



Frome
Town Design Statement
February 2012

Frome Town Council



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Document verification

Client:	Frome Town Council
Project:	Town Design Statement for Frome
Job number:	A070921
Document title:	Town Design Statement
Status:	Version 4
Date:	February 2012
Document reference:	A070921rep111014v4.indd

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WYG Planning & Design
Floor 5, Longcross Court, 47 Newport Road, Cardiff CF24 0AD
Tel: +44 (0)29 2082 9200 Fax: +44 (0)29 2045 5321 Email: planning.cardiff@wyg.com www.wyg.com

Study team

This report has been prepared for:

Frome Town Council

by:

WYG Planning & Design

Floor 5, Longcross Court, 47 Newport Road, Cardiff CF24 0AD



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0 Executive summary

Background

001 With the commissioning of a Town Design Statement for Frome, the Town Council and Mendip District Council are seeking to improve the quality of existing and future developments in Frome, raise awareness of the importance of good design and, hopefully, encourage the timely and appropriate maintenance of the natural and built heritage.

002 Frome lies in a rural location in Somerset, about 14 miles south of Bath, 7.5 miles west of Warminster and 12 miles east of Shepton Mallet. The town operates as part of a network of places which includes Warminster, Westbury and further north, Melksham and Chippenham. To the south and west of the town, however, is an extensive rural area which looks towards Frome for a range of needs, including the livestock market which is the second largest in southern England.

003 Frome is the fourth largest settlement in Somerset yet, in geographical and functional terms, is more closely related to the West Wiltshire towns and Bath than the other principal settlements within Mendip district or other parts of Somerset.

004 Today, Frome has a number of roles. It operates as an important service centre, offering a range of shopping with a mixture of small independents, retail warehousing, supermarkets and some national retailers. Arts and crafts are prominent in the town, with the Frome festival and local artisan markets attracting performers and visitors throughout the year. Alongside this the town performs a dormitory role with some residents commuting elsewhere to work, particularly Bath. Employment in Frome itself is in a state of transition. Traditional manufacturing industry has been in decline for some time and is being gradually replaced by more service-based industries, particularly retailing and business services.

What is a Town Design Statement?

005 The aim of this statement is to give a detailed guide to the character of a town, identify the specific nature of the buildings and landscape that makes the town distinctive and set out recommendations on how to encourage new development of high quality design that enhances and complements what already exists.

006 The overarching role of the document is to raise the profile of design issues through increased awareness, knowledge and expectations amongst the public, those commissioning building works, those submitting planning applications, development control officers and committee members. The TDS will provide a clear basis for consistency in negotiations to support decisions on planning proposals for the town, at the same time as making design and quality more central in the planning process in Frome.

Who should use the Town Design Statement?

007 As a Supplementary Planning Document, this document relates specifically to development requiring planning permission. However, anyone who undertakes 'permitted development' within Frome is encouraged to have regard to the objectives and policies set out within this Town Design Statement.

How has the community been involved in the production of the Town Design Statement?

008 Consultation has played an important role in the development of this document. The key elements of consultation have included:

- A workshop event attended by invited community representatives, held on 8 September 2011;
- An open day event open to everyone, held on 26 November 2011; and,
- A programme of formal consultation for adoption of the Town Design Statement as a Supplementary Planning Document by Mendip District Council.

009 These events have highlighted the important issues and priorities for the town, which have informed the different character areas and their recommendations. Further details of the consultation events are provided in the separate Statement of Consultation document.

Design quality

010 In raising the awareness and knowledge of good design this document promotes higher standards of urban, landscape and building design. The UK Government's policy for design in the planning system is contained in Planning Policy Statement (PPS 1). The challenge in PPS 1 is clear:

"Good design ensures attractive usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible for good planning".

Frome now and in the future

011 One of the first tasks was to gain a clear understanding of the town, its geographical and landscape setting, historic development, its situation today and vision for the future.

012 The Mendip Local Development Framework – Draft Core Strategy (February 2011) sets the following vision for Frome:

013 In 2026 Frome residents have access to a wider range of jobs locally which has led to a reduction in the level of commuting out of the town. Commerce Park is now fully occupied and additional sites, some within the existing built up area, provide offices and workshop space allowing employees to travel to work without the need to use a car. Having secured a permanent home, the FETE project is contributing to a better skilled local workforce. The improved and extended facilities at Frome College have allowed new teaching specialities (including Further Education courses)

to emerge which equip young people with knowledge and skills that are valued by a range of local businesses. Local business is also more confident due to the help and advice now being offered by the new Business Support Centre.

014 Local people have access to a good range and choice of housing which better reflects their needs rather than the demand from the other parts of the sub-region. The location of most recent housing development has been in the town's built up area making use of a good supply of previously developed land although in a manner sensitive to the town's built heritage. Contingency land in two areas to the south east of the town was set aside in response to concerns about the intensity of brownfield redevelopment. This land, coming forward since 2020, has delivered exemplar development of well designed zero carbon homes and community facilities, including a new school and extensive open space meeting a range of recreation needs. The areas are also well connected to the other parts of the town through well conceived foot and cycle links including crossings of the railway and the river.

015 Within the town centre, the Saxonvale area and the recently completed redevelopment of the Westway Centre now mean that residents and communities nearby meet almost all of their shopping needs in the town, particularly fashions and other high quality goods that people previously travelled to Bath to buy. These redeveloped areas also offer a wider range of restaurants and social venues, including a larger cinema, making Frome an attractive destination for a good night out, whilst a hotel, within easy walking distance of the town centre, provides for guests. The environment of the wider town centre is also improved. As well as new public spaces in the redeveloped shopping areas, the Market Place has been remodelled to favour people over cars so that most drivers choose other routes around the town. These alterations have enabled the market to return to the heart of the town centre and grow in turn drawing in even more shoppers and visitors.

016 Local people now consider the river as an asset to the town. On the river banks around the Market Yard and the Westway Centre, the channel has now been softened and integrated with the redeveloped shopping area to offer a pleasant setting for people to linger, enjoy a bite to eat or meet with friends. The wider river initiative, underpinned by local groups, landowners and public bodies, has seen it emerge as the spine of a well connected open space network which encourages more active lifestyles, travel by foot and bicycle, as well as being wildlife corridors in their own right. More widely, the quality of open spaces in the town has improved through the use of a dedicated fund contributed to by new development schemes.

017 This vision has been translated into a number of guidelines for the town to ensure any development is of high quality and is undertaken in a manner sensitive to the town's built heritage and intrinsic qualities.

Assessing the settlement character

018 A key part of this has been identifying the settlement character of the town through a detailed appraisal of the land use; open spaces and vegetation; historic environment/ built heritage; accessibility and movement; and development and regeneration.

General design guidelines

019 The design guidelines should be considered for any new development within the town, whether it is a repair, refurbishment, regeneration or development project. The guidelines identify a range of features of the built and natural environment that are important if the intrinsic character of Frome is to be maintained and enhanced. The purpose of the guidelines is to safeguard local character and to encourage sensitive, high quality design and manage change to encourage regeneration and enhancement, and not to prevent it.

020 The design guidelines are grouped into the following categories:

Quality of the environment

- Q1 Visibility
- Q2 Scale of development
- Q3 Roofscape
- Q4 Infill development
- Q5 Development density
- Q6 Parking

Landscape (soft and hard)

- L1 Development on the settlement edges
- L2 River Frome corridor
- L3 Green spaces
- L4 Protection of trees
- L5 Impact of development on trees
- L6 Impact of construction on trees
- L7 Street trees
- L8 Boundaries
- L9 Front gardens/ areas
- L10 Hard landscaping
- L11 Historic floorscape and historic items in the public realm
- L12 Landscape design
- L13 Implementation of landscape schemes
- L14 Public realm
- L15 Lighting
- L16 Signage
- L17 Public art
- L18 Open space

Building design

- BD1 Building lines
- BD2 Building frontage
- BD3 Architectural treatment
- BD4 Roof design
- BD5 Materials
- BD6 Shop fronts
- BD7 Ancillary facilities

Conservation area

- CA1 Frome Conservation Area Appraisal and Management Proposals
- CA2 Listed buildings

Sustainability

- S1 Land use
- S2 Appropriate siting of development
- S3 Building design
- S4 Amenity spaces
- S5 Flexibility
- S6 Resource use
- S7 Sustainable drainage systems
- S8 Construction technology
- S9 Materials
- S10 Site assets
- S11 Building refurbishment
- S12 Use of appropriate monitoring tools.

Movement and transport

- MT1 Legibility and signage
- MT2 Pedestrian crossings

- MT3 Town centre 'shared space'
- MT4 Accessibility
- MT5 Parking resulting from new development
- MT6 Traffic effects of development
- MT7 Pedestrian and cycle routes
- MT8 Railway station gateway
- MT9 Public transport hub
- MT10 Gateways to Frome.
- MT11 Gateways to the town centre

Large-scale development

- LS1 Development brief
- LS2 Variety of house types
- LS3 Grouping of houses

General development

- G1 Local distinctiveness
- G2 Settlement pattern
- G3 Design and Access Statement
- G4 Building styles
- G5 Innovative design
- G6 Appropriate uses
- G7 Demonstrating design quality
- G8 Community involvement

Individual character zones

021 The document identifies 27 character zones within Frome, each of which has a distinctive quality that makes it slightly different from its adjoining zones. Each zone is described within the document, describing key features such as layout, uses, landscape and townscape. Recommendations for improvement and specific design guidelines are set out for each zone.

022 A series of character zones (27 in total) have been identified within Frome, which are described within the report, setting out the distinctive features and rationale for each. Alongside this recommendations for improvement are set out and the general design guidelines that are applicable for each character zone are identified.

023 Alongside this the Frome Conservation Area Appraisal and Management Proposals document, dated 18 June 2008, identified a series of ten separate character areas for that part of Frome covered by the conservation area, each with its own characteristics defined by date or historic form and layout, and current and past uses and activities. However, whilst the character zones identified in this document generally incorporate these various character areas, the boundaries vary slightly as they relate to a wider area and not specifically to the conservation area.

024 The character areas are identified below and on the character zones drawing opposite.

- 1: Historic core
- 2: Northern historic core
- 3: River Frome corridor
- 4: Saxonvale
- 5: Trinity
- 6: Historic east-west route
- 7: Victoria Park and environs
- 8: Keyford and Lower Keyford
- 9: Adderwell and environs
- 10: Garsdale
- 11: Station area
- 12: Easthill
- 13: Eastern retail area
- 14: Southfield Farm
- 15: The Mount/ Little Keyford
- 16: Marston Trading Estate
- 17: South-western residential area
- 18: Historic western residential area and environs
- 19: Western school/ reservoir
- 20: Vallis Trading Estate
- 21: Western residential area
- 22: Innox Hill/ Welshmill
- 23: Packsaddle
- 24: Fromefield
- 25: Hospital/ college
- 26: North-eastern residential area
- 27: Commerce Park (Berkley).

025 Each character zone is described in detail within section 6.

Conclusion

026 The design guidelines included within this document seek to ensure that the essential characteristics of the historic parts of the town are conserved and that any future development uses the opportunity to create a much high quality urban environment for Frome.



1 Introduction

Background

101 The historic market town of Frome is an extremely attractive and interesting place, with its historic buildings weaving down the steep slopes of the River Frome valley. The town has over 350 listed buildings, more than any other town in Somerset, and numerous other exceptional buildings. Since 1971, when the population of Frome stood at around 13,000, the same as in the mid-nineteenth century, the town has grown considerably and it is now the largest in the Mendip District, with a population in 2001 of approximately 25,000. Development pressures will continue, with the emerging planning framework for the area proposing a further 2,300 new homes in the period up to 2026. Infill developments within the town have already commenced, at Garsdale and Wallbridge, and others are planned, such as Saxonvale. However, Frome Town Council and Mendip District Council recognise that any development within the town should respect and protect the historic character and intrinsic qualities of Frome.

102 With the commissioning of this Town Design Statement for Frome, the Town Council and Mendip District Council are seeking to improve the quality of these and other future developments in Frome, raise awareness of the importance of good design and, hopefully, encourage the timely and appropriate maintenance of the natural and built heritage.

The purpose of the Town Design Statement

What is a Town Design Statement?

103 A Town Design Statement is a published document that gives a detailed guide to the character of a town, identifying the specific nature of the buildings and landscape that make the town distinctive and setting out recommendations on how to encourage new development of high quality design that enhances and complements what already exists. Its purpose is to safeguard local character and to encourage sensitive, high-quality design where new development occurs, whether it is a repair, refurbishment, regeneration or development project.

Right Aerial photograph.



104 The key features of a Town Design Statement are that it is produced in consultation with the local community and that it is suitable for adoption as a supplementary planning document by the local authority.

105 The main aim of the Town Design Statement for Frome is to improve the quality of new development by showing how good design is essential in conserving and enhancing Frome and its special qualities, together with demonstrating how good design can help to address issues of affordability and sustainability. The Town Design Statement must raise the profile of design issues through increased awareness, knowledge and expectations amongst the public, those commissioning building works, those submitting planning applications, development control officers and committee members. *It will provide a clear basis for consistency in negotiations and to support decisions on planning proposals for the town, at the same time as making design excellence more central in the planning process.*

Who should use the Town Design Statement?

106 This Town Design Statement should be used by:

- those considering development that would alter the appearance of some part of Frome, no matter how large or small, including developers, property owners, householders and businesses;
- architects, urban designers, landscape architects and other professionals acting on behalf of clients commissioning such work;
- staff and councillors of the local planning and highway authorities responsible for development in Frome; and,
- those consulted on proposed development, such as Frome Town Council, local community groups, residents and businesses.

107 As a Supplementary Planning Document, this Town Design Statement relates specifically to development requiring planning permission. However, anyone who undertakes 'permitted development' within Frome is encouraged to have regard to the objectives and policies set out within this Town Design Statement.

How has the community been involved in the production of the Town Design Statement?

108 This Town Design Statement has been prepared by **WYG** Planning & Design in consultation with Frome Town Council, Mendip District Council, the local community and representatives of various interested bodies. The key elements of consultation have included:

- a workshop event attended by invited community representatives, held on 8 September 2011;
- a public consultation event, held on 26 November 2011; and,
- a programme of formal consultation for the proposed adoption of the Town Design Statement as a Supplementary Planning Document by Mendip District Council.

Further details of the consultation events are provided in the separate **Statement of Consultation** document.

Planning policy context

National Planning Policy Framework

109 The draft **National Planning Policy Framework** is a key part of the UK government's reforms to make the planning system in England less complex and more accessible, and to promote sustainable growth. Consultation on the draft document closed on 17 October 2011.

110 Planning Policy Guidance notes (PPGs), and their replacements, Planning Policy Statements (PPSs), are prepared by the government (following public consultation) to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system. They also explain the relationship between planning policies and other policies, which have an important bearing on issues of development and land use. There are currently twenty five planning policy notes.

Planning Policy Statement 1 (PPS1): Delivering Sustainable Development

111 PPS1 sets out the government's overarching planning policies on the delivery of sustainable development through the planning system in England. This replaces **Planning Policy Guidance 1: General Policies and Principles (PPG1)** published in February 1997.

112 In planning terms, PPS1 states that planning should facilitate and promote sustainable and inclusive patterns of urban and rural development by:

- making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life;
- contributing to sustainable economic development;
- protecting and enhancing the natural and historic environment, the quality and

character of the countryside, and existing communities;

- ensuring high quality development through good and inclusive design, and the efficient use of resources; and,
- ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities, with good access to jobs and key services for all members of the community.

The Mendip Local Development Framework

113 The **Planning and Compulsory Purchase Act 2004** brought about major changes to development plan preparation. It requires a local authority to produce a **Local Development Framework** (LDF) setting out policies for managing and controlling the development and use of land. Mendip District Council has produced a ..., which, once adopted will replace the Mendip District Local Plan as the main source of planning policy in the district. The LDF is made up of the following documents:

114 The **Core Strategy (draft plan for consultation February – March 2011)**: this works within, and takes account of, the national policy framework. This is largely provided through PPS, or PPGs and government circulars, which set out the government's policies on different aspects of planning. A key principle of this strategy is that if an issue or subject is adequately covered in higher level guidance, then the **Core Strategy** does not seek to repeat it. This does not mean that other such policies and guidance will not be rigorously applied in the determination of planning applications, however the **Core Strategy** is the key document in the LDF and sets out:

- A vision and set of objectives to guide change in the district over the next 20 years.
- Overall levels of housing, employment and other forms of development that are needed in the district during the period with flexibility to accommodate longer time periods and changing circumstances.

- Strategies for the five Mendip towns, where most development will be focused, and an overarching approach to rural development, each of which highlights specific outcomes.
- Development management policies that will help to achieve stated objectives of the plan and which will help to manage all types of development wherever it occurs.

115 Policies and proposals in the **Core Strategy** are not just concerned with delivering homes and jobs. The strategy is also concerned with delivering key infrastructure like schools, health facilities and shops, as well as shaping new development patterns to, for example, reduce the need to travel and improve public safety. Responding to climate change and the use of natural resources are also critical issues for the plan.

116 Many of these aspects require joint working with other agencies including Somerset County Council, the Primary Care Trust and the police, as well as interested groups in the private and voluntary sectors. In order to better inform these aspects, the council is preparing the **Core Strategy** alongside the **Sustainable Community Strategy** in association with the Mendip Strategic Partnership.

117 The **Site Allocations** document, which is one of a series of development plan documents (DPDs): this will identify specific sites for particular uses - such as housing, employment, retail and open space - that are necessary to deliver the vision and objectives of the **Core Strategy**. The most significant area will be the allocation of small development sites in rural communities identified in the Core Strategy. Work on this document will commence following the adoption of the **Core Strategy** in 2012.

118 Other **topic based policy** documents (DPDs): the flexible LDF system allows the council to bring forward new policies relating to subject matters of the council's

choosing in response to particular priorities. At this stage, however, no further policy documents are proposed by MDC.

119 The **Proposal Map** (a DPD): this is the geographical representation of planning policies relevant in the area. Using an Ordnance Survey base map it details relevant land designations as well as policy boundaries and land allocations.

120 **Supplementary Planning Documents** (SPD): these are parts of the LDF that are not subject to a formal 'Examination in Public', unlike DPDs, although their production is still governed by statutory regulations and must be informed by appropriate consultation. These documents offer an opportunity for the council to provide more detail about how a proposal or policy would be applied, or how a particular development site might be planned.

121 There is an SPD for the Garsdale area of Frome, with a revised planning brief and code being adopted by Mendip District Council in February 2005.

122 The **Statement of Community Involvement**: this sets out how the council will involve the community in the preparation of the LDF and in decisions on planning applications. The council will incorporate this part of the LDF into a Corporate Engagement Strategy when this is produced.

The Development Plan

123 The Development Plan for Mendip District comprises the Mendip District Local Plan and the Somerset and Exmoor National Park Joint Structure Plan Review.

124 The **Mendip District Local Plan** (adopted 19 December 2002) sets out the

Council's policies and proposals for the development and the use of land in Mendip District. The plan is intended to give certainty to residents, developers and other interested people about how the council sees development taking place in the district. It is the first thing that is looked at when deciding a planning application (although occasionally there may be other material considerations that are important enough to justify a decision that do not agree with the local plan).

125 The plan was adopted in December 2002 and covers the period to 2011. It was prepared through a major consultation programme which included face-to-face contact with over 6,000 Mendip residents. The Local Plan is currently being reviewed and rolled forward to cover the period to 2026 in what will now be called the **Mendip Local Development Framework** (see above).

126 The **Structure Plan** sets out the strategy for planning and transport for the County and also sets out how much growth there should be in each district. It is prepared by Somerset County Council and the Exmoor National Park Authority and was adopted in April 2000.

127 The Mendip District Local Plan therefore must be read in conjunction with the **Somerset and Exmoor National Park Structure Plan**, which together form the development plan for this area.

128 There are two other local plans, covering minerals and waste, which also form part of the development plan for the area. These are the **Somerset Minerals Local Plan** and the **Somerset Waste Local Plan**. The former provides more detailed minerals' planning policies than are contained in the Structure Plan. It is prepared by Somerset County Council as the minerals planning authority and was adopted in April 2004.

The Mendip Sustainable Community Strategy

129 The **Mendip Sustainable Community Strategy** represents the collaborative strategy of a range of partners who work together as the Mendip Strategic Partnership. As an entity, it has few resources, but has a role in agreeing joint working to collectively support and deliver each of the partners aims. With representative views from the public, private and voluntary sectors it has established an overall vision for the future of the Mendip area which is set out in the strategy.

130 The production of the early stages of the **Mendip Local Development Framework Core Strategy** was coordinated with the **Mendip Sustainable Community Strategy** in order that the development visions set out in section 3 of the document are consistent with the wider vision being pursued by partner groups.

131 Another document, the **Mendip Corporate Plan** has evolved during the production of the **Core Strategy** reflecting the need for the council to deliver clearer and more focused priorities. However, the objectives of the plan remain consistent with the corporate plan objectives, namely:

- supporting the local economy through uncertain times;
- supporting communities and individuals to maintain and improve the quality of their life; and
- enhancing Mendip as a place to live.

Report structure

132 This Town Design Statement is presented in five main sections:

- **Section 2 – Design quality:** this section provides an outline of the principles and qualities of good design.
- **Section 2 – Context:** this section provides an overview of Frome, explaining its

geographical and landscape setting, the historic development of the town and its situation today, together with a vision for Frome for the future.

