

# CLIFFE AND CLIFFE WOODS

**AECOM**

Design Guidelines: Appendix to Cliffe and Cliffe Woods  
Neighbourhood Plan

REGULATION 14  
CONSULTATION

**FINAL REPORT**

2020

June 2016





SHEPHERD NEAME  
SIX BELLS

## Design Guidelines



SCHOOL HOUSE

# 03

## 3. Design Guidelines

This section outlines key design elements and principles to consider when assessing a design proposal.

### 3.1. Typical questions to ask and issues to consider when presented with a development proposal

Based on established good practice, this section provides a number of questions against which a design proposal should be evaluated. The aim is to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. The relevant ones, however, should provide an assessment as to whether the design proposal has taken into account the context and provided an adequate design solution.

As a first step, there are a number of ideas or principles that should be present in the proposals. The proposal or design should:

1. Integrate with existing paths, streets, circulation networks and patterns of activity;
2. Reinforce or enhance the established village character of streets, greens and other spaces;
3. Respect the rural character of views and gaps;
4. Harmonise with and enhance the existing settlement in terms of physical form, architecture and land use;
5. Relate well to local topography and landscape features, including prominent ridge lines and long distance views;

6. Reflect, respect, and reinforce local architecture and historic distinctiveness;
7. Retain and incorporate important existing features into the development;
8. Respect surrounding buildings in terms of scale, height, form and massing;
9. Adopt contextually appropriate materials and details;
10. Provide adequate open space for the development, both in terms of quantity and quality;
11. Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features;
12. Ensure all components, for example buildings, landscapes, access routes, parking and open space, are well-related to each other;
13. Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours; and
14. Positively integrate energy efficient technologies.

Following these ideas and principles, there are number of questions related to the design guidelines outlined later in the document.

#### Street Grid and Layout

- Does the design favour accessibility and connectivity over cul-de-sac models? If not, why?
- Do the new points of access and street layout have regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- What are the essential characteristics of the existing street pattern? Are these reflected in the proposal?
- How will the new design or extension integrate with the existing street arrangement?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the points of access conform to the statutory technical requirements?

#### Local Green Spaces, Views and Character

- What are the particular characteristics of this area which have been taken into account in the design; i.e. what are the landscape qualities of the area?
- Does the proposal maintain or enhance any identified views or views in general?
- How does the proposal affect the trees on or adjacent to the site?
- Has the proposal been considered in its widest context?

- Has the impact on the landscape quality of the area been taken into account?
- In rural locations, has the impact of the development on the tranquillity of the area been fully considered?
- How does the proposal affect the character of a rural location?
- How does the proposal impact on existing views which are important to the area and how are these views incorporated in the design?
- Can any new views be created?
- Is there adequate amenity space for the development?
- Does the new development respect and enhance existing amenity space?
- Have opportunities for enhancing existing amenity spaces been explored?
- Will any communal amenity spaces be created? If so, how will this be used by the new owners and how will it be managed?

#### **Gateway and Access Features**

- What is the arrival point and how is it designed?
- Does the proposal maintain or enhance the existing gaps between villages?
- Does the proposal affect or change the setting of a listed building or protected landscape?
- Is the landscaping to be hard or soft?

#### **Buildings Layout and Grouping**

- What are the typical groupings of buildings?
- How have the existing groupings been reflected in the proposal?
- Are proposed groups of buildings offering variety and texture to the townscape?
- What effect would the proposal have on the streetscape?
- Does the proposal maintain the character of dwelling clusters stemming from the main road?
- Does the proposal overlook any adjacent properties or gardens? How is this mitigated?

#### **Building Line and Boundary Treatment**

- What are the characteristics of the building line?
- How has the building line been respected in the proposals?
- Have the appropriateness of the boundary treatments been considered in the context of the site?

#### **Building Heights and Roofline**

- What are the characteristics of the roofline?
- Have the proposals paid careful attention to height, form, massing and scale?
- If a larger than average building height is proposed, what would be the reason for making the development taller?

### **Household Extensions**

- Does the proposed design respect the character of the area and the immediate neighbourhood, or does it have an adverse impact on neighbouring properties in relation to privacy, overbearing or overshadowing?
- Is the roof form of the extension appropriate to the original dwelling (considering angle of pitch)?
- Do the proposed materials match those of the existing dwelling?
- In case of side extensions, does the design retain important gaps within the street scene and avoid a 'terracing effect'?
- Are there any proposed dormer roof extensions set within the roof slope?
- Does the proposed extension respond to the existing pattern of window and door openings?
- Is the side extension set back from the front of the house?

