



# MORETON-IN-MARSH COMMUNITY DESIGN STATEMENT

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“The home healthy, the house beautiful, the town pleasant”. Planning Act 1909

## **VISION STATEMENT FOR MORETON IN MARSH**

- 1.0 It is our aspiration to establish a default set of design principles, as part of forthcoming planning reforms, that will ensure future developments in Moreton-In-Marsh will be both well designed and beautiful. As an historic market town at the gateway to the Cotswolds National Landscape, protecting the unique and special character of Moreton as it continues to grow is of utmost importance. The Neighbourhood Plan and Community Design Statement therefore seek to support the *management* of change in the Town, not to prevent it.
- 1.1 The town centre is characterised by a particularly wide high street lined with many elegant 17th and 18th century buildings built in the honey-coloured Cotswold stone and separated by green areas of grass and trees. The buildings now have a mix of uses including retail, hospitality, services and residential. Some examples include the White Hart Royal, a former manor house in which King Charles I sheltered during the Civil War and the rare Curfew Tower with its original clock and bell. In the centre is the Redesdale Hall, the town’s main public hall, which regularly holds community events as well as antiques and craft fairs. The town sits in a very rural setting, with attractive scenery made up of woods and agricultural fields which are threaded with many public footpaths.
- 1.2 There is a rich variety of architectural styles in Moreton-In-Marsh and any new development should contribute to this variety while being sympathetic to the existing character of this part of the Cotswolds. All new homes should reflect a gathered consensus. Both in the short-term: have greater architect and community involvement in the design, and in the longer-term, where homes built here in the next decade are those most cherished in one hundred years, like Georgian and Victorian architecture are today.
- 1.3 Building better requires innovation as well as some sensitive imitation – our planning system should support this. The National Planning Policy Framework (DEC 2024) to which we refer, places a solid emphasis on aesthetics. Para 131 “creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve” and features throughout the revised policy document. It was an absence of beauty in new housing that initiated a belief that utility, convenience, and developer profit too often drive development, resulting in mediocre, bland, ubiquitous buildings. Now the revised NPPF (Para 135), states that new developments should be “visually attractive as a result of good architecture, layout and appropriate and effective landscaping”.
- 1.4 Developers in Moreton-In-Marsh will be required to provide people with well-designed, aesthetically pleasing and affordable homes that make them feel better connected to nature and the surrounding countryside and provide a sense of fully belonging to the Cotswold National Landscape.
- 1.5 We want Moreton to continue to be a unique, pleasant, and characterful settlement, where the principles of the first planning act in 1909 are evident: “The home healthy, the house beautiful, the town pleasant”.

## CONTEXT & NATIONAL DESIGN CODES

**NB** This design statement has been prepared as a result of the revised NPPF (2024) guidance: Paras 133 and 134 state: “All local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences. Design guides and codes provide a local framework for creating beautiful and distinctive places with a consistent and high-quality standard of design” & “Design guides and codes can be prepared at an area-wide, neighbourhood or site-specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents”

2.0 In addition to Moreton-In-Marsh’s locally developed guidelines, we wish to ensure that developers pay due regard to current relevant national design guidance, codes, standards, and toolkits, meeting standards and wherever viable, exceeding them.

The Moreton-In-Marsh Design Statement has therefore been prepared in accordance with the National Model Design Code (2021), for Well Designed Places, and with specific reference to the ‘Context’, the ‘Identity’ and the ‘Built Form’ of housing developments.

Particular attention is paid here to the requirements that homes be attractive and distinctive, as well as part of a coherent pattern of development.



Image from National Model Design Code 2021

2.1 Section 3A of the National Design Guide, provides guidance specifically for 'Built Form' and 'Identity'. (Para 53) 'The identity of an area comes not just from its built form and public spaces but from the design of its buildings. This is not about architectural style, but about key principles of building design. All new buildings should relate to the architectural character and materials of the surrounding area, but this should not be interpreted to mean that only pastiche reproductions will be required. Moreton seeks to combine the best of the modern with the history of the past.

