

LAND NORTH OF LEDBURY VIADUCT

Architectural Identity Study | February 2023

BLOOR HOMES

**BARTON
WILLMORE** now  **Stantec**

Introduction

The following report is an Architectural Identity Study based on the building design principles found in the National Model Design Code June 2021 including:

- » Thresholds and Boundaries
- » Roofscapes
- » Windows
- » Composition and Variation
- » Materials and Detailing

The study includes photographic material gathered from various residential parts of Ledbury including those close to the site as shown on the plan opposite.

This report should be read in conjunction with the Design Compliance Report in support of the Phase 1 Reserved Matters Application.

This document aims to summarise common architectural language that exists within Ledbury and which is then considered and reflected within the Phase 1 RM. We believe our RM proposals reflect much of the local architectural style, detailing and materials within Ledbury and therefore our proposals will fit sensitively into the future growth of the town.

Red line - Reserved Matter Application
Blue line - Outline Planning Application



A

B

C

D

Study Area

North Ledbury - Hereford Road

A

Simple canopies above doors

Varied roof

Shallower setback along main streets



of heights and pitch



Proposed Elevation

The Homend (North)

B

Hedged boundaries and planted front gardens

Use of protruding door hoods



Varied roof heights and pitch



Variety in eaves and ridgeline creates informality

Use of flat roofed dormers



Generous window proportions



Proposed Elevation

Homend Crescent

Well proportioned casement windows

Simple flat canopies

Use of Projecting Gables



Centrally mounted chimneys



Rounded thresholds and openings



Hedged boundaries

Deeper setbacks in lower density areas



Proposed Elevation

The Southend

D

Buildings generally well balanced in the position of and form of doors, windows and roof details

Window head details are common including voussoirs, lintels and arches - stone, brick or painted



Use of hipped roofs

Classical proportions which
compose of symmetry and repeating
facade features

Contrasting features such as door
colours within a symmetrical
building composition adds to a
subtle sense of character



Proposed Elevation

Materials and Detailing

The use of colour, quality materials and detailing contributes significantly to the sense of character. Ledbury is mainly characterised by:

- » Stretches of red brick buildings with chalk or off white render in various shades
- » Occasional use of stone
- » Half render buildings are also visible in some residential areas.
- » In terms of roofing material grey, red and brown tiles are mainly used.
- » There is a high degree of sash timber window preservation although modern casement window replacements are common along with glass pane subdivisions to emulate more traditional styles.
- » Door materials vary but a consistent feature includes multi-coloured doors in deep and pastel shades.



Use of stone with contrasting quoins



Grey rooftiles



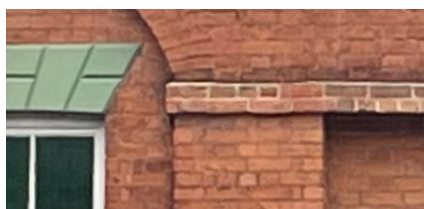
Rounded or Flat Top Door Hoods



Mixed Brick Flush String Course



Stone or Brick Window Head



Red Brick Protruding String Course



Simple Stone Lintels



White Casement Windows



Timber Sash Windows



Solid or Glazed Panel Doors in Various Colours



Red Brick & Off-White Half Render



Red/Brown Roof Tiles



3 storey building. Use of Off White Render

