WELLAND

Design Guidance

Final report
March 2025

AECOM

locality
the power of community

Delivering a better world

Quality information

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Revision History

Issue no.	Issue date	Details	Issued by	Position
1	31 January 2025	Draft Report	Angus McNeill Peel	Senior Planner
2	14 February 2025	Review	Roy Saint	Welland Neighbourhood Forum
3	21 February 2025	Final Report for Locality Review	Angus McNeill Peel	Senior Planner
4	7 March 2025	Locality Review	Madeleine Gohin	Neighbourhood Planning Officer, Locality
5	10 March 2025	Final Report	Angus McNeill Peel	Senior Planner

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Contents

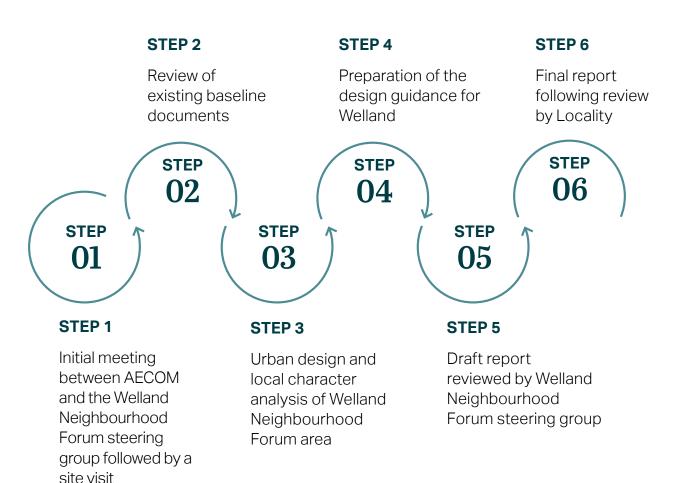Image © Mat Fascione

Introduction

01

1. Introduction

1.1 Purpose and process

The guidance set out in this report will provide a detailed framework that should be followed by any future design proposals that come forward within the Welland Neighbourhood Forum area to ensure it meets a consistent and high quality standard of design and positively contributes to the unique characteristics of Welland.

It is intended that this report becomes an integral part of the Welland Neighbourhood Plan by informing policies that will influence the design of new development and hold weight in the planning process. It is important to read this design guidance in tandem with the supplementary planning documents produced by Harborough District Council.

The following steps were agreed with the Welland Neighbourhood Forum steering group (the group) to produce this report, which draws upon policy development and engagement work undertaken by the group:

STEP 2

Review of existing baseline documents

STEP 4

Preparation of the design guidance for Welland

STEP 6

Final report following review by Locality

STEP 01

STEP 02

STEP 03

STEP 04

STEP 05

STEP 06

STEP 1

Initial meeting between AECOM and the Welland Neighbourhood Forum steering group followed by a site visit

STEP 3

Urban design and local character analysis of Welland Neighbourhood Forum area

STEP 5

Draft report reviewed by Welland Neighbourhood Forum steering group

1.2 How to use this document

This document has set out an evidence base for the Welland Neighbourhood Plan and it is recommended that the guidance is embedded within the forthcoming plan as policy.

As well as providing certainty to the local community, the design guidance in this document should give more certainty to applicants, as they will be able to design a scheme that is reflective of community aspirations.

The document will be used by a range of potential users in the following ways:

Potential users	How they will use the design guidance
Applicants, developers, & landowners	As a guide to the community's and the Local Planning Authority's expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
Harborough District Council	As a reference point, embedded in policy, against which to assess planning applications. The guidance should be discussed with applicants during any pre application discussions.
Welland Neighbourhood Forum	As a guide when commenting on planning applications, ensuring that the guidance is complied with.
Local community organisations	As a tool to promote community-backed development and to inform comments on planning applications.

Table 01: How various stakeholders will use this document.

1.3 How this document relates to the other Market Harborough Neighbourhood Plan design guides

Market Harborough is split into four separate Neighbourhood Forums, each developing its own design guidance. Understandably there are similarities between the four areas. They are part of the same town and therefore have similar characteristics.

For this reason, this document is structured firstly with analysis of the historic evolution of Market Harborough as a whole before looking at the context of the Neighbourhood Area that the guide is for. Following this, there are a set of Market Harborough wide design guidelines which are mostly similar across the four different Neighbourhood Forums.

In addition, as part of the analysis undertaken for this exercise, Market Harborough was split into ten different area types representing areas of the town

with similar characteristics. While certain area types appear in different wards, each of these areas do have opportunities, constraints and finer details which put them apart from places that fall within the same area type in a different part of the town. Therefore, each design guide will contain guidance that is bespoke to its character and requirements in the fifth chapter of the documents.

This approach allows for a balance of having four documents that are consistent enough for it to be clear that they all form a part of the same wider town strategy, at the same time as ensuring that the identity of each Neighbourhood Area is respected and enhanced.

1.4 Policy context

This section outlines the national and local planning policy and guidance documents which should be read in conjunction with this design guide.

National policy and guidance

2024 - National Planning Policy Framework (NPPF)

The NPPF sets out the national planning policies across England and Government's expectations on how these should be applied. The NPPF encourages local planning authorities to prepare design guides or codes consistent with the national guidance documents. Previous NPPF updates introduced references to the National Design Guide and National Model Design Code and the use of area, neighbourhood, and site-specific design guides, in order to ensure good quality and context sensitive design.

2021 - National Model Design Code

The National Model Design Code is an established part of the government's guidance on planning and should be read alongside the National Design Guide. The National Model Design Code provides guidance on the production of design codes, guides, and policies to promote well-designed places. It sets out the key design parameters that need to be considered when producing local authority wide design codes and recommends methodology for capturing and reflecting views of the local community.

2021 - National Design Guide The

National Design Guide sets out the government's ten priorities for well-designed places and illustrates how well-designed places can be achieved in practice. The ten characteristics identified includes: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources, and lifespan.

2020 - Building for a Healthy Life

Building for a Healthy Life updates Homes England's key measure of design quality as the national housing accelerating body. The document sets out 12 considerations for creating integrated neighbourhoods, distinctive places, and streets for all. While it is not part of the national policy, it is recognised as best practice guidance and design tool in assessing the quality of design proposals.

2007 - Manual for Streets

Development is expected to respond positively to the Manual for Streets, the Government's guidance on how to design, construct, adopt and maintain new and existing residential streets. It promotes development that avoids car dominated layouts in favour of pedestrians and cyclists.

Regional policy and guidance

Harborough Local Plan 2011 - 2031 - April 2019

Harborough District Council (HDC) is the Local Planning Authority (LPA) for Welland. HDC adopted the Local Plan in April 2019. In the adopted Local Plan, Market Harborough was considered a sub-regional centre, with commitments of 3,100 sqm of convenience retail space, 8,000 sqm of comparison retail space, with 1,500 homes committed through a strategic development to northwest of the town, alongside 9.5 hectares (ha) of employment uses allocated. Across Market Harborough, further development was allocated in the amount of 1,078 dwellings on three major housing sites, and an additional 13 ha employment allocation. Three site allocations were made at Overstone Park for 600 dwellings, east of Blackberry Grange Northampton Road for 350 dwellings and Burnmill Farm for 128 dwellings. Employment was allocated at Land at Airfield Farm for 13 hectares, Airfield Business Park for 6 hectares, and Compass Point Business Park for 5 hectares. The LPA flags that Market Harborough must avoid coalescence with neighbouring settlements especially Lubenham and Great Bowden, hence it assigns strategic separation gaps between the settlements.

Harborough Emerging Local Plan

At the time of writing the Emerging Local Plan may imminently go for Reg 19 consultation if Harborough District Council's Cabinet and Council approves the document. The latest version of the plan has been published ahead of a Cabinet meeting to decide whether to approve the document to go to Council. If Council also approves the document, there will be an eight week public consultation in Spring 2025. The draft plan allocates 1,350 homes and 4.9ha of employment land in Market Harborough. The town is assigned the second tier in the settlement hierarchy as a Market Town. There will be a large scale urban extension to the north of the town.

Planning Obligations SPD - 2022

This SPD was adopted in June 2022. The document sets out the approach HDC takes to securing community infrastructure and affordable housing through the planning obligations process

Development Management SPD - 2021

This SPD was adopted in December 2021 and provides guidance to assist with the interpretation and implementation of the Local Plan. It covers important guidance on the design of new residential housing estates, extensions to homes, conversions, shopfronts and advertisements. This design guidance should be consulted alongside this document. This document adds further detail specific to the NA.

Market Harborough Transport Strategy - 2016

This document sets out 18 recommendations for transport mitigation measures within and around Market Harborough. These include mitigation measures for capacity/congestion improvements, changes to the network and traffic routing, sustainable transport initiatives, safety improvements, traffic management improvements, HGV controls and highway maintenance.

Market Harborough Town Centre Masterplan - 2022

This masterplan was adopted in June 2022 and is a vision for the town centre. The remit of the document is to ensure the future viability and vitality of the town centre. It sets out several improvements to public realm infrastructure in the town centre. The document only covers the immediate town centre retail area and does not overlap with the Welland Neighbourhood Area.

1.5 Area of study

Market Harborough is a market town located in the district of Harborough in the county of Leicestershire. It is located on the border of Leicestershire with Northamptonshire to the immediate south. Along with Lutterworth, it is one of the most important settlements within Harborough District.

The town recorded a population of 24,171 residents at the 2021 Census. Market Harborough has developed from a historic market town servicing a wide rural area to a modern urban area with a variety of industries, services and amenities. The town was influenced by the coaching industry, as it was located on an important route between London and Leicester. The Grand Union Canal and railway brought waves of industry, with many factories in the town creating employment through the late 19th century. The town remains an important retail hub for the surrounding area.

