

Broadway Village Design Statement 2008



BROADWAY
VILLAGE DESIGN STATEMENT

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1 BACKGROUND

1.1 Introduction

Broadway is often described as one of the loveliest villages in England. It has been written about, sketched, painted and photographed by innumerable people. The special charm of the village and its setting was wonderfully summed up by Algernon Gissing, who wrote in 1904 – “It is the heart and soul of England”. The generations who have made their homes in Broadway over the centuries have each contributed to the buildings and the landscape that are its unique heritage. The present generation has the difficult task, in rapidly changing times, of protecting this heritage while at the same time ensuring that Broadway remains a thriving and sustainable community. The Village Design Statement provides the community with the opportunity to state their views and to influence the planning decisions made locally and nationally that might affect the future of the village. We accept that the future will bring change and we see this VDS as a way of helping to manage change for the benefit of the village community as a whole. The document has been prepared following local consultation, through public meetings, questionnaires and widespread publicity in the Village Newsletter, the Parish Magazine, the Village Website¹ and in the local press.

Village Design Statement

Village Design Statements were established by the Countryside Commission in 1996². Their major objectives are:-

- to provide a forum for the community to say what it is that they value about their village and how they would like to see it develop in the future
- to describe the distinctive character of the village through its buildings and its landscape setting
- to demonstrate how this character can be protected and enhanced
- to provide guidelines for householders, architects and developers when new developments are proposed, so that they respect the character of the village and make positive contributions to the local environment
- to influence future policies when the planning authority is updating its Local Plan

After consideration by the Parish Council, the Statement will be submitted to Wychavon District Council and will, if approved, form a local information document that will inform future planning and development decisions.

1 <http://www.broadwayvillage.org.uk>

2 Village Design: Making local character count in new development. Countryside Commission (1996)

1.2 Planning context

Wychavon District Council

Planning policy for Broadway is set out in the Wychavon Local Plan 2006³ (but see the Regional Spatial Strategy below). This Design Statement is consistent with the policies in that Plan and provides the District Council with guidance that reflects the special character of the village and its surroundings. Local planning applications are handled by the District Council's Planning Office, whose officers have authority to decide upon the majority of applications. Decisions on large scale or controversial applications are made by the Council's Development Control Committee. All planning applications affecting the village are advertised locally and are discussed by the Parish Council, which sends its recommendations to the District Council. Residents can also send in their views to the District Council. Planning decisions taken by the District Council are based on the policies laid down in the Local Plan. However, District Council planning is increasingly influenced by policies determined at county, regional and national levels, although local considerations should remain material to any decision.

Conservation Area

A considerable part of the village was designated a Conservation Area in 1969 (revised 1990). The area embraces: i) The Green, the lower High Street and approach roads; ii) The upper High Street; iii) Church Road, Snowhill Road, Pye Corner and West End Lane; iv) Springfield Lane. A reappraisal of the Conservation Area was carried out in 2005/6 and the areas designated in 1969 were confirmed with only minor changes (see appendix 1). The review was adopted by Wychavon District Council in March 2006⁴ and, like the 1969 document, will be used to provide formal guidance for planning purposes. Designation as a Conservation Area is important because it is an official recognition of the collective value of buildings and their surroundings, and of the desirability of conserving the character of the village and its setting as a whole. Within a Conservation Area special planning policies (e.g. ENV12, the Local Plan) and strict guidelines apply to new buildings and their design and also for alterations to existing buildings.

Listed Buildings

Broadway has a wealth of listed buildings. The majority are grade 2 but some notable houses are grade 2* and St Eadburgha's Church is grade 1. No changes can be made to these buildings without permission and applications are subject to scrutiny by the District Council's Planning Office and by the Heritage Officer. The 2006 Conservation Area review identified a number of buildings which, although non-listed, were considered to make an important visual contribution to the character and appearance of the Conservation Areas (e.g. buildings adjacent to listed buildings). These now require permission, under Article 4(2), to undertake certain changes to their structure. This should help to provide long-term protection against unsympathetic alterations, a move designed particularly to maintain the architectural integrity of the High Street.

3 Wychavon District Council Local Plan 2006. Available at Council Offices, in Broadway Library and on the Council's website (<http://wychavon.whub.org.uk/home/wdc-planning-localplan.htm>)

4 Broadway Conservation Area Appraisal was adopted by Wychavon District Council on 28/03/06 and is available at the Parish and Council Offices and on the Council's website (<http://wychavon.whub.org.uk/home/wdc-planning-her-broadwayca.part1.pdf> and <http://wychavon.whub.org.uk/home/wdc-planning-her-broadwayca-part2.pdf>)

Planning concerns

There will always be controversy over planning matters in a village like Broadway that has such a wealth of listed buildings and whose setting is so important to its beauty. While some residents feel that they are insufficient to maintain what they see as Broadway's heritage others see planning restrictions as obtrusive and unnecessarily limiting. Areas of particular concern are:-

- the siting, design and materials used for new housing
- infilling, particularly where this conflicts with distant landscape views
- alterations made to existing buildings
- the capacity of the village's infrastructure to support increases in housing stock.

At the same time there is genuine concern over the number of second homes and holiday lets, and the effect of house prices on affordability for local families; none of the recent developments here has satisfactorily addressed the increasing need for lower cost/affordable housing.

Additional concerns are the pressure from central government for the development of brownfield sites and the reported threats to greenfield land. Brownfield is the term generally used to describe previously developed land, and recent judgments have shown that this category can include the gardens of existing houses. Building on such sites can lead to overdevelopment and loss of visual amenities. Current figures show that, nationally, 75% of new homes are being built on brownfield land or converted from existing buildings, a figure well above the Government target of 60% by 2008. The fact that Broadway has a number of houses with substantial gardens makes brownfield development a constant threat.

Local Development Framework and the Regional Spatial Strategy

Central Government has made repeated changes to the planning process. Local Plans are being replaced by Local Development Frameworks⁵ and further changes are proposed in a recent White Paper. It is not yet clear how these changes will impact on planning concerns in Broadway. Of greater significance are the proposals published by the West Midlands Regional Assembly in the Phase Two revision of their Regional Spatial Strategy⁶. These envisage a significant increase in the number of houses being built in the region, with a proportion being built in Worcestershire and its Districts, including Wychavon. At this stage it is too early to say what the final numbers will be, where new building will be located, and what influence local residents will have over developments in their area. Wychavon is collaborating with Malvern Hills and Worcester City to produce a Joint Core Strategy for South Worcestershire that will formulate ways of dealing with the issues arising from the Phase Two Revision⁷. Clearly, some of the decisions that will be made centrally may affect some of the recommendations put forward in this Design Statement.

5 <http://www.wychavon.whub.org.uk/home/wdc-planning-localplan.htm>

6 <http://www.wmra.gov.uk>

7 <http://www.swjcs.org>

2 THE EXISTING ENVIRONMENT

2.1 Landscape

Broadway lies at the south eastern most tip of Worcestershire, lying in a tongue of the county that extends into Gloucestershire. This unusual position may owe its origin to the patterns of land ownership adopted by the local monastic estates, particularly Pershore and Evesham, each of which wished to own lands that extended from the fertile vale through the wooded slopes of the escarpment to the grasslands at its summit.

The village lies nestled at the foot of the Cotswold escarpment running between Winchcombe and Dover's Hill. The escarpment itself is sparsely settled, although the village of Broadway extends some way up the lower slopes. It provides an imposing backdrop to the village and is an integral part of its charm. Today the village is reached from the A44 bypass, which descends sharply from Fish Hill. This replaces the older road that connected directly with the High Street. There is evidence of earlier routes to the escarpment, one of which, Coneygree Lane, now a track, runs through vestiges of the ancient woodland that covered the lower slopes.



Illustration 1: View of escarpments from the High Street

Broadway Tower (see cover) is located on the summit of the escarpment above the village, the second highest point in the Cotswolds. This summit was the site of a bonfire to celebrate the naval victory over the Dutch at Campertown in 1797, an event which so impressed the Countess of Coventry that she persuaded her husband, the 6th Earl, to build the tower, completed in 1799 to the design of James Wyatt. The story associated with its construction is that she wanted an impressive tower on which she could place a beacon that could be seen from her house near Worcester, the hilltop having long been used as a beacon point. The Tower has important links with the Arts and Crafts movement and is one of England's outstanding viewpoints, from which it is possible to survey an area that includes as many as thirteen counties.

The whole escarpment is broad and relatively high, reaching a height of some 300m to the east of the village. Its geology is of great interest and public access to this should be encouraged. There are many spurs, combs and embayments, producing a dramatic and varied landscape. The River Isbourne and the Beesmoor Brook and their tributaries drain the embayment into the River Avon.

