



Malmesbury Neighbourhood Steering Group

Malmesbury Neighbourhood Plan

Volume II – Design Guide

Place-Making and Quality Design

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Many thanks to local photographer Robert Peel who has supplied most of the photos in this document. To find out more visit www.malmesburyphotos.com

8. Place Making and Quality Design



Embraced by two branches of the River Avon, whose confluence occurs immediately southeast of the town centre, Malmesbury enjoys an exceptionally scenic setting.

The objectives and arising tasks and policies detailed in this document provide direction and guidance to owners, developers and all involved in the planning, design and development of sites contained within the Neighbourhood Plan Area and on any 'windfall' sites not identified within the plan. They also elucidate the policies and guidance contained in the Wiltshire Core Strategy and other related policies, forming a framework within which design that complements and enhances the character, form

and qualities of Malmesbury can result. It is not intended to be restrictive, but to inform the design process.

This document starts at Section 8 in order to run on from the seven sections in Volume I the Main Body of the Neighbourhood Plan.

8.1. Design Quality

8.1.1. Overview

One of Malmesbury's most reassuring qualities is its sense of community and it is the quality of Malmesbury's architecture and townscape, its character and form which provide the setting for and foments this increasingly rare quality.

Consultation and workshops facilitated by the Prince's Foundation (Reference 1) have informed the Plan in two ways:

- Helping to identify suitable sites for development, based upon the historic evolution of the town in response to its topography and water courses, to give the best chance for development to be consistent with this 'organic' pattern of growth
- To inform detailed design policies as set out in this chapter relating to development both within the town centre and for new allocated sites.

At the consultation events, local people and stakeholders expressed their views and opinions about:

- Malmesbury's unique character and what makes it special
- Concerns and issues in regards to the character, form and quality of development outside the historic core of the town
- Proposals for new development in and around Malmesbury.

8.1.2. Issues

Through a number of consultation events, surveys, workshops, etc the people of Malmesbury have expressed concerns about the character, form and quality of recent development in and around the town and have stated a desire to improve standards. Both national and local planning policy recognise the importance of high quality design that responds

to specific characteristics and the site, area and wider town settings.

- The historic core of Malmesbury, its hilltop setting, patterns of development influenced by its topography and rivers, the prominence of the Abbey and its market town status give the town its unique character.
- There was great concern expressed about unsympathetic patterns and location of recent development, i.e. new housing estates that add little or nothing to the character of the town, acting merely as dormitories for commuters who work and spend their time and money elsewhere.
- There were strong feelings that new development should be integrated within the town and community, that it should be a coherent addition supporting the town centre rather than further piecemeal type development.
- There were strong feelings that new development should be complementary to the town in character, form and quality, that it should aspire to the same design and construction quality as found in the historic core area.
- There was great concern about the impact new development might have on much-valued views of the Abbey and the silhouette of the town.
- There was great concern that any new development should respect the landscape and setting of the town.
- There was concern that new pedestrian and cycle routes should not repeat the mistakes of the past – that they should feel safe and welcoming and they should support the town centre and/or connect destinations.
- There was some concern that the density of some recent housing development was too high, though this may be attributable to the layout and scale of buildings rather than the density itself.

- There was concern expressed about the public spaces in the town and that the quality these historically-important spaces was compromised by unsympathetic landscape treatments, dominance of car parking, incoherent street furniture, etc.
- There was a desire to protect the river corridors, respecting habitats whilst maintaining their recreational value.



The distinctive urban silhouette of Malmesbury is defined by its hilltop setting, patterns of development influenced by its topography and rivers and the prominence of the Abbey.

8.1.3. Objectives and Tasks

Objectives	Tasks
<p>Development complements and enhances the character, form and qualities of Malmesbury</p>	<p>Task 8.1: Development must make a positive contribution towards the distinctive character and form of the town as a whole and relate well to its site and its surroundings</p>
	<p>Task 8.2: Building style must be appropriate to the context</p>
	<p>Task 8.3: Developers must demonstrate through a Design and Access Statement and accompanying documents how any proposed development complements and enhances the character, form and qualities of Malmesbury. The Statement and accompanying drawings must provide sufficient detail for proposals to be properly understood</p>
<p>Ensure positive relationship between town and countryside</p>	<p>Task 8.4: Development proposals, particularly but not only, where sited on the edge of Malmesbury, must maintain visual connections with the countryside</p>
	<p>Task 8.5: The visual impact of new development on the countryside, and on views from the countryside, must be enhancing</p>
<p>Achieve high quality public spaces</p>	<p>Task 8.6: Streets within new development must be designed as pleasant places to be, recognising that they can be social spaces in the own right, as well as channels for movement</p>
	<p>Task 8.7: In order to maximise the emphasis on the pedestrian experience and quality of the public realm, consideration must be given to incorporating shared surfaces as an integral element within the design of new residential developments</p>
	<p>Task 8.8: The selection of street furniture within new development must be considered in a comprehensive manner to ensure a common language of elements is maintained across the public realm and supports the character of Malmesbury</p>
	<p>Task 8.9: Pedestrian and cycle routes must link together potential destinations, such as new housing, the town centre and schools</p>
	<p>Task 8.10: In the town centre opportunities should be identified for reallocating street or parking space to pedestrians or cyclists, for movement or social activities</p>
<p>Task 8.11: Within new residential development proposals, opportunities for creating public space(s) should be identified</p>	

Objectives	Tasks
Realise high quality place making and design	Task 8.12: The form and structure of new development must ensure that a sense of place is created, demonstrating the highest standards of urban design which respect its context, setting, local townscape and landscape character
	Task 8.13: Use continuous frontages as far as possible, by adhering to a common building line
	Task 8.14: Design of new buildings should draw from and enhance the character, form and identity of Malmesbury through high quality bespoke responses which are specific to the site
	Task 8.15: The design of boundaries between private gardens and public areas must be considered with the design of the dwelling and shown on the submitted plans, elevations and site sections
	Task 8.16: Materials within new development must complement the architectural character and townscape quality of the historic core of Malmesbury
	Task 8.17: Design of new buildings should draw from the colour palette to ensure a natural harmony with the best buildings in Malmesbury
	Task 8.18: Design of new buildings must incorporate a varied skyline
	Task 8.19: Design of new buildings should incorporate roofing materials and patterns that complement Malmesbury's historic core area
	Task 8.20: The scale and massing of all new buildings must be informed by and sensitive to local topography and landscape character, townscape and the wider setting of the development within the town
	Task 8.21: The residential density of new development must be informed by and sensitive to local character, form and quality of the historic core of the Malmesbury as well as its site specific characteristics
	Task 8.22: A private outdoor garden amenity space or a shared amenity area must be provided for all new dwellings, including Extra Care housing
	Task 8.23: The design of new development must reflect the increasing importance of the principles of sustainable development
	Task 8.24: Design in the 'forgotten' elements from the start of the design process
Ensure discreet parking	Task 8.25: Design car parking in small groups that are not over-dominant and that fit in with the character of the proposed development