The town has been subdivided into four Neighbourhood Areas - Arden, Little Bowden, Logan and Town Centre, and Welland.
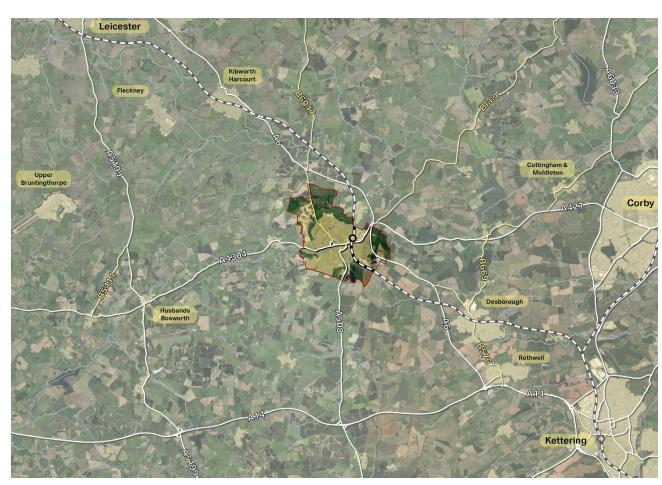

Figure 01: Market Harborough geographical context.

Baseline analysis

02

2. Baseline analysis

This section presents the historic evolution of Market Harborough as a whole and a snapshot of the Neighbourhood Area today to inform the design objectives of the design guidance. It provides an overview of Welland's heritage, landscape, movement network, land use and built form.

2.1 Settlement pattern and character

2.1.1 Market Harborough's historic evolution

Market Harborough emerged in medieval times from a rural, agricultural area with scattered hamlets. The area was historically known as Bowden and the Domesday Book records three hamlets: Great Bowden, Arden and Little Bowden, of 73 manors. Harborough emerged as an important road junction on the roads between London, Northampton and Leicester. A market was established in 1204, and this gave the town its prefix. The town owed its success to the market and the passing coaching traffic. For many centuries the town occupied a fairly small but busily packed linear area.

The arrival of the canal and railways had a transformative impact on the town because they simultaneously caused the decline of the traditional coaching industry but encouraged rapid industrialisation.

The canal branch was built in 1809 with a wharf to the north of the town centre, providing access to London and Birmingham via the Grand Union Canal. Railways development began in 1840, with different lines offering access to Leicester, Northampton, Rugby and London. The town became a key railway junction for the Midlands, and a halt on the Midland Main Line from London St Pancras to Sheffield.

The Symington Corset Factory began operation in 1876. This was followed in the 1890s by the opening of the Harborough Rubber Company, Looms Wooden Heels Factory and a tannery. The Caxton Works foundry began manufacturing in 1898. By this time the urban area rapidly expanded beyond the medieval core, with terraced housing built to the south along Northampton Road. Further development took place in Arden and Little Bowden, and the villages became more integrated into an urban area. Meanwhile, large scale residential development took place at the New Harborough Estate off Coventry Road.

The inter-war period saw a significant amount of speculative ribbon development along the main roads, and improvements to access and recreation facilities. Welland Park Road and Lubenham Road are examples of inter-war development. The town experienced substantial demolition of older overcrowded housing in the town centre, and major urban expansion into countryside.

The post war period saw a further surge in the town's urban area as large scale local authority housebuilding took place at Bowden Fields Estate and the Southern Estate. In 1968 the town centre was declared a Conservation Area. The town was bypassed by all its arterial main roads in the 1990s. A shopping centre at St Mary's Place was opened in 1993. Since the start of the 21st century Market Harborough has continued to grow, with new residential estates built to the southeast near the Leisure Centre, and to the west and northwest, where thousands of additional homes have come forward.

Historic timeline

1086

The Domesday Book records the rural area as hosting 73 manors in three villages: Great Bowden, Arden and Little Bowden. The town emerges from these small hamlets.

1645

The town becomes the headquarters of the King's Army during the English Civil War. The nearby Battle of Naseby was a decisive victory for Cromwell's parliamentarians.

1840 - 1859

The railways arrive in Market Harborough, with various routes constructed in quick succession. This ends the town's coaching trade, but brings greater industry to the town.

A market is established in Market Harborough, which continues to this day. Since 1221, it has always been held on a Tuesday. This gave the town the prefix Market.

1204

The branch canal of the Grand Union Canal from London to Birmingham reaches Market Harborough, allowing the town to trade by canals, leading to rapid growth.

1809

The town has grown to establish several suburbs and has seen town centre redevelopment with the construction of a shopping centre. Many of the factories opened in the 19th century have closed. However, there are thriving employment areas.

2025

Figure 02: Market Harborough historic timeline.

2.1.2 Welland's historic assets

Welland is, overall, a modern part of Market Harborough, as it has experienced all of its development since the late 19th century. According to old maps, development began to emerge from the 1880s around Northampton Road.

The area only has one listed building:

- The Hill - Grade II - a 1909 Jacobean style property. This is located on Harborough Road in the far west of the Neighbourhood Area.

2.1.3 Land use and built form

Welland is predominantly in residential, particularly the eastern and northern parts of the Neighbourhood Area. The area to the immediate west of Northampton Road is densely built up with late Victorian and Edwardian terraced housing. Further west the density of the housing reduces, with more inter-war and post-war housing. Large scale modern developments have also taken place to the west of the area, such as

the housing developments Farndon Fields and Ashton Rise.

Other parts of the area are not built up, particularly along the River Welland where there are areas of low lying floodplain unsuitable for development. This area includes several footpaths providing amenity to residents. Burford Green is the largest park in the area. The area around Harborough Leisure Centre is a large area devoted to sports and recreation, including Harborough Town Football Club and Market Harborough Rugby Union Club. There is also a cemetery to the north of the leisure centre.

Welland has several employment sites, the most notable being on Lathkill Street, Bath Street, Farndon Road and Stuart Road. These include a variety of businesses such as factories, warehouses and offices.

A park homes site can be accessed from Farndon Road.

2.2 Green and blue infrastructure

Welland is connected to the surrounding fields, with expansive views outwards from the edges of the settlement. This natural connection seeps into the Neighbourhood Area through key open areas. There is a sense of continuity with the open fields in the west of Welland, with a rural landscape defined by the winding River Welland.

The centre of Welland is characterised by Burford Green, an expansive flat open space that provides recreational facilities including playing fields, and open space serving amenity and recreational purposes.

The southeastern corner of Welland provides another important green space with football fields located adjacent to the Harborough Leisure Centre. These spaces service the whole population of Market Harborough.

Welland also contains some allotment spaces along the back of Welland Park Road, as well as in the east, just north of the Leisure Centre. These allotments provide another natural feature.

Vegetation lines the streets in the southwestern portion of the Neighbourhood Area, creating a green entry into Welland and to Market Harborough from the south.
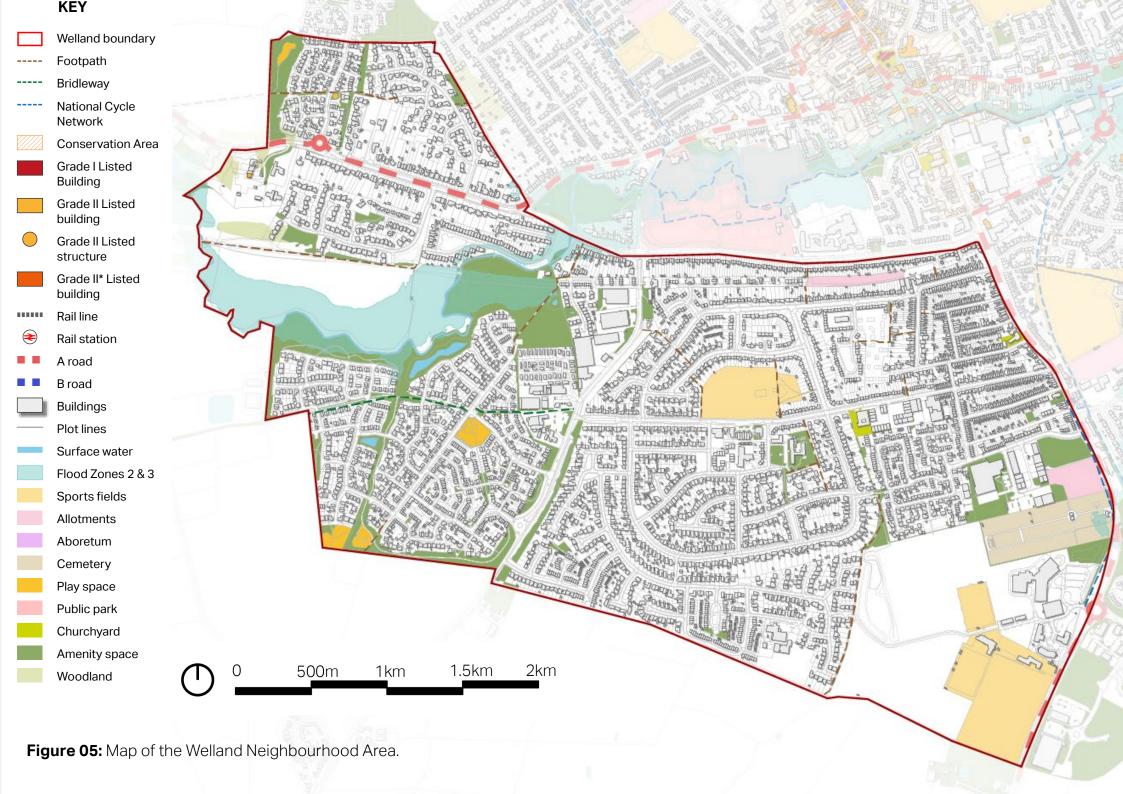
The River Welland runs through the western part of the Neighbourhood Area, leading to open fields. The Welland brings areas of high flood risk in the west of the NA. The high flood risk in this part of the NA highlights the need for effective sustainable drainage systems.

