

Design Statement



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1. Introduction

This Design statement has been prepared by Hayward Architects on behalf of the applicants, Mr M Ketcher.

It is submitted in support of an application for **Full Planning Approval** for the construction of a self build new dwelling and is to be read alongside the drawings as submitted.



2. Context

Witherley is a historic English village and civil parish in Leicestershire, near the Warwickshire border.

The civil parish of Witherley includes Atterton, Fenny Drayton, and Ratcliffe Culey as well as the village of Witherley itself. The population of the civil parish at the 2011 census was 1,373.

The village benefits from a primary school, village hall, a church, a playground with playing field and an historic pub. It was also the home of the Atherstone Hunt Kennels until recently when these were closed and converted to homes.

Older development is chiefly located around the junction of Post Office Lane and Church Road along to Mill Lane and Hall Lane

The site sits within the Witherley Conservation Area on Church Road between St Peters Church with its impressive 48m tall spire and The Old Rectory, a fine Georgian house that has been extended a number of times throughout its history. Other notable buildings in the vicinity are the Blue Lion Public House which sits opposite the site entrance and Witherley Hall to the north.



3. Site Description

The proposal site sits to the west of Church Road between the road and the River Anker. The application site is within Flood Zone 1.

To the south is an area of land owned by the local Diocese and is earmarked for an extension to the graveyard. This land shares an access with the proposal site. Beyond this to the south are 2 residential properties including a large dormer bungalow that has been subject to a number of extensions over the years.

Beyond these residential dwellings to the south is the impressive St Peters Church with its near 48m spire that was rebuilt in 1924 following a lightning strike.

To the west of the site is the River Anker with open fields beyond down to the A5 Watling Street.

To the North is The Old Rectory and Witherley Hall which are both substantial dwellings set in impressive grounds.

The eastern boundary of the site along Church Road is shielded by a number of large trees and is separated from the road itself by an access into The Old Rectory.

There are also a number of very large trees along the Northern Boundary which separates the site from The Old Rectory.



4. Proposal

Our client has recently purchased this land with a view to creating a new self-build family home.

The proposed scheme has been designed with a traditional style frontage to reflect the large neighbouring houses in the conservation area but with a modern rear elevation which works with the topography of the site to create a terraced building that falls away with the landscape.

Use

The house will be a large family home with a separate garage with storage over served by a sweeping driveway in the style of a Georgian manor house.

The access point from Church Road will be shared with the neighbouring land which is earmarked for an extension to the church's graveyard.



5. Amount, Scale and Massing

History

The site appears to have been a vacant parcel of land for many years although in recent times it was rented to the neighbouring property owners at The Old Rectory and was used as an extension to the garden with a football goal and trampoline on site in mid-2025.

As existing

The application site is approximately 0.33ha.

The site has been maintained as cut grass for a majority of the area from the road to around 2/3rds of the way to the river. The land immediately adjacent the river is more overgrown.

There are a number of large trees around the edge of the site, particularly on the North and East boundaries as shown on the proposed site plan.

The site rises initially from the road to around the point where the garage will be located before falling away significantly down to the river.

As proposed

The proposal is for a large family home but one that uses the topography of the site to create a terraced rear elevation that falls away with the levels of the site towards the River.

The house has been designed to minimise impact on its surroundings by being screened entirely from Church Road other than for a small view from the access driveway, this is demonstrated in the adjacent CGI of the proposed dwelling.



The existing view from the end of Post Office Lane of the site is shown adjacent and shows that the site will be similarly well screened from this view.

Massing

Good design of buildings includes an architectural language. This language can be found in both the building itself and in its setting.

The massing of buildings communicates their function and their hierarchy on the street scene. Whereas it is appropriate for an ancillary building such as a garage to be diminutive and subservient to a dwelling, it is not appropriate for a single dwelling to be noticeably diminutive and subservient in an entire street scene.

This approach is essential if the dwelling is to 'sit well in its setting' and is to achieve 'good design'.

The proposed ancillary buildings are one and a half storey. The addition of another half storey above the proposed garage will offer an appropriate massing, scale and height which will fit into the street scene in the most suitable and pleasing way.

The house is 2 storey when viewed from the front which is consistent with many of the dwellings in the area although some of the larger houses such as those to the north are 3 stories. The proposed heights have been designed to work with the topography of the landscape to ensure the house has a minimal impact on the wider area.

