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# Contents

Section 1: About this document Purpose of this document Structure The study area	1 2 3
Section 2: Village character About this section Relationship with the landscape Views onto and from the Cliff Existing built up area Settlement Pattern Change over time Evolution of the village Dwelling types Orientation and solar gain Common design and detailing Green Lanes Key findings and recommendations	7 9 11 13 15 19 21 23 25 27 29
Section 3: Character appraisal About this section Streets and spaces Vicarage Road North Lane / Church Road Templefield Road / Middle Street Templefield Road / Hollowgate Hill Long Lane / Hollowgate Hill	33 35 37 39 41 43 45
Part 5: Appendices Appendix I: General design principles Appendix II: Manual for Streets Appendix III: Building for Life 12 Appendix Iv: Glossary of terms	49 59 61 63

# About this document

#### The purpose of this document

This document has been produced to support the spatial strategy and design policies in the Willoughton Neighbourhood Development Plan. It should be read in conjunction with the Plan document, along with the documents outlined in the appendices.

The intention of this document is to enable design teams to make their proposals specific to Willoughton, and to help avoid some of the common pitfalls associated with new development. The guidance within this document is not exhaustive, and we encourage design teams to undertake further studies should they wish to develop schemes within the village.

The distinctive landscape in the Plan area is a key defining characteristic that strongly informs the sense of place that people have when visiting the area. How this landscape informs the character of the settlements is set out in this document.

It also provides guidance as to how to manage change in the village, including how the existing built form and green spaces can inform new development should it come forward.

Finally, an appendices is included that sets out general design guidance that reflects best practice and national policy, with key principles that all development should follow established.



#### Structure

The document is set out in the following sections:

**Section 1** sets out how to use the document, introduces the Plan area and explains the rationale behind the information contained within this Guide.

**Section 2** explores the form of the settlement as a whole, looking at the way landscape influences its morphology, how it is set out, how it has changed over time, and design details that are common throughout the village.

**Section 3** looks at the character of the village, examining the aspects that make up its character and identity. This analysis is then translated into useful principles for future development, suggesting ways in which designers can ensure their proposals support rather than erode local distinctiveness.

**Section 4** provides appendices, setting out suggested further reading and providing a glossary of useful terms and definitions. It also includes general design principles. It looks at nationally accepted place making design best practice, and established design approaches that should apply to all places, with some Plan area-wide recommendations. It also demonstrates how design is embedded in national policy and guidance, giving weight to the need to secure high quality design through the planning process.

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# Village character

#### About this section

This section of the study aims to understand how the general character and identity of the village is formed. To do this, we examine how the village relates to its' landscape setting, how the extent of the built up area can be defined, and what pattern the village has formed. We then examine how the village has changed over time, and chart the evolution of the built environment of Willoughton.

We map the type and distribution of dwellings throughout the village, and then examine how dwellings sit in relation to passive solar gain. Finally, we examine village-wide design elements, common materials, and detailing.

This section is arranged as follows:

- Relationship with the landscape.
- Views onto and from the Cliff
- Existing built up area.
- Settlement pattern.
- Change over time.
- Evolution of the village.
- Dwelling types.
- Orientation and solar gain.
- Common design and detailing.
- Green lanes.



#### Relationship with the landscape

Willoughton is one of a number of villages that sit along a landscape escarpment known as The Cliff. The location and morphology of places such as Hemswell, Blyborough, Grayingham and Harpswell all relate to this landscape feature and the spring line along the western slope. The existence of a spring line along The Cliff enabled people to settle here, near to the essential fresh water needed for supporting communities. The Cliff is a relatively straight scarp slope, running north-south through the area. It is predominantly limestone or limestone-capped, and is generally covered is pastures or arable land, with hedgerow boundaries. The spring line villages occupy the base of the slope and resist encroachment onto the higher ground. Due to the spring, many small ponds, lakes and other water features are common. Willoughton and the other villages sit at the boundary of The Cliff landscape character area and the Till Vale, which presents an open, flat expanse of countryside to the west.

The wider landscape helps to give Willoughton a distinctive character, with views up onto The Cliff to the east available along many of the streets within the village. Many of the spring line villages use limestone for churches, boundary walls and other historic buildings, which relates them strongly to the local landscape through their building materials. From the top of the scarp, long views over the top of Willoughton to the west can be enjoyed, and this is a key aspect of the character of the village. It sits off the slopes, away from the ridge, and its shape and location has a strong landscape rationale.

Along with the building materials, the trees and hedgerows in the landscape are an important aspect, as a key characteristic of the spring line villages is the way they integrate landscape into the village cores. Many of the plot lines relate to the historic field patterns, and alterations of the plot and field boundaries is generally discouraged due their importance in relating the morphology of the village to the landscape. The West Lindsey Landscape Character Appriasal (1999) has this to say on how to manage new development within the landscape for the spring line villages:

"There is relatively little scope for new development in these historic and sensitive villages; only small-scale development of individual sites and the conversion of existing buildings will be appropriate. The 'Cliff' villages have a secluded landscape setting, surrounded by pasture and trees; new development should not encroach on the existing small pastures on the fringes of the village and should be associated with new tree planting designed to complement the existing diverse pattern of trees. New development and tree planting should be carefully sited and designed to avoid compromising the views associated with the designed historic parkland landscapes which are characteristic of many of these villages. There is a risk that further development on the 'Cliff' villages may lead to coalescence and loss of identity."



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#### Views onto and from the Cliff

A key characteristic of Willoughton is it's visual relationship with its' landscape. There is a feeling of being contained within the landscape when in the village, with the Cliff visible either glimpsed between buildings or along streets that run east-west. In some places, such as near the church or on the southern approach to the village, the Cliff forms a visible backdrop to the built form of the village.

This is an important design feature that helps give the village it's character, and care should be taken not to 'end-stop' views on the Cliff from within the village. New buildings should be carefully placed so as to avoid breaking the visual connection between the landscape and village.



Left: The view along the Cliff with the lowland visible in the distance.



The Manor, sitting atop the ridge with commanding views across the village.



You feel contained in the landscape when in the playing area on Middle Street



Glimpsed views between buildings are a key feature of the village.