Section 3B states that 'An understanding of the context, history and character of an area must influence the siting and design of new development' as set out in Guidance Notes Code Content: Context. This should be informed by:

- A) Character studies: All schemes should consider their context and schemes over a specified size should be accompanied by a context study
- B) Historic assets: Schemes should respect the historic assets of the site and its surroundings, making use of existing structures where possible'

Chapter 11 paragraph 129 (sections d and e) of The National Planning Policy Framework (2024) state that developments should take into account "the desirability of maintaining an area's prevailing character and setting", and places value on the "importance of securing well-designed, attractive and healthy places".

2.2. The National Planning Policy Framework (NPPF) 2024, Chapter 12, para 132 states that: 'Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. 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 planning groups can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development, both through their own plans and by engaging in the production of design policy, guidance and codes by local planning authorities and developers'.

2.3 To facilitate efficient delivery of high-quality development, Local Planning Authorities should endeavour to engage both architects and developers who's work has attracted approbation and/or awards to ensure excellence of design. They should draw on relevant guidance and standards and promote the use of appropriate tools and techniques, such as Design Coding alongside urban design guidelines, detailed masterplans, village design statements, site briefs and community participation techniques. Source: Planning Policy Statement 3: Housing (DCLG, 2006).

The design of new residential properties is important. Developers will be expected to demonstrate in their applications that the design and layout of the proposed development is sympathetic to the character of its immediate surroundings while using some modern design techniques and features to future proof it and add variety to the environment in which it is sited. This is not only because such an approach should be expected of all residential developments in the twenty-first century but because Moreton-in-Marsh is a parish that has a rich heritage of quality residential development and wishes this tradition to be maintained.

2.4 Historic England's Planning White Paper (Planning for the Future, August 2020) includes a focus on incentivising design quality, through a greater role for design coding and design standards, encouraging and facilitating new development which is based on an understanding of each site's unique history, character and context, and thus creating distinctive new neighbourhoods. In the Moreton-In-Marsh Residents survey, 428 of the 473 respondents Strongly Agreed or Agreed with the statement that developments in the town should be 'of high quality design'.

2.5 The National Planning Policy Framework (NPPF) 2024. Chapter 12 (Paras 131 -141) concern 'Well Designed Places'. This emphasises the importance of setting clear expectations regarding design quality and refers to the role of design policies, design guidance, neighbourhood plans and frameworks such as Building for Life. Para 127 (c) states that planning policies and decisions should ensure that developments are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change.

2.6 It has long been accepted that there is a direct link between housing and health, and wellbeing. The Healthy Urban Development Unit identify decent and adequate housing as being critically important to health and wellbeing and the NPPF (para 132 section f), highlights the importance of ensuring safe and healthy living conditions: specifically the recommendation is that developments "create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users". Having access to good quality, suitable and secure housing has a profound impact on our health and wellbeing and, therefore, our quality of life. As summarised by Public Health England, "*the right home environment is critical to our health and wellbeing; good housing helps people stay healthy and provides a base from which to sustain a job, contribute to the community, and achieve a decent quality of life*". The Academic Practitioner Partnership, in 'Good Housing, Better Health' (2016), places emphasis on Housing design and health. For example: 'internal layout and windows can provide good access to daylight which improves quality of life and reduces energy needed for lighting, and ventilation'. Good design can mitigate against potentially dangerous design features, such as stairs, uneven levels, or trip hazards.

2.7 'Happy by Design: A Guide to Architecture and Mental Wellbeing' (2019) explores the ways in which buildings, spaces and cities affect our moods. It reveals how architecture and design can make us happy and support mental health and explains how poor design can have the opposite effect. "We now spend more than 80% of our time in buildings, and this can affect our mood both positively and negatively. The quality of the places that we live, work and study therefore impacts (SIC) our happiness significantly".

2.8 The Building Better, Building Beautiful Commission was responsible for developing practical measures to ensure new housing developments meet the needs and expectations of communities, making them more likely to be welcomed, rather than resisted, by existing communities. The government welcomed their report ('Living with Beauty in 2020') and committed to implementing as many of the recommendations as possible.

2.9 Living with Beauty (2020), states that: 'beauty should be an essential condition for the grant of planning permission'. Further that: developments that 'violate the context in which they are placed' should NOT be permitted because: 'they destroy the sense of place and undermine the spirit of the community'.