- **Section 3 – Settlement character:** this section provides a more detailed appraisal of the town itself, providing information on: land use; open spaces and vegetation; historic environment/built heritage; accessibility and movement; and development and regeneration.
- **Section 4 – General design guidelines:** this section contains recommendations and guidelines general to the town to encourage new development of high-quality design that enhances and complements the town's built heritage and intrinsic qualities.
- **Section 5 – Individual character zones:** this section identifies 27 character zones within Frome, each of which has a distinctive quality. The section describes in detail the character of each zone, describing key features such as layout, uses, landscape and townscape. In addition, recommendations for improvement and specific design guidelines are set out for each zone.

A summary is provided at the end of this statement, together with key references.



2 Design quality



201 The aim of this statement is to promote higher standards in the built environment including urban, landscape and building design. The Government's policy for design in the planning system is contained in Planning Policy Statement 1(PPS1). The challenge in **PPS1** is clear:

"Good design ensures attractive usable, durable and adaptable places and is a key element in achieving sustainable development. Good design is indivisible for good planning".

201 Key objectives should include ensuring that developments:

- are sustainable, durable and adaptable (including taking account of natural hazards such as flooding) and make efficient and prudent use of resources;
- optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;
- respond to their local context and create or reinforce local distinctiveness;
- create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion;
- address the needs of all in society and are accessible, usable and easy to understand by them; and
- are visually attractive as a result of good architecture and appropriate landscaping.

LEFT Semi-private shared community space, Accordia Cambridge by Fielden Clegg Bradley Architects source: WYG

What do we mean by good design?

203 The design council's national design strategy 2008-11 highlights the following when explaining good design:

Good design is sustainable design – it results in objects, systems or services that work aesthetically, functionally and commercially, improving people's lives and making the smallest possible impact on the planet.



ABOVE LEFT Great Bow Yard, Langport, Somerset, source: CABA
ABOVE BedZed, Sutton, Surrey, source: CABA
FAR LEFT Selwyn Street, Oldham, source: CABA
FAR LEFT Green roofs, Allerton Bywater, Leeds, source: CABA

It is a process... Good design is a verb, not just a noun. It is a sequence of steps that defines problems, discovers solutions and makes them real.



LEFT Poundbury, source: CABA
BELOW LEFT Mews Street, Accordia, Cambridge, source: CABA
BELOW Sense of Place and communal area, Staiths South Bank, Gateshead, source: CABA



... joining creativity and innovation... Creativity generates ideas and innovation exploits them. Good design connects the two it links ideas to markets, shaping them to become practical and attractive propositions for customers or users.

... and delivering value.

Good design is a quantifiable benefit, not a cost. Its value can be measured economically, socially and environmentally.

And it's the work of good designers (and good clients)

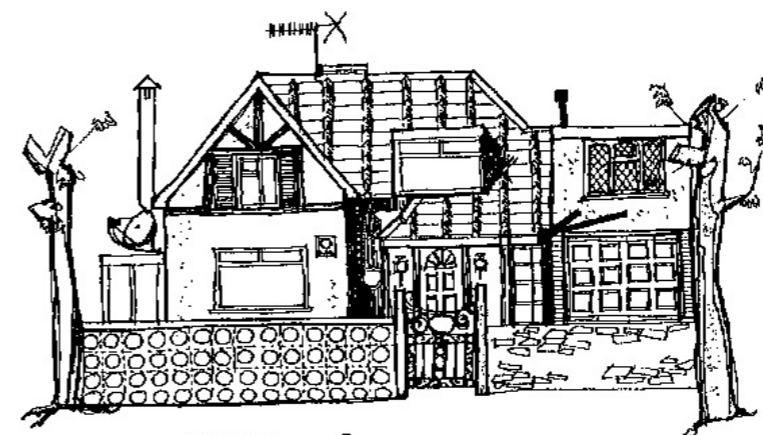
Everything man-made is designed, so a lot of design happens without professional designers. But good design is most likely to happen when a good designer's training skills and experience come together with a client who knows how to use them.



LEFT Focal point, Cala Domus, Newhall, Harlow by PCKO Architects and Roger Evans Associates, source: CABE
BELOW Community space, Brindley Square Birmingham, source: CABE
BELOW BOTTOM Community kitchen and cafe, Grassroots project, West Ham, London, source: CABE



THEN



NOW ... ?

LEFT Now and Then drawings used in the Letchworth Design Guide
BELOW Community cafe, The Hub, London, source: CABE
BELOW BOTTOM Community meadow, Incredible Edible Todmorden, source: CABE



Right Regional location plan



3 Context



301 This section provides an overview of Frome, explaining its geographical and landscape setting, the historic development of the town, its situation today and a vision for Frome in the future.

Location

302 Frome lies in a rural location in east Somerset, about 14 miles south of Bath, 7.5 miles west of Warminster and 12 miles east of Shepton Mallet. The town operates as part of a network of places which includes Warminster, Westbury and further north, Melksham and Chippenham. To the south and west of the town, however, is an extensive rural area that looks towards Frome for a range of needs, including the livestock market which is the second largest in southern England.

303 Frome is the fourth largest settlement in Somerset with a population of around 25,000 (2001 census) yet, in geographical and functional terms, is more closely related to the towns of west Wiltshire and Bath than the other principal settlements within Mendip district or other parts of Somerset.

Geographical and topographical context

304 Frome lies just to the east of the Mendips, a range of hills that stretch eastwards from the Severn Estuary and form the northern boundary of the county of Somerset. The town lies on the valley sides of the River Frome, which flows through the lower part of the town, providing a green corridor through it. The River Frome rises in the parish of Brewham and flows north-east to join the Avon upstream of Bath. The historic part of the town is located on the steep, north-facing slopes and the centre of the town is renowned for its narrow streets and constant changes in level. Indeed, it is the changes in level and width of streets that contributes to the town's distinctive character.

Right Site location plan.



305 Fromefield, to the north of the town, and Keyford, to the south, are small, formerly separate, settlements now subsumed within the town. The former lies on a gentle south facing slope north of the River Frome, the latter lies over the brow (south) of the hill upon which the main body of Frome stands. Frome is situated on a bed of Forest Marble, an extremely durable stone, much used in local building and one of the reasons why there are many historic buildings surviving in Frome.

306 Land on the southern and south-eastern side falls away to the Frome valley. The character of the landscape is predominantly rural and unaffected by the visual influence of the urban fringe. It provides an attractive setting to the town in views over a significant distance as well as retaining the character of the Frome valley, upon which the town was originally centred.

Published landscape characterisation

307 Landscape assessment has been published for the landscape context of Frome at a national and district level. The **Character of England's Landscape, Wildlife and Cultural Features Map** was prepared in 2005 by Natural England with support from English Heritage, updating the previous map prepared in 1996. Frome and its immediate setting are located in the south-west corner of **National Character Area (NCA) 117: Avon Vales**, described as:

- Undulating clay vale with varied hedgerow pattern and a mixture of arable and pasture.
- Low ridges from which the frequent medium-size towns are viewed.
- Wide river corridor with ancient pattern of flood meadows but much influenced by modern development.
- Attractive, old, stone-built centres to market towns.
- Small woods.
- Large historic parks and mansions.
- Wide views across the area from the higher surrounding chalk downs.

308 Within the **Shaping the Future** section of character area description, the following guidance is of relevance:

- Although many of the major historic parks are already in sound management, many of the lesser parks would benefit from further conservation.
- The valley bottom wetlands are an important characteristic of the area.
- There is scope, in both landscape and nature-conservation terms, for the enhancement of the more degraded agricultural landscapes.
- Design guidance for historic settlements would help to re-establish their sense of identity.
- New housing throughout the area needs to use materials and styles in keeping with its diversity. The transitions of such diversity across the area need to be respected.

309 National Character Area (NCA) 141: Mendip Hills, extends from the western edge of Frome in a westerly direction. It is described as:

- A chain of prominent limestone hills extending in-land from the coast and rising up sharply from surrounding lowlands.
- An open, largely treeless, limestone plateau with karst features, cave systems, dry stone walls and sparse settlement.
- A sharp contrast between the open plateau and steep escarpment slopes of the karst landscape and the more complex, gentler land forms in the east.
- Buildings in local stone with pantile roofs: stones include grey limestone, reddish dolomitic limestone and grey or honey-coloured oolitic limestone.
- Outstanding prehistoric ritual landscapes.

Right National Character Area located on The Character of England's Landscape, Wildlife and Cultural Features Map (2005) accessed on Natural England website at: <http://www.naturalengland.org.uk/ourwork/landscape/englands/character/areas/default.aspx>



310 National Character Area (NCA) 133: Blackmoor Vale and Vale of Wardour, extends from the southern edge of Frome in a southerly direction. It is described as:

- A complex mosaic of mixed farming: undulating, lush, clay vales fringed by Upper Greensand hills and scarps.
- Small, rectilinear pasture fields with hedgerow oak trees and many scattered small broadleaved woodlands.
- Many streams and waterside trees.
- Broken, low, limestone ridges with shallow valleys crossing the clayey Blackmoor Vale and steeper valleys around the margins of the area.
- Small villages and hamlets form nuclei within a patchwork of fields, hedges, woods and trees.
- Many villages at scarp foot, river crossing points and strategic sites.
- A wide variety of local building materials and techniques, including half timbering. Todber Freestone and Upper Greensand are widely used in the east.

311 At a district level the **Landscape Assessment of Mendip District** was published in May 1997. The landscape context of Frome is within the landscape character area B1 and B2, the upper and lower Frome valley. The distinct features of the Frome valley character areas refer to the prominent valley land form, steep slopes and the narrow but distinct flood plain in the lower Frome valley. The town of Frome is located within **Landscape Character Area B3: Frome and Frome Fringes**, the main features of which are described as:

- prominent urban edges,
- prominent ridges,
- strong pattern of small, rectilinear fields,
- very little woodland.

312 Reference is made to the influence that Frome has on its landscape context and visual prominence:

“In contrast to the other towns in the district, Frome has had sufficient influence on its surroundings to form its own character area. The old centre lies near the river and the town has spread westwards to the east of the ridge around Cottle’s Oak and Critch Hill, and eastwards to Oldford Hill. However, it has not spread sufficiently far along the ridges or down the east and west facing slopes to dominate the surrounding countryside. Nevertheless there are some views of the built up area from the higher ground in rural areas”.










Historic background

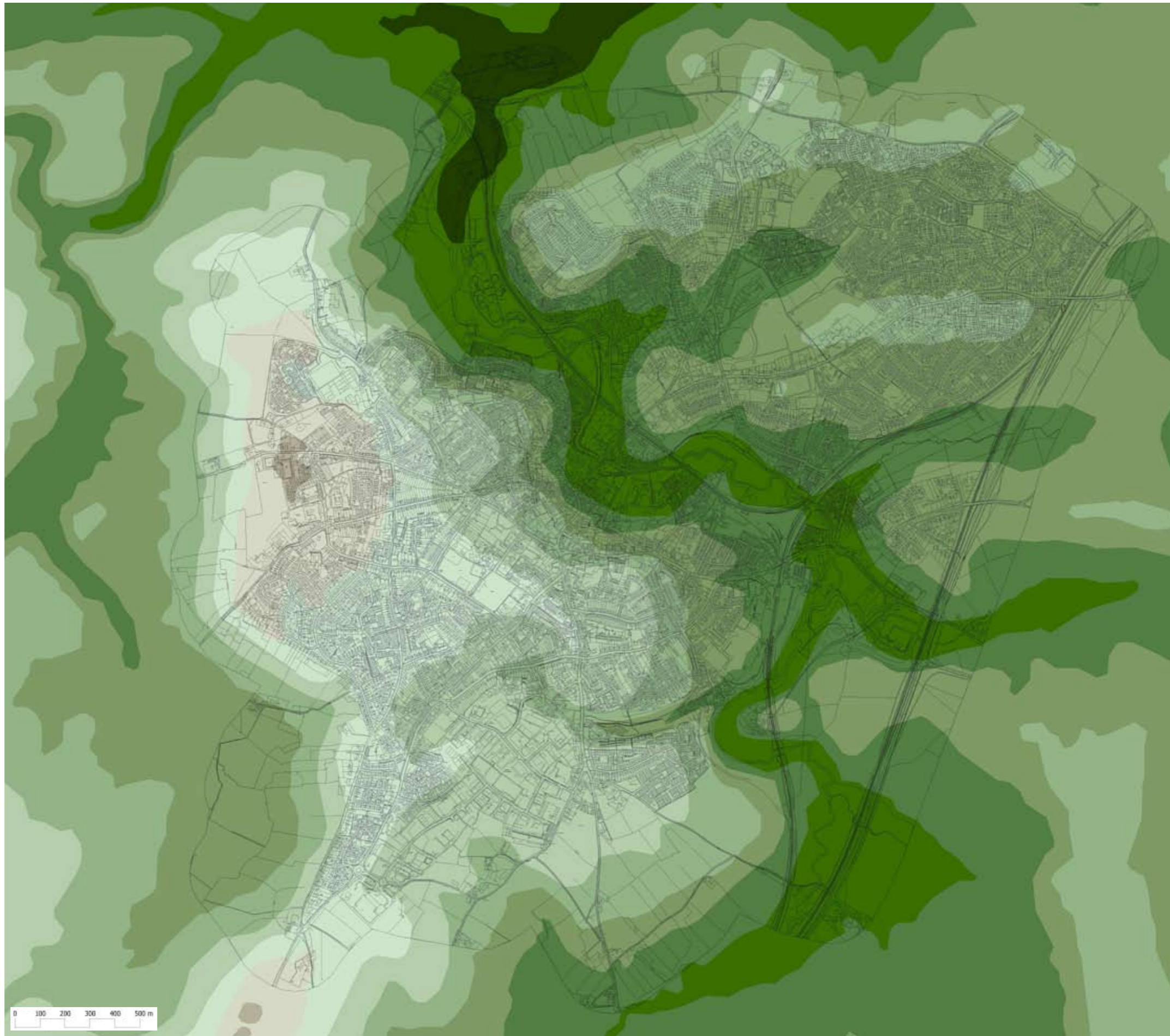
313 The first documentary record of settlement at Frome relates to the Abbot of Malmesbury, St Aldhelm’s, foundation of a monastery dedicated to St John the Baptist in about 685 AD. The monastery provided the impetus for a settlement in the heart of the royal estate of Selwood. One of the attractions of this north-facing site was the availability of water from nearby springs and the river, which later enabled an economy based on the cloth trade, taking advantage of the proximity of sheep farming in the Mendips and Salisbury Plain. The wool industry was the staple trade of the town from about 1300 onwards, passing through many ups and downs until ultimately declining from the eighteenth century but not disappearing completely until 1965. The word Frome is derived from the Welsh *ffraw*, meaning running water, a reference to the river on which the town stands.

314 During the late Saxon period the settlement was of both administrative and economic importance. It was the head of the largest hundred in Somerset (and the wealthiest, according to the Geld Inquest of 1084), serving a vast hinterland of settlements in forest and marginal land. The agricultural statistics in the Domesday Survey imply that by the end of the Saxon period, considerable clearance had taken place. The existence of a substantial market is also recorded in 1086.

Right Landform

Key

-  130 metres
-  120 metres
-  110 metres
-  100 metres
-  90 metres
-  80 metres
-  70 metres
-  60 metres
-  50 metres



315 In 1239 a market charter was granted and in 1270 an annual fair was granted. In 1494 King Henry VII established a second market day. John Leland, visiting in circa 1540, described Frome as possessing a 'metley good market' and 'fayre stone howsys' built on the proceeds of the cloth trade and the markets. Henry VIII's commissioners also described Frome as a great market town.

316 The woollen trade became firmly established as the basis of Frome's post-medieval economy in the sixteenth century. By the last half of the seventeenth century the prosperity of the cloth manufacturing industry was such that, from about 1665 onwards, an extensive speculative property development of houses for clothing workers was built on open fields west of the town, in New Town, now known as Trinity. The building of Trinity is one of the earliest areas of industrial housing in the country. In addition to workers' houses, fine seventeenth- and early eighteenth-century town houses of the wealthy clothiers and merchants testify to the wealth of the town during this period. By the end of the seventeenth century Frome was a cloth town of national, if not international, importance.

317 In the 1720s Daniel Defoe described the town as "so prodigiously increased within these last 20-30 years, that they have built a new church, and so many new streets of houses, and those houses are so full of inhabitants, that Frome is now reckoned to have more people in it than the city of Bath, and some say, than even Salisbury itself, and if their trade continues to increase for a few years more ... it is likely to be one of the greatest and wealthiest towns in England". In 1745 the amount of cloth amounted to 1,000 lengths dispatched to London at the rate of one wagon per day.

318 However, though trade was thriving, riots in Frome in the early eighteenth century indicated an underlying unease amongst the workforce. In 1739 it was estimated that over 9,000 people in the hundred of Frome were employed in the woollen industry, including children as young as seven. Poverty and rising food prices

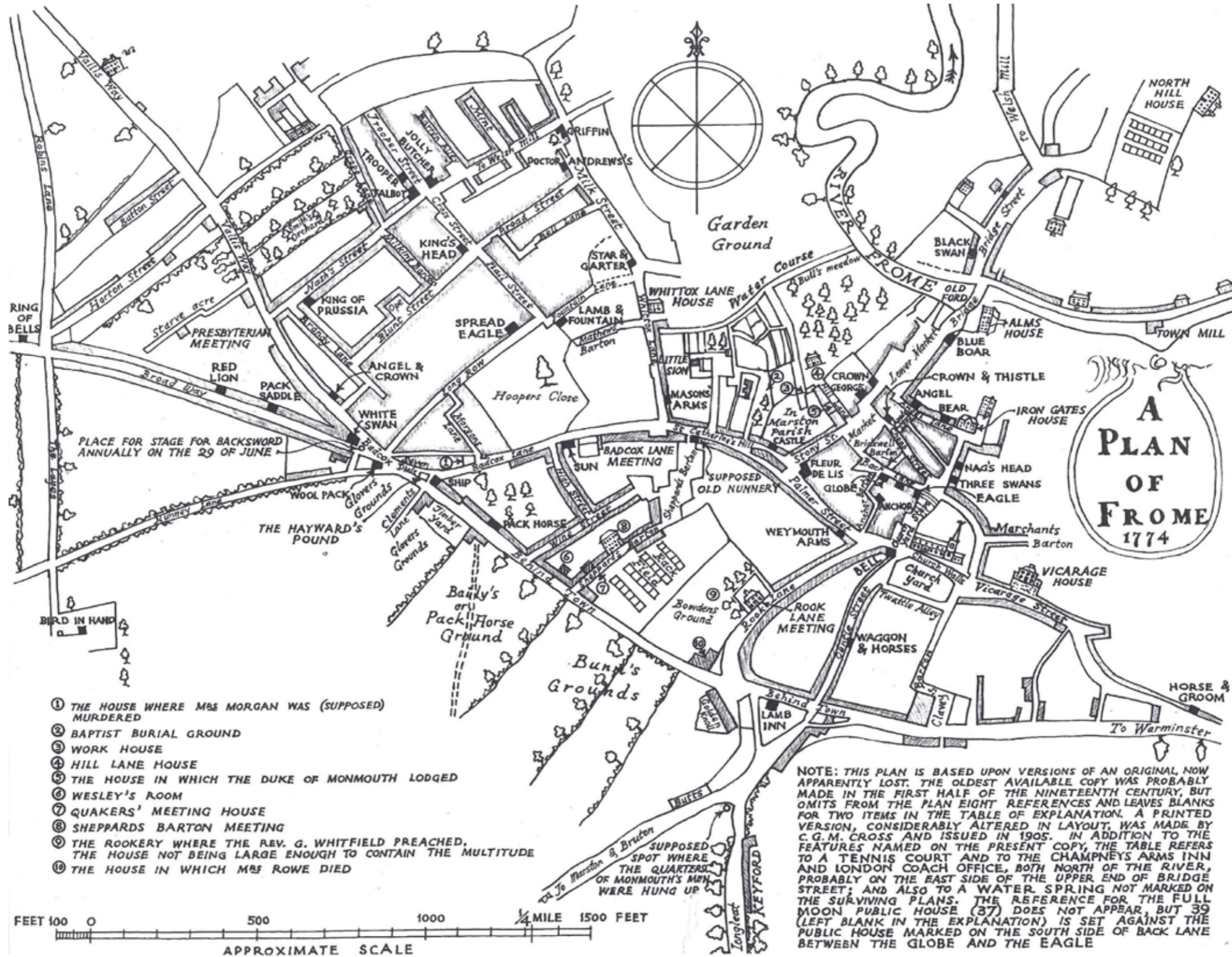
led to further disturbances in the 1750s and again in the 1790s. Conservatism meant that the industry did not adapt to new practices and new materials and, consequently, markets were lost to the rapidly growing Yorkshire cloth industry.

319 By the end of the eighteenth century, the cloth trade was in decline in the south-west of England. The industry was reprieved for a while in the early nineteenth century, as it was supplying the cloth for the uniforms used in the Napoleonic Wars, but competition from the woollen towns of the north and the local resistance to new machinery led to a continuing and rapid decline through the second half of the nineteenth century.

320 The decline in the woollen trade brought a period of great economic distress to Frome in the first half of the nineteenth century. The introduction of new industries - such as printing, brass and iron founding, and brewing - helped the ailing economy, and the arrival of the railway in 1850 gave a boost to the town's trade. At the beginning of the nineteenth century Cockeyes began casting iron components for street furniture and the gas industry, resulting in Frome having gas-lit streets by 1832. In the 1880s Singers started casting statues, many of which are famous today, for example The Statue of Justice at the Old Bailey and the statue of Boudica on London's Embankment. Butler and Tanner, a firm of publishing, printing and bookbinders, had humble beginnings in 1845 before relocating to large multi-storey premises in Selwood Road (now converted to residential uses).