Woodlands cover much of the landscape, ancient broad-leaved woods being the most prevalent. Many are sizeable and stretch along the escarpment top, down to the mid and lower slopes, often along the line of brooks and gullies. These woodlands, together with coppices and large specimen native trees, create abundant habitats for wildlife and plants. Large expanses of grassland predominate between these woodlands on the upper slopes. On lower slopes the surrounding countryside is a patchwork of pasture land with some fine stone walls. Calcareous grassland is not extensive, but areas maintained by selective grazing have been designated as Sites of Special Scientific Interest (SSSIs) and these are home to some rare plants.

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Orchards are also conspicuous on the lower slopes. They were at one time more numerous here and in the vale below. Many of the orchards are quite ancient; sadly most are in decline and improved, effective management is urgently needed. This would have both visual and environmental benefits.

Part of the village lies within the Cotswold Area of Outstanding Natural Beauty⁸ and there are numerous well-kept footpaths giving access to this beautiful countryside. Broadway lies on the route of the Cotswold Way, a national trail that runs from Chipping Campden to Bath. From the Upper High Street the Cotswold Way takes walkers up to the Broadway Tower, from which there are good views of the village nestling at the foot of the escarpment, and extensive views across the Vale of Evesham. From this vantage point one can see that the village is neatly contained within its setting, with clear boundaries within the surrounding countryside and none of the “urban sprawl” that disfigures so many other villages.



Illustration 2: View of the village from the escarpment

8 <http://www.cotswoldsaonb.com>

2.2 History and Pattern of Development

History

Broadway is an ancient village, with a history that goes back at least 2000 years, archaeological remains suggesting early settlements in the Iron Age or early Roman times. Its current name has evolved over the centuries through a number of variants, e.g. Bradanuuge, Bradweeia and Bradweye. In the 12th century a settlement had formed around St Eadburgha's Church on the Snowhill Road, where there was a significant manor house, but the village later developed its present location a little to the north. Development was ensured by granting of a market in 1196 and a three-day fair in 1251.

The settlement as we see it today retains many of the features of the mediaeval town planned by the Abbots of Pershore. This had houses and cultivated strips of land along the east–west road that formed a major route between South Wales and London, creating a pattern of buildings and open spaces that is still recognizable today. Two of the earliest surviving buildings, Abbots Grange and Prior's Manse (14th century), reflect the influence on Broadway of its monastic founders. Later buildings, from the 15th and 16th centuries, indicate the increasing wealth of local landowners and farmers when Broadway became a busy market and farming settlement, while those of the 17th century demonstrate Broadway's importance as a staging post on the Worcester-Oxford turnpike road. At one time there were more than 30 inns catering for travellers and their coaches, providing places at which horses could be changed before the ascent to the escarpment. The street frontages of 18th century Broadway would be easily recognizable today, despite the many changes that have taken place more recently.

After a period of decline in the 19th century, when the coming of the railway reduced its importance as a coaching centre, Broadway began a period of rejuvenation as a rural idyll patronized by writers, artists and craftsmen associated with the Arts and Crafts movement. A number of existing houses show the design influences of this movement. The present day importance of Broadway as a tourist attraction dates from this time.

The 20th century

The village retained much of its original settlement plan until the turn of the 20th century when expansion and development began with the building of estates on the north side of the conservation area and infilling of modern housing in Springfield Lane and Cheltenham Road. Whilst retaining its rural air, Broadway also housed the internationally known Gordon Russell furniture factory on a four acre site in the middle of the village. Following the closure of the factory, a large (and award-winning) housing development, incorporating a supermarket, was built on the site. The Gordon Russell factory provided significant employment opportunities for the village: today the major employers are shops, restaurants and inns, and an increasing number of small businesses.

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A significant change was the building of the by-pass in 1997 which took through-traffic and noisy, heavy goods vehicles away from the village centre, providing environmental improvement and helping to protect the more fragile, older buildings. Despite earlier fears that this would reduce trade, Broadway has retained a wide range of shops and other commercial activities catering both for residents and visitors. The village has a wide variety of social and recreational activities for all age groups, as is well documented in the recent Parish Plan⁹. Indeed this diversity of provision was a key factor in the village's success in the county round of the Calor Village Competition 2007. There are two primary schools, playgroups and a Youth Centre. Part of the land south of the High Street has been used to create a recreation area, providing facilities for activities such as football and skate-boarding. The growth of Broadway and the constant influx of visitors have created a heavy demand for parking. Although the village is well provided for, with three public car parks, traffic and parking remain a constant source of concern to the village.

Landscape and Conservation

The image of Broadway that has attracted admirers from the 19th century to the present day centres on the sweep of the lower High Street with its line of historic buildings in mellow Cotswold stone, bordered by extensive greens. To the south, gardens, open spaces and fields provide views of the escarpment and its landmark Broadway Tower. Other historic and scenic areas include the upper High Street, where the line of historic buildings continues and the open views are more extensive, the Snowhill Road leading to the original settlement around St Eadburgha's, and Springfield Lane.

In 1969 the core of Broadway, running primarily along the High Street but including outlying areas, was designated a Conservation Area and this was confirmed by a reappraisal in 2006¹⁰. This, together with the listed status of many of its buildings, has provided considerable, though not complete, protection, through Town and Country Planning legislation, against unsympathetic changes and development.

Population

Broadway has always been a substantial community. The Domesday Book records some 220 people in 50 households. By the 13th century the population was between four and six hundred persons, and this grew to almost 1700 between 1770 and 1840.

Today the village has a population of more than 3000 people, making it one of the largest villages in the District. Although there are young families, there is a significant population of retired people. The economy is mainly dependent on tourism and the service sector, but caters also for the everyday needs of the local residents through schools, library, post office, banks, surgeries and retail businesses. Whilst still surrounded by productive agricultural land the village has lost its economic dependence on this sector.

Pressures

The location of the village, within easy reach of the motorway network and a number of market towns, together with its attractive historic character means that pressures are now exerted on the village from new development and tourism. The disused railway line, currently used as a footpath, is being restored and, when completed, will again provide a rail connection between the village and Cheltenham, adding to the tourist economy of the village. The potential conflict between development and tourism requires sensitive handling so as not to alter the delicate balance between the inherent attractiveness of the village and the economy that depends upon it.

⁹ <http://www.broadwayvillage.org.uk>

¹⁰ Broadway Conservation Area Appraisal was adopted by Wychavon District Council on 28/03/06 and is available at the Parish and Council Offices and on the Council's website

3 CHARACTER OF THE VILLAGE

3.1 Settlement Pattern Overview

The settlement pattern of the village can be broken down into seven fairly distinctive areas, each having its own architectural style and character. The older buildings are mainly found on the High Street and the Snowhill Road. Newer development has centred around the three major routes into and out of the village:-

- Evesham Road/Station Road linking to the A44
- Cheltenham Road, linking to Winchcombe, Cheltenham and the M5 at Tewkesbury
- Leamington Road, linking to the A44 by-pass

Leamington Road and Station Road are wide and tree-lined with grass verges, which create a pattern of entrance to the village that is not found in other Cotswold villages. A comprehensive network of footpaths connects the various housing developments and links to the wider countryside beyond.

Area 1. Evesham Road/Station Road

The entrance to the village from Evesham has open views to the west across farmland, a sports field and a secluded Caravan Club site.



Illustration 3: Station Road looking west

The road has been developed mainly on its eastern side with 20th century one- and two-storey housing, not all of which is architecturally distinguished. Part of Station Road has a secondary building line behind the houses fronting onto the road.

Architectural characteristics

- Housing of individual architectural style built at a low density creating a transition from open farmland into the heart of the village.
- Mainly detached houses of one and two storeys set in substantial mature gardens.
- Built of artificial or natural Cotswold stone; where built of brick this has been rendered giving a degree of cohesiveness to the area.
- Roofs of slate or plain tile.
- Two new developments of three storeys built on redeveloped sites break the rhythm of the street scene and dominate the otherwise domestic scale of the road.



Illustration 4: Station Road looking south

Area 2. Cheltenham Road and Childswickham Road

Cheltenham Road has post-war and later residential developments along the road frontage whilst others are grouped around cul-de-sacs. Because this area has been developed piecemeal there is a variety of architectural styles which are unified by building materials, trees and scale.

Childswickham Road has relatively few houses, of varied styles, and leads into open countryside. Prominent here are the coach and car park, the football field and clubhouse and, a little before the railway bridge, the local Wildlife Trust nature reserve. Beyond the railway bridge there is a large and well-appointed caravan park with permanent mobile homes (see also section 7.4).



Illustration 5: Cheltenham Road

Architectural characteristics

- On entry into the village from the south the housing density creates a good transition from open farmland to the built environment of the village centre. Development along the road frontage is of two-storey houses set behind grass verges
- Local Authority housing of modest semi-detached style with hipped roofs and rendered elevations. Two groups front the B4632, set either side of a cul-de-sac.
- Low density private housing is set around cul-de-sacs, accessed from the B4632. Built in the last quarter of the 20th Century they are of Cotswold stone, of open plan layout with landscaped grounds.