The report also suggests that ‘Local Plans should give local force to this national requirement, defining it through empirical research, including surveying local views on objective criteria’. It recommends that housing ‘schemes should be turned down for being too ugly and such rejections should be publicised’.

2.10 Homes England is the national housing accelerator. ‘Building for a Healthy Life’ (2020) is Homes England’s key measure of design quality. The document stipulates that developers should aim to ‘create places that are memorable, with a locally inspired or otherwise distinctive character’. Developers should ‘review the wider area for sources of inspiration. If distinctive local characteristics exist, delve deeper than architectural style and details. Where the local context is poor or generic, **do not use** this as a justification for more of the same’.

Poor generic housing examples from Homes England Guidance include:



Images from ‘Homes England’ Guidance document.

2.11 Developers should aim to really understand the place where a new development is proposed and understand how any distinctive characteristics can be incorporated as features. For example, by using existing assets as anchor features, such as mature trees and other existing features. Positive characteristics such as street types, landscape character, urban grain, plot shapes and sizes, building forms and materials being used to reflect local character.

2.12 The Chartered Institution of Highways & Transportation states that the design, appearance and functionality of Streets and Roads (that make up three-quarters of all public space), ‘have a huge impact on the quality of people’s lives as well as economic and social vitality’.

The best developments are those created by small builders who are more responsive to local needs and work on a more intimate scale. Exemplars include: ‘Poundbury’ in Dorchester; ‘Borderville Farm’ Stamford, Lincolnshire; ‘Alderley Park’, Nether Alderley, Cheshire; ‘Park View’, Woodstock Oxfordshire; Lovedon Fields, Hampshire and Sealey Wood in Horsley.

2.13 Developments that should be refused according to The National Planning Policy Framework (NPPF) 2024, Para 139, are those that do not meet the desired criteria. Specifically: “Development that is not **well designed** should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes”.

Conversely, “significant weight should be given to: a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings”

2.14 “Really beautiful villages are all made from the same material—stone in the Cotswolds, red brick in Essex—and there’s a lot of repetition. The trouble with the volume house builders is that they mix red brick, yellow brick, render, slate and weatherboarding in the same development, in an effort to create instant history—but that doesn’t fool anyone.” - architect Francis Terry, from Country Life: “Why most new-build housing in Britain is awful — and why it doesn’t have to be this way” by Clive Aslet August 4, 2021

### **THE DISTINCTIVE CHARACTER OF MORETON-IN-MARSH:**

“We require from buildings two kinds of goodness: first, the doing their practical duty well: then that they be graceful and pleasing in doing it” John Ruskin

The National Model Design Code (2021), suggests that *local* design codes should exist to provide a set of simple, concise, illustrated design requirements that are visual and numerical wherever possible, to provide specific and detailed parameters for the physical development of a site or area, and that these should then be used as a toolkit to guide local planning authorities on the design parameters and issues that need to be considered and tailored to their **context**.

## CONTEXT: EXAMPLES OF HISTORIC ASSETS:

### The Redesdale Hall

The Centre of the High Street is dominated by the REDESDALE MARKET HALL, which stands on an island site and adds great distinction to the town. This excellent Victorian Tudor building was designed by Sir Ernest George in 1887, with mullioned and transomed windows with Tudor arched heads. The arcade has now been filled in. The steep-pitched roof is covered in Cotswold stone slates, and there is a nicely proportioned clock-turret and a tall castellated chimney

In 2019 Redesdale Hall was voted to be the best-loved building in Moreton-in-Marsh.

The Redesdale Hall is Grade II Listed, and was designed by notable British architect Sir Ernest George and built in 1887 by Sir Algernon Freeman-Mitford, the first Baron Redesdale and Lord of the Manor of Moreton-in-Marsh.

The original intention was that the hall be used 'for the betterment of the local people.'



## The Curfew Tower

Grade II Scheduled Monument.

The Curfew Tower is one of the oldest structures in the town, and it played an integral part in life here from the 16th century onwards. It fronts directly on to the medieval and post-medieval marketplace and is known to have acted as a lock up for local drunks and minor criminals for much of its history as there was no other provision for their confinement within the town. The monument includes a 16th century bell tower, known as the Curfew Tower, situated on the east side of the High Street on the corner of Oxford Street in the centre of Moreton-in-Marsh. The Curfew Tower comprises a stone structure with a stone slate roof and gabled turret and may be the oldest public building in the town. It has a four-centred arched stone doorway on the west side, above which is a smaller loft doorway, while in the south elevation is a very small round-headed window. The tower contains a bell and clock dated to 1633 and 1648 respectively. Next to the bell is a pulley wheel and there is a weathervane in the form of a cockerel above the bell.



