



# Design Statement.

**Shericles Farm, Kirkby Road, Desford**

November 2025

# Contents.

## 01 Introduction

1.1 Purpose of the Document

## 02 Pre-Application Review

2.1 Overview of Pre-App Response & Changes  
2.2 Pre-App Massing & Siting  
2.3 Pre-App Appearance & Layout

6.2 Proposed Plans and Elevations

6.3 Materiality

6.4 Language & Treatment

6.5 Proposed Sketch Visual

## 03 Assessment

3.1 Location & Application Site  
3.2 Surrounding Context / Built Form  
3.3 Visual Separation  
3.4 Existing Site & Built Form

## 04 Evaluation

4.1 Constraints and Opportunities  
4.2 Development Opportunities

## 05 Evolution

5.1 Client Brief  
5.2 Sketch Ideas / Design Development  
5.3 Precedent Study - External Appearance  
5.4 Massing & Siting Development

## 06 Design Resolution

6.1 Proposed Site Plans

# 01. Introduction

# 01 Introduction.

## 1.1 Purpose of the Document

Design Studio Architects have been approached by Marrons to assist their client Ms Hannah Hufford, with the design of a new, self-build dwelling within the curtilage of the existing family home at Shericles Farm.

Marrons are lead consultants in this application and this document should be read in conjunction with Pre-App advice submission document REF 25/10097/PREHMO.

This document is intended to demonstrate how we have progressed the design of the dwelling to land at the proposed design for the self-build dwelling at Shericles Farm, Kirkby Road, Desford.



Aerial view of Pre-App dwelling in context



Aerial view of proposed dwelling in context

## 02. Pre-Application Review

## 02 Pre-Application Review.

### 2.1 Overview of Pre-App Response & Changes

Consultant	Constraint/Consideration	Comments Summarised	Status @ Pre-App	Design Response	
				Changes	Pg Ref
<b>LOCAL AUTHORITY</b>	Siting	Siting, Scale and Massing are considered to be not in keeping with the existing neighbouring farmstead meaning the proposal harms and does not enhance the existing setting		Scheme rotated to create stronger relationship between existing and proposed.	25 & 27
	Scale			Larger masses moved to less visible parts of the site. Additional masses removed i.e.. Porch, 25 Dormers & Chimney	
	Massing				
	Design & Character	Overly domestic appearance of the dwelling detracts from character of the existing farmstead		Adapted Architectural detailing and treatment	29 & 30
<b>HIGHWAYS</b>	Provision of parking	Suitable Provision		n/a	n/a
	Site access	No comments or concerns		n/a	n/a
<b>ECOLOGY</b>	Ecology	No Comments		n/a	n/a -
<b>DRAINAGE/FLOODING</b>	Flood Risk Zone	Zone 1 - Low probability of Flooding		n/a	n/a
	Flood risk from rivers and sea	The principle of residential development in low flood risk areas is acceptable		n/a	n/a
	Flood risk from surface water	Very Low risk of flooding from surface water		n/a	n/a
<b>MINERALS</b>	Designation	Mineral Safeguarding Area (Sand & Gravel)		n/a	-
	Mineral Assessment	Not required to scale of development		n/a	n/a
<b>Environmental Services Department</b>	Pollution	ESD do not envisage any objections		n/a	