Area 3. Snowhill Road including West End/Bury End Conservation Area)

Where this road leaves the village there are

large period houses and the 19th century church of Saint Michael's and All Angels, after which the residential development becomes less close-knit and more cottage style, interspersed with larger period houses and farm buildings. At the end of the village boundary lies St Eadburgha's church, one of the village's most important buildings. The present church dates from the 12th century but may have pre-Conquest origins. Although now replaced as the main parish church by St. Michael's, St Eadburgha's is well maintained and is used in the summer months for regular services and occasional concerts¹¹. The churchyard contains some fine, listed gravestones. Beyond the church lies Broadway's current graveyard.



Illustration 6: St. Eadburgha's Church

Architectural characteristics

- Although still part of the village this area has a very rural feel, containing thatched cottages, manor houses, post-war houses and farm buildings, all in mature landscaped settings.
- All the buildings are of individual design. By using local building materials and traditional building methods they contribute to the landscape quality.

¹¹ The church was badly damaged by the 2007 floods, but is in the process of being repaired

Area 4. Springfield Lane (Conservation Area)

Springfield Lane runs westwards from the lower end of the High Street. It is a private no-through road, ending in open countryside, and retains throughout its length a rural aspect. Although the housing is of mixed periods there are some significant buildings, (notably Luggers Hall), and all have large gardens, bordered by natural hedging which helps to create a visual unity.



Illustration 7: Springfield Lane

Architectural characteristics

- Predominantly detached houses of varying ages and design, some stone built, others brick and rendered
- Road verges, hedges and Cotswold stone walling maintain a rural feel
- Housing merges into open countryside

Area 5. High Street (Conservation Area)

The High Street is the main axis of the village and is lined by an unbroken sequence of fine listed buildings. Its western end (the lower High Street), which includes The Green and War Memorial, forms the heart of the village and its commercial centre, with community buildings, amenity areas and the support services necessary for a vibrant village life. The High Street, the original “broad-way”, with its ‘gravels’ and ‘greens’ - wide grass verges lined with semi-mature chestnut trees - gives Broadway its unique character.



Illustration 8: The Village Green

At the eastern end the upper High Street is primarily residential with some fine houses backing onto open countryside. Throughout the length of the High Street there is a network of narrow footpaths between buildings leading to open country.

Architectural characteristics



Illustration 9: Eastern end of the High Street

- The Heart of the Village. The frontage buildings are mainly attached individual dwellings, with the building line to both sides of the High Street irregular. This, together with a varied roofscape, gives the village scene its unique quality. The appeal of this village scene is enhanced by the use of traditional construction methods, detailing and local natural materials.
- There is a subtle change in settlement pattern from attached to detached towards the eastern end of the High Street.
- Boundary walls are of rough dry-stone walling or of cut stone construction.
- The building style uses gable ends with chimney stacks on the end walls or party walls. The use of natural stone roofs with close eaves is a dominant characteristic of the High Street buildings.

Area 6. The Sands

This is a large residential development built in two stages, the first in the 1950s and 1960s, and the second in the late 1990s, accessed by one entrance road. This development is open plan layout of one- and two- storey houses, all of a similar architectural style, focussed around a spine road with cul-de-sacs. This mix of housing has allowed the development of a varied community of residents, from single elderly persons to young families.



Illustration 10: The Sands

Architectural characteristics

- Built at the end of the last century of one and two storey to a medium density. Brick finish with gabled ends and tiled roofs.
- Some houses have had minor single story additions to them, either to the side or rear elevations.
- The housing layout is of open plan style, with well-kept garden frontages.

Area 7. Leamington Road, The Avenues and the northern limit of the village

At the point where Leamington Road leaves the High Street there are several attractive stone buildings, including the Catholic Primary School, St Saviour's Church and The Retreat, which originally housed a monastic community. Further along there are well preserved Arts and Crafts-designed terraced houses, the Wells cottages, and the Broadway First School, another Arts and Crafts building. The Wells cottages were built privately to accommodate local workers.



Illustration 11: Local Housing Authority, now privately owned

The Avenues forms a large area of pre- and post-war Local Authority housing. It forms an homogenous development typical of this period. Many of the houses are now owner-occupied and have had various extensions and modifications, others belong to the local Housing Association. This development is based on a network of small interconnecting roads and cul-de-sacs. Compared with other settlement areas this has suffered in the past by being not particularly well-maintained by the local authority, though this is now being addressed.

To the north of the bypass there is, to the west, a substantial area of older and more recent housing which belongs to the parish of Broadway despite being geographically close to the adjacent village of Willersey. To the east there is a working farm and isolated houses.



Illustration 12: Wells Cottages

Architectural characteristics

Entry into the village from the A44 retains a rural feel. Initially there are fields and hedges, leading into an area with wide verges and many mature trees.

Leamington Road

- From the High Street junction there are houses and public buildings in traditional Cotswold stone, interspersed with modern housing and a multi-occupier building backing onto a car park. Arts and Craft- influenced houses merge into the post-war local authority housing of The Avenues. Beyond this area are older cottages and detached houses.

The Avenues

- Two story housing at a fairly low density, all having private gardens.
- Built in brick or rendered finish with tiled roofs with boundaries in privet hedging. Some boundary hedging has been removed or replaced with other materials.
- Some one and two story extensions have been made to end elevations or to the rear of the properties.

3.2 Likes and dislikes

Attractive aspects of Broadway

Its historic continuity



Illustration 13: Farnham House, then



Illustration 14: Farnham House, now

The High Street with its mix of buildings



Greens and Grassed Areas



Well-designed street furniture



Interesting historic details (old post boxes, the mile stone, horse-hitching stone)



Illustration 15: Old Post Box



Illustration 16: The Mile Stone



Illustration 17: The Horse Hitching Stone

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Well-paved footpaths and sett-lined kerb finishes



The general views



Illustration 18: Through the escarpment



Illustration 19: From gardens to open country

Unattractive aspects of Broadway
Inappropriate signage



Illustration 20: Examples of excessive signage



Illustration 21: Poorly maintained signage



Illustration 22: Inappropriate street furniture

Unsympathetic and poorly maintained structures



Illustration 23: Unattractive buildings



Illustration 24: Poorly maintained walls

Inappropriate and intrusive advertising



Illustration 25: Racks of clothing outside shops



Illustration 26: Obtrusive A-boards

Inconsiderate parking



Illustration 27: Thoughtless parking in one of many no-parking areas

4 BROADWAY'S BUILDINGS

4.1 Traditional built form

This is best seen in the High Street, where there are buildings of all styles and periods, ranging from mediaeval stone, to thatched half-timbered, to Arts-and-Crafts movement inspired design. Despite the range and varied size of buildings, the use of stone as the basic building material and the scale of the "Cotswold Style" give an overall unity, every building sitting comfortably next to its neighbour.

The High Street, in the main, consists of small cottages built up to the pavement, interspersed with larger houses, some set back with a garden in front. Originally the cottages would have been built on "burgage" plots, with a house or shop at the front and a garden and workshop at the rear, a pattern that is still visible today.

All would have been in rough stone work with ashlar dressings and, originally, only one room deep. Windows would generally have been in timber with lead lights and smith-made opening casements, with hand-forged handles and spring stays. Many different styles of window fittings can still be seen in the village. Where they could be afforded, stone mullioned windows were used.



Illustration 28: Example of "burgage" plot development. This small alley leads from the larger buildings on the High Street to Back Lane, with a walled garden to the right and cottages to the left

Initially, roofs would have been mainly in thatch, this being the cheapest roof covering, but giving a danger from fire. The alternative was the traditional stone slate in reducing courses from bottom to top. Welsh slate became an alternative roofing material when the railways could supply this cheap and lightweight material. Stone ridges are still seen on several buildings.

Gutters were not fitted to thatched roofs, so a wide overhang was used. When slated roofs were used gutters appeared, supported on smith-made decorative brackets.



Illustration 29: Court Farm, High Street: an example of fine decorative detail

The steep pitch of the stone-tiled roofs (50 degrees or more) was necessary to make them waterproof and also to give height for a room in the roof space with dormer windows. A lack of lead-work gives the traditional form of the roof, with swept tile valleys and gables rather than hipped roofs, which could not be formed without lead-work. Decorative cover moulds were fitted around chimneys at the junction with the roof. Gable walls taken above the roof were topped with copings called tabling, with decorative carved stone kneelers at the base to stop the tabling sliding off! The junction of a dormer gable with the main roof always presented

the potential for water penetration and design details show how this was prevented. The traditional way was to set a stone ridge tile upside down across the junction to divert the water on either side, and examples can still be seen on some buildings.