## The Mann Institute and Gardens

The Mann Institute was built in 1891 of rusticated stone with a timber-framed gable-end by Miss Edith Mann, in memory of her father, Dr. John Mann (son of the first Congregational minister), as a working men's club. The institute was endowed by Miss Mann by will proved in 1902, and in 1903 a Scheme was drawn up for its administration by trustees including the rector and the Congregational minister. The site was conveyed to the trustees by Miss Elizabeth Mann in 1904. The Mann Institute included a hall, reading room, and recreation rooms and a flat for the use of women and children from the Canning Town Settlement (London) for holidays. In 1962 the Mann Institute was in use also as a men's club. Today it is Tyack's architectural practice.

The inscription on the plaque from Ruskin: 'Every noble life leaves the fibre of it interwoven for ever in the Work of the World.'



## The War Memorial

Designed by Guy Dawber and unveiled in 1921 to commemorate the men of Batsford and Moreton-In-Marsh who died in the First World War. It was built from Hollington Stone from Derbyshire, and measures 24 feet tall on a flight of five steps.



## Horse Pool / Duck Pond



## Pond House

Built sometime between 1821 and 1885, on land formerly known as 'The Close' owned by Samuel Lardner. Two-storey double-fronted stone-built house with slate roof and four chimneys. Facade is symmetrical apart from the middle first-floor window which is off-centre. Doorway has pediment and three steps flanked by pillars. Five six-over-six sash windows.



## WI Hall



Built in 1821 and converted in 1954. Originally a terrace of three or four one-and-a-half storey cottages. Set back from the road behind what would have been front gardens. Built of stone with a stone tiled roof and coped gables. The unit with the projecting porch has two casement windows with segmental arches at ground floor level, and two first floor/dormer windows with flat lintels. The unit to its right has its own door and two casement windows with timber lintels, and no windows at first floor level.

## St David's Church

Grade II listed (Listing Date: 30 June 1983)

Mostly rebuilt in 1858 by Poulton & Woodman of Reading (usually architects of Nonconformist and cemetery chapels). Nave of five bays, chancel, N and S aisles, S chapel, W tower in three stages with spire, and vestry. In 1790 the nave had been enlarged and the roof raised, but the rebuilding in 1858 was carried out in c13 and c14 styles. In 1860 the small c16 tower was demolished and a tower of golden ashlar built, with battlements, pinnacles, and an octagonal spire with gabled pointed lucarnes on four sides. In 1892 the chancel and S aisle were enlarged by E. H. Lingen Barker; the E end of the S aisle was first used as a chapel in 1927. The interior is limewashed, including the piers of the arcades. The chancel SCREEN is by Bligh Bond, erected in 1910. STAINED GLASS in the E window by Lavers & Westlake, 1858, and one window in the N aisle 1898 by Kempe. – Plate.

Chalice and Paten cover, 1576. – In the churchyard iron GATES by John S. Scott, c 1960.



The church at Moreton-in-Marsh was originally a chapel of ease for Bourton-on-the-Hill, and the oldest part of the settlement was around the church. Later the town developed on the Fosse Way.