#### Existing built up area

The urbansised area of Willoughton is small, compact and shows a strong relationship between the placement of buildings and the provision of streets and lanes. The village has grown along the streets that connect it to the wider area; Templefield Road to the south, and Vicarage Road to the north. This is also true to a lesser extent along Northfield Lane heading west. Some development has occurred leading up Hollowgate Hill and Long Lane, both of which head east up the slope of The Cliff.

Right: The settlement boundary of Willoughton, as prepared in consultation with the community.

The transition between urbanised core and the open countryside beyond is, in most cases, soft and green, with back gardens with hedgerow boundaries helping to manage this. Many plot boundaries - especially to the sides and rear of the plot - include large trees within the hedgerows, further softening Willoughton's appearance within the landscape and giving the existing built up area a rural look and feel.





Left: Nucleated and compact village core.

Linear development along Vicarage Road.

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#### Settlement pattern

Historic Willoughton is a predominately nucleated settlement and its shape has a strong relationship with the underlying topography of the area. The main streets within the village, such as Templefield Road and Middle Street, run along the local ridge lines, parallel to The Cliff. Where streets run against the topography, they do so perpendicular to the slope. Church Street, Hollowgate Hill and Long Lane all run directly up the slope towards the ridge line, allowing for long and uninterrupted views to the high ground. These views and the way streets allow for them is an important characteristic of the village, giving it a rural feel with visual likes to the wider countryside.

Right: A 'figure ground' of Willoughton, showing buildings, topography and the settlement boundary.

The settlement pattern is essentially compact, with development clustered around the key junctions such as where Templefield Road meets with Hollowgate Hill or where Church Street, Northfield Lane and Vicarage Road converge near to the war memorial. Some linear development has occurred in the village, especially along Vicarage Road heading north towards Blyborough, but this is unusual and can be seen as a break from the historic and characteristic pattern. Note how the development here is very noticeable on the plan (opposite).

Beyond the main streets are small lanes that run along local ridges, which generates a distinctive relationship between the orientation of the streets and the local landforms. This relationship also allows for the formation of a deformed grid of interconnecting streets. Dead ends are uncommon in Willoughton, and this is an important lesson should future development require the formation of new streets and lanes.

The figure ground diagram (right) shows that most streets are well 'constituted' by buildings, with the lines of the streets discernible from how the buildings define their edges. This is an important lesson for new development should it occur; buildings having a discernible relationship with their street is a key feature of the village. However, the relationship between the buildings and streets in detail is complex, with many buildings not fronting onto streets in the traditional manner. This aspect is explored in more detail later in this section.

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# Change over time

Willoughton is an old settlement, with estates in the village dating back to the 1300's. The church dates from around 1790 but itself is a replacement for an earlier church that was lost. Most of the village was built for workers to support the manor and farmland of the area, the vestiges of which can still be seen today; the distinctive red front doors to many of the properties denote dwellings still in the ownership of the farm and manor. The uniformity of the building style and detailing across the village is due to how the village arose, though a single developer and over a relatively short period of time.

The following sequence of plans show how Willoughton has grown over time, where new development has occurred and how the shape of the settlement has evolved as new buildings have been added to the village.



Left: Housing in Willoughton showing the distinctive combination of limestone walls and boundaries, red clay pantile roofs and red painted front doors.

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#### Evolution of the village

When tracking the evolution of Willoughton over time, a pattern starts to emerge; most of the development has occurred within the historic confines of the original village. Many of the newer buildings in the village are either replacements of previous ones or infill development, occurring through plot sub-division.

Some of the recent additions to the village do not adhere to this approach. Some newer dwellings form the distinct spur to the north, where the village form becomes more linear along Vicarage Road. This is a noticeable break from the close, densely nucleated core of the village and is out of character in terms of growth patterns.

This pattern of densification and infill gives important clues as to how to manage any future growth in the village. New development should, where possible, be contained within the existing village curtilage. Past linear development has damaged the urban morphology of the village, and introduced alterations to the settlement pattern that are not in keeping with villages of this nature. Spring line villages have tight, nucleated patterns and this forms an essential part of their character.

Note: The plan opposite shows where new development was added to the village within a particular time period. However, some of these buildings have been replaced on the same plot, making the buildings themselves newer than shown here.







Left: Buildings progress in style, becoming more ornate but retaining local materials.

The later additions to the village break with the character, using generic forms and detailing.





1950



from 1950



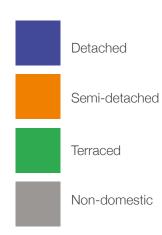
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### Dwelling types

The type and distribution of dwellings within Willoughton is another key element to the character of the village. Many of the buildings within Willoughton are detached, sitting in large plots that often feature outbuildings. Semi-detached dwellings typify development from around the 1950's, with replacement buildings in the village core subdividing plots to add more homes, or with linear development running to the north using this type.

A small number of terraces are present within the village, and these tend to be short - around three or four homes - and are mainly clustered around the village core.

Should new development occur within Willoughton, densification and backland development is arguably the most appropriate approach. Modern terraces and semi-detached units should be avoided, and instead the design should echo the proportions of the existing terraces, which tend to use wide-frontage units and low eves heights.







Left: Semi-detached dwellings, possibly added through subdivision.

Detached properties commonplace from all eras.

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#### Orientation and solar gain

A key defining feature of Willoughton is the way buildings occupy their plots. Many buildings use side-of-plot gardens, and present their building faces to internal courtyards rather than directly addressing the street (see photos, overleaf). This is almost certainly due to buildings being oriented to maximise passive solar gain.

Passive solar gain is process by which buildings use the sun's energy to heat or cool their internal spaces. Historically, a major cost of home ownership would have been the heating of buildings, and so specific designs were developed that harvest as much of the suns energy as is possible to reduce the need for extra heating. Typically, you find the following approaches to enable this:

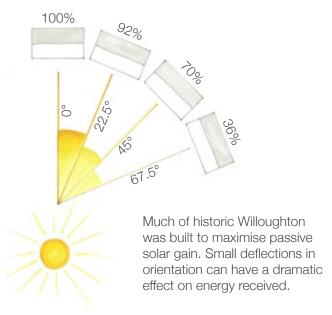
- For north-south streets, buildings use a deep plan and a narrow frontage, so that the room to the east gets some morning sun, and the room to the west catches the evening sun.
- For east-west streets, buildings use a shallow plan and a wide frontage, so that the longest edge of the building is always oriented to take advantage of solar heating.

