

Shaftesbury Design Guidelines

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AECOM



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Introduction

1. Introduction

Through the Ministry of Communities and Local Government (MHCLG) Neighbourhood Planning Programme led by Locality, AECOM has been commissioned to provide design support to Shaftesbury Town Council.

This report establishes a series of design principles to guide future change and development within the town of Shaftesbury, Dorset. It has been prepared by consultants at AECOM on behalf of Locality, working with the Shaftesbury Neighbourhood Plan Advisory Committee. These design principles recognise that the area, as shown, in Figure 1 (see page 8) , is likely to evolve over time. This is as a result of changes to the climate, alterations to existing buildings, the introduction of new buildings, and careful and positive changes to the streetscape and public realm. However, certain aspects of the area are sensitive to small, successive changes that may cumulatively erode its character.

1.1. Objectives

The main objective of this report is to describe the context and character of Shaftesbury and to develop design guidelines that future development within the town should follow to retain and protect the historic, tranquil character and scenic beauty of the area. In particular:

- the design of new buildings and future housing development should respond to the scale, density and character of existing buildings in the settlement and should enhance local distinctiveness without limiting originality and innovation;
- any development should conserve and protect heritage assets and their settings including the setting of the Shaftesbury Conservation Area;
- proposals to alter historic buildings should demonstrate a thorough understanding of the history and design qualities of the buildings and provide a clear rationale for how this has been taken into account in the design of the proposed alterations, without limiting originality and innovation;

- development proposals should enhance the green infrastructure network within the town and any development that would result in the loss of trees or woodland should provide a clear commitment to replace this vegetation; and
- form part of the evidence base supporting the Shaftesbury Neighbourhood Plan.



Park Walk

2. Approach

The National Planning Policy Framework (NPPF) encourages local authorities to consider using design codes or in this case guidelines to help deliver high quality outcomes for new development. It is important however, that guidance finds the balance between promoting and reinforcing local distinctiveness and allowing for innovation and originality. The NPPF suggests that 'design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics' (NPPF, 2018).

The NPPF also emphasises that 'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (NPPF, 2018). It is therefore important that planning policies and decisions should address the connection between people and places and how any new development will integrate successfully into the natural, built and historic environment.

Shaftesbury has many positive aspects that contribute to its historic and semi-rural character, which should be sustained, reinforced and enhanced. The general design guidelines set out here build on the character assessment set out in the Shaftesbury Historic Characterisation Study (Dorset Council, 2011) and are intended to support and guide positive change across the area, to contribute to and reinforce local distinctiveness. Each site will have specific strengths, weaknesses, opportunities and challenges that should be understood and addressed through design. The structure of these design guidelines are intended to be flexible such that other building types and design principles for specific areas or site allocations may be developed in the future. They are intended to guide developers and home owners to help them understand how to apply the policies set out in the Shaftesbury Neighbourhood Plan with respect to the design, layout, materials and landscape in the preparation of planning applications.

2.1. Process

Following an inception meeting and a site visit, AECOM and the Shaftesbury Neighbourhood Plan Advisory members carried out a high level assessment of the town. The following steps were agreed with the group to produce this report:

- initial meeting and site visit;
- character assessment and urban design analysis;
- preparation of design principles and guidelines to be used to assess future developments;
- draft report with design guidelines; and
- final report.

3. Context

This section of the report describes the location and context of the Shaftesbury Neighbourhood Area and summarises current planning policies which are relevant to the study.

3.1. Location

The Dorset town and civil parish of Shaftesbury is located within the district of North Dorset, which is part of the Dorset Councils Partnership as shown in Figure 1. The boundary to Wiltshire lies immediately to the east, beyond which is the town of Salisbury (32 km east). Shaftesbury is a rare hilltop settlement located on the edge of the Cranborne Chase Area of Outstanding Natural Beauty (AONB) to the east with views over the Blackmore Vale and part of the River Stour basin to the west. The town has a topographical position, set on an Upper Greensand spur overlooking the Blackmore Vale. As a result the form and character of the town is heavily influenced by its landscape setting.

Shaftesbury is located on the A350 which extends north to the A303, the dual carriageway connecting London to the south west; and south to Poole in Dorset. The M4 and M5 connect North Dorset to the Midlands.

Nearby towns and villages situated within close proximity of Shaftesbury include Motcombe and Gillingham to the east and Tisbury, East Knoyle and Semley to the west adjacent to the Wiltshire border

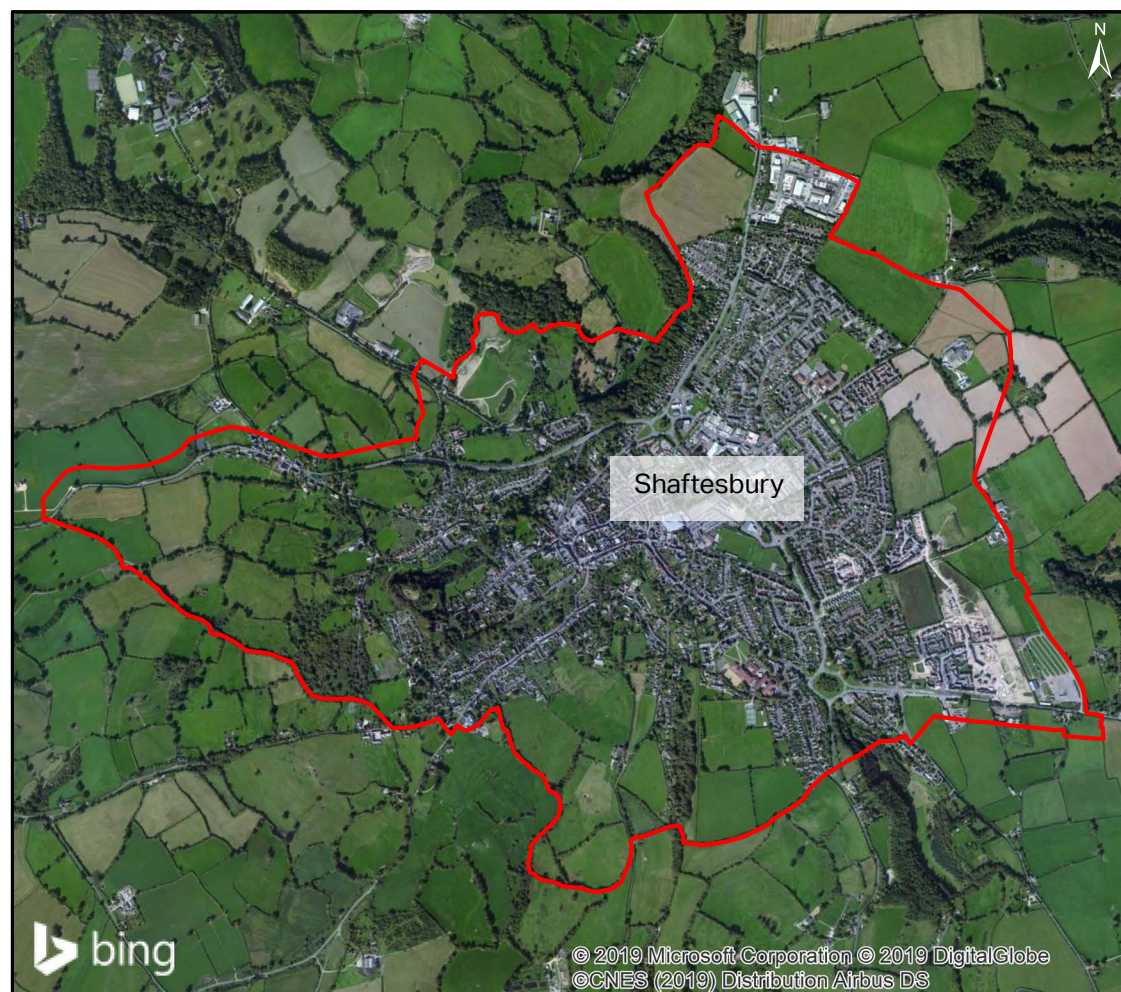


Figure 1: Shaftesbury Location Plan

3.2. Planning Policy Context

3.2.1. National Planning Policy

National Planning Policy Framework (NPPF), 2018

The NPPF sets out that a key objective of the planning system is “to contribute to the achievement of sustainable development”, which will be achieved through three overarching objectives including “an environmental objective- to contribute to protecting and enhancing our natural, built and historic environment...” (Ministry of Housing, Communities and Local Government, 2018).

Part 12, Achieving well-designed places, states that “Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area’s defining characteristics. Neighbourhood plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development”. Part 12 goes on to state: “policy and decisions should ensure that developments... are visually attractive... (and) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)”. An understanding of history and heritage is therefore important in developing neighbourhood plans to explain how this should inform future development.

Part 16, Conserving and enhancing the historic environment, states that “Plans should set out a positive strategy for the conservation and enjoyment of the historic environment... (taking) into account: ... the desirability of new development making a positive contribution to local character and distinctiveness; and

opportunities to draw on the contribution made by the historic environment to the character of place.

Paragraph 127 is clear that policies should ensure that developments function well, add to the overall quality of the area and are visually attractive. It goes further to state that policies should promote “local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change.” It stresses that a strong sense of place should be created or maintained to create attractive, welcoming and distinctive places.

The NPPF also includes guidance on developing policies to provide special protection for green areas through Local Green Space designations. Criteria for such designations are provided in paragraph 99.

Planning Practice Guidance, 2014

Planning Practice Guidance was reviewed, catalogued and published by the government in 2014 (DCLG, 2014). The section on design includes guidance on promoting landscape character (Paragraph: 007Reference ID: 26-007-20140306). It states that “development should seek to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development” and that the “successful integration of new development with their surrounding context is an important design objective”.

3.2.2. Local Planning Policy

North Dorset Local Plan, 2016

The Local Plan explains the context within which the planning policies for the district have been developed and describes the spatial characteristics of the local area; identifies the key issues and challenges; and includes visions and objectives to tackle the issues and challenges. Policies within the local plan with reference to landscape and townscape character and design are:

Policy 4: The Natural Environment. This policy states that landscape character should be protected through the retention of features that characterise an area. Developers will be required to demonstrate that impacts on landscape are mitigated and key features are incorporated in design proposals.

Policy 5: The Historic Environment. This policy emphasises that any development proposals affecting a heritage asset (including its setting) must show regard to sustaining and enhancing the significance of that asset and its conservation.

Policy 12: Retail, leisure and other commercial developments. This policy emphasises the need for shop fronts to be sensitively designed both to retain the architectural integrity of individual buildings (including listed buildings) and to maintain the character of the District’s towns and villages (See section 3.3.1. North Dorset Guide to Shop Front Design).

Policy 18: Shaftesbury. This policy describes the overarching Sustainable Development Strategy for Shaftesbury. The policy states that ‘the town’s natural and historic built environments should be protected and enhanced’. The policy also describes a green infrastructure network to be developed within and around the town to link with existing sites.

Policy 24: Design. This policy states that ‘development should be designed to improve the character and quality of the area within which it is located’. It requires development proposals to justify how the design aspects respond to the local context.

Development on the Land East of Shaftesbury, Supplemnetry Planning Guidance. The Local Plan identifies Shaftesbury as a ‘town for major growth’, and allocates 23 hectares on the eastern side of the town for mixed use (predominately housing). This report has been prepared to guide developers through the layout and design issues which need to be addressed.

3.3. Townscape Designations

Statutory and non-statutory designations have been reviewed to determine the levels of protection currently given to the townscape within the study area.

Listed Buildings

Buildings on the statutory list are considered nationally important and are protected by law.

North Dorset currently has over 2500 listed buildings statutory listed buildings. They represent the best of the county's buildings of special historical or architectural interest. There are 275 listed buildings within the neighbourhood plan area including the Grade 1 Listed 'Remains of Shaftesbury Abbey' (British Listed Buildings).

Further information can be found on the Dorset County Council's website under 'Listed Buildings' <https://www.dorsetforyou.gov.uk/planning-buildings-land/planning/planning-constraints/listed-buildings/listed-buildings-in-north-dorset.aspx>.

Local Lists

A locally listed heritage asset is a building, structure or designed space which is deemed to be of local architectural or historic interest and is included on the local heritage list drawn up by the Local Planning Authority. It is a local designation and completely separate from national listing which is undertaken by Historic England on the government's behalf.

Local lists play an essential role in reinforcing a sense of local character and distinctiveness in the historic environment, as part of the wider range of designations. They enable the significance of any building or site on

the list (in its own right and as a contributor to the local planning authority's wider strategic planning objectives), to be better taken into account in planning applications affecting the building, site or its setting.

Whilst local listing provides no additional planning controls, the fact that a building or site is on a local list means that its conservation as a heritage asset is an objective of the NPPF and a material consideration when determining the outcome of a planning application.

North Dorset District Council has not prepared a list of locally listed buildings. However, a list is being produced by the Shaftesbury Neighbourhood Plan Advisory Committee.

Conservation Areas

Local Planning Authorities have the authority to designate as Conservation Areas, "areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance".

Designation gives control over the demolition of buildings, trees and other alterations and provides the basis for policies designed to preserve or enhance aspects of character or appearance that define an area's special interest. Conservation Areas have additional protection under the law from the normal planning controls.

There are currently 48 conservation areas in North Dorset which have been designated to cover the most historically and architecturally important and interesting parts of the District's towns and villages. The Shaftesbury Conservation Area is located within the neighbourhood plan area. However a conservation area appraisal has not yet been produced.

Further information can be found on the council's website under:

North Dorset Conservation Areas

<https://www.dorsetforyou.gov.uk/planning-buildings-land/planning/planning-constraints/conservation-areas/north-dorset/conservation-areas-north-dorset.aspx>

Additionally Shaftesbury has 6 scheduled ancient monuments:

- Castle Hill mound
- St John's church (Bury Litton)
- 3 Park Walk – Abbey ruins
- Fishponds
- Gold Hill – Abbey precinct wall
- Castle Green

Locally Listed Parks and Landscape Designations

Although there are no registered historic parks or gardens in or close to the area, Park Walk in Shaftesbury (to the south of the Shaftesbury Abbey ruins) is a locally listed park. This was originally open pasture for the Abbey. Robert Dyneley, Lord of the Manor, created Park Walk and gave it to the town in 1753. It is particularly notable for both the terrace and mature beech tree avenue with exceptional views over the Blackmore Vale countryside and the hillside park with winding path linking upper and lower town (the zig zag path was restored in 1937 to celebrate the Silver Jubilee of King George V). There is also a bandstand built in 1896 and in the 20th century a war memorial was added.

The Cranborne Chase AONB wraps around the east side of Shaftesbury and includes a small area in the north part of Shaftesbury, west of the A350. As such development within the AONB, and also on those edges of the town facing out to the AONB, should be sensitive to any impact on the setting of this nationally valued landscape.



3.3.1. Existing character assessments and design guidance

Existing character assessments and design guidance documents have been reviewed to provide some context to this more detailed assessment.

National Character Assessment (2014), Natural England

The study area falls within National Character Area (NCA) 133, Blackmore Vale and Vale of Wardour, as defined by Natural England (Natural England, 2014). This NCA is broad but provides some context to the character of the study area.