## The St David's Centre



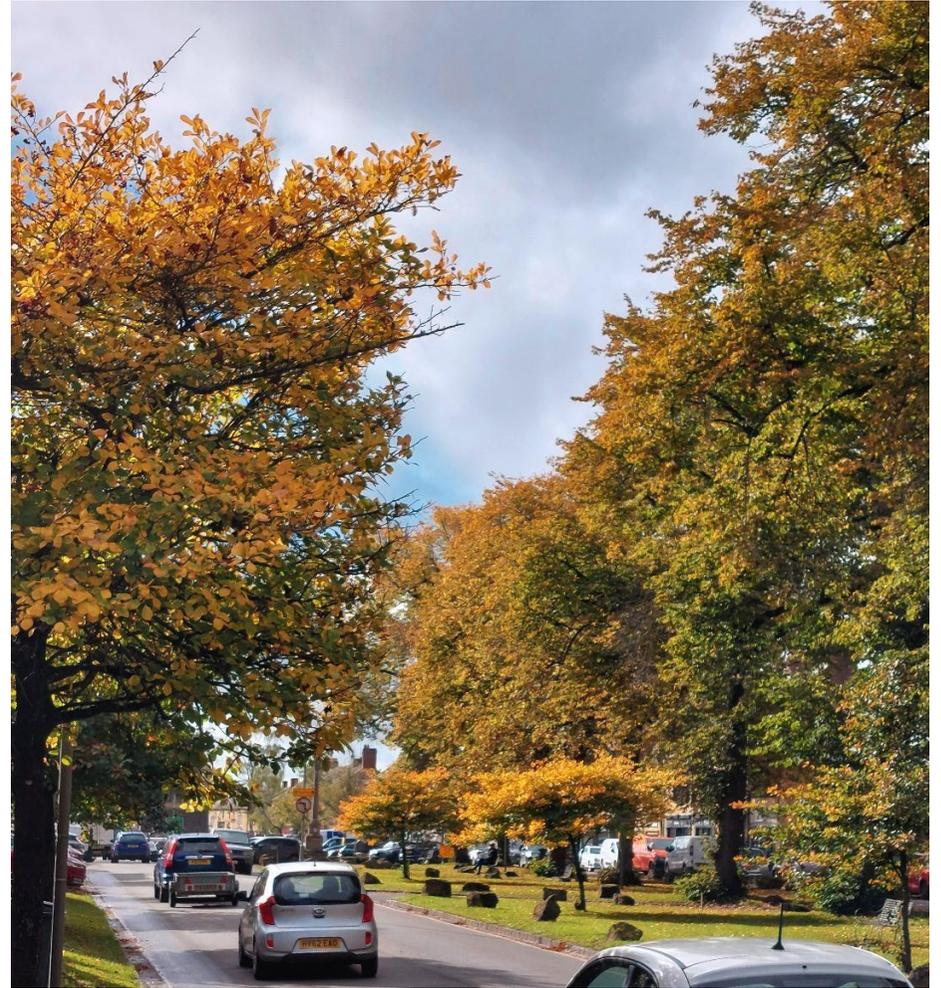
## St David's House

St. David's House, an 18th-century house, of two storeys with dormers, three windows with moulded stone architraves and triple keystones, and a door with a fanlight: pilasters to full height, in Church Street, stands in a row which includes a 17th-century house. It has a Cotswold stone roof with moulded stone eaves cornice, and stone pilasters. The house is close to St. David's Well which was considered to be a holy well and was used for curing sore eyes.



## The High Street





## The Old Police Station

The Old Police Station, High Street West. Built 1897. Two-storey stone-built building with stone tiled roof and two chimneys. Set back from road frontage behind low stone wall surmounted by iron railings. Central doorway and bay window to right at ground floor. Segmental arches above string course over doorway and window to left, and above first floor window to right. Closed 2011 and converted into two dwellings in 2012.



## The Steps

The Palladian Town House from the mid-18<sup>th</sup> Century, is regarded as the most important house in Moreton. It sports some handsome neoclassical features such as semicircular windows, balustraded parapet and double flight of steps. Grade II listed.



## Delabere House (formerly The Railway Inn), New Road

Built sometime between 1821 and 1878. Detached building facing New Street. Two storeys, built of stone with brick extension to rear. Facade: central doorway with sash window either side, substantial string course, and three sash windows at first floor level. East facing side elevation: a single sash window to each storey and ghost signs. West-facing side elevation has two windows at ground floor and two windows at first floor. Formerly The Railway Inn. By 1878 it was the meeting place of the Oddfellows Loyal Good Intent Lodge. The ghost signs are visible on historic photographs.



## Lyes Cottage

Within Conservation Area. Built sometime between 1821 and 1885. Detached one-and-a-half storey stone-built cottage, with later rear extension. Oriel window with decorative stonework at first floor level. Bargeboards of the three gables have modillions and a suspended finial.



## Turnpike Lodge

Standing on the junction of the Fosseway and Batsford Road, this Tudor Gothic style lodge was built in the 19<sup>th</sup> Century.