Modern methods of construction and new heating technology have meant that, for several decades now, such careful attention to detail has not been necessary. Instead, building types are often deployed that do not respond to orientation, and this gives rise to the very uniform arrangement of plots you often find in newer development.

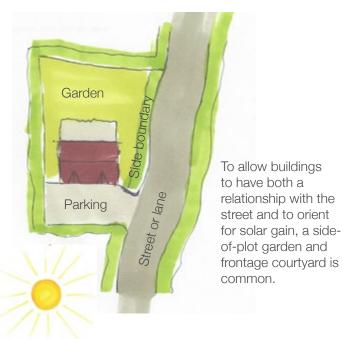
In Willoughton, many of the buildings are shallow plan, with a wide frontage that takes advantage of solar gain. This gives rise to a distinctive pattern of building and plot relationships, and any new development should seek to emulate this as it helps to generate the character of the settlement.



#### Building faces vs solar gain:



#### Common plot type:











# Common design and detailing

There are several design elements that combine to give Willoughton its' character and identity. We have already discussed the way the village relates to its landscape setting, and how buildings sit within their plots.

At the more detailed level, the way boundaries are formed, the materials used and certain forms are commonalities within the village, helping to establish an overarching character to Willoughton.

The streets tend to be rural and informal in composition, with only the main streets having formalised footpaths, often only to one side. More common are green verges, with many of the back lanes having significant verges to their edges. The surface treatments are simple and uncluttered, with few if any lines or marking.

For boundaries, it is common to find either rubblestone walls in limestone, red brick, or hedgerows with trees planted within them. These can range in height, but many of the green boundaries are tall and full. The walls tend to be around 1m in height.

Building forms vary considerably, but most use pitched roofs with a pitch of between 30° and 45°. Dormer type houses are common, giving an overall height of around 1.5 stories with accommodation in the roof space. Quoins and window surrounds in contrasting materials do feature, but are not always used. Most buildings have chimneys placed at the gable end of the roof with the stack integral to the end wall or centrally.

Limestone rubble walls, with blocks laid flat in courses are common, and these courses run to the corners and window surrounds of many dwellings. Red pantile is the predominant roofing material, although some newer properties have slate or concrete formed roof tiles. The pantile shape is a distinctive 'fenland', with an asymmetric single ridge and lip.

The colour palette is restrained, with white window frames, mainly red front doors and only very occasional render buildings.



Dormer windows allowing accommodation in the roof space.



Rural lanes, with no foot paths and soft verges to the street edge.



Some hedges to the street, often high and thick.





Red pantile roofs and red front doors.

#### Green Lanes

A key characteristic of the village is its green lanes. These have soft verges to the sides of the street, often wide and green, backed at the plot boundary by either low walls or hedges.

These can be found Church Street, Long Lane, on the lane running to the rear of Northfield Lane adjoining to Templefield Road, and elements can be found on the approaches to the village, especially to the south.

Some of these verges are narrow - around 1m - but other extend for several meters and add generosity and spaciousness to the streets. The informal nature of these lanes is one of their key aspects, with no kurb upstand, minimal street markings and no lighting. This street type is a useful precedent for adding low-key, minor routes within the village that help it to maintain a rural look and feel.



Rural lanes, with no foot paths and soft verges to the street edge. These are a key character-forming element of the minor streets in Willoughton, helping to bring the look and feel of the countryside into the village core.

New minor streets should use a similar approach, avoiding overly formal design approaches, footpaths or hard edges.

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#### Key findings and recommendations

How Willoughton relates to its wider landscape setting is key to understanding its character and identity. It is one of a number of Cliff 'spring line' villages, which have a distinctive relationship with the landforms. Willoughton is placed on the Cliff slope, away from the ridge line. The pastures and trees within the village are important landscape character elements, giving the overall village its rural look and feel. Views into and across the landscape are an important part of the character of Willoughton, and should be maintained and enhanced.

The built up area has a strong relationship with the landscape, with **the village nucleated around a core of interconnecting streets**. Where new development in a linear form has been introduced, this has weakened the character of the village. New development should be **confined to within the existing urbanised area** and development lining the streets **leading from the village into the countryside should be resisted.** Views from and onto the Cliff need careful management, and new development should be arranged in a way that helps **maintain visual connectivity between the village and landscape beyond.** 

Willoughton has a distinctive pattern of development over time, with **plot subdivision** and backland development more common than linearisation along main streets. This helps keep the village compact and walkable, and is a good precedent for adding new development should it be needed. **Infill development is recommended** rather than new estates, and these should be carefully placed so as **not to compromise views** and erode **the rural look and feel of the lanes and streets.** 

Most of the buildings within the village are **detached or semi-detached**, with only a **modest number of terraces**. There is only a modest pattern of distribution, so any new development should **avoid overly concentrating one type of building** in any one area. Buildings sit on their plots in a way that **relates to orientation to solar gain**, and this gives the **roofscape and plot distribution a characteristic that help define Willoughton**. New development should be mindful of this factor, and plots and buildings should be **oriented to help maximise passive solar gain**.

Finally, a narrow range of materials, building detailing and boundary treatments help to give the village an overarching character. Limestone helps to give the character of the built form a relationship with the underlying landscape. Brick is less common, especially for the boundaries, but does feature on quoins and banding as well as on some later dwellings. Render is uncommon and where it is used, it appears out of character. Boundaries are hedges or walls, and mature garden trees are a key part of the village experience. Lanes with green boundaries or streets with soft verges are also important, and provide a useful precedent should designers look to add new streets to the village.



# Character appraisal

# About this section

This section of the study aims to understand how the various elements that make up settlements combine to form a built environment of different characters. Much is made of the value of settlement character and identity, and a criticism often levelled at new development is that it lacks a distinctive character and does not speak 'of its place', instead looking much like anywhere else. Character and identity informs our experience of different places and helps us to differentiate one from another. The various elements that make up this image of a place are often shared between settlements, but with subtle but important variation. Variation within a settlement helps us to understand how a place is put together, which parts might be of interest for social and economic activities, which for more private living etc and affects the quality of experience when moving between each.