Dorset Landscape Character Assessment (Interactive), Dorset District Council

The Dorset Landscape Character Assessment (LCA) is a detailed assessment of the character of the county. It works within the national framework of Countryside Character Areas and Natural Areas, identifying variations in landscape character at a sub-regional level. Although Shaftesbury is described as an 'urban area' the surrounding landscape falls within the 'Rolling Hills' landscape character type. Key characteristics with particular reference to Shaftesbury include:

- *rolling and undulating farmland forming the transition between the clay vale and the chalk escarpment/ridge landscape types*
- *twisting hedge lined lanes with narrow verges*
- *settlements are typically located at the foot of the escarpment or on elevated slopes overlooking the vale*
- *frequent use of locally distinctive building materials such as limestone*
- *a tranquil, secluded and unified landscape*

Dorset Historic Towns Project, Shaftesbury, Historic Urban Characterisation Study, Dorset District Council, 2011

The report considers the archaeological, architectural and map evidence relating to the development history of Shaftesbury. It provides a summary of the development within the town from its earliest beginnings to the present day. The report assesses how the historical development has influenced the modern townscape and provides an approach to the management of change.

Design in Buildings and Places, Dorset District Council, 2011

The report is intended to provide guidance to applicants and their agents on the process of preparing design proposals for planning submissions. It is intended to give an indication of what design data will help inform the planning authority during its decision making process.

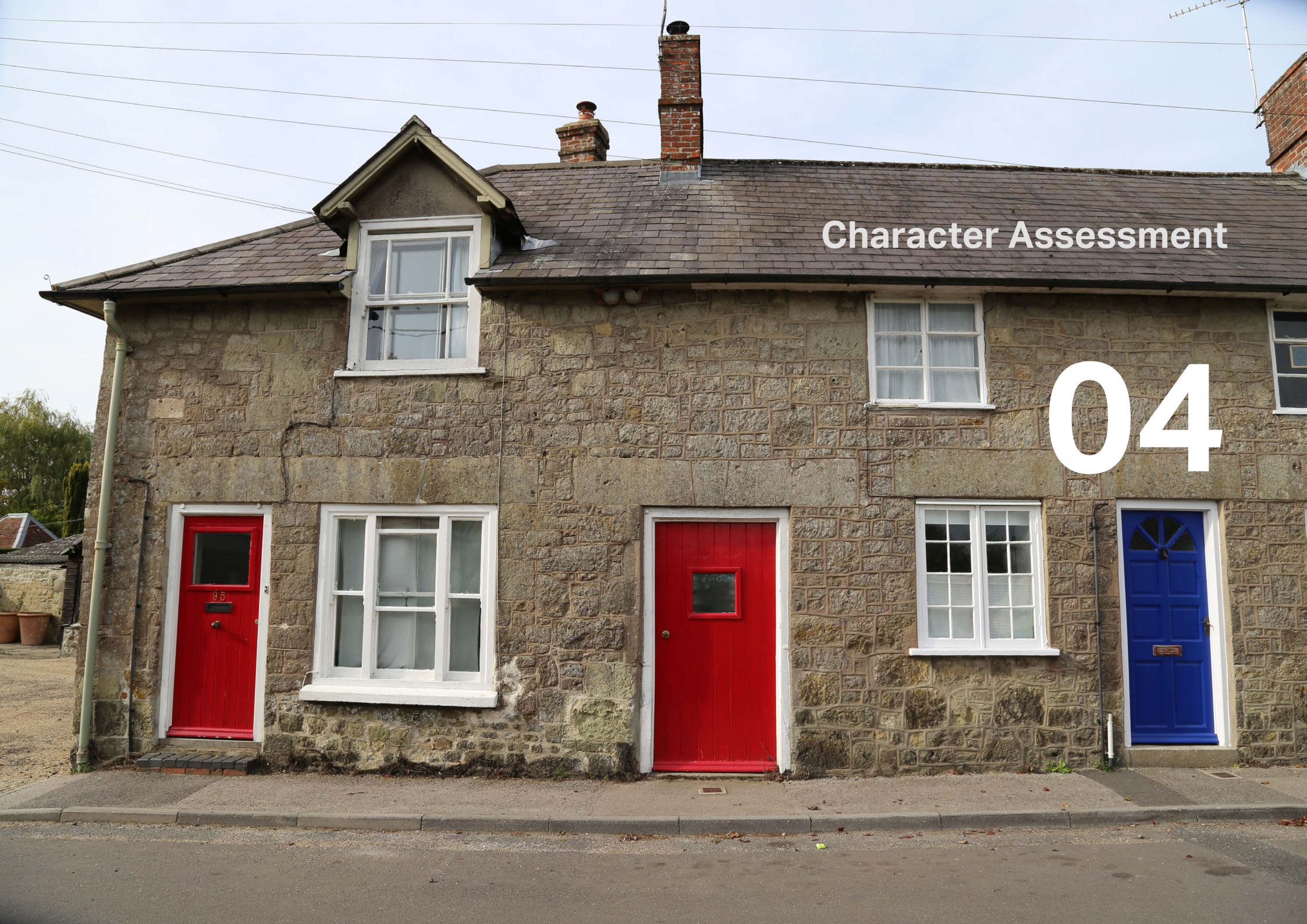
North Dorset Guide to Shopfront Design, North Dorset District Council, 2014

This design guide was produced by North Dorset District Council to help retailers and commercial operators and their agents to improve the 'standard of design when needing to alter or replace shopfronts and associated signage within the district'.



Character Assessment

04



4. Character Assessment

Natural England defines key characteristics as “those combinations of elements which help to give an area its distinctive sense of place” that would result in significant consequences for the current character if they were changed or lost. As a result, they form important evidence to support the development of planning and management policies and a reference point against which to monitor change.

The Shaftesbury Historic Urban Characterisation Study describes the urban character of Shaftesbury as being a ‘product of many factors including topographic position, history of estate ownership and management, geographical relationship with other towns and resources, and other historical events.’

The key elements of the Shaftesbury historic urban character assessment are:

- *shaped by its history as a place of pilgrimage and successful market town;*
- *historic core comprises single main street and perpendicular parallel lanes;*
- *medieval market town to the east with an irregular grid of streets and lanes;*
- *a radial pattern of roads connect the town to nearby settlements;*
- *below the hilltop is the linear development of St James, an early suburb of the town;*
- *historic buildings form a major part of the character of Shaftesbury.*
- *the majority of modern suburban development is largely concentrated to the east of the historic town;*
- *smaller areas of modern housing on the edges of Enmore Green, St James and Cann;*
- *modern suburban development in Shaftesbury is typical of its period and has little local distinctiveness;*
- *open green spaces and panoramic views across the Blackmore Vale to the north, west and south contribute significantly to the character of Shaftesbury; and*
- *green spaces are concentrated on the steep slopes around the historic town and include Abbey Park and Castle Hill, both historic sites.*

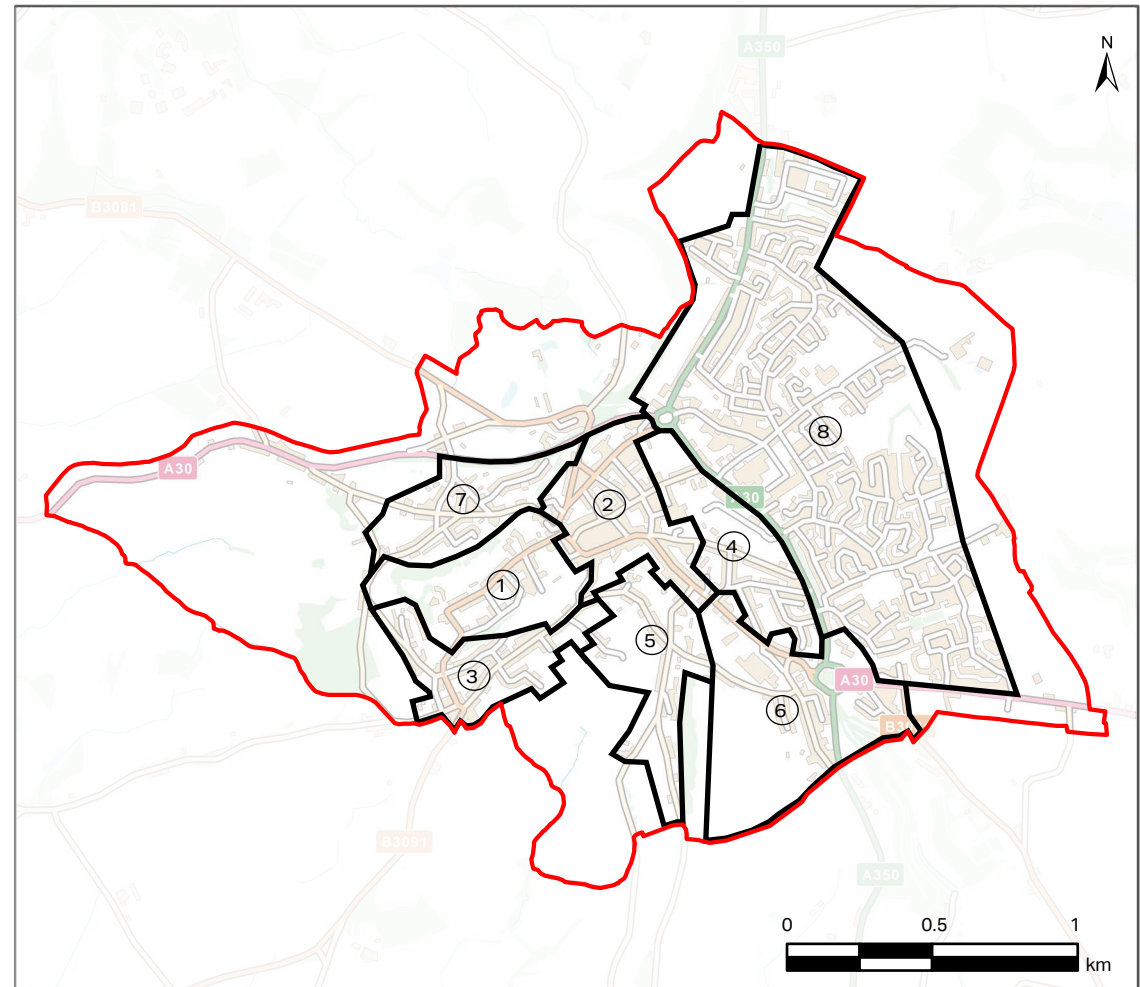
Historic Character Areas

The Shaftesbury Historic Urban Characterisation Study identifies a total of eight Historic Character Areas which define the townscape within Shaftesbury:

1. Bimport
2. Shaftesbury Town Centre
3. St James
4. Barton Hill and Cockram's Field
5. Layton Lane
6. Cann
7. Enmore Green
8. East of Christy's Lane

Character Assessment and Key Characteristics

Character is formed as a result of a range of interactions between natural and human processes. This evolution is supported by historical development where the structure and character of the area has changed over time. Together this provides a baseline against which change can be monitored and managed. The character of Shaftesbury and the eight historic character areas is summarised in this report and described in more detail in the Shaftesbury Historic Urban Characterisation Study.



Legend

— Parish Boundary

① Character Area

Figure 2: Shaftesbury Historic Character Areas

Managing Change

The evolution of the area will continue and therefore the management of change is essential to ensure that sustainable social, environmental and economic outcomes are achieved. This report therefore, considers various factors which may influence change and inform the policies set out in the Shaftesbury Neighbourhood Plan. These factors are described for each of the existing character areas and include:

- Character area summary
- Key characteristics
- Heritage assets
- Positive aspects of character
- Issues to be addressed
- Sensitivity to change



Contemporary extension to existing property St James's Street

4.1. Bimport

Bimport is the focus of Shaftesbury's hilltop heritage: and includes historical features that make this area unique including the ruins of England's first dedicated nunnery; hilltop Pine Walk; and 15thC Edwardstow, Shaftesbury's oldest house and far reaching views South and West from Park Walk. This character area also includes Castle Hill at the Western end of the spur and the common beneath it to the north, together with St James Park to the south, the distinctive tower of Trinity Church, the Westminster Memorial Hospital and Shaftesbury's most famous landmark, the cobbled Gold Hill. The area is the site of Shaftesbury's first known Saxon burgh and the plots still form the shape of the hilltop's residential layout, with characteristic ancient lanes.

Key Characteristics

- *Distinctive topographic location on Greensand spur.*
- *Former Saxon burgh*
- *Late Saxon and medieval abbey and precinct*
- *Relatively open settlement pattern*
- *Park Walk and the Park with wooded slopes*
- *Public open space around Castle Hill*
- *Twelfth century 'castle' earthworks at Castle Hill*
- *Large gardens and mature trees*
- *Stone boundary walls*
- *Holy Trinity Church tower — a town landmark*
- *The ancient Yew tree (at the western end of spur) is of pre-Christian time*

Heritage Assets

Listed buildings:	28
Conservation Areas:	The whole of the area lies within the Shaftesbury Conservation Area
Scheduled Monuments:	5



Trinity Church



Greensand Stone residential property Bimport



Seating area Park Walk



The oldest house in Shaftesbury, Bimport



Footpath Castle Hill



21st Century residential development, Bimport



Residential property fronting Castle Hill

Managing change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to the high quality architecture and façades of buildings in Bimport, historic street pattern and views of the surrounding rural countryside, which are set out below:

- a historic area representing the initial settlement of the town. The foundation of the burh and abbey date from the late ninth century. However, there is additional evidence to support that the 9th century reference was not the original settlement and that this town has been continuously settled for 1100 years, possibly longer.
- the location of properties and public space located on high points in the landscape, afford panoramic views of the extensive low lying countryside of Blackmore Vale;
- the irregular street pattern and historic buildings provide intrigue and diversity;
- high quality architectural detailing on the surviving historic buildings;
- the relatively open settlement pattern with large building plots such as the Holy Trinity Church, the Abbey, the hospital and detached residential properties;
- mature trees and gardens strongly contribute to the leafy character of this area and are protected by the Conservation Area status;
- the slopes of the promontory are public parks and open space which provide a sense of openness and draw the rural landscape into the townscape;

- mature trees and vegetation are abundant in the area and provide a sense of enclosure and tranquillity;
- sycamore trees along Park Walk were planted in the 1750's;
- long narrow plots (burgage plots) reflect the Saxon and Medieval history within the area; and
- boundaries and street frontage are defined by stone walls, iron railings or hedges.

Issues to be addressed

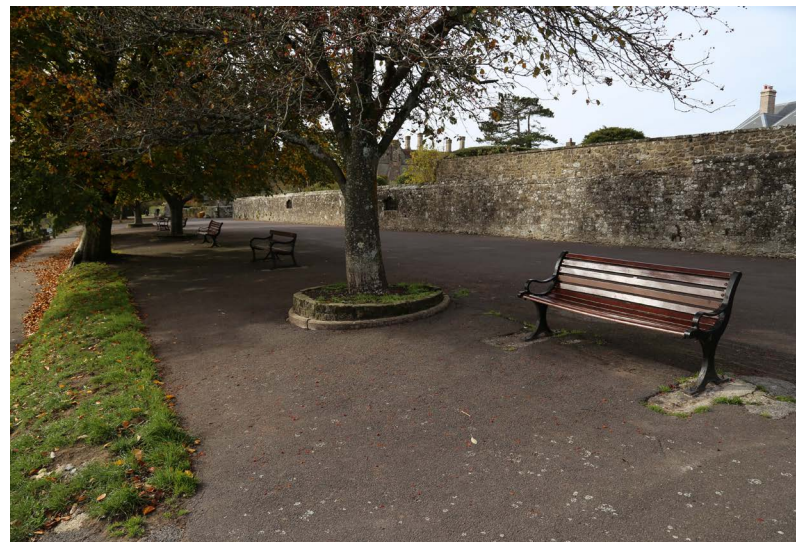
The following issues have been identified which could be addressed through new development or active management. These are principally related to the quality of the public realm as follows:

- the quality of areas of public realm on Park Walk are reduced by large areas of asphalt and lack of consistency and quality of street furniture.