321 Frome's population of circa 13,000 in 1971 was little more than its population in the mid-nineteenth century. Since the 1970s, the population has almost doubled (in 1991 it was over 23,000 and in 2001 almost 25,000), as a result of high-level planning decisions to develop Frome's housing and industry, partly in order to protect the green belts of the neighbouring cities of Bath and Bristol.

Right A Plan of Frome, 1774



322 Opposite, and on the following pages, are some maps of Frome, dating from 1774, 1886, 1903 and today, which help illustrate the growth of Frome.

1774 map

323 The plan of 1774, although somewhat diagrammatic, shows the town lying to the south and south-west of the river, with a number of turnpike and other roads radiating out from the core. The heart of the town, Market Place, lies just to the south of the river, with development focused around it. The southern boundary of the town is generally formed by the main east-west turnpike road, Behind Town, now known as Christchurch Road East/Christchurch Road West. The New Town, now known as Trinity, lies to the west of Frome and has a distinctive grid pattern when compared to the more organic layout of the older roads.

324 As noted above, by 1700 Frome was a town of considerable standing and there was substantial building activity not only in the New Town, but around the periphery of the old town and even some rebuilding or considerable remodelling of the old town itself. In 1665 there were just a few houses along the north-east side of Vallis Way; new roads were then built and by 1725 the New Town was virtually complete. The street layout was more or less on a grid pattern, albeit adapted to fit the old field boundaries. The New Town had been virtually detached from Frome at the outset, with only tenuous links by various footpaths. A considerable portion of the early eighteenth century building was infill between the old and new towns. Even Catherine Street (St Catherine's Hill) was not fully developed until the New Town had arrived.

325 After the hectic growth of Frome between 1650 and 1750, the rate slowed down considerably and there were few completely new roads on both the 1774 and subsequent 1813 maps of the town. There was more infilling development and some remodelling or rebuilding. At the end of the eighteenth century, North Parade was formed to bypass Bridge Street, as the first phase of the reshaping of the street plan of Frome. There was a little more building along Portway, Keyford and Broadway, with

a few more houses in Welshmill and Fromefield.

Right 1886 Ordnance Survey map of Frome.



1886 and 1903 maps

326 The first and second edition Ordnance Survey maps of Frome show in detail the buildings, spaces and roads. The 1886 map opposite focuses on the town core, whereas the 1903 map overleaf extends to include the surrounding areas of Fromefield, Keyford, Welshmill and Cottle's Oak.

327 The maps show nuclear settlement pattern with the central medieval core of narrow streets around a market place, from which a number of arms radiate, following historic development along the historic approach roads to the town, that is Broadway, Portway, Fromefield and Innox Hill. The central core comprises the mainly sixteenth-, seventeenth- and eighteenth-century developments around the town's original settlement in Market Place and St John's Church on the south side of the River Frome. Linear developments and settlements beside the main routes into and out of the town are generally, but not always, a later date. The core of the town has a tight knit of development with few open spaces and, until the end of the nineteenth century, the density of the built form was matched by a high population density.

328 The central area is characterised by narrow streets which climb the hill in a varied and informal fashion. Trinity, the planned New Town development on relatively flat land, is laid out on a rectangular grid pattern. Bath Street and North Parade were created in the early nineteenth century to try and ease communication within the congested town centre and these wide, planned routes have added another layer to Frome's intricate street pattern. Alleys and back streets are common and 'courts', that is rows of houses leading at right angles from the main street, for example Button Street and Plumbers Barton, are a feature of the area. Later examples of this type of development include Keyford Terrace and Keyford Gardens.

Right 1903 Ordnance Survey map of Frome.



Current map

329 The current Ordnance Survey map of Frome shows the substantial growth of Frome over the last century, since the first and second edition Ordnance Survey maps.

330 In contrast to many parts of the country, Frome expanded little from 1900 to 1960, although Frome Urban District Council was active and by the late 1960s had built its thousandth home. The most significant development during this period was the exploitation of the northern side of the river for the first time. There had been sporadic development in Welshmill and around Fromefield, but until the 1920s most of the rest was open fields. The boom was short-lived, with the Second World War stopping development.

331 After 1960 the town underwent rapid expansion so that by the end of the twentieth century population had more than doubled (from some 11,200 inhabitants in 1960). Frome Urban District Council continued to build, with new estates at The Mount, to the south of Keyford, and at Whatcombe Vale. Private developers were very active, for example at Leys Lane and Packsaddle and on the north-east side of Frome, which had just a few farms and houses at the start of the 1960s. Geographical and other constraints (such as the railway and later the town bypass) meant that there could be little development to the south-east of the town. Marston Trading Estate was developed to the south of the town and there was considerable development in the south-west at Critchill, with development continuing right to the edge of the escarpment overlooking Nunney.

Right Current Ordnance Survey map of Frome.



Frome today

332 In 2001, the town's population stood at just under 25,000, while the number of households stood at around 10,200. Of the total, 12,500 residents were classified as economically active, however the number of jobs in the town stood at 9,300. This suggests that the town performs a dormitory role whereby workers live in the town but commute elsewhere to work, particularly to Bath. Travel patterns do reveal, however, that the commuting is not all one way, as there is much interchange of workers to and from the west Wiltshire towns. Employment in Frome is in a state of transition. Traditional manufacturing industry has been in decline for some time and is being gradually replaced by more service-based industries, particularly retailing and business services.

333 In terms of its role as a centre, Frome offers a good range of shopping with a mixture of small independents, retail warehousing, supermarkets and some national retailers. Frome is also important in a cultural sense. As well as providing leisure facilities such as the sports centre, cinema and theatres, there are historical and artistic dimensions to the town that contribute to its reputation as a creative place. Arts and crafts are prominent in the town, with the Frome Festival attracting performers and visitors every July.

334 The plan on the following page shows the extent of the town today, with the development limit in red. The red boundary shows the extent of the development limit for the town, identified within the **Mendip District Council** Local Plan, adopted December 2002. Outside this development limit, development is 'strictly controlled and will only be permitted where it benefits economic activity, and maintains or enhances the environment, and does not foster growth in the need to travel'. The town is divided into six wards, which are outlined in orange on the plan: Frome College Ward; Frome Berkley Down Ward; Frome Market Ward; Frome Oakfield Ward, Frome Park Ward and Frome Keyford Ward. The parish boundary is highlighted in yellow.

Right Administrative boundaries

- Key**
-  Development limit
 -  Ward boundaries
 -  Frome Parish boundary



Frome in the future

335 The **Mendip Local Development Framework – Draft Core Strategy (February 2011)** sets the following vision for Frome:

“In 2026 Frome residents have access to a wider range of jobs locally which has led to a reduction in the level of commuting out of the town. Commerce Park is now fully occupied and additional sites, some within the existing built up area, provide offices and workshop space allowing employees to travel to work without the need to use a car. Having secured a permanent home, the FETE project is contributing to a better skilled local workforce. The improved and extended facilities at Frome College have allowed new teaching specialities (including Further Education courses) to emerge which equip young people with knowledge and skills that are valued by a range of local businesses. Local business is also more confident due to the help and advice now being offered by the new Business Support Centre.

“Local people have access to a good range and choice of housing which better reflects their needs rather than the demand from the other parts of the sub-region. The location of most recent housing development has been in the town’s built up area making use of a good supply of previously developed land although in a manner sensitive to the town’s built heritage. Contingency land in two areas to the south east of the town was set aside in response to concerns about the intensity of brownfield redevelopment. This land, coming forward since 2020, has delivered exemplar development of well designed zero carbon homes and community facilities, including a new school and extensive open space meeting a range of recreation needs. The areas are also well connected to the other parts of the town through well conceived foot and cycle links including crossings of the railway and the river.

“Within the town centre, the Saxonvale area and the recently completed redevelopment of the Westway Centre now mean that residents and communities nearby meet almost all of their shopping needs in the town, particularly fashions

and other high quality goods that people previously travelled to Bath to buy. These redeveloped areas also offer a wider range of restaurants and social venues, including a larger cinema, making Frome an attractive destination for a good night out, whilst a hotel, within easy walking distance of the town centre, provides for guests. The environment of the wider town centre is also improved. As well as new public spaces in the redeveloped shopping areas, the Market Place has been remodelled to favour people over cars so that most drivers choose other routes around the town. These alterations have enabled the market to return to the heart of the town centre and grow in turn drawing in even more shoppers and visitors.

“Local people now consider the river as an asset to the town. On the river banks around the Market Yard and the Westway Centre, the channel has now been softened and integrated with the redeveloped shopping area to offer a pleasant setting for people to linger, enjoy a bite to eat or meet with friends. The wider river initiative, underpinned by local groups, landowners and public bodies, has seen it emerge as the spine of a well connected open space network which encourages more active lifestyles, travel by foot and bicycle, as well as being wildlife corridors in their own right. More widely, the quality of open spaces in the town has improved through the use of a dedicated fund contributed to by new development schemes”.

336 This **Town Design Statement** aims to help realise this vision, particularly through ensuring that any development is of high quality and is undertaken in a manner sensitive to the town’s built heritage and intrinsic qualities.

4 Settlement character



401 This section provides a detailed appraisal of the town itself, providing information on: land use; open spaces and vegetation; historic environment/ built heritage; accessibility and movement; and development and regeneration.

Land use

402 The **Land use** drawing on the following page shows the general disposition of land uses across the town.

Residential

403 Residential uses dominate the town's geographical area. There are three main areas: the historic core; and two areas of predominately suburban housing - the area to the south and west of the town centre and, divided from the rest by the River Frome and the railway, the area to the north-east.

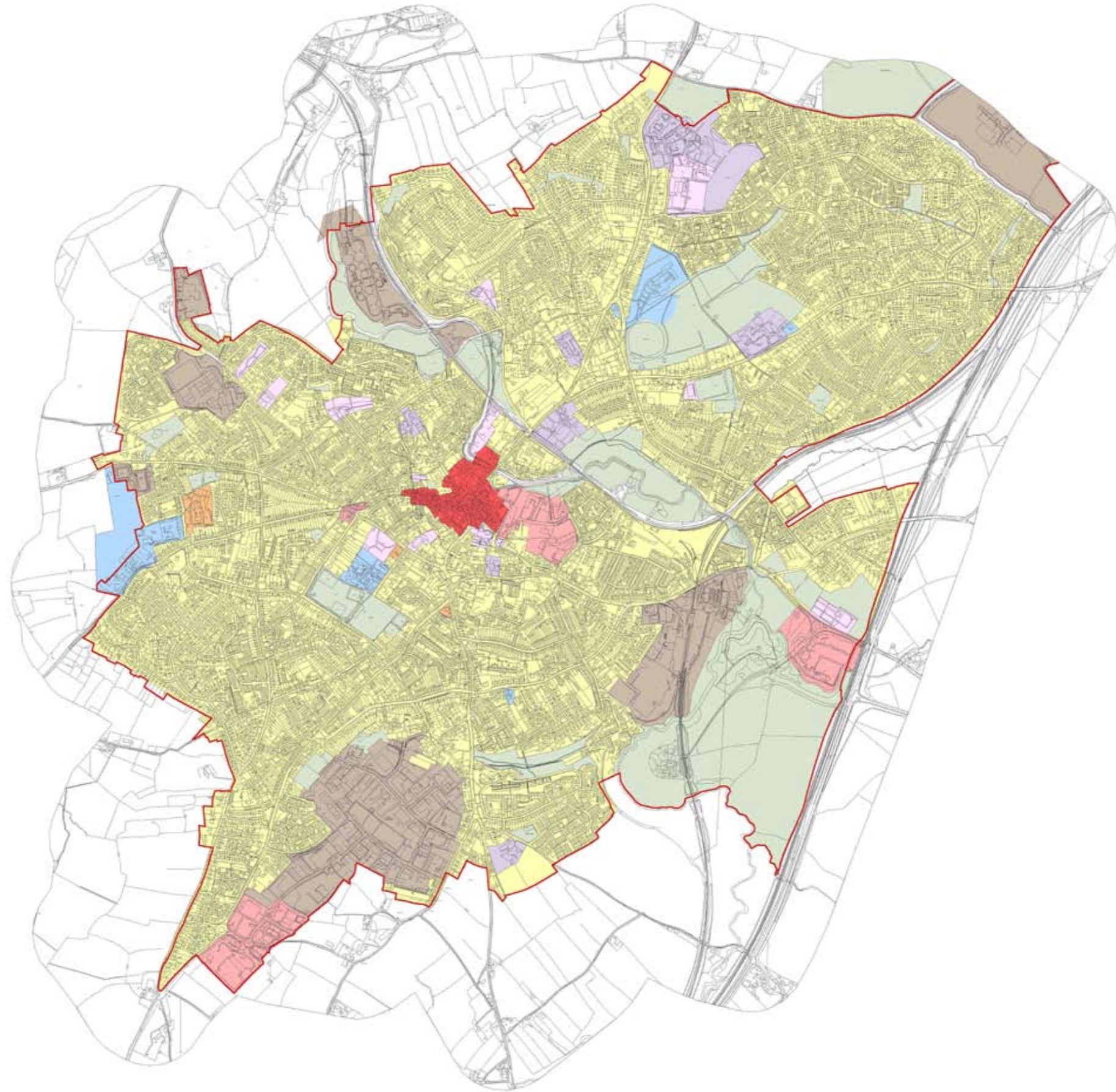
Retail

404 The retail core of the town, as defined by the **Mendip District Council Local Plan**, adopted December 2002, is tightly focused around Market Place, where there are 'high street names' such as Marks & Spencer, Boots and Iceland. Catherine Hill, Stony Street and Cheap Street offer 'niche', independent traders. There are emerging proposals for additional retail space on the Saxonvale site, to the east of the town centre. The built environment is generally of high quality, giving a true market town appeal. However, some building facades and shop fronts would benefit from further attention and renovation, most notably the Westway centre.

405 Retailing outside the town centre comprises out-of-town foodstore developments at Wallbridge (Asda) in the east and Wessex Fields (Sainsbury's) in the south, together with local retail provision in the form of small parades of shops, for example at Stonebridge and Badcox. There is also some out-of-town, non-food retail provision at Wessex Fields and around the railway station.

Right Land use plan.

- Key**
-  Development limit
 -  Residential
 -  Town centre area
 -  Retail
 -  Health
 -  Employment
 -  Community/ religion
 -  Education
 -  Community safety
 -  Recreation



Employment

406 There are four main areas of employment use in Frome: Marston Trading Estate in the south, which is the largest provision and primarily comprising industrial and warehouse space; Vallis Trading Estate in the west; Adderwell Road/ Station Road in the east; and the new Commerce Park in the north, which is emerging as a successful employment area providing space for light industry, offices and service based employment.

Health care

407 There is a new community hospital in Frome at Enos Way, off Rodden Road, in the north-east of Frome. It opened in 2008 as a replacement to Victoria Hospital on Park Road. There are three general medical practices in Frome: the Health Centre on Park Road, Frome Medical Practice on Locks Hill and the Berkley Road Medical Practice. There are five dental practices in Frome: Catherine Court Dental Practice, Welshmill Dental Practice, Portway Dental Practice, Frome Dental Access Centre on Park Road and the Densworth House Dental Practice on Rodden Road. A new medical centre is currently under construction on land adjacent to Frome Community Hospital. This will replace the Health Centre on Park Road and the Berkley Road Medical Practice.

Education

408 Education in Frome operates as a three tier system, meaning that pupils begin their education aged four at a first school, move to a middle school and then finish their education at a secondary school or college. There are six first schools, one primary, two middle schools and one secondary school in Frome. However, the local authority has suggested that the existing system could become a two-tier system at some point in the future, in line with Somerset County Council's preference for this form of organisation. Trinity Church of England VC First School and Vallis First School are the joint largest first schools in the town. The other schools are:

- St John's Church of England Voluntary Aided First School on Wyville Road,
- Christchurch Street East, Hayesdown First School on Wyville Road,
- Christchurch Church of England VC First School on Feltham Lane, and
- Berkley Church of England VA First School on Berkley Street, a short drive to the east of the town.
- St Louis Catholic VA Primary School on Welshmill Lane.
- Oakfield Middle School on Oakfield Road for children aged 9-13.
- Selwood Anglican/ Methodist VC Middle School on Berkley Road.
- Frome Community College on Bath Road, for pupils aged 13 to 18.
- There is a special needs' school, Critchill School, on Nunney Road and a specialist residential and day school at North Hill House School, Fromefield, for boys aged 7 to 18 with Asperger's Syndrome and associated disorders.

Community

409 Frome Leisure Centre is located on Princess Anne Road and facilities at the centre include a 25 m swimming pool, fitness suite, sports hall, dance studio, squash courts, astro-turf pitch, indoor bowls hall, solarium and outdoor 5-a-side area. There is a youth centre on Vallis Road. There are a number of facilities in Frome that function as community meeting places. One of the most important of these is the Cheese & Grain, a former farm produce warehouse which was converted into a market and concert hall in 1998. The building is used for various markets and concerts and can be hired for private functions. Other valuable facilities in the town include the Memorial Theatre and Assembly Rooms on Christchurch Street West, the Masonic Hall on North Parade, the Wesley Rooms and Parlour on Bath Street and St John's Church Hall on Vicarage Street. The Grade I-listed Rook Lane Chapel is now owned by a firm of architects who converted the building into a community facility with office space on the galleried upper floor. The Blue House, another Grade I-listed building, has with a room, the Churchill Room, that may be hired for meetings. There are a number of churches and places of worship across Frome.

410 There are a number of churches and places of worship across Frome, including Holy Trinity Church, Christ Church, St John the Baptist Church and St Mary's Church.

Community safety






411 There is a police station on Oakfield Road in the west of the town and a fire station on the corner of Butts Hill and Keyford, near the Gorehedge junction. However, the police station is due to close with alternative premises to be found in Frome. The magistrates court, which was co-located with the police station, has already closed.

Recreation

412 In terms of play and open space, Frome has a higher overall provision respect than any of the other towns in the Mendip District Council, with spaces spread evenly throughout the town. However, it has the lowest levels of strategic and neighbourhood park provision of all the towns in Mendip. The deficiency of major spaces (skate parks, town parks) is compensated for by a high level of playing fields, natural spaces and large amenity spaces such as the Badgers Hill football ground, the rugby and cricket grounds and a golf course. The most significant gap in major or strategic open space is on the north-east side of the town where there is no town park or skate park and the weakest area for neighbourhood provision is on the south-western side of the town at Critchill and Cottle's Oak. Coverage of local spaces is relatively even and considered average. Further detail on open spaces is provided below.

Right Landscape, open spaces & public places plan.

Key

-  Development limit
-  Open space of visual significance (Policy Q2)
-  Protection of formal and informal recreation spaces (Policy SN 12)
-  Policy SN 12 space being developed
-  Countryside (outside development limit of Frome)
-  River
-  Visually significant trees and woodland
-  Other important green space within development limit
-  Top of sloping land
-  Key public space
-  Gateway space



Landscape, open spaces and public places

413 The **Landscape, open spaces and public places** drawing opposite provides a general overview of these aspects of the town.

414 One of the key defining features of Frome is that distant views of the surrounding countryside and nearby hills can be seen and glimpsed from many of the higher parts of the town. Of particular note are the views of the distinctive dome of Cley Hill, an iron-age hill fort, some 3 miles to the east. From the high points of Innox Hill, Vallis Road and Egford Hill, there are long distance views to open countryside.

415 There are some significant areas of open space within Frome, namely the River Frome corridor, Victoria Park and the recreation and cricket ground off Rodden Road. These, combined with the smaller green spaces and the mature vegetation within gardens, give the impression that the town is quite 'green', despite a lack of trees within the public realm.

416 In addition to the significant areas of open space mentioned above, there are numerous others such as parks, playing fields, cemeteries and allotments that contribute to the qualities of the town. The drawing shows a number of categories of open space:

- open space of visual significance, as identified under Policy Q2 of the **Mendip District Council Local Plan**, which covers significant open spaces: along the River Frome at Rodden Meadows and Welshmill; Victoria Park; The Dippy, which is just to the north of The Mount; and, the area between Warminster Road and Easthill;
- formal and informal recreation spaces that warrant protection, as identified under Policy SN 12 of the **Mendip District Council Local Plan**, which covers the formal playing fields associated with the schools, parks/ playgrounds and sports grounds;





- other important green space within the development limit of Frome which are not identified by a specific policy, such as informal community green space, allotments and cemeteries, as well as the fields at Southfield Farm; and,
- visually significant trees and woodland, which are mainly outside the development limit, although there are some along the River Frome.

