, roof and materials;
5. Paving materials in parking areas should be complimentary to the building and where possible, permeable pavement surfaces should be employed especially in front gardens;
6. Avoid the use of bare parking courts (at front or back). If parking courts are unavoidable, introduce landscape and planting to soften the presence of cars; make sure there is a well defined property boundary. Similarly aim to have a drive through access that is clearly intended as an entrance; and
7. Provision should be made for electric vehicle charging.

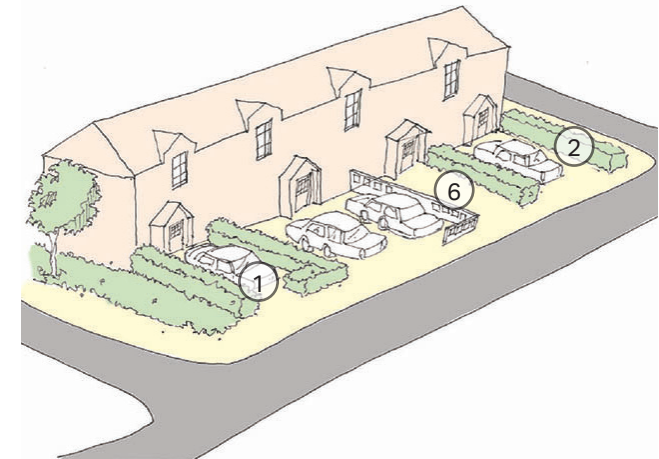


Figure 16: Local examples showing different ways to address on-plot car parking.

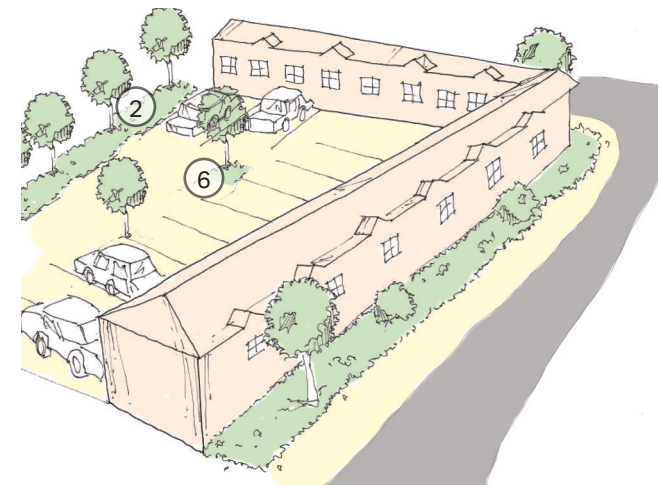


Figure 17: Diagram and photo showing the effect of keeping on plot parking subservient to landscape and property boundary treatment.

## On street

This type of parking refers to parking which occurs on public streets. This is a convenient form of parking, but must not be allowed to dominate the street scene to the detriment of the village environment.

Parking on the street is a very efficient solution and people know how it works and, unlike rear parking, it encourages activity and street surveillance.

For this type of parking the suggested guidelines are:

1. On-street parking should be designed from the outset;
2. Make parking spaces clear and unambiguous by delineating them with materials or markings;
3. Consider what is the best parking alternative, according to function, location and place-making aims. Typical arrangements include: parallel, perpendicular and right angled layouts. The right solution will emerge from analysis of the site and expected amount of traffic;
4. Aim to get the space as close as possible to the entrance of the dwelling;
5. Add planting to soften the presence of the car; e.g. verges, hedges and trees on street;
6. If possible group cars and add a break made up with planting, such as trees or hedges, usually groupings between 3 and 6 work best; and
7. Put visitor parking in visible areas and front of properties to encourage active places.



Figure 18: Diagram showing how to address on-street car parking.



## GP11. Use of environmental and energy efficient solution

Cotswold District Council has declared a climate emergency. In this context, it is essential that every effort is made to promote the best sustainable practices in the design and construction of both new buildings and extensions.

The incorporation of energy efficiency, waste and services into buildings, as well as better insulation is essential, particularly in new buildings. In the case of existing properties efforts should be made to include these where feasible. Regard should be had to national guidance on efficiency and resilience.

This section deals with the use of some environmentally friendly solutions and their effect on the appearance of buildings.

### Rainwater Harvesting

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

- Conceal tanks by cladding them in materials complementary to the main building;
- Use of contrasting but attractive materials or finishing for pipes;
- Combine landscape/planters with water capture systems;
- Consider using underground tanks; and
- Utilise water bodies for storage, which in turn could be an attractive feature (e.g. pond).



Figure 19: Example images showing different solutions for rain water harvesting that are well integrated with the building.

## Sustainable energy and energy efficiency

There are a range of different options to enable sustainable energy generation, including solar panels as well as ground and air source heat pumps. Some issues can arise in regards to solar panels in particular, such as retrofitting listed buildings and buildings within conservation areas. In such instances, particular care is required to avoid adverse impacts. Outside such areas, the following guidance will be applied.

### Solar panels on new builds:

- Design this feature from the start, forming part of the design concept. Some attractive options are: solar shingles and photovoltaic slates;
- Use the solar panels as a material in their own right;

### Solar panels on retrofits:

- Analyse the proportions of the building and roof surface in order to identify the best location and sizing of panels;
- Aim to conceal wiring and other necessary installations;
- Consider introducing other tile or slate colours to create a composition with the solar panel materials;
- Conversely, aim to introduce contrast and boldness with proportion. For example, there has been increased interest in black panels due to their enhanced attractive features. Black solar panels with black mounting systems and frames can be an appealing alternative to blue panels.

All development should evidence that appropriate design measures have been put in place to maximise energy efficiency.



**Figure 20: Example image showing the use of solar panels in traditional buildings by making them flush with the tiles and creating contrast.**



**Figure 21: Example images showing different approaches to solar panels; all aiming to make a positive appearance by blending, contrasting or making a main feature.**

## Green walls

There is now a greater awareness of the need to ensure that developments are sustainable in their design and construction. Green walls are generally more accepted. Whether they are partially or completely covered with vegetation, their design should follow some design principles, such as;

- Where applicable plan and design this feature from the start, so it is responsive to local character;
- Develop green walls that are easy to reach and maintain. Care should be taken that they are discordant features in a village context.
- Design comprehensively with other eco-solutions, such as water harvesting and permeable pavements as well as sustainable drainage systems; and
- Use green walls to minimise the number of blank walls.