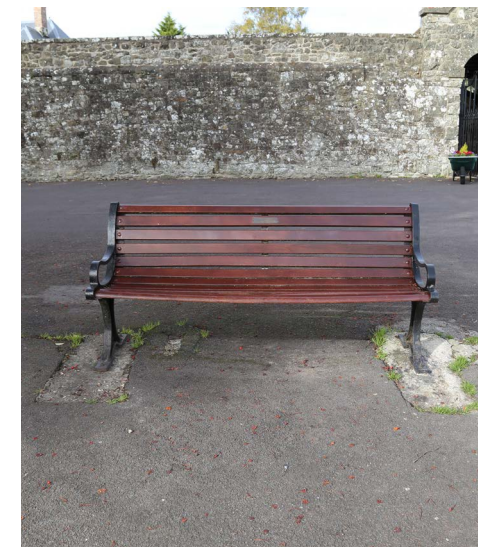
- Poor quality materials, hard surfaces and edging including:

Abbey Walk
ambulance Station
concrete wall coping in Love Lane
hospital building
car parking
surface of Park Walk
erosion
broken surface
lack of positive drainage
inappropriate asphalt surfaces

- The street frontage is defined by Greensand stone walls, iron railings or hedges, though in places the road edge is poorly defined.



Park Walk



Seating area Park Walk

- Views to incongruous elements reduce the quality of the setting:

- large dwellings in French Mill Lane
- large light-coloured structures
- farm buildings
- prison (and lights)

Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the design of the built form and its ability to enhance and complement the existing architectural features and diversity of the area and the protection of heritage and green infrastructure assets, as follows:

- areas of open space on the promontory (the site of the former abbey) and the surrounding slopes are sensitive to development that would alter the skyline and/or character of the area.
- parks and open space are sensitive to infill development.
- the integrity of heritage properties are sensitive to poor infill development and restoration which could reduce the quality of the built form;
- larger heritage properties are sensitive to being sub-divided into smaller properties and apartments, which could reduce the quality of the built form;
- mature trees and vegetation are sensitive to infill development; and
- panoramic views which characterise the area are sensitive to further development.



Footpath Castle Hill

4.2. Shaftesbury Town Centre

One of England's highest market towns, Shaftesbury's Town Centre provides an array of architecture through the ages with 124 listed buildings, all set in a distinctive horse shoe layout of the original medieval setting. At the centre of the town is The Commons, the top of the horse shoe, with mainly Georgian buildings, which turns into the High Street as it skirts the top of Gold Hill going east. Here there is a mix of mainly Victorian architecture apart from St Peter's, the only remaining example of Shaftesbury's 12 medieval churches. One of the town centre's most iconic views is to look back along the High Street to the West and see the highly distinctive roof tops of King Alfred's Kitchen silhouetted against the sunset. The top of The Commons going east becomes Bell Street, where the individual shops merge into residential cottages of 17th & 18th century origins. The horseshoe becomes a circular route at its Eastern end as the High Street and Bell Street are joined by Angle Lane and all roads meet outside the highly distinctive building that has housed Shaftesbury's Post Office for over 70 years.

Heritage Assets

Listed buildings: 124

Conservation Areas: The majority of the area lies within the Shaftesbury Conservation Area.

Key characteristics

- Historic commercial centre of Shaftesbury, possibly from late Saxon period onwards.
- Historic street grid of near parallel roads, with lanes linking them.
- Medieval and post-medieval market areas at the High Street and The Commons.
- Land plots from the High Street to the south east have a unique characteristic with gardens featuring burgage plots. (A burgage was a town rental property owned by a King or a Lord. The property usually and distinctly consisting of a house on a long and narrow plot of land)
- Large number of surviving historic buildings and intact street frontages.
- Labyrinth of public realm spaces and connections to larger open spaces.
- Range of vernacular houses and cottages with varied building lines along some streets and lanes Georgian and Victorian High Street frontage. Some possible medieval or earlier plot boundaries.



High Street



Local shops Salisbury Street



Thatched roof cottages, Angel Lane



Blue windows and doors, Angel Lane



Traditional cottages, Angel Lane

Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to the high quality architecture and façades of buildings in Shaftesbury Town Centre, the historic street pattern and market town characteristics which are set out below:

- tightly developed street frontage typical of a historic market town environment;
- the market place is a focal area of the High Street;
- a number of narrow passageways give access into the rear of the properties and provide permeability through the area;
- Gold Hill with its cobbled carriageway, medieval wall and houses framing long views is an iconic and unique historic streetscape;
- this area has a high proportion of historic buildings;
- vernacular cottages and houses of 17th-19th century are located along Gold Hill and Bell Street and contribute to the historic character of the townscape;
- Georgian and Victorian buildings are widespread, but particularly evident along the High Street;
- quality signage and detailing on shop fronts contribute to the character of the area; and
- the Post Office is an example of a high quality historic building and a reminder of the importance of Shaftesbury on the Great West Road (London > Exeter > Cornwall (A30)). This is the old post route but one of the best post war buildings in the town (built in the 1940s).



Gold Hill



Cottage with modern features, Gold Hill



Post Office

Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the levels of diversity, activity and detail of built form, frontages and the limited green space and green infrastructure as follows:

- twentieth century houses and commercial properties that lack local distinctiveness are scattered throughout the area;
- traffic and on-street parking reduces the quality of the area;
- the car park behind Bell Street is a large area of open asphalt which contradicts the tight urban grain and quality of the rest of the area;
- trees and open green spaces are generally absent;

- shop frontages with modern additions and materials such as plastic signage reduce the quality of the area;
- buildings that have been whitewashed and therefore hiding the distinctive Greensand walls;
- mixture of stone, concrete block and asphalt;
- poor quality of hard surfaces and utility apparatus covers e.g. Swan's Yard; and
- poor connections (Swan's car park and back of the old Budgens store).

Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the design of built form and its ability to enhance and complement the existing architectural features and diversity of the area and the protection of retail and community assets, as follows:

- retail premises are susceptible to incremental change through their continued commercial use;
- the historic character in the centre of Shaftesbury is sensitive to change from infill development and change of use of retail premises;
- the quality of street and shop frontages is sensitive to change; and
- the characteristic long, narrow plots (burgage plots) are sensitive to development including the consolidation and removal of plots.



Poor quality shopfront High Street



Poor quality shopfront High Street



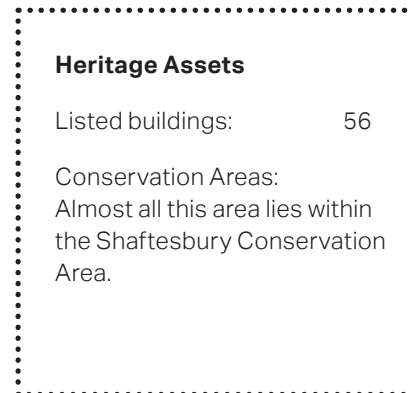
20th Century Police Station building

4.3. St James

St James is a high quality and well preserved conservation area, defined by St James Street with 17th & 18th century cottages, many of them thatched, that line each side of the narrow road. In the west is St James Church and the narrow roads and lanes leading to the area known as Alcester which look west over the Blackmore Vale. The south side of St James Street offers extensive views of the lower Shaftesbury slopes with the North Dorset downs behind them. Running from halfway down Kingsman's Lane towards open fields to the back of St James's last remaining pub, is the original Tudor wall of a former Elizabethan estate, the coat of arms above the cottages built on the site all that remains. A footpath runs alongside part of this wall leads to the St James Allotments, which face south on a gentle part of the lower slope with views to fields and downs. Residents and visitors can access the town centre from St James via a variety of steep lanes and paths: the cobbles of Stoney Path and Gold Hill or the more gentle zig zag path of St James Park, as it climbs above the children's play and picnic areas.

Key characteristics

- Distinctive topographic position along the base of the southern side of the Greensand spur.
- Intact medieval (or late Saxon) street and lane layout based on a single main street with triangular green and the church at its western end.
- High proportion of historic buildings, mainly 18th and 19th century vernacular houses and cottages.



Building frontages St James's Street

Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to the high quality architecture and façades of buildings in St James and the historic street pattern which are set out below:

- the topography of the spur influences the settlement pattern and orientation;
- the settlement structure of St James is set on the linear route of St James Street which sinuously follows the grain of the topography of the spur behind the settlement;
- St. James Street is largely street built up with small attached 18th and 19th century houses set directly on the street frontage;
- occasionally the frontage opens out into small courtyards or several houses set back from the street;
- the grassed and wooded slopes of the spur, together with the mature trees and gardens at the west end of the area and the St James allotments provide a significant green element to the character of the area;
- there are small but significant green spaces in front of the church and at the Rolt Millennium Green;
- St. James is typified by 18th and 19th century vernacular houses and cottages, which make up most of the street frontage. A small number of earlier houses dating from the 16th and 17th centuries are also present and there are relatively few modern houses;

- the consistency and quality in the scale of buildings and the use of local building materials provide a high quality urban environment;
- slight variations in architectural details provide diversity and interest to the streetscape;
- a number of surviving stone boundary walls of 18th or 19th century date and cast iron railings make a positive contribution to this area;
- the widespread use of local materials and a range of different building heights and architectural details give both coherence and interest to this area; and
- modern additions and 20th Century infill development are uncommon and where they do occur are of high quality and reflect the local vernacular.

Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the levels the quality and structure of the built form as follows:

- the inter-war and modern houses generally do not respect the earlier building lines. The small modern housing estates have a cul-de-sac arrangement running off the historic roads; and
- the inter-war and post-war houses are typical of their period and lack local distinctiveness.

Sensitivity to change

There are also some elements which are particularly sensitive to change. These are principally related to the high quality and structure of the built form as follows:

- the historic street frontage is sensitive to incremental change from modern additions and infill development;
- the scale and structure of the historic streets and small plots that strongly influence the character of the area;
- the area of greens space and park on the slope of the spur below Park Walk is sensitive to development that would be highly visible;
- the density, height and volumes of properties within St James creates a unique sense of place; and
- St. James allotments and other small pockets of green space are sensitive to incremental development.



St James Allotments

4.4. Barton Hill and Cockram's Field

Originally, the ancient manor of Barton belonged to Shaftesbury's medieval abbey, but the modern Barton Hill boasts few architectural landmarks, having been extensively redeveloped over the years. Situated due east of the town centre extending to Christy's Lane, this area provides many key facilities for the town, having a small open air swimming pool for summer use, a boarding house for Shaftesbury School and a large recreational space with skate boarding and exercise areas, as well as a bowling club and only large supermarket.

The housing is primarily arranged in typical suburban estate style with local access roads and cul-de-sacs. Inter-war and early post-war houses predominate in this area. The inter-war houses are mainly a mixture of semi-detached and short terrace suburban house types, typical of their time and have little local distinctiveness.

Key characteristics

- Large open areas of the Recreation Ground
- Barton Hill House
- Cattle Market
- Supermarket
- Inter-war and post-war suburban housing

Heritage Assets	
Listed buildings:	3



Post war residential properties, St George's Road



Street trees St Rumbold's Road



Mature trees Barton Hill House

Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to areas of open green space and mature vegetation as described below:

- the recreational areas provide significant green open spaces within this area;
- the mature trees in the grounds of Barton Hill House and Christy's Lane make a contribution to the leafy character of the area.
- inter-war and early post-war houses that predominate this area are mainly a mixture of semi-detached and short terrace suburban house types, typical of their time. The houses and layout have a welcome coherence in comparison with the Eastern Development. Houses are built in Gillingham bricks, produced in Dorset.

Issues to be addressed

the following issues have been identified which could be addressed through new development or active management. These are principally related the quality of modern development and lack of local distinctiveness as described below:

- commercial buildings with a lack of local identity on large plots are surrounded by large open car parks with extensively asphalt surfaces (should be considered with development of Cattle Market Site);
- the supermarket is set on a large footprint, made with brick and artificial stone and surrounded by large areas of asphalt car parking; and
- lack of historic buildings compared to other areas in the settlement.

Sensitivity to change

There are also some elements which are particularly sensitive to change. These are principally related to the areas of open green space:

- the areas of open green space and recreation grounds are sensitive to future development; and
- mature trees that contribute to the leafy character of the are sensitive to change from development.



Roadside verges, Christy's Lane

4.5. Layton Lane

Layton Lane itself is an extension of St James Street, running east from the bottom of Gold Hill. The character area extends up Hawkesdeane Lane to the east and down Frenchmill Lane to the south. The layout is open with a variety of architecture that spans Georgian, Victorian, 1920s and modern. A defining feature of the Layton Lane area is its proximity to the lower Shaftesbury slopes, open fields and farmland, with one scheduled monument being the ancient fish ponds to Shaftesbury Abbey.

The settlement pattern is one of low density dispersed houses on plots of varying size and shape, generally the plots are large and irregular with the buildings set well back from the frontage. The streetscape is one of heavily vegetated rural lanes, with trees and hedges forming a significant component of the semi-rural character of this area.

Heritage Assets

Listed buildings:	4
Conservation Areas:	The majority of the area lies within the Shaftesbury Conservation Area.
Scheduled Monuments	There is 1 Scheduled Monument within the area.

Key characteristics

- Semi-rural character
- Well preserved ancient lanes and boundaries
- Dispersed historic cottages and houses
- Large number of hedges and trees
- Distinctive topographical position below the historic town
- Good views of countryside to south



Art Deco property French Mill Lane



Residential properties French Mill Lane



Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. This includes the semi-rural character of the area, the size of plots and the mature vegetation which are set out below:

- the area is semi-rural in character and is more tranquil than some of the more urban areas in the settlement;
- housing density is low with dispersed historic cottages, bungalows and large houses set on generally large plots along the roads;
- the Art-Deco house is a recent addition of good quality design;
- the majority of buildings are set well back from the frontage;
- there are also a number of open spaces within the area;
- the street frontage is defined by a mixture of stone walls and hedges which complement the semi-rural setting;
- trees and hedges form a significant component in the semi-rural, leafy character of the area; and
- the topography also forms a major element of the character, with extensive views to the southwest and a green backdrop of the Greensand plateau to the north.

Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These principally relate to the incremental loss of the historic environment as follows:

- properties on incrementally developed sites with little or no reference to the local vernacular reduce the quality of the area; and
- numerous properties are very large in scale and out of proportion with historic properties in the area.

Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the semi-rural character and areas of open space, as follows:

- areas that are highly visible from the Shaftesbury promontory; and
- the rural character of the area is sensitive to incremental development and urban sprawl from Shaftesbury.