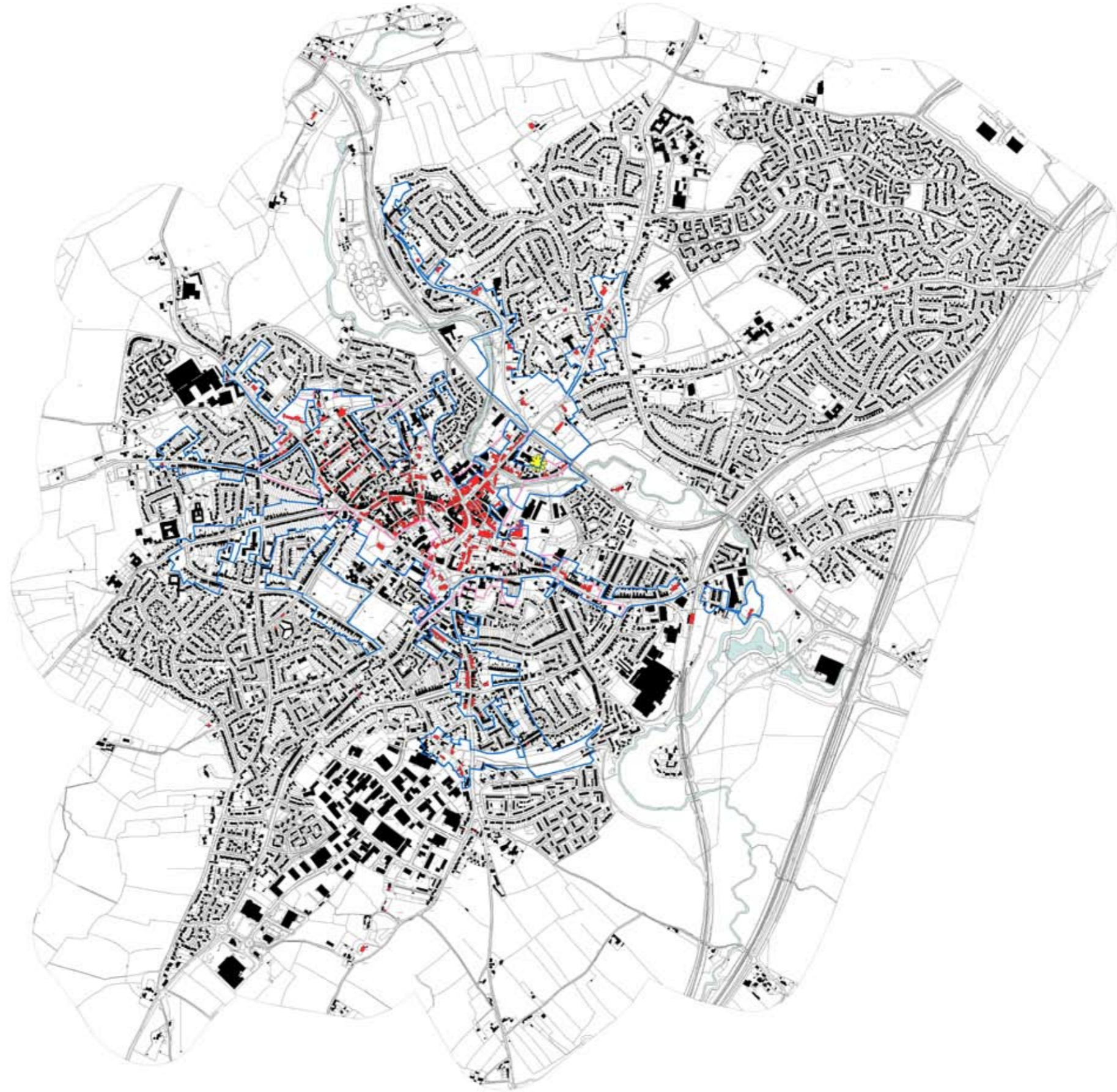
417 In terms of public spaces within the centre of Frome, there are two key public spaces: Market Place and the area by the town library. Market Place, although very attractive in terms of the built environment, suffers from high volumes of traffic, making it difficult for pedestrians to cross the roads. The area by the town library and tourist information centre adjoins the River Frome, and links through to the Westway Centre across the river. However, the car park adjoining detracts from its qualities and an improved link to the new pedestrian/ cycle bridge would be of benefit.

418 At the edge of the town core are four spaces at vehicular access points that should become 'gateway' spaces. These are Badcox, Gorehedge and Vicarage Street to the south of the town centre and just to the north of the town centre, where North Parade crosses the railway. Unfortunately the spaces, particularly the three to the south, are currently simply dealt with and portrayed as traffic junctions, unfriendly to pedestrians and not respectful of the built environment.

Right Built heritage plan

Key

-  Conservation area boundary
-  Area of high archaeological potential (policy EN13)
-  Listed buildings
-  Scheduled Ancient Monument



Historic environment/built heritage

419 The drawing opposite highlights the relatively large number of listed buildings in Frome, shows the extent of the conservation area and also the area of high archaeological potential as identified under Policy EN13 of the **Mendip District Council Local Plan**. It also shows the location of the one scheduled ancient monument in Frome.

Conservation area

420 The Frome Conservation Area was first designated in 1973 and the boundaries were reviewed in 1976, 1986, 2004 and in 2008, as part of the production of the **Frome Conservation Area Appraisal and Management Proposals**, dated 18 June 2008. A conservation area is defined as 'an area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.' (ref)

421 The incremental inclusion of diverse and distinctly separate pockets of special interest has resulted in a conservation area with a convoluted boundary including, for example, Wallbridge Mills (east), a quadrangle of houses at the top of Innox Hill (north), late-nineteenth century houses in Somerset and Weymouth Roads (south), the Dissenters Chapel and Burial Ground (west), as well as the settlements of Fromefield and Keyford. The conservation area has no distinct boundary such as a railway, river or hedgerow that markedly divides the old from the new or the special from the mundane. Instead, the boundary tends to follow a sinuous course that encompasses diverse areas of historic interest by excluding twentieth-century infill along a historic route or modern development on the site of former mills or other industry. Generally, the immediate surroundings of the conservation area are suburban housing. In the north, the boundary often runs along a line between historic and late twentieth-century housing developments. Innox Hill, Egford Hill and Wallbridge Mills (within the conservation area) abut rural countryside at the edge of the settlement of Frome.

422 The Frome Conservation Area is approximately ... ha in area and contains many examples of religious, residential, industrial and public buildings. It is host to a wide variety of building types but is notable for some interesting places of worship including Church of St John the Baptist (twelfth century with alterations and much rebuilding in the nineteenth century), Christ Church (1817), St Mary's Church (1863), Holy Trinity (1837), Rook Lane Chapel (1707) and Zion Congregational Church, Whittox Lane (1810).

423 The conservation area contains some exceptional residential buildings and areas. Trinity, an outstanding example of early industrial workers' housing, is well known and well documented, but there are other small enclaves of planned workers' housing in Innox Hill, The Retreat, Wallbridge and New Buildings, Keyford. At the other end of the social scale, numerous fine rich clothiers' and other merchants' houses are dispersed around the area. Some, like Fromefield House and Welshmill Lodge, were built in what was then the outskirts of the town; others, such as The Iron Gates and Court House, were built close to the town centre or, perhaps more significantly, close to the mills.

424 Many buildings from the town's industrial past have been demolished but there are still small, but significant, reminders of the clothing, brewing, printing and engineering industries, for example the former dye house in Justice Lane, former Selwood Printing Works, Selwood Road (now in residential use) and Merchants Barton warehouse (former silk crepe mill, now an arts venue and workshop/studio space).

425 The **Frome Conservation Area Appraisal and Management Proposals** document, dated 18 June 2008, provides more detail on the conservation area, clearly identifying the extent of it on the townscape appraisal maps.

Scheduled ancient monument

426 There is one scheduled ancient monument in Frome: the drying house at The Coach House in Willow Vale, just north of the River Frome. The reasons for the designation, which was first scheduled in 1981 with the most recent amendment being in 2001, are as follows.

427 Cloth drying houses associated with dye works of the post-medieval period often take the form of circular towers of stone construction with internal fittings of timber that usually do not survive. The woollen cloth, after being soaked in dye, was hung in lengths from wooden beams to dry after dipping, with a carefully controlled fire being lit in a stove at the base of the tower to speed the process. Some drying houses have evidence of a first floor, which perhaps allowed cloth to hang at different heights within the tower. Such drying houses represent an advance on the medieval wooden drying racks which were set in open areas and relied on the wind and sun, but are relatively primitive when compared with the much larger, mechanised drying houses of the nineteenth century which are more closely associated with the factories of the north of England. The drying house at The Coach House, Willow Vale is one of only two drying houses in Frome that survives from a greater number that were once part of an extensive area of dye works recorded in documentary sources in this part of the town. Despite the loss of its roofing, and some dilapidation owing to its age, it survives almost to its full height with no evidence of any extensive renovation or alteration. It possesses a plasterwork cross keys symbol, which is probably contemporary with its use, and which may be unique. The monument is a rare survival of a once strong local cloth industry in Frome and retains archaeological evidence for the way in which cloth was treated and processed as part of the production of dyed cloth during the eighteenth and nineteenth centuries.



Above Photographs detailing part of Frome's historic environment

Listed buildings

428 There are over 350 listed buildings in Frome, more than any other town in Somerset. The drawing shows that the town centre and Trinity have the highest density of listed buildings. The majority of listed buildings are Grade II but two buildings are listed Grade I (Former Rook Lane Congregational Chapel and The Blue House). Twenty-four listed buildings are Grade II* including 4 Cheap Street (late sixteenth century with large jettied front gable) and several early eighteenth century houses, for example Wiltshires Barton, Trinity Street (c.1718), 14-16 Willow Vale (1720, a terrace of three clothiers' houses) and the Court House, King Street (1720).

429 The **Frome Conservation Area Appraisal and Management Proposals** document, dated 18 June 2008, provides more detail on the listed buildings within the conservation area, clearly identifying them on the townscape appraisal maps.

Area of high archaeological potential

430 The area of high archaeological potential is identified in the **Mendip District Council Local Plan. Policy EN13 – Areas of High Archaeological Potential** states that planning permission will not be granted within such an area unless a field evaluation has been carried out to determine whether archaeological remains of local or national value exist on the site and where permission is granted, a mitigation strategy will be required for the remains.

Building materials

431 Although there are a few surviving timber-framed buildings in Frome, for example in some of the sixteenth-century buildings in Cheap Street, the majority of buildings, particularly within the historic areas, are of stonework, mainly locally-quarried Forest Marble. Forest Marble is a tough limestone, which is not easily worked or carved, but which can be extracted in workable sizes and used for rubble walling. Bath stone and Doultling stone was used for more sophisticated buildings to provide smooth ashlar facades, as well as for dressings. In the Trinity area this method was

employed, with partly dressed Forest Marble for the walls, with external corners, window and door openings dressed in Bath stone or Doultling stone. The buildings were usually covered with stone tiles.

432 With the arrival of the railway to Frome in 1850, Welsh slate became available, together with clay tiles. Very quickly the scene changed into the great variety in Frome today, particularly in the historic town centre. It was not until 1890 that red brickwork became accepted as an alternative to stone work, for example at Badcox Parade, then Portway, Avenue Road and Wallbridge Avenue. Brickwork was used before this, however, for chimney stacks.

433 Reconstituted stone work and coloured brickwork, for example buff and brown, has also been used in more recent development, together with smooth and roughcast render.

434 Frome has a lively roofscape, with rows of development stepping down the hillside, comprising gables, dormers and chimney stacks and the 'waves' of the predominant Bridgwater pantile or double/triple/Roman tiled roofs in warm colours of red and brown. The most prevalent alternative to clay tiles is Welsh slate. Chimneys are commonly red brickwork.

435 Surviving traditional window joinery is painted softwood. There are properties with stone mullioned windows with side-hung casements, which were common until the seventeenth century. Later houses have vertical sliding sashes or, in small cottages, two-light casements. More modern development is a mixture of materials and styles.



Left Photographs of Frome's built heritage

Public realm

436 Although materials and street furniture within the public realm today are generally modern, there are some examples of historic paving, old lighting columns and iron bollards which add to the area's historic ambience.

437 Frome has had a long established tradition of metal working and much of the street furniture, such as bollards, street lamps and railings, has been made in the town. Iron railings used to be more prevalent but many were taken away during the Second World War. However, some good examples of old railings survive, for example at the entrance to the Dissenters' Chapel in Vallis Road. Some lost railings are being replaced either as a requirement of planning permission or through grant aid, for example the railings in Phoenix Terrace in Catherine Street.

438 Of particular interest are the cast iron lamp standards, art nouveau-esque ornament, which are known as Cockey Lamps after the designer, Lewis Cockey, who came from a long-established family of clock makers. Cockeys began casting iron components for street furniture and the gas industry at the beginning of the nineteenth century, resulting in Frome having gas-lit streets by 1832. Several of these lamp standards, designed with a crook for the lamp, are listed Grade II (for example Innox Hill, Whittox Lane, Sun Street).

439 Two of Frome's streets, Gentle Street and Stony Street, are renowned for their stone paving, and Cheap Street still retains a historic leat. One of the features of special interest within the conservation area is the remnants of historic paving, including, for example, stone pavements in Whittox Lane and Pennant grit stone kerbs in Weymouth Road.

440 Cast iron street name signs fixed to the side of buildings, for example in Cheap Street and Willow Vale, enhance the streetscene. Frome has a growing reputation for arts and crafts and throughout the town there are a number of items of public

art. Of note within the conservation area are the railings at the foot of Stony Street incorporating the Frome logo with St Aldhelm's head, the Valentine lamp in Catherine Hill and items in Millennium Green. Stone work walls are important to the character of the area, particularly the continuous high stone work boundary walls.

Tunnels

441 Frome has one or more systems of tunnels beneath the streets of the older parts of the town. Some entrances are visible above ground, with other entrances in the cellars of shops and houses. Their purpose and full extent remains unknown. There is a Frome Tunnels Project, which is investigating the tunnels of Frome.

Improvement works

442 Mendip District Council has invested heavily in Frome's historic built environment over the past 25 years. In partnership with the town and county councils and national agencies such as English Heritage and the Heritage Lottery Fund, over £2 million of historic building grants were awarded from 1978-2005. The work undertaken through various area-based schemes such as The Townscape Heritage Initiative and a Heritage Economic Regeneration Scheme is celebrated in a recent Mendip District Council publication **Historic Building Repair in Frome**.

Right Movement and Accessibility plan.

Key

- Main road (A road)
- Secondary road (B road)
- Tertiary road
- Main railway line
- - Frome spur railway line
- Freight railway line
- Frome railway station
- River
- - - Footpath (public right of way)
- P Public car park
- BR Bus route
- National Cycle Route 24
- - - Local route (link to National Cycle Route 24)
- ☀ Frome gateway locations
- ✳ Town centre gateway locations
- - - Isochromes - walking distances

Car parking information

- P₁** Cattle Market car park (360 spaces)
- P₂** Cork Street (70 spaces)
- P₃** North Parade (89 spaces)
- P₄** Market Place (12 spaces)
- P₅** Merchants Barton (71 spaces)
- P₆** Vicarage Street (18 spaces)
- P₇** Catherine Street (5 spaces)
- P₈** South Parade (34 spaces)
- P₉** Badcox (22 spaces)
- P₁₀** Frome Station (15 spaces)



Accessibility and movement

443 The **Movement and accessibility** drawing opposite provides a general overview of these aspects of the town.

444 The river and railway lines are two barriers to movement in Frome, located to the north and east of the town centre. The main road into Frome is from the east, off the A36 via the town's eastern bypass, the A361. The A36 runs between Bath and Warminster and beyond. The A362 runs through the town almost from east to west, connecting between Westbury in the east to Norton-Radstock in the west. A secondary road (B3090) provides access from the A361 to the northern part of the town and this runs through the town centre to connect back up to the bypass (A361) in the south, which runs on to Shepton Mallet. A network of small local roads run through the different areas of the town connect to the main road and secondary roads. A network of Public Rights of Way and the National Cycle Route 24 run through and around the town, as shown on the attached drawing, which help connect the town to the surrounding countryside.

Traffic

445 Car ownership has risen significantly in the district over the past three decades, although the 2001 census indicated that, on average, 18.5% of the population of Frome did not have access to a private car. This figure was highest in the wards of Keyford, Park and Welshmill. The number of vehicles within Frome has inevitably led to congestion within the historic streets of the town, which were not designed for motor vehicles.

446 The town centre area is identified as a location where traffic volume is of concern and detracts from the character of the Market Place, which in turn is detrimental to the visitor experience. Pedestrian links between Cheap Street, Catherine Hill and the Westway Centre are observed to be poor and in some cases dangerous.

447 Heavy goods vehicle (HGV) traffic is a main concern. The access restrictions imposed by low railway bridges, particularly at Coal Ash Lane near Spring Gardens, forces a lot of HGV traffic through the town in order to access the trunk road network. The volume of this type of traffic is a major contributor to poor air quality standards.

Public transport

448 Frome is well served by public transport with over thirty-seven bus services. Services run regularly to Trowbridge, Chippenham and Bath. There is also a daily National Express coach service to London, including to Heathrow Airport. There is no formal bus station in Frome; buses stop within Market Place in the town centre and at a network of bus stops. The bus routes are shown on the **Movement and accessibility** drawing.

449 Frome is the only Mendip town to have a railway station, and while not a mainline service, it does provide good linkages to Bristol, Bath and the west Wiltshire towns, as well as services to other centres such as Yeovil and Salisbury. The station has two daily direct return services to London Paddington and is an important gateway into the town.

450 From a rural perspective there is a lack of services, particularly at appropriate times of the day, and the integration of services from outlying villages with rail and inter-urban routes is poor. The **Local Transport Plan** recognises that rural villages outside of Frome have poor or no public transport access to major hospitals and, to a lesser degree, employment. Frome is currently served by the Taxilink community transport, though the capacity of this service is limited.



Left Photographs of access and movement issues in Frome

Parking

451 Parking is an on-going issue in Frome. On a town wide basis there is a problem of irresponsible and illegal parking. A key concern is the supply of parking in the town centre and the current charging regime. At present there are ten public car parks in Frome, providing approximately 700 spaces.

Pedestrian and cycle routes

452 There is a general feeling that traffic takes precedence over pedestrians, particularly in the town centre. Difficulties in crossing are also experienced by pedestrians at the key vehicular gateway junctions into the town: Badcox, Gorehedge and Vicarage Street. The National Cycle Network 24 or local cycle routes do not run into or through the town centre. No designated cycle lanes exist within the town centre.

453 Access and mobility around the town centre is considered problematic for certain users, particularly the disabled, because of the number of existing barriers in the town. The absence of dropped kerbs and parking restrictions for disabled users also is a key concern.

Gateways








454 The **Movement and accessibility** drawing identifies two categories of gateway locations: Frome gateway locations and town centre gateway locations. The Frome gateway locations highlight key gateways into the town from the north, east, south and west. These areas signify a sense of arrival and physical point of entry into the town. The gateways for the town centre highlight areas and spaces on the edge of the town centre boundary. Many of these are important movement nodes in need of improvement.



Above Photographs of access and movement aspects of Frome

Right Development and regeneration plan.

Key

-  Mendip District Local Plan proposed development sites (December 2002) (modifications as revised Garsdale planning brief and codes)
-  Mendip Local Development Framework Draft Core Strategy (February 2011)
-  Saxonvale
-  Westway Centre / Market Yard
-  Market Place
-  Proposed housing area
-  Future housing growth area



Development and regeneration

455 The **Development and regeneration** drawing opposite highlights the existing and proposed development sites and areas in the town as identified in the **Mendip District Local Plan** (December 2002) and **LDF draft Core Strategy** (February 2011).

A. Land east of Vallis Road: site for housing

456 Land is allocated in the **Mendip District Local Plan** east of Vallis Road for a minimum of 50 dwellings, with an adjoining 0.8 hectares allocated for landscaping and informal recreation purposes within the local plan. As part of the redevelopment, Policy F1 requires that: effective measures will be taken to treat, contain or control any contamination; no gases are capable of migrating from the proposed recreation area; the design and landscaping aid the integration of the development into the townscape; and traffic calming measures to achieve 30 mph speeds on Vallis Road are provided.

B. Wallbridge: site for mixed use

457 Land is allocated in the **Mendip District Local Plan** at Wallbridge for a minimum of 400 dwellings, public open space and a first school, phased for release when required to maintain overall supply of housing in Frome within the local plan. As part of the redevelopment: mitigation is required for the existing flood risk; development in the flood plain is restricted to access roads and pedestrian/cycle links; the development provides for the protection of locally important wildlife habitats; a comprehensive landscape scheme exploits the natural and scenic attributes of the site; adequate provision is made within the site for pedestrian and cycle routes linking the site to the town centre, along the River Frome; and access to the residential properties at Southfield Farm is maintained. Part of this site has already been developed as a retail area, with an Asda food store, petrol station and associated flood attenuation works.

C. Feltham Lane: site for mixed use

458 Land is allocated in the **Mendip District Local Plan** at Feltham Lane for about 30 dwellings, a school extension and public open space. As part of the redevelopment: mitigation is required of existing flood risk and surface water run-off resulting from the development; effective safeguards are provided to prevent prejudice of highway safety; the area of public open space is provided on the eastern part of the site; and the layout and landscaping minimise the visual impact of the development when viewed from the countryside to the south.

D. The Garsdale Area: site for mixed use

459 Land is allocated in the **Mendip District Local Plan** at Garsdale for a mix of uses including: housing (a minimum of 110 houses); food retailing (around 4,600m² to 5,600m²); non-food retailing (around 900 – 1,400m²); business and general industrial (3 ha). A Planning Brief for the Garsdale Project Area was adopted on 15 July 1997. Following changes to market conditions and the evolution of national and local planning policy, a revised planning brief and codes were prepared and adopted by Mendip District Council in February 2005. The boundary of the updated brief has been extended to include more of the existing town centre and links to Market Place. Areas that have been developed since 1997 were excluded from the brief along with an area to the south-east that is considered not to have strong connections to the brief area. The latter is considered most suitable as a windfall site if it should come available for development in the future. The brief splits the site into two distinct areas: Saxonvale in the west and Land off Garston Road in the east. A strategic plan has been created as an interpretation of the principles of the brief, with the intention of ensuring an integrated and safe network of streets around which all development is structured. Saxonvale is discussed separately below.

460 Planning permission was granted for the development of the land off Garston Road and part of the site is currently being developed by Bloor Homes.

461 The **LDF draft Core Strategy** (February 2011) document identifies three town centre projects:

1 Saxonvale

462 The **Core Strategy** identifies Saxonvale and, in the longer term, the Westway Centre, for town centre redevelopments to include:

- Small-medium scale food store provision to supplement limited town centre choice and improve customer footfall by drawing back trade from out of town retail development.
- Up to 7,000 m² of additional non-food retail space.
- Uses that enhance the attraction of the town to visitors and as an evening destination for social and leisure activities.
- Additions to the public realm, which incorporate and enhance the River Frome as a feature within the town and provide a more satisfactory location for the market.
- Around 4,000 m² of flexible office/studio space.
- A suitable permanent site for Frome Enterprise and Training Enterprise in the heart of the town.