Most traditional decoration is there for a practical reason; string courses and decorative hood moulds to windows are no exception. Limestone, of its nature, absorbs rainwater, and walls depend on their thickness to remain dry on the interior. The weakest areas are the windows, where the stone is thinnest, and the hood mould is designed to shed water running down the wall before it reaches the window or door.

The mouldings around doorways not only give an importance to the opening, but take the edge off a sharp arriss that could easily be damaged. A local design detail can be found in the hood moulds to many doors in Broadway, with a termination at either side and a carved diamond at the end of the drop.

These are the basic design details of the “Cotswold Style” found in many of Broadway’s houses. The grander buildings are often three or more storeys high and have many more decorative features. In the main the later classical buildings follow the national rather than the local style. People travelled further and could obtain illustrations of the modern buildings which were often then interpreted in a rural style.



Illustration 30: Luggers Hall, Springfield Lane: an example of the Arts and Crafts style

Examples of the “Gothic revival” and the “Arts and Crafts” movement can be seen in buildings in Broadway, where designers tried to ring the changes and introduce new elements to the traditional style. Fortunately, these innovations were always done with good manners and in scale with the surrounding buildings.

Every century has produced its own style but always using the local materials that give an organic unity. It is sad that this generation has not contributed to the street scene in Broadway but has put up buildings that tend to be a pastiche of past styles. Despite its heritage of fine buildings, and its present beauty, Broadway must not become simply a museum of the past. We accept motor cars, electricity and the internet – there surely ought to be a place for good modern design, as long as this does not clash with the existing buildings.

4.2 Traditional materials

The inhabitants of Broadway are rightly proud of the traditional craftsmanship which through the centuries has evolved into a simple and beautiful style of architecture, admirably suited to the cottage and house.

The stone used is still crisp and fresh after three or four hundred years of weathering. Even the tool marks can be seen in many cases. The colour of Cotswold stone is a subject that has taxed the descriptive talents of poets and painters over the centuries.

Stone Roofing material

Where the stone lies in lower beds closer to the surface, when quarried, it produces the slabby hard thinly bedded stone known as Stonefield slate, Cotteswold slate or Forest marble: the raw material of Cotswold traditional roofs. Most roofing stone was called Pendle. This had to be split into suitable pieces was most easily and efficiently done by frost. It was welcome work for country people in winter to spread the freshly quarried stone over the fields in cold weather.



Illustration 31: Stone slates on a High Street cottage – no guttering

Natural stone roofing provides much of the special character of the village. The irregularities in the stone face meant that the slates would rarely lie flat hence the steep pitch to prevent rain driving into the gaps. The heavy weight of the stone is also better carried on more steeply pitched roofs. The stone slates were attached to the roof timbers by iron nails or a wooden peg through a single hole, hung from riven oak laths. They were cut to range in size from the smallest at the top to the largest at the bottom of the roof pitch. Each size of slate has a particular name which varied according to the locality (e.g. short cocks to long sixteens, or bachelors to wivots). The thinner slates were highly prized and used on the most prestigious roofs.

Before the introduction of gutters it was important to project the eaves as much as possible, so the longest slates, normally 600mm long, were fixed in a double eaves course



Illustration 32: The construction of swept valleys is the best example of this skill. Cut slates were used to form a gently curve to the roof through 90 degrees. The slates used 2 across the valley, alternating with 3 across and where there were 3, the centre slate was wedge shaped and did not require a peg.

Stone slates weigh a considerable amount and demand substantial roof timbers for support. Some picturesque old roofs using green timber in their construction appear to have gently bent under their burden, but they were built in this way to help keep the slates in place

Constructing waterproof roofs from slates only was a real test of a slater's skill.

With regard to maintenance, a Cotswold stone slate roof can easily last 100 years and could be as long as 200-300 years. There are at present 5 quarries producing stone slates

Masonry wall construction – building in Cotswold stone

Rocks from which Cotswold building stone is extracted are amongst the youngest in the British Isles, being laid down about 200 million years ago. The Cotswolds constitute the highest part of the Limestone belt from Dorset to Lincolnshire, the stone varying considerably in colour, porosity, strength and texture. The golden colour tones so predominant in Broadway are mainly due to the presence of limonite and iron oxide. The original stone colour often changes considerably when exposed to weather and is highly porous which renders it soft and easily worked when newly extracted.

There are 4 basic types of historic stone wall construction in Broadway:

1. Dry stone



Illustration 34: An example of a dry stone wall

2. Mortared Random Rubble:

This walling is much less evident throughout the village. It is sometimes coursed but generally uncoursed. The fill was of a weak mix of clay and loose stone with sometimes the addition of lime to strengthen it. Certain agricultural buildings can be found using this method of construction.



Illustration 33: An example of a mortared random rubble wall

3. Dressed stone:

This is very common throughout the village of Broadway. It is constructed using tighter joints than random rubble, and demanded a higher quality of craftsmanship, which is very rarely seen today.

The stone has been hand dressed, the uneven texturing of the face being provided by axing or chopping the stone. It was a very time consuming job and generally speaking is not available from existing quarries nowadays.



Illustration 35: An example of a dressed stone wall



Illustration 36: An example of a "rangework" dressed stone wall

Another form of this dressed and coursed stonework, called "rangework", had joints as fine as ashlar but was laid to smaller course heights, the stones being much shorter. It was often referred to as the "poor man's ashlar". Today, some new properties imitate this but the face of the stone is sawn rather than hand dressed.



Illustration 37: An example of an ashlar stone wall

4. Ashlar:

This is the largest dressed stone (sawn on four edges and 2 faces) of which there are a number of examples in the village. It was very rarely used on anything but the most prestigious buildings.

There were two ways it was used: solid ashlar, where the whole block ran right through the wall from face to face, or the more common method was for the ashlar to be used on the outer face against an inner rubble stone layer with the ashlar blocks varying in thickness to provide a key. The joints in ashlar are the finest in masonry construction and usually no thicker than 3-4 mm, necessitating the use of neat lime putty as a mortar.

Today, masonry wall construction often uses stone sawn top and bottom giving course heights of between 65mm and 140mm. Unfortunately, when used on new developments this gives rise to very uninteresting elevations compared with the dressed stone and ashlar of the 19th and 20th centuries. However, occasionally architects do go to greater lengths to produce buildings that incorporate ashlar stone, built using the correct mortar and the result in a credit to the village.

Render/mortar/bedding material

Lime was widely used in a render as an external finish to rough stonework. The render was then treated with a saturated solution of lime which provided a natural skin to buffer the effects of weathering and pollution whilst still allowing breathability. Its use internally was a method of killing bacteria.

Mortars used to construct walls of stone were usually of lime and sand, sometimes with earth added. The porosity of these mortars allows the evaporation of moisture from within the walls and the mortar acts as the sacrificial anode: the reason that so many stone buildings remain in such good condition today. Regrettably, repointing of older buildings often fails to use the correct mortar, using cement-based mortars instead. The lime is produced by burning limestone which results in a super-dry material called quick lime. When mixed with water quicklime is slaked resulting in a workable lime putty. Lime putty was either used neat, for example in fine ashlar work, or mixed with stone dust and sharp sand for the less prestigious walling. When exposed to the air, it reabsorbs carbon dioxide and becomes calcium carbonate again.

Drives, Pavements and Hard Standings

Quarry waste was used for roadways, pavements and driveways, which added greatly to the natural appearance of the stone buildings with their stone roofs. Today this material is mainly used on driveways, and is preferable to, and more in keeping than block paving or tarmac.

5 THE WIDER ENVIRONMENT

5.1 Open Spaces

Part of the charm of Broadway is its setting, the village being situated in a rural landscape of paddocks, grazing and farm land with abundant hedges, wooded areas and orchards. The village itself has open spaces set aside within for recreation and leisure activities. These green spaces with public access are a valuable part of village life and must be preserved.

Green spaces within the village can be categorised depending upon their use as formal, informal and amenity, each providing its own contribution to village life.

Formal space:

- Broadway Football Club playing field.
- Broadway First School playground and playing field.
- Saint Mary's Catholic Primary School playground and playing field.
- Broadway Bowling Club
- Broadway Cricket Club
- Lygon Gardens and Tennis Court
- Hunt Field

Informal space

- 'Swings and Things' (informal recreation and children's play equipment).
- Skate Park and BMX area, now to be developed
- Millennium Garden (Sitting area).
- Broadway Gravel Pit (Worcester Wild Life Trust Nature Reserve).
- Mills Close Reserve

Amenity space

- The Greens. These include the "Large Green" and the "Small Green" in the centre of the Village, the first often used for fetes, fairs and general relaxation.
- The wide gravels and grass verges along both sides of the High Street.
- The wide grass verges along Leamington Road and Station Road, two entrance roads to the Village.

