

## High Weald Colour Palette Document (2017)

*'Colour makes a key contribution to the landscape character and local distinctiveness of the area.'*

Waygood Colour published a guidance document for proposed developments within the High Weald Area of Outstanding Natural Beauty (AONB), highlighting the importance of selecting colours which respond to the context of the site. It is paramount to reflect upon both natural and urban surroundings, being mindful of the variation in landscapes which inevitable seasonal fluctuations will bring.

Whilst not in an area of AONB it is good practice to take this publication into consideration

### Methodology

Select the appropriate character area where the site is located:

- 1 - Coast and Lower River Catchment
- 2 - High Weald Character Area
- 3 - Western High Weald Woodland and Heath

Select a colour palette from each category:

1. Integration (of prominent elevations into the landscape);
2. Natural and contrasting tones (dominantly building frontages);
3. Accents (details such as windows and doors which highlight the building, but which should match the chosen A, B, or C category in the 'integration' palette).

The resultant palette selection will minimise the visual impact upon the AONB, and will additionally contribute to and indeed strengthen local distinctiveness and character.

### The Site in relation to the AONB

This Site is not located directly in area of AONB. However, Jarvis Homes is committed to building high-quality vernacular architecture and will adhere to the Colour Guide in all of its schemes.



	Render, Masonry Paint, Weather Boarding	Timber, Fibre Cement	Stone, Brick, Tile	Steel	
A	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	1
B	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
C	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
A	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	2
B	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
C	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
A	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	3
B	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
C	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	1
	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	2
	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	3
	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	1
	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	2
	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	3
A	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	1
B	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
C	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
A	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	2
B	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
C	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
A	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	3
B	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	
C	[Color swatches]	[Color swatches]	[Color swatches]	[Color swatches]	

**Architectural Strategy**



**Plots 1- 4**



**Plots 5- 6**

**A vernacular approach**

The development provides a mix of high quality designed new homes reflecting the architectural character and vernacular materials of Egerton.

The mix of reclaimed brick, white and black timber weather boarding, tile hanging and aluminium clad timber windows ensures the development fits with it's context.

The proposal is softened by the existing mature vegetation and new structural soft native planting.



**Plots 7, 11 & 12**



**Plots 8, 13 & 15**



**Plot 9 & 14**



**Plot 10**



### Framing Views and Vistas

The design of the Site layout accords with Policy S30 and the scheme has been designed to accord with the topography of the Site and views of the village church that can be experienced along the length of the existing PRoW that runs across the Site.

The Site is gently sloping with the lowest point of the Site located in the northern area of the Site where the majority of the housing is located.

Due to this topography the proposed houses will sit down low in the landscape and will not interrupt views to the church.

The current experience of the church from the PRoW is that of landscape and buildings in the foreground with the church tower behind and on the higher ground to the north. This condition is not changed.