2 Westway Centre/ Market Yard

463 The existing Westway Centre and Cork Street car park is identified in the Core Strategy for comprehensive redevelopment to increase the town centre offer and reduce the need for residents to travel for high quality goods. As identified above as part of the vision for Frome, the redevelopment of the town centre will encourage a wider range of restaurants and social venues, including potential for a larger cinema and visitor accommodation, helping to improve the environment of the wider town centre.

3 Market Place

464 The Market Place is another area identified as a town centre project within the **Core Strategy**. It is intended that as part of the town centre redevelopment the council will work with partners, landowners and interested parties to deliver comprehensive remodelling of the Market Place to reduce the impact of traffic and enhance its appearance and appeal to local residents, business, visitors and shoppers.

Southfield farm: proposed housing area

465 The **Core Strategy** proposes development on greenfield land adjacent to Southfield Farm to deliver new homes including open space and a primary/first school to meet the needs of the growing population. The site is part of the Wallbridge mixed use development site identified in the Mendip District Local Plan. It is proposed that a masterplan will be prepared for the site and adopted as SPD.

Feltham Lane: future housing growth area

466 The **Core Strategy** proposes a larger area of land at Feltham Lane, compared to the local plan, as a future housing growth area.



5 General design guidelines

Introduction

501 This section identifies design guidelines for Frome that should be considered for any new development within the town, whether it is a repair, refurbishment, regeneration or development project. The guidelines identify a range of features of the built and natural environment that are important if the intrinsic character of Frome is to be maintained and enhanced. The purpose of the guidelines is to safeguard local character and to encourage sensitive, high-quality design where new development occurs, through a process of development guidance and control. As such, its purpose is to manage change and to encourage regeneration and enhancement, and not to prevent it.

502 Not all guidelines will be applicable for all developments, but all should be reviewed and considered for applicability to a particular project.

503 The design guidelines are grouped into the following categories:

- quality of the environment;
- landscape (soft and hard);
- building design;
- conservation area;
- sustainability;
- transport and movement;
- large-scale development; and,
- general development.

504 Some additional guidelines that relate to individual character zones are provided in the following section.

505 Please note that the term 'development' used below relates to all repair, refurbishment, regeneration or development projects.

Quality of the environment

- **Q1 Visibility:** Any development should be considered in relation to its visibility from both within and from outside the town, so that it is appropriate to its location. As Frome lies on the valley sides of the River Frome and climbs onto a ridge, the views and vistas of the surrounding countryside and within the town of key landmarks and green spaces are important and should be respected.
- **Q2 Scale of development:** Any development should be substantially of the same or lesser scale, height and mass of adjacent buildings, unless proposed as a key feature or landmark, to ensure an consistent street scene. Variation in height is acceptable, as it is a characteristic of Frome, but the overall heights should be respectful of those of adjoining and nearby buildings.
- **Q3 Roofscape:** Any development should provide a roofscape appropriate to its location and visibility within the town. Variety in roofscape as the buildings step down the hillside is a key characteristic of Frome.
- **Q4 Infill development:** Infill development and building in gardens should only be allowed where the loss of the space is not detrimental to the overall quality and amenity of the area and where the proposals respect the character and appearance of the area.
- **Q5 Development density:** While the density of residential development should normally fall within the range defined by government guidance, it should also respect its setting and context. Lower densities may be appropriate in certain parts of Frome, particularly towards its edges.
- **Q6 Parking:** Intrusive car parking should be avoided, as it can lower the quality of the street scene. Positive encouragement for undercroft parking should be support in new development to support where feasible.

Landscape (soft and hard)

- **L1 Development on the settlement edges:** Any development adjoining the development limit or edge of the town should be planned and designed with the local community and key stakeholders to create a sensitive transition between the town and the countryside.
- **L2 River Frome corridor:** Enhancement and utilisation of the River Frome corridor must be promoted as it is a major asset to the town. Promotion of new pedestrian and cyclist links to the corridor should be encouraged to increase its profile and usage by both residents and visitors. Linkages between other green spaces and the River Frome corridor should also be promoted.
- **L3 Green spaces:** Existing areas of public open space should be retained and managed appropriately. Adequate provision of green/open space should form part of new developments.
- **L4 Protection of trees:** Consideration should be given to the assessment of the importance of all trees within Frome to assess which would warrant formal protection.
- **L5 Impact of development on trees:** Development which is likely to have a detrimental impact on important trees within the town will be resisted. All development proposals should consider the amenity value of trees and an assessment of their contribution to their immediate and wider setting and the character of the town should be included in the development proposals.
- **L6 Impact of construction on trees:** A proper assessment of the impact of the construction of new buildings and other works on trees should be carried out for all developments affecting trees. Adequate root protection and exclusion zones should then be enforced (see British Standard BS5837: 2005).
- **L7 Street trees:** Consideration should be given to the replacement of existing street trees when necessary. Street trees already lost should also be replaced. Consideration should also be given to the planting of more trees within the public realm, particularly where new streets are being created.

- **L8 Boundaries:** New boundaries and changes to existing boundaries, both between properties and to the street, should make close reference to the traditional treatment of similar boundaries in the locality, such as height, material, planting species and style. They should be of high quality and be appropriately durable or maintainable.
 - **L9 Front gardens/areas:** Any development should not result in frontages being dominated by hard surfacing and parked cars. The conversion of front gardens to hard surfaced areas should be avoided where possible. The area of hard landscaping should be minimised to enable soft landscaping to dominate and reduce the potential of flooding from water run-off.
 - **L10 Hard landscaping:** Materials of hard landscaping should be of high quality and reflect the character of adjoining buildings and areas.
 - **L11 Historic floorscape and historic items in the public realm:** There should be a presumption against the alteration of any part of the remaining historic floorscape or historic street furniture. Historic paving, gratings and gulleys, bollards, railings and street name signs should be protected and repaired as necessary, using traditional techniques and materials.
 - **L12 Landscape design:** New development should have a quality landscape scheme, which incorporates new tree planting and retains as many of the natural landscape features as possible. The hard and soft landscape design should successfully integrate the development into the local environment.
 - **L13 Implementation of landscape schemes:** Landscape scheme should be robustly monitored and enforced.
 - **L14 Public realm:** Public realm materials, street furniture and signage should be of a high quality, and reflect the character of Frome.
 - **L15 Lighting:** Street lighting furniture should be of a quality appropriate to the area it is located within. Lighting should be designed to minimise light spillage and to have the minimum brightness and period of illumination necessary for its location and purpose. Energy efficient lighting should be used where possible in preference to conventional external lighting.
 - **L16 Signage:** Unnecessary signs should be removed within the town and street furniture should be consistent and in keeping with an historic market town.
 - **L17 Public art:** The commissioning of a public art strategy for the town should be considered to provide a coordinated approach to the inclusion of public art in the town and to identify opportunities for local designers, artists, manufacturers and arts people to be involved in the process.
 - **L18 Open space:** An open space study should be commissioned to ensure the retention and appropriate use of the green assets within the town, along with the provision of new open spaces within future development sites.
- Building design**
- **BD1 Building lines:** In areas where a clear historic building line has been established, new development should generally follow the existing line of development, whether it is along the back edge of the pavement or set back.
 - **BD2 Building frontage:** Any development should relate to the surrounding street, creating an appropriate and active frontage.
 - **BD3 Architectural treatment:** New development should be of high quality, raising the standard of architectural treatment and respecting the qualities of its surroundings, such as scale, style, materials and attention to detail. Innovative designs and the contemporary interpretation of traditional design and construction will be welcomed; they should be to the highest standards and be complementary to their context.
 - **BD4 Roof design:** The shape and pitch of the roof on any new development throughout the town should be considered in terms of its visibility and contribution to the quality of the roofscape of the town. In addition, for the historic core and the conservation area, the roof design should generally reflect those of the properties nearby.

- **BD4 Materials:** Building materials should respect the vernacular of Frome and the immediate context of the development in particular. For example, Forest Marble, with red/brown pantile roofs, together with red brickwork and slate roofs, is prevalent in many parts of the historic core and conservation area and the use of such locally-sourced, reclaimed or recycled materials, or appropriate modern alternatives, for new development should be encouraged. The use of reconstructed stone blocks laid in a 'random' pattern should be avoided, however. Elsewhere, the addition of more contemporary materials would be appropriate. Materials should be sourced locally where possible.
- **BD6 Shop fronts:** Where traditional shop fronts remain in the historic areas of town, they should be retained and any alterations should incorporate traditional elements and materials. Where the traditional shop front has already been removed, the replacement of inappropriate shop fronts should be encouraged so that they contribute to the character of the area and building in terms of their scale and style. New shop fronts should also contribute to the character of the area in terms of their scale and style.
The District Council should consider preparing an advertising and shop front guide for Frome.
- **BD7 Ancillary facilities:** Refuse and recycling facilities, car and cycle parking should be sufficient for the development and should not dominate the street scene.

Conservation area

- **CA1 Frome Conservation Area Appraisal and Management Proposals:** Any development within the conservation area should take account of the management proposals set out within the **Frome Conservation Area Appraisal and Management Proposals** document.
- **CA2 Listed buildings:** Any development to listed buildings and structures should be in accordance with planning policy requirements and should not have a detrimental impact on the quality of the building.

Sustainability

- **S1 Land use:** Land use proposals should be appropriate to: site characteristics, biodiversity and environment; site location in terms of accessibility to services and facilities; the potential impact on existing communities and businesses. Wherever possible, a mix of land uses and a range of densities should be encouraged to promote diversity and viability.
- **S2 Appropriate siting of development:** Development should be sited and designed to make the most of public transport linkages and encourage walking and cycling.
- **S3 Building design:** Buildings should be designed to respond intelligently to the climate through siting, orientation and form, benefiting users, reducing overall energy bills and running costs.
- **S4 Amenity spaces:** The design of amenity spaces created should provide appropriate environments for people and activities.
- **S5 Flexibility:** The design should be flexible enough to adapt over time to changing needs without compromising the overall vision and strategy.
- **S6 Resource use:** The use of scarce resources, such as certain building materials, fossil fuels and water should be minimised.
- **S7 Sustainable drainage systems:** Environmentally-friendly water drainage systems should be promoted.
- **S8 Construction technology:** The choice of construction technology should help reduce energy dependency over a building's lifetime.

- **S9 Materials:** The materials proposed should be carefully considered as some are harmful to the environment, others benign and a few have positive inputs. Regard should be given to locally-sourced materials that reduce transport costs and help to contribute to local identity.
- **S10 Site assets:** Site character, topography, vegetation, watercourses and built heritage should be valued, sustained or improved.
- **S11 Building refurbishment:** The energy-efficient refurbishment of existing properties in a manner appropriate to their quality and historic origins should be encouraged.
- **S12 Use of appropriate monitoring tools:** Sustainable design assessment and monitoring tools should be used to encourage a holistic sustainable design for the development and to ensure its implementation. Such tools include BREEAM Communities, building type specific BREEAM, Code for Sustainable Homes and the AECO CarbonLite Programme.

Movement and transport

- **MT1 Legibility and signage:** Provide improved signage within the town centre and at key locations, such as the railway station and gateway junctions, Badcox, Gorehedge and Vicarage Street, together with pedestrian routes, to help improve legibility for both visitors and residents. A wayfinding strategy should be commissioned by Frome Town Council/Mendip District Council to ensure that the signage is coordinated, appropriate and easily legible by all.
- **MT2 Pedestrian crossings:** Provide, throughout the town, formal crossings facilities where pedestrians routinely cross roads.
- **MT3 Town centre 'shared space':** Consider creating a 'shared space' within Market Place and King Street. The establishment of a low-speed, less regulated environment based on social protocols can promote safety, improve traffic flow and enhance civility, as well as creating an improved street environment.
- **MT4 Accessibility:** All new development should consider the needs of people with disabilities.
- **MT5 Parking resulting from new development:** The impact of any increased car parking resulting from new developments should be assessed in terms of its effect on townscape character. Car parking restrictions and alternative forms of accessing transport should be considered to limit the number of car parking spaces required. Undercroft car parking should also be considered as part of any future development proposals.
- **MT6 Traffic effects of development:** The impact of any increased traffic resulting from new developments should be assessed in terms of its effect on townscape character.
- **MT7 Pedestrian and cycle routes:** Opportunities to create more routes for pedestrians and cyclists should be pursued in all new development proposals to help create greater permeability around the town, thereby helping to encourage walking and cycling.
- **MT8 Railway station gateway:** Maintain and enhance the railway station and its immediate area to create an appropriate gateway to Frome. Signage and information should also be improved to guide visitors to the facilities in Frome.
- **MT9 Public transport hub:** Create a public transport hub within the town centre.

- **MT10 Gateways to Frome:** Celebrate the gateways to Frome through the provision of appropriate gateway spaces, markers and signage to signify a sense of arrival and physical point of entry to the town.
- **MT11 Gateways to the town centre:** Create appropriate gateway spaces at the key entry points to the town centre: Badcox, Gorehedge, Vicarage Street and North Parade. The spaces are important movement nodes that should be enhanced, particularly in relation to vehicular, cyclist and pedestrian movements and townscape quality.

Large-scale development

- **LS1 Development brief:** A development brief should be prepared for large-scale development sites. These sites are identified within the individual character zone descriptions in the following section.
- **LS2 Variety of house types:** Provide a variety of house types and sizes appropriate to the setting and character of the local area.
- **LS3 Grouping of houses:** Groups of house should be arranged in a manner appropriate to the locality, whether it is in a structured street layout or in a more organic arrangement to form variety and the appearance of natural growth.

General development

- **G1 Local distinctiveness:** All new development should respect, maintain and enhance local distinctiveness and character. This should be achieved by addressing the guidelines set out within this **Town Design Statement**.
- **G2 Settlement pattern:** All new development should be of an appropriate scale and reflect the existing settlement pattern.
- **G3 Design and Access Statement:** Developers should be asked to refer to the **Town Design Statement** in its Design and Access Statements, which are now required for all planning applications.
- **G4 Building styles:** The style of building should be sympathetic with and complementary to the older buildings of the town; fussy combinations of too many details should be avoided. Inappropriate use of pastiche and the use of porticos and styles foreign to the town should be avoided.
- **G5 Innovative design:** Innovative designs using a contemporary design approach and modern materials should be encouraged, providing they respect and enhance local distinctiveness and character.
- **G6 Appropriate uses:** Development should be for a type or mix of uses appropriate to its location. For larger sites a mix of uses will be encouraged to promote diversity.



6 Individual character zones

601 In addition to the general design guidelines for Frome, recommendations for improvement are set out for each zone. The general design guidelines that are applicable for each character zone are identified and expanded where appropriate.

Character zones

602 Our appraisal of Frome has identified twenty-seven character zones in the town. Each character zone has a distinctive quality that makes it slightly different from its adjoining zones, for example in terms of period of development, use and layout.

603 The [Frome Conservation Area Appraisal and Management Proposals](#) document, dated 18 June 2008, identified a series of ten separate character areas for that part of Frome covered by the conservation area, each with its own characteristics defined by date or historic form and layout, and current and past uses and activities. However, while the character zones identified here generally incorporate these various character areas, the boundaries vary slightly as they relate to a wider area and not specifically to the conservation area.

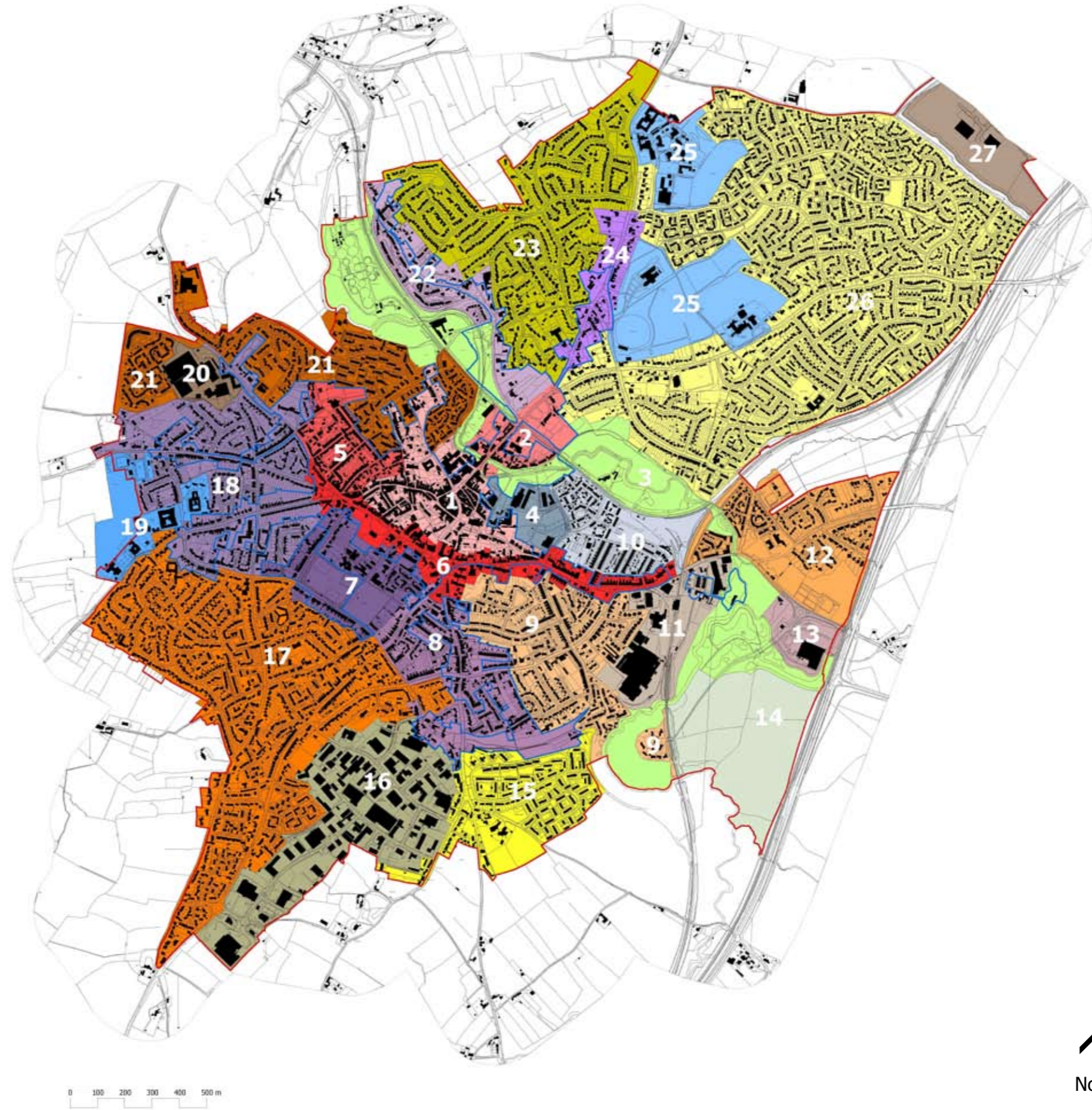
604 The character areas are identified below and on the [Character zones](#) drawing on the following page.

- 01 **Historic core**
- 02 **Northern historic core**
- 03 **River Frome corridor**
- 04 **Saxonvale**
- 05 **Trinity**
- 06 **Historic east-west route**
- 07 **Victoria Park and environs**
- 08 **Keyford and Lower Keyford**
- 09 **Adderwell and environs**
- 10 **Garsdale**

Right Character zones plan.