## Wellington Terrace

Built in 1860. Row of seven stone-built terraced houses adjoining Wellington House on its south side. Set back from Evenlode Road by small gardens defined by low stone walls with a wrought iron gate. Two storeys with attics. Slate roof with seven chimneys. Facade – each property has a doorway and a square window at ground, first and second floor level. All fenestration is UPVC and exhibits variation in style.



## Devonshire Terrace

Built sometime between 1821 and 1885. Row of five terraced brick-built houses, directly fronting Hospital Road. Two storeys with attics. Slate roof with three brick chimneys. The facade bears traces of a painted sign (DEVONSHIRE TERRACE). Possibly associated with the Loyal Cotswold Lodge of the Oddfellows (two such terraces are recorded on Hospital Road but not named). Facade - doorways have Cotswold stone arch with tripartite fanlight; each property has a single six-over-six sash window with plain Cotswold stone lintel and cill at each floor level. Dormer windows to attics.



## Alpha Terrace, Hospital Road

Built sometime between 1821 and 1885. Row of six terraced stone-built houses, directly fronting Hospital Road. Two storeys with attics. Slate roof and brick chimney to each property. The doorways on the facade have simple stone arches. Each property has a single two casement window at each floor level but all are replacements of originals.



## Croft Terrace, Old Town

Built in 1908, by the Loyal Cotswold Lodge of the Oddfellows. Row of four terraced brick-built houses, set back from the road behind small front gardens. Two storeys with attics. Slate roof with four brick chimneys. The facade bears a plaque (CROFT TERRACE 1908). Each property has a doorway and a single tripartite window at ground floor level (two casements either side of fixed light), a two casement window at first floor level, and a two-casement dormer window to the attic. All of the windows have stone cills and segmental brick arches.



## Croxdale Terrace, Evenlode Road

Built in 1899, by the Loyal Cotswold Lodge of the Oddfellows. Row of four terraced brick-built houses, set back slightly from the Evenlode Road frontage behind railings. Two storeys with attics. Slate roof with two brick chimneys. A central arched passageway between the two pairs provides access to the rear gardens; the arch is painted "CROXDALE TERRACE", with plaque placed above (GOOD INTENT LODGE MU100F 5749 1899 AD). The facade of each property has a doorway and single windows at ground and first floor level (three-casement UPVC) and a dormer window (two casement UPVC) to attic. Uniformity of doors and fenestration provides visual coherence, despite their being modern replacements



## **COMMUNITY ASPIRATIONS:**

“When we build ... let it not be for present delights nor for present use alone. Let it be such work as our descendants will thank us for...” John Ruskin

The Community of Moreton-In-Marsh, want any new development to take the greatest care to include green spaces, safe footpaths, cycle paths and trees.

The Community feel strongly that the construction of all new developments should be planned to have the least disruptive impact on the neighbours of the development, its traffic, and its business community. There should be adequate consultation and constructive dialogue with all affected residents and businesses at the earliest possible stage, and this should continue until sites are fully developed and occupied.

As a result of the MIM NDP Initial Consultation event we know that Moreton residents have a desire for better walking routes, better connectivity of footpaths and cycleways and better lighting and signage, and more access to the countryside and wildlife areas.

The most popular descriptions of Moreton were “traditional market town” and “historic, busy, picturesque”, with the historic buildings being the most popular feature, so these should act as a strong guide for all new developments.

The Redesdale Hall was cited as the most popular landmark feature, and Victoria Park was voted as being the most popular green space in Moreton. Therefore, conserving and enhancing these areas ought to be the starting point for the use of CIL monies as and when appropriate.

## **MORETON IN MARSH SPECIFIC GUIDANCE:**

Moreton expects that all new developments should seek tenders from a variety of developers and should include **at least one** small builder/master planner with a proven track record of successful, innovative and architecturally interesting design.

Moreton would like planning and architectural design to be guided by the principle that “pastiche is never successful” (CDC Conservation Officer 2024) The critical line between thin pastiche and genuine invention rooted in past principle is rarely drawn.

All boundaries to new properties should be demarcated with either: native hedgerow plants, Cotswold stone walls, wooden fencing, or metal railings consistent with the historic nature of the town.