8.1.4. Objective: Development complements and enhances the character, form and qualities of Malmesbury

Malmesbury is an ancient hilltop market town with a distinct character, form and qualities. The design of new development must be framed within the context of the town's unique genius loci ("spirit of the place"), responding appropriately to its setting and history and supporting the town's evident sense of community. The design of any new development must therefore be complementary to the town, drawing upon, and inspired by, the town's unique assets:

- Its topography and rivers: the hill (with Abbey) and the water meadows (with rivers, water meadows, bridges, biodiversity and ecology).
- Patterns of development that have been influenced by the river corridors, topography and presence of the Abbey to provide a unique silhouette.
- The historic buildings within the town's historic core area (over 400 listed buildings) and public spaces. This includes the Abbey, vernacular and traditional architecture including Abbey House, the river bridges and public spaces such as the Market Cross and the Triangle.
- Views of the Abbey and town itself, as a walled historic town.

Therefore it is vital that new development, particularly of new housing, supports the distinctive character, form and qualities of Malmesbury and that development is of a nature and scale appropriate to an historic market town and its setting.

Task 8.1: Development must make a positive contribution towards the distinctive character and form of the town as a whole and relate well to its site and its surroundings

Malmesbury has a distinctive character and identity, based on its unique assets. These assets are important to local people. Development must contribute to the character and form of Malmesbury as a whole, incorporating design principles that reflect the historic core of the town, the most successful and cherished part of the town. This policy does not seek to impose a particular architectural style instead it aims to ensure that new development relates to the specific local context, character and form of Malmesbury.

Different areas within the town and the parishes have different characteristics, each with their own local strengths and weaknesses, with the town centre and neighbouring residential areas within the historic core being the most cherished for their character and form of development. Therefore development proposals must respond to the unique character of the site and its surroundings, maintaining or enhancing its strengths, and seeking to address its weaknesses.

Task 8.2: Building style must be appropriate to the context

Malmesbury's historic character is rich and varied, particularly reflecting the incremental development of the area.

The design of new buildings should reflect the richness of character and form of the historic area. The quality of design must, therefore, ensure that new buildings contribute positively to the historic character and form of the town.

When a traditional design is followed it must be correctly proportioned and detailed. The design approach must use historically-correct materials so that it does not result in a debased version of an historic style, which would undermine the overall historic character and form of the town.

There are over 400 listed buildings within the town centre. Any development proposal that may affect a listed building or its setting must be discussed with the MNSG or its successor,

the town or parish council and Wiltshire Council at an early stage of the planning and design process.

Layout design must follow the historic patterns of development embodied within the Malmesbury Conservation Area. Reference is made to the Malmesbury Conservation Area Appraisal (Reference 5) for full particulars.

Task 8.3: Developers must demonstrate through a Design and Access Statement and accompanying documents how any proposed development complements and enhances the character, form and qualities of Malmesbury. The Statement and accompanying drawings must provide sufficient detail for proposals to be properly understood.

For large-scale prominent buildings, e.g. supermarkets, extensions to the Abbey and schools etc., comments must be sought at an early stage from the Design Council / CABE (Commission for Architecture and the Built Environment) or from MNSG or its successor.

Therefore, the Design and Access Statement must include an assessment of the key features of Malmesbury's character and form and relate how these have informed and influenced the proposed development.

The Design and Access Statement must include an appraisal of the site in its immediate surroundings and identify the opportunities and constraints for development and design. Applications must explain clearly and concisely how the proposals have been informed and influenced by this appraisal.

The Design and Access Statement should go beyond 'Standard' architectural drawings in order to provide sufficient information for the three-dimensional qualities of the proposed building(s) to be properly understood.

The drawings submitted with the application must include all plans including roof plans, all elevations and at least two long site sections extending beyond the site (to capture the

impact on the neighbouring properties or significant features and the extent of cut and fill.)

For small scale development e.g. general needs housing, pre-application engagement must be sought with the local community via the MNSG or its successor.

For new large scale developments and/or works to prominent buildings, e.g. schools, supermarkets and works to Grade 1 and Grade 2* buildings, comments should be sought at an early stage from an approved design review body (e.g. Design Council CABE) and the MNSG or its successor.

Development proposals in 'historic' areas (i.e. the Malmesbury Conservation Area which includes the historic part of Westport) must include the following information:

- Drawings showing the proposals in relation to their surroundings. This will include a street elevation and sections across the street
- Three-dimensional drawings from at least two viewpoints
- Rendered elevations, clearly indicating the proposed palette of materials and
- Details of how window openings relate to the elevation (e.g. are they flush or set back?).

Common issues of design in an historic environment that can be better understood through the above drawings include:

- Where the deep plan of a building means that a pitched roof is very tall or intrusive in bulk or
- Where the shape of the building along a street frontage creates awkward three dimensional forms that cannot be seen on elevations or
- Where the balance between solid and transparent elements on the elevations can disrupt the composition of the street scene.

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A Design and Access Statement should be submitted to the Malmesbury Neighbourhood Steering Group (or its successor) as early as possible in the planning and design process. The Design and Access Statement must explain the design thinking and aspirations inherent in any development proposal, indicating that the applicant has carefully considered usage of the building. It provides an opportunity for the applicant to demonstrate commitment to achieving good and accessible design. Importantly it must also include reference to how the proposed development addresses the context on a town-wide scale, not just the immediate context.

8.1.5. Objective: Ensure positive relationship between town and countryside

Connections with the countryside are intrinsic to the character and setting of the town, its growth patterns, economic raison d'être and the quality of life people enjoy in Malmesbury. This sense of connection, in its historic form through to how people appreciate it today, is defined by a combination of views (into and out from the town), and from pedestrian and cycle access to the countryside. Thus respecting these connections through respecting defining views into or out from the town and in the form of physical access is imperative to consider in any development proposal.

Task 8.4: Development proposals, particularly where sited on the edge of Malmesbury, must maintain visual connections with the countryside

Where possible, open views towards the countryside, or across open spaces, must be maintained from key existing routes within the town. For example, a view along an existing street can be maintained by continuing a new street along the same alignment.

Views along streets and/or open spaces to the surrounding countryside must be created within new developments where there are

opportunities to do so. Both panoramas and even glimpses of the countryside through buildings are defining features of the historic core of the town and should be embedded in any design approach to new development, especially with views on to the river corridors.