### **Building Materials and Surface Treatment**

- What are the distinctive vernacular or materials in the area, if any?
- Do the proposed materials harmonise with the local vernacular materials?
- Does the proposal use high quality materials?
- Have the details of the windows, doors, eaves and roofs been addressed in the context of the overall design?
- Do the new proposed materials respect or enhance the existing area or adversely change its character?

### **Car Parking Solutions**

- What parking solutions have been considered?
- Are the car spaces located and arranged in a way that is not dominant or detrimental to the sense of place?
- Has planting been considered to soften the presence of cars?
- Does the proposed car parking compromise the amenity of adjoining properties?
- Have the potential impacts of the proposed parking on congestion and street safety been considered?

### **Architectural Details and Contemporary Design**

- If the proposal is within a conservation area, how are the characteristics reflected in the design?
- Does the proposal harmonise with the adjacent properties? This means that it follows the height, massing and general proportions of adjacent buildings and how it takes cues from materials and other physical characteristics.
- Does the proposal maintain or enhance the existing landscape features?
- Has the local architectural character and precedent been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials of a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?

## 3.2. Design Guidelines

### 3.2.1. Streets

- Streets must meet the technical highways requirements as well as be considered a 'space' to be used by all, not just motor vehicles. It is essential that the design of new development should include streets that incorporate needs of pedestrians, cyclists and, if applicable, public transport users.
- New streets, should any be built, should tend to be linear with gentle meandering, providing interest and evolving views. Routes should be laid out in a permeable pattern allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sacs should be relatively short and include provision for onward pedestrian links.
- Access to properties should be from the street where possible.
- The distribution of land uses should respect the general character of the area and street network, and take into account the degree of isolation, lack of light pollution and levels of tranquillity.
- Pedestrian paths should be included in new developments and be integrated with the existing pedestrian routes.



**Figure 15: Church Street has an organic layout with gentle meander; typical of the historic core of Cliffe.**



**Figure 16: Swinggate Avenue: a road fronted with gardens and framed with planted verges.**



**Figure 17: Milton Avenue, Cliffe Woods, with footways and a variety of edge treatments - hedges, low-level landscaping, and wooden fences.**

### 3.2.2. Local Green Spaces, Views, and Character

- Development adjoining public open spaces and important gaps should enhance the character of these spaces by either providing a positive interface (i.e. properties facing onto them to improve natural surveillance) or a soft landscaped edge.
- Any trees or woodland lost to new development must be replaced.
- The spacing of development should reflect the rural character and allow for long distance views of the countryside from the public realm. Trees and landscaping should be incorporated in the design.
- The existing quiet and peaceful atmosphere of Cliffe and Cliffe Woods should be preserved.
- Green gaps between settlements and built up areas, especially between Cliffe and Cliffe Woods, must be retained to avoid coalescence.
- Native trees and shrubs should be used to reinforce the rural character of the village.
- Views towards the Church, wetlands and open countryside are important to residents. They should be enhanced and preserved from encroachment by new developments.



Figure 18: View from the edge of the Cliffe built up area towards the marshland and the London Gateway Port across the Thames Estuary.



Figure 19: Buckland Lake Reserve.



Figure 20: Green corridor running through the centre of Cliffe Woods.



Figure 21: View of the Church of St Helen's clock tower from Pond Hill.



Figure 22: The sloping terrain of Cliffe Woods offers views towards the surrounding countryside.



Figure 23: Green space in the centre of Cliffe.

### 3.2.3. Pedestrian Connectivity

- It is important that all newly developed areas should provide direct, safe and attractive footpaths between neighbouring streets and local facilities. These will usually be pavements alongside roads. Establishing a robust pedestrian network across any new development and/or among new and existing development is key in achieving good levels of permeability.
- A permeable street network at all levels, provides people with a choice of different routes and allows traffic to be distributed, in general, more evenly across the network rather than concentrated on to heavily trafficked roads.
- Design features such as barriers to vehicle movement, gates to new developments or footpaths between high fences should be kept at minimum and the latter should be avoided. In particular, new developments should retain pedestrian accessibility to residents and non-residents alike.
- Existing public rights of way should be retained and integrated into new developments.