Figure 03: Burford Green.

Figure 04: Landscaped footpaths through the Neighbourhood Area.

KEY

- ⬜ Welland boundary
- ----- Footpath
- ----- Bridleway
- ----- National Cycle Network
- ▨ Conservation Area
- 🟥 Grade I Listed Building
- 🟧 Grade II Listed building
- 🟠 Grade II Listed structure
- 🟧 Grade II* Listed building
- ▪▪▪▪ Rail line
- 🚉 Rail station
- 🟥 A road
- 🟦 B road
- ⬜ Buildings
- ╱ Plot lines
- ▬ Surface water
- ▬ Flood Zones 2 & 3
- ▬ Sports fields
- ▬ Allotments
- ▬ Aboretum
- ▬ Cemetery
- ▬ Play space
- ▬ Public park
- ▬ Churchyard
- ▬ Amenity space
- ▬ Woodland

Figure 05: Map of the Welland Neighbourhood Area.

2.3 Access and movement

Welland is located in the southwestern part of Market Harborough. Northampton Road runs north-south up the eastern portion of Welland into Market Harborough town centre and Little Bowden. The key arterial routes in Welland are Welland Park Road, and Farndon Road. Bath Street and Western Avenue are significant through roads.

The linear development in the north of Welland is contrasted with more organic, winding layouts in the centre and southwest of the Neighbourhood Area. The areas of linear development suffer from narrower roads and lack parking provision, resulting in on-street parking.

There is low permeability running south from Welland Park Road, with this key road acting as a slight barrier to the main town centre. However, beyond this barrier, the area south of Welland Park Road benefits from relatively high connectivity with well-integrated footpaths and few cul-de-sacs, encouraging active transport.

The area has good footpath provision with pavements alongside vehicular roads.

Figure 06: Example of a narrow street and parking issues.

Figure 07: Example of safe and accessible pedestrian provision.

Market Harborough wide
design guidance

03

3. Market Harborough-wide design guidance

Development in the four Neighbourhood Areas of Market Harborough should demonstrate how best practice design guidance contained in national and local policy and guidance documents, including this design guide, has been considered in its layout, architectural design and landscape design.

3.1 Introduction

Several common themes were identified across members of the four Neighbourhood Forums. These themes are addressed by the design guidance below.

Design guidance in this chapter is 'good design' practice and is to be applied to the whole of Market Harborough. This will ensure that development across the town is coherent.

Design guidance

| Theme heading	Design guidance
A: Settlement pattern	A1 - Responding to context and pattern of development
	A2 - Infill and backland development
	A3 - Recognition of local vernacular and materials
B: Green and blue infrastructure	B1 - Open spaces, water courses and biodiversity
	B2 - Eco-design and sustainability (including SuDS)
C: Movement and connectivity	C1 - Active travel and interconnected neighbourhoods

Table 02: Design guidance by theme.
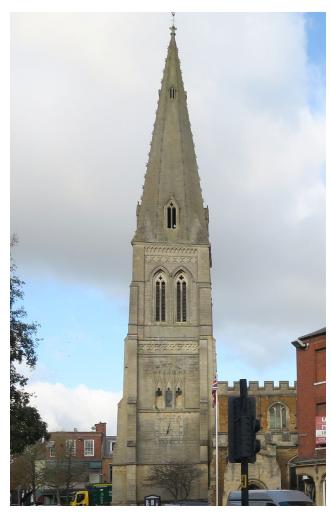
Figure 08: St. Dionysius' Church spire.

Settlement pattern

A

3.2 Settlement pattern

The town has developed around its central market area, which has been a focal point since the 13th century. The settlement pattern is characterised by a mix of residential, commercial, and industrial areas, with a notable concentration of development along the main roads and near the town centre.

Market Harborough's layout includes a variety of housing types, from historic buildings in the town centre to modern developments on the outskirts. The town also serves as a key employment area with numerous small and medium sized businesses.

The guidance in this section will ensure that the built form of future development is in keeping with the existing context.

A1 - Responding to context and pattern of development

The pattern of development is varied throughout the town of Market Harborough. Many areas of the town, such as Little Bowden, have a nucleated development pattern with more recent development splaying outwards from the main core. There are also areas of linear development pattern particularly in Welland and Logan.
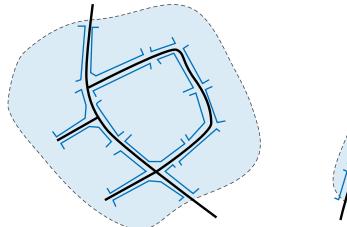
New development proposals should consider the following principles when designing the layout of streets and plots:

• Be informed by the density and scale of development within its context;

• Respect the historic, landscape and other key features of the Neighbourhood Area;

• Maintain a positive aspect onto key spaces and features;

Figure 09: Aerial view of development.

Settlement pattern

- Reflect linear development patterns which often orientate inwards towards the main road and turn their back towards the landscape to the rear. Reinforce the linearity of the street with building frontages where possible; and

- Avoid development with a hard edge which imposes an abrupt transition from the built-up area to the surrounding countryside. Suitable boundary treatments on the periphery of the settlement may include low walls and soft landscaped edges.
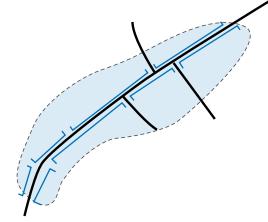

Figure 10: Diagram showing a nucleated development pattern (left) and a linear pattern development (right).

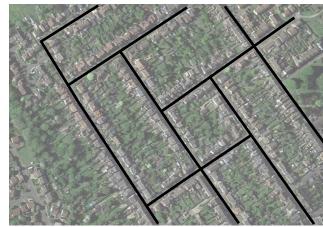**Figure 11:** Nucleated pattern in Market Harborough.

Figure 12: Grid street pattern in Market Harborough.

Settlement pattern

A2 - Infill and backland development

Backland development or plot infill is development on the land of an existing dwelling. In the case of Market Harborough, there are recent instances of infill/backland development. It is important that this type of development is respectful to the context of its setting in order to preserve the identity of the town.

- Any new backland development should ensure that the spacing, density, scale and appearance of the development reflects its immediate context and limits the impact on the amenity of existing properties;

- Tandem development is a form of backland development where a new dwelling is placed immediately behind an existing dwelling and is serviced by the same vehicular access. Tandem developments should be carefully considered to manage the potential impact on the amenity of the dwelling at the front of the site;

- Where a proposal involves residential development on land behind an existing frontage or the placing of further dwellings behind existing dwellings on the site, the proposal should demonstrate that the privacy of existing and future residents has bee considered and adequate means of access are provided; and

- Backland or infill development should not extend beyond the settlement limit.

Figure 13: Good example of sympathetic yet contemporary infill development, elsewhere in the country.

Figure 14: Poor example of infill development (left) in the centre of Market Harborough as it does not respect the adjacent historic building.

Settlement pattern

A3 - Recognition of local vernacular and materials

Future proposals must demonstrate respect for locally typical architectural styles and utilise materials that are considerate of those used in nearby dwellings to reflect local vernacular. Key materials and finishes found across Market Harborough are shown in figure 14.

- New developments should draw inspiration from the high-quality local design references. It is essential for these designs to make a meaningful contribution to preserving the rural character of the town; and

- New development should ensure that it puts forward a comparable level of greenery, incorporating native and context-appropriate plant species, to establish a cohesive setting that aligns with the existing natural environment.

Walling

Red brick

Painted render

Ironstone

Timber

Yellow brick

Roofing

Grey slates

S-tiles

Red tiles

Thatched

Gables

Fenestration

Bay window

Double hung

Sash window

Dormer window

Shop front

Colours

Red

White

Cream

Grey

Black

Figure 15: Examples of key materials, features and colour palette.

Green and blue infrastructure

B

3.3 Green and blue infrastructure

Green and blue infrastructure relates to the network of natural areas and features that provide a richness of ecological benefits, and amenity spaces. A strong green and blue infrastructure network can help improve environmental conditions and biodiversity, increase climate resilience, and benefit well-being.

Market Harborough has a number of natural open spaces that serve residents. The River Welland is an important asset to the town, providing ecological richness and amenity spaces for residents to enjoy.

The guidance in this section will ensure that future development thoughtfully incorporates green and blue infrastructure in order to maintain and strengthen the existing network that permeates the town, and in order to strengthen the environmental impact of new development.

B1 - Open spaces, water courses and biodiversity

Future development must safeguard and enhance the quality of and access to open spaces, water courses and biodiversity in Market Harborough.

- Proposals should preserve existing vegetation, mature trees and hedgerows by incorporating them into any new landscape design and using them as landmarks where appropriate;

- Where possible, new developments must incorporate open green spaces and vegetation, enhancing the town's green feel and connection to natural areas. These can be provided as public green spaces, within front gardens and boundary treatments;

- Native tree species should be used to ensure planting is appropriate for the local character and to ensure climate resilience;

Provide generous front and back gardens with sufficient permeable surfaces to allow for the planting of local species of trees and shrub.

Maximise opportunities for urban greening through the introduction of bio-solar green roofs, standard green roofs or vertical green walls.

Use native species for new planting proposals.

Provide a variety of green spaces.

Improve access to natural water bodies

Figure 16: Illustrative example of design principles to enhance green infrastructure.

Figure 17: Image along Market Harborough branch of the Grand Union Canal by Christine Johnstone.