Task 8.5: The visual impact of new development on the countryside, and on views from the countryside, must be enhancing

As elsewhere in Malmesbury where town and country are intrinsically linked developers proposing to build in proximity to the river valleys or the Cotswold AONB must recognise the unique character and setting the location provides and address this positively through the inclusion of appropriate landscaping treatments and respect for the local topography.

An assessment of views to and from the proposed development must be included in the Design and Access Statement. Visual impact should be enhanced through the design of the site layout, buildings and landscape. The approach to enhancing visual impact must be fully explained in the Design and Access Statement.

The approach to enhancing visual impact may include the positioning of open space and soft landscape boundaries between development and the countryside.

8.1.6. Objective: Achieve high quality public spaces

One of Malmesbury's most valued assets is its existing townscape, the town centre and Westport containing remnants of its mediaeval street pattern and a series of historic spaces (Malmesbury's 'String of Pearls') that contribute not only to its sense of place but also its quality for pedestrians. Importantly, the quality of these spaces both formal and informal, enables the social interaction and sense of community which is so valued amongst residents.

Improved pedestrian, cycle links and public spaces have been highlighted as important in Malmesbury so that people are encouraged to live in a more sustainable way by walking and cycling and to enhance community spirit. The relatively compact nature of the town and access to a variety of walks also lends itself to sustainable patterns of movements. In order to maximise opportunities for enhancing the pedestrian experience opportunities to transform existing spaces as well as approaches to street design require to be considered.

Historic precedents in terms of the quality of these public spaces provide a template for new public/open spaces.

Task 8.6: Streets within new development must be designed as pleasant places to be, recognising that they can be social spaces in their own right, as well as channels for movement

New residential streets must be designed with an equal emphasis on all modes of transport, i.e. pedestrians and cyclists as well as vehicles.

Pedestrian and cycle routes should share the same network as vehicular routes. These must be designed to feel safe. Where segregated routes are unavoidable, they should be provided alongside the vehicular carriageway.

Quieter streets should be designed to be suitable for a range of social activities, such as children's play.

Buildings should be positioned and orientated to articulate, overlook and present active facades (provide 'eyes on the street') to public spaces and thoroughfares.

20mph will generally be the maximum design speed that is considered appropriate for new streets within residential developments. Traffic calming features/measures may include the following as described more fully in the Manual for Streets, 2007:

- Physical features – involving vertical and horizontal deflection
- Changes in priority – this can be used to disrupt the flow of traffic
- Street dimensions – street widths and distance between junctions
- Reduced visibility – research has identified that a reduction in forward visibility can have an effect on speed
- Psychology and perception – street features and human activity can have an influence on speed.

Task 8.7: To maximise the emphasis on the pedestrian experience and quality of the public realm, consideration must be given to incorporating shared surfaces as an integral element within the design of new residential developments

A primary task of all design should be the physical definition of streets and public spaces as places of shared use, with an aspiration to incorporate shared surfaces wherever possible. Underlying the shared surface design principle is the notion of integrating uses so that boundaries between pedestrians, cars and cyclists are blurred, which imparts uncertainty upon drivers. The aim is to encourage social interaction and improve safety.

Within the shared surface approach the absence of road markings can significantly enhance the appearance of a street and can reduce the impression of vehicle domination. As with signage, there should be little or no need for road markings if the layout is clear and vehicle speeds are low and it should be presumed that secondary and tertiary streets will not normally require any road markings.

Dialogue should commence with Wiltshire Council Roads Engineers and the MNSG or its successor at the earliest point in the planning and design process in order to facilitate the safe

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adoption of this relatively unfamiliar approach in new development proposals.

It is considered that desire for shared surfaces is consistent with the aspiration for streets to act as social spaces and the highest design standards for the public realm.

Task 8.8: The selection of street furniture within new development must be considered in a comprehensive manner to ensure that a common language of elements is maintained across the public realm and supports the character of Malmesbury and the parishes.

Street furniture is all of the equipment found in the public realm and includes, amongst others: benches, bollards, post boxes, phone boxes, streetlamps, street lighting, traffic lights, traffic signs, bus stops, taxi stands, public lavatories, litter bins etc.

The use and placement of street furniture should reflect the following principles:

- Be kept to a necessary minimum to reduce possible clutter and maintenance requirements

- Be robust, high quality and durable, using hidden or recessed anti-vandal fixings
- A clear corridor should be maintained on the footway, with street furniture located towards the back or front in order to keep access clear for the elderly, and the blind/partially sighted.

It is important that the materials and specific elements chosen for the street furniture and public realm features complement each other and are used to define the place character of Malmesbury. Elements such as bollards, litter bins, seating can give a place identity and a simple yet concise palette of materials and elements should be chosen to create the identity, but be limited enough not to confuse it.

Surface materials and treatments must be fit for purpose and able to withstand the loadings imposed on them in order to avoid costly repair and replacement. Natural materials are preferred over PC slabs.



The river meadows or “meads” contain many of the town’s recreational facilities and effectively act as a series of linked town parks which designers of new development should consider the potential to connect with.

Task 8.9: Pedestrian and cycle routes must link together potential destinations, such as new housing, the town centre and schools

Recent development in Malmesbury has corroborated car-based patterns of movement and lacks coherent pedestrian connections with the town's core area and main facilities. Therefore new routes must follow desire lines and clearly link potential destinations, providing a safe and welcoming environment to facilitate walking and cycling. Routes must keep road crossings and changes in level to a minimum. Road crossings must form a natural part of the route, avoiding detours that make the crossing inconvenient for users.

Task 8.10: In the town centre opportunities should be identified for reallocating street or parking space to pedestrians or cyclists, for movement or social activities

Areas such as the Triangle, Horse Fair, Market Cross, Cross Hayes Square and St. John's Bridge provide a legacy of quality public spaces interspersed strategically through the historic town centre. Many have lost their original use but the legacy of agreeably scaled public spaces remains, even if car parking and the clutter of unsightly street furniture now compromise these. The idea is to transform the nature of these spaces to make them more pedestrian friendly, yet still accommodate the car and opportunities for social activities. Reference 1 provides more details.

Task 8.11: Within new residential development proposals opportunities for creating public space(s) should be identified

As evidenced throughout Malmesbury public spaces play a vital role in the social life of the town. The design of spaces between buildings should be imbued with the same care as that given to the buildings. The provision of public space should therefore be integral within the overall design concept, exploring the opportunity to create a well-defined space. In many of the town's public spaces monuments

provide a focal point and it is advised that a similar approach should be taken to integrate such a feature in the design of any new public space(s).