As previously discussed, at the larger scale, settlement character is informed primarily by the landform and the landscape setting in which it sits. Topography, watercourse and other natural elements help define the shape of the settlements, and how settlements interact with these elements is a key 'first step' in developing a distinctive character. How lines of movement relate to underlaying natural features is the next 'morphological layer' that defines character. How streets, lanes and linear green elements work with or against the landform changes between places and can generate distinctiveness.

Commonalities in design between places exist at all levels, with shared spatial and detailing relationships giving a feeling of familiarity and 'readability' even for new places. At the scale of plots and buildings this is especially true, but boundary detailing, materials, architectural styles and 'special' spaces all combine to distinguish one place from another, or more commonly, one region of the country from another. Local materials and detailing are especially important in this regard, with vernacular elements usually defined by locally sourced building materials and design flourishes at the building level.

The areas within village have features which distinguish them from one another and the aim of this section is to distil those to enable new development to maintain and enhance the feeling of character. To do this, each of the streets is analysed to break down its character-forming elements, so that new development can draw inspiration from local types and forms to embed the character of Willoughton into their design approach.

The analysis in this document has been prepared as a result of consultation with the Steering Group, and is set out to cover the following:

- Vicarage Road
- North Lane / Church Street
- Templefield Road / Middle Street
- Templefield Road / Hollowgate Hill
- Long Lane / Hollowgate Hill



# Streets and spaces

In order to understand and explain the townscape character of Willoughton, a street-by-street analysis has been undertaken. In all, 5 study areas have been identified. Where possible, these have been drawn so as to include whole streets or spaces and their edges.

Inevitably, there is some overlap between the character of one area and another, and although every effort has been made to define areas in a way that establishes difference, designers and developers should look to the complete analysis rather than focusing on just one street or space when considering how to bring forward new design.



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Street role and form.	Global integration, with connecting power between the village and other places and spaces beyond the extend of the settlement. Sight lines are very long at around 300m.
Plot range	Narrow and uniform, generally regular but with some wider plots on corners; more uniform between these. Generally within the range of 8-12m and with 30m gardens. Wider plot variation can be found as you approach the village core.
Building to plot ratio	Usually high, typically 70-80%, some semi-detached and some detached units. For older dwellings, much lower ratios are apparent.
Building set back	Generally uniform at 6m, but with some pockets further back at around 10m. Buildings tend to be clustered, so that set backs are uniform across neighbours.
Roof scape	Mainly open gables with the ridge running parallel to the street. Hipped roofs on some dwellings. Roofing materials are concrete tiles, some slate and some red pantile nearer the village core Most properties have chimneys placed on the flank wall elevations.
Parking	All on-plot, mainly placed side-of-plot. Some on-plot to dwelling fronts. Garages placed to the side, or deep within the rear of gardens in some cases.
Landscape and boundaries	Front boundaries consist of mature hedges, many of which are clipped monoculture. There are also low walls in some instances. Garden trees add extra greenery to the street, and the view looking along the street is very green.
Scale and massing	Mainly two storey, with some bungalows. Some porches, although no uniform approach to scale and massing. All buildings are of a domestic scale.

### Lessons

The scale of the plots and way buildings sit on them help to establish this street as an important movement corridor for the whole village. Buildings sit set back from a clearly defined boundary, in generous plots with ample on-plot space for parking. The larger front gardens allow for bigger tree specimens, and these help define the street edge and reduce the appearance of built form. New development should seek to replicate the overall scale and approach when looking to provide new streets with a high movement function. However, some of the styles used are generic, and the plots do not respond to orientation.



# Northfield Lane / Church Street

Northfield Lane and Church Road form the main east-west route through the village, taking in the school, parts of the village core and the main approach from the west, plus the historic church and grounds to the east. Long views onto the Cliff can be found on Church Road. The look and feel of these streets is very different from the approaches from the north and south, with a more rural treatment and a character more reflective of historic Willoughton. Here, you can find some replacement buildings, rebuilt on the existing plots.



# Materials



Some replacement buildings using brown brick with rubble stone plinth.





Some brick frontages with stone return frontages.



Red pantiles common on most buildings, regardless of era.



Limestone walls and hedges to boundaries.



Rubble stone walls in limestone denote the older buildings in this sequence of spaces.



Dormer roofs, white window frames and vertically emphasised windows for most properties.

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Street role and form.	Connections to the west for pedestrians, but not to the east. The look and feel is
West Lindsey West Lindsey West Lindsey West Lindsey	of a village lane, rural and informal. Soft verges, shorter sight lines and a footpath
West Lindsey West Lindsey West Lindsey Plot range	Wide range, lots of informality, although in some instances narrower plots are
West Lindsey West Lindsey West Lindsey	clustered, giving rise to distinct pockets of similar building types. Idsey West Lindsey
Wes Building to plot ratio dsey (West Lin	High, typically 80-100%, some semi-detached and some detached units. Some
West Lindsey West Lindsey West Lindsey	short terraces in this area, although rarer in other parts of the village. West Lindsey
West Building set back indsey West Lin	A range, with some hard up against the front plot boundary and some set deeper within the plot. Small front gardens not uncommon.
West Lindsey West	Some dormer properties, but most roofs simple in form and pitched at around 30°.  Roofing materials are generally red pantiles. Lindsey West Lindsey West Lindsey
West Parkingy (West Lindsey (West Lindsey)	Varied, with some on-street parking necessary. Larger properties have on-plot Lindsey
West Lindsey (West Lindsey (West Lindsey)	parking to the side or garages deep within the plot.
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Landscape and boundaries	Front boundaries consist of a mix of rubble stone walls, some with greenery behind. Low hedges can also be found.
Landscape and boundaries	Front boundaries consist of a mix of rubble stone walls, some with greenery behind. Low hedges can also be found.  1.5 to 2 storey, with some accommodation in the roof space. Wide-fronted
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West Lindsey (West Lindsey Willoughton Character Appraisal Templefield Road Vest Lindsev Middle & Streetst Lindsey (West Lindsey Templefield Road and Middle Street form the core of the Wesvillage, taking in the space near to the war memorial. This area has a loose grain of plots and buildings, feeling rural and fragmented. Many of the buildings appear as individual items rather than being part of clusters or collections. The streets have large soft verges and mature trees. Several of the plots are open to the street, allowing the garden spaces West Lindsey West Lindsey to feel part of the public space. West Lindsey West Lindsey WesMaterials Details Open plots allow for long views. Trees Red clay pantiles are more within gardens green the street. Street. commonplace here, with limestone walls in rubblestone used extensively. Low walls with gardens visible beyond Incidental spaces and green verges Wes typify the areaest Lindsey (West Lindsey help make the area feel open in places. Hedges behind the hard boundaries New-build property making good use WestLine of local materials and design detailing, help to create areas of tighter but the scale and massing of this enclosure, and make the area feel lush, example is too bulky. green and rural. WestIndsev