All boundaries to properties are to have hedgehog holes (1 ground 13cm hole every 3 metres)

Swift boxes should be installed where possible.

Dwellings should be grouped around garden squares, or courtyards with trees and grass to promote social cohesion and give children a safe place to play near to home.

Residential parking provision should be hidden from view e.g. behind homes in designated spaces ensuring that parking is not on the street obscuring front vistas, entrances and pavements. This is essential for safety of children at play, as well as access for emergency vehicles. This requirement also serves an aesthetic purpose, ensuring that developments and public areas achieve the desired 'beautiful' standard. If garages for parking are to be provided, these should be fully accessible and should be large enough to accommodate the average modern family car with its doors open.

Storage areas away from the front of properties should be included for all waste bins and recycling containers, ideally accessible to waste disposal personnel without the need to have these items placed on pavements or at the front of properties.

Renewable energy fundamentals should be integrated aesthetically into the design of properties, and not added ad hoc in an aesthetically incongruent way.

Planting in shared green spaces should be native British species only, and where possible reflect the indigenous planting of the North Cotswolds. Specifically, developers should avoid Leylandii, Cherry Laurel, and Eucalyptus.

Building materials used should reflect the current distinctive nature of the North Cotswolds and reflect the historic assets of the town to ensure a visual cohesion. Developers should also seek to balance this with the utilisation of modern 'design' and materials that complement our historic assets, not only for visual interest but to manage their obligations for sustainability and environmentally friendly buildings.

All properties should have access to outside space. A house should have a garden at least the size of the footprint of the house, and all flats should have a balcony space.

Where **nearby** allotments are not available, developers should allocate a proportion of the development area to be given over to allotments for residents of that development (allowing 1 allotment space (250m<sup>2</sup>) for every 10 dwellings),

Where allotments are not required developers should aim to include a community herb garden /orchard for the enjoyment of residents.

## **APPENDICES**

### **APPENDIX 1**

#### **EXAMPLES OF DEVELOPMENTS THAT CONSTITUTE 'HIGH QUALITY DESIGN'**

These examples put particular emphasis on the *quality of place*, making the buildings *unique and specific* rather than creating an homogenous 'nowhere' place lacking in soul or real identity. Architects here were committed to finding a good balance between the use of traditional local materials and building forms and embracing innovative and inspiring design choices.

#### **'Sealey Wood', Horsley, Gloucestershire**

LINK: <https://edenstonehomes.com/past-developments/sealey-wood-horsley/>

#### **Tyack Architects, Individual Home, Blockley, Gloucestershire**

LINK: <https://www.tyackarchitects.com/housing/new-cotswold-stone-house%2C-blockley%2C-gloucestershire>

#### **'Park View', Woodstock, Oxfordshire**

LINK: [https://www.pyehomes.co.uk/developments/park-view/?gad\\_source=1&gad\\_campaignid=22766231758&gbraid=0AAAAA-mn9yMSRwtsZgVJXLrP7jYoKK43n&qclid=CjwKCAjw7fzDBhA7EiwAOqJkh-kR0Ft9vDbp8a\\_Mpsdjp-gjK2c\\_sIIXwS383Hfu7mZJYcR4c-5GeBoCdY0QAvD\\_BwE](https://www.pyehomes.co.uk/developments/park-view/?gad_source=1&gad_campaignid=22766231758&gbraid=0AAAAA-mn9yMSRwtsZgVJXLrP7jYoKK43n&qclid=CjwKCAjw7fzDBhA7EiwAOqJkh-kR0Ft9vDbp8a_Mpsdjp-gjK2c_sIIXwS383Hfu7mZJYcR4c-5GeBoCdY0QAvD_BwE)

#### **'Alderley Park', Nether Alderley, Cheshire**

LINK: <https://www.adamurbanism.com/project/alderley-park-cheshire/>

#### **'Poundbury', Dorset**

LINK: <https://poundbury.co.uk/about/history/>

#### **'Lovedon Fields', Hampshire**

LINK: <https://www.johnpardeyarchitects.com/modern-architecture/residential-architecture/lovedon-lane/>