## Permeable pavements

Pavements add to the composition of the building. Thus, permeable pavements should be encouraged as a water management solution to perform its primary function, which is to filter water into the soil but also;

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



**Figure 22: Example images showing possible ways to use green walls that may be appropriate depending on the context.**



**Figure 23: Example images showing the use of permeable paving that complements the building's materials.**

### Cycle storage

- Sensitively located to avoid dominating the front elevation of any building;
- Create a specific enclosure of sufficient size for bikes. The size will depend on the size of dwelling, but as a general rule it should be at least one space per bedroom;
- If not built as part of an enclosure, make sure there are racks or hoops to secure the bikes;
- Whether covered or open, place the spaces so that retrieval and manoeuvring is easy;
- Add to the green feel by incorporating a green roof element to it; and
- It could be combined with waste storage.



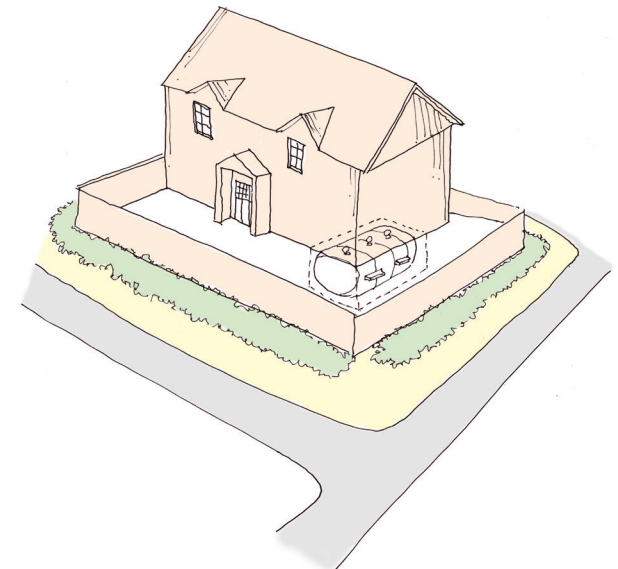
Figure 24: Example images showing ways to address cycle storage.

### Oil tank

- Avoid locating in a prominent position;
- The oil tank could be concealed under the building so it is not visible;
- Another way of addressing the oil tank is on ground and where possible to cover it;
- Use it as part of the property boundary; and
- Refer to the materials palette to analyse which would be a complementary material.



Figure 25: Example images showing ways to address oil tank.



## Waste storage

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

- Create a specific enclosure of sufficient size for all the necessary bins;
- Place it within easy access from the street and where possible, able to open on the pavement side to ease retrieval;
- Refer to the materials palette to analyse which would be a complementary material;
- Use it as part of the property boundary;
- Add to the green feel by incorporating a green roof element to it; and
- It could be combined it with cycle storage.



Figure 26: Example images showing waste storage solutions using timber and planting to contain multiple bins and containers.

## Post boxes and deliveries storage

- Housing (including converted houses) must be provided with lockable individual post boxes as well as secured deposit for parcel deliveries; and
- Individual homes should have a post box. This could be recessed or added on. It must complement the aesthetics of the main dwelling. Provision should be made, where possible, for parcel deliveries.



Figure 27: Example images showing ways to address delivery storage.

### Lifetime homes standards

Houses should be designed to meet the differing and changing needs of households and people's physical abilities over their entire lifetime.

One way to achieve this is to incorporate Lifetime Homes Standards design criteria in the design of new homes and to assess whether they can be retrofitted in existing properties.

Figure 29 illustrates the main principles of inclusivity, accessibility, adaptability and sustainability.

In addition, incorporating more single storey dwellings and dwellings with lifts are two other ways to ensure that occupiers can remain in their homes as long as possible, without the need for costly additional interventions.

For further guidance, see the National Design Guide and the Cotswold Design Code.