Figure 24: Original footpath safeguarded in new development in Cliffe.



Figure 25: Direct pedestrian path through a green space in Cliffe Woods.

### 3.2.4. Way Finding, Legibility

- New developments should ensure from the design stage that their movement network is fully integrated to the existing network of routes. The width of pedestrian footpaths should also be a minimum of 2 meters wide and should be aligned by lamp posts to encourage its use at all times.
- New development schemes should aim to create places that have identity and that are easy to navigate. New design schemes should contain local landmark buildings to aid legibility.



Figure 26: Pedestrian wayfinding signs in Cliffe.



Figure 27: Map of the Cliffe village centre showing the main landmarks.

### 3.2.5. Gateway and Access Features

- In the case of any future development, the design proposals should consider placing gateway and built elements highlighting the access or arrival to the new developed site.
- The gateway buildings or features should reflect local character. This could mean larger houses in local materials with emphasis on the design of chimneys and fenestration for example, or well laid and cared for landscape.
- In addition to building elements acting as gateways, high quality landscaping features could be considered appropriate to fulfil the same role.
- New gateways and access features should encourage reasonable pedestrian connectivity through new developments; fenced-off, inward-looking developments should be minimised.



Figure 28: Symmetry in building massing and roofline is used to form a gateway into the development and the village centre.



Figure 29: The northern end of Pond Hill, a gateway framed by tall trees, landscaping and brick walls, opening into the open countryside.

### 3.2.6. Landmarks and Vistas

- In any new development, buildings should be designed to respond to existing view corridors or reinforce views of existing landmarks. It is important that building massing and architectural detailing should respect the local character and enhance the sense of place. The location of landmarks should be clearly justified as they contribute to the wider legibility of that particular area.
- In addition to responding to local heritage, landmark buildings should also be innovative and interesting. They should promote good architecture and ensure that places are distinct, recognisable and memorable.



Figure 30: View from Pond Hill towards St Helen's Church; Cliffe's main landmark.



Figure 31: View from Hale Road towards the open countryside, North Kent Marshes and Thames Estuary.



Figure 32: View from Pickle's Way towards the North Kent Marshes.

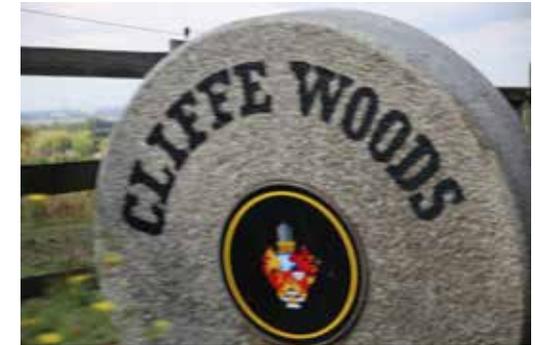


Figure 33: Cliffe Woods mill stone.

### 3.2.7. Pattern and Layout of Buildings

- The existing rural character must be appreciated when contemplating new development, whatever its size or purpose.
- Where an intrinsic part of local character, properties should be clustered in small pockets showing a variety of types. The use of a repeating type of dwelling along the entirety of the street should be avoided.
- Boundaries, such as walls or hedgerows depending on which is most appropriate to the street, should enclose and define each street along the back edge of the highway, adhering to a consistent property line for each development group.
- Properties should aim to provide rear and front gardens or at least a small buffer to the public sphere where the provision of a garden is not possible.
- Plotland development patterns in Cliffe Woods should be preserved through the retention of rectangular curtilages and the ratio between the garden and the built portion of the plot.



Figure 34: Historical buildings on Church Street forming a consistent building line.



Figure 35: Semi-detached homes with large front gardens on Swingate Avenue.



Figure 36: Houses with driveway parking and front gardens in Cliffe Woods.

### 3.2.8. Building Scale and Massing

- Buildings should be sympathetic in scale to the context and should not exceed 2-2.5 storeys in residential areas.
- Subtle variation in height is encouraged to add visual interest, such as altering eaves and ridge heights. Another way of achieving this could be by varying frontage widths and plan forms. The application of a uniform building type throughout a development must be avoided.
- The massing of new buildings should ensure adequate privacy and access to natural light for their occupants, and avoid the overshadowing of existing buildings.