Green and blue infrastructure

- New developments should prioritise tree planting, identify existing biodiversity corridors, and contribute to their preservation and enhancement;

- Proposals should consider how the layout can create wildlife corridors. For example, the layout of roads, front and back gardens, and green spaces; and

- Porous surfaces should be included at every opportunity to reduce surface water runoff and soil degradation.

Figure 18: Example of a bat box on the side of a building.

Permeable stone bedding

Planting area

Membrane percolation

Large permeable stone

Original soil

Concrete paver

Base level

Drain

Figure 20: Section through permeable paving.

Figure 19: Example of a hedgehog corridor in a garden fence.

Figure 21: Example of a Swift brick under an eave.

Eco-design and sustainability

B2 - Eco-design and sustainability (including SuDS)

Future development must demonstrate sustainable design in order to decrease environmental impacts, both in terms of performance and interaction with the landscape.

- The use of daylight in residential design helps improve overall health and performance, as well as provide energy savings. The orientation of buildings and roof pitches should incorporate passive solar design principles and allow for efficient solar energy collection. The following guidance should be considered when designing the aspect and orientation of any new development;

- Where possible, one of the main glazed elevations should be within 30* due south to benefit from solar heat gain. Any north-facing facades might have a similar proportion of window to wall area to minimise heat loss;

- Homes should be designed to avoid overheating through optimisation of glazed areas, natural ventilation strategies including openings, longer roof overhangs, deep window reveals and external louvres/shutters to provide shading in hotter months;

- North facing single aspect units should be avoided or mitigated with

the use of reflective light or roof windows;

- Figure 21 highlights additional sustainable design measures that should be implemented wherever possible; and

- All proposals must incorporate sustainable drainage systems (SuDS) that will not increase pressure on
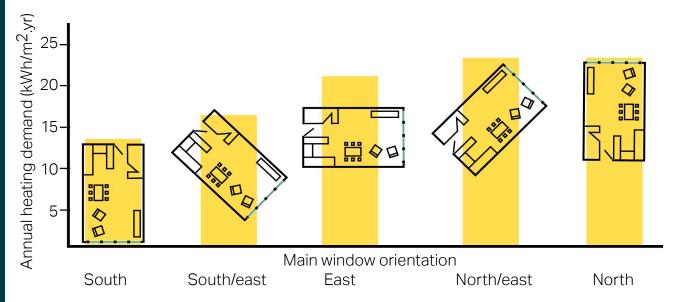

Figure 22: Illustrative graph showing solar orientation of a room against the annual heating demand.

Eco-design and sustainability

on existing wastewater and natural drainage systems. SuDS (Sustainable Drainage Systems) should create additional benefits beyond water management, such as offering passive recreation.

Figure 23: Illustrative diagram of sustainable design features.

Existing homes

1 Insulation in lofts and walls (cavity and solid)

2 Double or triple glazing with shading (e.g. tinted window film, blinds, curtains and trees outside)

3 Low- carbon heating with heat pumps or connections to district heat network

4 Draught proofing of floors, windows and doors

5 Highly energy-efficient appliances (e.g. A++ and A+++ rating)

6 Highly water-efficient devices with low-flow showers and taps, insulated tanks and hot water thermostats

7 Green space (e.g. gardens and trees) to help reduce the risks and impacts of flooding and overheating

8 Flood resilience and resistance with removable air back covers, relocated appliances (e.g. installing washing machines upstairs), treated wooden floors

Additional features for new build homes

A High levels of airtightness

B Triple glazed windows and external shading especially on south and west faces

C Low-carbon heating and no new homes on the gas grid by 2025 at the latest

D More fresh air with mechanical ventilation and heat recovery, and passive cooling

E Water management and cooling more ambitious water efficiency standards, green roofs, rainwater harvesting and reflective walls

F Flood resilience and resistance e.g. raised electrical, concrete floors and greening your garden

G Construction and site planning timber frames, sustainable transport options (such as cycling)

H Solar panel

I Electric car charging point

Movement and Connectivity

C

3.4 Movement and connectivity

The A4304, running east-west, along with the B6047 and A508 which run north-south, sections Market Harborough into four quadrants. These roads, make Market Harborough well connected and provide onward connections to major roads, such as the A14, M1 and M6. A network of B roads and minor roads form connections within the built up and residential areas of Market Harborough, with a mix of meandering roads in the newer areas and much more rectilinear grids in the terraced historic sections.

There are several bus routes that serve Market Harborough and provide direct connections to surrounding villages and parishes, also extending out to Northampton and Leicester.

The train station is situated at the heart of the town, within a ten minute walk from the town centre, with a bus stop directly outside served by the number 44 bus,

making it accessible from further afield too. The station services East Midlands Railway (EMR), providing direct access to London St Pancras and Nottingham, both of which take an hour or less.

Market Harborough benefits from a number of Public Rights of Way (PRoW) connecting the more built-up areas to the surrounding countryside. Brampton Valley Way, which is a 14-mile trail built on the way of the former Northampton to Market Harborough railway line, runs into the south of the town and is frequently used by pedestrians, cyclists and also horse-riders.

The National Cycle Network (NCN) Route 64 begins in the center of the town and runs north to Lincoln, along with NCN 6, which is one of Britain's longest cycle routes running south - northeast of the NA, and goes from London up to the Lake District. This largely runs along a main road and not traffic free.

Figure 24: Market Harborough Railway Station.

Figure 25: Parked cars on a densely packed terraced street.

Movement and Connectivity

C1 - Active travel and interconnected neighbourhoods

• New streets must be designed as a 'space' to be used by all. Existing streets should be retrofitted for the same purpose and to discourage speeding;

• Development should design internal streets and paths that are well-connected and direct, responding to desire lines;

• Establishing a pedestrian network between existing and new developments is a key principle for encouraging active travel and must be considered;

• Pedestrian and cycle networks within residential communities should enable natural surveillance and offer good sightliness and unrestricted views to make people feel safer;

• A green network should be created and enhanced from new and existing pedestrian cycle links to further encourage usage on a daily basis; and

• Barriers to vehicle moment, gates to new development, or footpaths should all be accessible to all users.

Traffic calming

Traffic calming measures can be introduced to existing streets to shift the hierarchy of movement from motor vehicles to prioritise pedestrians or cyclists. The following measures can be used independently or in combination with one another.

• Junction design;

• Raised junctions and entry;

• Continuous footpaths; and

• Kerb extensions and build-outs.

Figure 26: Unusual road layout in Welland.

Figure 27: Many local businesses have car parks.

Movement and Connectivity

C2 - Public realm enhancements

High-quality, well connected public spaces are essential for towns. They create informal meeting places, offer a place to rest and can even provide shelter. The public realm should be coordinated and strengthen local distinctiveness and uniqueness, making it a more legible and user friendly environment. This can be done via:

- **Street furniture:** this should be added at appropriate locations to provide people with places to stop and linger, distinctive street furniture can improve legibility and wayfinding whilst enhancing character of a place. The choice of materials should be of high quality that complements the surrounding area as well.

- **Pop-up installations to reclaim streets:** combination of planters and street furniture can be used to activate the whole or parts of the street (e.g. parking spaces), allowing such spaces to be temporarily reclaimed to form a pop-up space for more informal social and lots of community engagement.

Figure 29: Example of poor pedestrian infrastructure with no road crossings.

Figure 28: Example of pavement parking in Welland.

Figure 30: Example of pedestrian footpath incorporated into new housing development.

Townscape character
assessment

04

4. Townscape character assessment

This section identifies and explains the different area types in Market Harborough. Places have a clear and strong identity and character. They are a combination of their phyical form, their activities and their meaning to people.

4.1 Understanding place

The diagram opposite shows how these factors come together to create a successful place. The following character analysis was developed by creating a holistic picture of Market Harborough.
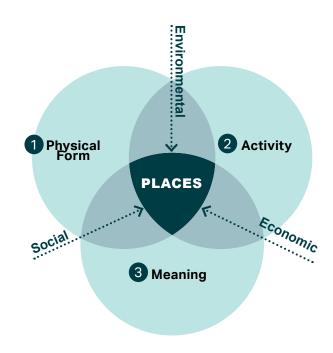
All new development must undertake its own comprehensive analysis of place to understand a proposal's broader context and establish aspirations and place-specific responses to the location, siting and design of new development. A key purpose of this document is to help generate sensitive and characterful design responses to existing settlements and their landscape settings.

This townscape character assessment helps to understand both the landscape setting and the detailed pattern of settlement growth that underpins the variety of character features across Market Harborough.

This analysis has been cross-checked on site as part of this study with a walking tour and photographic study guided by local residents.

Each proposal may require slightly different design detail responses depending on its specific local context within Market Harborough.

Alternatively, Market Harborough may continue to acquire new layers with design approaches and concepts that are innovative and look to meet the future challenges of sustainability and biodiversity net gain. However, these responses must still seek to tie in with the landscape and townscape appeal that help give Market Harborough as a whole and the different wards their distinctive character.

1 Physical conditions of existing built development including layout, form, scale, appearance, landscape character, waterways and flood risk.

2 Use, vitality and diversity, including community facilities and local services.

3 How a place is perceived, including local heritage, views inwards and outwards and social histories.

Figure 31: Exploring the features which come together to create a successful place.

4.2 Identifying Market Harborough's area types

This document reflects the varied nature and individual character of Market Harborough.

It has been divided into distinct area types, representing areas of Market Harborough with similar characteristics. The area types provide a basis for setting consistent parameters within this document.

A thorough analysis of area types has been informed by site visits, mapping, analysis and insights from the community. The identification process considers both the existing character of the area and future development. These area types are categorised based on overall similarities in their attributes, facilitating the creation of consistent design guidance in chapter 5. While rationalising area types, occasional anomalies arise.