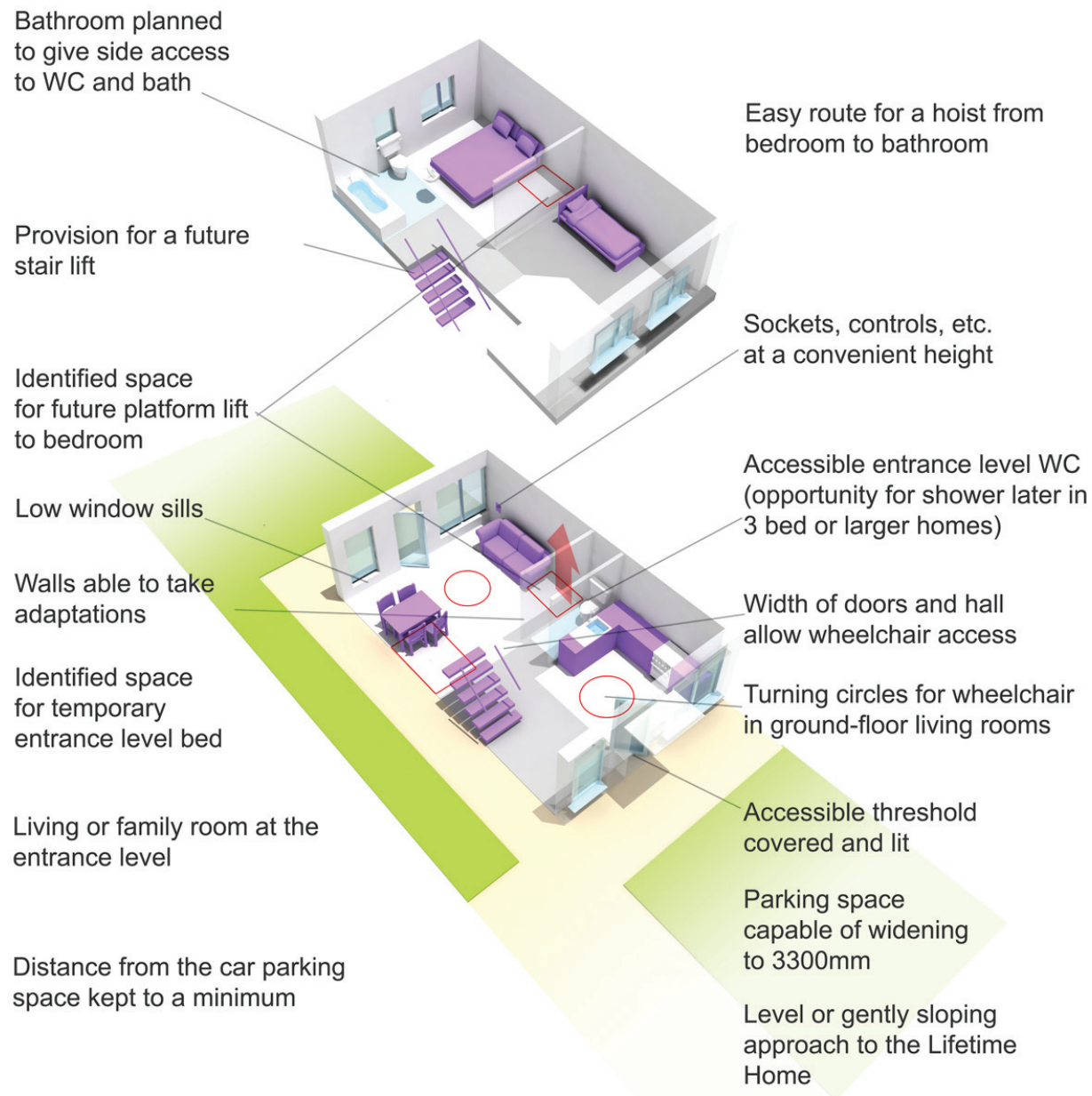


Figure 28: Lifetime Home Diagram (indicative only). Source: [lifetimehomes.org.uk](http://lifetimehomes.org.uk).

## GP12. Wildlife-friendly environment

- New developments and building extensions should, so far as possible, strengthen biodiversity and the natural environment;
- Existing habitats and biodiversity corridors should be protected and enhanced;
- New development proposals should, so far as possible, create new habitats and wildlife corridors; e.g. by aligning back and front gardens;
- Gardens and boundary treatments should be designed to allow the movement of wildlife and provide habitat for local species; and
- Further guidance can be found at Building for Nature.



Figure 29: Local examples showing a wildlife-friendly environment.







## Design Guidelines reflecting the features of Kemble and Ewen

# 03

## **3. Design guidelines reflecting the features of Kemble and Ewen**

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### **3.1. Introduction**

There are two conservation areas in Kemble; Kemble and Kemble Station and Ewen.

This section outlines the main design features within Kemble and Ewen. The design features are illustrated with photographs of the area in question and are considered positive examples. Emphasis will be placed upon what makes the area unique or different.

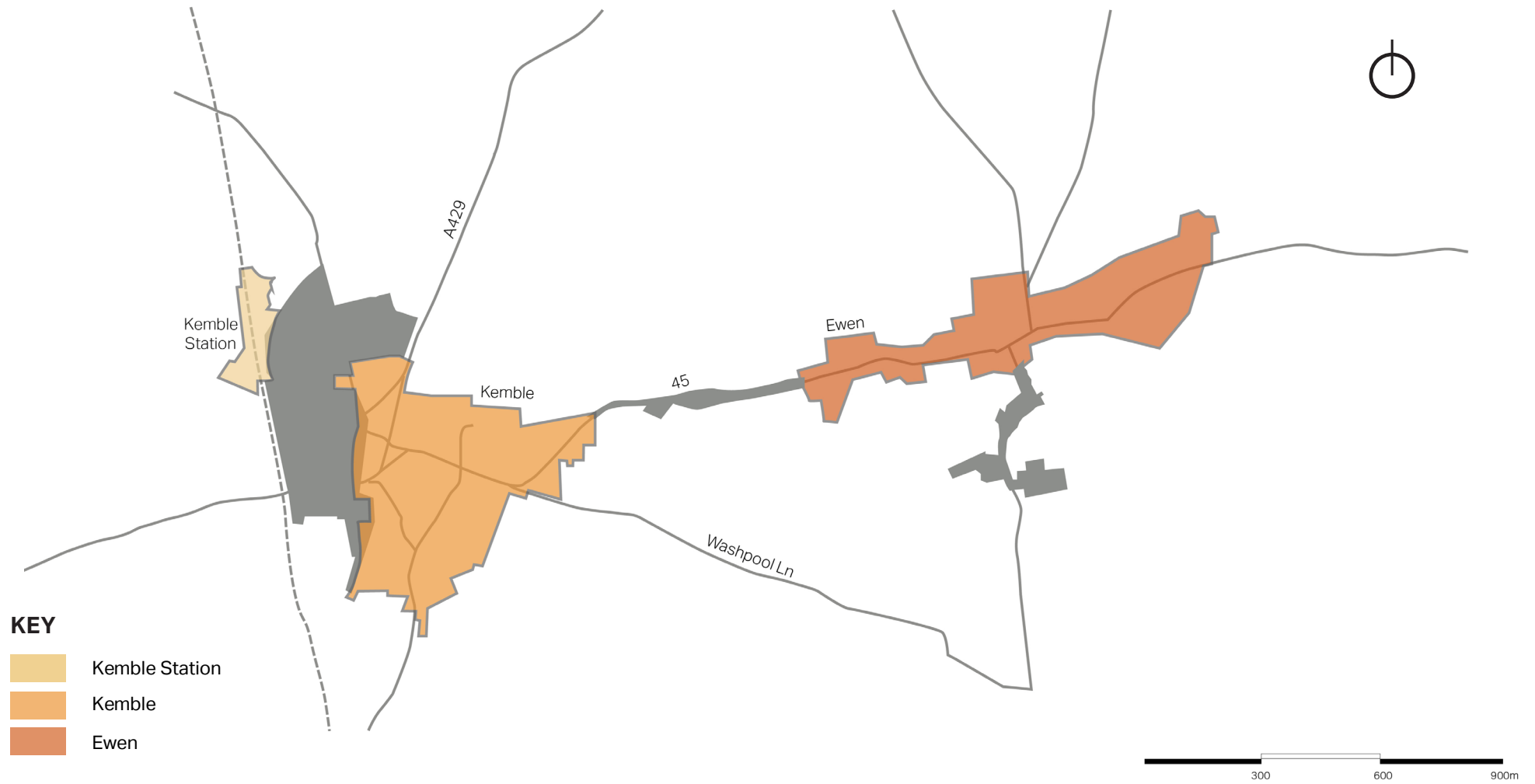


Figure 30: Diagram of Kemble and Ewen showing Character Areas.