All green spaces in and around the village, whether they are used actively or simply create an opportunity for a distant view, are of paramount importance and highly valued by residents and visitors alike. The advent of recent residential development and the possibility of future infilling strengthen the need for the protection of the open green spaces. Together, these contribute to the special character of the village and to its status both as a Conservation Area and as part of the Cotswold Area of Outstanding Natural Beauty; every endeavour should be made to preserve and maintain them.

Trees, Greens and Gardens

Broadway is fortunate in having many fine trees along the High Street as well as those in private gardens. Those in the High Street play an important part in defining the character of this part of the village. Although pictures of this area dating around 1900 show very few trees, at some point an avenue of distinctive red-flowering chestnut trees was planted on The Green and along the broad verges of the High Street. In addition to these unusual and attractive trees, the High Street also benefits from white-flowering chestnuts, lime trees and Scots pines. The trees make the High Street a friendlier, visually more comfortable



Illustration 38: Chestnuts in flower (copyright Paul L. Smith)

place to be than perhaps it was in 1900 and add to its attractions for residents and visitors alike. At Christmas they bring an extra dimension to the village when they are decorated with white lights, giving a perfect Dickensian Christmas feeling.

In addition to their visual appeal, trees are vital to our environment and confer many benefits. When the conservation area was designated, the High Street's trees received protection for the future. However, several trees are currently under threat. Horse chestnuts around the country are suffering from bleeding canker, a bacterial disease. The disease appears to girdle the tree, causing die-back and possibly death. The trees are inspected regularly and we are currently adopting an attitude of watchful waiting to see what happens to the affected trees - will they be able to live with the infection, or will it ultimately cause their demise? It is important that if trees are lost they should be replaced, but an important question is whether replacement should be with the same species. This will be a debate for the future.

The appearance of the village is enhanced by the Greens and by the grass verges that line the lower part of the High Street. Maintenance of the latter is split between a number of bodies, which can create problems. Verges in particular are vulnerable to damage caused by foot traffic from the many visitors as well as from carelessly parked vehicles. Their care and protection must remain an important priority and this is something that the Parish Council and the Broadway Trust are undertaking. The Large Green is widely used by village organizations for fetes and for the annual fair. Use has to be limited to prevent undue damage and allow the grass to recover.

Although the High Street presents an almost unbroken façade of buildings, there are glimpses between them of well-tended and attractive gardens which add enormously to Broadway's attractiveness. They also have historic importance as the spaces characteristically found in association with buildings in the original village layout, forming the interface between the more urban presentation represented by the High Street buildings and the rural environment beyond. They also form the setting of Broadway's houses and, as many of these are listed, their gardens are particularly sensitive sites. Conversion of barns and other outbuildings into residential dwellings should be carefully monitored, not only for reasons of conservation (to prevent subdivision of gardens and conversion to car parking) but also for their importance as possible refuges for wild life such as bats.

Nature Reserves

The old gravel workings on the Childswickham Road are owned by the Worcestershire Wildlife Trust and form one of their many nature reserves. Volunteer wardens look after this reserve, which is open to the public. The area has a well documented flora and fauna, providing opportunities to see many species of birds and insects. The Mills Close Reserve is a smaller area that was set aside during the development of the Sands Estate and belongs to the local District Council. It provides a habitat for a number of plant and animal species and forms a valuable wildlife corridor, functions which could be enhanced by improved management. These two reserves form part of Broadway's contribution to maintaining biodiversity on the region and play an important part in raising public awareness. Wychavon District council is currently (2007) formulating a supplementary planning document to cover the broad area of biodiversity in the District¹².

5.2 Landscape and Access

Broadway is fortunate in that much of its attractive landscape setting has survived intact, thanks to enforcement of planning regulations and its status as a conservation area, which has prevented the encroachment of housing development. Access to many parts of this setting is possible through the extensive system of public footpaths. The most notable of these is the Cotswold Way, which, starting at Chipping Campden, runs through Broadway and along the escarpment down to Bath. This National Trail attracts many walkers into the village. In addition to this path there is a network of footpaths around the village which connect with all of the surrounding villages as well as providing access to the escarpment. Many of these paths begin within the village itself and can be used by walkers of all ages, providing an important recreational and tourist facility. The paths are well maintained by the local branch of the Cotswold Volunteer Wardens.

The area still has a number of working farms and these make an important contribution to maintaining the use and appearance of the landscape. Some farmland on the escarpment is owned by the Broadway Trust, who ensure that it is farmed in a sustainable manner. Land adjacent to this belongs to the National Trust. Areas of Broadway Trust and National Trust land form the Broadway Site of Special Scientific Interest (SSSI). Many areas are rich in wildlife and there are important sites where rare plants such as orchids flourish. It is important that County Highways maintenance programmes (e.g. grass cutting on verges) are arranged to allow flowering and seeding of such plants. Conygree Lane, an early roadway to the escarpment, retains vestiges of ancient woodland, detectable from the distinctive flora. In earlier times the area surrounding Broadway boasted a number of quarries; today only one remains, at the top of Fish Hill. Close to the quarry is the Broadway Hills SSSI, an area of calcareous grassland maintained by controlled grazing.

Horse riding is a popular activity and there are several bridleways. Along Snowhill Road is a livery stable with a surrounding area used both for recreational and competitive riding. This well-maintained area of grassland and hedges makes an important contribution to the local landscape

¹² <http://wychavon.whub.org.uk>

Conservation of landscape and countryside

The importance of the natural landscape is such that every effort should be made to preserve and maintain it. Steps to ensure this should include:-

- planting and care of native trees in verges, hedgerows and widely in the landscape
- preservation of orchards
- protection of woodland areas
- sympathetic management of landscape to benefit wildlife
- good relationships with landowners
- good management of equine usage to minimize impact on the landscape
- use of footpaths and rights of way and their maintenance
- awareness of local wildlife
- care of valuable habitats
- careful programming of Highways maintenance to allow flowering plants to set seed
- careful evaluation of quarrying activity

5.3 Highways

The village of Broadway developed around its lanes and roads, some of which no longer exist. The old Georgian road to the escarpment is now only visible as the top part of Bibsworth Avenue. The southern arm of the old cross roads, which dates back to the Middle Ages, no longer continues across the junction of Leamington Road and the High Street but is a lane leading past the Fire Station to the recreation ground. Part of the old cross roads at the Cheltenham Road junction is now a lane leading to Springfield Avenue. Conygree Lane, which led from the Snowhill Road up the escarpment is now a farm track and a right of way.

The original lanes and roads were used by local people to get to other villages and to the farms where the majority worked. Some developed to allow travellers to climb the escarpment in all weathers. The routes had to be manageable and accessible by foot, by horse and by horse-drawn coaches and carts. Early roads were unpaved and have changed over the centuries according to their use. Thus the surviving main roads have been widened and surfaced and these are now adopted by the local authority and maintained at public expense. Others remain now as narrow, unmade roads no longer used by vehicles, functioning as footpaths used by local people and by the many walkers that visit Broadway.

Although road markings and signs are of specified size, design and location there is general agreement that Broadway suffers from excessive road signage(see section 3.2) and this is inappropriate in a village environment. Whilst it is accepted that safety concerns must be paramount, requests have been made to reduce the number of signs, but with limited success. Driving visibility has been improved over the years by, for example, the creation of vision splays and setting back walls. Narrow roads of uneven width and with tight corners, which might have acted as a powerful influence in calming traffic, have generally been widened and straightened. The old wide verges have been manicured, kerbed and managed.

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In the main, street parking is restricted, which helps to maintain the visual attractiveness of the village. Cars may park in specific bays along the High Street for a limited time; this encourages turnover and maintains access to local shops. There are three Council car parks, two long stay, one off the Leamington Road and one near the football ground (where coaches may also park), and one short stay in the commercial centre of the village. Parking outside Broadway First and St Mary's Catholic schools is a particular problem, with safety implications. In the residential areas of the village off-road parking causes some difficulties for drivers and pedestrians and damages the grass verges.

Concern is growing over the increasing speed and number of motor vehicles in the village and the open countryside; speed limits operate but are not always adhered to, even by local people! Variations in speed limits around the village can at times cause confusion.

Highway Maintenance

The main through way, the High Street, is well surfaced, but regular repairs are necessary to maintain its present standard. Increasingly, traffic tends to damage the surface, the kerbs and the road edges. The High Street gravels allow access to adjoining properties and businesses, although there are safety concerns around their use for illegal parking. The minor roads around the village are surfaced with tar spray and chippings. Most residents like the rural appearance provided by grass verges between road and footway, and it is important to maintain this by keeping verges to their present size, mowing them not more than twice a year and only to a breadth of one metre, and siding out regularly. Where possible kerbs should be avoided, as these give roads a more urban feel and encourage higher speeds.