However, considering factors like boundaries, street patterns, and scale, the overarching consistencies become apparent.

The 10 identified area types are illustrated on the map in figure 32:

● Town centre

● Historic settlement

● Victorian and Edwardian terraces

● Linear suburban development

● Inter-war suburbs

● Mid 20th century suburbs

● Late 20th century/early 21st century development

● Employment
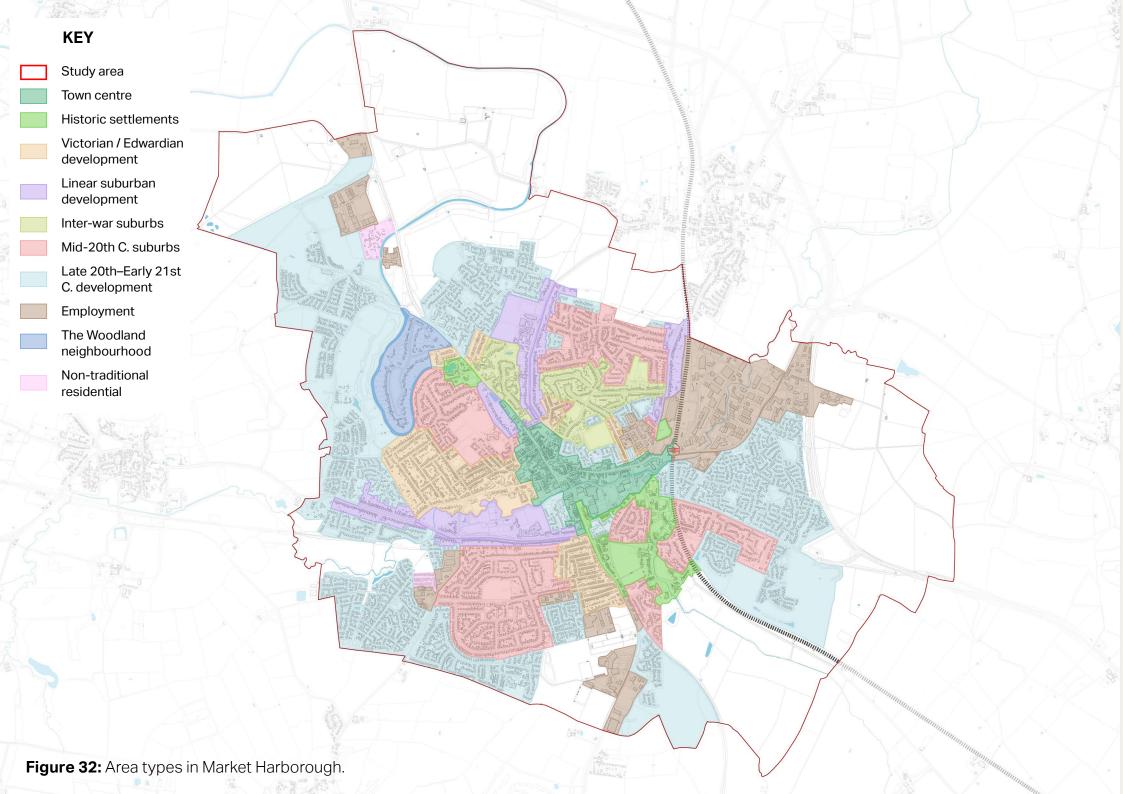
● The Woodlands

● Non-traditional residential

These area types are dynamic and do not always adhere strictly to defined boundaries, especially at their intersections or interfaces with areas outside the neighbourhood boundary. The focus of this study is on the diverse qualities inherent to each area, rather than the specific boundaries assigned to them.
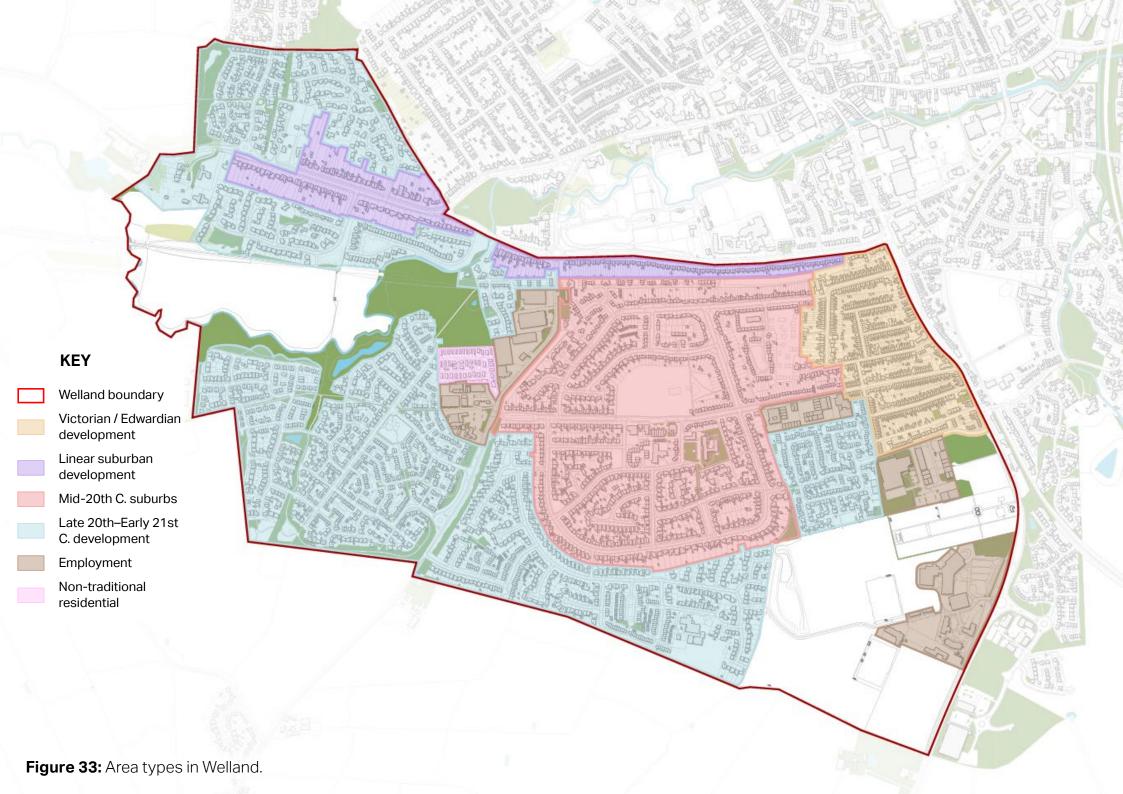
The area types allow for the development of guidelines that respect the existing character while accommodating future growth and changes.

The following attributes contribute to the character which defines the area types:

• Connections

• Urban form

• Block and plot sizes

• Boundary treatments and setbacks

• Building size, scale and type

• Green and blue infrastructure

• Public realm/open space

These attributes are analysed below for the area types that are within Welland.

KEY

- ▢ (red outline) Study area
- ▧ Town centre
- ▧ Historic settlements
- ▧ Victorian / Edwardian development
- ▧ Linear suburban development
- ▧ Inter-war suburbs
- ▧ Mid-20th C. suburbs
- ▧ Late 20th–Early 21st C. development
- ▧ Employment
- ▧ The Woodland neighbourhood
- ▧ Non-traditional residential

Figure 32: Area types in Market Harborough.

KEY

- ☐ Welland boundary
- Victorian / Edwardian development
- Linear suburban development
- Mid-20th C. suburbs
- Late 20th–Early 21st C. development
- Employment
- Non-traditional residential

Figure 33: Area types in Welland.

1   **Victorian and Edwardian terraces**

4.3 Victorian and Edwardian terraces

Victorian and Edwardian terraces are a typical historical form of housing development. They are characteristic of the eastern part of Welland and make up much of the housing in that area. This housing typology creates narrow streets following a generally rectilinear arrangement, with relatively higher density as compared to more modern housing developments.
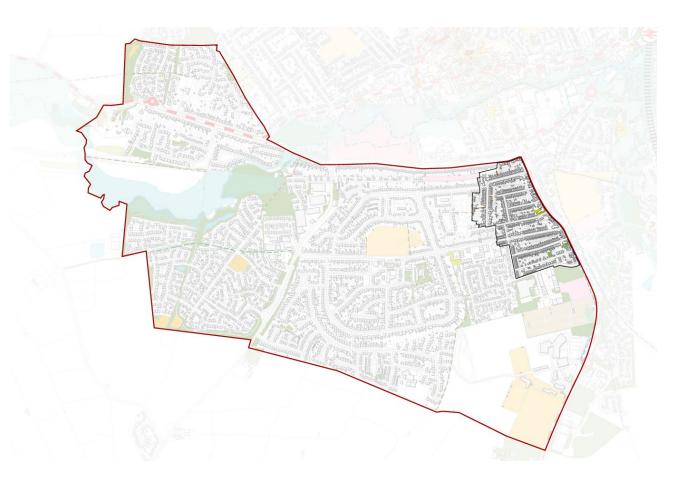

Figure 34: Example of terraced housing.

Figure 35: Map of Victorian and Edwardian terraces area type.