## KE01. Layout and groupings

This section focuses the on layout and groupings of some areas within Kemble and Ewen. Some areas have an urban/suburban residential character in Kemble, but the village has remained essentially rural, withstanding a gradual increase in development. Buildings tend to follow the street pattern, whilst also respecting topography and allowing views to the countryside.

In general, the great number of vernacular, historic and listed buildings depict the quality of the area. It is important to stress that any future housing proposal should pay homage to the cultural legacy and identity of Kemble and Ewen, for example;

- Use good local examples of the way buildings are grouped,
- Respect the building line,
- Respect the way buildings face the street,
- Take inspiration from the roofline.

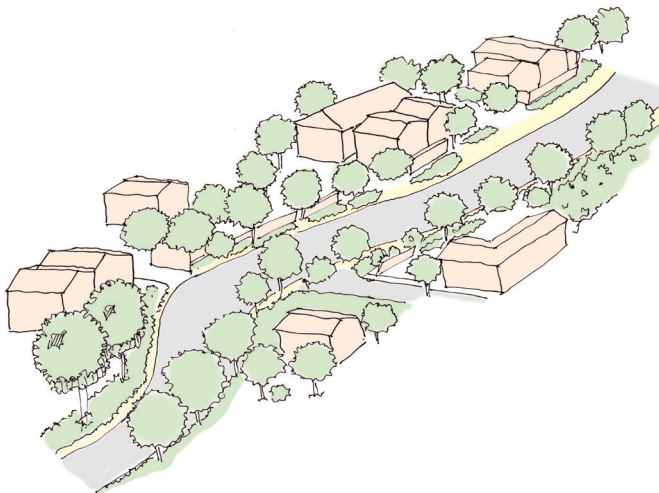


Figure 32: An example showing the frontages and layout of buildings in Limes Road within Kemble.

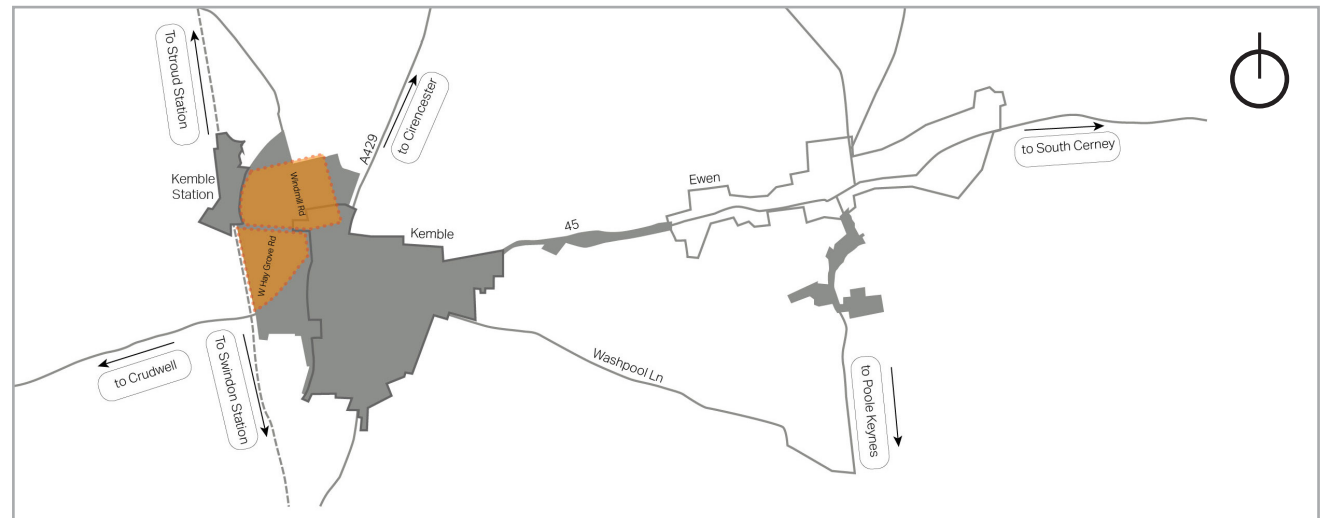


Figure 31: Kemble and Kemble Station, Location map.



Figure 33: West Hay Grove Rd.

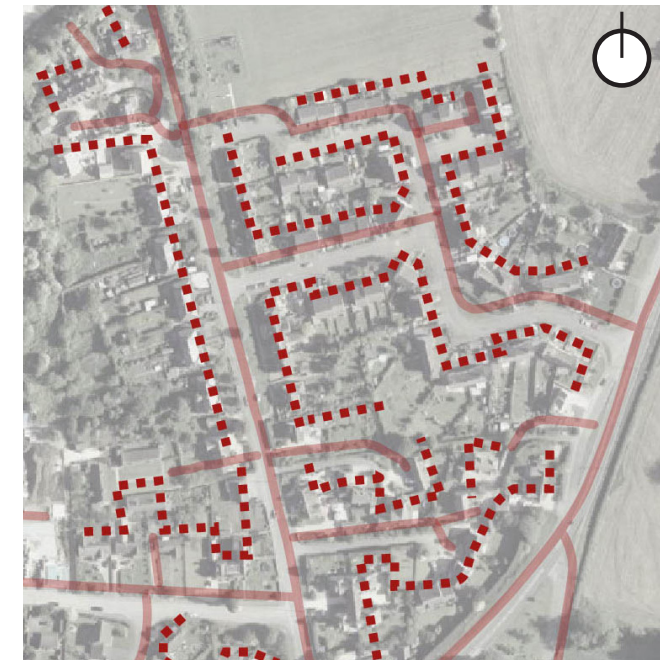


Figure 34: Windmill Rd.

Ewen is typical of a Cotswold agricultural settlement that has developed in a traditional way, with differing structures and layouts; however the predominant feel should be of low to medium density residential development with a profile up to 2 storeys. The guidelines below should inform future residential development and the transformation of existing buildings in both Kemble and Ewen.