Street role and form.	Global integrator, with connecting power to the rest of the wider area. Medium sight lines at around 150m. Verges here soften the street scene. Low walls to plots make many parts of this street feel open and expansive. Large trees give this area an established feel.
Plot range	Wide, with a large degree of variation in width and depth. The arrangement is fragmented, with gardens often appearing open to the street.
Building to plot ratio	Generally low, with as little as 30% in places, although some properties cover around 80% of the plot width.
Building set back	High, and with a high degree of variation. Many buildings sit facing into the the plot, side-on to the street within large landscaped side gardens.
Roof scape	Generally simple, with ridges arranged perpendicular to the street, presenting gable ends to public route.
Parking	Some on-plot, mainly placed side-of-plot. Some on-plot to dwelling fronts. Some garages within the plots, either deep within the garden or to the side of the main dwelling. On-street parking for the back lanes.
Landscape and boundaries	Front boundaries consist of low rubble stone walls or hedges, with the overall impression being of an open expanse of green. Large trees within the plot help to green the street.
Scale and massing	Mainly two storey, but some 1.5 storey buildings with accommodation in the roofscape. Generally wide fronted buildings with a shallow plan, oriented for solar gain.

## Lessons

The central streets of the village are the most character-forming of Willoughton, displaying the architectural detailing and plot distribution that helps make it a distinctive place. The way plots appear open to the street in places makes it feel open and green, and allows the smallish spaces around the war memorial etc to feel generous. The buildings generally exhibit a strong relationship to solar alignment. A reasonably successful new-build infill on Middle Street can be found, but the detailing lets it down slightly. New development should seek to emulate the less bulky, more demure forms in this area.



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Street role and form.	Templefield Road connects to the south, and Hollowgate Hill connects to Middle Street on the ridgeline of the Cliff to the west. The streets are wide, with generous verges and a green and rural feel.
Plot range	There is a wide range of plots, with some clusters of terraces in places, but most are generous and allow for good gardens to the side and rear.
Building to plot ratio	Very varied, but generally medium with buildings occupying less than 80% of the plot width.
Building set back	High on Templefield Road, with generous setback. Tightens up on Hollowgate Hill, with many buildings sitting hard against the plot edge to the back of the footpath.
Roof scape	Generally ridge lines arranged perpendicular to the street, exclusively in red pantile.
Parking	On-plot within small courtyards, or front of plot in drives. Some on-street for terraces.
Landscape and boundaries	A mix of hedges and garden trees to Templefield Road or buildings hard to the boundary on Hollowgate Hill. Some low walls in limestone.
Scale and massing	1.5 to 2 stories, with some deep roofs with accommodation within the roof scape. Usually wide-frontage buildings.

### Lessons

This part of the village demonstrates the transitions from the village approaches to the village core though becoming more dense towards the centre of Willoughton. The buildings on the approach are largely sympathetically detailed, even if they are modern in design. The greenery visible from the street helps to maintain the rural character of the area, even in the more built up parts. There is considerable backland development in this area, which could be a good way of adding new development to the village without impacting on the look and feel of its main streets and lanes.



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Street role and form.	Back lanes and one main street. The lanes are narrow and hedgelined with no foot paths. The main street has soft verges and is gently sinuous.
Plot range	Wide range, but related to buildings typology; horizontally emphasised buildings on large plots, domestic buildings on more regular plots.
Building to plot ratio	Very varied, but generally low, with openings between the buildings part of the visual character.
Building set back	Generally low, with many buildings sitting hard against the plot line. Out buildings set deep within the plot.
Roof scape	Generally simple roof forms with slate or concrete tile. Chimneys present. Complex roofs uncommon. Gables arranged to street in some places.
Parking	On plot within the front gardens, or to the sides of properties. Garages to the side or in gardens also present.
Landscape and boundaries	Verges to the street edge, generally hedges or low stone walls with hedges behind. Garden trees green the street.
Scale and massing	1.5 to 2 stories, with non-domestic forms commonplace. Horizontal emphasis for many outbuildings.

## Lessons

This part of the village has a distinctive character, with many of the forms and materials more reflective of rural industry than of the village core. There is scope for this to inform any new development in this area, with lower storey heights and horizontal emphasis all useful guides to detailing new buildings. Narrow lanes that are green and boundaries that look and feel rural are important aspects to be emulated.





# Appendices

# Appendix I: The importance of good design

Although the primary purpose of this document is to examine the character and identity of Willoughton Village, it is important that any new development, should it occur, addresses every aspect of design best practice.

Good design is about more than just aesthetics; well-designed places let people have better lives by making places safe, easy to move through, economically and socially vibrant, and robust against climate change. Although this document focuses primarily on landscape in terms of how it informs local distinctiveness, all elements of good design best practice should be considered together.

Design has a role to play in all aspects of how a place functions; it influences the movement economy (the economic activities that rely on footfall and passing trade), the level of walking and cycling, the way in which people can meet and socialise, where people can take recreation and leisure activities and the levels of crime within any given area.

How a neighbourhood is connected to its surroundings is an extremely important factor when determining the likelihood of residents from that area walking and cycling. Research has shown that poorly connected neighbourhoods have far lower walking and cycling trips than those that integrate well with local shops and other facilities, which in turn leads to more traffic, poorer air quality and higher health problems for people living there.

Designs that incorporate natural and existing site features into their layout help retain character and identity as well as helping to maintain ecology and biodiversity. If managed well and 'designed in', flood prevention measures can be of real amenity value to local people and a habitat for wildlife.

Buildings that do not properly manage public and private space offer poorer quality living environments for residents, and cannot provide the levels of overlooking needed to make public spaces safe to use. Public spaces which are not overlooked are often sites of antisocial behaviour and are not usable for play and leisure.

However, well designed open space increases people's levels of exercise and gives people spaces to meet and socialise. Embedding character into new development helps an area as a whole be more recognisable, and helps to maintain links to a place's history.