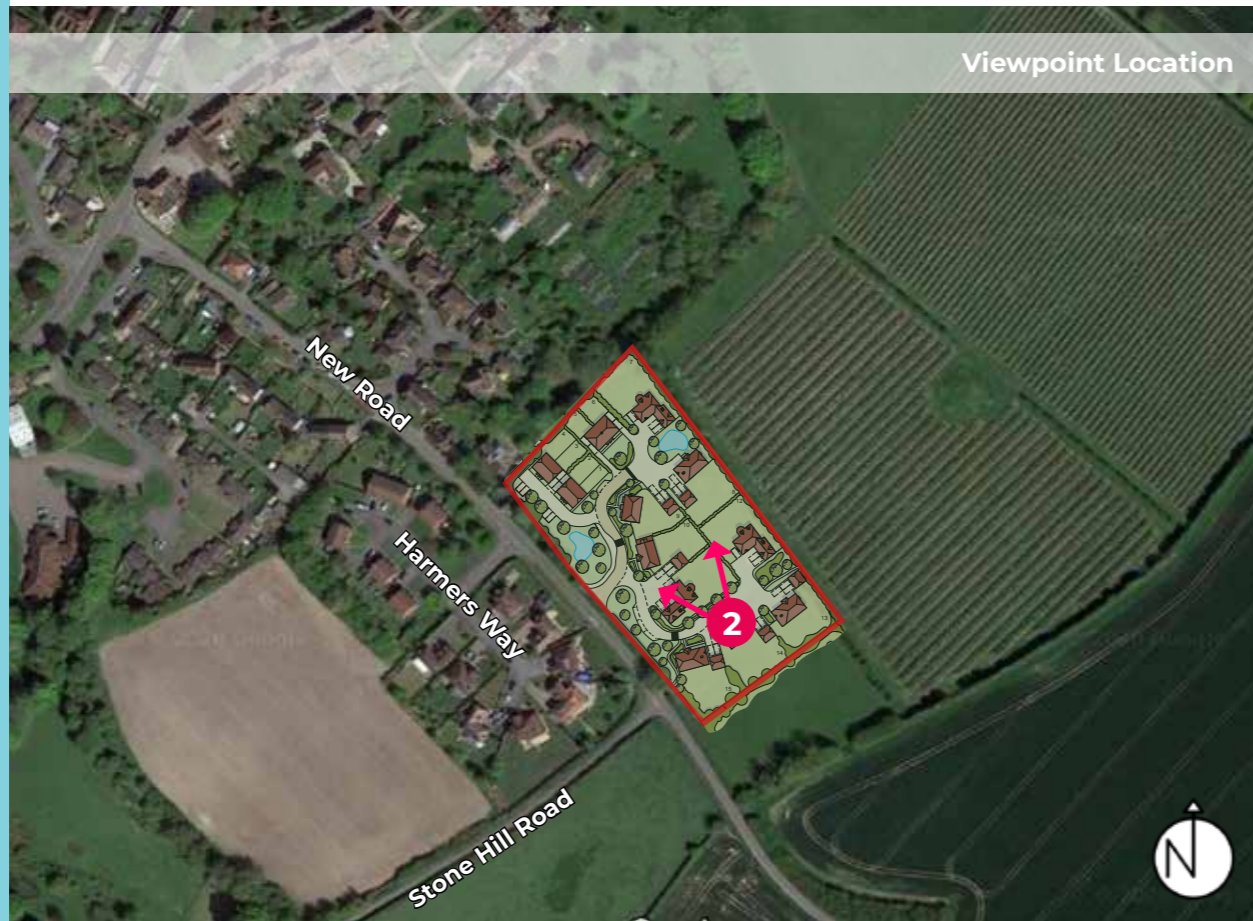
The images to page 41 demonstrate this - image 2 shows the line of the roofs of the proposed buildings and their garages against the existing building line. As can be seen, the new roof lines accord with that of the existing context, even as the land rises to the south of the Site.

Due to this Site being allocated by the local planning authority, any development of this Site will change the experience of the view from the internal PRoW.

We have looked to minimise any impact upon the landscape by integrating layers of landscaping with hedgerows, shrubs and trees proposed within the masterplan framework. This can be seen on image 3 to the bottom of page 41.

The vernacular house designs that we have developed for this Site allow us to drop the roof pitches to 37.5 degrees to keep the bulk and massing of the dwellings to a minimum.

Barn-hips, hips and catslides allow glimpse through and add interesting features. Dormer windows, generous roof overhangs and facing brickwork features also add enhanced architectural features.