- Development frontages should tend to be linear or gently curved with wide pavements, footways and verges;
- Links between the village, parks and the village edge via a green network should be preserved and strengthened;
- Where it is possible, without harming important gaps in the building line, infill should respect the local landscape character and be designed to blend well with the existing built environment;
- Residential properties should be well set back from the street behind large hedges or dry-stone walls;
- New developments should be sympathetic with the existing building style and form and should respect the existing scale, height and material of the surrounding developments;
- Within Ewen, an important characteristic is the way the countryside permeates the village. New development should not infringe upon this countryside; and
- Buildings should be organised in a linear format along main roads with generous front gardens, vegetated boundaries and where possible on-plot parking.

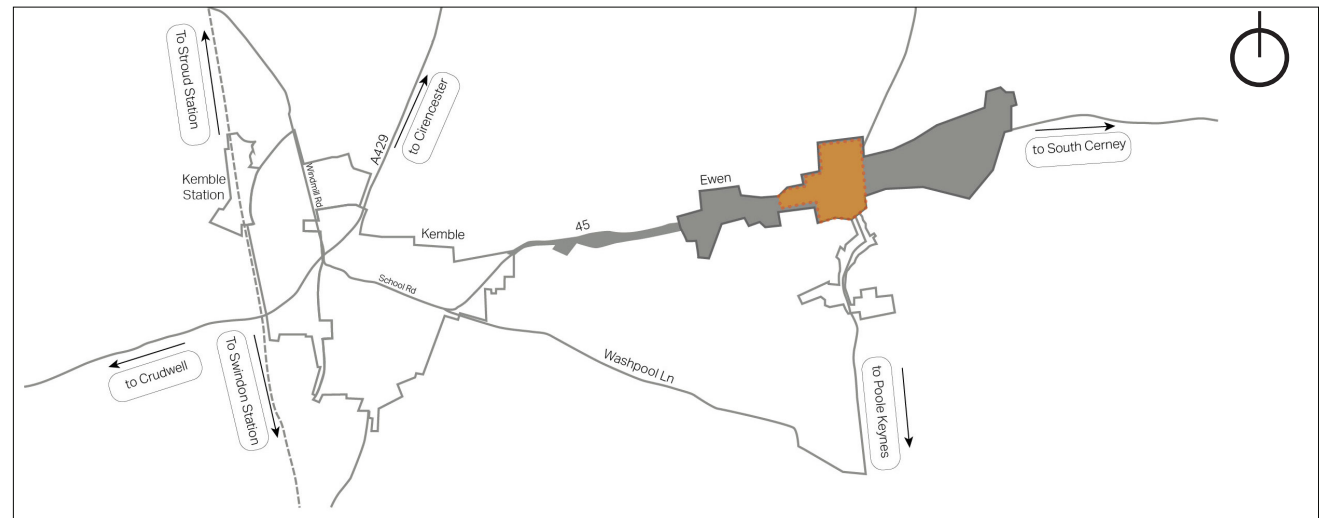


Figure 35: Ewen, Location map.



Figure 36: The layout of Ewen .

## KE02. Setting and Views

The setting of any new building should be carefully considered, regardless of its location. Attention should be paid to its impact on public views to and from the site. The views should not be significantly harmed and opportunities to open up new views explored. In the countryside or the edge of the village the landscape should dictate the location of buildings in order to preserve the views and landscape character. Larger buildings should be placed within a natural context to avoid being too dominant on the skyline. Reference should be made to the Kemble and Ewen Landscape Appraisal and the Kemble and Kemble Station Conservation Area Appraisal.

In new housing developments, ample space should be allocated for landscaping. New built forms adjacent to historic ones, should be of comparable size and scale. The followings are some guideline related to setting and views;

1. The surrounding area is open with extensive views from the edge of the settlement. There are few views of the settlement from surrounding roads. The best views are from footpaths. New developments should respect the urban views over the roofscape of the surrounding residential areas specially the most attractive view of All Saints Church;
2. An understanding of the impact of any development proposal on key views is critical; and
3. Long channelled views along road corridors should be respected and enhance the environment. New developments should be sympathetic with the existing building style.



Figure 37: Examples of views experienced in the area.

## Appearance

- **Height:** The area contains a mixture of developments (Kemble Railway cottage, detached, semi-detached, terraced properties) with differing building heights. New buildings should match and respect the height of local context and should not generally exceed effectively 2 storeys. Raised foundation providing an overall higher dwelling will not be acceptable.
- **Fenestration:** Windows should be of traditional construction and design. Plastic non-flush fitting casements should not be used;
- **Predominant architectural style:** Kemble has late seventeenth/eighteenth century farmhouses, and some very high quality vernacular Georgian barns and Victorian houses. These reinforce the village's historic association with the surrounding land and its use. Of particular note, is the number of labourer estate cottages from the nineteenth century which are closely linked to the inhabitants of Kemble House. The use of poor quality materials and design in an attempt to recreate historic architectural styles in the area should be avoided;
- **Gutters and pipes:** Gutters and pipes should aim to complement the line of the roof and match with a colour that is subservient to the main roof; and
- **Front gardens and parking areas:** Buildings should have, where possible, generously proportioned gardens and driveways with a verdant backdrop. Car parking areas should not dominate the urban landscape and be well screened by landscape and vegetation.



Figure 38: Some examples showing the architectural style in the area.

### KE03. Building Line

This refers to keeping a consistent building line at the front of the property in relation to neighbouring buildings. For this feature the guidelines are as follows:

- Existing buildings should preserve their existing general alignment. No major outbuildings or roof projections should be allowed; and
- New buildings should match the surrounding alignment of the main facade facing the road. In this case small alignment variations of up to +/- 1m are allowed to provide interest to the streetscape.



Figure 39: Local examples showing a typical and consistent building line amongst buildings.



Figure 40: Map showing a consistent building line along Kemble village.



## KE04. Street Scene

There are linear residential streets with gentle meandering within the two villages. There are strong visual connections with surrounding agricultural landscape which provide ample tree or hedge lined backdrops to views out of the village, creating a sense of openness to the edge of village. In addition, many of the streets within the villages are lined with pedestrian footpaths or green verges.