Views towards St James from French Mill Lane

4.6. Cann

Cann is a former medieval parish to the south east of the main town with 19 listed buildings. Shaftesbury's main school and the Royal Chase Hotel are the most distinctive landmarks. The area is dominated by the Royal Chase roundabout with the character area extending out to include all the residential streets, lanes and farmsteads on the edge of town. This area offers very mixed architecture, from modern infill to Victorian villas, old Greensand houses, rural cottages, with views to the south towards the Cranborne Chase Area of Outstanding Natural Beauty. There are remnants of the former rural settlement pattern of dispersed farms, cottages and houses along the roads and lanes, which is particularly evident at Butts Knap. The Shaftesbury School and playing fields form an extensive part of the western side of this area.

Key characteristics

- Dominated by the Royal Chase roundabout and modern road layout
- Formerly part of the medieval parish of Cann
- Former parish church of St Rumbold's
- Dispersed historic farmsteads, cottages and villas
- Stong building line along the streets such as Blandford Road

Heritage Assets

Listed buildings: 19



Red brick properties, Lower Blandford Road



Victorian features, Lower Blandford Road



20th century properties, Lower Blandford Road

Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These principally relate to the existing historic properties, community facilities, evidence of a former rural setting as set out below:

- the Shaftesbury School and playing fields form an extensive part of the western side of this area;
- along the Salisbury Road are several large villas and country houses;
- there are remnants of the former rural settlement pattern of dispersed farms, cottages and houses along the roads and lanes, across the southern part of this area; and
- Lower Blandford Road good example of early ribbon development and strong building line.

Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the lack of local distinctiveness and effects of the road network on the quality of the urban environment as follows:

- the inter-war and post-war houses are typical suburban houses of their era and have little local character;
- the area is dominated by modern road developments including the Royal Chase roundabout; and
- many of the larger historic houses have been significantly altered and many historic buildings are surrounded by 20th century suburban housing.

Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the remaining historic environment and green infrastructure assets, as follows:

- the historic character and legibility of the area has already been degraded by the dominant road networks and are sensitive to further development; and
- sports pitches and open green space associated with the Shaftesbury School are sensitive to development pressure and incremental change.



Shaftesbury School

4.7. Enmore Green

Enmore Green is situated on the lower Shaftesbury slopes immediately North of Castle Hill, with long distance views towards Motcombe and Gillingham and west towards the ancient Duncliffe Woods. A network of ancient lanes, Enmore Green is famous locally for supplying Shaftesbury with its water, characterised by a procession called The Byzant, where householders from Enmore Green would supply the town with water from their individual wells with towns folk processing down the very steep Tout Hill. The settlement pattern is largely one of low density detached cottages and short terraces mainly set back from the frontage along minor roads and rural lanes. There is a small triangular green in the centre of the village and further public green space and allotments at Enmore Green Gardens. The area is characterised primarily by 17th Century Victorian cottages, with some 19th century short terraces and some inter-war, postwar and modern suburban houses. The area also includes allotments, a community orchard and Breach common.

Key Characteristics

- Post-medieval rural settlement site enclosed from former common
- 17th to 19th century vernacular cottages
- Mature trees and hedges
- Historically the site of Shaftesbury's town water supply
- A network of ancient lanes

Heritage Assets

Listed Buildings: 21

Conservation Area: Much of this character area lies within the Shaftesbury Conservation Area.



Red brick terraces, Well Lane



Post war property, Breach Lane



Converted Chapel, Breach Lane



Greensand stone properties, The Knapp

Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. These relate to the high quality architecture and façades of buildings, settlement pattern and outward views which are set out below:

- the settlement pattern is largely informal with low density detached rural cottages and short terraces mainly set back from the street;
- there is a small triangular green in the centre of the village;
- areas of public green space and allotments;
- the area has a semi-rural character as a result of its location as a backdrop of the wooded green slopes of the Greensand plateau to the south, small rural lanes and views over the surrounding countryside;
- the consistency and quality in the scale of buildings and the use of local building material provides a high quality urban environment;
- slight variations in architectural details provide diversity and interest to the streetscape;
- the 17th-19th Century historic cottages and houses in the village centre make a major contribution to the historic character; and
- tight urban grain due to the narrow connection of the lanes.

Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the quality of modern infill development as follows:

- modern 20th Century housing estates and infill development lack local distinctiveness and quality materials;
- traffic and on-street parking on minor roads and rural lanes; and
- modern development is large in scale to small historic properties.

Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to the design of built form and the protection of heritage and green infrastructure assets, as follows:

- the historical settlement pattern and properties are sensitive to incremental change from infill development and modern influence that may erode the character of the area; and
- outward views are sensitive to development.



Contemporary property in the local vernacular, Yeatmans's Lane

4.8. East of Christy's Lane

This area comprises modern expansion to the east of the historic town, but retains a small amount of earlier settlement. Historically it was part of the manor of Barton, which belonged to Shaftesbury Abbey in the medieval period. It is defined by Christy's Lane to the west and Salisbury Road to the south and by the limits of the built area on the other sides.

The area comprises modern, residential estates built over the last 70 or more years and is still the main focus for new development. Together with the industrial estates of Wincombe and Longmead, this area provides the bulk of Shaftesbury's residential and commercial accommodation and is bordered to the east by rural fields and the border with Wiltshire. The dominant settlement pattern is one of low density suburban estate housing. There is a major difference between post-war and earlier housing. The 19th and earlier 20th Century housing is aligned along the main historic roads.

Key Characteristics:

- Modern suburban housing and industrial estates
- Bounded by main roads
- Some 19th century cottages at Little Down
- Small amount of Late Victorian and inter-war suburban housing

Heritage Assets

Listed Buildings: 21



20th Century housing, Pound Lane with no local context



Recent housing development Gower Road. This development has attempted to reference the local vernacular, however there are issues with scale and density.

Managing Change

Positive aspects of character

There are a number of positive aspects of character which should be sustained, reinforced or enhanced. This principally relates to areas of public open space and community assets which are set out below:

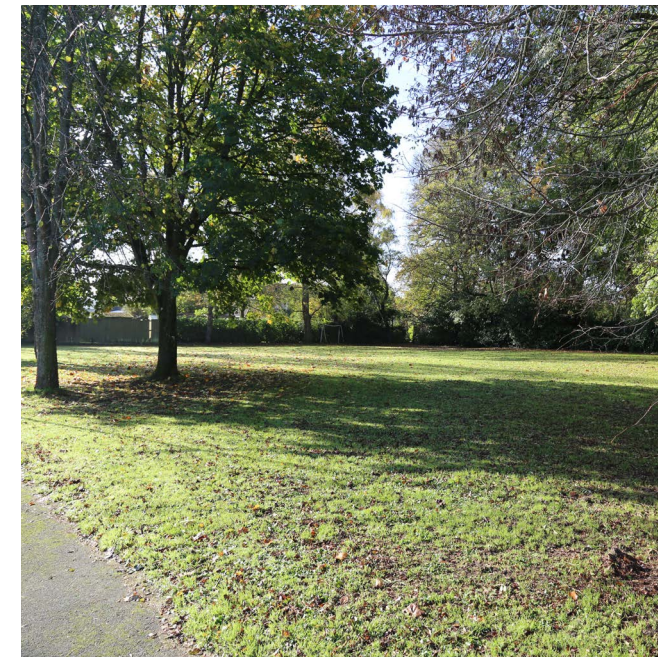
- The early 19th Century cottages at Little Down are set well back from the road towards the rear of the plots; and
- Areas of open green space, the cemetery, allotments and linear woodland strips provide relief to the built settlement; and
- 21st Century residential developments that show reference to the local vernacular and use high quality materials make a positive contribution to the area.



Recent housing development Mampitts Lane provide a positive contribution



Recent housing development Maple Road. This development has attempted to reference the local vernacular, however there are issues with scale and density.



Open green space Linden Chase

Issues to be addressed

The following issues have been identified which could be addressed through new development or active management. These are principally related to the lack of local distinctiveness and low quality housing estates as shown below:

- many of the 21st-Century housing estates are developed to a standard design providing little or no reference to the local vernacular;
- low quality, high-density housing estates reduce the quality of the area;
- inappropriate boundary treatments, particularly on front lawns of residential developments, restrict the appearance of open green spaces which surround key roads through the area;
- community facilities are sparsely spread through the residential estates and as a result there is no central community location within this area;

- most of the open space is typical featureless grassed areas within the modern estates;
- modern industrial and commercial estates contain typical steel-framed units and warehouses;
- green infrastructure corridors have not been created or enhanced through new development;
- poor quality detailing and management of residential developments results in a negative outcomes for the area; and
- the loss of front gardens to hard surface has a negative impact on the streetscape.
- new development includes low quality surfaces and edges, inadequate design of external spaces, lack of open spaces hierarchy and a limited pedestrian network.

Sensitivity to change

There are also some elements which are particularly sensitive to change. These relate to recreation and open space, rural land on the urban fringe and street trees as shown below:

- recreation grounds and sports pitches are sensitive to infill development;
- open spaces are sensitive to infill development;
- street trees are sensitive to infill development; and
- rural landscapes on the urban fringe are sensitive to the urban expansion of Shaftesbury.



Low quality housing, Nettlecombe



Poor quality road surface, Mampitts Lane



Recent housing development Maple Road

4.9 Forces for Change

The positive aspects of character principally relate to the area's architecture and façades; the active and diverse frontages in the centre of town and the consistency of design and building materials within the Conservation Area. The negative aspects often relate to the degradation of the heritage assets, loss of trees and vegetation, or through new poorly designed buildings which do not relate to the surrounding context. The public realm suffers from multiple materials palettes and design language across the area that is not unified. The area is sensitive to further change and could be degraded with future development.

The forces for change are primarily related to Shaftesbury's location close to the A303 and the largest town in the area as well as a mixture of land uses and architectural materials, ages and styles. There is pressure from new development, how this is designed, particularly in terms of massing, layout and height, and how it relates to the surrounding area.



75

Design guidelines

05

5. Design Principles

The following section is divided into two parts. The first is a set of key elements to consider when assessing a design proposal. These are presented as general questions the Shaftesbury Neighbourhood Plan Advisory Committee should seek clarification and explanation from developers and their design teams.

The second is an outline of design guidelines showing the aspirations of the Shaftesbury Neighbourhood Plan Advisory Committee which have been informed by the Character Assessment process.

The guidelines developed in this document provide an overarching approach to elements that make up the complex and historic environment of Shaftesbury. New development should not be viewed in isolation. Design and layout must be informed by the wider context, considering not only the immediate neighbouring buildings but also the townscape of the wider locality.

The local pattern of streets and hierarchy of spaces, building traditions, materials, green infrastructure, landscape 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 the new design embodies the 'sense of place' and also meets the aspirations of people already living, working and visiting that area.

The aim of this section is to produce design guidelines that help to assess design quality and appropriateness.

5.1. Design Considerations

This section sets out general design principles, which are each followed by a number of questions against which design proposals should be judged. 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 overview as to whether the design proposal has taken into account the context and provided an adequate design solution.

A. Harmonise and enhance existing urban structure, in terms of physical form, pattern or movement and land use.

- What are the particular characteristics of the site and its setting, which need to be taken into account in the design?
- Is the development appropriate to the grain of existing development, including plot widths?
- Is the proposal within a Conservation Area?
- Does the proposal affect or change the setting of a listed building?

B. Relate well to the local townscape.

- Does the proposal harmonise with the adjacent buildings, streets and spaces?

- Has careful attention been paid to plot widths, building line, height, form, massing and scale, with reference to the existing pattern of development?
- If an extension is proposed, how does it enhance the character of the existing building and its setting?
- How does the proposal maintain or enhance existing landscape features, including trees?

C. Reinforce or enhance the established urban character of streets, squares and other spaces.

- What is the character of the adjacent streets and does this have implications for the new proposals?
- Does the new proposal respect or enhance the existing area or adversely change its character?
- Does the proposal positively contribute to the quality of the public realm, streetscape and existing pedestrian access?
- How does the proposal impact on existing views, which are important to the area?
- Does the proposed development offer opportunities to create new landmarks or views of existing landmarks?

D. Reflect, respect and reinforce local architecture and historic distinctiveness.

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

E. Retain and incorporate important existing features into the development.

- What are the important features surrounding the site?
- How does the proposed development relate to any important physical and visual links which connect the site with the surrounding townscape?

F. Respect surrounding buildings in terms of scale, height, form and massing.

- Is the scale appropriate to the context?
- Should the adjacent scale be reflected, or is it appropriate to create a landmark on the site?
- If the proposal is an extension, does it maintain the pattern of existing development, including spaces between buildings?
- Does the proposed development compromise the amenity of adjoining properties?

- Does the proposal overlook any adjacent properties or green spaces?

G. Adopt appropriate materials and details.

- What materials, details and finishes are distinctive in the area?
- Do the materials proposed harmonise with and enhance the existing townscape?
- Does the proposal use robust and durable materials which will endure and create a lasting legacy?
- Have architectural details, such as façades, windows, doors, entrances and roof details been adequately addressed in the context of the overall design?

H. Integrate with existing paths, streets, circulation networks and patterns of activity.

- What are the essential characteristics of the existing street pattern?
- How will the new design or extension integrate with the existing 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?
- Do the new points of access have regard for all users of the development (including those with disabilities)?

I. Provide adequate open space for the development in terms of both quantity and quality.

- 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?
- Are there existing trees to consider?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?

J. Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features.

- 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?

K. Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other, to provide a safe and attractive environment.

- Has the proposal been considered in its widest context?
- Has green infrastructure been considered and given priority?
- What are the landscape qualities of the area?
- Have all aspects of security been fully considered and integrated into the design of the building and open spaces?
- Has the impact on the landscape quality of the area been taken into account?
- Has the impact on the ecology of the area been taken into account?
- Has the appropriateness of the boundary treatments been considered in the context of the site?
- Have Sustainable Urban Drainage solutions been considered?
- 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 landscape proposals 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?

M. Use of energy efficient technologies.

- Use of energy saving/ efficient technologies should be encouraged.
 - If such technologies are used (e.g. solar, panels, green roofs and walls, water harvesting, waste collection, etc.), these should be integral to the design to complement the building and not as a bolt-on after construction.
 - For stand-alone elements (e.g. external bin areas, cycle storage, etc.) materials and treatment should be or equal quality, durability and appearance as for the main building.
- L. 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.**
- Has adequate provision been made for bin storage?
 - Has adequate provision been made for waste separation and relevant recycling facilities?

5.2. Design Guidelines

The guidelines outlined below apply to the Shaftesbury neighbourhood plan area. These guidelines advocate the use of context to provide design cues. It is context that provides the design process with elements that can make their way to a design proposal. In this sense it is expected that a design proposal will make reference to different design elements such as, but not limited to, layout of buildings, building envelope, materials, building forms, colours, roofs and fenestrations.

Reference to context doesn't mean to copy or use pastiche solutions. It means using what is around as inspiration to influence the design. Proposals can provide contemporary solutions that are in harmony with their surroundings. This guide will outline the elements that make an important reference point. Photographs have been used to illustrate the guidelines where possible and these described in captions and highlighted on the photographs in red.

5.2.1. General Design Principles

The principles below provide a general approach to layout and other built elements to conserve and enhance the distinctive qualities of Shaftesbury.