## **APPENDIX 2**

### **EXAMPLES OF HOUSING DESIGN CONSIDERED UNSUITABLE FOR MORETON:**

#### **Antler Homes, Ashford Hill, Thatcham, Hampshire**

[https://www.antlerhomes.co.uk/developments\\_sites/kingfishers/?gad\\_source=1&gad\\_campaignid=20601068159&gbraid=0AAAAAChgt13IbKyRDYTZE\\_-m07UhBCYzM&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh-rh2jPG90mAG2pmT8rnpGefAC68ZY0vglPox-9MPY7cGznB9dFVJhoCLLSQAvD\\_BwE](https://www.antlerhomes.co.uk/developments_sites/kingfishers/?gad_source=1&gad_campaignid=20601068159&gbraid=0AAAAAChgt13IbKyRDYTZE_-m07UhBCYzM&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh-rh2jPG90mAG2pmT8rnpGefAC68ZY0vglPox-9MPY7cGznB9dFVJhoCLLSQAvD_BwE)

#### **Bamford Park, Wellesbourne, Warwickshire.**

**LINK:** [https://www.lindenhomes.co.uk/developments/warwickshire/bamford-park-lighthorne?infinity=ict2~net~gaw~cmp~22438733238~ag~184852182664~ar~746435864087~kw~property%20to%20buy%20wellesbourne~mt~p~acr~1826001059&&infinity=ict2~net~gaw~ar~746435864087~kw~property%20to%20buy%20wellesbourne~mt~p~cmp~22438733238~ag~184852182664&gad\\_source=1&gad\\_campaignid=22438733238&gbraid=0AAAAADjcgEER9IlgKQQYd8\\_KBGxX9GqHSj&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh60XxDicLZwNK5I8IjeSUV-Y6qba98TDxSgUycQze6q9ifhzwEWB4RoC5RcQAvD\\_BwE](https://www.lindenhomes.co.uk/developments/warwickshire/bamford-park-lighthorne?infinity=ict2~net~gaw~cmp~22438733238~ag~184852182664~ar~746435864087~kw~property%20to%20buy%20wellesbourne~mt~p~acr~1826001059&&infinity=ict2~net~gaw~ar~746435864087~kw~property%20to%20buy%20wellesbourne~mt~p~cmp~22438733238~ag~184852182664&gad_source=1&gad_campaignid=22438733238&gbraid=0AAAAADjcgEER9IlgKQQYd8_KBGxX9GqHSj&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh60XxDicLZwNK5I8IjeSUV-Y6qba98TDxSgUycQze6q9ifhzwEWB4RoC5RcQAvD_BwE)

#### **The Asps, Warwick, Warwickshire:**

**LINK:** <https://www.taylorwimpey.co.uk/new-homes/warwick/the-asps>

#### **New Lubbesthorpe, Birmingham**

**LINK:** <https://www.dwh.co.uk/new-homes/dev000784-new-lubbesthorpe/>

#### **Hunts Grove Gloucester**

**LINK:** [https://www.crestnicholson.com/developments/gloucestershire/hunts-grove?infinity=ict2~net~gaw~cmp~CN%20%7C%20South%20West%20%7C%20Hunts%20Grove%20%7C%20Search~ag~Gloucester~ar~698203237323~kw~new%20houses%20for%20sale%20gloucester~mt~p&gad\\_source=1&gad\\_campaignid=21244355928&gbraid=0AAAACmEI7jEfu-AwZZO3qAFttoJEXP75&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh17pT8x8kzk0\\_btNiaNvtSpsI9QrsLWRphtQ0NX\\_wh\\_q8NgJqkjr4RoCvmwQAvD\\_BwE](https://www.crestnicholson.com/developments/gloucestershire/hunts-grove?infinity=ict2~net~gaw~cmp~CN%20%7C%20South%20West%20%7C%20Hunts%20Grove%20%7C%20Search~ag~Gloucester~ar~698203237323~kw~new%20houses%20for%20sale%20gloucester~mt~p&gad_source=1&gad_campaignid=21244355928&gbraid=0AAAACmEI7jEfu-AwZZO3qAFttoJEXP75&gclid=CjwKCAjw7fzDBhA7EiwAOqJkh17pT8x8kzk0_btNiaNvtSpsI9QrsLWRphtQ0NX_wh_q8NgJqkjr4RoCvmwQAvD_BwE)

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