Figure 37: An example of variety in massing used for house frontages.



Figure 38: Church Street is bordered by historical buildings that display a variety of scale and massing.

### 3.2.9. Buildings at Corners

- Streets should have strong continuity of frontage not only for being visually attractive and enhancing streetscape but also for providing high levels of natural surveillance. Eyes on the street ensures that public space is well overlooked.
- Corner buildings should have both side façades animated with doors and/or windows. Exposed, blank gable end buildings with no windows fronting the public realm should be avoided.
- Decorative architectural elements should also be considered in treating these building types. However, it is not necessary for strong corner buildings to be taller than neighbouring buildings.



Figure 39: A prominent village centre corner occupied by the Six Bells Pub.



Figure 40: Modern buildings oriented at an angle to face the junction.

### 3.2.10. Building Line and Boundary Treatment

- Buildings should have their main façade and entrance facing the street where this is in keeping with local character. The building line should have subtle variations in the form of recesses and protrusions but will generally form a unified whole.
- Buildings should be designed to ensure that streets and/or public spaces have good levels of natural surveillance from buildings. This can be ensured by placing ground floor habitable rooms and upper floor windows facing the street.
- Boundary treatments should reinforce the sense of continuity of the building line and help define the street, appropriate to the rural character of the area. They should use local materials such as flint and red brick. Boundary treatments should not impair natural surveillance.
- Front gardens should be included where this is characteristic of the area.
- If placed on the property boundary, waste storage should be integrated as part of the overall design of the property. Landscaping could also be used to minimise the visual impact of bins, recycling containers, and vehicle parking.



**Figure 41: Façade orientations form a unified building line while allowing for subtle bends, recesses, and protrusions.**



**Figure 42: Edge treatments using a combination of brick walls and hedges.**



**Figure 43: A diversity of boundary treatments in Cliffe Woods formed by low brick walls, metal and wooden fences, and soft landscaping. The top of mature trees is visible above the roofline.**

### 3.2.11. Building Heights/ Roofline

Creating a good variety in the roof line is a significant element of designing attractive places. There are certain elements that serve as guidelines in achieving a good variety of roofs:

- The scale of the roof should always be in proportion with the dimensions of the building itself;
- Monotonous building elevations should be avoided, therefore subtle changes in the roofline should be ensured during the design process;
- In cases of new development, locally traditional roof detailing elements should be considered and implemented where possible; and
- Dormers can be used as a design element to add variety and interest to roofs.



Figure 44: Street elevations showing a dynamic roofline with a unified materials palette.



Figure 45: Back of buildings showing a diversity of roof styles, orientations, and pitches.

### 3.2.12. Fenestration

- Fenestration on public/private spaces increases the natural surveillance and enhances the attractiveness of the place. Overall, considerations for natural surveillance, interaction, and privacy must be carefully balanced.
- Windows must be of sufficient size and number for abundant natural light.
- Long stretches of blank (windowless) walls should be minimised.
- Site layout and building massing should ensure access to sunshine and avoid over shadowing as many buildings as possible. New developments should also maximise opportunities for long distance views.
- In proximity to historic areas, fenestration must reflect an understanding of locally distinctive features such as scale, proportions, rhythm, materials and articulation.



Figure 46: Listed building with historic window features.



Figure 47: Contemporary building using variations in building rhythm and proportions to articulate the horizontal mass of the building.

### 3.2.13. Development Edges with Open Space

Due to their proximity near the Thames Estuary, the west and north of Cliffe are located near environmentally sensitive habitat areas for a wide array of protected species. These areas benefit from various, often overlapping, European and national environmental protection designations, including: Ramsar sites, sites of special scientific interest (SSSI), a Special Protection Area (SPA), Priority Habitat Inventory - coastal floodplain grazing marsh, Royal Society for the Protection of Birds (RSPB) reserve, and a Marine Conservation Zone (MCZ).

In other places, especially to the east of Cliffe and Cliffe Woods, the settlements border large areas of open countryside that often enable long views due to the flat topography. There are also sites west of Cliffe Woods that are adjacent to the Green Belt.

New settlement extensions, should they come forward, will need to minimise disruptions to wildlife habitat areas, as well as their visual impact on the rural landscape. They should benefit from safe and easy pedestrian connections. They should provide opportunities for mixed-use buildings that include spaces for small offices and retail units, especially near the site entrances. New developments should integrate existing public rights of way and provide new pedestrian and cycling connections. They should also preserve views towards the church, wetlands and open countryside that are important to the residents.