Topic	Sub-topic	Written analysis
Connections	**-**	Most streets in this area type are tertiary, rectilinear local access roads, with relatively good connectivity. This creates rows of residential streets that are quiet, and for the most part used to access dwellings. Streets are generally narrow, with pavements on both sides, usually with no grass verges, and little space for on-street parking. Bath Street is a significant through route.
Built form	**Urban form**	This area is relatively close to the town centre, being one of the more historic development typologies. Dwellings are connected, creating a continuous building line and facade along the street, with primary frontages onto the street. There is often a repetitive gable along the street frontage.
	Block and plot sizes	Block and plot sizes are relatively small with often no or very small front gardens, and no on-plot parking
	Boundary treatments and setbacks	Setbacks are generally uniform across the area type, with short setbacks creating a strong building edge at street level. Boundary treatments are mixed, with low brick walls, and hedges most commonly seen.
	Building size, scale, and type	Building size is relatively uniform across the area type, with most buildings between 2 and 3 storeys and terraced, creating a continuous building line.
Nature	**Green and blue infrastructure**	Green infrastructure is lightly integrated into this area type in Welland. Street trees are occasional, and light vegetation is sometimes present along building frontages. This area type is generally a short walk away from parks and other green infrastructure.
	Public realm/open space	The tight urban grain of this area type restricts the integration of public realm and open space directly within the area type. The area is more so defined by its tight street pattern, with open spaces found outside of the area type.

Table 03: Victorian and Edwardian terraces.

Victorian and Edwardian terraces

Figure 36: Example of later Edwardian terraces starting to blend into semi detached homes.

Figure 38: Typical residential terraced street in Welland.

Figure 37: Typical terraced housing detailing.

Figure 39: Typical on-street parking.

2 Linear suburban development

4.4 Linear suburban development

Linear suburban development is typical of speculative ribbon development, where development occurs in a linear fashion along a road where there is easy vehicular access. This kind of development can be seen in the north of Welland along Welland Park Road. This kind of development creates a long continuous stretch of housing, with little through permeability.

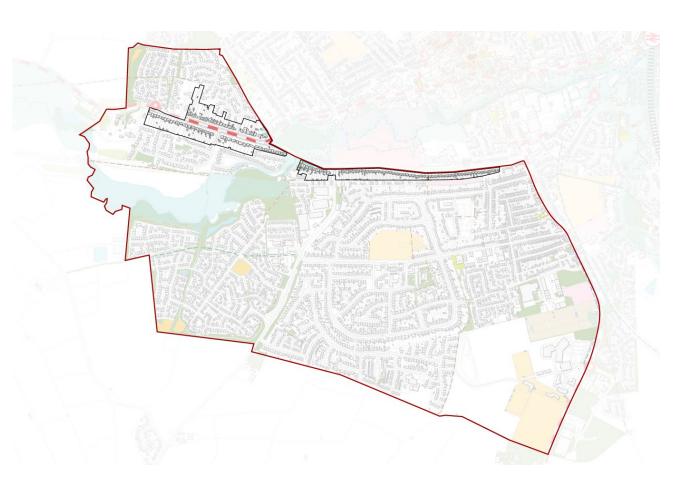**Figure 40:** Typical linear suburban housing in Market Harborough.

Figure 41: Map of typical linear suburban development area type.

Topic	Sub-topic	Written analysis
Connections	**-**	This area type is characterised by low connectivity, and development along a main street. In Welland, this can be seen along Welland Park Road, a well used main street with housing developed along both sides. The development along the southern part of the road in particular has very few routes through to the rest of Welland to the south.
Built form	**Urban form**	This area type is characterised by homogeneous, continuous development. Buildings feature very similar layouts, with the primary building frontage facing onto the street, and large gardens behind.
	Block and plot sizes	Blocks and plot sizes are relatively generous, reflecting more modern size standards, with on-plot parking and large back gardens commonly seen.
	Boundary treatments and setbacks	Setbacks are very uniform across this area type, with front on-plot parking commonly seen. Boundary treatments vary, but often include hedges and other vegetation, or wooden fences, and low brick walls.
	Building size, scale, and type	Buildings are mostly 2 storeys and semi-detached, or detached.
Nature	**Green and blue infrastructure**	Green infrastructure is lightly integrated into the streetscape, with grass verges and street trees present along the pavements.
	Public realm/open space	The continuous, linear nature of the built development does not create open space and public realm opportunities within the area type. In the case of Welland, open space can be reached across the street, at Welland Park, and other nearby parks.

Table 04: Linear suburban development

Linear suburban development

Figure 42: Typical housing stock found in areas of this development typology.

Figure 43: Image of Welland Park Road.

3 Mid-20th century suburbs

4.5 Mid-20th century suburbs

As is common with a lot of towns in the UK, Market Harborough saw significant suburban housing development in the mid 20th century. The majority of this stock in Welland comprises local authority housing estates with winding streets and some cul-de-sacs, generating a quiet, residential streetscape. Much of this development occurred as local authority housing in the 1950s and 1960s.

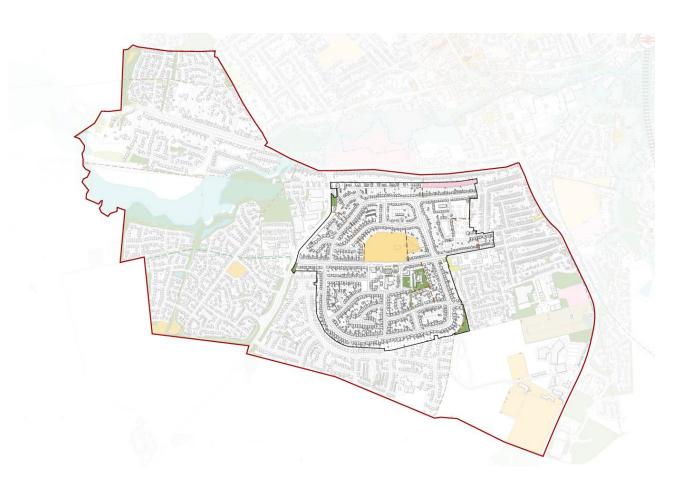**Figure 44:** Typical dwelling stock.

Figure 45: Map of mid-20th century suburbs area type.

Topic	Sub-topic	Written analysis
Connections	**-**	This area type is characterised by a nucleated development pattern. Streets are curvilinear with some cul-de-sacs. It is generally well connected to its surroundings.
Built form	**Urban form**	This area is characterised by several housing developments arranged along sweeping crescents. Buildings follow similar layouts, most often facing onto the street and creating a relatively homogeneous street frontage.
	Block and plot sizes	Blocks and plot sizes are typically generous, in line with mid-20th century size standards, with most homes featuring a front garden and front-of-plot or side-of-plot parking.
	Boundary treatments and setbacks	Boundary treatments generally include low brick walls, wooden fences, and in some cases hedges or informal plantings.
	Building size, scale, and type	Buildings vary in size and type throughout this area type. In particular, some areas are characterized by single storey bungalows, while others are characterised by two storey semi-detached homes.
Nature	**Green and blue infrastructure**	Green infrastructure is integrated into this area type, in particular through the use of hedges, street trees and grass verges along streets and pavements. Additionally, Burford Green features at the centre of the development providing a large green open space for the community. A network of smaller pocket parks and play spaces also contributes to the presence of green infrastructure throughout the area.
	Public realm/open space	This area type is arranged around Burford Green, providing a large communal green space for residents in the area. This open space is surrounded by a number of local amenities and services, particularly along Western Avenue.

Table 05: Mid-20th century suburbs.

Mid-20th century suburbs

Figure 46: Example of semi-detached development.

Figure 47: Burford Green.

Figure 48: Example of bungalow development.

Figure 49: Local services on Western Avenue.

4   Late 20th / early 21st century development

4.6 Late 20th / early 21st century development

Since the late 20th century, Market Harborough has experienced several housing developments. Development of this time period makes up a large portion of Welland, particularly the southwestern part. It is also a part of the town that has seen significant growth in the last 10 years. These developments include many different styles with some mock Tudor, many bungalows and more recent red brick and white render.

Figure 50: Example of development at Steeplechase Way.

Figure 51: Map of Late 20th / early 21st century development area type..

Topic	Sub-topic	Written analysis
Connections	**-**	Many streets within this area-type are tertiary: etiher cul-de-sacs or curvilinear local access roads, sometime with a lack of through routes. This creates quiet roads, generally only used for accessing dwellings. Streets generally have pavements on both sides, sometimes combined with grass verges.
Built form	**Urban form**	This area type is located on the outer edges of the town, and consists of groups of homogeneous development, built across different time periods. Although featuring a variety of layouts, building types and architectural styles, there are consistencies within the overall design approach which result in these developments being grouped under one area type. Most dwellings have a main facade/primary frontage facing the street, and this is often with a gable.
	Block and plot sizes	Blocks and plots are sized to allow for private gardens and on-plot car parking.
	Boundary treatments and setbacks	Although setbacks vary greatly across the area type as a whole, within pockets of homogeneous development, buildings are typically set back at similar distances from the streets, creating a uniform building line, with front gardens and front-of-plot parking common. Boundary treatments are mixed - with hedgerows and informal planting most commonly seen.
	Building size, scale, and type	Most buildings are 2 storeys in size, and detached or semi-detached.
Nature	**Green and blue infrastructure**	Green infrastructure is heavily integrated into the late 20th/early 21st century development area types in Welland. Like the other residential areas, grass verges, front gardens, street trees and other shrubbery create a leafy feel throughout the area. A network of green spaces which are linked together by footpaths creates further amenity for residents.
	Public realm/open space	There is a network of pocket parks, and children's play spaces scattered throughout the area type, providing amenity space for all. Being on the edge of the town also means that the are has easy access to the countryside.

Table 06: Late 20th/early 21st century development.

Late 20th / early 21st century development

Figure 52: Development at Barley Way.

Figure 53: Example of green space integrated into Welland.

Figure 54: Example of cul-de-sac development.

Figure 55: Example of modern red brick and white render development.