## 02 Pre-Application Review.

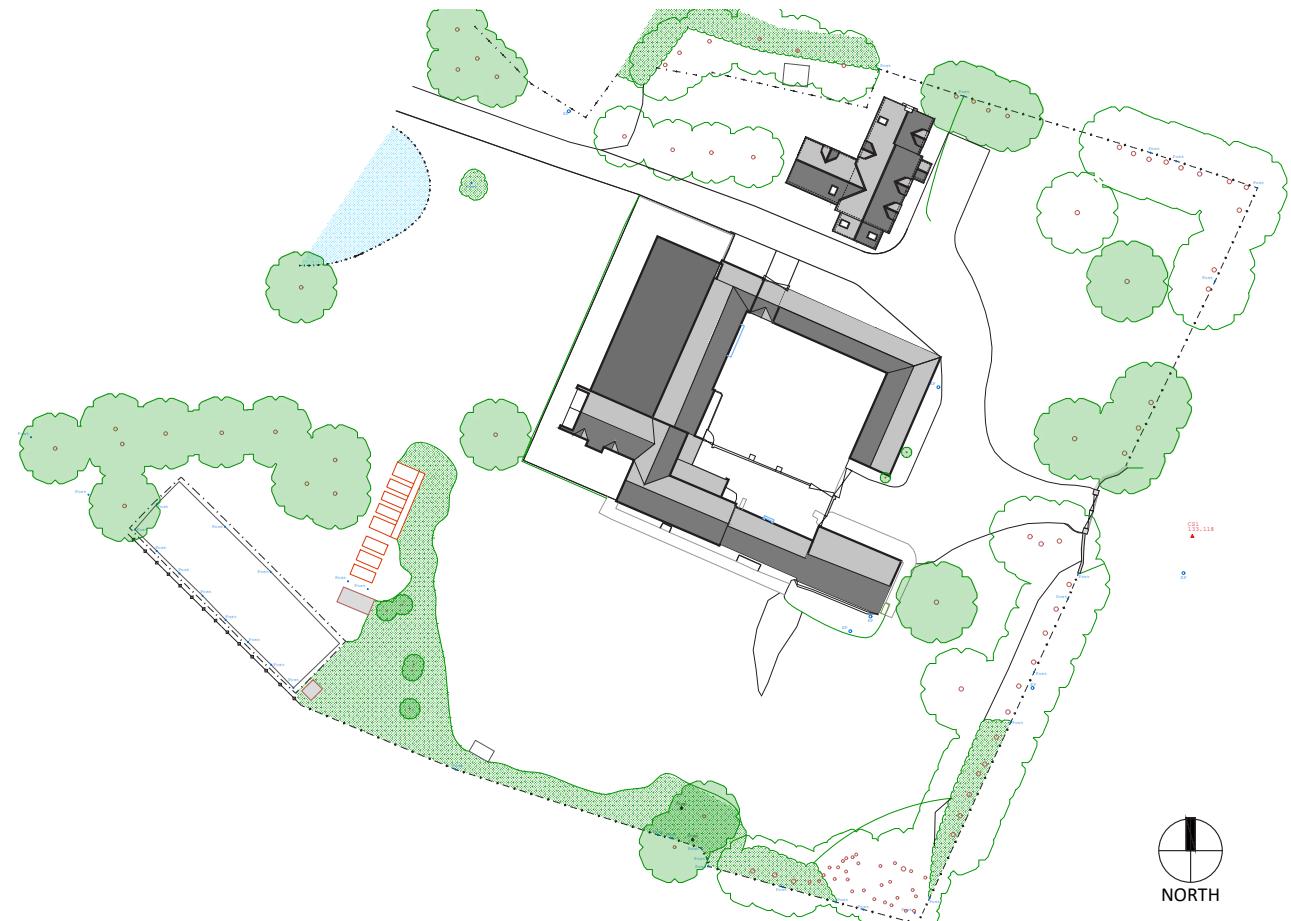
### 2.2 Pre-App Massing & Siting



Pre-App Rendered Principle Elevation



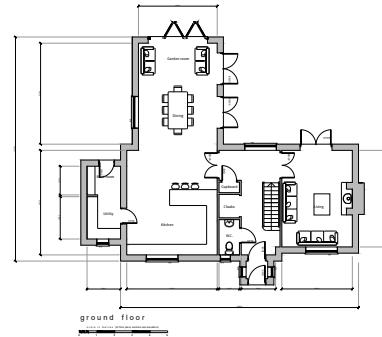
Pre-App Site Axon



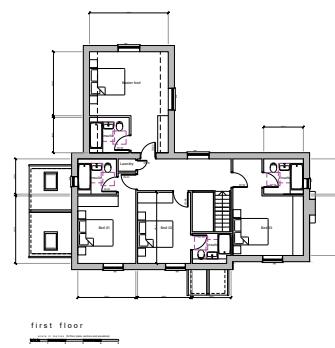
Pre-App Site Plan

## 02 Pre-Application Review.

### 2.3 Pre-App Appearance & Layout



Pre-App Ground Floor Plan



Pre-App First Floor Plan



Pre-App Entrance-Way Visual



Pre-App Elevations

## 03. Assessment

## 03 Assessment.

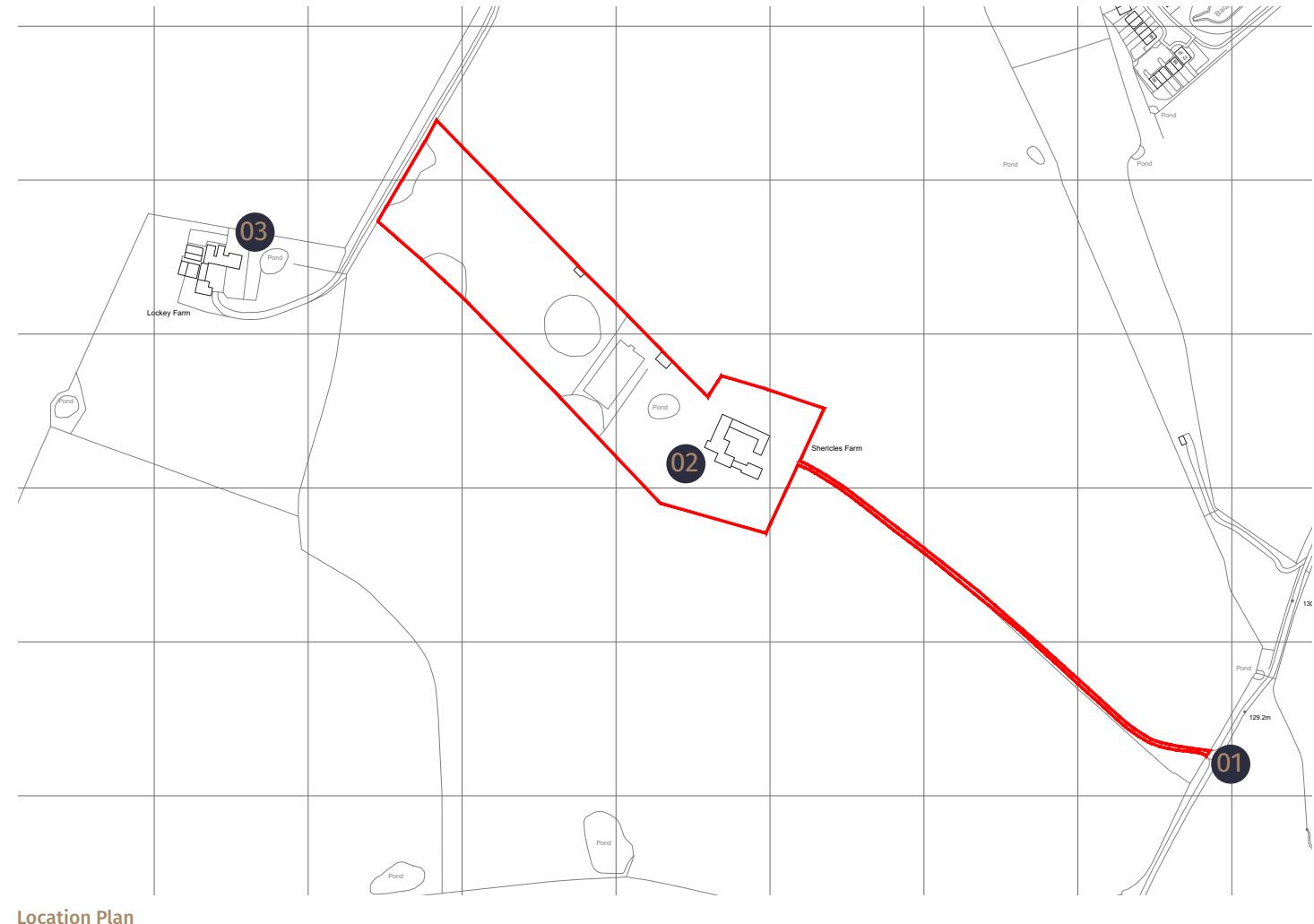
### 3.1 Location and Application Site

The existing site consists of a historical farmhouse with ancillary agricultural out-buildings, which currently support the residential use of the site. The site's rural characteristic is re-enforced by its complete seclusion and visual separation from all external spaces.

- 01 Existing Access from Kirkby Road
- 02 Existing Dwelling
- 03 'Neighbouring' dwelling