The street scene contains buildings of a variety of scales and architectural styles. Together, however, there is a sense of rhythm, harmony and balance which should be continued in new development.

In addition, in some parts of Kemble and Ewen, buildings are arranged in gentle curves, irregular building lines or sit on or close to the rear of footpath. Therefore, the following is recommended;

- The importance of close attention to the site and its settings at all levels, from the overall principle, density and grain to the scale, form, roofscapes, elevations and detailed features of buildings as well as the landscaping surrounding them;
- Ensure that the new development not only respects the existing local character, but also develops a sense of place of its own;
- Boundary treatments should be screened with native vegetation to frame the building and improve the overall streetscape; and
- Buildings should be well set back from the main roads to provide opportunity for landscape planting to promote the visual quality of street scene.




Figure 41: Some examples showing different street scenes within the area.

## KE05. Boundary Treatment

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

boundaries in Kemble and Ewen predominate therefore, similar solutions should be used. These include stone walls, timber fencing and planting, either as single elements or combinations of them. Based on these, the

following table makes recommendations for boundary treatment for future new developments.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Wall</b></p>	<p>We recommend the use of ashlar and dry stone in a bold style, as used in many parts of the area of study. Lower walls could have a crown made up of stones laid flat or vertical at the top.</p> <p>Other solutions could combine stone with hedgerows, trees and profuse planting.</p> <p>Front gardens can also benefit from the use of a traditional low wall as a boundary.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Timber fencing</b></p>	<p>Timber and woven fencing is also an acceptable boundary between dwellings only. These are usually combined with planting and landscaping for best effect within front gardens.</p> <p>If used in new developments as property boundaries, fences should be defined by well vegetated front gardens with a mixture of hedges and low planting.</p>	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Hedgerows</b></p>	<p>Verges and hedgerows can be used as seen in other properties. These could be used to define the property boundary and help provide privacy. However, they should not affect the visibility of houses or block critical views. When using trees in front gardens they should be laid out to create a strong street character or focal point.</p> <p>New developments should allow for generous front and rear garden in proportion with the building. Plot boundaries could be treated and defined by hedgerows and trees. Although not prevalent, trees could also be placed on streets and complement private gardens. Where hedgerows are used they should be located as to avoid later removal.</p>	

## KE06. Materials

This page shows the main materials identified in the area. These have been divided into: roof, wall and ground.

New buildings, as well as refurbishment should make reference to these materials. It is important to note that there usually is a combination of materials used across the buildings and setting; thus, the best result will be achieved through a combination of materials.

### ROOFS



LIMESTONE SLATE



PLAIN CLAY TILE

### WALLS



OOOLITE LIMESTONE



ASHLAR



RUBBLE STONEMWORK



RENDER

### GROUND



GRAVEL






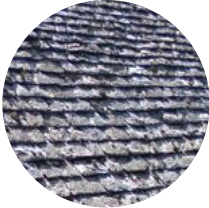

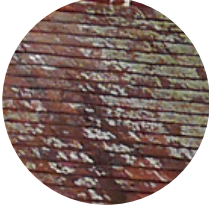

LIMESTONE FLAG



## KE07. Architectural elements



The next pages show various architectural elements such as roofs, walls and fenestration, as well as ground


and landscape treatments. These details, forms and proportions are the ones that are prevalent within the area of study thus, should be used as the starting

point when developing a design proposal. Modern interpretations could also be acceptable as long as they can demonstrate how they fit with the surrounding context.

	Form		Material	Detail	
<b>Roof</b>	   	<ol style="list-style-type: none"> <li>1. Varied roof forms and spilt limestone slates should be used in the conservation area.</li> <li>2. Angled building envelope with pitched roofs.</li> <li>3. Steep roof pitches delineated by the use of the stone tiles.</li> <li>4. Thatched roof with clay pantiles.</li> </ol>		   	<p>We recommend using a variety of roof forms, sometimes a simple single ridge with plain unbroken roof slopes and windows set under the eaves, and sometimes forward-facing steep gables.</p> <p>Roof slopes are also often broken by smaller 'gables', or dormers, some more substantial stone, and others timber-framed and rendered.</p> <p>Roofs are mainly pitched with pantiles and limestone slate.</p> <p>Chimneys, originally stone (often ashlar), and then commonly red brick. Tall chimneys often set to the ridge line, with stacks normally integral and flush to gable end walls.</p> <p>Dormer windows with limestone slate are predominant and thus, should influence design solutions.</p>

	Form	Material	Detail
<p><b>Walls and fenestration</b></p>	 <ol style="list-style-type: none"> <li>1. Use of local limestone for walling also known as Cotswold vernacular. Cotswold stone colour varies from light cream to some greyer tones, with grey tones being predominant.</li> <li>2. Restricted gable width, resulting in narrow plan depth as seen on many local buildings.</li> <li>3. Ornamentation on walls and window heads is a common feature.</li> <li>4. Walls are constructed from Cotswold rubble stone with mortar and lime.</li> </ol>		<p>We recommend the use of end walls containing chimneys or blank façades; on occasion buildings show sparse and offset fenestration.</p> <p>Porches could be designed with gabled solid stone and lightweight canopies, such as gables or flat hoods supported on brackets.</p> <p>Window openings are well-spaced and fairly small, with sizeable areas of wall in between. Vertical orientation and proportions are the norm.</p> <p>Two or three vertical window groupings are most common.</p>

	Form	Material	Detail
<p><b>Walls and fenestration</b></p>	 <ol style="list-style-type: none"> <li>1. The use of slender metal window framing with mullion surrounds is recommended.</li> <li>2. Timber doors and stone walls.</li> <li>3. Harmonise colour palettes and materials. An example of outdoor woodwork in a light colour harmonised with the building facade colour.</li> <li>4. Centrally placed window within gables.</li> </ol>		<p>Double casement windows with vertical proportions.</p> <p>Windows are generally required to be timber side-hung casements or sliding sashes. Double-hung sash window can be seen in Kemble village. Plastic, non-casement windows should not be used.</p> <p>Timber doors are usually panelled, sometimes containing a small glazed pane.</p> <p>When using timber, the use of fine timber detailing should be encouraged. External woodwork should favour the use of oak and the colour should be painted to match the colour of other wall materials.</p> <p>Windows should be centrally placed within gables and appropriate detail applied to heads and sills.</p>