5.4 Services

Utility poles are visually prominent in parts of the villages and there is pressure for new masts for telecom services. More street lighting has been debated for many years, but a majority of households responding to the questionnaire were opposed to increased lighting as being out of character with the village's rural nature.

To minimise the visual impact of services, it is important that existing poles and masts should be used as much as possible and their visual impact reduced. New communications masts and equipment should be sited away from homes and schools. Telecom providers should share masts wherever possible and place telephone poles and cables in unobtrusive locations, cables preferably being placed underground.

6 DESIGNING FOR THE FUTURE

The village accepts that Broadway will continue to see new developments in the future. However, the village is concerned that their design and location should be appropriate and sympathetic to the village's appearance; we offer the following guidelines to help ensure this. These guidelines are based upon the community's views about the village's built and landscape environment. We hope that they will be used to influence the approach that developers, builders, architect and house-holders take when they apply for planning permission, and that they will assist the local planning authority in their response to such applications.

6.1 *Guidelines for the Conservation Areas*

These areas, which contribute so much to Broadway, are protected by specific regulations laid down by local and national planning authorities. These, however, do not exclude the possibility of change and development. Development proposals for these areas must not only conform rigidly to these regulations, they must take into account the combination of historic buildings and setting which gives Broadway its unique heritage. Local vigilance is necessary to ensure that unsympathetic change affecting buildings, open spaces or landscape features in the conservation areas do not slip through by default. To support local activity in this respect, ongoing enforcement of planning conditions by the officers of the District Council is necessary to ensure that developers meet their planning obligations. The special characteristics of conservation areas are fragile and easily eroded by inappropriate alterations and new development.

There will obviously always be disagreement about what constitutes "good development" and "good design" in the context of a village such as Broadway. However, it is clear that the integrity of the historic centre of the village demands that the design of new buildings, or of significant alterations, should preserve, enhance and not erode its character. Even within the conservation areas it is already the case that unsympathetic designs have been used and their impact upon overall visual appeal is readily apparent. Outside these areas little attempt has been made architecturally to "fit" developments into a village context, although the recent award-winning Russells development is an exception to this. Nevertheless there seems no reason why developments in the non-conservation areas should not also be subject to the criterion of "good design".

Advice for householder, architects, developers and builders is readily available from Wychavon District Council's Planning Department. Informal advice can be obtained from the Broadway Trust. As Broadway is, quintessentially, a Cotswold village, useful information is provided by "The Cotswold Design Guide," produced by the Cotswold District Council. Contact information for all of these is provided in Appendix 3.

6.2 *General guidelines for all development*

These guidelines are designed to:-

Protect the character of the village, by

- conserving valued buildings, their features and architectural details
- maintaining stone boundary walls and hedges
- preserving key views from the village to the escarpment
- retaining greens, verges and trees
- avoiding any further erosion of the green belt between the village and the by-pass

Ensure development is in keeping with the village, by

- thorough site appraisal, so that design is appropriate in size, sensitive to location and respects the context of adjacent buildings
- use of materials appropriate to the location, e.g. the appropriate Cotswold stone, correctly laid and mortared, Cotswold slate roofing, wooden/metal window frames
- ensuring that visible boundary walls are of natural stone
- demanding high standards of design and workmanship and use of traditional detailing
- in the older areas, avoidance of reconstituted/synthetic materials, untypical finishes, inappropriate entrance drives
- avoiding obtrusive lighting, using down-lighting in preference to up-lighting to minimize light pollution and nuisance

Making development context sensitive, by ensuring

- developments/alterations in conservation areas do not detract from nor destroy visual unity
- that, outside conservation areas, design is interesting and/or original without being intrusive or detracting from the village approaches
- use of architects with good understanding of local traditions and design, so that buildings make a positive contribution to the area

Minimize potential flood risk, by ensuring

- water courses, drainage ditches and gullies are well maintained
- hard impermeable surfacing (e.g. in new car parking areas) is discouraged, especially in areas with a history of flooding
- front gardens are not to be block paved or covered with tarmac

6.3 Guidelines for new building

These guidelines should be read in the context of the Local Plan, the Broadway Conservation Appraisal of 2006¹³ and the recent Wychavon document on Cotswold Stone and Historic Windows¹⁴. There will also, shortly, be a Residential Design guide. The unique character of Broadway should form the context for all new design and planning. This context should be identified prior to drawing up of plans and form the basis of all planning applications. The traditions of local building should be integrated with current technologies to produce architecture appropriate for today but respectful of the past.

New buildings must be harmonious with, and appropriate to, their location in scale and design. This means:-

- infilling should not obscure key views of the surrounding landscape, particularly those designated in the Conservation Area appraisal – good examples are those at Bury End and those in the upper High Street
- gardens essential to the settings of houses and cottages should not be used for new buildings
- developments of several units should be of moderate density, and those at the periphery of the village should provide a gradation into the surrounding countryside
- materials should harmonize with surrounding buildings
- new buildings should respect neighbouring roof profiles and pitches, as well as the characteristic spacing between or in front of surrounding buildings
- ridgelines should, in general, be low, especially within historic areas, and roofs be gable-ended rather than hipped
- window style and size should reflect local tradition
- detailing should follow traditional design and avoid intrusive dormer windows, flat roofs, ostentatious entrances and gates
- standardized house design should be avoided

¹³ See <http://wychavon.whub.org.uk/home/wdc-planning>

¹⁴ Being prepared at the time of printing

Precautions against flooding should be a priority in all new development. Walls should not obstruct gullies, drains or sewage pipes, roof water should not be allowed to access the sewage system. Requests for a Sustainable Drainage System should be allowed only where soil structure and composition is appropriate. In addition to precautions against flooding, the design of new buildings should allow for conservation of water (e.g. 'grey' water recovery, collection of rain water, etc.).

6.4 Guidelines for alterations and extensions

These must follow all local planning regulations, especially where listed buildings and those subject to Article 4(2) restrictions are concerned. Further advice is provided in Wychavon District Council's "Home Extension Advice Note" - Supplementary Planning Guidance.

Alterations should retain and enhance the condition and character of existing valued building. They should:-

- not erode the character of the conservation areas
- use materials and techniques appropriate to the age of the building
- not alter frontages, including front gardens, to the detriment of the street scene
- complement the building and its surroundings, respecting form, style materials and detail
- not detract from the scale and proportion of the original building; over-large extensions should be avoided
- ensure that important and characteristic features (e.g. window details, swept valleys, stone ridges, cover mouldings) are not lost

These guidelines should also apply to alterations to shop-fronts and shop-signs, which must not detract from surrounding buildings or be intrusive. Major changes of use in domestic or commercial buildings should be supported by the local community.

Small alterations, which can easily disfigure existing buildings, must be planned carefully, so that:-

- replacement windows, doors, roof finishes, decoration do not fundamentally alter the original character of the building or use inappropriate materials
- re-pointing does not spoil an existing façade (i.e. the correct mortar should be used and the joints should match the original as closely as possible)
- roof lights are used sparingly
- conservatories are constructed of materials in keeping with the existing building and be in scale.

6.5 Guidelines for external works and private open spaces

The contributions that the settings of buildings make to the appearance of Broadway mean that any planned changes should be carefully thought through and subject to the same guidelines as those that apply to buildings.

It is important that:-

- private gardens should be preserved, their hedges kept and correctly maintained
- conversion of visible frontages to allow parking should be restricted and gardens should not be replaced by hard standing
- pathways should be of traditional material where possible
- aerials, dishes and other roof furniture (including energy-saving devices) should not be placed at the front of buildings and, if at the rear, should not intrude on views from the escarpment or from paths at the back of buildings
- external lighting should not be intrusive and light pollution minimized by siting, shading and limited night-time use
- existing ironwork should be preserved and enhanced and new gates and railing conform to existing patterns
- shop signs and advertisements should be restricted in number, size and design and should not be permitted to intrude beyond frontages. Illuminated signs and A-boards should be discouraged.

Broadway already suffers from excessive signage. Temporary signs advertising new developments (e.g. AA signs) should be monitored and time-limited. Estate agents should be asked to consider the aesthetic of the village when erecting signs to promote properties and developments.