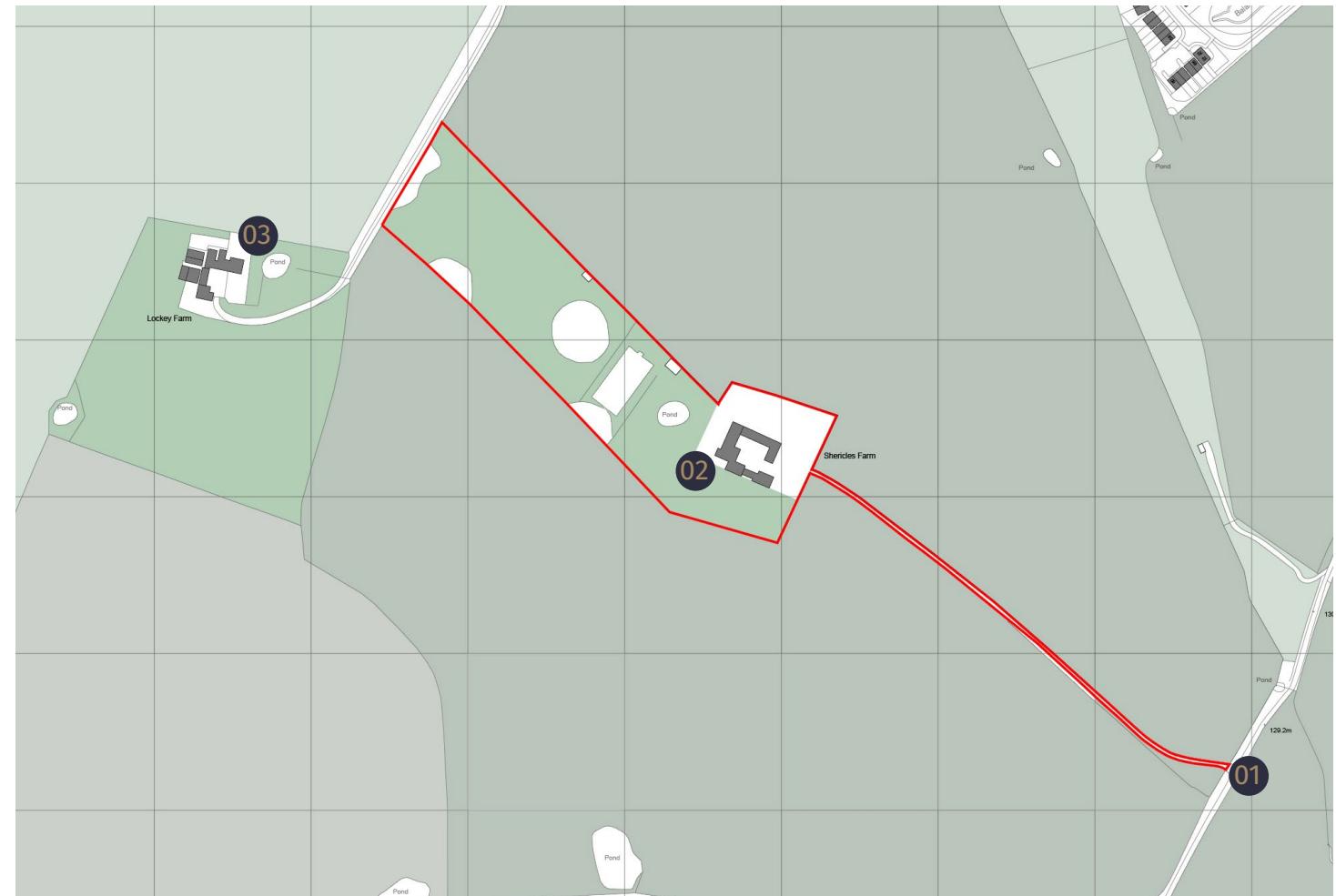
Aerial View



## 03 Assessment.

### 3.2 Surrounding Context / Built Form

- 01 Existing Access from Kirkby Road
- 02 Existing Dwelling
- 03 'Neighbouring' dwelling
- Agricultural Land
- Built Form



Location Plan

## 03 Assessment.

### 3.3 Visual Separation

The development site is completely hidden from Desford, public roads and viewpoints especially to the North and East. This is because it is surrounded by thick, mature evergreen trees and shrubs that provide year-round screening at different heights and depths. This planting is well established and creates complete visual containment from all directions. Refer to separate Landscape & Visual Appraisal for more details.



Visual Screening between Desford & Site



Evergreen Planted Screening



01 Kirkby Road - Looking North-West



02 Site Entrance (Kirkby Road)

## 03 Assessment.

### 3.4 Existing Site & Built Form



01 Site Access Point



02 Proposed Site Looking North - Established Planting



03 Existing Agricultural Building North Wing



04 Shared Vehicular Access



05 Proposed Site Looking West



06 Existing Farmhouse - Domestic Architectural Cues



07 Existing Farm House - 2 Storey Masses



08 Existing Courtyard - Eclectic Mix of masses & Roof-lines

## 04. Evaluation

## 04 Evaluation.

### 4.1 Constraints and Opportunities

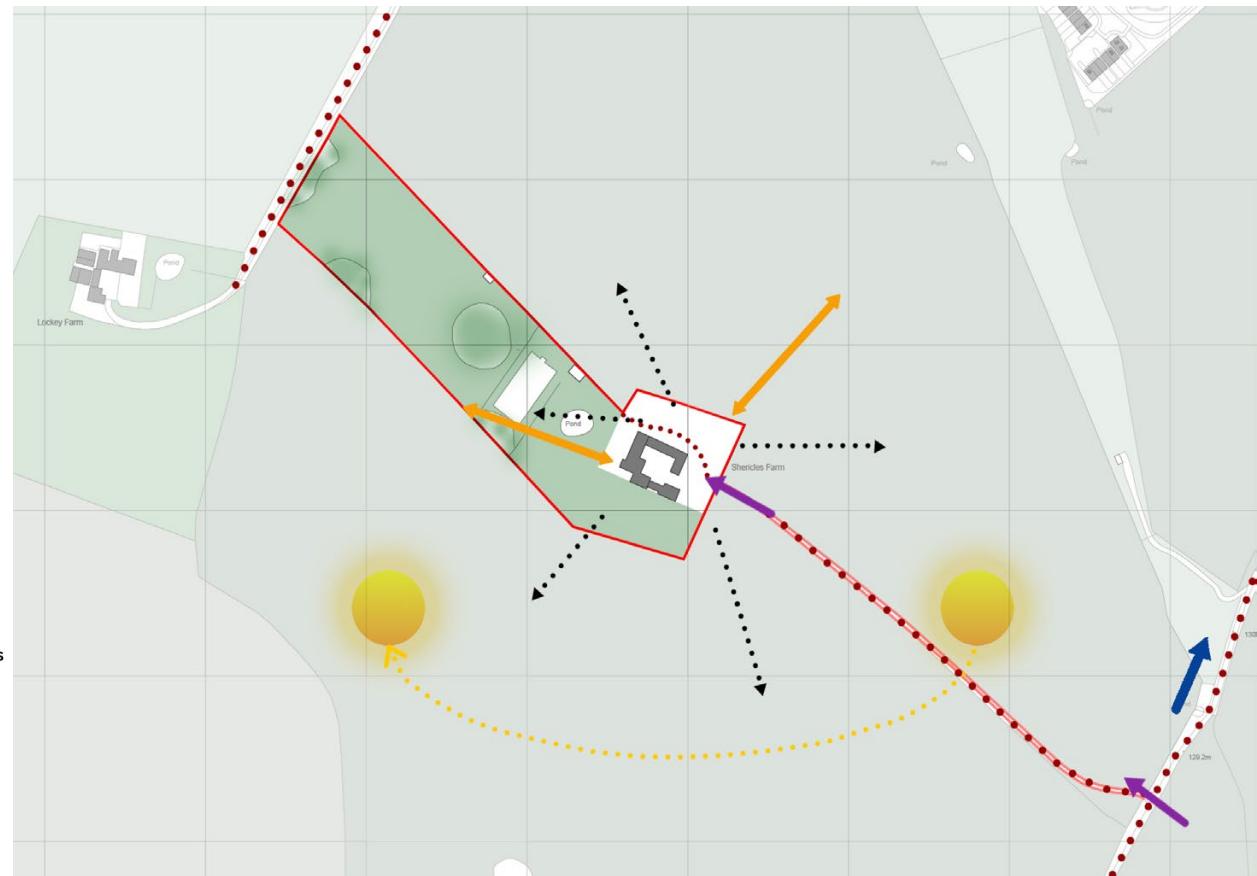
#### CONSTRAINTS

- Existing built form
- Existing landscaping features within the site
- Rural location

#### OPPORTUNITIES

- Existing access
- Established residential use
- Well screened by mature trees and hedgerows
- Orientation allows for good daylight
- Spacious Plot
- Rural location
  - unobstructed views
  - no overlooking / privacy
- Close proximity of Desford village and local amenities
- Quiet location with minimal vehicle traffic

- Sun Path and Natural Light
- Outlook/views
- Adjacent Buildings
- Separation
- Footfall / Site Security
- Existing Access
- Vehicular Movement
- Local Amenities