	Form	Material	Detail
<p><b>Ground and Landscape</b></p>	 <ol style="list-style-type: none"> <li>1. Stone cobbles can be used for front parking areas, however they should be combined with planting to soften the appearance.</li> <li>2. Bound gravel is a favoured solution.</li> <li>3. The use of climbing plants, such as vines, on façades is acceptable.</li> <li>4. Use hedgerows and planting to define boundary treatment in order to add to the character.</li> </ol>		<p>We recommend for paving the use of traditional limestone or Yorkshire, flags. The extensive use of locally quarried limestone creates visual unity.</p> <p>Other solutions could include stone cobbles, blue engineering bricks and other traditional setts.</p> <p>Crushed limestone or bound gravel are also considered sympathetic surface finishes. Tarmac can be used for small areas that are broken up by other surface treatments or vegetation.</p> <p>When using verges and trees, aim to add to the scattered and rural ambience seen along streets.</p> <p>New developments should aim to harmonise the new and existing landscape.</p>

## KE08.Craftsmanship

Kemble and Ewen have a long tradition of craftsmanship in building. Arts and crafts buildings had a distinctive character, but draw heavily on vernacular and emphasised quality of materials and craftsmanship, both to exteriors and interiors. Laying stone in the right manner and the use of lime mortar and the laying of Cotswold stone slates in diminishing courses need to be carried out by skilled specialists.

Building materials like Cotswold stone should be used in a traditional manner with careful attention to its bedding, the width of courses, the colour and type of pointing, the diminishing courses of stone slates as well as the texture and materials used in rendered finishes.

### Stone and paint colours

Stone and paint colours vary, but among them for wall, Cotswold stone colours, such as Eastleach, Southrop, Sapperton and Dowedeswell has been used. On the other hand, for windows colours like Buttermilk, Hopsack, Willow, Flake grey used.

Furthermore, Orion, Moorland, Antelope and Chive are used for doors and porches, while different colours of limewash also can be seen in the area namely, Ochre light, Yellow ochre dark, Golden ochre and Lime white. Some example of craftsmanship are illustrated on this page, showing craftsmanship for roofing, chimney, dry-stone wall and pavement.

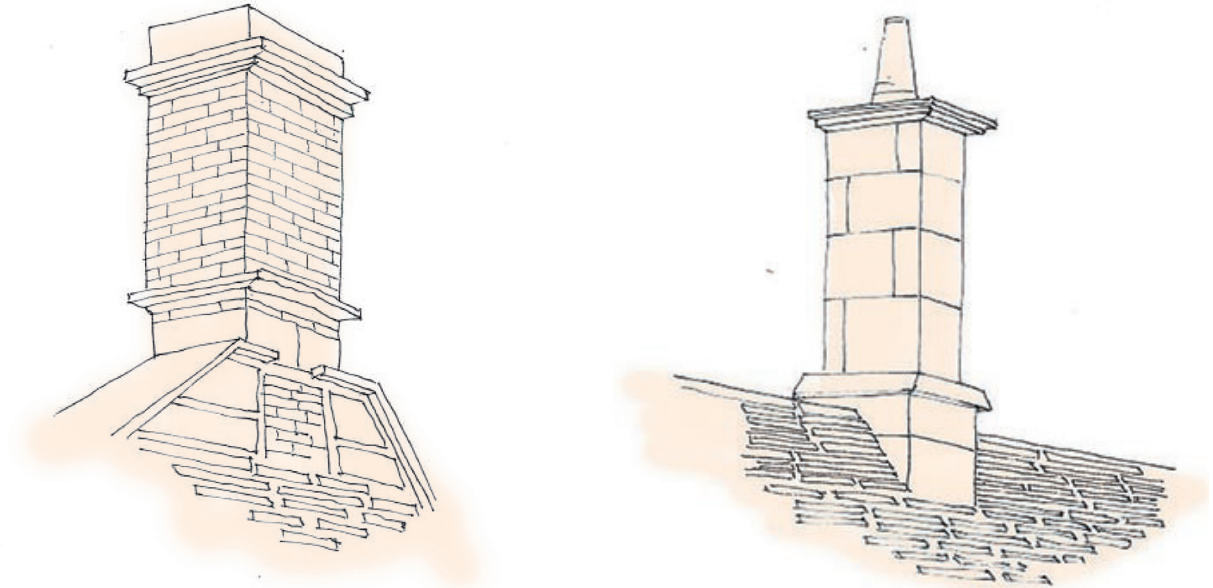


Figure 42: Some examples showing different roofing and chimneys craftsmanship.

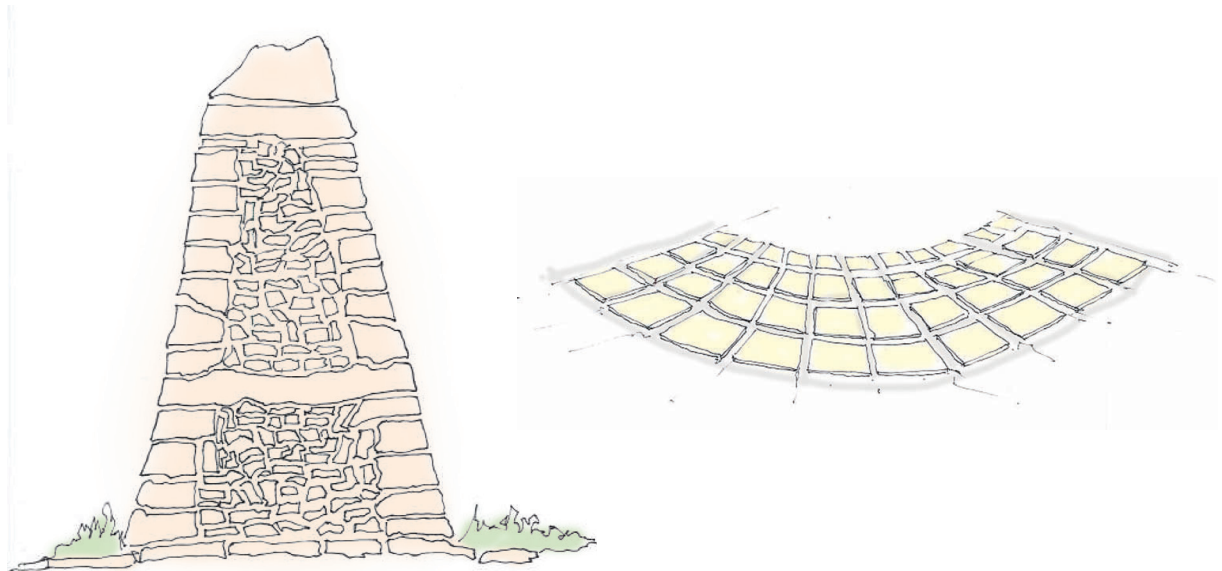


Figure 43: Example showing the construction of dry-stone wall.