8.1.7. Objective: Realise high quality place making and design

Malmesbury has a rich legacy of high-quality development within its historic core area. Patterns of development which were historically informed by the assets of the town (its geography, the Abbey, links and proximity to the town centre, etc) have been abandoned as development on the edge of Malmesbury has begun to dilute what for centuries has been a coherent and legible composition. This development lacks both physical and visual connections to the historic core and is composed of largely standardised house builder 'products'. There is now the aspiration for a reassessment of this approach, not only in the siting of development but also in its character, form and quality, towards an alternative based upon and reflecting the timeless elements found locally to create a sense of place and character that is in harmony with Malmesbury's unique spirit of place.

The predominant type of house within the historic core of Malmesbury is the terraced cottage, providing a continuous, attractive frontage to the street and with minimum or no setback. Through the consultation process there was a strong desire to see this type of housing incorporated as the preferred housing type within new development.

The historic core of the town also has a diverse palette of design inspirations to draw upon, across a range of sizes and types of buildings. No stylistic preference is given in the design of new buildings but the range of buildings and materials incorporated in cottages through to larger, more formal houses is substantial and provides inspiration to achieve a quality within new design and development that is commensurate with the best of the town.

Task 8.12: The form and structure of new development must ensure that a sense of place is created, demonstrating the highest standards of urban design which respect its context, setting, local townscape and landscape character

A recurring theme throughout the consultation process to date is that recent developments in Malmesbury have not been good enough in the layouts or streetscapes they present. Consensus opinion is that they detract from the character, form and quality of the town rather than enhance or complement it. Raising the design character, form and quality of new residential development and ensuring it reflects the rich tradition and variety of the town was seen as very important.

Therefore with any new development in Malmesbury, consideration must be given to the composition of frontages, building types and sizes and landscaping to ensure the street frontage is harmonious, as opposed to a random collection of urban components that do not relate to each other.

The form of new development should consider the opportunity to accommodate economic as well as residential activity, providing the opportunity for mixed development.

Task 8.13: The use of continuous frontages is encouraged wherever appropriate, but must be carefully considered in relation to street width and building heights to avoid being oppressive

Continuous building lines are more successful at providing a good sense of enclosure to a street, square or public space and generating active frontages with frequent doors and windows animating the public realm. The historic core of Malmesbury is almost exclusively characterised by continuous frontages.

Where a looser framework of buildings is required, these are best absorbed into a perimeter block structure, positioned near to

the street with walls, gates, hedges, wall/railing combinations or other landscape features used to close the gaps.

Task 8.14: Design of new buildings should draw from and enhance the character, form and identity of Malmesbury through high quality bespoke responses which are specific to the site

One of the town's defining characteristics and most loved features is the diversity of architecture across a range of sizes of buildings within the historic core. However, within this diversity there are common threads that ensure a natural harmony. Thus there is scope for variation in architectural style as there is precedent for this within the town and individual architectural expression is expected and encouraged, subject to the proviso that the design of buildings and spaces is harmonious and contributes to a cohesive local identity. The rhythm of the buildings and houses in the historic core, in terms of continuity of frontages and at a more detailed level, the ratio of solid (wall) to void (windows and door), materials, predominance of pitched roofs and vertical emphasis to windows should be used to inform the way in which elevations are handled within new development. The above is not intended to invoke stylistic preferences, merely to ensure that the design of new buildings is consistent with the quality of form and character in the best of Malmesbury.

Task 8.15: The design of boundaries between private gardens and public areas must be considered with the design of the dwelling and shown on the submitted plans, elevations and site sections

Boundaries between private gardens and public areas must be considered from the start and shown on the submitted plans, elevations and site sections. Most of the boundary walling in the historic core of the town is constructed of coursed rubble stone. The majority of them, even retaining walls, are of dry stone constructions and contribute significantly to

the character of the town. Some may even be vestiges of the Town Wall. Natural rubble stone (or red brick as used locally to a limited degree) is the preferred material for new boundary walling. Close boarded fencing may be suitable in certain limited locations but not if forming the settlement edge or bordering a pedestrian route. Hedging could also be considered in locations where it would be appropriate.

Task 8.16: Materials within new development must complement the architectural character and townscape quality of the historic core of Malmesbury

There is a preference for the design of new buildings to use natural and indigenous materials which have a natural harmony with the best buildings in Malmesbury. Use of materials should be selected with care to ensure they improve with age and weathering. Malmesbury's much appreciated architectural tradition achieves a rich variation through a limited palette of materials. New development should incorporate the same approach.

The following are predominant materials in the town and should be incorporated in the design of new buildings:

- Stone – natural building stone should be sourced from local quarries.
- Render – there is evidence of both rough and smooth finishes within the historic core of the town and the application of each should be considered as specific to the nature and character of each structure, e.g. more 'formal' buildings require a smooth finish. Also, where used in a more contemporary context a smoother wood-float finish could be used. Render, unless self-coloured, should be painted – see colour palette referenced elsewhere.

- Brick – there are brick buildings interspersed within the core of the town, therefore limited use of red brick will be acceptable within new development(s). Brick dressings, string or band courses etc. are equally discouraged.
- Timber Cladding – might be considered on a site specific basis, especially if used in a contemporary style building within a self-build area, on the outer edges of the settlement or for garages, outbuildings, rear or side single storey 'extensions', where a change of material is not uncommon traditionally. Timber should be stained or left to weather naturally.

A materials palette must be included and illustrated within any Design and Access Statement and should be the subject of a design review.

Task 8.17: Design of new buildings should draw from the colour palette to ensure a natural harmony with the best buildings in Malmesbury

Use of colours within new development(s) should be selected with care to ensure they adhere to the approved colour palette for the town. The variety of colour adds to the visual appeal of Malmesbury and new development should incorporate the same approach. However, variation should not result in a proliferation of different, uncoordinated colours and must remain coherent. The aim is to reinforce local distinctiveness through adherence to the palette of colours already evidenced within the historic core of the town.

The colour and tone of painted woodwork, especially window frames needs to be carefully considered in conjunction with the walling materials selected.

The colour palette must be included and illustrated within any Design and Access Statement and should be the subject of a design review.



Designers can draw from a rich and varied palette of materials and colours that compliment the traditions of Malmesbury.

Task 8.18: Design of new buildings must incorporate a varied skyline

Subtle variations in the roofline of new development enhance its visual appeal and reflect the rich design and building traditions in Malmesbury. Designers and developers should adhere to Malmesbury's tradition within the historic core to inform the creation of an interesting and varied skyline. Variation may be achieved by incorporating a variety of building types within a street composition in new development. Gables and dormers which break the eave line also help to articulate the roofscape and add visual interest as does the use of chimney stacks.

Designs should include roof pitches (dual pitched) similar to those found in the historic core.