Site Appraisal

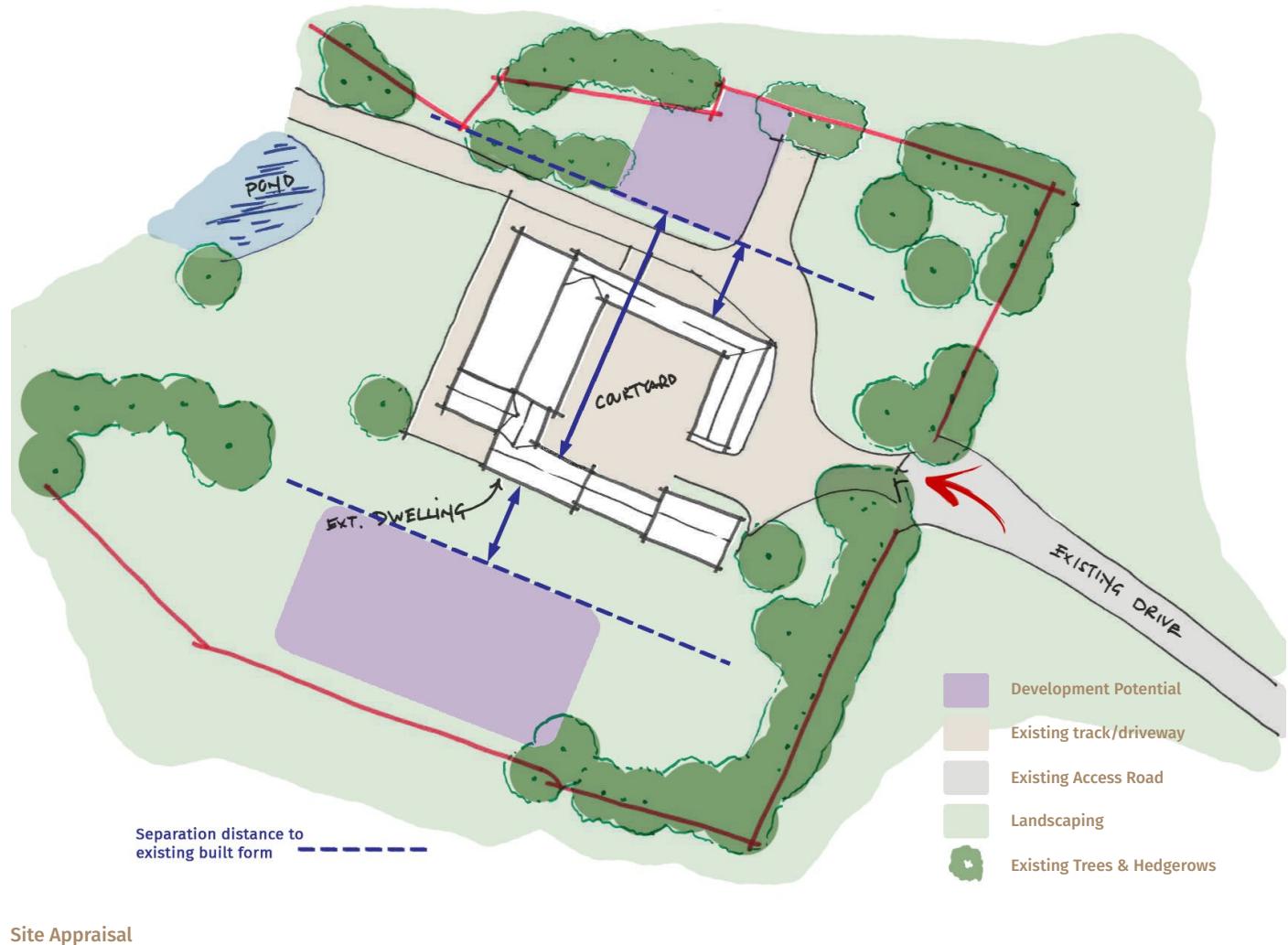
## 04 Evaluation.

### 4.2 Development Opportunities

#### CONSIDERATIONS

In order to site the proposed dwelling in the most appropriate location within the site the following issues were considered;

- Distance to existing built form and main dwelling
- Obstruction of existing views/outlook
- Utilise existing track/driveway
- Proximity to pond/watercourse
- Proximity to existing trees
- Scale and massing of existing and proposed
- Area required to provided desired footprint
- Privacy



## 05. Evolution

## 05 Evolution.

### 5.1 Client Brief

Understanding the clients requirements during the development of a design for a self-build dwelling is imperative and will often require an understanding and appreciation of the clients aspirations both in terms of internal layout and external appearance as well as working within the constraints of an existing site and the clients budget.

The client's main aim is to provide a family dwelling within the curtilage of their child-hood home to aid socially sustainable multi-generational living for the existing isolated farmhouse, whilst creating a sense of privacy and ownership of their space.