Key

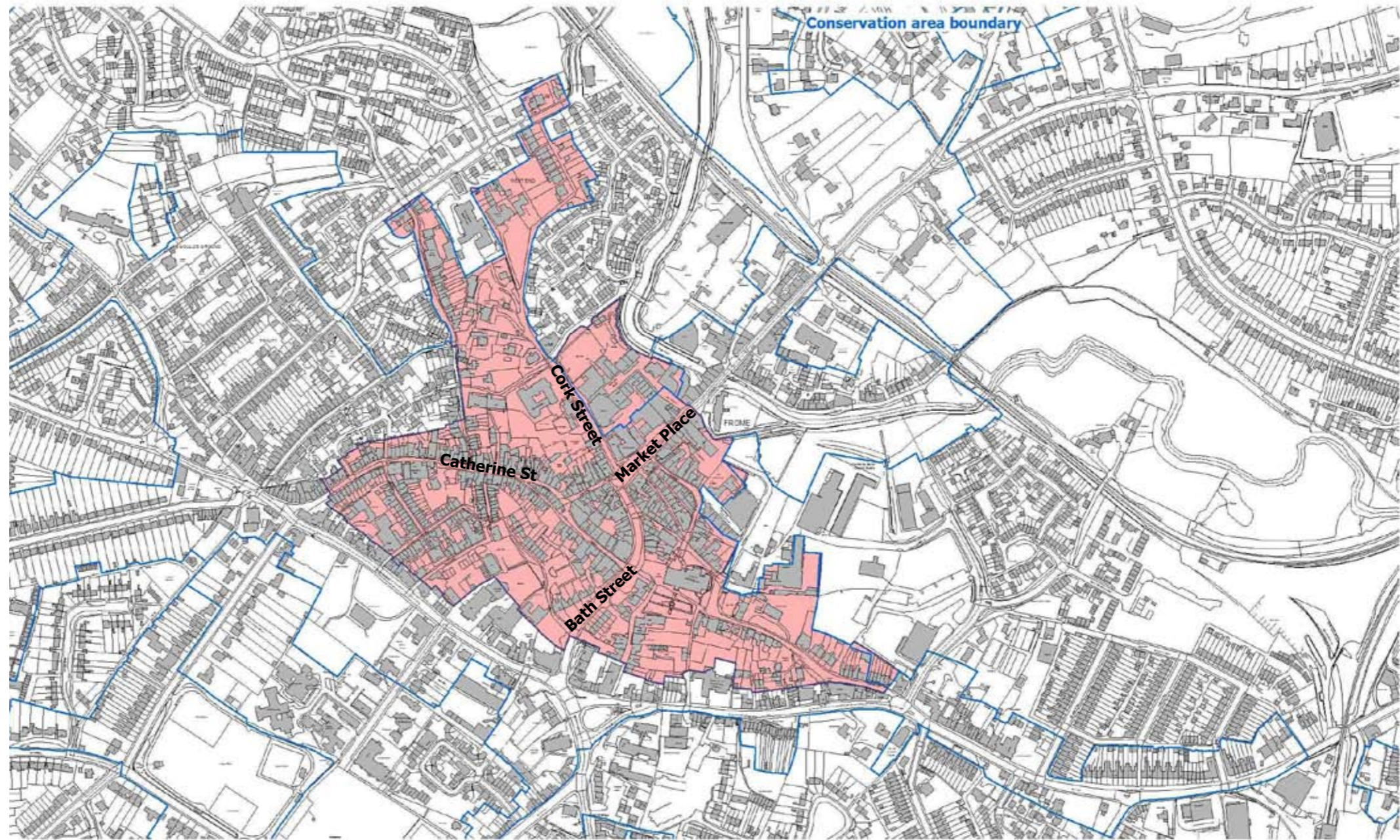
- Development limit
- Conservation area boundary
- 1: Historic core
- 2: Northern historic core
- 3: River Frome corridor
- 4: Saxonvale
- 5: Trinity
- 6: Historic east-west route
- 7: Victoria Park and environs
- 8: Keyford and Lower Keyford
- 9: Adderwell and environs
- 10: Garsdale
- 11: Station area
- 12: Easthill
- 13: Eastern retail area
- 14: Southfield Farm
- 15: The Mount/ Little Keyford
- 16: Marston Trading Estate
- 17: South-western residential area
- 18: Historic western residential area & environs
- 19: Western school/ reservoir
- 20: Vallis Trading Estate
- 21: Western residential area
- 22: Innox Hill/ Welshmill
- 23: Packsaddle
- 24: Fromefield
- 25: Hospital/ college
- 26: North-eastern residential area
- 27: Commerce Park (Berkley)



- 11 **Station area**
- 12 **Easthill**
- 13 **Eastern retail area**
- 14 **Southfield Farm**
- 15 **The Mount/Little Keyford**
- 16 **Marston Trading Estate**
- 17 **South-western residential area**
- 18 **Historic western residential area and environs**
- 19 **Western school/reservoir**
- 20 **Vallis Trading Estate**
- 21 **Western residential area**
- 22 **Innox Hill/Welshmill**
- 23 **Packsaddle**
- 24 **Fromefield**
- 25 **Hospital/ college**
- 26 **North-eastern residential area**
- 27 **Commerce Park (Berkley).**

605 Each of these character zones is described in detail on the following pages.

Right Character zone 01: Historic core



Zone 1: Historic core

Description

This is the medieval core of Frome, incorporating the main shopping area, including Catherine Street, together with an adjacent residential area to the north-west, West End, a tiny, self-contained enclave of mid-nineteenth century houses.

This zone generally relates to Character area 1 of the [Frome Conservation Area Appraisal and Management Proposals](#) document.

Distinctive features

- **Layout:** The zone, which covers the historic core of Frome with its medieval street pattern, lies around Market Place. Market Place occupies a relatively flat site beside the river, from which Stony Street and Bath Street rise up the hillside. West End is a tiny, self-contained enclave of mid-nineteenth century houses linked to the town centre by Cork Street, north of the town centre. Although outside the conservation area, the Westway Centre and Cork Street car park are included within this zone as they form part of the town centre retail core. Key features of the area are:
 - Market Place, the commercial core of the town, is the principal central space, being much wider than the other streets that radiate from it. It is almost entirely enclosed by listed buildings.
 - Cheap Street is particularly attractive with its central leat, a conduit of running water and remaining timber-framed sixteenth century buildings, recognisable from their jettied frontage.
 - Stony Street and Catherine Hill, a steep stone paved pedestrian area of specialist shopping lined with historic buildings.
 - With the exception of Market Place and Bath Street, the streets are narrow.
- The sweep of Bath Street, lined with smooth ashlar-faced stone three-storey buildings, embellished with classical motifs, contrasts markedly with the varied eaves line and narrow confine of, for example, Cheap Street or Stony Street.
- **Uses:** This is the retail core of the town, but includes commercial and residential uses.
- **Landscape and open space:** This is the most compact and dense part of the town, with Market Place and the churchyard of St John's Church providing the only significant open space. Trees and vegetation are very limited in the town centre, with St John's Church providing the principal green space, although there are views of the vegetation along the railway and Welshmill Road and along the River Frome, which runs along part of its northern boundary.
- **Townscape:** The architectural character is rich and varied, with a large number of listed buildings dating from the sixteenth to the nineteenth centuries. Building height is greatest around Market Place but generally does not exceed three storeys, although The Crown Public House is four storeys and the Stroud and Swindon Building Society building is four-and-a-half storeys. West End is a quiet residential collection of relatively unaltered mid-Victorian houses set back behind well-tended front gardens.
- **Materials:** Many of the grander properties in the town centre, particularly on Bath Street and Market Place, are of smooth ashlar-faced stone. Others are of partly dressed Forest Marble for the walls, with external corners, window and door openings dressed in Bath stone or Doultong stone. Many of the stone work dressings has been painted. Cheap Street contains some timber-framed sixteenth century buildings with jettied frontages. The roofing materials are a mix of red/brown pantiles and slate. There are some exceptional examples of historic paving, old lighting columns and bollards in this area, particularly in Cheap Street. Other parts of the town centre have more modern materials, with macadam prevalent.



Left Photographs of Frome's historic core

Main issues

- **Market Place:** despite the attractiveness and high quality of the urban fabric within Market Place, the space is dominated by a high volume of traffic, causing difficulties for pedestrians crossing the road.
- **Legibility:** Lack of a legible signage strategy for the direction of shoppers and, particularly, visitors around the town centre streets.
- **Westway shopping centre:** the shopping centre is in need of attention, as it looks tired and out of character with the historic core.
- **Shop frontages:** although there are a number of well-preserved historic shop fronts, particularly on Catherine Hill, Stony Street and Cheap Street, some have been spoiled by insensitive alteration and signage.
- **St John's Church Hall, Vicarage Street:** there is an opportunity to create an open space on Vicarage Street, by St John's Church and Church Hall, and to reveal the full qualities of St John's Church Hall.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking
- **Landscape (soft and hard):** L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage; L17 Public art
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD4 Materials; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings

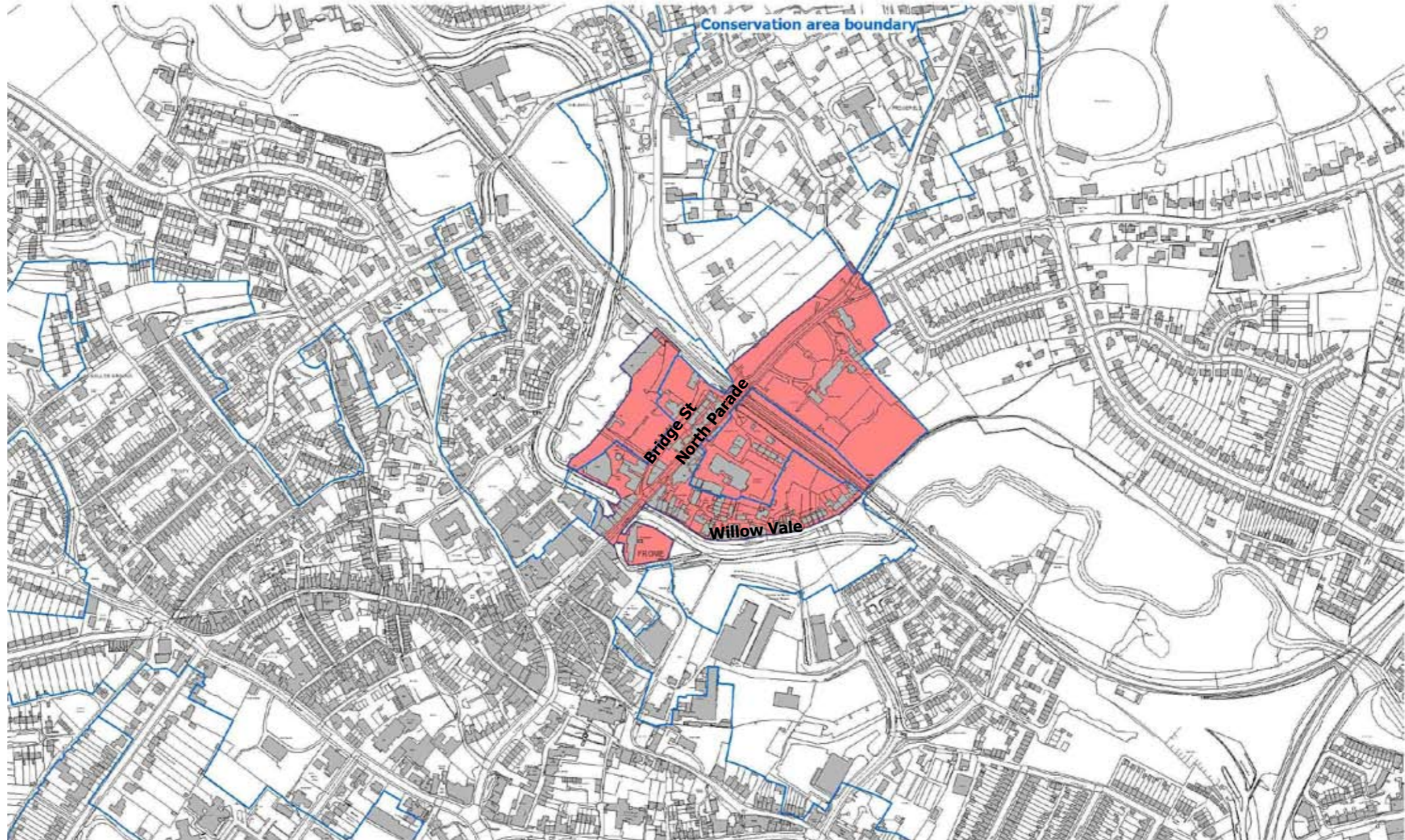
- **Sustainability:** S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT3 Town centre 'shared space'; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT9 Public transport hub
- **Large-scale development:** LS1 Development brief
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **MT3 Town centre 'shared space':** Consider creating a 'shared space' within Market Place and King Street. The establishment of a low-speed, less regulated environment based on social protocols can promote safety, improve traffic flow and enhance civility, as well as creating an improved street environment.
- **MT9 Public transport hub:** Consider creating a public transport hub to the north of Cork Street car park, with enhanced public convenience facilities and links to Market Place along Château-Gontier Walk and through a redeveloped Westway Shopping Centre.
- **LS1 Development brief - Westway Shopping Centre:** A development brief should be prepared for the Westway Shopping Centre and Cork Street car park, should it be redeveloped.
- **Additional public space:** Promote the creation of a public square by St John's Church Hall in Vicarage Street.

Right Character zone 02: Northern historic core



Zone 2: Northern historic core

Description

This is part of the medieval core, lying to the north of the River Frome, and includes: Willow Vale, a collection of about twenty dwellings facing the river; Frome Bridge; the Blue House, an almshouse and boys' charity school built in 1726; North Parade; Bridge Street and the Cheese & Grain building; and the environs of North Hill House.

This zone generally relates to Character areas 5 and 6 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- **Layout:** The Blue House, Willow Vale and the Cheese & Grain building lie at the bottom of the valley, with North Parade rising up towards Fromefield in the north. North Parade is the main street within the zone, leading from Market Place to Fromefield; Willow Vale and Bridge Street run from it, with Willow Vale being a vehicular cul-de-sac. The area is bisected by the river and railway.
 - **Uses:** A mix of retail, commercial, community and residential, with: shops, commercial businesses and Frome Museum along North Parade; the Cheese & Grain market and concert hall behind; residential along Willow Vale; and specialist education at Priory North Hill House. Historically, Willow Vale contained a maltings, dye house and buildings associated with woollen cloth manufacturing in Town Mill which fell into disrepair in the late nineteenth century and was subsequently demolished in the mid-twentieth century.
- Landscape and open space:** Although the River Frome is a separate character zone (zone 3), the vegetation along the river and along the railway embankments are a significant asset to the perception of zone 2. The trees and open space on both sides of North Parade at its northern end, outside Priory North Hill House, are also significant and help mark the transition from suburb to town centre.

- **Townscape:** The railway bridge marks a distinct change in character and appearance. South of the railway, North Parade has a distinctly urban feel, being much more part of the town centre, but north of the railway, trees, open space and a lower density of development give the distinct impression of a suburb. This leafy approach to Frome via Fromefield is one of the most pleasant gateways to Frome. The wedge-shaped building at the corner of North Parade and Bridge Street, built in 1865 as the Literary and Scientific Institute, is a local landmark.
- **Materials:** Stone work and clay tiles are the prevalent building materials. Buildings are two and three storeys, with the use of dormers. There are listed Cockey lamp standards and cast iron street name signs within the zone.
- **Special features:**
 - Frome Bridge, with houses built on it, is a key feature. It was built in the fourteenth century, rebuilt in the sixteenth, widened in the eighteenth, and again in the early nineteenth century, when the houses were also built.
 - The drying house at The Coach House in Willow Vale, which is a scheduled ancient monument.
 - The terraces of early eighteenth century clothiers' housing and former industrial buildings along Willow Vale.
 - The Blue House, which is located on an island in the River Frome, which was built in 1726 as an almshouse and boys' charity school.

Main issues

- Where North Parade crosses railway and the character changes from suburb to town centre, there is a gateway space to the town centre which should be marked as such.
- The poor quality of the road surface along part of Willow Vale, which is unadopted. Although this has a rustic charm, it can become difficult for pedestrians to use in wet weather.



Left Photographs of Frome's northern historic core

General design guidelines

The following general design guidelines are applicable to this character zone:

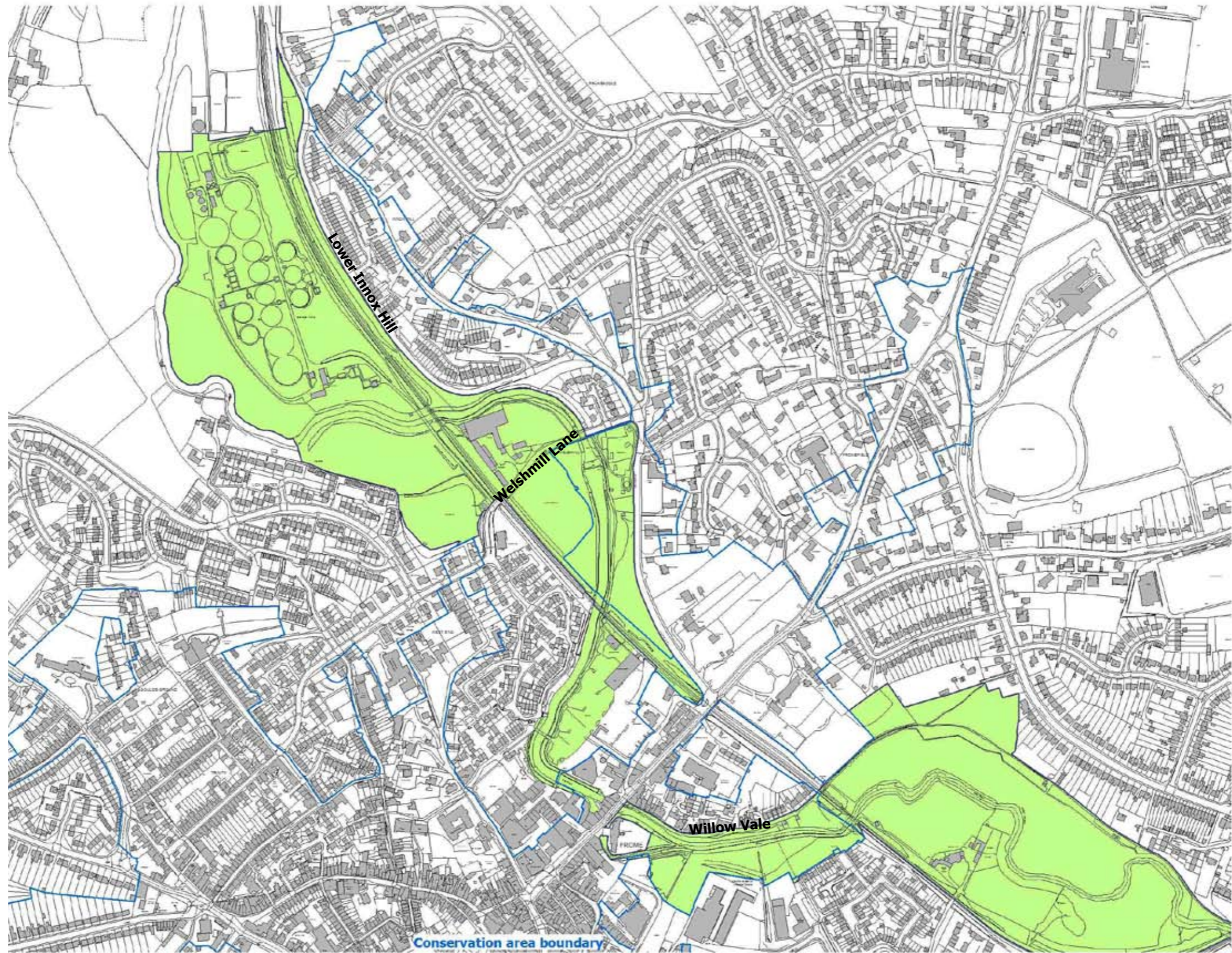
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage; L17 Public art.
- **Building design: BD1** Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT11 Gateways to the town centre.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L4 Protection of trees:** The trees within the zone make a significant contribution to the character of the zone and therefore, should be assessed and protected as appropriate.
- **MT11 Gateways to the town centre:** A 'gateway' space should be created where North Parade crosses the railway to celebrate one's arrival in the town centre.
- **Public realm enhancement:** Promote the appropriate enhancement of the road surface along Willow Vale. The surface material should be appropriate to the setting, for example gravel rather than macadam.

Right Character zone 03: River Frome corridor (north)



Zone 3: River Frome corridor

Description

This is the area along the River Frome, which is an attractive, highly vegetated feature running through the centre of the town. A spur railway line runs through the corridor, bridging the river in four places, with the Frome spur railway line crossing the corridor twice.

Part of the zone relates to Character area 5 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- **Layout:** The zone extends along the River Frome at the bottom of the valley and is one of the defining features of the town, although it can go unnoticed and is under-used. It also includes part of the spur railway line and a flood attenuation area at Southfields.
- **Uses:** The zone is predominantly a recreational asset, both visual and physical. It includes playing fields, allotments, a playground in Welshmill, and Millennium Green and Rodden Meadows near Willow Vale. In addition, there is: a sewage works and electricity sub station at Innox Hill; Garston Farm by Rodden Meadows; part of the car park by the Cheese & Grain building; and Wallbridge Mills.
- **Landscape and open space:** The mature trees and vegetation throughout the river corridor are major assets to Frome. Rodden Meadows, an open valley flanking both sides of the River Frome, is a principal public open space along the corridor and it links with Millennium Green. Similarly, the area at the confluence of the River Frome and Rodden Brook, at Wallbridge Mills, with the flood attenuation ponds is a key asset. There is a nature reserve included as part of the flood attenuation area.