Figure 44: Example showing one of the paving styles.







Except for access

OLD VICARAGE LANE



**Questions to ask  
developers / designers**

**04**

## 4. Questions to ask developers / designers

### 4.1. Introduction

This section provides a number of questions against which the design proposal should be evaluated. This can be used by general members of the public and their professional advisers. The aim is to assess all proposals by objectively answering the questions below.

Not all the questions will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has taken into account the context and provided an adequate design solution. As a first step there are a number of ideas or principles that should be present in the proposals.

#### A proposal must:

- Integrate with existing paths, streets, circulation networks and patterns of activity;
- Reinforce or enhance the established character of streets, squares and other spaces in Kemble and Ewen;
- Respect the rural character of views and gaps towards the countryside;
- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;
- Relate well to local topography and landscape features, including prominent ridge lines, as well as long distance views to and from Kemble and Ewen;
- Reflect, respect and reinforce local architecture and historic distinctiveness;

- Retain and incorporate important existing features into the development;
- Respect surrounding buildings in terms of scale, height, form and massing;
- Adopt contextually appropriate materials and details;
- Provide adequate open space for the development in terms of both quantity and quality;
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;
- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours; and
- Positively integrate energy efficient technologies where no issues prevent from doing so.

The following headings show a number of questions that cut across the design guidelines outlined in this document. They intend to probe the design proposal for completeness and thoroughness. As said before, not all will apply to every development.

#### Q01. Analysing the context

- What are the particular characteristics of this area which have been taken into account in the design?
- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?
- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?

#### Q02. Provide a connected street and layout

- Does it favour accessibility and permeability over cul-de-sac models? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities)?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

#### Q03. Gateway and access features

- Is the site located prominently; if so how is the proposal treating this feature?

- Are there any natural or existing elements that could be a landmark or way finding feature?
- How will this landmark status be shown?
- If not a building what other elements could be seen as landmark/way finding elements?

#### **Q04. Local green spaces, rural views and character**

- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- How does the proposal affect the trees on or adjacent to the site?
- Has the impact on the landscape quality of the area been taken into account?
- In rural locations has the impact of the development on the tranquillity of the area been fully considered?
- How does the proposal affect the trees on or adjacent to the site?
- How does the proposal affect on the landscape character?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?

- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?

#### **Q05. Buildings, layout and grouping**

- What are the typical groupings of buildings?
- How the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

#### **Q06. Building line and boundary treatment**

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Have the appropriateness of the boundary treatments been considered in the context of the site?

#### **Q07. Building heights and roof line**

- What are the characteristics of the roof line?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a higher than average building(s) is proposed, what would be the reason for making the development higher?
- Would a higher development improve the scale of the overall area?
- Have the guidelines regarding roof extensions and windows been followed?

#### **Q08. Corner buildings**

- Are the buildings in block corners designed to have windows addressing both sides of the corner?
- Have blank walls been avoided?
- Are landscape and boundary treatments enhancing the corner of a block?

#### **Q09. Building materials and surface treatment**

- What is the distinctive material in the area, if any?
- Does the proposed material harmonise with the local material?
- Does the proposal use high quality materials?

- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?
- Does the new proposed materials respect or enhance the existing area or adversely change its character?

### **Q10. Car parking solutions**

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?

### **Q11. Architectural details and contemporary design**

- If the proposal is within a conservation area, how are the characteristics reflected in the design?
- Does the proposal harmonise with the adjacent properties? This means that it follows the height massing and general proportions of adjacent buildings and how it takes cues from materials and other physical characteristics.
- If a proposal is an extension, is it subsidiary to the existing property so as not to compromise its character?
- Does the proposal maintain or enhance the existing landscape features?

- Has the local architectural character and precedent been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?

### **Q12. Sustainability, eco design, waste and services**

- What effect will services have on the scheme as a whole?
- Can the effect of services be integrated at the planning design stage, or mitigated if harmful?
- Has the lighting scheme been designed to avoid light pollution?
- Has adequate provision been made for bin storage, waste separation and relevant recycling facilities?
- Has the location of the bin storage facilities been considered relative to the travel distance from the collection vehicle?
- Has the impact of the design and location of the bin storage facilities been considered in the context of the whole development?
- Could additional measures, such as landscaping be used to help integrate the bin storage facilities into the development?
- Has any provision been made for the need to enlarge the bin storage in the future without adversely affecting the development in other ways?

- Have all aspects of security been fully considered and integrated into the design of the building and open spaces? For standalone elements (e.g. external bin areas, cycle storage, etc.) materials and treatment should be of equal quality, durability and appearance as for the main building.
- Have all opportunities to use energy saving/efficiency technologies and water conservation been fully considered and incorporated into the design of the building.
- If such technologies are used (e.g. solar, panels, green roofs, water harvesting, waste collection, etc.), these should be integrally designed to complement the building and not as bolt-ons after construction.



# 5. Glossary

**Pitched roof**



**Tiles**



**Dry-stone wall with vertical topping**



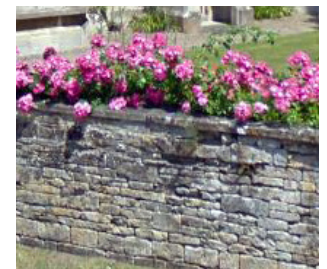
**Hipped roof**



**Limestone slate**



**Dry-stone wall with flat top**



**Gable ended roof**



**Ashlar wall**



**Thatched roof**





**Sash window**



**Casement window**



**Dormer window**



**Porch**



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