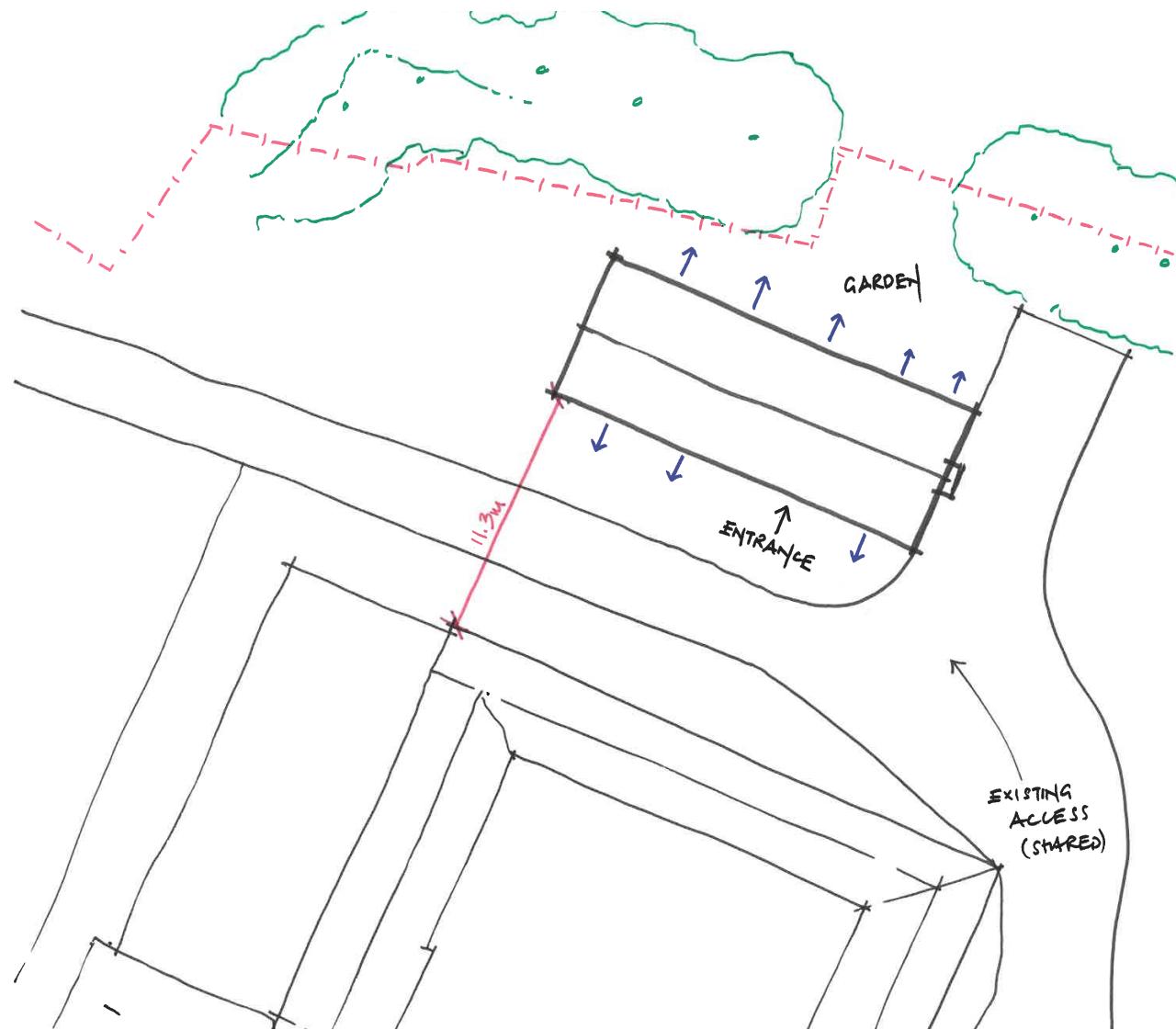


Existing Site Model

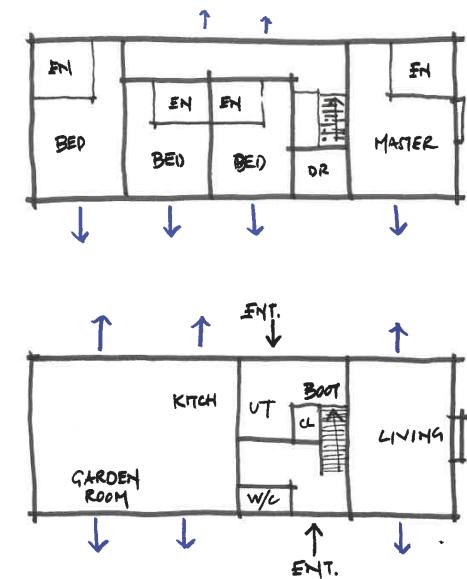
## 05 Evolution.

### 5.2 Sketch Ideas / Design Development

OPTION A



Site Layout / Floor Plans



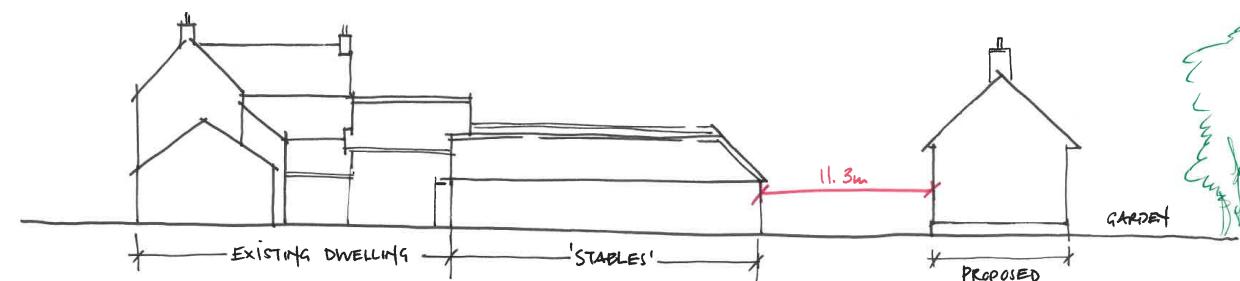
## 05 Evolution.

### 5.2 Sketch Ideas / Design Development

OPTION A



Massing Model

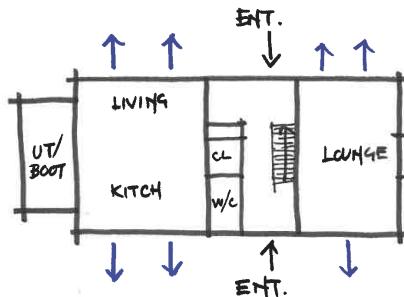
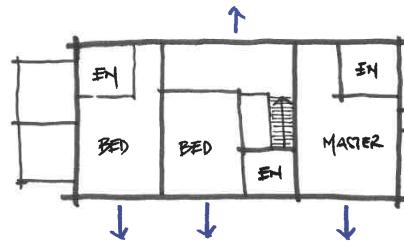


Site Section/Elevation (Scale & Massing)

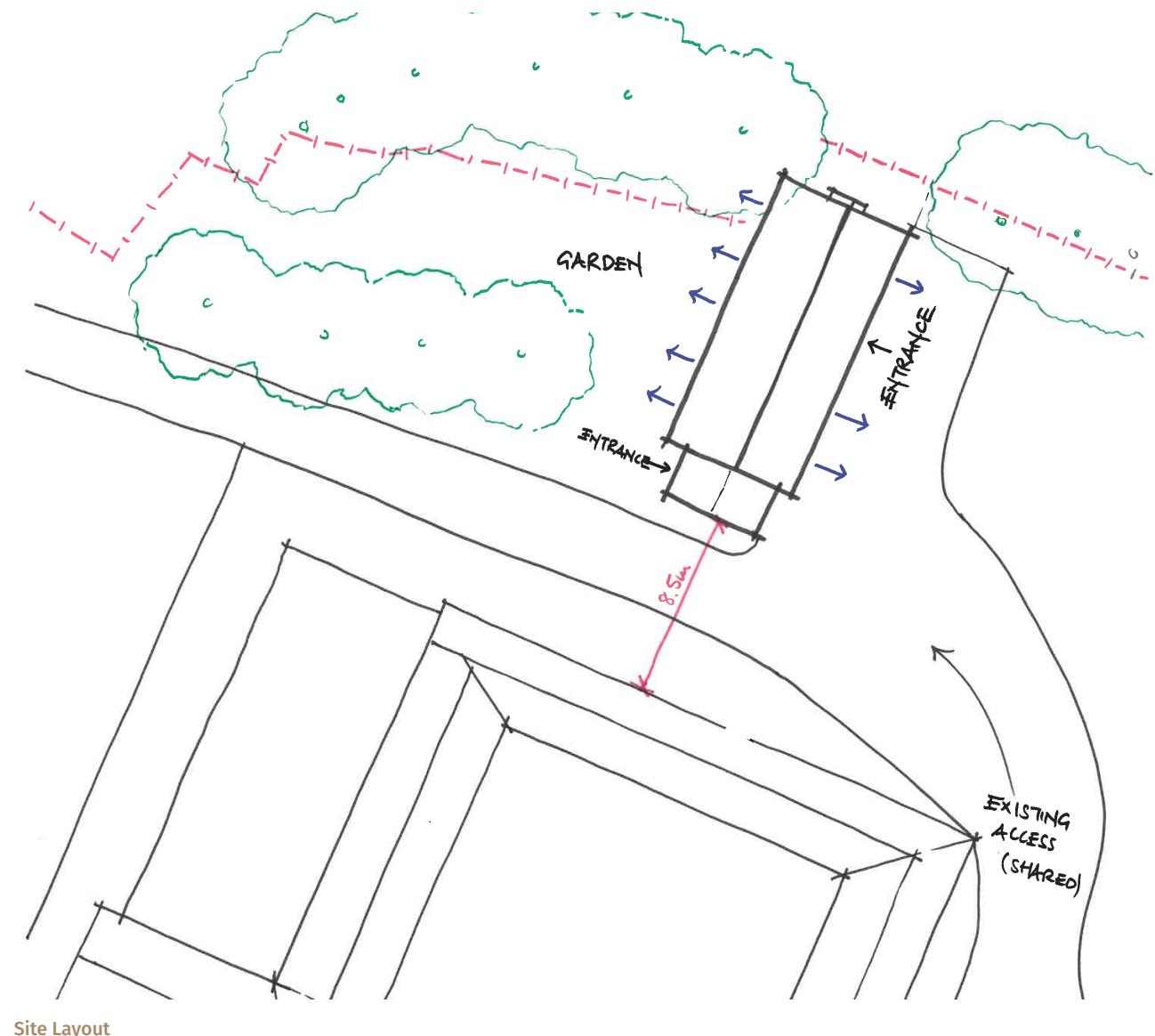
## 05 Evolution.