The next page presents two sections of potential new development layouts at their interfaces with either environmentally sensitive sites or the open countryside, encouraging more successful integration with the existing landscape and ecosystem.

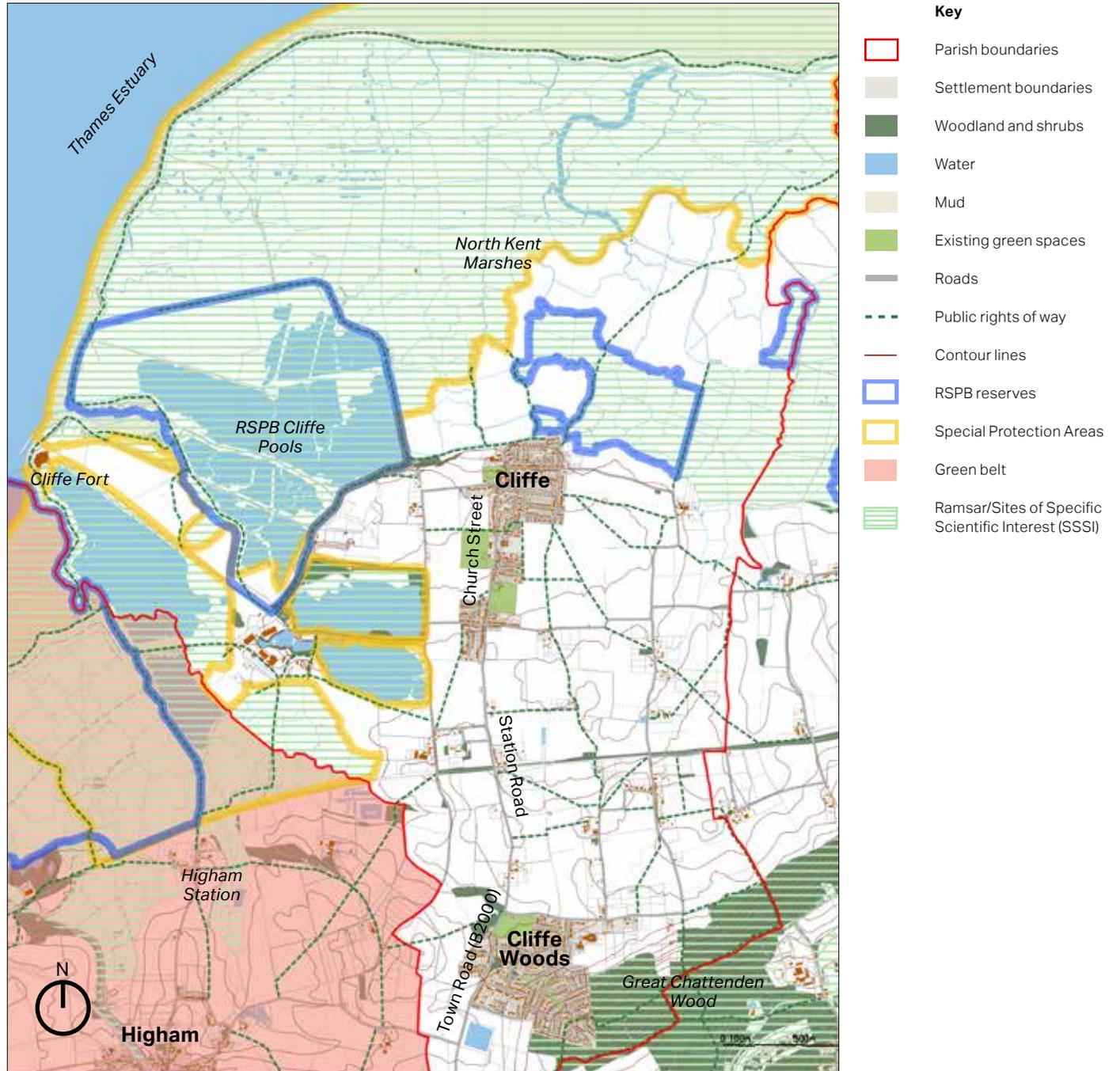
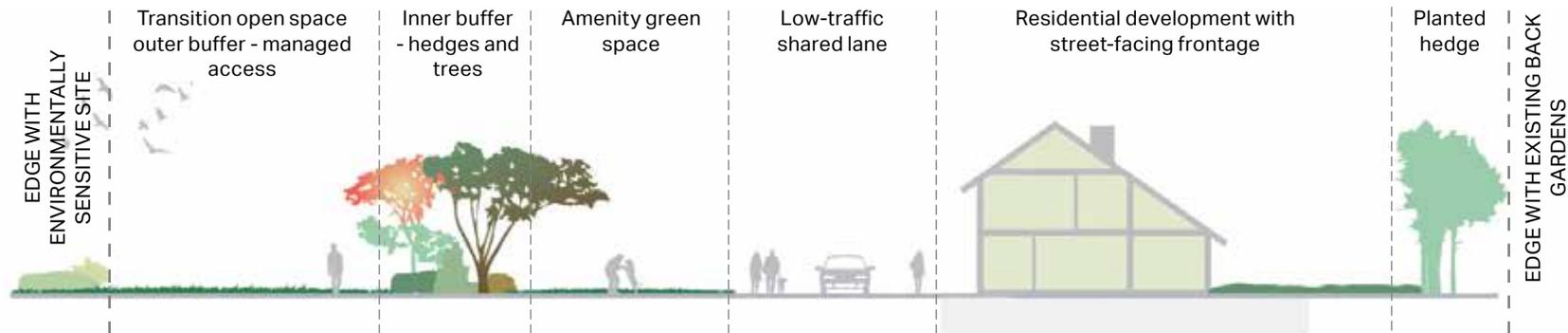