5 Employment

4.7 Employment

Employment areas have a very different character and use to residential areas. In Welland, an industrial area can be found on Lathkill Street which hosts the Bramble Food factory and other light industry. Other industrial areas are found on Bath Street, Farndon Road and Stuart Road. There is a considerable employment area on Northampton Road. Welland has a strong industrial heritage that persists to this day.

Figure 56: Light industrial area in Welland.

Figure 57: Map of employment area type.

Topic	Sub-topic	Written analysis
Connections	**-**	Industrial areas are typically only accessible to vehicular traffic and offer no through connections for pedestrians or cyclists. They are typically only suited to drivers.
Built form	**Urban form**	Comprising large warehousing units, car parks, office buildings and yards.
	Block and plot sizes	Plots are large, accommodating factories, warehouses and offices at a much greater scale to any of the neighbouring residential uses.
	Boundary treatments and setbacks	Boundary treatments are often unattractive consisting of metal fences, ditches, and low brick walls. Setbacks from roads are typically large, often with car parking.
	Building size, scale, and type	Mostly large warehousing units.
Nature	**Green and blue infrastructure**	Many estates include considerable grass verges which help to soften the visual impression of the industrial uses.
	Public realm/open space	These areas contain no public realm or open space.

Table 07: Employment.

Employment

Figure 58: Local example of warehousing in another part of Market Harborough.

Figure 59: Local car dealership in another part of Market Harborough.

6   Non-traditional residential (traveller and park homes)

4.8 Non-traditional residential (traveller and park homes)

Welland contains a park homes site off Farndon Road which offers alternative low-cost accommodation for local residents. This area is limited and completely occupied by park home plots.

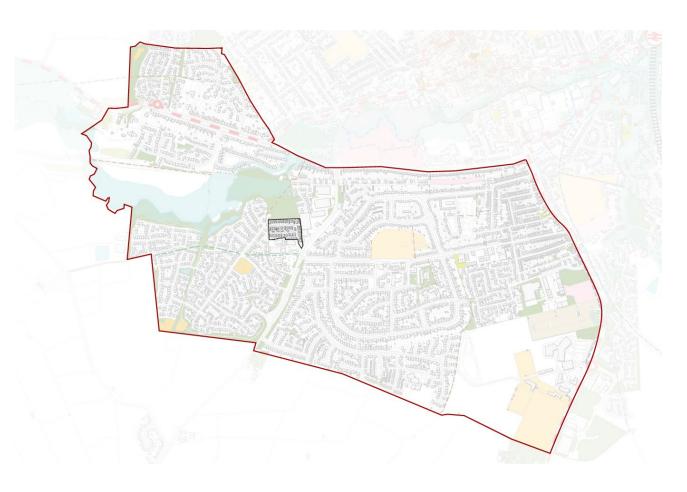**Figure 60:** Area of park homes in Welland.

Figure 61: Map of non-traditional residential area type.

Welland design guidance

05

5. Welland character area design guidance

The guidance in this section is specific to Welland and each of the character areas within it. This will ensure that any future development in the area is in keeping with the surrounding context, allowing Welland to retain its identity whilst meeting any development needs.

5.1 Introduction

The guidance will aim to ensure that any future development in Welland will be of a good quality while retaining the character of the part of the neighbourhood area that it is set in.

As displayed in the figure opposite there are six character areas in Welland. These are addressed individually in this chapter, with a brief description of their location, constraints and opportunities, followed by design guidance bespoke to the area type.

Figure 62: Area types in Welland.

5.2 Victorian and Edwardian terraces

Context

The Victorian and Edwardian terraces are located in the eastern part of the neighbourhood area and are the closest development to the Market Harborough town centre in Welland.

The formal, rectilinear layout of plots and narrow streets helps create a quiet, well-defined residential area. The buildings in the area are relatively homogeneous with strong architectural character that permeates the area.

Design guidance

The guidance below is applicable to the Victorian and and Edwardian terraces in Welland. The rationale for this is based off the constraints and opportunities of the area, as well as the earlier analysis.

Public and green spaces

- Street trees and vegetation should be incorporated along building frontages to incorporate greenery into the area.

Materials and architecture

- New infill development should provide a sympathetic response to the existing character and architectural details;

- New development should utilise the traditional materials, red brick, smooth render, painted in light colours which contribute to the local vernacular; and

- Windows should be sash or bay windows, taking inspiration from neighbouring properties.

Boundary treatment

- Low brick walls and vegetation should be incorporated into boundary treatments in order to retain the character of the area.

Figure 63: Example image from Welland.

Figure 64: Example image from Welland.

CA1

Constraints

- Small block and plot sizes, and already densely built up constraining opportunities;

- In some areas, on-street car parking leads to traffic issues which has a knock on effect on any pedestrians trying to cross the road at those points; and

- Strong existing uniform architectural style should be maintained, and constrains style of development possible.

Opportunities

- Preserve and enhance the historic character of the Victorian and Edwardian terraces;

- Retain the existing modest building scale and massing in the area; and

- Minor infill development only.

Heights and rooflines

- Rooflines should be pitched with the use of traditional slates and pantiles; and

- Building heights should reflect the surrounding development (2-3 storeys) in order to retain the existing character of the area.

Plot layout

- Generally, façades must face the street and reinforce the existing building line; and

- New developments should have subtle variations to improve visual interest but follow the building line.

Parking

- Where possible, space should be provided for on-street parking. On-plot parking should not be incorporated as it goes against the existing character and design of plots.

Figure 65: Typical two storey terrace.

Figure 66: Characterful corner building.

5.3 Linear suburban development

Context

The linear suburban development in Welland is located in the north, along Welland Park Road, forming an edge to the main town centre, and on Lubenham Hill.

The development is characterised by continuous, homogeneous building typology along the road. The architectural style and layout are nearly identical throughout the development, creating a relatively monotonous urban experience.

Design guidance

The guidance below is applicable to the linear suburban development in Welland. The rationale for this is based off the constraints and opportunities of the area as well as the earlier analysis.

Public and green spaces

- Street trees and vegetation should be incorporated along building frontages to incorporate greenery into the area; and

- Buildings should face towards Welland Park to provide a sense of enclosure.

Materials and architecture

- New development should provide a sympathetic response to the existing character and architectural details;

- New development should utilise the typical materials, red brick, smooth render, painted in light colours which contribute to the local vernacular; and

- Triple casement windows, and bay windows should be used wherever possible to match existing fenestration in the area.

Figure 67: Typical housing.

Figure 68: Tree lined Lubenham Hill.

CA2

Constraints

- Relatively homogeneous building typology, architectural style and layout;

- Few through routes leading south to the rest of Welland, creating a barrier between the town centre and the rest of Welland; and

- Lack of vegetation in some areas, as well as use of hard paving creates a hard urban environment.

Opportunities

- Generous plot sizes and wide pedestrian pavement and street allows for public realm enhancement; and

- Retain the existing modest building scale and massing in the area.

Boundary treatment

- Wooden fences and vegetation should be incorporated into boundary treatments in order to retain the existing character of the area.

Heights and rooflines

- Rooflines should be hip and use flat tiles to match existing style; and

- Building heights should reflect the surrounding development (2-3 storeys) in order to retain the existing character of the area.

Plot layout

- Generally, façades must face the street and reinforce the existing building line; and

- New developments should have subtle variations to improve visual interest but follow the building line.

Parking

- Parking should be provided front-of-plot wherever possible. Permeable materials should be used to decrease risk of surface water run-off.

5.4 Mid 20th Century development

Context

Much of the centre of Welland is made up of several mid-20th century housing estates. These include a mix of semi-detached two storey houses, detached bungalows and semi-detached bungalows. Burford Green features as a strong communal, open space at the centre of this development.

Design guidance

The guidance below is applicable to the mid 20th century development areas in Welland. The rationale for this is based on the constraints and opportunities of the area as well as the earlier analysis.

Public green spaces

- Any future development should be encouraged to provide landscaped front gardens and grass verges in order to enhance the street experience in the area; and

- Connectivity to public green spaces including Burford Green and pocket parks should be enhanced where possible.

Materials and architecture

- New development should provide a sympathetic response to the scale of the existing development and be somewhat related to the existing architectural details, although contemporary takes on this architectural design may be acceptable; and

- New development should utilise the existing materials, red brick, white weatherboarding, pebble-dash render, painted in light colours which contribute to the local vernacular.

Figure 69: The Royalist pub.

Figure 70: Typical housing stock.

CA3

Constraints

- There is a lack of variety in the building typologies;

- The repetition of strong architectural features such as prominent fascia bonds on multi-house developments creates an unnecessary dominant distraction; and

- Lack of public realm animation and street vegetation can create a monotone environment at times.

Opportunities

- Retain the openness and community asset provided by Burford Green;

- Where possible introduce subtle variety into building setbacks and rooflines to avoid too much uniformity or distracting features;

- Integrate green space into the streetscape through grass verges, street trees and landscaped front gardens; and

- Propose more adventurous designs that are still in keeping with the scale and massing of the existing development.

Boundary treatment

- Vegetation typically in the form of front lawns and low level shrubs should be reflected in any form of development across the character area in order to preserve the open feel to the streetscape.

Heights and rooflines

- Building heights should refelct the surrounding development (1-2 storeys) in order to retain the low level suburban feel of the area.

Plot layout

- Generally, façades must face the street and reinforce the existing building line and preserve natural surveillance.

- Any proposed housing should be designed with a generous front garden space to retain the open feel of the character area.

Parking

- On-plot car parking should be provided and located to the side of the property where possible.

5.5 Late 20th century and early 21st century development

Context

At least half of the built area in the neighbourhood area is made up of a combination of late 20th century suburbs and more recent housing developments on the edge of the town. These are characterised by winding residential lanes and cul-de-sacs. Play areas and pocket parks have been designed into the development west of Farndon Road.