Task 8.19: Design of new buildings should incorporate roofing materials and patterns that complement the houses and buildings in Malmesbury's historic core area

Natural stone in diminishing courses is typical of roofs in the town and contribute greatly to its character. These roofs also sustain biodiversity through supporting the local swift population. Thus there is a preference for natural stone to be incorporated within new development. Alternatives which might be considered include:

- Artificial stone only if this has a similar colour, texture, variety of unit sizes and diminishing coursing per local stone tile roofs
- Natural clay tiles and natural slate
- Lead and zinc (only allowed in exceptional situations for shallow pitched roofs which may be incorporated within an overall design methodology)
- Green (planted) roofs.

An approach to roofing materials must be included and illustrated within any Design and Access Statement and should be the subject of a design review.



The presence of closely packed buildings occupying what is effectively an extended ridge of high land forms a distinctive urban silhouette in an otherwise rural landscape. New development must take a similarly considered approach in terms of density, scale, massing and working with the topography of the land.

Task 8.20: The scale and massing of all new buildings must be informed by and sensitive to local topography and landscape character, townscape and the wider setting of the development within the town

The silhouette of the town and views into and out from it rely upon sensitively-scaled buildings. Proposed building heights should be guided by building scale, form and grain within the town. The scale and massing of buildings should also be informed by the nature of the street or position they occupy. As a general rule new buildings should not exceed 3 storeys, though a 3 ½ or 4 storey building might be acceptable in exceptional circumstances, e.g. as a focal point or landmark building punctuating a new neighbourhood centre.

Task 8.21: The residential density of new development must be informed by and sensitive to local character, form and quality of the historic core of the Malmesbury as well as its site specific characteristics

The residential density of any new development needs to be site specific, though as a general rule should not exceed 40 units per hectare. Optimum use of any development site's space must be demonstrated to ensure there is no left over space. However, density should be a product of the design, not a determinant of it.

Task 8.22: A private outdoor garden amenity space or a shared amenity area must be provided for all new dwellings, including Extra Care housing

The amount of land used for garden or amenity space should be commensurate with the size and type of dwelling and the character of the area, and should be of appropriate quality having regard to topography, shadowing (from buildings and landscape features) and privacy.

Task 8.23: The design of new development should reflect the increasing importance of the principles of sustainable development

8.1 Design Quality

The design of new development should contribute positively towards a sustainable Malmesbury and world, incorporating sustainable design and construction techniques. For example, buildings and spaces within new development should be designed to be integrated with existing landforms to maximise the opportunities for solar gain and provide shelter in exposed areas.

Task 8.24: Design in the 'forgotten' elements from the start of the design process

The following items must be considered early in the design process and integrated into the overall scheme:

- Bin stores and recycling facilities
- Cycle stores
- Meter boxes
- Lighting
- Flues and ventilation ducts
- Gutters and pipes
- Satellite dishes and telephone lines.

These items are all too easily forgotten about until the end of the design process. By considering them early, it will be possible to meet the following requirements:

- Bin stores and recycling facilities should be designed to screen bins from public view, whilst being easily accessible for residents.
- Meter boxes need not be standard white units: consider a bespoke approach that fits in with the materials used for the remainder of the building. Position them to be unobtrusive, better still, incorporate 'smart meters'.
- Carefully position flues and ventilation ducts, ensuring they are as unobtrusive as possible. Use good quality grilles that fit in with the approach to materials for the building as a whole.

- Guttering and rainwater down pipes should be shown on application drawings (elevations) to ensure they fit into the overall design approach to the building and minimise their visual impact.

8.1.8. Objective: Ensure discreet car parking

The way in which car parking is designed into new residential development will have a major effect on the quality of the development. The following are guiding principles to designing parking:

- Accommodate the car within the development without being visually intrusive
- Create a high quality street which incorporates the car without detracting from the sense of place
- Provide car parking arrangements which are convenient and safe to use
- Provide a well-balanced and practical design approach to the street scene without cars being a dominating feature
- Comply with guidance in Manual for Streets.

Task 8.25: Design car parking so that it fits in with the character of the proposed development

The historic core of Malmesbury was designed before the car became the preferred mode of private transport and there were many comments about the lack of availability for car parking. In order to adapt to current preferences for travel yet provide safe and attractive streets that do not pander to the car, the consensus generated through consultation is for the use of small parking courts contained within perimeter blocks.

In considering the range of car parking options for new development through the consultation process a number of options were discussed:

- Courtyard/mews
- On-street
- In-curtilage.

Courtyard/mews

Through the consultation process to date there has been a general preference for the majority of car parking within new development to be accommodated within well designed small courtyards/mews. These spaces can be attractive in their own right and have been shown to be successful where:

- They are not just car parks, but places which have parking in them

- They are overlooked by adjoining houses, or by buildings entered from the parking area such as flats/workspace over garages and
- They normally include, at most, 10 parking spaces – if there are more spaces, the courtyard layout should be broken up.

Parking courts will require to have at least 2 vehicular access points and additional pedestrian access.



Car parking can be accommodated in small, well designed courtyards which are overlooked by houses or flats over garages incorporated within their design.



On street parking can be accommodated within discreet bays. Such parking can help slow traffic and is consistent with the philosophy of shared surfaces.

On-street

It is acknowledged that the provision of on-street parking keeps the space active, helps with reducing traffic speeds and is consistent with local aspirations for the inclusion of shared surfaces within new residential development. It is recognised that, in most, circumstances, at least some parking demand in residential and mixed-use areas is met with well-designed on-street parking, through an arrangement of discrete bays adjacent to the running lanes.

Visitor parking for cars, small vans and motorcycles should generally use shared public on-street parking (see *Manual for Streets*, 2007).

In-curtilage

On plot car parking will be considered acceptable only where it does not detract from

the sense of place of a new development. For in curtilage parking, the following principles should be incorporated:

- Garages should be designed to be consistent in architectural style and character of the house they serve
- Garages should be set back from the street frontage
- Parking should be tucked discreetly between houses (rather than in front) so that it does not dominate the street scene and
- Where parking is located in front of houses, design the street and the landscaping to minimise their visual impact, e.g. incorporate planting between front gardens.



Well designed and detailed garage which helps to maintain a continuous frontage – note common use of materials and colours.

In order to support the overarching design aims, garage(s) linking two separate properties, especially in a terrace situation will not be acceptable within new development.

