



# The Industrial Heritage Conservation Area Design Guide

## SUPPLEMENTARY PLANNING ADVICE

This Supplementary Planning Advice document forms part of the IHCA Conservation Area Statement. It contains **policy guidance**, and **design advice** in support of the IHCA Management Proposals SPD, with the aim of ensuring the **preservation or enhancement** of the **character or appearance** of eight conservation areas that lie within the IHCA Study Area:

- No.21** Dunkirk and Watledge
- No.22** Ebley Mills
- No.24** Lodgemore and Fromehall
- No.25** Longfords Mills
- No.26** Stanley Mill
- No.27** St Mary's and Belvedere
- No.28** Stroud Station
- No.29** Industrial Heritage (IHCA)

## - THE IHCA REVIEW -

This document forms a crucial part of the Industrial Heritage Conservation Area (IHCA) review. Eight conservation areas have been appraised during this review, and a Conservation Area Statement (CAS) has been produced, which will apply to all eight. In its entirety, the Conservation Area Statement consists of four separate documents:

- ◆ Conservation Area Statement VOLUME 1: Summary and Character Overview
- ◆ Conservation Area Statement VOLUME 2: Character Parts
- ◆ The Industrial Heritage Conservation Area Management Proposals SPD
- ◆ The Industrial Heritage Conservation Area Design Guide

The first two volumes of the Conservation Area Statement consist of an appraisal of the eight conservation areas' character and appearance and an explanation of their special architectural and historical interest, together with a review of the conservation area boundaries and an assessment of issues or pressures which are affecting its special interest.

The Supplementary Planning Document (SPD) contains Management Proposals and policy and design guidance, aimed at ensuring the preservation or enhancement of the character or appearance of those eight conservation areas.

This **Design Guide** provides complementary guidance, sitting below the SPD, and showing how the policy and design guidance contained in the SPD may be practically applied.

Visit [www.stroud.gov.uk/ihca](http://www.stroud.gov.uk/ihca)

### Informative

**This Conservation Area Statement applies to the following conservation areas:**

- ◆ **Conservation area No.21** Dunkirk and Watledge
- ◆ **Conservation area No.22** Ebley Mills
- ◆ **Conservation area No.24** Lodgemore and Fromehall
- ◆ **Conservation area No.25** Longfords Mills
- ◆ **Conservation area No.26** Stanley Mill
- ◆ **Conservation area No.27** St Mary's and Belvedere
- ◆ **Conservation area No.28** Stroud Station
- ◆ **Conservation area No.29** Industrial Heritage (IHCA)

Unless otherwise stated, the terms "the conservation area", "conservation area(s)" and "the Industrial Heritage Conservation Area" (or "IHCA") shall hereafter be taken to refer collectively to the eight conservation areas covered by the IHCA review.

## - FOREWORD -

### ***Setting high standards...***

Without doubt, the Cotswold Canals corridor is a special area, parts of which are under immense development pressures. With such a significant development focus on this slice of the District, and its high quality historic environment, the canals corridor certainly warrants targeted policy and design guidance. But much of the rest of the conservation area is also under development pressure, albeit of a slightly different form and intensity.

The hope is that, by exercising rigorous standards and making use of a wide range of tools to assess the sensitivity and design quality of proposals, particularly within the high profile canal environs, a greater appreciation of the importance of good design will be nurtured, together with a greater awareness of the mechanisms available to achieve it - to the benefit of the local planning authority and the wider District. Putting the Design Guide into practice should provide Stroud District with some excellent built examples, which will set a benchmark and provide inspiration.

Getting the best out of development depends on going beyond the minimum requirements of the statutory planning system. Stroud District Council will expect development proposals within the conservation areas covered by this review, to be able to demonstrate that the development will achieve the criteria set out in the IHCA Management Proposals SPD and this supporting Design Guide. It is crucial, however, to ensure that the execution of the development actually meets the high standards indicated in any approved scheme.