6.6 Guidelines for open spaces and recreational land

These make an important contribution to Broadway and therefore it is important to:-

Safeguard:

- existing trees
- existing recreational areas
- greens and grass verges

Take action to:

- use materials that prevent excessive wear on grass verges
- control car parking to prevent roadside damage
- encourage replanting in the village with native trees, shrubs and flowers
- reduce contamination by dog litter (a particular problem on local fields)
- manage open spaces in sympathy with village character
- minimize intrusive structures (signs, advertising, lighting)
- develop overall village plan to maintain and enhance open spaces
- ensure some open space is accessible to the less able

6.7 Guidelines for road and footways

Whilst appreciating the overriding need for pedestrian and road safety it is important to preserve the rural and village aspects of the village by:-

- ensuring the highways authority consider Broadway's special character when changing road surface, layout, surroundings or associated signs and lighting, and consulting at an early stage with the Parish Council.
- resisting movement of footways to the kerb edge to reduce management of grass verges
- ensuring that new footways in the village do not damage conservation features, are well maintained and retain the appearance of the existing paths – e.g. be stone slabbed
- avoiding the use of standard concrete kerbs in the conservation areas
- minimizing signage, lighting and road markings, siting them with care and making them appropriate to their location in the village – e.g. road markings to be pale yellow, slim lines
- using appropriately designed lamp standards in the conservation areas
- obliging utility companies requiring access to services beneath the gravels to reinstate to the standard laid down by County Highways
- giving higher priority to the needs of pedestrians
- simplifying and enforcing speed limits and possibly reducing them below 30mph near schools
- avoiding traffic calming measures in the centre of the village
- not allowing on-street residential parking in the conservation areas and discouraging coach parking within the village except at designated areas
- giving consideration to limiting the periods during which deliveries can be made in the High Street and to restricting the number of HGVs driving through the village

These guidelines should be accompanied by a number of new highways initiatives within Broadway. These include changes to improve parking arrangements at Broadway First School, especially as a play school and youth club are situated next door, and buses pick up children there for the Middle and High Schools. Dispensation should be considered to allow longer parking at the Shear House car park for St Mary's School, for the second playgroup and youth activities held at the URC Church and for those attending Churches, especially as many church going residents are elderly. It would be helpful to have more parking bays available in The Avenues, as housing there is particularly dense. Improved lighting may be required in certain key areas of the village for road and pedestrian safety

7 LOOKING TO THE FUTURE

7.1 *Improving village life*

Affordable housing

The village sees the need for some additional affordable housing for local people (the elderly, young families, single persons) whilst recognizing that there is already a significant provision. Schemes need to be carefully integrated into the community and be linked to employment opportunities and improved public transport. Mixed affordable and market housing is the most desirable way forward. Section 106 monies arising from developments should be maximized and used for community-wide improvements.

Crime and vandalism

Broadway is fortunate in not suffering unduly from serious crime despite a series of break-ins in local shops and a number of domestic burglaries. However, minor vandalism has been a continuing problem. The installation of CCTV cameras and the appointment of local police and community officers is helping to reduce crime and improve safety. Residents now have the opportunity to express their concerns to the police and local authorities through the recently established PACT meetings.

Employment

A modest increase in local employment could come from the tourist industry, from land-based jobs (including agriculture, conservation and environmental work), from micro-businesses (e.g. IT, electronics, computer-based design), from retailing focussing on local produce and crafts, and from recreational facilities. Broadway does not need major retail centres, being well-provided for by existing outlets.

Tourism and Visitors

While it is undoubtedly true that Broadway benefits economically from the large number of visitors who come to the village, it is also true that there are some associated costs. Among these are the increased traffic into the village, the pressure on car parking, damage to the greens from the numbers walking along the High Street, and the perceived need for increased signage and advertisements. There will always be pressures to increase visitor numbers, but it seems self-evident that there must be a balance between the needs of the residents and the financial benefits that increased numbers might bring to the trading community. Broadway attracts visitors primarily because it is a lovely, unspoilt Cotswold village. This attractiveness, which of course is cherished equally by the residents, cannot be compromised. It may therefore be necessary to think in terms of an acceptable maximum number of visitors and to look for improved quality of provision for tourists rather than attempt to cater for an increased quantity. We are fortunate in that there is an active Visitor Management Committee, chaired by a member of the District Council and with members from a cross-section of Broadway activities, who can help to maintain the village as a sustainable community.

Transport

Improved public transport by bus and train would improve the quality of life and allow access to employment while reducing car usage, though this will always be needed in a rural location. Improvements to rail transport along the Cotswold Line, e.g. adding an additional track to the single line stretch, would encourage greater use of the rail network for local and long-distance travel. Greater integration of transport services would allow reliable interconnections between different modes of travel.

7.2 Energy

Broadway, like other villages, is supportive of the need to reduce energy use and carbon emissions and to make increasing use of renewable forms of energy. Planning with this in mind is particularly important when applications are made for new buildings or conversions of existing buildings. Equally, existing householders and businesses must reduce energy use by becoming energy-efficient. Water conservation should be encouraged at all times (e.g. reuse of 'grey' water, use of water butts to store rain water, etc.).

Renewable energy can be generated in communities such as Broadway in a variety of ways without damaging the beauty of the landscape or the appearance of traditional buildings. The move to free-up planning controls on domestic turbines, solar photovoltaic panels and solar water heating is to be welcomed as long as strict guidelines are observed, particularly where listed buildings are concerned (see section 6.5).

Domestic wind turbines

These are seen as having the potential to make a contribution, although wind speeds may be a limiting factor, but they should be compatible with the landscape in scale and positioning (i.e. should not intrude on the skyline or generate noise and vibration nuisance). Turbines can make a significant contribution to average household energy use without the production of greenhouse gases or other pollution, but this must not be at the cost of destroying the village's heritage, damaging historic buildings or being visually intrusive. Careful planning and professional advice is therefore an important requirement and could allow installation in a sympathetic manner.

Solar voltaic panels and solar water heating

These are perhaps the easiest routes to renewable and environmentally friendly energy. Voltaic panels can generate 25% of an average household's annual electricity directly from sunlight and surplus electricity can be sold back to the National Grid. New roofs, e.g. on house extensions, are eminently suitable for such a system. Panels are typically composed of a number of small tiles fitted together to form a unit of varying dimensions. Tiles with the appearance of Welsh slate can be obtained, which would be appropriate for some properties in the village. Panels can also be obtained in cladding materials, suitable for the roofs of agricultural or domestic outbuildings. Where listed buildings and conservation areas are concerned, it would not be acceptable for the solar panels to be visible either on the property or from significant views. However, panels can often be sited without harming the character and appearance of the buildings. Solar panels for heating water using the sun's energy are either evacuated tube collectors or flat plates, usually black in colour. Both are designed for installation on south facing roof slopes. Their installation should be subject to the same planning safeguards as voltaic panels, particularly on listed buildings.

Additional sources of renewable energy could include small-scale hydroelectric systems using local water courses, wood-fired heating (though this may have significant energy and pollution costs) and heat pumps

7.3 Waste disposal

Broadway currently benefits from the District Council's recycling policies, but there is no doubt that greater efficiency could be obtained. Disposal of garden waste into land fills is already minimized by the Council's composting scheme, but this requires transport to Throckmorton; local schemes could aid disposal and reduce the energy costs involved. Care must be exercised in the choice of method for, and the frequency of, collection of refuse, in order to avoid unsightly accumulations of bags or bins. For example, the housing pattern on Broadway's High Street imposes restrictions on the easy use of refuse bins, and the village's rural location does mean that foxes are a frequent cause of refuse bag destruction.

7.4 Major development

The Gloucester and Warwick Railway, an important tourist attraction, is extending its line to Broadway and intends to rebuild the old station and associated buildings that were located on Station Road. Although the GWR is a heritage organization it will be important to ensure that important features such as the bridge over Station Road are correctly restored, that the rebuilt station building is historically correct and harmonizes with local architectural features, and that car parking for railway users is carefully sited, screened and landscaped. There is the potential for a significant increase in visitor numbers and this must be carefully managed.

The present caravan park in Childswickham Road (Broadway Park) will be undergoing a major expansion to accommodate some 300 permanent caravans. This represents a potential increase of 10% on Broadway's existing population and will undoubtedly add to the pressures already felt in some of the public services.

Since the 1990s the village has faced two major developments, the Russell's development on the land of the Gordon Russell factory and, more recently, the application for a conference facility and extended parking at the Lygon Hotel. Both have been object lessons in Broadway's response to major change. There were several public meetings and considerable public consultation over the former, which did allow residents to be well informed and to give their views prior to planning decisions being taken. In the event it is generally agreed that the development has been a success, not only in terms of its design and construction, but also for the benefits it has brought to the village. The Lygon application was handled differently, and it was belated pressure from concerned residents' associations that brought about a public meeting at which the hotel owners had the opportunity to explain their plans and attempt to meet the concerns of residents. This particular application raised significant questions about the acceptability of development in a conservation area, about the impact of new building and associated structures on the historic pattern of buildings and open spaces, about noise and inconvenience, and about impact in environmental terms. Against these concerns were the arguments for greater employment opportunities in the village and for the long term financial future of one of Broadway's iconic hotels.