Getting things wrong is extremely costly, as many design mistakes last a very long time, having impacts that extend for decades and which can be expensive to rectify. That is why it is critical to embed good design from the outset and to make sure that all new development follows urban design best practice.



Good quality design is an integral part of sustainable development. The National Planning Policy Framework recognises that design quality matters and that planning should drive up standards across all forms of development. As a core planning principle, plan-makers and decision takers should always seek to secure high quality design."

Source: PPG: Design (2015)

A system of open and green spaces that respect natural features and are easily accessible can be a valuable local resource and helps create successful places. A high quality landscape, including trees and semi-natural habitats where appropriate, makes an important contribution to the quality of an area.

Source: PPG: Design (2015)

"

# Working with the site

Working with what you have on site enables new developments to make the most of their setting, embedding existing landscape and other natural features into the design in a way that helps maintain links to the history of the area whilst retaining the character of the site.

New development in the Plan area should seek to work with the landscape, retaining important trees and other ecological features and using the topography to influence the alignment of streets.

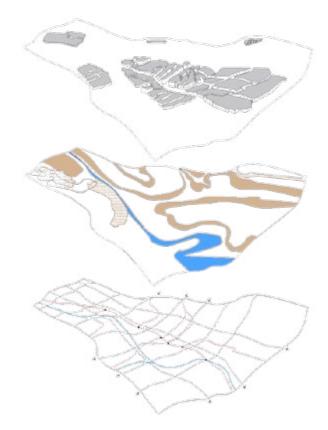
Existing trees and vegetation should, where practical, be retained in such a way as to add visual amenity and ecological value to the development. Existing trees and hedges can give new development a mature look and feel, and this adds value. However, difficult to maintain or manage greenery should be avoided, as this has the potential to cause problems in the future.

Surface water should be managed in a way that enhances the public realm and provides habitat for wildlife. Sustainable Urban Drainage (SUDs) have the potential to add extra character and amenity to developments but must be considered at the outset along with the design of streets and other spaces rather than retrofitted as an add-on.



Right: Landform and watercourses influencing route structure and developable land.

(Source: Sue McGlynn)



Images: Existing trees and water being used to generate place character and identity.





# Connecting to the neighbourhood

Movement is the lifeblood of settlements; places with well-integrated movement systems have been shown to be economically and socially vibrant, safe and energy efficient. New development in the Plan area should not shy away from making strong links with the local neighbourhood, nor should it seek to create insular and overly private enclaves within existing neighbourhoods (see **Glossary** for more information, especially 'Radburn' and 'nested hierarchy').

Instead, new development should make as many links with the surrounding street mesh as possible, but only where those links can be well overlooked, direct and legible. Routes that are poorly overlooked, that run adjacent to private gardens or between back fences, or that are unnecessarily indirect should be avoided.

Streets should be designed in a way that offers more than just a movement corridor for cars; they should be pedestrian and cycle friendly, have space for parking, and should slow traffic through their design rather than through retrofitted calming measures.

Internally, where possible new streets should form a grid, with as many streets offering through movement as possible. Where this is not practical, dead ends should be short and should not be connected by blind alleys. Streets should vary in character, with their role in either local or wider movement evident from their design.

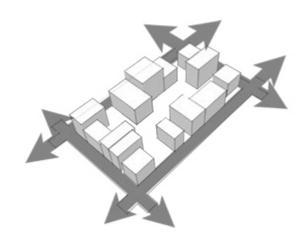
All streets should be simple and uncluttered, with decent lines of sight, low speeds and space for trees. Over-engineered junction radii should be avoided, and all streets should be designed using Manual for Streets principles (see **Appendix 1**).



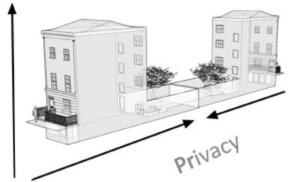
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# Privacy



# Clockwise top left:

Active building fronts provide overlooking to the street, making it safer.

Buildings arranged in a perimeter block, with public streets and spaces to the front, and private gardens to the rear.

Perimeter blocks set up a 'privacy gradient', enabling active frontages whilst keeping gardens and rooms within a building private.

The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Source: National Planning Policy FrameWork (2012)

# Good design checklist

Below is a simple checklist to help designers when thinking about how to bring a site forward. It may also be helpful for other stakeholders looking at a development proposal, prompting examination of the design elements that are often left until too late in the design process or overlooked all together. A more comprehensive checklist can be found in Building for Life 12 (see Appendix 2).









Are there existing site features of note? Can these be integrated into the development to add character and preserve site identity?

How can new routes into and out of the development help link with existing areas and make finding your way around easy? How should they cross the site?

Where should vehicles come into and out of the development?

Are there any traffic issues to manage?

Where should pedestrians access the site?

Are there any existing rights of way to consider?







Are streets designed to be pedestrian friendly so as to encourage walking?

Are vehicle speeds low and are there places to meet and socialise?

What are the needs of cyclists in the area and how have you accommodated these?

Is there enough parking for bikes?

Are buildings and spaces designed to be safe? Do buildings face the street and are their gardens secure? Are public spaces well overlooked and do they have a clear collected? use?

How are bins and recycling to be dealt with?

Where are bins stored? Can people put bins away after waste has been







Avoid lining the street directly if solar gain suggests a better orientation.





Overly enclosing gardens can reduce the role of private landscape in adding to the rural feel of the village.





Where brick is used, it should reference local hues and finishes.





Render should be avoided, and instead local materials should be used.

# Appendix II: Manual for Streets

Manual for Streets (MfS) replaces Design Bulletin 32, first published in 1977, and its companion guide Places, Streets and Movement.

It puts well-designed residential streets at the heart of sustainable communities. For too long the focus has been on the movement function of residential streets. The result has often been places that are dominated by motor vehicles to the extent that they fail to make a positive contribution to the quality of life.

MfS demonstrates the benefits that flow from good design and assigns a higher priority to pedestrians and cyclists, setting out an approach to residential streets that recognises their role in creating places that work for all members of the community. MfS refocuses on the place function of residential streets, giving clear guidance on how to achieve well-designed streets and spaces that serve the community in a range of ways.

