



Draft Design Policy



- safeguard the quality of existing property
- ensure new property is of a high standard and in keeping with its environment
- keep development in line with current housing design and streetscape
- secure parking on the premises
- reflect the current, generally lower than average, housing density
- minimise pollution caused by development and transport infrastructure
- reflect resident and business priorities in protecting the quality of the built environment
- protect historic features.

This is what drives our Design Policies

Design Policy Goal

Our policies aim to secure housing and other development of a high quality of design and layout which protects and enhances the character and appearance of the built environment, harmonises with the rural setting of the Area and sits well in the landscape.

Policies

D1 Character and Appearance

D2 Design in Conservation Areas

New development, including extensions, to demonstrate a high standard of design that preserves or enhances the character and appearance of KDBH. This means developments:

- reflect the village character
- achieve a sensitive transition between the built environment and the open countryside
- protect and maximise the value of key natural environment characteristics
- reflect layouts characteristic of their surrounding area
- are of a density characteristic of KDBH
- are in keeping with the scale, siting and appearance of nearby buildings
- preserve or enhance the character and appearance of the streetscene
- echo obvious local characteristics, eg. the form and type of development
- use external finishes that respect local traditions
- feature green spaces
- provide good quality public realm, with well maintained streets and spaces.

This Policy is not intended to stifle innovative design where this would be appropriate in the local context.

A higher standard of design required for Conservation Areas. Building design, shop fronts, signage and advertising to be in keeping with the scale, location and appearance of existing buildings and signage. This means:

- buildings generally of two storeys in height
- shop fronts and fascias to address SMBC's Guidance on Shop Fronts and Signs
- corporate identity tailored to the context of the building or street
- subdued illumination appropriate to the building, with no backlit shop signs or neon lighting
- materials, lettering and colour chosen sensitively, appropriate to the building and the area - no vibrant colours
- unobtrusive security safeguards of appropriate colour
- maintain important vistas of key buildings
- avoid clutter of street furniture and signage.

The Dorridge Granville Road Conservation Area is residential, where Policy D1 applies.