New development should:

- Reinforce the character of the distinct neighbourhoods and streets as described in Section 4 to create a network of interesting and distinctive places, including green space and public realm throughout the area;
- Be innovative, well designed and utilise materials that celebrate the area such as Greensand Stone, Gillingham Brick, Slate and Cast Iron;
- Respond to the character, urban grain, scale and hierarchy of existing buildings and the spaces between them;
- Incorporate sustainable and inclusive urban design and architectural quality;
- Restore lost architectural details on properties that have been unsympathetically altered;
- Provide high quality public realm around and between buildings which incorporates street tree planting and pays attention to detailing and surface treatments;
- Use high quality, durable and, where possible, local and recycled materials appropriate to the building and its setting;
- A key part of the management of the area will be through ensuring developments are in keeping, including small incremental changes through permitted development;
- Provide signage and advertising, where required, that respects host buildings and enhances the character of the area;
- Comply with the Disability Discrimination Act requirements.
- Reinforce views with exceptional new buildings and key vistas;
- Use materials selected based on their longevity, sustainability and for ease of maintenance; and
- Be designed in line with principles set out in Secured by Design.

5.2.3. Street Scene and Public Realm

The effective design of streets and public spaces provides the foundation for a successful townscape. Streets are the backbone of the community and if designed well can encourage social interaction and physical activity; provide meeting points for communities; add value to surrounding properties; and enhance the overall character of the area. The following principles are provided to guide the design of both new and existing streets.



High Street

AECOM

Aspect	Design Principle	How to achieve this
Layout	New development should respect and respond to the existing pattern of the built environment.	New street layouts should reflect existing street patterns within the planned townscape particularly within the Shaftesbury Conservation Area.
Urban Structure	Development should respond to the immediate context of the built environment with regard to building lines, frontages and distance from the road.	<p>The incorporation of varied building typologies can enhance the character of development and reinforce the sense of place.</p> <p>Regular breaks in built form provide permeability and connections to public rights of way.</p> <p>Careful masterplanning should pay attention to the back as well as the front of development to ensure it merges with existing built form.</p>
Enclosure	The degree of openness or enclosure of development contributes to the sense of place.	<p>Building density, height, boundary design and road width create street scene ratios which should be designed to a human scale.</p> <p>A combination of open areas and more enclosed spaces can add richness to development.</p> <p>Development proposals should include a range of spaces such as: squares, courtyards, avenues and streets.</p>

Aspect	Design Principle	How to achieve this
Movement	Masterplans should aim to integrate the movement framework corridors and provide networks that are self-policing and permeable.	Characteristics of clear, legible movement networks: <ul style="list-style-type: none"> • Safe • Attractive and inviting • Legible connections to surrounding areas • Way finding (signage) • Connect to public transport • Variety of routes • Allow for various modes of transport including cycling, walking, bus etc.
Development Edge	Edges of urban development should be highly considered and designed to connect to surrounding development and landscape.	New development should have a relationship to the edges of existing development. Building elevations and orientation should project an attractive and positive frontage which relates to the surrounding context. Boundary design should promote new development integration and facilitate passive surveillance of surrounding streets to increase safety and security.



Above is a negative example of development edge, the red line delineates the development boundary directly onto Salisbury Road;



Above is a positive example, the red line delineates development edge fronting the green infrastructure corridor on Maple Road.

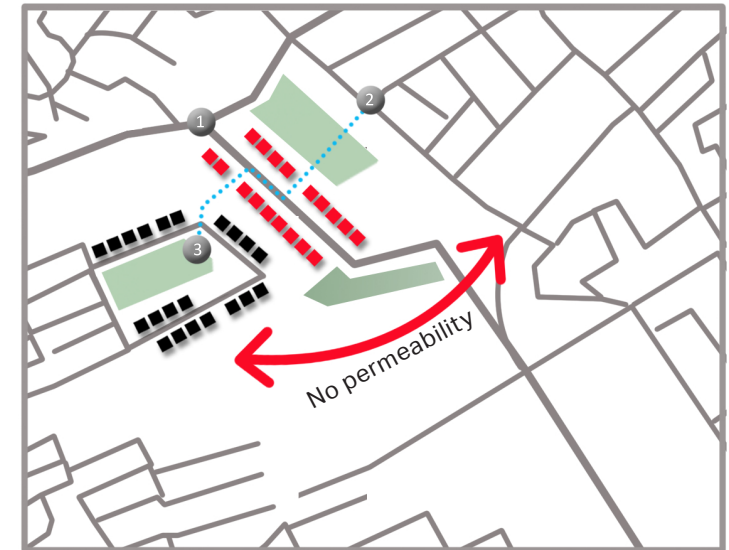
Aspect	Design Principle	How to achieve this
Mixed use	Mixed use developments which increase the vibrancy of the area and create successful communities should be encouraged.	<p>Support thriving economies by providing facilities such as local shops, cafés and doctors surgeries etc. and opportunities for employment.</p> <p>Facilities should be clustered and located at local centres for ease of access.</p> <p>Different operating hours increase natural surveillance and sense of security.</p>
Density	The density of new development should be appropriate to the site and the surrounding area.	<p>Successful residential schemes should provide a good mix of dwelling types.</p> <p>High density buildings should also be located at important nodal points (junctions), to support mixed use and thriving communities.</p>

Aspect	Design Principle	How to achieve this
Heritage	Development in sensitive areas, such as the Shaftesbury Conservation Area, should use a similar design language realised with high quality materials to integrate with the surrounding townscape and preserve and reinforce the setting.	<p>Potential elements for inclusion:</p> <p>Masterplans should integrate heritage assets into the townscape, to reinforce a strong sense of place; and</p> <p>Redevelopment of historic buildings should be completed to a high standard, to preserve and enhance heritage assets.</p>
Plots	Plots sizes and orientation in new and infill development should consider historic layout of plots found in Shaftesbury where appropriate.	Some property boundaries in Shaftesbury reflect the Saxon and Medieval burgage plots. Where this occurs these historic patterns should be considered when designing the location of new plots for development proposals.
Design	Streets should be designed to encourage active lifestyles.	<p>The design of streets should provide many functions including a place to walk, cycle, play and spaces for social interaction.</p> <p>Street clutter, such as unnecessary road markings, signage or street furniture, should be minimised.</p> <p>Provide the minimum space for the road carriageway to provide additional space for hard or soft landscaping.</p>

Aspect	Design Principle	How to achieve this
Permeability	Streets should be legible, allowing for multiple connections and a choice of routes.	<p>Developments should be encouraged to enhance permeability through the settlement, incorporate high quality public realm and provide opportunities for green infrastructure.</p> <p>Pedestrian and cycle friendly environments to reduce the need to travel by car should be encouraged.</p> <p>New development should integrate in a way that connects to the existing network, respects the historic, ecological and culturally important landscape and provides sufficient space for people and wildlife.</p>
Architectural quality	<p>Proposals should provide evidence of how new development has respected the local context and how it will reinforce and enhance the local identity.</p> <p>See Materials and Detailing sections 6.2.8 and 6.29</p>	<p>Evidence will include whether the design and materials used, the amount and type of decoration and functional elements such as the position and type of doors and windows, flues, chimneys, gutters and flashings has been considered to reinforce or complement local character.</p> <p>Development that successfully identifies opportunities to make a positive contribution to character and has considered the local context will reinforce and enhance the local identity.</p>

Permeability

- 1 Connections to transport network
- 2 Existing footpath
- 3 Pedestrian links connecting new and existing development



New development should increase the permeability within the area. Links to existing footpaths and cycle routes will integrate new development into the surrounding built form.

Aspect	Design Principle	How to achieve this
<p>Boundary treatment/enclosure</p>	<p>New development should use boundary treatments which are common or complimentary to the street.</p> <p>Boundary treatments define public and private space and contribute to the character of the public realm. Uncoordinated boundary treatments that are out of character with the wider area can fragment the unity of the public realm.</p> <p>Boundary treatments reinforce the continuity of the building line.</p>	<p>Boundary treatments will vary but these should be of high quality materials.</p> <p>Boundary treatments facing the street and public areas should reflect the best examples in Shaftesbury; for example, walls made of Greensand Stone, ironmongery, or well-maintained hedgerows in semi-rural areas or a combination of these.</p> <p>Modern materials that complement the street scene may be appropriate where they enhance the local character.</p> <p>The use of low quality materials in these publicly visible boundaries should be avoided.</p> <p>Boundary treatments provide enclosure to the street and give a degree of structure. In the Neighbourhood area this is important both at the front and rear façades.</p>

Boundary Treatment



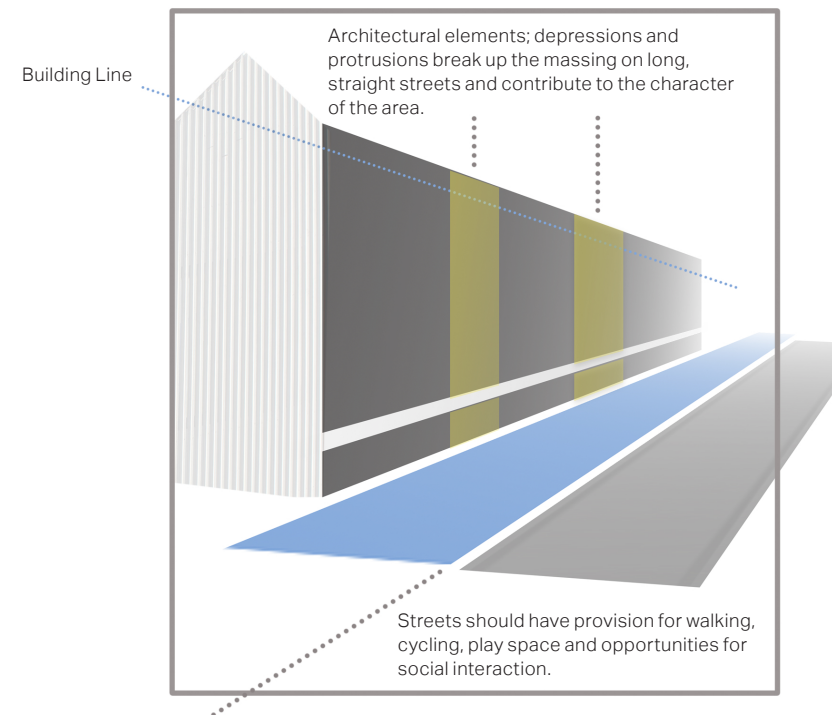
Hedge Stained timber fence Natural timber fence Rubble, red brick and iron

Low quality and disjointed boundary treatments such as those shown here on Coppice Street should be avoided.

Aspect	Design Principle	How to achieve this
Building line	The set back of new buildings should respect the existing building line along the street	Measured from the back of the carriageway to the front elevation.
Infill	In historic locations including the Shaftesbury Conservation Areas, infill plots can alter the character of a settlement if not carefully designed.	Infill development can be integrated provided the design and layout of the new buildings respect the traditional street scene and character of the settlement.
Replacement dwellings	In historic locations including conservation areas, replacement dwellings can alter the character of a settlement if not carefully designed.	Care should be taken to ensure: The scale of development is in keeping with the street and appropriate to the size of the plot; There is a positive relationship between the building and the street; and Reference should be taken from the local vernacular to determine the most appropriate proportions for the replacement dwelling.
Apartments	Apartment buildings should respond to the context of their setting and provide adequate legibility.	Apartment designs should consider the scale and context of surrounding buildings to draw inspiration. The height of apartment buildings will vary but should be appropriate to their surroundings. Designs should avoid being bulky and provide natural light and ventilation.

Aspect	Design Principle	How to achieve this
Gateways/ Arrival points	New development should include elements which provide a sense of arrival and identity.	Design proposals should consider placing gateways, built elements and landscape features to highlight the access or arrival points of a new development. Gateway buildings should reinforce local character.

Building Line



Aspect	Design Principle	How to achieve this
Road Surface	Materials used in road surfacing should complement the built form and local vernacular.	Historic cobblestone is widespread in the historic areas of the settlement. New development should specify high quality, locally sourced, surface materials with particular attention given to gateways and nodal points.
Materials	Materials used in new development should complement the materials typical of the existing buildings in the street, the streetscape or the existing building in the case of extensions.	<p>Materials such as Greensand stone, red brick and slate that are widespread in the area and should be used in new development.</p> <p>Materials that are durable, high quality and easy to maintain are preferable.</p> <p>Modern materials that complement the street scene or traditional materials in a contemporary manner may be appropriate where they enhance the local character.</p> <p>Typical materials include render that resist leaching or staining, iron ore and bricks that resist leaching salt</p>
Shared Surfaces	Shared surfaces should be used for lower order streets to reduce the speed of traffic.	<p>Design solutions include:</p> <p>Combining footway and carriageway on the same level or in the same material; and</p> <p>Use tactile materials, street furniture, trees and lighting instead of road markings.</p>

Aspect	Design Principle	How to achieve this
Inclusive design	<p>The built environment should be designed to be accessible and inclusive to all users.</p> <p>Development should support a variety of users with streets and public spaces designed to encourage social interaction.</p>	<p>Inclusive design principles include:</p> <ul style="list-style-type: none"> • Consideration to the diversity of people using a space; • Safety and convenience; • Inclusive design should be set out in the Design and Access Statement; • Design should be in accordance with British Standard BS 8300-2:2018: Design of an accessible and inclusive built environment. Buildings. Code of practice; • A high level of accessibility for all development is a core principle for inclusive design. Ensure paving and surface materials are appropriate and safe for a variety of users; • Visual and non- visual prompts such as textured warning on pavements at crossings should be carefully designed into development to aid orientation for all abilities; • Tree pits in the public realm should sit flush to the surface to avoid trip hazards; and

Aspect	Design Principle	How to achieve this
Parking	The design of parking areas should be appropriate to the scale and location of the residential development.	<p>Parking areas should be surfaced using a permeable material to provide adequate natural drainage where practicable.</p> <p>When placing parking at the front, the area should be designed to minimise visual impact and to blend with the existing streetscape and materials. The aim is to keep a sense of enclosure and to break the potential of a continuous area of car parking in front of the dwellings by means of walls, hedging, planting and use of differentiated quality paving materials.</p> <p>Car parking solutions should be a mix of on plot and garage parking. For family homes cars should be placed at the front or side of the property. For flats and small pockets of housing a front or rear court is acceptable. Also, multiple garage parking is encouraged.</p> <p>Car parking design should be combined with walls, fencing or planting to minimise the presence of vehicles.</p>

Aspect	Design Principle	How to achieve this
Natural Surveillance	Natural surveillance takes place when people can see what is happening where they live. Crime rates are less in locations where people believe they are being watched.	Maximise opportunities for communities to become self-policing



Natural surveillance provided by residential properties overlooking green open space



Parking internal to blocks

Aspect	Design Principle	How to achieve this
Playspace	Space for play should be incorporated at appropriate locations within the streetscape to encourage play and social interaction.	<ul style="list-style-type: none"> Public spaces should be designed to stimulate all the senses including the use of texture, smell and colour. <p>The location of play spaces should be determined by:</p> <ul style="list-style-type: none"> needs based assessment; age of children and size of facility; and proximity to existing residential development. <p>Design of play spaces should consider:</p> <ul style="list-style-type: none"> accessibility; inclusivity; integration within the landscape setting; adventure play; learning and development; imaginative play; and encouraging nature and natural play equipment in keeping with the natural environment.