Main issues

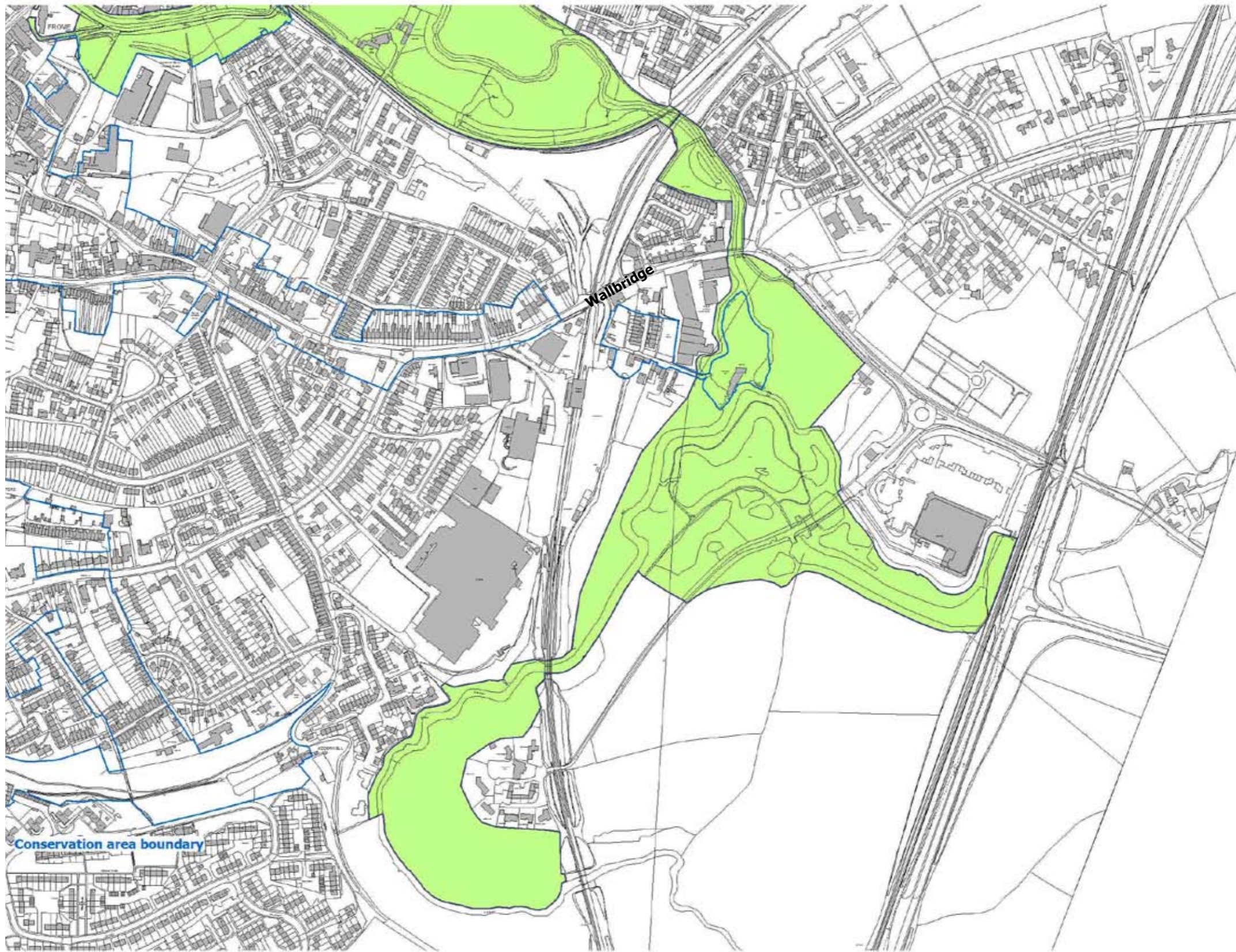
- The maintenance of a continuous corridor of vegetation along the River Frome.
- The retention and management of the trees along the corridor, which are a major asset to the town as a whole.
- The promotion of the route along the river as a visitor and resident attraction.
- The poor quality of the road surface along part of Willow Vale, which is unadopted. Although this has a rustic charm, it can become difficult for pedestrians to use in wet weather.
- Development within the river corridor, such as on former employment sites, should not be detrimental to or detract from the highly-vegetated character of the area.
- Part of the Frome River corridor is within the Saxonvale redevelopment site. Proposals for this section of the zone should be for landscape enhancement and should be coordinated with those for the developable part of the Saxonvale site.
- The area is subject to flood risk.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Landscape (soft and hard):** L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L14 Public realm; L15 Lighting; L16 Signage; L17 Public art; L18 Open space.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S9 Materials; S10 Site assets.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT7 Pedestrian and cycle routes.

Right Character zone 03: River Frome corridor (south)





Above Photographs of Frome's river corridor

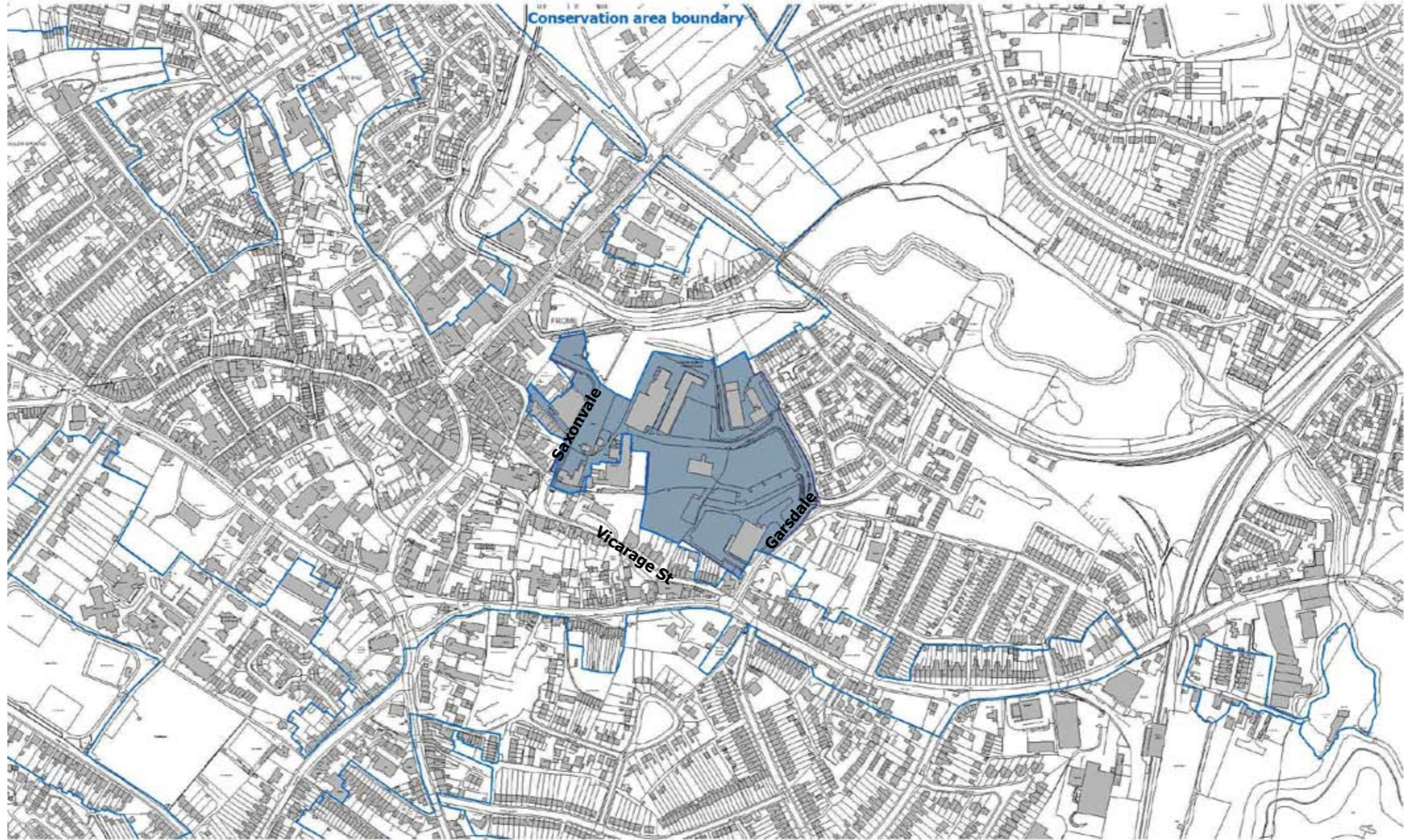
- **General development:** G1 Local distinctiveness; G7 Demonstrating design quality; G8 Community involvement .

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L2 River Frome corridor:** Enhancement and utilisation of the River Frome corridor must be promoted as it is a major asset to the town. Promotion of new pedestrian and cyclist links to the corridor should be encouraged to increase its profile and usage by both residents and visitors. Linkages between other green spaces and the River Frome corridor should also be promoted.
- **L4 Protection of trees:** The trees within the zone make a significant contribution to the character of the zone and therefore, should be assessed and then protected as appropriate.
- **Public realm enhancement:** Promote the appropriate enhancement of the road surface along Willow Vale. The surface material should be appropriate to the setting, for example gravel rather than macadam.
- **Development within the river corridor:** Generally, development within the river corridor should be resisted to ensure retention of this major recreational asset to the town. However, where opportunity sites come forward, for example the redevelopment of brownfield land, then the development should be of an appropriate density and include a substantial element of soft landscape. The development should follow the appropriate general design guidelines set out in section 4 of this **Town Design Statement**.

Right Character zone 04: Saxonvale



Zone 4: Saxonvale

Description

This zone lies to the south of the River Frome, adjoining the historic town core. It is an identified development site, being a run-down area that incorporates the Merchants Barton Industrial Estate. The extent of the zone excludes those parts of the development site that lie within the conservation area; these are included either within Zone 1: Historic core or Zone 3: River Frome corridor.

Distinctive features

- Layout:** Saxonvale, which lies to the east of the town centre and south of the River Frome, is identified in the **Mendip District Local Plan** and the **Mendip Local Development Framework Core Strategy** as a redevelopment site. Saxonvale is currently accessed off the A362 via Vicarage Street/Church Street. The zone includes: the Kingsway Centre; the car park and abattoir on Saxonvale Road; Merchants Barton Industrial Estate; The Saxonvale Centre; and some of the vacant buildings on the western side of Garsdale. The zone also includes the Lidl store on Garsdale, which is outside the Saxonvale development site. The Saxonvale character zone does not cover the full extent of the development site as it excludes those parts that lie within the conservation area. This means that the Silk Mill and The Engine Room, The Court House and The Iron Gates and the Iceland store, which fronts onto Market Place, are included within adjoining Zone 1: Historic core; while the vegetated part of the site along the River Frome is included within Zone 3: River Frome corridor.
- Uses:** Saxonvale is a run-down part of the town centre, with a mix of uses. The Kingsway Centre has a Marks & Spencer store, opposite a parade of smaller shops, on a pedestrian thoroughfare linking King Street and Saxonvale. Behind the Centre is a public car park. Further east is Merchants Barton Industrial Estate, some vacant rundown industrial/commercial buildings, The Saxonvale Centre and a Lidl store.

The redevelopment proposals are detailed in the **Development and regeneration** section in the previous chapter, but include food and non-food retail, social and leisure facilities, office space and a home for Frome Enterprise and Training Enterprise.

- Landscape and open space:** There are individual mature trees and areas of vegetation within the zone that are an asset to the area. The northern boundary of the zone adjoins the River Frome corridor, with its significant landscape assets.
- Townscape:** The area is run-down and of poor townscape quality. It adjoins the conservation area. The existing and former industrial/commercial areas are characterised by large buildings, up to three storeys in height.
- Materials:** The existing and former industrial areas are a mix of pale concrete planking or smooth render, with profiled metal sheet roofing, with the former commercial building having red brickwork/concrete framing and panelling with a flat roof. The Saxonvale Centre is a prefabricated unit while Lidl is a standard unit of red/buff brick with a tiled roof. The Kingsway Centre is reconstructed stone work with slate roofs/wall cladding.
- Special features:**
 - A long stonework retaining wall runs from below Lidl to the top of Cheap Street and beyond.

Main issues

- A revised planning brief and codes were prepared and adopted by Mendip District Council in February 2005.
- The area is in need of redevelopment and is a prime opportunity to enhance the town centre facilities.
- The adjoining conservation area needs to be respected.
- The redevelopment of the abattoir on Saxonvale Road needs careful consideration to ensure that it is sensitive to the adjoining listed buildings and conservation area.



Left Photographs of Saxonvale

- Any redevelopment proposals should respect the landscape and ecological assets of the adjoining River Frome corridor.
- Part of the site along the River Frome corridor is subject to flood risk.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L2 River Frome corridor; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage; L17 Public art.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern;

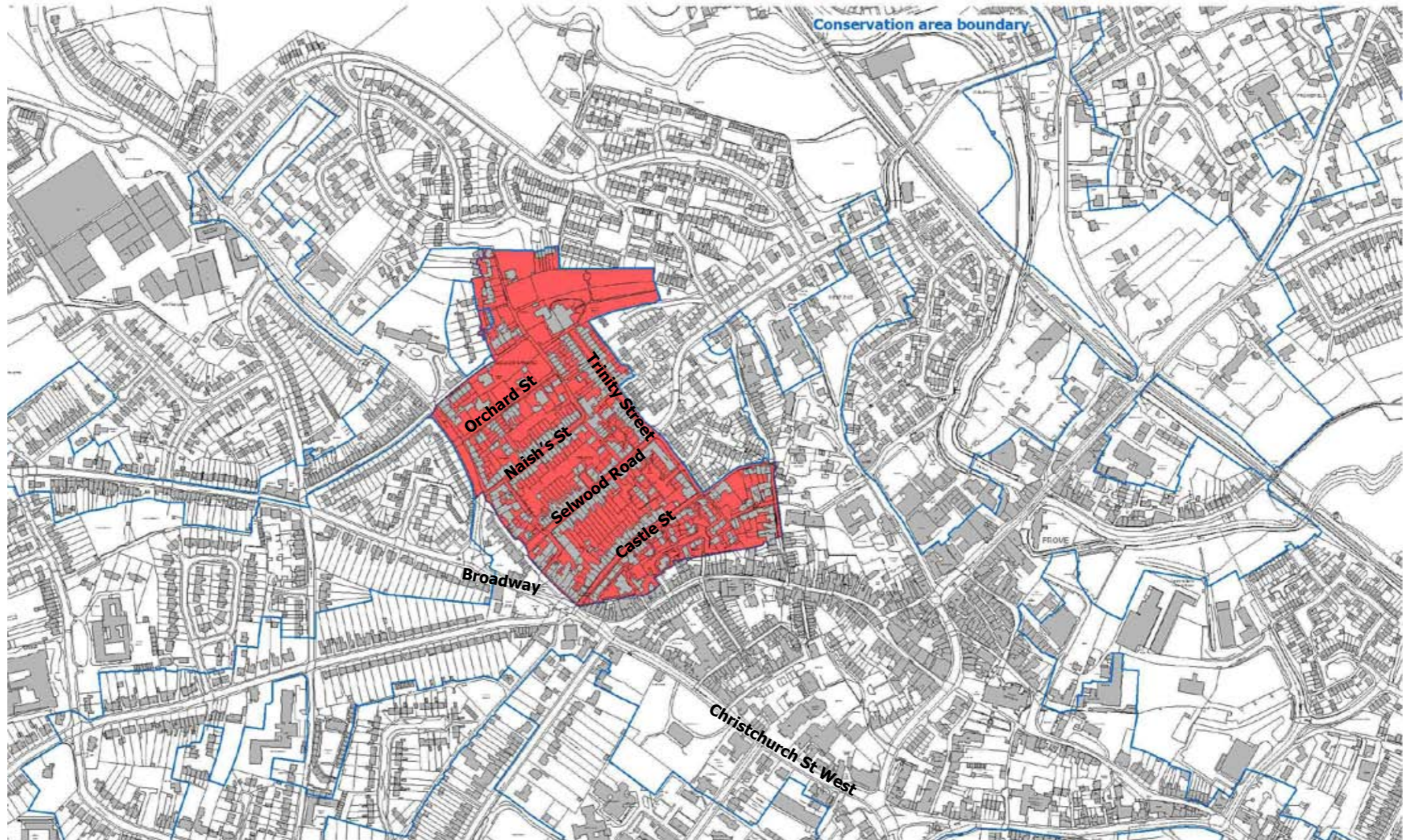
G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **LS1 Development brief - Saxonvale:** A planning brief and codes for the Saxonvale site were prepared and adopted by Mendip District Council in February 2005.

Right Character zone 05: Trinity



Zone 5: Trinity

Description

This zone covers the area of Trinity between Vallis Road, Gould's Ground, Trinity Row and an area backing onto the houses on Catherine Street. It is predominantly housing and incorporates Holy Trinity Church and the historic part of Trinity, dating from the late seventeenth and early eighteenth centuries, together with the late twentieth century Piggeries affordable housing development.

This zone generally relates to Character area 2 of the **Frome Conservation Area Appraisal and Management Proposals** document, although it excludes Catherine Hill, High Street and Wine Street, which are part of Zone 1: Historic core.

Distinctive features

- **Layout:** The area known as Trinity, between Castle Street and Gould's Ground, and Vallis Way and Trinity Street, is located on relatively level ground to the west of the town centre. It is one of the earliest examples of industrial housing in England, dating from circa 1665 to 1725. The street layout was more or less on a grid pattern, albeit adapted to fit the old field boundaries.
- **Uses:** The area is predominantly residential, a mix of old and new dwellings, and even the former Selwood works has been converted to flats. There are a number of pubs and places of worship.
- **Landscape and open space:** Open space is restricted to the grounds of Holy Trinity Church and a small square known as The Ope, on Selwood Road. Streets are hard, generally macadamed spaces, with trees restricted to rear gardens, other than at The Ope. Fountain House and Smith's Orchard in Gould's Ground have particularly large gardens.
- **Townscape:** Trinity was laid out in an approximate grid pattern although there is a noticeable curve in Castle Street. The streets are laid out with blocks of terraced houses with no front gardens. Two back lanes, Baker Street and York Street, were part of the original plan although the latter has been changed by

redevelopment. Buildings are generally two or three storeys and most terraces have a slight variation in eaves line, often broken by the characteristic twin gables of the earlier houses. Some of the houses are of uniform appearance. The area has a high density, being more tightly-knit than, say, late nineteenth century terraced houses. Plot sizes become larger in the Goulds Ground area and the adjacent churchyard of Holy Trinity Church gives the northern part of the character area a more spacious feel.

- The Trinity area has a quiet atmosphere and many streets are lined with parked cars.
- The houses built in the late seventeenth and early eighteenth centuries were generally of simple design, but with attention being paid to doorway and window detail. Well-proportioned, symmetrically designed facades were a characteristic feature of the larger houses. Gables with attic windows are a feature of houses up to about 1700. Early windows have stone mullions but the external appearance of many houses was changed in the nineteenth and twentieth century by the insertion of larger windows with plain ashlar surrounds, which are characteristic of houses of this period in Frome.
- In Selwood Road stands the original Butler and Tanner printing factory, built in stages from 1866 to 1876 in the Bristol Byzantine style, now in residential use. Its mass and use of red brickwork give it prominence in the street scene of Trinity Street and Selwood Road.
- The late twentieth century Piggeries affordable housing development at Hoopers Barton is an attractive, award-winning scheme of 71 houses and flats, built in terraces of between two and four storeys. The contemporary interpretation of traditional design and construction has created a visually inspiring development, which is modern but blends seamlessly with its context.
- **Materials:** The main material is partly dressed Forest Marble for the walls, with external corners, window and door openings dressed in Bath or Doulling stone. Many of the stonework dressings have been painted. Red brickwork appears on the former Butler and Tanner printing factory. The roofing material



Left Photographs of Trinity

- of red/brown pantiles dominates throughout, although originally it would have been stone tiles. There is some smooth and roughcast painted render present on infill development, such as at Wiltshires Barton. The Piggeries use a mixture of painted roughcast render, stone, painted timber bays and red tiled roofs.
- **Special features:**
 - It is one of the earliest examples of industrial workers' housing in England, dating from circa 1665 to 1725.

Main issues

- The use of inappropriate fenestration materials and patterns, with the use of PVC-u for replacement windows and doors.
- Car parking and traffic movement is an issue, with narrow streets and limited opportunities for parking. Some properties on Selwood Road, Naish's Street and Orchard Street have access to rear parking areas.

General design guidelines

The following general design guidelines are applicable to this character zone:

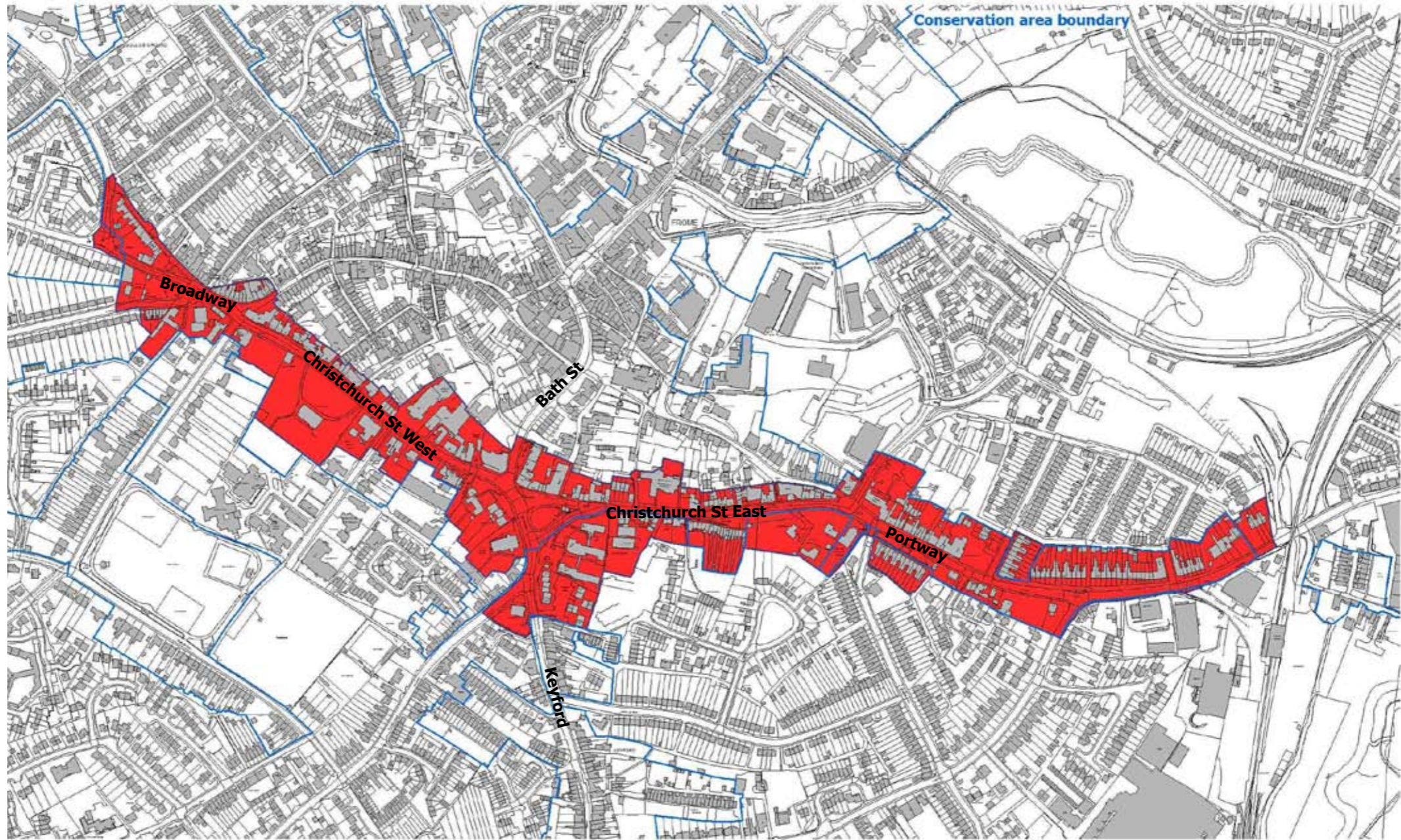
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q6 Parking.
- **Landscape (soft and hard):** L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.