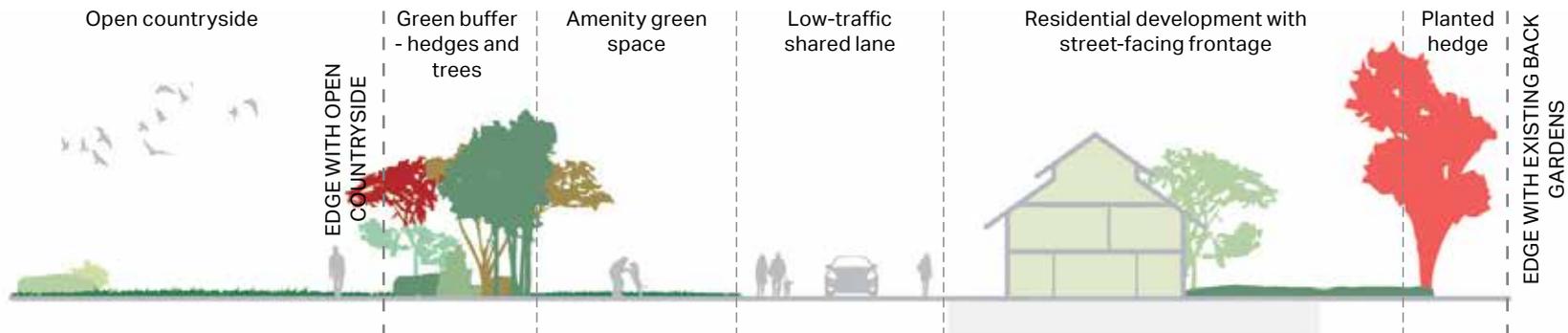
Figure 48: Parish map showing interface between built up and sensitive areas © Crown copyright and database rights 2019 Ordnance Survey 0100031673)

### Development edge with environmentally sensitive site



New developments should leave an undeveloped outer buffer at the edge with designated sites. Managed pedestrian access in the form of gates should be required to minimise disturbance to wildlife. An inner buffer planted with hedges and trees should provide additional physical and visual screening. This inner edge could also incorporate amenity green spaces. Residential areas should be designed with an outward-facing building that front low-traffic lanes; new properties should avoid backing onto the rural landscape. The internal layout of the site can be more flexible, however the back of houses at the interface with the existing settlement should include green hedges to avoid overlooking the back of existing properties. Where the site faces an existing street, the new access should incorporate gateway treatments, and new buildings should face the street.