Park and playground at St. James

Aspect	Design Principle	How to achieve this
Street furniture	Street furniture, such as benches and litter bins in the public realm should complement the local vernacular.	<p>Design and location of street furniture should:</p> <ul style="list-style-type: none"> • complement the historic setting of Shaftesbury; • be considered in the early stages of masterplanning design; • contribute to the safety and security of the area; • be consistent throughout the area; • seating should be provided in locations where people are encouraged to gather; • provide opportunities to be developed in conjunction with art or local artist; • seating should be provided at regular intervals along streets to provide assistance for people who have limited mobility to access community and retail services; and • be well designed, respect the local vernacular and be robust.

Aspect	Design Principle	How to achieve this
Lighting	Lighting design should complement the historic setting of Shaftesbury.	<p>Lighting schemes should:</p> <ul style="list-style-type: none"> • complement the historic setting of Shaftesbury; • be considered in the early stages of masterplanning design; • contribute to the safety and security of the area; • be consistent throughout the area; • be well designed, respect the local vernacular and be robust; • be energy efficient, respect wildlife and consider light pollution; and • consider smart controls such as passive infra red PIR and daylight sensors.
Public art	Public art that responds to the context of its location should be encouraged to enhance the sense of place.	<p>Public art should be:</p> <ul style="list-style-type: none"> • positioned at gateways and nodes to provide a sense of place and arrival; • reflective of the history, culture and community within the settlement; and • well designed, respect the local vernacular and be robust.

5.2.4. Green Infrastructure

Aspect	Design Principle	How to achieve this
Landscape Structure	A landscape-led approach to masterplanning will integrate new development into the townscape.	<p>Potential elements for inclusion:</p> <ul style="list-style-type: none"> • integrated Sustainable Urban Drainage Systems (SUDS); • well-designed public realm and open space elements to encourage resident interaction; • green infrastructure networks which connect to existing ecological corridors and provide good pedestrian and cycling links; • retention of key views; and • contemporary amenity planting including species selections appropriate for the semi-rural location.



Example of Sustainable Urban Drainage System in Sheffield City Centre

Aspect	Design Principle	How to achieve this
Green infrastructure	Developers should work closely with the local authority early in the design process to identify green infrastructure needs, design and long term management.	<p>Green infrastructure proposals should be:</p> <ul style="list-style-type: none"> effective and robust, underpinned by a network of well-maintained, connected and biodiverse spaces. Strategically designed into new development these spaces will require continued investment and management to ensure that benefits are maximised; and biodiverse, green infrastructure in urban areas, for example reed beds and green/brown roofs, can improve water quality by reducing diffuse pollution through enhanced sediment retention.
Green infrastructure	New development should be landscape led and reinforce the well-managed network of hedgerows and woodland lining the routes through the semi-rural areas of the settlement, which are characteristic of the rural landscape.	In Shaftesbury the rural landscape is the key feature on the urban fringe. Vegetation can be used to blend buildings into their surroundings and draw the rural landscape into the settlement.

Aspect	Design Principle	How to achieve this
SUDS Sustainable Urban Drainage Systems	Sustainable Urban Drainage Systems (SUDS) should:	<p>Development should take a strategic, integrated approach to managing water that makes best use of green infrastructure led SUDS and identified opportunities for water reuse.</p> <p>Developments should be encouraged to propose biodiverse SUDS, including reedbeds and green/brown roofs to improve water quality and reduce pollution.</p> <p>Measures to manage water should be designed to maximise biodiversity benefits.</p> <p>Incorporate appropriately sized SUDS features such as:</p> <ul style="list-style-type: none"> Attenuation ponds Swales Rain gardens
	<ul style="list-style-type: none"> improve water quality by reducing diffuse pollution through enhanced sediment retention; be integrated into the scheme early in the design stages; create multifunctional benefits for residents and ecology; and provide fundamental outdoor spaces (public and private) forming a SYSTEM (integrated set interacting components). 	



SUDS in the Public Realm

One of the biggest drivers for increasing green infrastructure in the public realm is to support the sustainable management of surface water, by slowing the flow of water to the sewerage network and cleaning the surface water before discharging into the natural environment through SUDS. There are a wide variety of different types SUDS including those that promote infiltration into groundwater, attenuation to slow the flow of movement and conveyance in order to move water around. SUDS can also be delivered on almost all sites through careful design. Including steep or shallow gradient sites and even contaminated sites. Ideally SUDS should be used in conjunction with each other. This is known as the 'SUDS train' and improves the performance of the overall network.

The illustration below from CIRIA's 'Planning for SUDS' highlights how SUDS can be integrated into the urban environment.

1. Urban square and permeable paving
2. Retention pond with integrated seating
3. Rill within pedestrianised street
4. Brown Roof
5. Planted road-side bioretention strips
6. Retention basin/infiltration trench
7. Green Roof
8. Micro-wetland
9. Filter strip and retention
10. Permeable paving and residential street.
11. Roadside bioretention tree pits
12. Large naturalised swale
13. Wetland
14. Natural waterway
15. Water butt

Aspect	Design Principle	How to achieve this
Trees	Where new development is proposed, there should be no net loss of moderate and high quality trees and at least two trees shall be planted for each tree lost. Where this is not appropriate plant in nearby open space.	<p>Trees and shrubs should be planted where locally appropriate to draw new development into the existing townscape setting.</p> <p>Where trees cannot be planted in the footway make use of nearby open space</p> <p>New trees should be planted with a diverse palette to provide resilience and mitigate future biosecurity impacts.</p> <p>Where space allows, large growing species should be used to provide benefits from the largest canopy cover.</p> <p>New development should specify suitable trees with a small root system near houses, e.g. birch trees or similar, together with attractive, flowering shrubs.</p>
Private gardens	Small private gardens should enhance the character of the street scene and provide a physical buffer between the property and the street.	<ul style="list-style-type: none"> On streets where existing gardens are present, properties should provide the appropriate rear and front gardens.

Aspect	Design Principle	How to achieve this
Private gardens		<ul style="list-style-type: none"> Existing gardens and the mature vegetation within them should be retained to ensure that buildings where appropriate have an attractive, verdant setting. Where the provision of a front garden is not possible, a small vegetated border or patio should be encouraged to soften the hard materials within the streetscape. Developments should provide opportunity for growing vegetables in all new gardens. Gardens should be planted with a diverse palette to provide resilience and mitigate future biosecurity impacts. Proposals for new development which affect the front of properties should be accompanied by detailed plans which show a commitment to providing attractive, well-vegetated gardens. However, in locations where front gardens are not present and properties front the street this should be reflected in new development. Opportunities should then be explored to design gardens internally to blocks.

Aspect	Design Principle	How to achieve this
Open space standards	New development should design public realm to meet the necessary standards to allow adoption by the Shaftesbury Neighbourhood Plan Advisory Committee.	<p>Open spaces should be located in accessible places.</p> <p>Where possible and practical they should be surrounded by properties facing onto them to improve natural surveillance.</p> <p>Open spaces should offer a variety of uses related to surrounding activities and buildings</p>
Open space standards	New development should provide sufficient open space for the incoming population.	<p>All new development of 11 homes or more should be required to provide open space in line with the Fields in Trust population benchmarks.</p> <p>Where development cannot provide open space provision on site, an equivalent contribution will be required to help create, enhance and manage other spaces to demonstrate that the additional pressure on open space from the growth can be sustained.</p>
Health	Providing a healthy environment and wildlife rich green spaces for local residents will result in individual and community health benefits.	<p>Potential benefits include:</p> <ul style="list-style-type: none"> healthier air from tree planting; reduction in noise pollution through the buffering of sound with vegetation; and particulate pollution control.

Aspect	Design Principle	How to achieve this
Local open spaces	Pockets of green space should have a specific role or function to avoid wasted and unused land.	<p>Local open space should make a positive contribution towards the townscape through:</p> <ul style="list-style-type: none"> landscape design, including materials, trees, vegetation and street furniture; flood management; permeability and access; and link spaces to provide stepping stones for wildlife. <p>Variations in scale and enclosure of the open space contribute to character.</p>

5.2.5. Buildings



Red line delineates extension to existing property

Aspect	Design Principle	How to achieve this
Scale, height, massing	New development will be more likely to integrate successfully with the settlement if the scale, height and massing of new buildings demonstrates consideration for the context of the original buildings within the area.	Buildings should not be designed in isolation. Whether they are of traditional or contemporary design, buildings should be part of a design concept for the whole site/area. This will need to be explained in a Design and Access Statement accompanying the planning application. The proportions of proposed houses should match adjacent houses of the same building type.
Height and roofline	New houses that respect the existing height and follow the roofline of adjacent houses should be encouraged. Similarly proposed extensions are more likely to be successful if they do not exceed the height or footprint of the original building.	Roofs should be designed to reflect the style of the proposed development and its context. Careful attention should be paid to roofing materials, pitch, eaves and verge details and the inclusion of chimney stacks or other features that project above the ridge line. In general, a simple roof form is preferred. Eaves to provide nesting boxes and provide nesting areas for Swallows, Sparrows and House Martins.

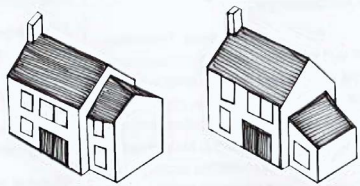
Aspect	Design Principle	How to achieve this
Location on street	Buildings should be aligned along the street, with their main façade and entrance facing it.	<p>Building proposals with the rear to the street should show consideration has been taken to provide a relationship between the property and the street. This may include features such as:</p> <ul style="list-style-type: none"> garage or out building fronting the street; and boundary treatments
Storage	Provide secure storage for cycling equipment.	Cycle and bin stores should be integrated into the garden and screened from the street.
Detailing	Existing period detailing should be retained and the covering over or removal of such elements is not encouraged.	The inclusion of details should be undertaken with care as overly detailed elevations can appear fussy and historic detailing can appear like a caricature of the original. See design and materials sections below.
Quality	Architectural detailing is rich with a variety of different styles and decoration used in buildings across the area; the design of extensions and new buildings should reflect this level of detailing to ensure that the development is in context with its surroundings.	See design and materials sections below.

Aspect	Design Principle	How to achieve this
Boundaries	Boundaries of properties should enhance the character of the street scene and provide a physical connection between the property and the street.	<p>Boundaries such as stone walls, rendered walls and iron railings are common in the neighbourhood area and should be chosen for new development based on whichever is appropriate to the street. It is important that robust design is specified that reflects the quality of historic examples in the area.</p> <p>Boundary treatments should enclose and define each street along the back edge of the pavement, adhering to a consistent building line for each development group.</p> <p>Boundaries on the backs of properties should also be designed to provide structure and enclosure to the small, narrow streets and provide screening for bin storage and areas of driveway for parking.</p>

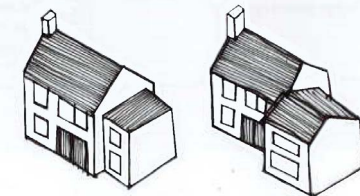
Aspect	Design Principle	How to achieve this
Building lines	New development or building extensions shall respect the existing building lines. Existing front gardens should be retained to ensure a green setting to the building and to enhance the public realm.	<p>New development should respect the continuous street frontages (particularly in the conservation area), built to consistent building lines.</p> <p>New development or building extensions shall respect the existing building lines.</p> <p>New development and alterations to existing buildings, shall respect the position of existing buildings relative to the street and within the plot.</p>
Extensions	In urban locations, extensions to existing dwellings can alter the character of a street if not carefully designed.	<p>Reference should be taken from the local vernacular to determine the most appropriate proportions for the extension.</p> <p>Care should be taken to ensure:</p> <ul style="list-style-type: none"> the scale of development is in keeping with the existing property and appropriate to the size of the plot; there is a positive relationship between the building and the existing property; and proposed extensions should not exceed the height or footprint of the original building.



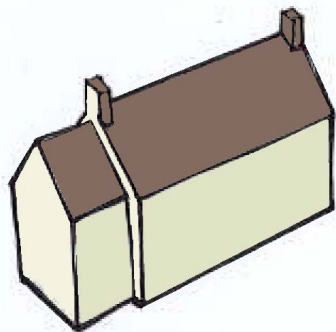
Red lines delineate positive examples of extensions to existing properties



Good example for side extensions, respecting existing building scale, massing and building line.

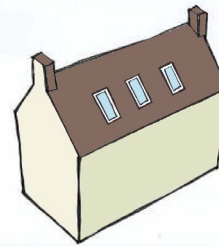


Both extensions present a negative approach when considering how it fits to the existing building. Major issues regarding roofline and building line.

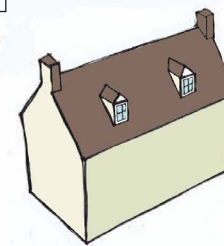


The extension has an appropriate scale and massing in relation to the existing building.

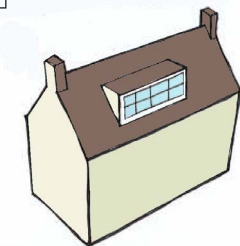
Design treatment in case of loft conversion:



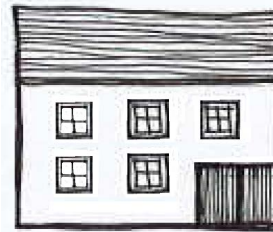
Loft conversion incorporating skylights.



Loft conversion incorporating gabled dormers.



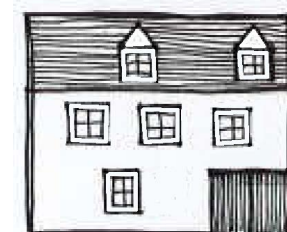
Loft conversion incorporating a long shed dormer which is out of scale with the original building.



Original roofline of an existing building.



Loft conversion incorporating gabled dormers.



Loft conversion incorporating gabled dormers which are out of scale and do not consider existing window rhythm nor frequency.

Aspect	Design Principle	How to achieve this
Frontages	New building frontages should propose a level of detail based on the detail used on existing original buildings within the area. Where period details are proposed it is advised they are based on a local historical precedent.	See design and materials sections. Porches are common in Shaftesbury. Use porches that reflect the design approach in the area.
Terraced properties	Terraced properties strongly contribute to the character of Shaftesbury. Terraces are laid out with a particular emphasis on repetition and uniformity. Replacement dwellings, alterations to existing properties and new developments should be carefully designed to retain the continuity and repetition present in the streetscape.	The proportions of proposed terraced houses should relate to adjacent houses of the same building type. Proposals for extensions or alterations to existing terraced houses must demonstrate a respect for the existing level of detailing displayed in the original buildings in the area.



Examples of terraced properties across Shaftesbury

5.2.6. Shopfronts and Advertising

- Shopfronts should be designed to relate to the design of the upper parts of the building.
- Conversions of existing buildings should not displace existing shopfronts which are locally distinctive.
- Shopfronts should provide appropriate openings to provide a relationship with activity from the street.
- Shopfronts should avoid the installation of solid or perforated external shutters.
- Advertisements should be well designed and relate to the character, scale and architectural features of the building on which they are to be fixed.



Positive examples of existing shopfronts in Shaftesbury

5.2.7. Building Frontage

Buildings, their façades and rooflines should be designed to provide variety along the street and should avoid producing single repetitive patterns, textures or materials, or giving the appearance of large single building mass when viewed from the street or on the skyline. Building façades should be articulated with attention to detail through the use of high quality materials, texture, light, shade and colour.