Design guidance

The guidance below is applicable to the late 20th century and early 21st century development areas in Welland. The rationale for this is based on the constraints and opportunities of the area as well as the earlier analysis.

Public green spaces

• Any future development should be encouraged to provide landscaped front gardens and grass verges in order to enhance the community feel of the area; and

• Pocket parks should be designed into any proposed development to create a well joined up green network and enhance the community feel of Welland. Footpaths should be enhanced to create a network of green infrastructure in the area.

Typology and form

• New development proposals should reflect the existing typology of the area, long rows of terraced dwellings should be avoided; and

• Typical materials including red brick and light raster should be used, as well as complementary materials to create some variety.

Figure 71: Typical dwelling stock.

Figure 72: Typical dwelling stock.

CA4

Constraints

- Lack of connectivity from the new developments to the other parts of the neighbourhood area creating a barrier between the communities that live there and those who live in other parts of the area; and

- Relatively repetitive building typology and architectural style.

Opportunities

- To integrate greens into the streetscape of new developments and create connections with the rest of the neighbourhood area;

- Sustainable building design should be prioritised where possible to help address climate change;

- Greater access to the countryside could be provided through green networks and public footpaths; and

- Sufficient on-plot and visitor parking will help ensure that the streets of new housing developments are clear of clutter.

Connections and movement

- New development proposals should have permeable layouts that are connected to the rest of Welland. In addition, cul-de-sacs should be relatively short and provide overlooked onward pedestrian links.

Heights and rooflines

- Building heights should reflect the surrounding development (2-3 storeys) in order to retain the low level suburban feel of the area.

Plot layout

- Primary building facades should generally face the street, with subtle variations to create interest in the streetscape.

Parking

- On plot car parking should be provided and located to the side of the property where possible; and

- Larger housing developments should be designed to consider visitor parking in a way that reduces on-street car parking.

5.6 Employment

Context

There are several employment zones in the east and centre of the neighbourhood area. These are characterised by large plots which host buildings that are a range of sizes as a result of their different uses. Like many industrial areas and business parks, these parts of the neighbourhood area have a less welcoming feel as they are designed for business operations.

Design guidance

The guidance below is applicable to the Employment development areas in Welland. The rationale for this is based off the constraints and opportunities of the area as well as the earlier analysis.

Public green spaces

- Any future development should be encouraged to provide amenity space for workers; and

- Where possible, links to existing footpaths should be created.

Materials and architecture

- New development should provide a sympathetic response to the scale of the existing development and be somewhat related to the existing architectural details, however contemporary takes on this architectural design can be acceptable.

CA5

Constraints

- Lack of open space for residents and workers to use;

- Poor access to the countryside despite it being very close to some of these areas; and

- The streetscape and overall public realm is very car dominated.

Opportunities

- To provide additional employment for local people; and

- To encourage the development of open spaces to allow residents and workers to have additional outdoor amenity.

Connections and movement

- Employment facilities should be designed to be accessible and easy to use for people using all reasonable modes of travel, including walking and cycling.

Parking

- Parking and service yards should be to the rear or side of employment buildings, allowing active frontages to directly address the public realm.

5.7 Non-traditional

Introduction

There is a small mobile home park to the north of some of the late 20th/early 21st century development in the west of Welland. It is located just West of Farndon Road.

Design Guidance

The guidance below is applicable to the non-traditional mobile home park in Welland. The rationale for this is based off the constraints and opportunities of the area as well as the earlier analysis.

Public green spaces

- Where possible, links to existing countryside footpaths should be created.

Materials and architecture

- New development should provide a sympathetic response to the scale of the existing development and be somewhat related to the existing architectural details, however contemporary takes on this architectural design can be acceptable.

CA6

Constraints

- Lack of connection to the rest of Welland.

- Small area constrained on its edges from much continuing development.

Opportunities

- Encourage more front garden landscaping to increase green feel throughout residential areas.

- Encourage community feeling created from small scale development in this area.

Connections and movement

- New development proposals should have permeable layouts that are linked to the rest of Welland. In addition, cul-de-sacs should be relatively short and provide onward pedestrian links.

Heights and rooflines

- New development proposals in these areas should reflect the existing typology and roofline and avoid overwhelming the small scale in this area.

Parking

- New development proposals should provide sufficient parking and vehicular access to each unit, preventing on-street parking and vehicular clutter on nearby streets, or HGV (Heavy Goods Vehicle) movements on inappropriately narrow roads.

Checklist

06

6. Checklist

1

This concluding section provides a number of questions based on established good practice against which the design proposal should be evaluated.

The checklist can be used to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has taken into account the context and provided an adequate design solution.

As a first step there are a number of ideas or principles that should be present in all proposals. These are listed under 'General design guidelines for new development'. Following these ideas and principles, a number of questions are listed for more specific topics.

General design guidelines for new development:

- Integrate with existing paths, streets, circulation networks and patterns of activity;

- Reinforce or enhance the established settlement character of streets, greens, and other spaces;

- Harmonise and enhance existing settlement in terms of physical form, architecture and land use;

- Relate well to local topography and landscape features, including prominent ridge lines and long distance views;

- Reflect, respect, and reinforce local architecture and historic distinctiveness;

- Retain and incorporate important existing features into the development;

- Respect surrounding buildings in terms of scale, height, form and massing;

- Adopt contextually appropriate materials and details;

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

1

General design guidelines for new development:

- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;

- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other;

- Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation, and reduction where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours;

- Positively integrate energy efficient technologies;

- Positively integrate green infrastructure in accordance with national design guidance to positively contribute to liveability, biodiversity and climate change resilience;

- Ensure that places are designed with management, maintenance and the upkeep of utilities in mind; and

- Seek to implement passive environmental design principles by, firstly, considering how the site layout can optimise beneficial solar gain and reduce energy demands (e.g. insulation), before specification of energy efficient building services and finally incorporate renewable energy sources

2

Street grid and layout:

- Does it favour accessibility and connectivity? If not, why?

- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?

- What are the essential characteristics of the existing street pattern; are these reflected in the proposal?

- How will the new design or extension integrate with the existing street arrangement?

- Are the new points of access appropriate in terms of patterns of movement?

- Do the points of access conform to the statutory technical requirements?

3

Open environmental areas, views & character:

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?

- Does the proposal maintain or enhance any identified views or views in general?

- How does the proposal affect the trees on or adjacent to the site?

- Can trees be used to provide natural shading from unwanted solar gain? i.e. deciduous trees can limit solar gains in summer, while maximising them in winter.

- Has the proposal been considered within its wider physical context?

- Has the impact on the landscape quality of the area been taken into account?

- In rural locations, has the impact of the development on the tranquillity of the area been fully considered?

- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?

- Can any new views be created?

- Is there adequate amenity space for the development?

- Does the new development respect and enhance existing amenity space?

- Have opportunities for enhancing existing amenity spaces been explored?

- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?

- Is there opportunity to increase the local area biodiversity?

4

Gateway and access features:

- What is the arrival point, how is it designed?

- Does the proposal maintain or enhance the existing gaps between settlements?

- Does the proposal affect or change the setting of a listed building or listed landscape?

- Is the landscaping to be hard or soft?

5

Buildings layout and grouping:

- What is the typical built pattern of buildings?

- How have the existing groupings been reflected in the proposal?

- Are proposed groups of buildings offering variety and texture to the townscape?

5

Buildings layout and grouping:

- What effect would the proposal have on the streetscape?

- Does the proposal maintain the character of dwelling clusters stemming from the main road?

- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

- Subject to topography and the clustering of existing buildings, are new buildings oriented to incorporate passive solar design principles, with, for example, one of the main glazed elevations within 30° due south, whilst also minimising overheating risk?

6

Building line and boundary treatment:

- What are the characteristics of the building line?

- How has the building line been respected in the proposals?

- Has the appropriateness of the boundary treatments been considered in the context of the site?

7

Building heights and roofline:

- What are the characteristics of the roofline?

- Have the proposals paid careful attention to height, form, massing and scale?

- If a higher than average building(s) is proposed, what would be the reason for making the development higher?

- Will the roof structure be capable of supporting a photovoltaic or solar thermal array either now, or in the future?

- Will the inclusion of roof mounted renewable technologies be an issue from a visual or planning perspective? If so, can they be screened from view, being careful not to cause over shading?

8

Household extensions:

- Does the proposed design respect the character of the area and the immediate neighbourhood, and does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing?

- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?

- Do the proposed materials match those of the existing dwelling?

- In case of side extensions, does it retain important gaps within the street scene and avoid a 'terracing effect'?

- Are there any proposed dormer roof extensions set within the roof slope?

- Does the proposed extension respond to the existing pattern of window and door openings?

- Is the side extension set back from the front of the house?

- Can any materials be reused in-situ to reduce waste and embodied carbon?

9

Building materials & surface treatment:

- What is the distinctive material in the area?

- Does the proposed material harmonise with the local materials?

- Does the proposal use high quality materials?

- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?

- Does the new proposed materials respect or enhance the existing area or adversely change its character?

- Are recycled materials, or those with high recycled content proposed?

- Has the embodied carbon of the materials been considered and are there options which can reduce the embodied carbon of the design? For example, wood structures and concrete alternatives.

10

Car parking:

- What parking solutions have been considered?

- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?

- Has planting been considered to soften the presence of cars?

- Does the proposed car parking compromise the amenity of adjoining properties?

- Have the needs of wheelchair users been considered?

- Can electric vehicle charging points be provided?

- Can secure cycle storage be provided at an individual building level or through a central/ communal facility where appropriate?

- If covered car ports or cycle storage is included, can it incorporate roof mounted photovoltaic panels or a biodiverse roof in its design?