8.1.9. References

1. Prince's Foundation's Community Planning Workshop Report (March 2012)
2. Policies within the National Planning Policy Framework.
3. Wiltshire Council Core Strategy Presubmission Document February 2012.
4. North Wiltshire Local Plan 2011 (adopted 2006)
5. Malmesbury Conservation Area Appraisal (adopted 2010).
6. Design Council CABI document "Design and Access Statements: How to read, write and use them for instruction".
7. Manual for Streets © Queen's Printer and Controller of HMSO, 2007 - ISBN: 978-0-7277-3501-0

8.2. Urban Spaces Policy

The objective of these tasks is to enhance the following places in the town:

1. The junction of St. Johns Street with Lower High Street
2. The junction of Kings Wall with High Street
3. Market Cross
4. Cross Hayes
5. The Triangle
6. Horsefair

The aim is to reinforce the townscape quality of these spaces, improving their amenity and appearance to provide a greater attraction, enjoyment and appreciation by the community and visitors. The designs should:

- Create a friendly and more accommodating space for pedestrians
- Enhance the character and identity of each space emphasising the agreeable scale and charm of their historic form and architecture
- Enable the easier management and maintenance of each space.

It should be noted that major enhancement schemes are not practicable due to the high volume of traffic moving through the town centre. The High Street and Abbey Row provide a short east-west route so a substantial proportion of this traffic does not stop in the centre.

Considering each space in turn:

8.2.1. St. Johns Street / Lower High Street junction

The main aspiration is to reflect its location at the gateway to the town. The Conservation Management Plan already contains the following development guidelines:

Encourage off-street parking provision where this would preserve or enhance the conservation area.

Enhancement proposals include:

1. Encourage underground diversion of overhead wires
2. Carry out a street scene audit, paying particular attention to parking restriction markings.
3. Encourage improvement of garages at foot of Back Hill.

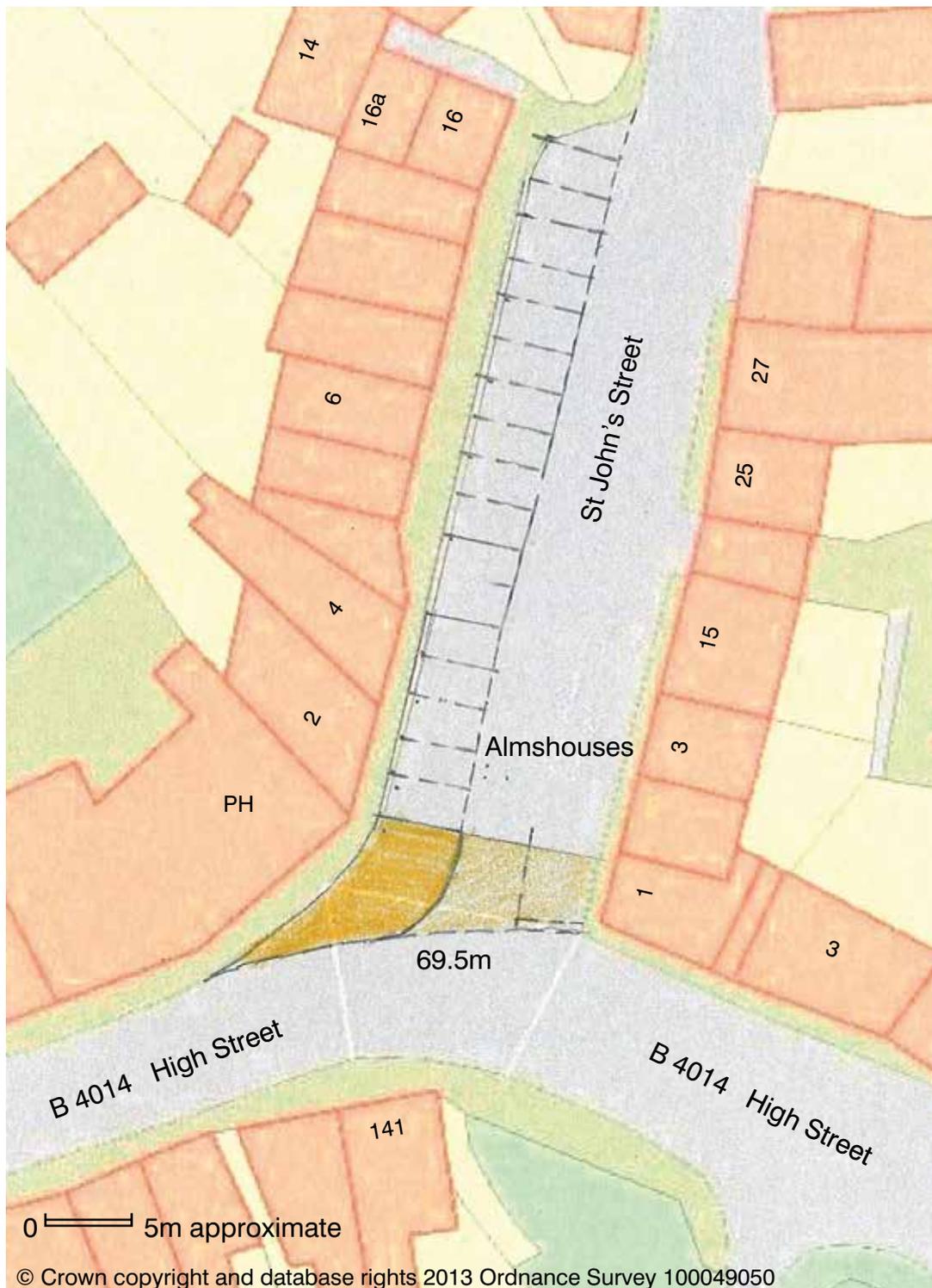
Wiltshire's Highways Department would not support the use of a full width shared space in this area as pedestrian numbers are low and there appears little to attract pedestrian movements across the B4014 High Street. Rather it would be better to improve the pedestrian route across the bottom end of St. Johns Street by using build outs and paving. A controlled parking zone in St. Johns Street would potentially allow the removal of some road markings and parking signs.

Plan 1. St. Johns Street / Lower High Street junction

Consider improving pedestrian route along High St:

- By extending out York Stone pavement in front of the Rose & Crown PH with a flush kerb

- A possible differentiation of the road surface across the head of St Johns St using York Stone setts similar to nearby marking of the original South Gate in the High St.