### 5.2 Sketch Ideas / Design Development

OPTION B



Floor Plans



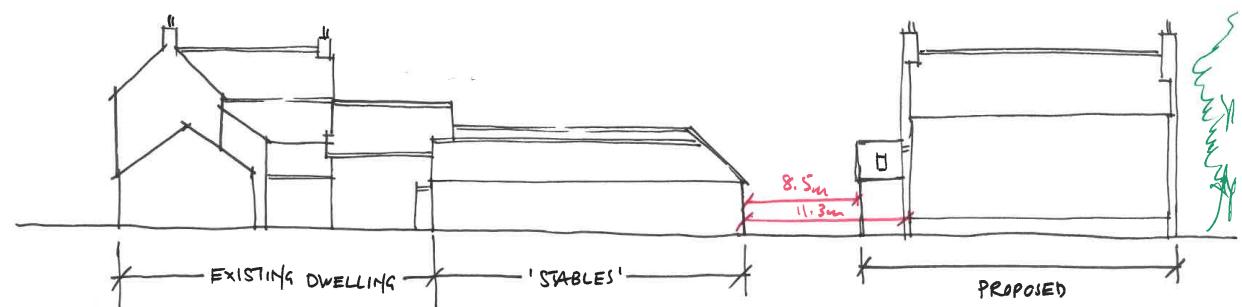
## 05 Evolution.

### 5.2 Sketch Ideas / Design Development

OPTION B



Massing Model

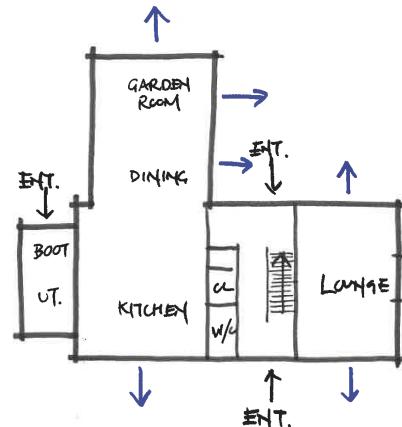
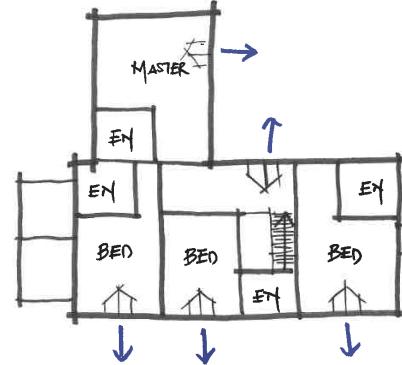


Site Section/Elevation (Scale & Massing)

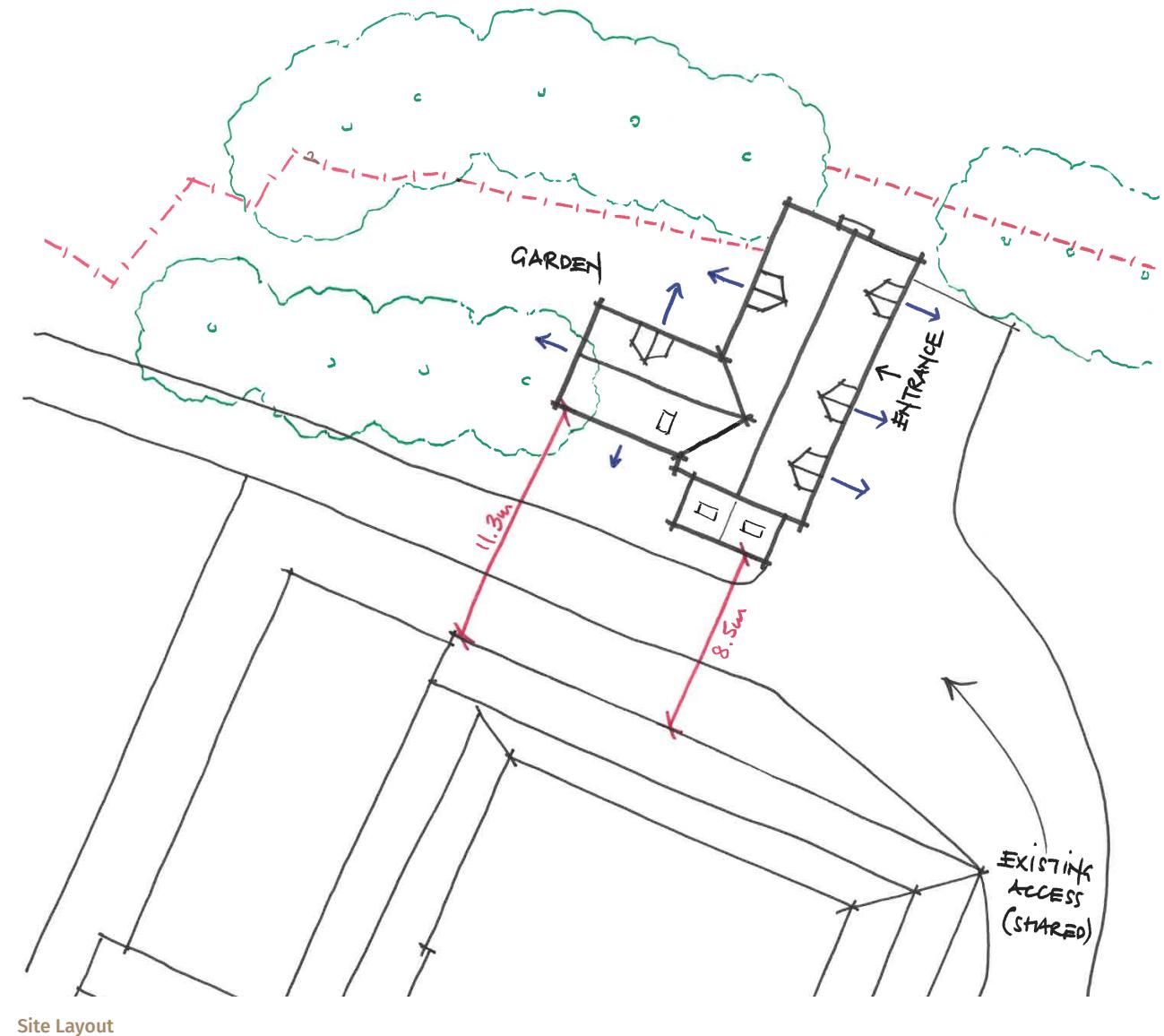
## 05 Evolution.

