

APPENDIX D

Planning Guidance from the Village Design Statement

WYE DESIGN - PRINCIPLES AND GUIDELINES

The background to these guidelines is set out on pages 2 to 18 of the Village Design Statement. Specific matters relating to design and materials are illustrated on pages 22 to 28 of the VDS.

Wye Village Design Statement is approved Supplementary Planning Guidance to be used as an extension to the Ashford Borough Local Plan (2000). The Local Plan sets out guidelines and principles for development in the villages and countryside. The Wye VDS reinforces the Borough's policies by setting them specifically within the Wye context.

Wye is one of three villages in the Borough with a good range of local services and reasonable public transport and where limited further housing development is proposed in the Local Plan. Anyone planning new development in Wye should take into account the guidance given in both the Local Plan and the Wye VDS. The following Principles and Design Guidance refer to pages within the VDS.

Basic principles

- 1 Each development proposal should include a statement and illustrations demonstrating how these principles and the following guidelines have been addressed.
- 2 The landscape setting of Wye, its historic centre and more recent extensions add together to give the village its present sense of place. (See pages 3-13) New developments should make a positive contribution to the environment and the community. (See pages 22-28)
- 3 Developers should be encouraged to involve local people in early discussions for any proposed new developments of significant size or impact. (See page 14)
- 4 Environmental sustainability should be considered in decisions on the design, materials, construction and site management of all new buildings. (See page 18)
- 5 The question of vehicle parking and movement should be specifically addressed for all developments. (See pages 14-16)
- 6 Particular care should be taken in the Conservation Area to ensure that alterations and new buildings relate in architecture and scale to their surroundings and make a satisfactory contribution to the historic core of the village. (See pages 8-9 and 22-26)

Guidelines for development

Design

- 1 The design of new buildings should conform to the Wye context by avoiding anonymous 'pattern book' designs and 'Wealden' or other styles alien to Wye's locality. Equally, designs based on a confused mixture of architectural styles and decoration, that mimic but lack the integrity of genuine historic buildings, should not be considered. (See pages 17 and 22-28)
- 2 High-quality contemporary architecture and designs which complement their surroundings and incorporate variations in geometric form, mass and scale will be encouraged. (See page 22)
- 3 Features to conserve natural resources such as energy and water should be encouraged in the design of new buildings, when and wherever feasible. (See page 18)
- 4 Designs should consider flexibility of internal use and external space, to allow for changes of use and additions over time. (See pages 9-10)
- 5 Design layouts should incorporate traditional local treatments of boundaries such as walls, fences, verges and planting. (See pages 17 and 24)
- 6 Shop fronts and signs should not be intrusive or mutilate parts of existing buildings. Standard fascias should be avoided. (See page 17)
- 7 In the Conservation Area most future development is likely to be limited to minor alterations or small-scale infilling. Groups of buildings should aim to reflect the variations in geometric form, mass, scale and architectural styles of their surroundings; roof heights, spans and pitches should also be in keeping. (See pages 8-9 and 23-26)
- 8 Maintenance in the Conservation Area and of listed buildings: original details should be retained and repaired where feasible; as far as possible traditional techniques and sympathetic materials should be used. Particular care should be taken with the designs and materials used for extensions and for alterations such as replacement doors and windows. (See pages 22 and 23-26)

Materials

Building materials play an important part in determining local character.

- 1 All materials, whether modern or traditional, should be suitable and of the highest quality feasible. (See pages 22-28)
- 2 Materials that harmonise with neighbouring buildings should be used for both new developments and alterations. (See pages 22-28)
- 3 Principles of sustainability should be encouraged in the choice and source of materials. (See page 18)
- 4 For older buildings and for new ones in the Conservation Area, materials should be strictly limited to those which closely match the traditional fabric of the contemporary buildings in colour, texture and appearance. The use of salvaged materials may well be appropriate. (See pages 8-9 and 22-26)

Layout

- 1 Particular care should be taken to design the layout and density of new developments so as to ensure privacy and freedom from excessive noise for residents in surrounding gardens and dwellings, especially in backland and infill sites. (See page 16)
- 2 The design and materials used for boundaries and street furniture, including signs, lighting and seats, should be selected with care to reflect Wye's traditional styles and to reflect the rural nature of the village. (See pages 17 and 24)
- 3 Roads in new developments should be appropriate to the rural character of the village. (See pages 12-13)
- 4 Adequate off-street parking should be provided for all new developments, particularly those within the Conservation Area. (See pages 14-15)

Access and mobility

- 1 Easy, safe access by foot and bicycle should be incorporated in plans for new developments. (See page 18)
- 2 All new development should make provision for a people-friendly network of safe routes within the village suitable for non-car users, those with prams, wheelchairs or having limited mobility. (See page 18)
- 3 Consideration should be given to the provision of cycleways and links to local and national cycle routes where feasible. (See pages 3 and 18)
- 4 Convenient cycle storage space or facilities should be included in the design of all new buildings. (See page 18)

Landscape

- 1 Entrances to the village should be visually welcoming and avoid a stereotypical suburban look. (See page 17)
- 2 Existing green and other open spaces should be preserved and enhanced. Any significant new developments should incorporate new green spaces and recreation areas. (See pages 6, 9-11 and 16)
- 3 Full advantage should be taken of the land form for any significant new developments on the edges of the village, particularly when visible in long views. Attention should be given to the impact on landmark features such as the Crown and riverside, and to sensitive views within the village, for example the Parish Church and the village greens. (See page 3 and 4-13)
- 4 Designs for new development should provide details of hard and soft landscaping. A variety of appropriate (preferably native) trees, hedging and border plants should be used, and a sustainable maintenance plan should be provided as an integral part of the design where appropriate. (See pages 24-28)