MfS updates the link between planning policy and residential street design. It challenges some established working practices and standards that are failing to produce good-quality outcomes, and asks professionals to think differently about their role in creating successful neighbourhoods.

It places particular emphasis on the importance of collaborative working and coordinated decision-making, as well as on the value of strong leadership and a clear vision of design quality at the local level.

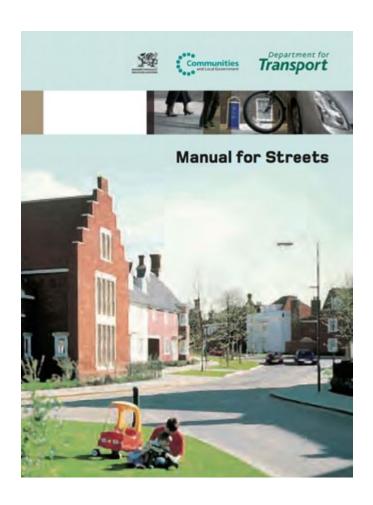
Research carried out in the preparation of Manual for Streets indicated that many of the criteria routinely applied in street design are based on questionable or outdated practice.

For example, it showed that, when long forward visibility is provided and generous carriageway width is specified, driving speeds tend to increase. This demonstrates that driver behaviour is not fixed; rather, it can be influenced by the environment.

MfS addresses these points, recommending revised key geometric design criteria to allow streets to be designed as places in their own right while still ensuring that road safety is maintained.



Manual for Streets, TFL



# Appendix III: Building for Life 12

Building for Life 12 is the industry standard, endorsed by government for well-designed homes and neighbourhoods that local communities, local authorities and developers are encouraged to use to help stimulate conversations about creating good places to live.

The 12 questions reflect our vision of what new housing developments should be: attractive, functional and sustainable places. Redesigned in 2012, BfL12 is based on the National Planning Policy Framework and the government's commitment to not only build more homes, but better homes - whilst also encouraging local communities to participate in the place making process.

The questions are designed to help structure discussions between local communities, local planning authorities, developers and other stakeholders.

BfL12 is also designed to help local planning authorities assess the quality of proposed and completed developments; it can be used for site-specific briefs and can also help to structure design codes and local design policies.

BfL12 comprises of 12 easy to understand questions that are designed to be used as a way of structuring discussions about a proposed development. There are four questions in each of the three chapters:

- Integrating into the neighbourhood
- Creating a place
- Street and home

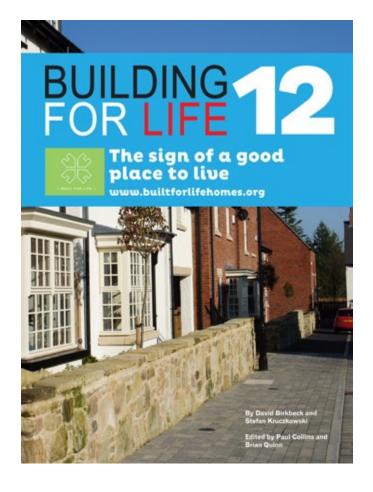
Based on a simple 'traffic light' system (red, amber and green) we recommend that proposed new developments aim to:

- Secure as many 'greens as possible,
- Minimise the number of 'ambers' and;
- Avoid 'reds'.

The more 'greens' that are achieved, the better a development will be. A red light gives warning that a particular aspect of a proposed development needs to be reconsidered.



Building for Life 12, the BfL Partnership



# Appendix IV: Glossary of terms

Shortened extracts from By Design (ODPM/CABE, 2000) and The Dictionary of Urbanism (Streetwise Press, 2003)

**accessibility** The ease with which a building, place or facility can be reached by people and/or goods and services. Accessibility can be shown on a plan or described in terms of pedestrian and vehicle movements, walking distance from public transport, travel time or population distribution.

**adaptability** The capacity of a building or space to respond to changing social, technological, economic and market conditions.

**amenity** Something that contributes to an area's environmental, social, economic or cultural needs. The term's meaning is a matter for the exercise of planners' discretion, rather than being defined in law.

**appearance** Combination of the aspects of a place or building that determine the visual impression it makes.

**area appraisal** An assessment of an area's land uses, built and natural environment, and social and physical characteristics.

**authenticity** The quality of a place where things are what they seem: where buildings that look old are old, and where the social and cultural values that the place seems to reflect did actually shape it.

**background building** A building that is not a distinctive landmark.

**backland development** The development of sites at the back of existing development, such as back gardens.

barrier An obstacle to movement.

**best value** The process through which local authorities work for continuous improvement in the services they provide. Local authorities are required to challenge why a particular service is needed; compare performance across a range of indicators; consult on the setting of new performance targets; and show that services have been procured through a competitive process. Councils are subject to independent best value audits by the Best Value Inspectorate, an offshoot of the Audit Commission.

**block** The area bounded by a set of streets and undivided by any other significant streets.



**block** The space in between the streets, usually used for development, but can also be used for parkland and open space. The shape can be regular (square) or rectilinear (longer and shorter sides).

**brief** This guide refers to site-specific briefs as development briefs. Site-specific briefs are also called a variety of other names, including design briefs, planning briefs and development frameworks.

**building element** A feature (such as a door, window or cornice) that contributes to the overall design of a building.

**building line** The line formed by the frontages of buildings along a street. The building line can be shown on a plan or section.

**building shoulder height** The top of a building's main facade.

**built environment** The entire ensemble of buildings, neighbourhoods and cities with their infrastructure.

built form Buildings and structures.

**bulk** The combined effect of the arrangement, volume and shape of a building or group of buildings. Also called massing.

**character appraisal** Techniques (particularly as developed by English Heritage) for assessing the qualities of conservation areas.

**character area** An area with a distinct character, identified as such so that it can be protected or enhanced by planning policy. The degree of protection is less strong than in a conservation area.

**character assessment** An area appraisal emphasising historical and cultural associations.

**conservation area character appraisal** A published document defining the special architectural or historic interest that warranted the area being designated.

**conservation area** One designated by a local authority under the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 as possessing special architectural or historical interest. The council will seek to preserve or enhance the character and appearance of such areas.

**context (or site and area) appraisal** A detailed analysis of the features of a site or area (including land uses, built and natural environment, and social and physical characteristics) which serves as the basis for an urban design framework, development brief, design guide, or other policy or guidance.