### Development edge with open countryside



Due to the mostly flat topography and the rural setting of both villages, new construction will be visible from long distances. A green buffer consisting of hedges and trees is needed to soften the impact of new extensions and ease the transition with the open countryside. Amenity green spaces could also be incorporated at the site edges. Low-traffic lanes at the perimeter of the development area should be fronted with outward-facing buildings. The back gardens of houses adjacent to existing residences should incorporate green buffers to avoid overlooking issues. New houses that border existing roads should face outward to increase natural surveillance; new properties should not back onto rural landscape edges.

### 3.2.14. Household Extensions

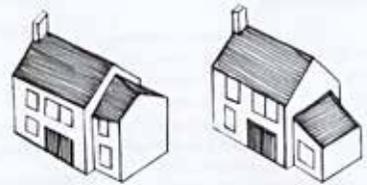
- The original building should remain the dominant element of the property regardless of the amount of extensions. The newly built extension should not overwhelm the building from any given point.
- Extensions should not result in a significant loss to the private amenity area of the dwelling.
- Designs that wrap around the existing building and involve overly complicated roof forms should be avoided.
- The pitch and form of the roof used on the building adds to its character and extensions should respond to this where appropriate.
- Extensions should consider the materials, architectural features, window sizes and proportions of the existing building, recreating this style to design an extension that matches and complements the existing building.
- In case of side extensions, the new part should be set back from the front of the main building and retain the proportions of the original building. This is in order to reduce any visual impact of the join between existing and new.
- In case of rear extensions, the new part should not have a harmful effect on neighbouring properties in terms of overshadowing, overbearing or privacy issues.



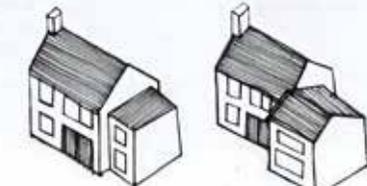
Figure 49: Successful side extension to a Grade II listed building.



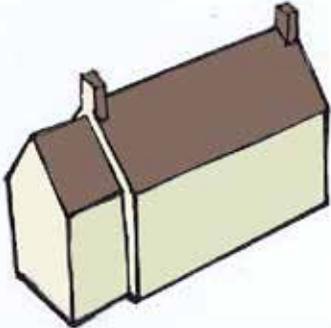
Figure 50: Positive design for a back extension for a red brick building.



Good example for side extensions, respecting existing building scale, massing and building line.

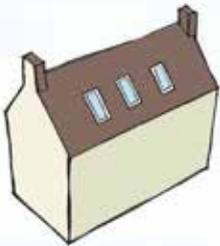


Both extensions present a negative approach when considering how it fits to the existing building. Major issues regarding roofline and building line.

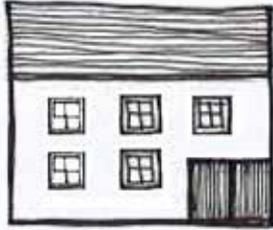


The extension has an appropriate scale and massing in relation to the existing building.

**Design treatment in case of loft conversion:**

Loft conversion incorporating skylights.      Loft conversion incorporating gabled dormers.      Loft conversion incorporating a long shed dormer which is out of scale with the original building.

Original roofline of an existing building.      Loft conversion incorporating gabled dormers.      Loft conversion incorporating gabled dormers which are out of scale and do not consider existing window rhythm nor frequency.

### 3.2.15. Materials and Building Details

The variety of materials and architectural detailing used throughout Cliffe and Cliffe Woods contribute to the rural character of the area and the local vernacular. It is therefore important that the materials used in any proposed development are of a high quality and reinforce local distinctiveness. Any future development proposals should demonstrate that the palette of materials has been selected based on an understanding of the surrounding built environment. New developments, regardless of size, should use a diversity of materials and building details to avoid monotonous developments and aid wayfinding by improving the legibility and imageability of the built environment.

This section includes examples of building materials that contribute to the local vernacular of Cliffe and Cliffe Woods. It is suggested that they are used in future development.