### 5.2 Sketch Ideas / Design Development

OPTION C



Floor Plans



## 05 Evolution.

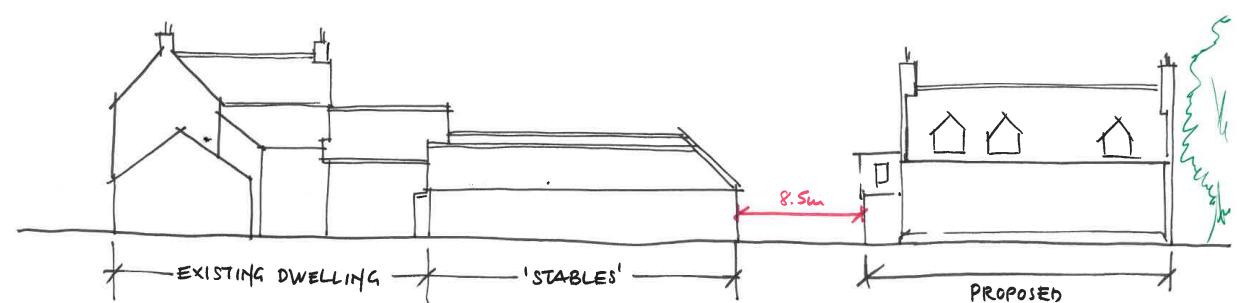
### 5.2 Sketch Ideas / Design Development

#### OPTION B

Massing B investigates the impact of creating symmetric masses across the site section by matching the rough scale of the existing farm house whilst setting the ridge slightly lower than the existing to keep the proposed mass subservient and dynamic section.



Massing Model



Site Section/Elevation (Scale & Massing)

## 05 Evolution.

### 5.3 Precedent Study - External Appearance

#### AESTHETIC AND DETAILS

- Dormer Windows
- Exposed Rafter Feet
- Low-level Plinth
- Arched brick soldier course over openings
- Timber casement windows



## 05 Evolution.

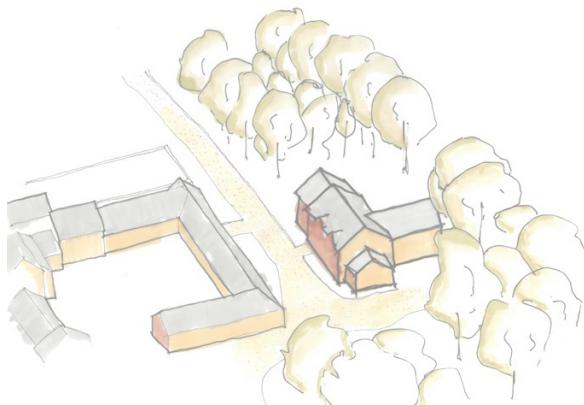
### 5.4 Massing & Siting Development

In response to concerns regarding siting, scale, and massing, the proposal has been developed through the following steps.

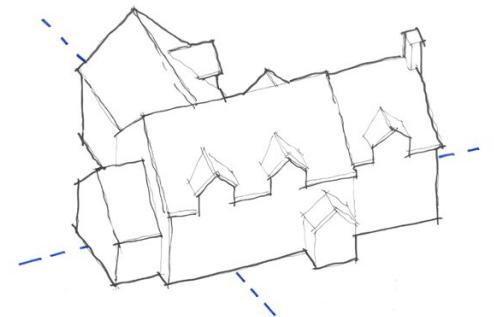
1. Rotate the mass so the ridge line and flatter elevation are parallel to the existing agricultural facade, reinforcing the visual relationship with the established courtyard.

2. The secondary block forming part of the principal elevation has been reduced in height and depth, introducing depth and articulation that softens the massing and diminishes visual impact from the site entrance.

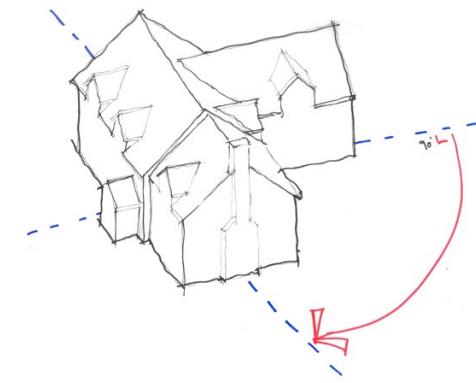
3. Finally, dormer windows, chimney, and porch have been removed to reduce overt domestic cues, resulting in a simpler and more restrained form that responds more appropriately to the rural character and addresses the identified harm arising from excessive domestication.



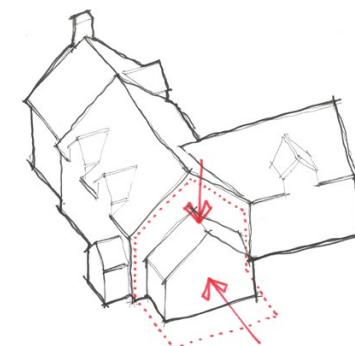
Proposed Sketch Axon



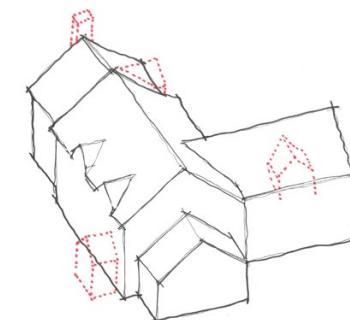
00. Pre-App Massing



01. Rotate to break up principle elevation



02. Reduce scale of the secondary mass



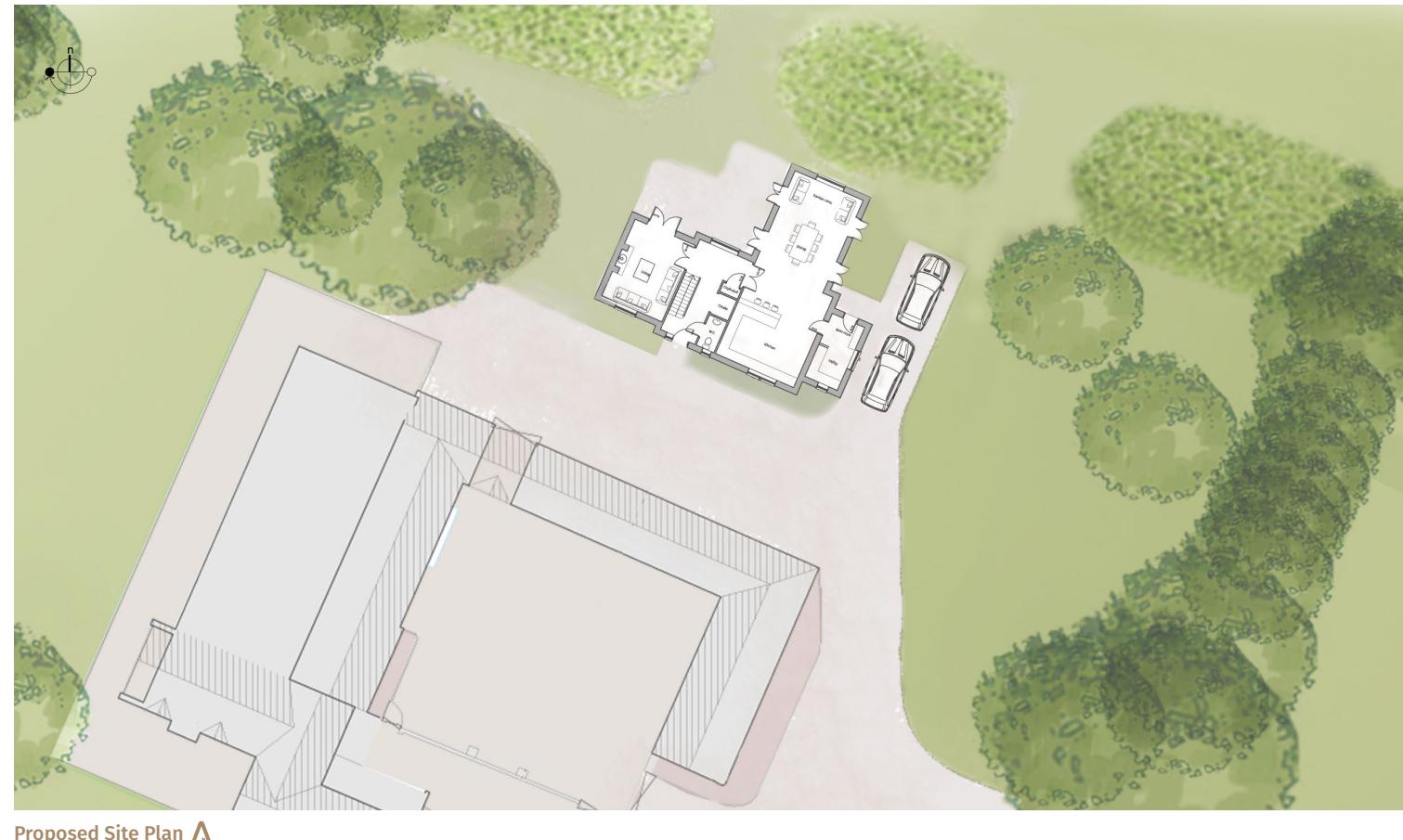
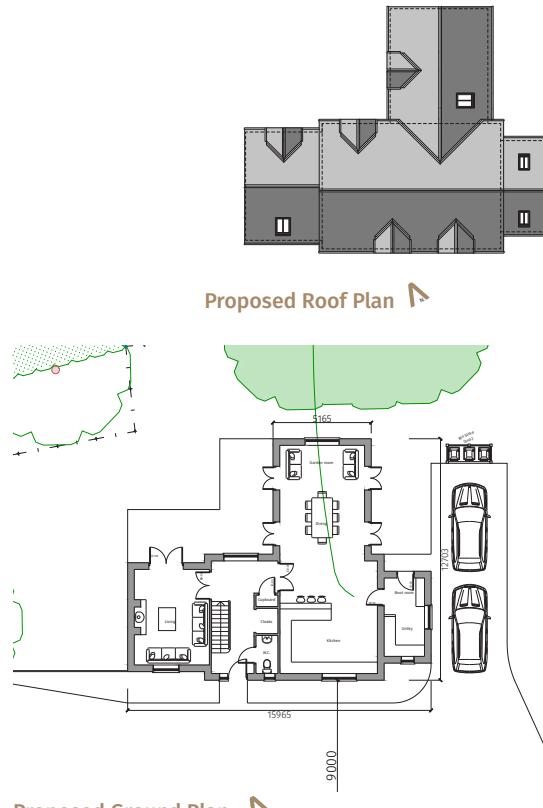
03. Simplify and refine