All of the internal spaces meet Nationally Described Space Standards.



6. Layout

This proposal seeks to locate the new dwelling set well back in the site to ensure it is well screened from the conservation area. The proposal works with the topography of the site to maximise the space within the dwelling while keeping the impact to a minimum.

The sweeping driveway leading to the garage is reminiscent of Georgian Manor houses of this type and reflective of the access and driveway to The Old Rectory.

When entering the site visitors will face have a clear line of sight to the front door making wayfinding simple. The garage and external parking area will provide ample space for both the residents of the house and visitors.

7. Landscaping

The dwelling is to have a private garden as well as external balcony and terraces areas which are formed by the stepped rear elevation of the building and as indicated on the proposal drawings.

There are many mature trees and hedgerows on the which will be retained to provide screening to the development as well as providing high quality bio-diversity areas.

8. Appearance

The proposed dwelling seeks to provide a contextually appropriate aesthetic appeal, in a manner which sits well in its setting by making visual references to the built context.

Materials

The material palette is selected to sit well with other dwellings in the conservation area with the use of red brick as the primary facing material off-set with high quality stone detailing.

There will also be a buff stone surround to the front door as well as arched stone detailing to the orangery element of the house.

Windows and doors on the house will generally be painted timber with an off white colour. The front door is to be a painted timber style to reflect the historic style of the frontage to the dwelling.

The garage uses a palette that reflects the main house to create a cohesive style when viewed from the front.

The rear elevation uses large areas of glass and terracing to break up the visual bulk of the rear when viewed from the wider open countryside.



Contextual References

The proposal takes inspiration from the buildings in the vicinity with the surrounding vernacular and wider Witherley area being a varied mix of ages, styles and materials although red brick below tiled roofs dominate the village on the whole.



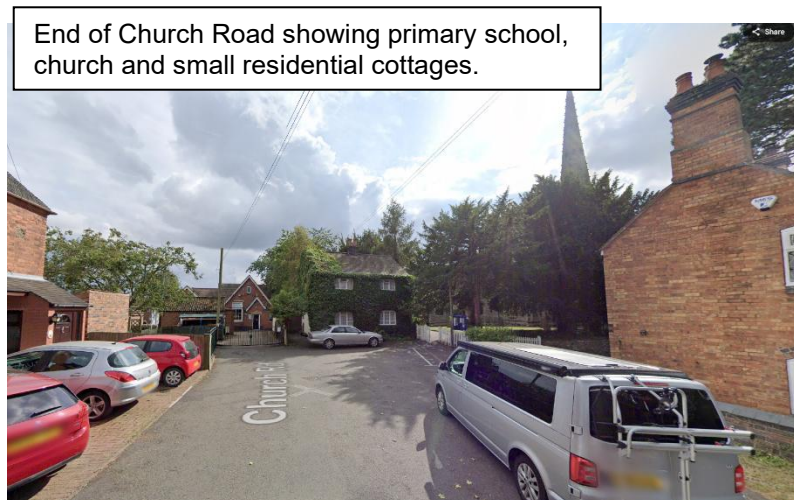
Georgian Frontage of Blue Lion Public House opposite the site



Modern house opposite site entrance



Late 19th C Houses adjacent to modern house



End of Church Road showing primary school, church and small residential cottages.



View along Church Road with The Old Rectory to the right and separate dwelling running along the road frontage.



9. Access

The existing site benefits from established access from Church Road.

Gates are proposed to separate the proposed new dwelling from the Access to the proposed cemetery. These will be set back approximately 19m from the road.



Style of proposed gates

10. Summary

Whilst the site does sit within the conservation area for Witherley the design has been carefully considered to ensure that the impact on the Conservation Area when viewed from the public realm will be minimal.

The site is well screened from Church Road and Post Office Lane to the east with only minimal snapshot views of the proposed dwelling be available.

The dwelling takes inspiration from the surrounding large houses such as The Old Rectory and Witherley Hall for the primary front elevation but contrasts this with a modern rear elevation which uses the natural topography of the site to create a stepped elevation to create visual interest.

Heritage and design have been carefully considered to create a high quality of design that will enhance its immediate and wider surroundings whilst providing a modern self-build family home.