Existing view looking north towards the Church from the PRoW



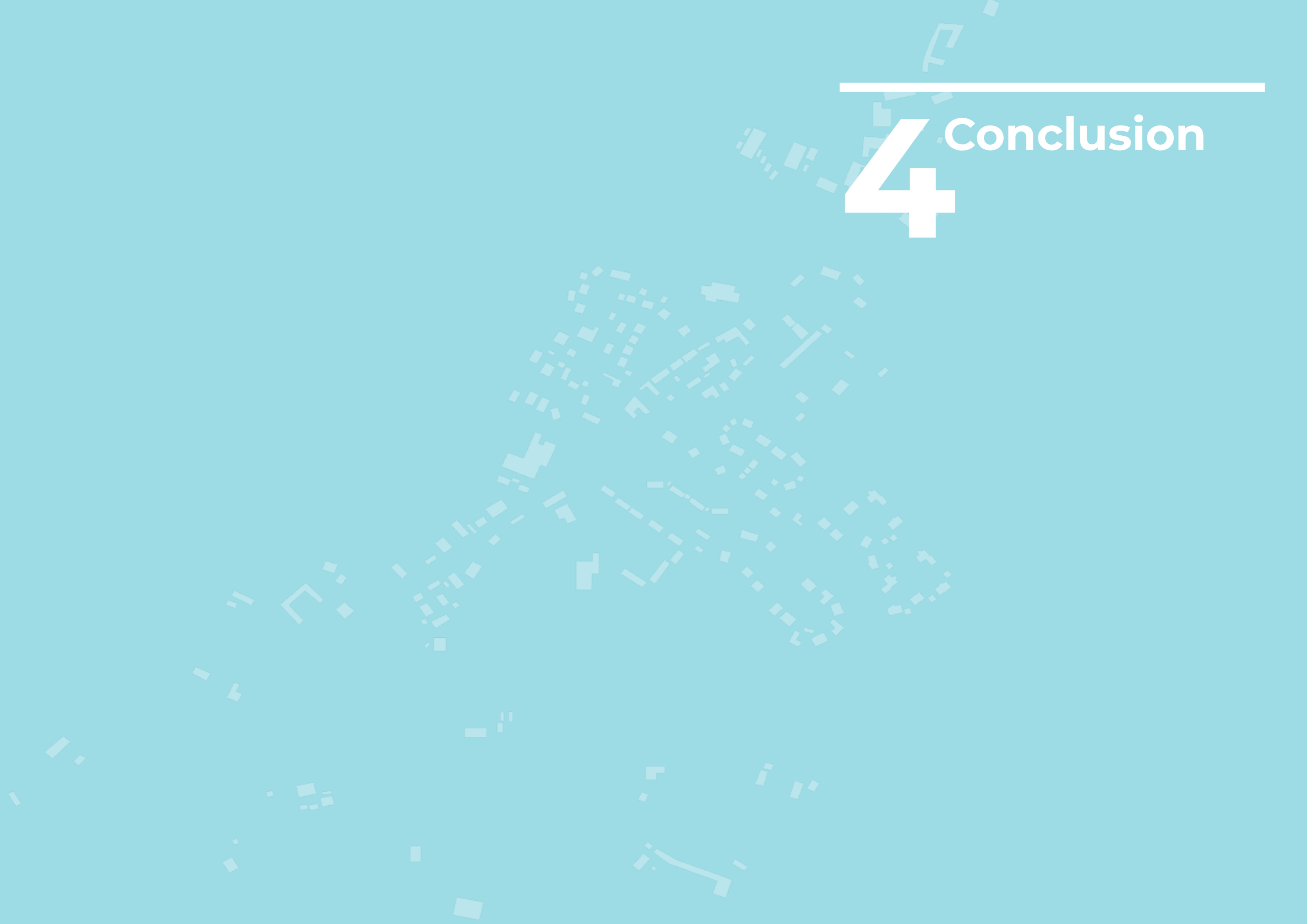
Looking north towards the Church from the PRoW showing outline of rooflines



Proposed sectional elevation towards the Church from the PRoW

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# 4 Conclusion



# Conclusion

## Benefits of the Proposal

This document has set out a detailed masterplan for the development of an allocated site on land to the south-east of Egerton.

The proposals are deliverable based on the Site assessment work that has been carried out to date, and the Masterplan describes a high-quality and locally distinguishable new residential offering for Egerton.

The NPPF and the Government's growth agenda seek to ensure that sufficient land is available in the most appropriate locations to increase housing supply, support growth and boost home ownership.

### Available

Jarvis Homes has secured legal agreements with the landowners of the Site for the proposal of residential development.

As a locally based family house building business Jarvis Homes are committed to delivering sustainable development and can ensure permission is sought for 15 new homes to help meet Ashford Borough Council's housing need in line with the Site allocation.

The NPPF and the Government's growth agenda seek to ensure that sufficient land is available in the most appropriate locations to increase housing supply, support growth and boost home ownership.

This Site is appropriately located in relation to the services and facilities in Egerton alongside nearby education opportunities. Furthermore, access, movement and infrastructure supports access to the wider facilities in the area.

### Suitable

The Site is suitable for housing development as it:

- Offers a suitable location in relation to existing and permitted developments around Egerton;
- Accords with Egerton Design Guides and Policy S30.
- Can be developed immediately;
- Has recognisable and defensible NPPF compliant boundaries;
- Has no identified technical constraints that would prevent it being developed for residential development immediately, and;
- Is highly sustainable, within walking distance to local services and facilities in Egerton.

### Achievable

The masterplan illustrates that the Site can deliver a mix of 15 new dwellings ranging in size from 2 to 5 bedrooms which would contribute to meeting the housing needs of the area and provide fantastic new additions to Egerton.

This document and accompanying technical assessments identifies that the Site has no restricting constraints for development.

The Site should be approved for residential development immediately.



Prepared by:



**edge Urban Design**

Suite 2, 7 Buttermarket  
Thame  
Oxfordshire  
OX9 3EW

Phone: 01865 522395

Email: [enquiries@edgeUD.co.uk](mailto:enquiries@edgeUD.co.uk)

[www.edgeUD.co.uk](http://www.edgeUD.co.uk)

For:



**Jarvis New Homes (South East) Ltd**

Hill View House, The Hill  
Cranbrook  
Kent  
TN17 3AD

Phone: 01233 630999

Email: [info@jarvishomes.com](mailto:info@jarvishomes.com)

[www.jarvishomes.com](http://www.jarvishomes.com)