## 06. Design Resolution

## 06 Design Resolution.

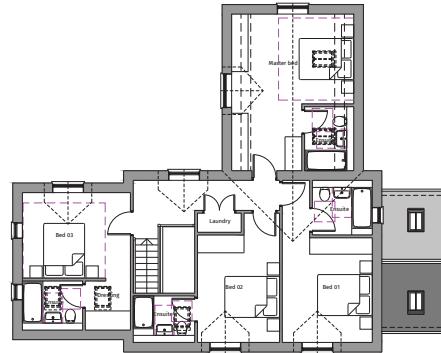
### 6.1 Proposed Site Plan

The site plan illustrates the siting of the proposed dwelling within the curtilage and existing tree cover of the site.



## 06 Design Resolution.

### 6.2 Proposed Plans & Elevations



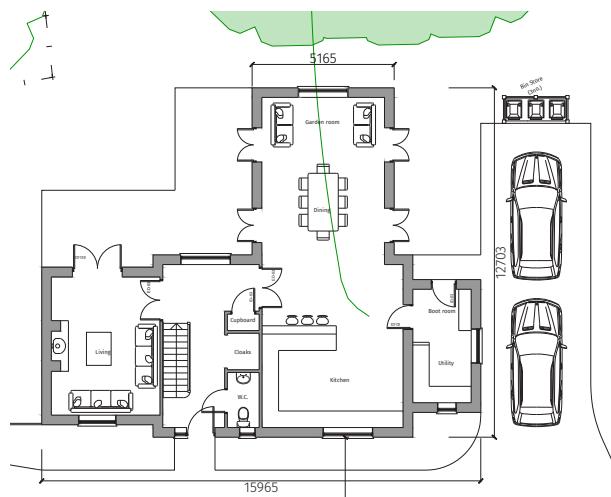
Proposed First Floor Plan



Proposed Side Elevation (South East)



Proposed Front Elevation (South West)



Proposed Ground Plan



Proposed Side Elevation (North West)



Proposed Rear Elevation (North East)

# 06 Design Resolution.

## 6.3 Materiality

The rendered elevation demonstrates a more restrained architectural approach that responds to the rural context. Simplified detailing to heads, sills, brickwork, and eaves reduces overt domestic cues, softening the overall appearance and diminishing visual impact. This approach allows the building to sit more harmoniously alongside the existing agricultural form, reinforcing the character of the historic farmstead and enhancing the setting rather than detracting from it.

Hatch	Material	Colour	Manufacturer
	Cambrian Slate (or similar)	Grey	BMI Redland
	Flush Casement Windows	White	TBC
	Conservation Rooflights	Grey	TBC
	Oast Russet Facing Brick	N/A	Wienerberger
	Traditional Timber door set	N/A	TBC

Proposed External Material Finishes



Proposed Front Elevation (South)

## 06 Design Resolution.

### 6.4 Language & Treatment

Existing Language

Level Window heads  
Timber Sill  
No Plinth to base  
Brick corbel detail



Dormers



Conservation Roof Lights



Existing Arch Window



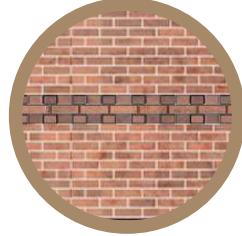
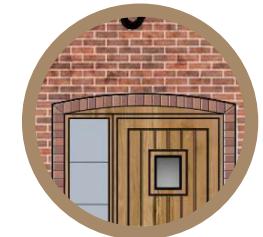
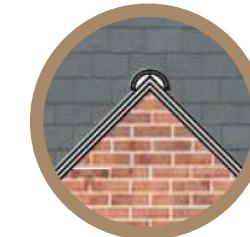
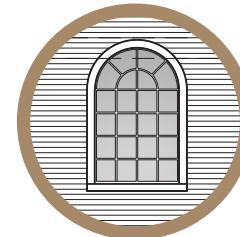
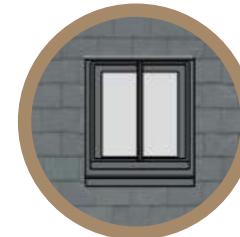
Wet Verge to eaves



Mixed level & arch door heads



Proposed Treatment



New elevational treatment makes for a much more sensitive development of the site, adding to a harmonious addition that would enhance the setting of the existing farmhouse and out-buildings.

## 06 Design Resolution.

### 6.5 Sketch Visuals



Site Entrance View



Proposed Front Elevation & Parking Space



New Garden Amenity to Rear



Proposed Dwelling Within Existing Tree Cover

## 06 Design Resolution.

### 6.5 Sketch Visual



Proposed Site Aerial

# WE LISTEN. WE THINK. WE DESIGN.

## Get in touch.

📍 Regent House  
7 Upper King Street Leicester  
LE1 6XB  
United Kingdom

📞 +44 (0) 116 251 0606

✉️ info@ds-a.co.uk

👉 www.ds-a.co.uk



Copyright © Design Studio Architects Ltd

**dsA**  
design studio  
architects.