The initial application for the Lygon development was withdrawn, but a number of important lessons were learned. It will be important for the village to review its priorities and its reactions to changes of this nature, so that responses to future large-scale developments reflect an informed and balanced viewpoint, based on the kind of information that this Statement has attempted to make available. Change will always occur – the residents of Broadway need to ensure that change is well managed, and is seen to be in the general interest of the village, not only in the short-term, but for future generations who will be fortunate enough to live in this lovely village.

8 ACKNOWLEDGEMENTS

This Statement was prepared by a sub-group appointed by the Parish Council. Its members were Maurice Andrews (Parish Councillor), Liz Eyre (County and District Councillor), David Folkes (District Councillor and chair of the Broadway Parish Council), John Marchent, Granville Shaw (Parish Councillor), Derek Wakelin (chair) and John Williams (Parish Councillor).

Preparation was assisted by help and advice from many Broadway people to whom we express our sincere thanks. Martin Podd drafted section 4.1, John Hankinson drafted section 4.2 and, with Katy Hankinson, provided a number of photographs. Jim Schmitz prepared the final version for printing. Rachel Clements the section of Broadway's trees. Eddie Vickers, Clerk to the Parish Council provided valuable advice and assistance. Helpful advice on the nature and preparation of Village Design Statements was provided by Jim Burgin, Andrew Ford and Carol Marsden (Wychavon District Council), who also made useful comments on the final draft.

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Many residents of Broadway contributed through their involvement in the public meeting and by completing questionnaires and we express our thanks to them.

This document was produced using OpenOffice. Photos were edited using GIMP, the GNU Image Manipulation Program. Both are Open Source software projects released under LGPL (GNU Lesser General Public License) and the GNU licensing agreement, respectively.

9 APPENDICES

9.1 Appendix 1 Broadway Conservation Area (2007)

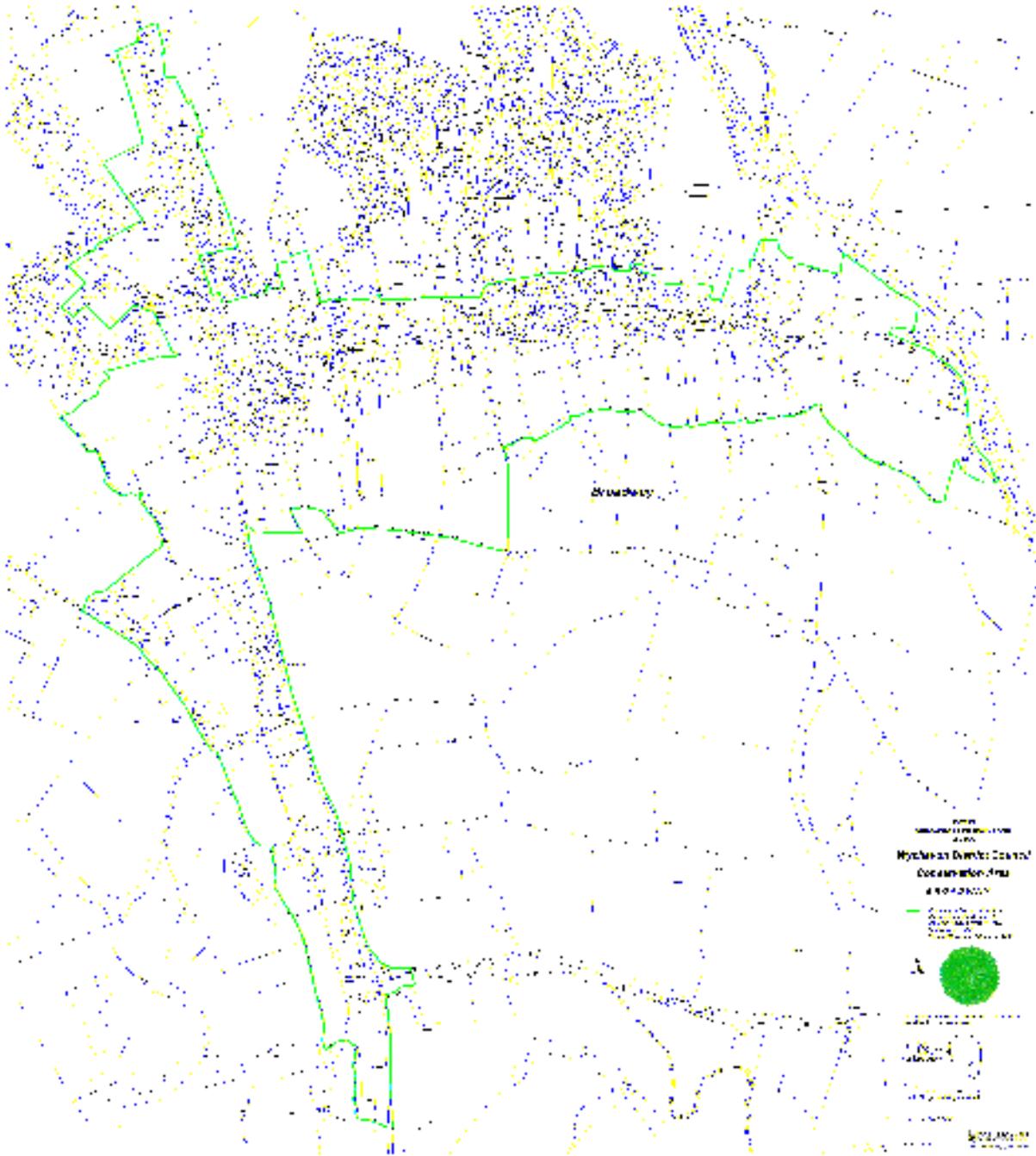


Illustration 39: Printed here with permission from Wychavon District Council

9.2 Appendix 2 Analysis of responses to the VDS questionnaire (March 2007)

Those present at the meeting had lived in the village between 8 months and 71 years!

Where possible the responses are expressed as percentages of those given to each question, with some amplifying comments.

Q1 What makes Broadway special to you?

A very wide range of answers – key factors are history, buildings, greens, community life, friendliness, peacefulness, landscape

Q2 Which are Broadway's best buildings?

20 examples were cited, most people nominating several buildings. The Lygon was by far the commonest choice, followed by St Eadburgha's, Broadway Hotel, Prior's Manse, Keil's, Barn Close and Croft Villa. Several people cited the High Street in general. Interestingly the new Russells development was also included.

Q3 Should we allow changes to buildings in the conservation areas?

88% said either "no", "no, but only under strict control" or "no, but only if sympathetic". 6% said "yes" but specified "only with strict conditions."

Q4 Are you in favour of more or less planning control?

50% said the present level is correct, 37% said more control is needed and 13% said less control is needed.

Q5 Are there buildings or developments that "spoil" Broadway?

15 examples were given. 4 people cited the extension at Small Talk and 4 the general appearance of Station Road.

Q6 Do we need more houses, more affordable houses, houses for younger or older people?

67% answered "yes" and of these 40% specified housing for young people. 30% said "no". Comments were that new housing should be small scale, restricted to local people and suggested that more use could be made of existing stock.

Q7 Do we need to build more employment opportunities locally?

"Yes" and "No" were more or less equally divided at 41% and 37%. Those saying "yes" qualified this by comments about type of employment (not industrial, e.g. retail or craft) and scale (small)

Q8 Do we need to build more facilities for younger people, older people, families?

55% said "yes", of these 25% specifying for young people, 35% said "no".

Q9 Can Broadway expand without losing its character?

71% said unequivocally "no", 29% said "yes" but most qualified this by saying "yes, if scale correct", "yes, if development is good", "yes, but only to a limited degree".

9.3 Appendix 2 Useful Contacts

Wychavon District Council Planning Services

Telephone: 01386 565000

Website: www.wychavon.gov.uk

Conservation: david.page@wychavon.gov.uk, carol.marsden@wychavon.gov.uk

Heritage: jim.burgin@wychavon.gov.uk

Planning Policy: andrew.ford@wychavon.gov.uk

Broadway Parish Council

Telephone: 01386 854813

Email: broadway.pariah.council@unicombox.co.uk

The Broadway Trust

Website: www.broadwaytrust.org.uk

Email: secretary@broadwaytrust.org.uk

Cotswold District Council Heritage Service

Telephone: 01285 623000

Website: www.cotswolds.gov.uk

Email: conservation@cotswold.gov.uk

English Heritage West Midlands Region

Telephone: 0121 625 6820

E-mail: westmidlands@english-heritage.org.uk

For advice on Cotswold Stone

Stanleys Quarry*

Telephone: 01386 841236

Website: www.cotswoldstone.com

For advice on Lime Mortars

The Traditional Lime Co *

Telephone 01242 525444

Website www.traditionallime.co.uk

* Inclusion of these companies' names is for reference only and does not imply endorsement of their products

**Broadway
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2008**

Derek Wakelin, Chair