**context** The setting of a site or area.

**countryside design summary** A descriptive analysis explaining the essential design relationship between the landscape, settlement patterns and buildings. From this analysis the document draws principles that can be applied to development in the area and sets out the implications of the choices open to designers. As supplementary planning guidance prepared by a local authority, the summary can encourage a more regionally and locally based approach to design and planning. It can also provide the context for individual communities to prepare village design statements.

**defensible space** Public and semi-public space that is 'defensible' in the sense that it is surveyed, demarcated or maintained by somebody. Derived form Oscar Newman's 1973 study of the same name, and an important concept in securing public safety in urban areas, defensible space is also dependent upon the existence of escape routes and the level of anonymity which can be anticipated by the users of space.

**density** The mass or floorspace of a building or buildings in relation to an area of land. Density can be expressed in terms of plot ratio (for commercial development); homes or habitable rooms per hectare (for residential development); site coverage plus the number of floors or a maximum building height; space standards; or a combination of these.

**design code** A document (usually with detailed drawings or diagrams) setting out with some precision the design and planning principles that will apply to development in a particular place.

**design guidance** A generic term for documents providing guidance on how development can be carried out in accordance with the planning and design policies of a local authority or other organisation.

**design guide** Design guidance on a specific topic such as shop fronts or house extensions, or relating to all kinds of development in a specific area.

**design policy** Relates to the form and appearance of development, rather than the land use.

**design principle** An expression of one of the basic design ideas at the heart of an urban design framework, design guide, development brief or design code. Each such planning tool should have its own set of design principles.



**design statement** A developer can make a pre-application design statement to explain the design principles on which a development proposal in progress is based. It enables the local authority to give an initial response to the main issues raised by the proposal. An applicant for planning permission can submit a planning application design statement with the application, setting out the design principles adopted in relation to the site and its wider context. Government advice (Planning Policy Guidance Note 1) encourages an applicant for planning permission to submit such a written statement to the local authority.

**design-led development (or regeneration)** Development whose form is largely shaped by strong design ideas.

**desire line** An imaginary line linking facilities or places which people would find it convenient to travel between easily.

**development appraisal** A structured assessment of the characteristics of a site and an explanation of how they have been taken into account in drawing up development principles.

**development brief** A document providing guidance on how a specific site of significant size or sensitivity should be developed in line with the relevant planning and design policies. It will usually contain some indicative, but flexible, vision of future development form. A development brief usually covers a site most of which is likely to be developed in the near future. The terms 'planning brief' and 'design brief' are also sometimes used. These came into use at a time when government policy was that planning and design should be kept separate in design guidance. The term 'development brief' avoids that unworkable distinction.

**development control** The process through which a local authority determines whether (and with what conditions) a proposal for development should be granted planning permission.

**development plan** Prepared by a local authority to describe the intended use of land in an area and provide a basis for considering planning applications. Every area is covered either by a unitary development plan or by a development plan comprising more than one document (a structure plan and a local plan, and sometimes also other plans relating to minerals and waste). The development plan sets out the policies and proposals against which planning applications will be assessed. Its context is set by national and regional planning policy guidance.

**development** Statutorily defined under the Town and Country Planning Act 1990 as 'the carrying out of building, engineering, mining or other operation in, on, over or under land, or the making of any material change in the use of any building or other land'. Most forms of development require planning permission.

eyes on the street People whose presence in adjacent buildings or on the street make it feel safer.

**facade** The principal face of a building.

**fenestration** The arrangement of windows on a facade.

**figure/ground** (or figure and ground diagram) A plan showing the relationship between built form and publicly accessible space (including streets and the interiors of public buildings such as churches) by presenting the former in black and the latter as a white background, or the other way round.

**fine grain** The quality of an area's layout of building blocks and plots having small and frequent subdivisions.

**form** The layout (structure and urban grain), density, scale (height and massing), appearance (materials and details) and landscape of development.

**grid** (street pattern) A street system in which streets connect at both ends with other streets to form a grid-like pattern. Grids can be regular or deformed; regular grids have junctions that meet at crossroads, whereas deformed grids have their junctions offset from one another.

**in-curtilage parking** Parking within a building's site boundary, rather than on a public street or space.

landmark A building or structure that stands out from the background buildings.

**landscape** The appearance of land, including its shape, form, colours and elements, the way these (including those of streets) components combine in a way that is distinctive to particular localities, the way they are perceived, and an area's cultural and historical associations.

layout The way buildings, routes and open spaces are placed in relation to each other.

**legibility** The degree to which a place can be easily understood by its users and the clarity of the image it presents to the wider world.

**live edge** Provided by a building or other feature whose use is directly accessible from the street or space which it faces; the opposite effect to a blank wall.



**local distinctiveness** The positive features of a place and its communities which contribute to its special character and sense of place.

**massing** The combined effect of the arrangement, volume and shape of a building or group of buildings. This is also called bulk.

**mixed uses** A mix of complementary uses within a building, on a site or within a particular area. 'Horizontal' mixed uses are side by side, usually in different buildings. 'Vertical' mixed uses are on different floors of the same building.

**movement** People and vehicles going to and passing through buildings, places and spaces.

**natural surveillance** (or supervision) The discouragement to wrong-doing by the presence of passers-by or the ability of people to see out of windows. Also known as passive surveillance (or supervision).

**nested hierarchy** (layout) A type of layout common from around 1950 that, instead of traditional interconnecting grids of streets, uses a tiered order of streets, each with only one function (commonly distributor road, access road, cul-de-sac).

**node** A place where activity and routes are concentrated. performance criterion/criteria A means of assessing the extent to which a development achieves a particular.

**'Radburn'** (layout) a type of layout developed in America for a scheme in New jersey which used a segregated footpath network to separate cars from pedestrians. Commonly used in the UK in the 1960's, these types of layouts are identifiable by their garage parking to the rear of properties, often maze-like network of footpaths running along back fences and between buildings, and areas of 'left over' space with no obvious use.

urban forward ltd is a multidisciplinary planning, design and urban design consultancy dedicated to quality outcomes for the built environment. We offer a comprehensive range of services designed to deliver the best possible results for any project, from new developments to policy and research. Our team are leaders in the field, with a wealth of practical experience to help you realise the potential of your project. We work with both private and public sector clients as well as with community groups and those in the third sector.

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