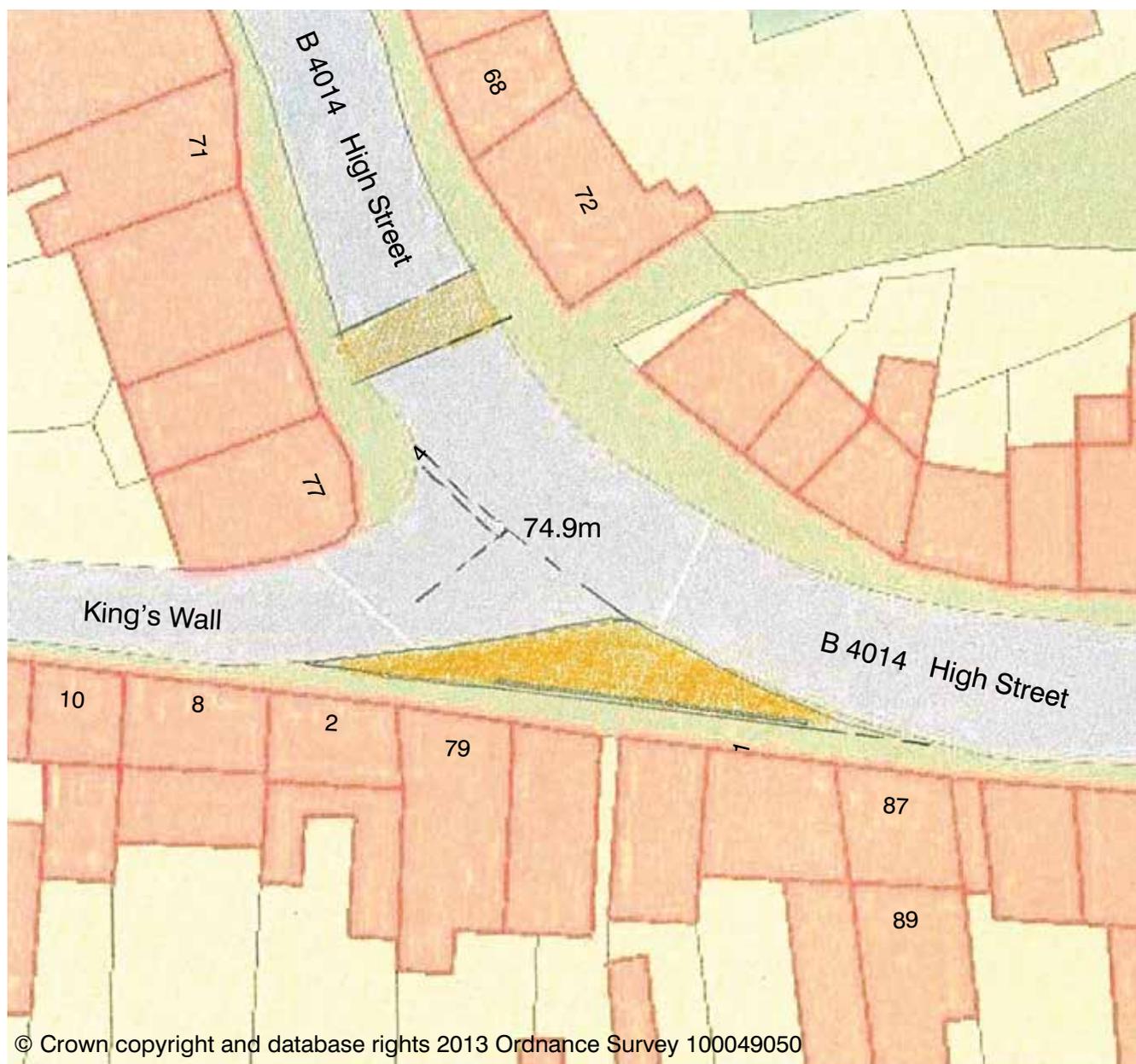
8.2.2. Kings Wall / High Street junction

The aspiration is to improve the appearance of the area.

The railings, which have been damaged by vehicle impacts should be replaced and the surfacing on the build out replaced using higher quality materials.

Plan 2. Kings Wall/High Street Junction

Consider replacement of worn coloured tarmacadam surface to overrun area (shaded brown) with York Stone setts to improve appearance and compliment similar treatment of nearby crossing point on High St marking site of Town Gate.



8.2.3. Market Cross

The aspirations are to:

- Restore stature of the space to reflect its civic importance as a focus of the community – a meeting place and venue for events
- Protect the Market Cross from damage by vehicles
- Extend square across Oxford Street to reinforce pedestrian focus on this space.

The Conservation Area Management Plan already suggests the following enhancement proposals:

1. Audit and rationalise traffic signage.
2. Consider enhancement scheme to control traffic manoeuvres and parking around the Market Cross.

It is difficult to identify any substantive change in this area that would not involve the removal of parked cars that would not be welcomed. Rather efforts should be directed towards tidying up the streetlights, traffic signs and road markings on the B4040 and reducing clutter.

Plan 3. Market Cross

- Consider reducing visual intrusion of the tall lamp standards with a reduction in height of standard, new lamp fittings and feasibility of some sensitive bracketing of lamps off building face to street as an alternative
- Consider reduction of white line road surface markings which detract from the setting, especially the large lettering and zig-zag markings
- Consider reorganisation and possible reduction in size of street signage that is unattractively cluttered on lamp standards.



8.2.4. Cross Hayes

The aspirations are to:

- Enhance the setting of the Town Hall by rationalising the car parking layout and providing some landscaping (reduce the dominance of the space by cars)
- Reinforce the civic qualities of the space and restore the space to the status of a 'Square' which could be used for regular events (such as a market).

The Conservation Area Management Plan already suggests the following development guidelines:

1. Ensure new development and alterations to streetscape maintain and enhance the active and diverse town square character.
2. Protect small historic features like redundant rings used to connect market hurdles at No. 12 Cross Hayes and the mounting block on the Corner of Market Lane by the use of an Article 4 Direction if appropriate.

Enhancement proposals include:

- Consider hard and soft landscaping enhancement to Cross Hayes, including materials, parking layout, definition of the space, seating, street clutter and foliage, especially the use of trees to separate the open space from the through route
- Encourage underground diversion of overhead wires.

A number of issues have to be considered including the layout of the parking, the use of the public highway by Hyams, and the need to accommodate deliveries to the Cooperative food store. There may be scope to increase the pedestrian curtilage in front of the town hall but this would require careful design to achieve an acceptable layout. Materials would need to match those already used in the area. There also appears to be scope to look at the parking bay layout to see if these can be changed to provide additional spaces. However the lines of cars up and down the square help to emphasise the feeling of space due to the long open corridors.

Plan 4. Cross Hayes

Potential enlargement of pedestrian apron in front of town hall but subject to maintaining practical service vehicle manoeuvring to service rear of super-market and loss of car parking bays to end of parking aisles in order to maintain vehicle access and taxi set down alongside.



8.2.5. The Triangle

The aspirations are to:

1. Provide a more fitting setting for the War Memorial,
2. Reinforce its role as a neighbourhood hub (being the focus of routes into the town centre).

The Conservation Area Management Plan already suggests the following development guidelines:

- Retain the open space in front of St. Marys Hall.

