

6.7

IDENTITY

NATIONAL DESIGN GUIDE

“The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses. Local character makes places distinctive and memorable and helps people to find their way around.”



Figure 82: 3D watercolour (illustrative)

6.7

VALUE HERITAGE, LOCAL HISTORY AND CULTURE

The proposal has been developed to respond to the setting of the West Lavington and Littleton Panell Conservation Area and to the setting of listed buildings, including the Churches of St Mary and All Saints, and the archway on the High Street.

The proposal retains key views towards Strawberry Hill from public spaces, ensuring that the connection of the Conservation Area to the wider rural setting is legible.

Building heights have been carefully considered to ensure that dwellings do not intrude into the experience provided from within the High Street. Roof materials will ensure that the proposal sits sympathetically within the existing roofscape visible in longer views from the PROW on Strawberry Hill.

WALL AND ROOF FINISHES LEGEND

- Facing Brickwork Wall Red - TBC
- Facing Brickwork Wall Buff - TBC
- Rendered Wall Smooth Finish
- + Render Wall Roughcast Finish
- Natural Stone Wall

APPEARANCE

‘Good design’ is notoriously difficult to define but it is not simply a matter of individual taste and preference. The Commission of Architecture (CABE) believes that good quality design is largely an objective process and provides the following helpful definition;

‘By good design we mean design that is fit for purpose, sustainable, efficient, coherent, flexible, responsive to context, good looking and a clear expression of the requirements of the brief (CABE 2018).

The design of the houses follows the principles evident in the architecture of West Lavington and surrounding areas informed upon by our contextual analysis of the site (see Chapter 2). These rely on correct scale, hierarchy and proportioning with appropriate detailing, drawing upon inspiration from the locality (see proceeding pages). Affordable homes are not distinguishable from private housing by its design, and is integrated into the overall development.

Craftsmanship is key to every development that we deliver with care and attention to detail evident in each elevation. Bespoke door surround detailing based on local architecture is purpose made in the joinery shop at our Head Office. Where classical details are used, moulding profiles are based on traditional classical Tuscan or Doric details, where the scale of detailing is carefully established to be appropriate to the scale of the property.

IDENTITY | THE DESIGN RESPONSE



Figure 111: CG Fry & Son elevations

RESPOND TO EXISTING LOCAL CHARACTER AND IDENTITY

Our layout, and architectural design, attempts to create distinctive places within the development, which have a sense of place and which have their own distinct identity, and which feel like they belong in the surrounding area.

These rely on correct scale, hierarchy and proportioning with appropriate detailing. Similar door surrounds, window head detailing, cills, eaves and window modules have been depicted on the proposed street elevations as illustrated..



Strong brick façades with cottage style doors, lean-to canopies

Brick arches, grey eight over eight sash windows

Brick arches, grey eight over eight sash windows



Brick arches, casement windows, brick arches, tile roofs



Brick arches, eight over eight sash windows



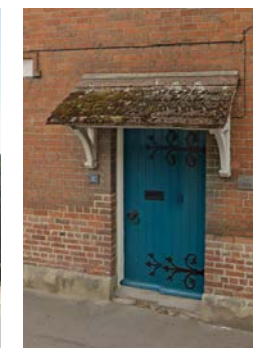
Brick quoins, sash windows, hedges lining the street



Tile roofs, sash bay windows



Brick buildings, casement windows, bay windows



Lean-to porches



Casement windows



Stone walls with red brick quoins



Sash windows



Hedges defining rear gardens



Brick buildings, sash windows, bay windows



Stone walls with red brick quoins



Stone walls with red brick quoins



Cottage style casements



Venetian sash windows



CONCLUSIONS

Approval of this full application for planning permission will deliver a number of significant benefits, including;

- 47 new homes (including 14 affordable homes) to assist with meeting the severe Wiltshire local housing need;
- Pedestrian improvements within West Lavington, improving pedestrian permeability within the village;
- Biodiversity enhancement measures;
- Provision of new public open space areas including natural play space, amenity lawn, and an 'edible edge'.
- Economic spend during the construction phase and longer term benefits of expenditure from new residents increasing the support for local shops and services;
- Financial contributions to local infrastructure, including education and health.

C G Fry & Son, with a strong track record of delivering successful schemes within the local area, are committed to achieving a high-quality outcome for this important site. The proposals seek to deliver a thoughtfully designed development with a strong sense of place, responding to local distinctiveness while providing an attractive, comfortable, and safe environment for future residents.

The information presented within this statement, alongside the accompanying technical submissions, demonstrates that the proposals have been carefully considered and will positively contribute to the character and setting of West Lavington. The scheme has been developed in accordance with relevant national and local planning policy, as well as best practice design guidance.

Overall, the proposed development represents a well-considered and policy-compliant scheme that will deliver meaningful benefits to the local area. It is therefore considered that planning permission should be granted without delay to enable these benefits to be realised at the earliest opportunity.



Figure 112: Extract from CG Fry & Son Street Elevations



CG FRY & SON
DEVELOPMENT

Building a better place to live