Detailing on building façades

Aspect	Design Principle	How to achieve this
Decoration	New development that has considered the local context and will reinforce and enhance the local identity should be encouraged.	Proposals will be encouraged that show the design and materials used, the amount and type of decoration and functional elements such as the position and type of doors and windows, flues, chimneys, gutters and flashings have been considered to complement the local vernacular.
Design	It is expected that design proposals make reference to local buildings considered of merit.	Making reference should not result in pastiche but instead reflect key aspects such as elevations, symmetrical layout and proportions.
Facade	Shaftesbury has a relatively consistent architectural style and the arrangement of façades has slight variations. Building façades should be considered in the design of new developments.	<p>Building façades should be arranged simply with windows and doors vertically aligned.</p> <p>Proposed building façades should indicate the importance of each storey through a combination of composition of building elements, increased height for the most prominent floor and the level of architectural detailing used.</p> <p>Contemporary interpretations of local traditional architectural forms should be explored.</p>

Aspect	Design Principle	How to achieve this
Doors	Doors are noticeable features and, as with windows, they can have a dramatic impact on the appearance of a property. Doors as part of new or existing proposals should be chosen to complement the local vernacular.	Use doors that reflect the design approach. Doors should be simple and well-proportioned; pastiche of historical designs should be avoided.
Entrances	Entrances should contribute to the legibility of the streetscape and should relate to the function they provide.	<p>Building entrances should be welcoming and identifiable.</p> <p>The scale and design of entrances should represent the function; municipal and commercial properties will be grander in design than residential properties.</p> <p>Entrances for new properties should be integral to the design proposal rather than a later addition.</p>
Windows	Windows in new houses should complement the vertical pattern and scale of windows reflected in local architectural detailing.	<p>Use windows as part of the overall design approach. In more traditional designs, the positioning of windows within their reveals is important to add visual interest.</p> <p>See design and materials sections</p>

Aspect	Design Principle	How to achieve this
Roofscape	Utilities and services within the roofscape should be integral to the design to avoid the addition of elements as an afterthought.	<p>Down pipes and guttering should be integral to the roof and building design.</p> <p>Down pipes and guttering should reflect the design of historic detailing or should be a high quality contemporary finish, basic plastic design should be avoided.</p>
Chimneys	Chimneys are a traditional feature in the architecture within the area.	Developments should be encouraged to use chimneys that reference the form and scale of examples in surrounding properties.
Dormers	Dormers are traditional features of architecture within the area.	Dormers can be used in modern development. However, care should be taken to ensure the design and proportions reflect the local vernacular.

5.2.8. Views

- Developments should make the most of existing features and views. New development that respects existing views and draws the rural setting of Shaftesbury into the townscape should be encouraged.
- Development should enhance important views, groups of buildings and/ or skylines.
- Development height and location should be designed to allow space between a landmark, significant feature or building and should not appear behind or mar the silhouette of a specific landmark, significant feature or building.
- Retain the gaps between existing buildings and provide gaps in new development to secure through views towards the rural landscape.
- Make use of outward views across the rural landscape particularly from areas of public open space.
- See Appendix A (Kiew Views Mapping)



Outward views across Blackmore Vale



Views along streets to landmark buildings



Views along narrow streets



Internal views

5.2.9. Detailing

Architectural detailing is rich in Shaftesbury with a variety of different styles and decoration used in buildings across the area. The design of extensions and new buildings should reflect this level of detailing to ensure that development is in context with its surroundings.



Window detailing found in Shaftesbury



Attractive two house modern infill to existing town centre terrace, showing gently curved brick lintels within brick frontage and simple, traditional window design. Brick dentils give definition to the eaves.

These photographs show four different types of modern, double glazed windows in a traditional style so that they sit well within the original architecture. These photos also show various lintel and surround detailing which give character and definition to windows with minimum recess.

Aspect	Design Principle	How to achieve this
Detailing	Architectural detailing in new development shall typically display elements that balance with those of existing traditional buildings in terms of interest, scale, texture and form.	<p>Traditional elements often include:</p> <ul style="list-style-type: none"> • detailing around windows including cills; • quoins and masonry detailing; • door surrounds and porches; • sash windows; • symmetrical façades; • windows and doors set back from brick face; • stonework at entrances to create grandeur with classical pillars, pediments and porches; • decorative iron railings; • shallow pitched roofs; • decorative mouldings; • render; • lintels; and • eaves.

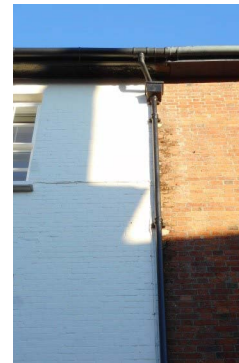
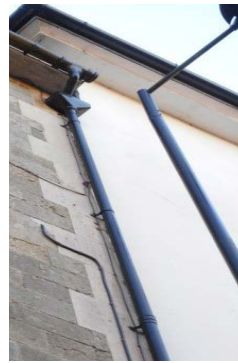
Aspect	Design Principle	How to achieve this
Detailing		<p>Attention to high quality architecture and architectural detailing which avoids pastiche is encouraged.</p> <p>Existing period detailing should be retained and the covering over or removal of such elements should not be encouraged.</p> <p>Proposals for new developments must demonstrate a respect for the existing level of detailing displayed in the original buildings whilst allowing for contemporary architectural detailing.</p>



Distinctive building curves and stone eaves common to Shaftesbury.



Door detailing found in Shaftesbury



Classic half round gutter with round downpipes and traditional brackets in cast iron effect finish; hoppers can be varied but should allow for high capacity drainage



Signage detailing found in Shaftesbury



Chimney detailing found in Shaftesbury

5.2.10. Materials

- Materials used in new built development and open space should be high quality and hard wearing and should be designed carefully to respond and be inspired by the character and materials used in adjacent buildings and surrounding areas.
- Infrastructure related to buildings such as alarm boxes, shutters and television cameras mounted on the façades of buildings should be located within the building if at all possible. In other cases screening may be required to make an installation acceptable.
- Boundary walls and railings should be retained where they form an important feature of, and make a positive visual contribution to the street scene, and replicate existing or traditional materials or patterns which are characteristic of the immediate locality or local buildings should no prevalent pattern exist.



Greensand stone - Ashlar



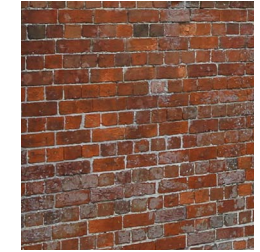
Greensand stone - Rubble



White render



Grey render



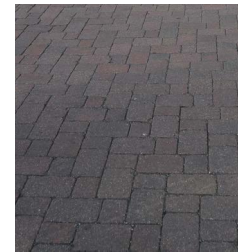
Red brick



Cobblestone



Pemeable resin



Paving setts



Stone setts



Greensand rubble stone



Greensand rubble stone



Hedgerow



Iron railings



Iron railings



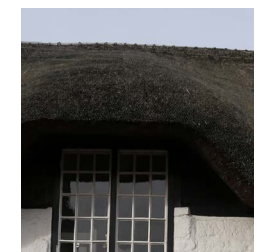
Red brick



Red slate tiles



Blue slate tiles



Thatched roof

Aspect	Design Principle	How to achieve this
Materials	Use locally appropriate materials. Materials proposed for use in new development and building extensions shall match or be guided by those used in the existing buildings.	<p>Historically, the choice of wall materials in Shaftesbury was largely dictated by those materials that could be sourced locally, and this largely comprised Greensand stone. In more recent times the range of materials has broadened to include concrete, brick and rendered block.</p> <p>A typical materials palette in Shaftesbury area includes Greensand stone and red brick, timber painted windows, slate roof tiles and detailed door and window surrounds.</p> <p>If other quality materials are proposed they should be considered on their merits and appropriateness, as well as cost.</p>
Materials	Materials used for the repair or alteration of buildings, for new buildings, and for surfacing and boundaries shall complement the existing high quality palette of materials that typifies the character of the area.	<p>Traditional houses are designed either with exposed stone façades, red brick or rendered.</p> <p>The roofs are covered in flat tiles, slates or thatched.</p> <p>Iron work on balconies and railings is typical.</p>

Aspect	Design Principle	How to achieve this
Materials	New buildings or extensions should propose materials based on the existing building or surrounding vernacular. Proposals for innovative and complementary material options should also be encouraged.	Differing materials on an extension or a different design approach may result in a development appearing incongruous. Whilst, exceptionally, an extension may intentionally be designed to be contrasting, such an approach will need to be carefully justified and its success will rely on a high quality design.
Materials	Materials used in new development should complement the materials typical of the existing buildings in the street, the streetscape or the existing building in the case of extensions.	<p>New developments shall demonstrate a respect for the existing materials palette used in the area, which is likely to vary subtly by street.</p> <p>Architectural detailing shall typically display elements that equate to those on existing traditional buildings which provide interest, scale and texture to form and elevations.</p> <p>Materials that are durable, high quality and easy to maintain should be used.</p> <p>The use of PVC windows and feature should be avoided particularly in Conservation Areas.</p> <p>The use of traditional materials used in contemporary design schemes should be explored.</p>

5.2.11. Contemporary take on traditional architecture

The gradual evolution of the town over the centuries has resulted in an organic character to development. Each building has its own individuality resulting in variations in height, the pattern of openings and detailing. This variety is balanced in several ways; through the proximity of each property to each other and broad similarities in scale, width, design and materials.

Within the parish there are a few examples of contemporary architecture among the latest dwellings. Some new builds have been heavily informed by traditional building forms. These buildings are either refurbished agricultural buildings with a contemporary finish or completely new buildings that have been built utilising local high quality building materials.

It is suggested that this trend continues to further expand with additional sustainable design features incorporated in future developments.



Contemporary renovation Well Lane



Contemporary renovation Haines Lane



Contemporary development Bleke Street



Contemporary barn conversion Victoria Street



Contemporary rural properties



Contemporary new build Ratcliffe Street



These photos show features of new-build homes built with traditional features including: painted fascia at gable end; simple lintel detail over windows; timber dentils at eaves; half round gutters and round downpipes; modern cut Greensand stone with/without render; slate roofs. The top left photo shows a new-build with defined eaves comprising dentils and soffits, rubble Greensand stone cladding with traditional windows. The bottom left photo demonstrates timber cladding.



**Tisbury Development, Wyndham Place
C G Fry & Son**

This is a mixed development of 90 homes designed as a village extension to the town. The majority of properties are built of Chilmark Stone with a mix of thatch and slate roofs.

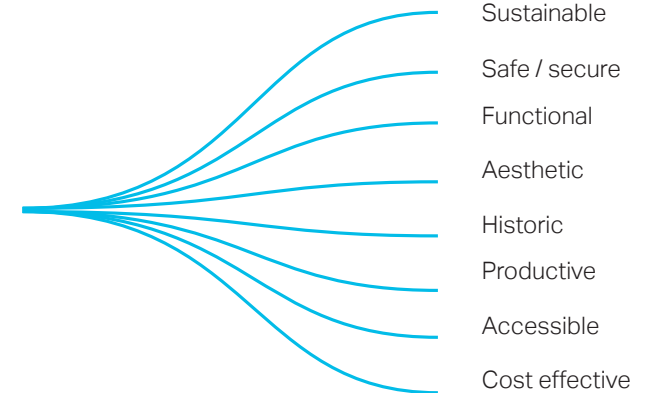
The success of the development is a result of the high quality materials and workmanship and consideration in the masterplan to create the appearance of organic growth typical of a large village.

"Tisbury is a great example of what Shaftesbury development is aspiring to achieve; quality build, use of quality materials and sympathetic with the landscape." (Shaftesbury Neighbourhood Plan Advisory Committee)

5.2.12. Sustainable Design and Use of Energy

- Sustainability should be considered throughout the design and construction process for all proposed developments (including suitable, sensitive retrofits) employing technology in energy generation and renewable and low carbon energy.
- Steps should be taken to improve efficiencies and reduce waste such as systems that use grey water recycling systems, maximising rainwater harvesting opportunities and movement sensitive internal lighting.
- All commercial development should achieve a BREEAM 'excellent' standard.
- Major development should be connected to district Combined Heat and Power and energy networks with smaller developments are encouraged to do likewise.
- In locations where connectivity to energy networks is not possible, development should be required to provide site-wide decentralised energy generation with the potential to be extended to serve other development sites in the area.

High Performance Buildings



Sustainability and Eco Design

The following section elaborates on energy efficient technologies that could be incorporated in buildings. The use of these technologies is not compulsory, but their use should be encouraged in order to contribute to sustainability aims as well as to lower consumption of energy. This section elaborates on the main principles of what is known as “green building”, as well as the main features that tend to influence design issues.

A high performance, energy efficient home may include features like geothermal heating, wind power and solar panels, but these are not the only features that make a house a green building. Research has shown that these features come in second, and some may not be essential to contribute towards achieving a green building. However, what is essential for a building to be a green home starts with being well-designed, well-insulated, and possibly, has glazing oriented to the south for passive heat gain.

The following points represent the core principles of green building:

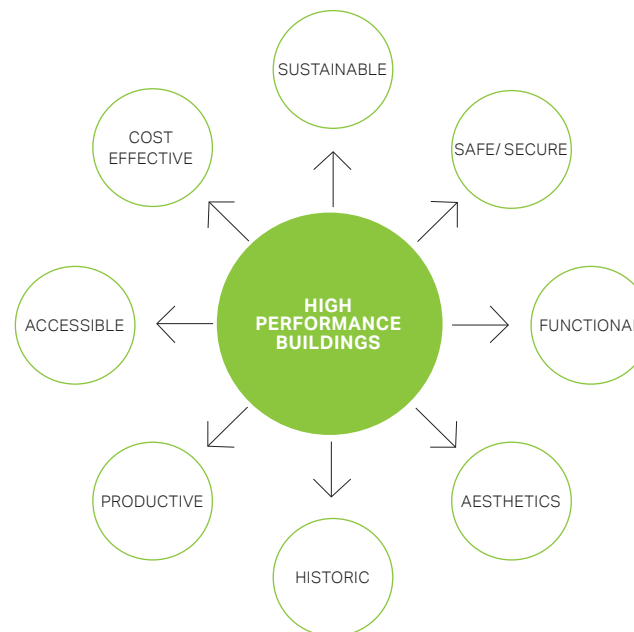
- energy efficiency, insulation and orientation;
- a reasonably-sized house;
- a flexible house (fit for alternative functions);
- water recycling and water management;
- using reclaimed and local materials;
- waste reduction;
- mechanical systems; and
- appliances and electrical.

The following pages elaborate on energy saving, sustainable systems and their design implications and appearance of buildings.

High Performance Residential Buildings

Energy efficient or eco homes combine all around energy efficient construction, appliances, and lighting with commercially available renewable energy systems, such as solar water heating and solar electricity. Starting from the design stage there are strategies that can be incorporated towards passive solar heating, cooling and energy efficient landscaping which are determined by local climate and site conditions.

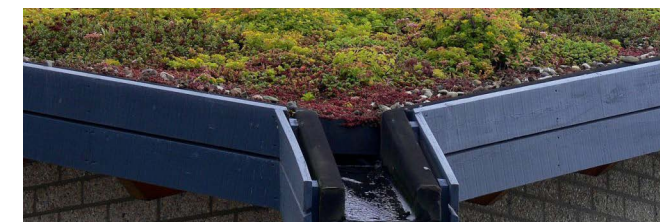
The aim of these interventions is to reduce overall home energy use as cost effectively as the circumstances allow for. Whereas, the final step towards a high performance building would consist of other on site measures towards renewable energy systems.