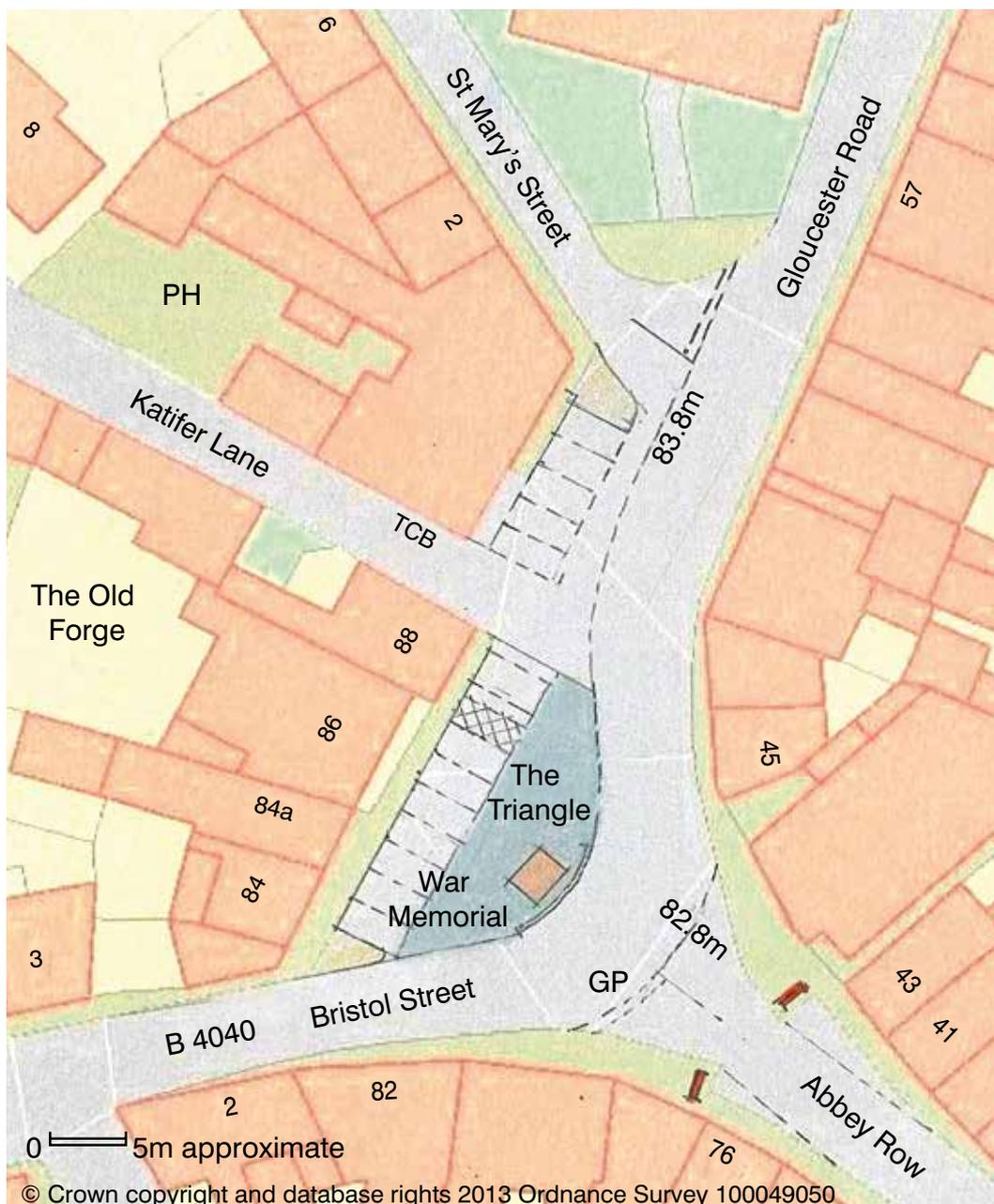
Enhancement proposals include:

- Carry out street scene audit and enhancements, in particular surfacing, signage, lighting design and street furniture (for example the plastic litter bin at the Triangle should be replaced.)
- Support measures that would reduce traffic flow
- Replace modern bollards around the War Memorial with measures more in keeping with the character of the area.

Various options for surfacing the area in front of the parking in a different material and the use of low level kerbs to differentiate this area and offer some protection to the memorial were considered. The position of existing road markings and signs should be reviewed, particularly the 20mph zone signs at the entrance to Abbey Row. The existing paving and kerbs in the Abbey Row bellmouth could be enhanced with more suitable materials to remove the existing small element paving blocks and more closely match the materials used on the memorial side of the junction.

Plan 5 The Triangle

- Consider differentiating the area around the War Memorial (shaded dark blue) from the main roadway with a shallow bevelled kerb and subtle contrast surface colour /exposed aggregate finish to deter through vehicles on B4040 from cutting inside War Memorial rather than following the road line
- Consider a suitable raised kerb along the line shown to the south east of the Memorial to provide some protection to base of memorial and remove the two bollards here which detract from the setting of the memorial
- Potential to upgrade quality of paving replacing dated concrete pavements within The Triangle with York Stone slabs and setts
- Consider reduction in size and height of 20mph zone/weight limit signage which significantly obstructs views of street frontages, along the street and into The Triangle from Abbey Row.



8.2.6. Horsefair

The aspiration is to humanise the space, incorporating sensitive landscaping (to reduce impact of cars). The Conservation Area Management Plan already suggests the following enhancement proposals:

- Consider tree planting as identified in the appraisal.

A number of options were considered including narrowing down the running carriageway areas further. However this leads to concerns about the opportunity for further inappropriate parking activities. Some form of restraint is required at the back of the existing parking areas to prevent overhanging of vehicles onto the footway areas and that further differentiation of areas at the front of the parking bays would be helpful. The area would benefit from some tidying up of the planting and the facade of the garage block to the south.

Plan 6. Horsefair

- Potential replacement of concrete pavements with new surface to subtly differentiate these overrun areas (shaded dark green) from parking bays behind
- Consider bollards or planting across rear of the parking bays on the eastern side to prevent encroachment of vehicles onto 'pavement' area with double stacked parking.



8.2.7. Implementation

Funding will be obtained from the following sources

- Community Infrastructure Levy
- Grants from Wiltshire Council
- Grants from Malmesbury Town Council
- The Community Area Transport Group
- Other funding bodies.

The priority for implementing enhancements will be set by Malmesbury Neighbourhood Steering Group or its successor and Malmesbury Town Council and the Malmesbury & District Conservation Group.

8.2.8. References

1. Malmesbury Conservation Area Management Plan (adopted 2010)