WHITE-PAINTED BRICK



LOW BRICK GARDEN WALLS



CONTRASTING RED BRICK LINTELS AND TRIM



PAINTED DOOR FRAME



PAINTED WINDOW FRAME



YELLOW STOCK BRICK



RED BRICK



WHITE WEATHERBOARDING



LANDSCAPED HEDGE



BLACK WEATHERBOARDING



SLATE ROOF



BAY WINDOW



HUNG CLAY OR TIMBER TILES



SLATE ROOF



CLAY PLAIN TILE ROOF

### 3.2.16. Parking

- Car parking solutions should be a mix of on-plot and garage parking.
- For family homes, cars should be placed at the front or side of the property. For small pockets of housing a front or rear court is acceptable. Multiple garage parking is also encouraged.
- Car parking design should be combined with landscaping to minimise the presence of vehicles.
- When placing parking at the front, the area should be designed to minimise visual impact and to blend with the existing streetscape and materials. The aim is to keep a sense of enclosure and to break the potential of a continuous area of car parking in front of the dwellings by means of walls, hedging, planting, and use of differentiated, quality paving materials.
- Medway Council minimum parking provision standards may be exceeded if the mobility needs of new residents cannot be adequately met solely by improving the existing pedestrian, cycling and public transport infrastructure.
- The introduction of new parking spaces should, at the minimum, not make existing congestion levels worse and should not compromise street safety.



Figure 51: On-street inset parking and driveway parking with landscaped and masonry boundary treatments.



Figure 52: Informal on-street and driveway parking on Chesterton Road. The landscaped boundaries prevent the creation of a car-dominated character.

### 3.2.17. Public Realm and Streetscape

- High quality landscaping and building materials should be used across the new development. Care should be taken when selecting the materials that will be used for the paved areas.
- High quality stone, gravel, granite, and bricks can provide durable and attractive hard surface throughout the public realm.
- More expensive materials such as sandstone and limestone could also be used to further enhance the quality of particular spaces.
- The public realm must be safe for all users and be well maintained. In particular, it must benefit from adequate natural surveillance and (if applicable) street lighting. Streets must be designed to prioritise the safety of vulnerable users, such as pedestrians and cyclists, over speed.



Figure 53: Shared area with block and sett surfacing on Chesterton Road. The well-kept landscaping and footpaths also encourage walking.



Figure 54: Planted verges with street trees along Swinggate Avenue.



Figure 55: Pond Hill, a de-facto shared low-traffic street in the historic core of Cliffe.

### 3.2.18. Traditional Architecture

The gradual evolution of the parish over the centuries has resulted in an organic character to development. Each building in the Conservation Area has its own individuality resulting in variations in construction materials, height, the pattern of openings and detailing. Buildings are predominantly 1 or 2 storeys and the change in roof heights and the presence of chimneys contribute to the visual interest of the historic village.



Figure 56: Red brick buildings showing a variety of window treatment details.



Figure 57: Longford House, a Grade II listed building with jettied upper storeys and painted window frames.



Figure 58: Grade II listed buildings with traditional white weatherboarding and clay roof tiles on Church Street.



Figure 59: Grade II listed, 18th century house with red brick façade.

### 3.2.19. Contemporary take on Traditional Architecture

Within the parish there are a few examples of successful contemporary architecture. These buildings are usually refurbished agricultural buildings with a contemporary extension built in high quality building materials. Although their design is contemporary, they demonstrate an intelligent understanding of materials, massing and local traditional architecture that blends harmoniously with their physical context.

It is suggested that this trend continues to further expand with additional eco-design features incorporated in future developments.



**Figure 60: Yellow brick house with flat-arched red brick lintel, sash windows with white muntins, and slate roof.**



**Figure 61: Building conversion on Pond Hill using high quality traditional building materials.**





**Delivery**

**04**

## 4. Delivery

The Design Guidelines will be a valuable tool in securing context-driven, high quality development on the sites in question. They will be used in different ways by different actors in the planning and development process, as summarised in the adjacent table.

### 4.1. Additional Recommendations

Many potential development sites are located either next to or in close proximity with areas with environmental protection designations (Ramsar, Special Protection Areas, RSPB reserves), or within SSSI impact zones. Should such sites come forward for development, early liaison and consultation with relevant agencies and non-profits, such as Natural England and the RSPB, is encouraged to mitigate potential negative impacts on the ecosystem.

Actors	How they will use the Design Guidelines
Applicants, developers, and landowners	As a guide to the community's and Local Planning Authority's expectations on design, allowing a degree of certainty – they will be expected to follow the Design Guidelines as planning permission is sought.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications.  The Design Guidelines should be discussed with applicants during any pre-application discussions.
Parish Council	As a guide when commenting on planning applications, ensuring that the Design Guidelines are complied with.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.



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