Green Roofs

A green or living roof is a roof of a building that is partially or completely covered with vegetation and a growing medium, planted over a waterproofing membrane. It may also include additional layers such as a root barrier and drainage and irrigation systems. Container gardens on roofs, where plants are maintained in pots, are not generally considered to be true green roofs, although this is debated. Rooftop ponds are another form of green roofs which are used to treat greywater. Vegetation, soil, drainage layer, roof barrier and irrigation system constitute a green roof. Green roofs serve several purposes for a building, such as absorbing rainwater, providing insulation, creating a habitat for wildlife, increasing benevolence and decreasing stress of the people around the roof by providing a more aesthetically pleasing landscape, and helping to lower urban air temperatures and mitigate the heat island effect.

However the aesthetics of green roofs might not always be positive. If not planned correctly, an unsightly, overgrown appearance could result. Also, the organic nature of plants needs to be acknowledged in that seasonal fluctuations and periods of severe drought and heat will be reflected in the look of the plants themselves. Therefore, colours, heights, and plant density will most likely change with the seasons. Some people may feel organic architecture is inappropriate or “unnatural” for any building, and that is their own aesthetic value. If no or low maintenance is desired, then the design must dictate the correct choice and placement of plant material. A hands-off program may result in a wild and overgrown look.



Waste Collector/Bin Storage

Consideration should be taken to provide an aesthetic solution for the waste collectors themselves which are located either at the front, side or the rear of property. The following examples demonstrate discreet options for the subtle integration of bike and waste storage.



Solar roof panels

Solar panels work by converting the sun's light into electricity which you can use to power your home with free energy. Solar panels capture the sun's energy using photovoltaic cells. One solar panel is made up of many small solar photovoltaic cells.

From the design perspective, the aesthetics of solar panels over a rooftop can be a matter of concern for many homeowners. Homeowners often hesitate buying a solar panel because they think solar panels diminish the home aesthetics. Especially in the case of historic buildings and home associations, there has been a lot of objection for setting up solar panels on visible roof areas.

Yet, when designed from the start, roof panels can form part of the intended aesthetic of the roof. It is therefore suggested that designing this feature from the start would produce better results.

Building Integrated Photovoltaic (BIPV) systems are a solution for reducing the visual impact of solar panels. They combine PV cells with roofing materials hence becoming a part of the roof. Some attractive options in BIPVs are: Solar shingles and Photovoltaic slates.

Solar shingles and PV slates are aesthetically better versions of asphalt shingle and slate roofs respectively, and are designed to emulate them. 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.



Advantages of Solar Photo-voltaic Systems

- Are a great investment because they substantially lower the electric bill (cost efficiency).
- They work on daylight so they will work on days when the sun is not shining, all they need is light to create energy.
- They can generate up to 40 percent of the electricity used on an annual basis.
- Low level of maintenance required.
- Available in sleek contemporary design which complements the aesthetics of the roof.
- Protects the environment by switching from fossil fuels to green energy usage.



Rainwater Harvesting

Refers to the systems which capture and store rainwater as well as those enabling the reuse in-situ of grey water. These systems involve pipes and storage devices that could be unsightly if added without an integral vision for design. Therefore some design recommendation would be to:

- conceal tanks by cladding them in complementary materials;
- use attractive materials or finishing for pipes;
- combine landscape/planters with water capture systems;
- use underground tanks; and
- utilise water bodies for storage.



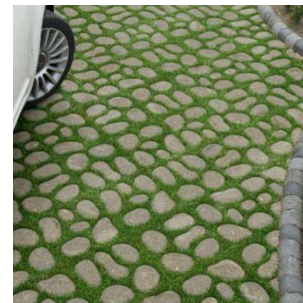
Permeable Pavement

Permeable pavement has a porous surface that is composed of concrete, open pore pavers or asphalt with an underlying stone reservoir. Also considered as green pavement, it allows water to run through it rather than accumulate on it or run off of it. The precipitation and water get stored in the reservoir from where it slowly infiltrates the soil below or is drained via a drain tile. The stone or gravel acts as a natural filter and clears the water of pollutants.

There are three common types of permeable pavements:

- traditional Concrete/Asphalt: The standard mix minus the fine particles which are left out to make it more porous.
- plastic Pavers: The plastic grids have a honeycomb shape that allows vegetation, such as grass, to grow through the holes.
- concrete Pavers: There are spaces between the concrete blocks which aid better drainage and water permeability.

Using these different types of pavement could result in attractive paving solutions whilst contributing to sustainable water management.



Wind turbines

By harnessing the power of the wind to generate electricity, it's possible for homeowners to run their appliances on renewable energy and export excess electricity to the grid, saving money on household bills and earning cash as part of a government-initiated renewable energy feed-in tariff scheme. From the aesthetic point of view, there are two main types of domestic wind turbine to consider, pole mounted and building mounted. Pole-mounted turbines are large, free-standing units that can be erected in a suitably exposed position, allowing them to take advantage of the highest available wind speeds on your property (the faster the wind, the faster the blades of the turbine will spin, generating more kinetic energy and, as a result, more electricity).

Building-mounted turbines are generally smaller than pole-mounted turbines. Due to their limited size and the fact that nearby obstructions can affect the air flow that reaches them, building-mounted turbines tend to operate at a lower efficiency than the pole mounted variety.



Deliverability

06



6. Deliverability

6.1. Delivery Agents

The Design Guidelines will be a valuable tool for securing context-driven, high quality development in Shaftesbury. They will be used in different ways by different actors in the planning and development process, as summarised in the table below:

ACTOR	HOW THEY WILL USE THE DESIGN GUIDELINES
Applicants, developers and landowners	As a guide to community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Local Planning Authority	Where planning applications require a Design and Access Statement, the Statement should explain how the Design Guidelines have been followed. As a reference point, embedded in policy, against which to assess planning applications. The Design Guidelines should be discussed with applicants during any pre-application discussions.
Parish Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines are followed.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

6.2. Deliverability

The National Planning Policy Framework (paragraph 35) emphasises that a proportionate evidence base should inform plans. Based on *'positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings'* (see paragraph 15). Policies should be: *'underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, and take into account relevant market signals'* (paragraph 31). Crucially planning policies *'should not undermine the deliverability of the plan'* (paragraph 34).

Neighbourhood Plans need to be in general conformity with the strategic policies in the corresponding Local Plan. Where new policy requirements are introduced (that carry costs to development) over and above Local Plan and national standards it is necessary to assess whether development will remain deliverable. The principles and guidance set out in this document and within the Neighbourhood Plan's policies are aligned with national policy and non-statutory best practice on design.

The values and costs of construction between new developments and within new developments will vary based on location, situation, product type, design (architecture, place-making etc.) and finish, and the state of the market at the point of marketing the properties. The guidelines herein constitute place making principles and guidance in order to help interpret and apply the statutory policies within the Neighbourhood Plan. Good design is not an additional cost to development and good place-making can result in uplifts in value.

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Appendix A
Key Views Mapping
07

Shaftesbury Town Council

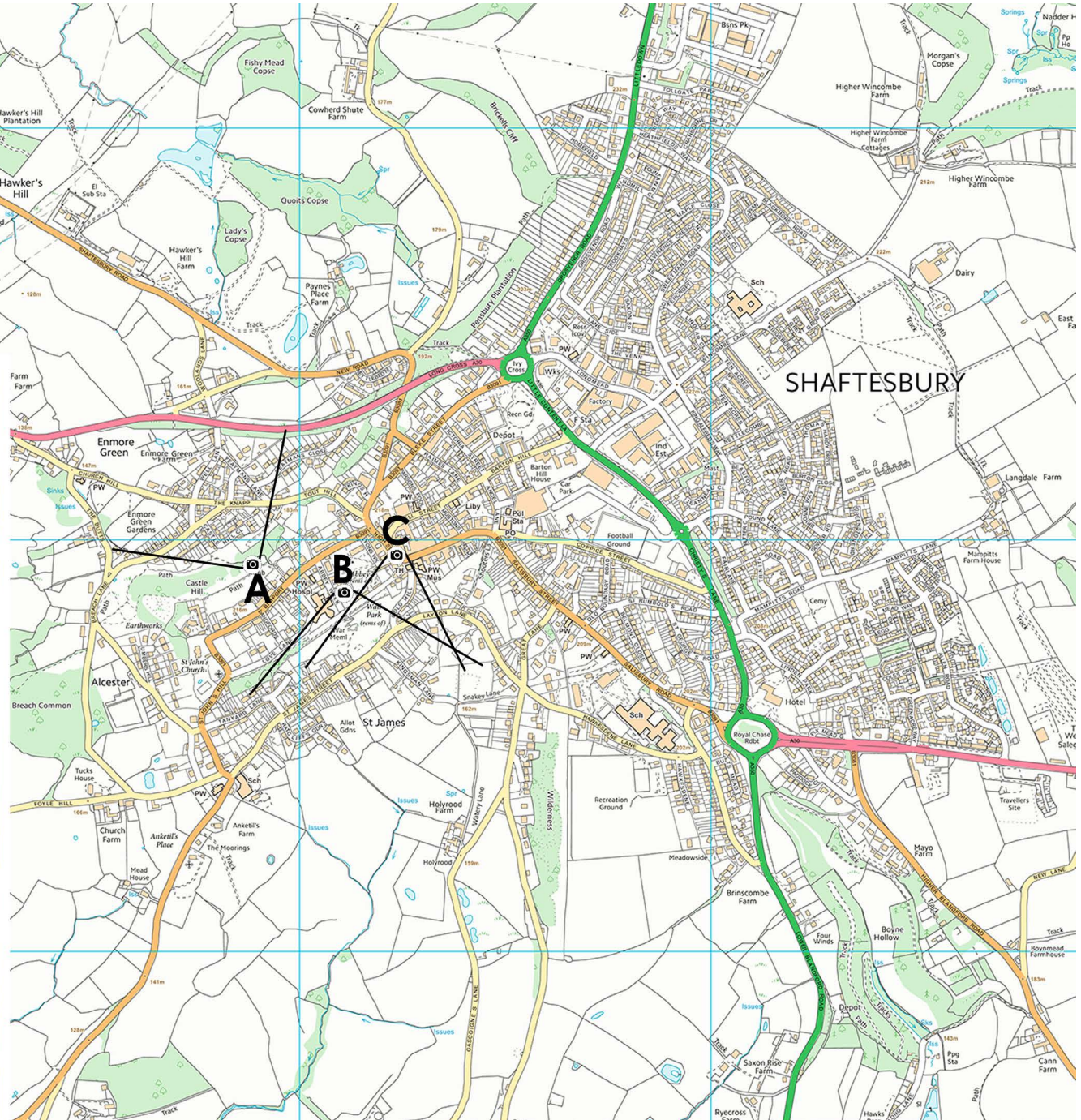
Town Hall, Highsteet, Shaftesbury, SP7 8LY
01747 852420

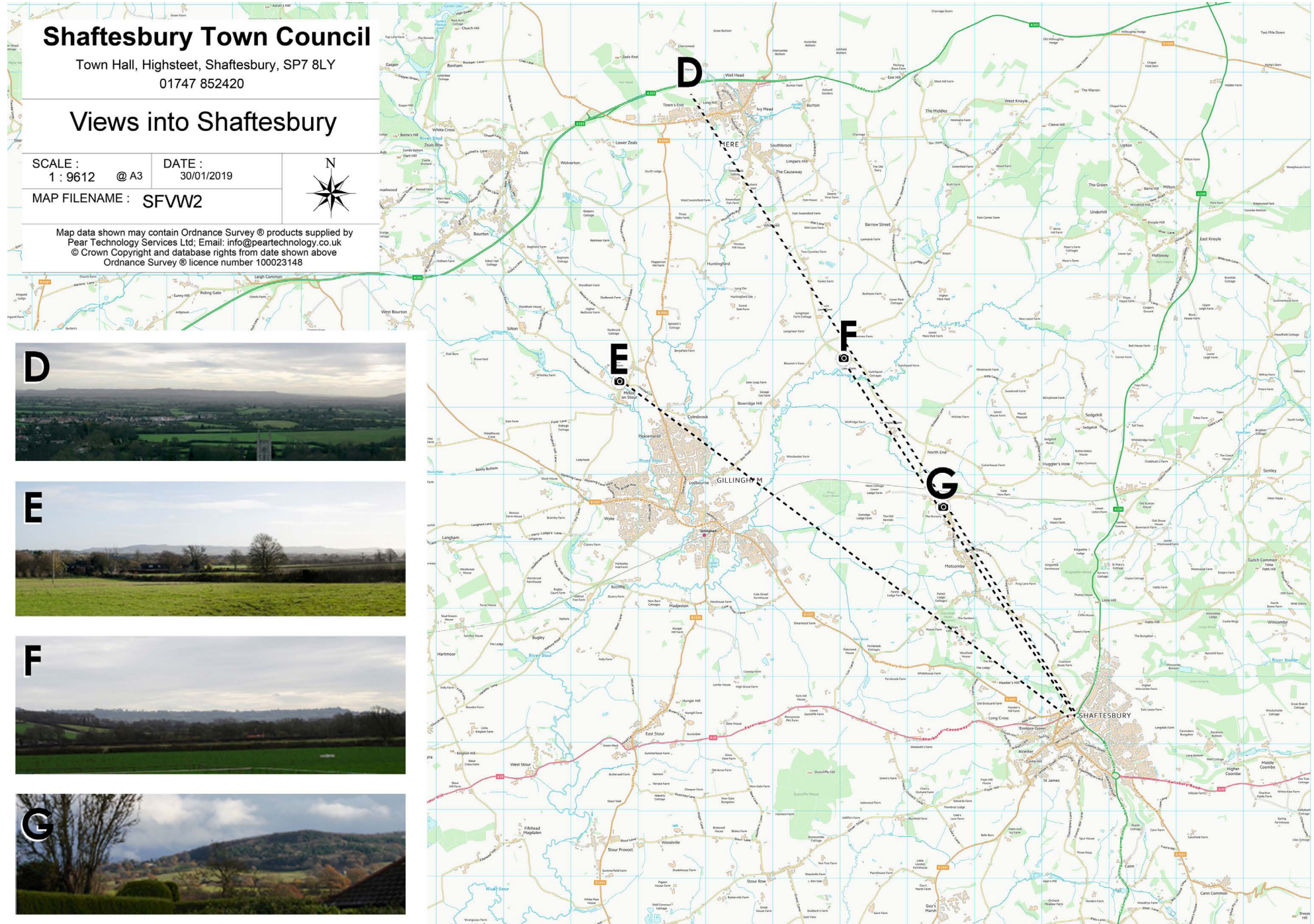
Shaftesbury Views

SCALE : 1 : 9612 @ A3 DATE : 30/01/2019
MAP FILENAME : SFVW



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Shaftesbury Town Council

Town Hall, Highsteet, Shaftesbury, SP7 8LY
01747 852420

Views into Shaftesbury

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MAP FILENAME : SFVW2



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Catholic Church
Sunday Masses
10.00am
11.30am
5.00pm

THE MOST HOLY NAME
OF
SAINT EDWARD
KING & MARTYR

49