**Cllr Barbara Tait**  
**Portfolio Holder for Planning and Climate Change**

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## FORMAT OF THE CONSERVATION AREA STATEMENT: HOW TO USE THIS DOCUMENT

- 0.1.1 The Conservation Area Statement (CAS) is split into two parts, **Character Appraisal** and **Conservation Area Management Proposals/policy guidance**, and contained within four distinct volumes. You will find that information on different aspects of the conservation area review is contained within each volume:

### PART I: CHARACTER APPRAISAL

- 0.1.2 **Volume 1: Conservation Area Statement Summary and Character Overview**

Volume 1 contains information about the designation and background to the conservation area review, together with a Character Summary and an introduction to the Character Parts in the IHCA Study Area.

This volume includes general analysis of the whole study area, explaining how influences such as local historical events and figures, as well as the physical form of the landscape, have contributed to the development and evolution of the area's historic built environment. It also looks at typical building materials and styles across the Study Area. It highlights the broad themes of the Study Area's special architectural and historic interest and its key characteristics. It also summarises the findings of the conservation area review: identifying key issues and pressures that are affecting the Study Area, and setting out proposed conservation area boundary changes.

- 0.1.3 Volume 1 functions as a 'broad brush' Conservation Area Statement in itself, providing the main bulk of the character analysis. It is intended as an overview of the character of the whole Study Area and should be sufficient for many users. However, it should also point you in the right direction to find further, more specific information in other volumes of the CAS.

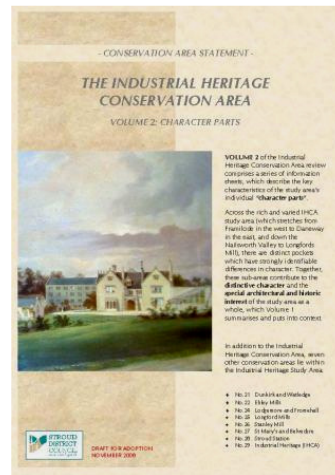
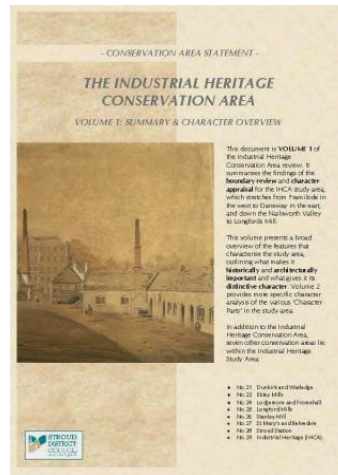
- 0.1.4 **Volume 2: Character Parts**

This comprises a series of information sheets, describing the characteristics of the study area's individual "Character Parts". Across the Industrial Heritage study area, there are distinct 'pockets' which have strongly identifiable differences in character – perhaps due to the density of buildings, the types of materials that predominate and the current or historic uses of the buildings. These are identified as "character parts": the component sub-areas of the Study Area which, together, make up its character as a whole.

- 0.1.5 Volume 2 aims to identify the various characteristics and features of interest that unite diverse parts of the conservation area, or which render them quite unique and distinctive pockets. This volume also looks at issues and pressures facing particular character parts, and how these affect their character or appearance. It also identifies appropriate conservation area boundary modifications and 'neutral areas' or buildings/sites which cause harm to the Study Area's character and which might benefit from enhancement. These sheets act as supplementary information, providing a bit more detail about specific sites and where they 'sit' within the conservation area in terms of their context, significance, character and appearance.



The four volumes that make up the complete IHCA Conservation Area Statement



**PART II: MANAGEMENT PROPOSALS AND POLICY GUIDANCE**

**0.1.6 Industrial Heritage Conservation Area Management Proposals SPD**

The second aspect of the Conservation Area Statement is the ‘policy’ section. The Supplementary Planning Document contains management proposals for the preservation or enhancement of the eight conservation areas covered by this Review. It looks at the key issues and pressures facing the Study Area, and how these affect its character or appearance. In response, policies and design guidance are set out. This document sets out how the Local Planning Authority will interpret and apply broader development plan policies and national planning policy and advice, taking specific account of the character and “special interest” of the eight conservation areas, as identified in the Character Appraisal volumes of the CAS.

**0.1.7 Industrial Heritage Conservation Area Design Guide**

In support of the SPD, detailed and practical design guidance has been developed for the IHCA and associated conservation areas. This Design Guide focuses on ways to approach local distinctiveness in new design and acts as a practical supplement to the policy and design guidance contained in the IHCA Conservation Area Management Proposals SPD.