- **Sustainability:** S6 Resource use; S8 Construction technology; S9 Materials; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility.
- **General development:** G1 Local distinctiveness; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

There are no specific design guidelines for this character zone in addition to the general design guidelines noted above.

Right Character zone 06: Historic east-west route



Zone 6: Historic east-west route

Description

This sinuous zone follows the central parts of the historic east-west 'bypass' route through the town, known in the eighteenth century as 'Behind Town'. The road is now the A362, which incorporates Portway, Christchurch Street East, Christchurch Street West and part of Broadway. There are three key 'gateway' junctions within this zone, which provide vehicular access to the town centre: Badcox; Gorehedge; and Vicarage Street. The area includes the early nineteenth century Christ Church, Wesley Methodist Chapel, Frome Memorial Theatre and other commercial, office and residential buildings along Christchurch Street West, together with predominantly residential properties on Christchurch Street East and large, nineteenth century houses along Portway.

This zone generally relates to Character area 3 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- Layout:** There is a slight but appreciable fall to the east, to a cutting under the railway and to a bridge over the River Frome. It is linear in nature, following the route of the road, but includes three 'gateway' spaces at key road junctions providing access into the town centre; these are Badcox, Gorehedge and Vicarage Street.
- Uses:** The area, being along the busy east-west route through the town, contains commercial, office and educational uses although there are a significant number of dwellings. It includes the early nineteenth century Christ Church, Wesley Methodist Chapel, Frome Memorial Theatre and other commercial, office and residential buildings along Christchurch Street West, together with predominantly residential properties on Christchurch Street East and large, nineteenth century houses along Portway.
- Landscape and open space:** Christchurch Street West has trees on its south side. The trees partly screen Christ Church, which sits in the centre of a large churchyard, a contrast to the tight-knit streets of pre-nineteenth century Frome. There are also street trees at Badcox, which has the feel of a small urban square, and Gorehedge. On Christchurch Street East, vegetation at the change in level and set back of the terraces at Stokes Croft and Portway and the trees within the grounds of Portway Methodist Church at the Vicarage Street junction help soften the street scene.
- Townscape:** Badcox is a small shopping centre at the meeting of many roads, with the feel of an urban square. Nos 6 and 6a are Grade II-listed, three storeys with a painted ashlar façade. Immediately adjacent is Badcox Parade, unusual for its height (four storeys) and use of red brickwork, uncharacteristic in Frome. Street trees soften the urban atmosphere but a vacant petrol filling station is an eyesore.
- Travelling eastwards, Christchurch Street West has terraces on the north side, with fronts almost directly onto the pavement, while the south side is more open with larger buildings in individual plots and/or set back from the road.
- Despite being overlooked by some fine listed buildings (for example, Wesley Villas and the Wesleyan Church), the large intersection of roads at Gorehedge is a poor piece of townscape because of the necessary traffic control measures and the negative impact of a building with a prominent corner site, currently occupied by Express Beds.
- No. 9 Christchurch Street East, just east of the Gorehedge roundabout, dates from circa 1770 and was once the County Court Office. Adjacent development is unremarkable but architectural interest returns at a row of eighteenth century cottages on Christchurch Street East, which stand at an angle to the road. On the opposite (north) side of the road there are short alleys cutting through to Vicarage Street: Blindhouse Lane, Plumbers Barton and Portway Steps.



Above Photographs of the historic east-west route

- Portway, which links older Frome with the railway station and the former sidings, contains a number of attractive red brickwork terraced houses, built around 1890, with Doulling stone dressings, characteristic of late-Victorian Frome. The terrace stands in an elevated position above the road and is set back from a wide, raised pavement; as such it has a notable impact on the street scene, adding significantly to the area's interest.
- Buildings range in height from two to four storeys, with the majority being two or three.
- **Materials:** Red brickwork to the terrace along Portway. Partly dressed Forest Marble for the walls, with external corners, window and door openings dressed in Bath stone or Doulling stone. Painted smooth render. Roofing materials are a mix of red/brown tile and slates.
- **Special features:**
 - Garston Lodge, which was built sometime before 1812 in the Gothic revival style, and Garston House opposite, help create a sense of gateway at the junction of Vicarage Street and Christchurch Street East.

Main issues

- Traffic dominates the area and can be busy at rush hour times.
- As this is a main arterial route through Frome, with high volumes of traffic, the area suffers from an abundance of road signage, traffic lights and other obtrusive traffic management measures that detract from the historic appearance of the area.
- Vehicles dominate the route, and pedestrian crossing facilities are limited, which is particularly noticeable at the three key junctions Badcox, Gorehedge and Vicarage Street.
- More should be made of the key gateway spaces leading to the town centre: Badcox, Gorehedge and Vicarage Street.

General design guidelines

The following general design guidelines are applicable to this character zone:

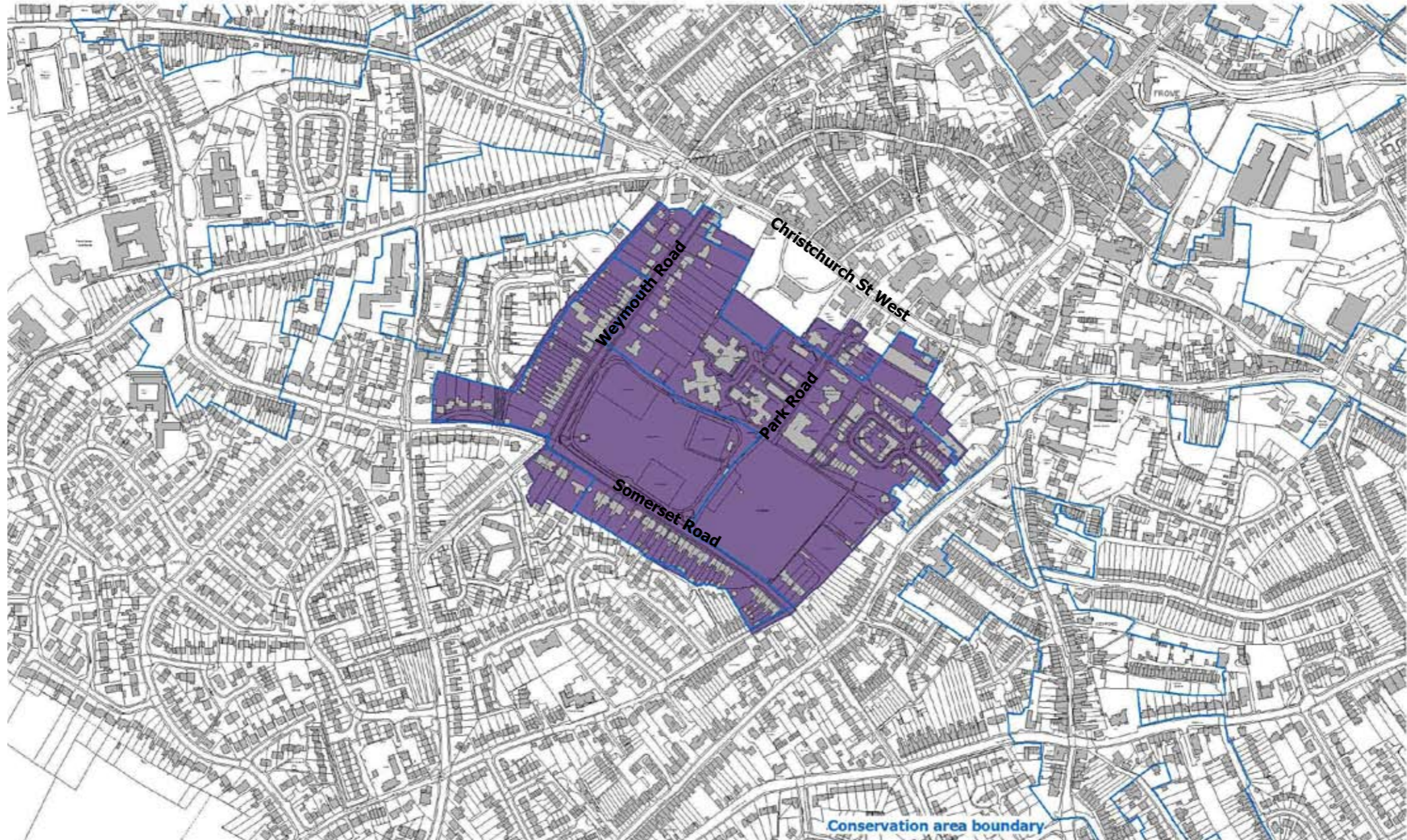
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT11 Gateways to the town centre.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **MT1 Legibility and signage:** Provide improved signage at the gateway junctions, Badcox, Gorehedge and Vicarage Street, together with pedestrian routes, to help improve legibility for both visitors and residents. This should be part of a wayfinding strategy for the town.
- **MT2 Pedestrian crossings:** Provide appropriate formal crossings facilities at appropriate locations and intervals along this major arterial east-west route through Frome, where pedestrians routinely cross roads.
- **MT11 Gateways to the town centre:** Gateway spaces of appropriate townscape and public realm quality should be created at Badcox, Gorehedge and Vicarage Street, to help celebrate one's arrival at the town centre. They should be designed for all road and pavement users and clearly identify the route into the town centre for pedestrians, cyclists and motorists.

Right Character zone 07: Victoria park and environs



Zone 7: Victoria Park and environs

Description

Focusing on Victoria Park to the south-west of the town centre, this zone covers the area around Weymouth Road, Somerset Road and Christchurch Street West. It is a mix of uses with: late nineteenth century housing on Weymouth and Somerset Roads; Victoria Park which opened in 1887; the now vacant Victoria Hospital; twentieth century health facility buildings; and infill residential development.

This zone generally relates to Character area 9 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- **Layout:** This area lies south west of the town centre on rising ground above the east-west thoroughfare of Christchurch Street West. Weymouth Road rises up from Badcox to its right-angled junction with Somerset Road, which gently falls towards Butts Hill. Victoria Park occupies a large space in the angle of the two roads and is mostly level. Park Road, a cul-de-sac, lies between Victoria Park and Christchurch Street West, off which it is accessed.
- **Uses:** There are residential properties along Weymouth Road, Somerset Road and Park Road. Victoria Park is a major recreational asset for the town, with its putting and bowling greens, tennis courts, children's play areas and grassed areas. On Park Road there is also a health centre, the former Victoria Hospital; and the Catholic Church of St Catherine. The health centre is due to close following the completion of a new medical centre on Enos Way, by Frome Community Hospital. There is an area of recent infill housing development at Slipps Close, accessed off Butts Hill.
- **Landscape and open space:** Victoria Park is a major recreational facility for the town and is extremely attractive with its mature landscape. The large front gardens to the properties along Weymouth Road and Somerset Road are well-landscaped. There are trees within the carriageway of Park Road.

- **Townscape:** On Weymouth Road, detached, semi-detached and rows of stone fronted Victorian houses step up the hill. All are set back behind small front gardens and generally follow a strict building line. Low stonework walls, sometimes supplemented with hedges, form the front boundary, and building height rises to three storeys. There is more variety of design in Somerset Road than Weymouth Road and a slightly more austere feel. The lower (eastern) end of the road comprises three rows of dwellings: nos 8 to 13 are two-and-a-half storeys with gables, nos 14 to 18 are two storeys with canted bays and then building height rises to fully three storeys in the third short row, nos 19 to 24. Continuing westwards, semi-detached pairs become the norm, nos 32 to 33 embellished with corner turrets. Typical late Victorian details adorn the houses. Canted bay windows, foliated capitals, cast-iron balconies, stained glass, clay ridge tiles and finials can all be found in varying degrees as part of the design of individual houses.
- **Materials:** Generally partly-dressed Forest Marble for the walls, with external corners, window and door openings dressed in Bath stone or Doulling stone. Roofing materials are generally red/brown tiles, with occasional use of slate. The newer properties on the western end of Somerset Road are red brickwork with roughcast render to the first storey.
- **Special features:**
 - Victoria Park is a major recreational asset for the town, with its attractive, mature landscape.

Main issues

- Replacement of timber windows with PVC-u windows with inappropriate fenestration patterns and other loss of original historic fabric.
- The redevelopment of the former Victoria Hospital and adjoining health centre should be undertaken in a manner appropriate to both the Victoria Hospital building and the area.



Left Photographs of Victoria Park and its surrounding environment

General design guidelines

The following general design guidelines are applicable to this character zone:

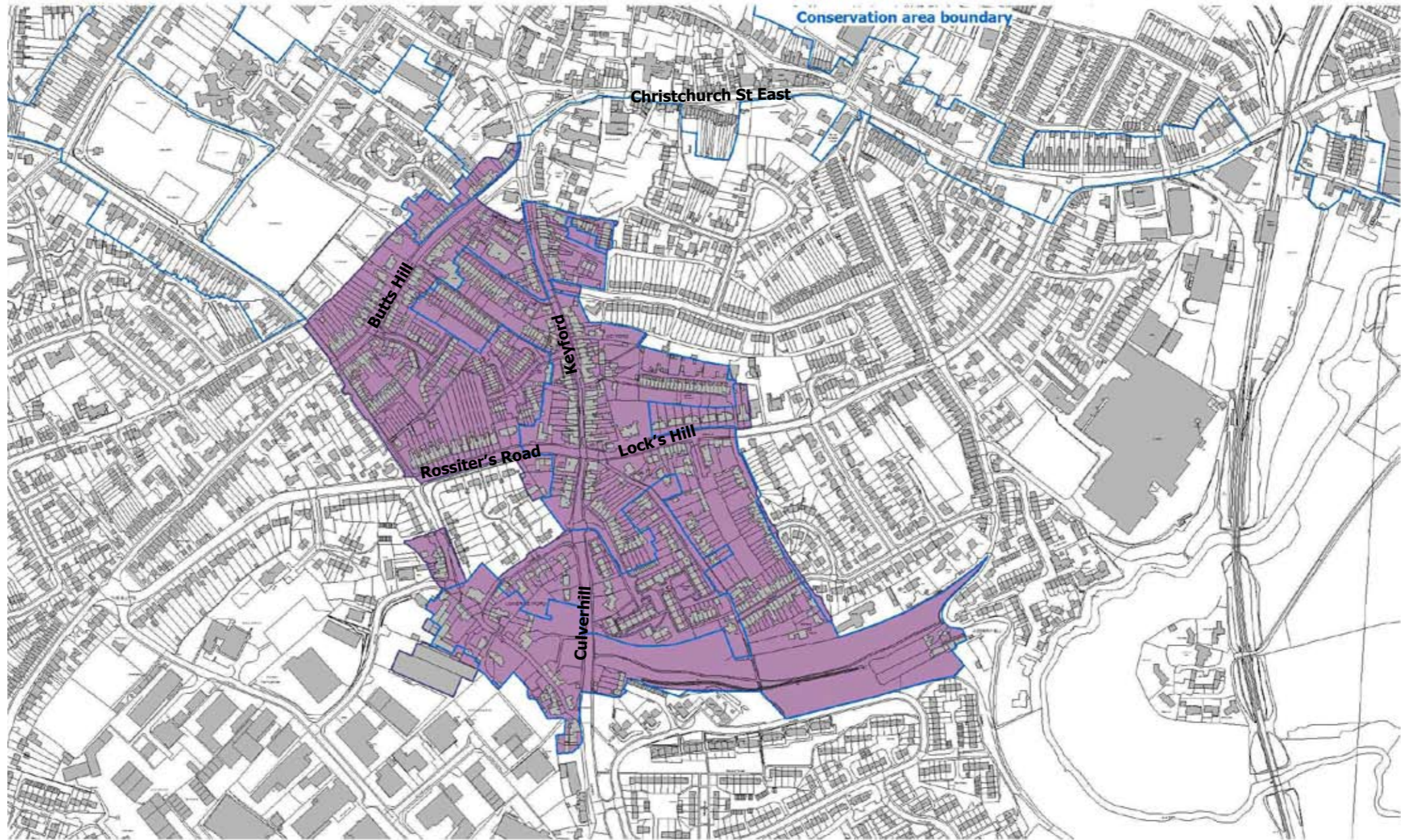
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L4 Protection of trees:** Consideration should be given to the assessment of the importance of all trees within this zone to assess which would warrant formal protection.
- **L7 Street trees:** The street trees along Park Road should be appropriately maintained and replaced as necessary. Previous trees that have been removed should be replaced.
- **LS1 Development brief – Victoria Hospital:** A development brief should be prepared for the site comprising the vacant Victoria Hospital and adjoining health centre facility buildings, which are to be vacated once the new medical centre is completed.
- **Listing of buildings:** Consideration should be given to the listing of the main Victoria Hospital building before redevelopment of the site occurs.

Right Character zone 08: Keyford and Lower Keyford



Zone 8: Keyford and Lower Keyford

Description

This zone covers the main parts of Keyford and Lower Keyford. The predominantly residential area includes the part of Keyford lying to the north of Lock's Hill with its seventeenth-, eighteenth- and nineteenth-century houses, incorporating the thoroughfare of Keyford and part of Butt's Hill, together with Keyford Gardens. It also extends from the foot of Culverhill to Lock's Hill, which includes the 'secluded dell' of Lower Keyford with its seventeenth and eighteenth century buildings, Sunnyside, New Buildings Lane and Long Ground.

This zone generally relates to Character area 10 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- Layout:** Keyford, comprising the two adjacent but distinctively different settlements of Great Keyford and Lower Keyford, lies directly south of Frome town centre beside the B3092 road leading to Maiden Bradley. Keyford, the larger of the two settlements, sits on the brow of the hill around the junction of Rossiter's Hill/Lock's Hill and Keyford/Culverhill. This area, with its traffic light controlled junction and passing traffic, has a more urban character than Lower Keyford, which lies in a more secluded location off the foot of Culverhill. The zone includes some areas that lie outside the conservation area: the housing to both sides of Butt's Hill from Gorehedge to Water Lane; a terrace of historic properties at the bottom of Lower Keyford, beyond the vehicular restriction point; and Sunnyside/Sunnyside Place.
- Uses:** The area is today primarily residential. Although Keyford was once a small shopping centre, only a betting shop, domestic appliance shop, take-aways and public house remain dispersed along Keyford. Lower Keyford is mainly residential.
- Landscape and open space:** The principal area of open space within this zone is The Dippy, which is just to the north of The Mount.
- Townscape:** Keyford is characterised by two-storey, seventeenth and eighteenth-century houses on either side of the thoroughfare which, close to the crossroads, is one way. Being at the top of a hill, there are views northwards of distant trees above the rooftops of Frome itself. Two buildings stand out: The Crown Inn and no. 25 Keyford. The Crown Inn is a late seventeenth century building, with two gables typical of Frome's seventeenth century vernacular. No. 25 dates from the eighteenth century and has a pantiled mansard roof. Both buildings are built with rubble stonework but no. 25 has ashlar dressings. Of particular note is the double bowed shop front with 20 panes to each window.
- There are four unusual terraces of nineteenth century houses: Keyford Place, Redland Terrace, Keyford Gardens and Keyford Terrace. The last three are orientated almost at right angles to the main street, with access along a pedestrian footpath across the front of the terrace and large front gardens. Nos. 1 to 14 Keyford Terrace are Grade II-listed and date from circa 1816. The houses are three storeys, stone with slate roofs. Doorways have small bracketed pediments. Unfortunately, some front gardens have been taken over by hard surfacing for car parking.
- Lower Keyford is a secluded hamlet that contains an informal square formed by the blocking of the road. Absence of pavements adds to a rural feel. Buildings have an informal relationship to the narrow thoroughfare and plot sizes are large. The area is notable for its well-kept gardens. Well preserved seventeenth century buildings, such as no. 47, Keyford Farmhouse, and no. 36, Stonewall Manor, unusually roofed with stone tiles, testify to the area's historic origins.
- The housing in the western part of the zone includes a recent development on Newington Close, of two- and three-storey houses of reconstructed stonework with pantiled roofs. At the end of Sunnyside is an infill development of bungalows for older people, built in the 1970s. These have recently been



Left Photographs of Keyford and Lower Keyford

- supplemented with new bungalows for older people, further increasing density of development and reducing general amenity.
- **Materials:** Clay pantiles and stonework predominate in Keyford. Generally, partly dressed Forest Marble for the walls, with external corners, window and door openings dressed in Bath stone or Doulling stone.
- **Special features:**
 - The contrast between the urban village character of Keyford and the rural village character and seclusion of Lower Keyford.
 - The area of open space, The Dippy, is an important amenity asset for residents and provides a pedestrian link through to Adderwell and to the River Frome beyond.

Main issues

- Replacement of timber windows with PVC-u windows with inappropriate fenestration patterns and other loss of original historic fabric.
- Whether The Dippy is being fully used as an amenity area for the town.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.

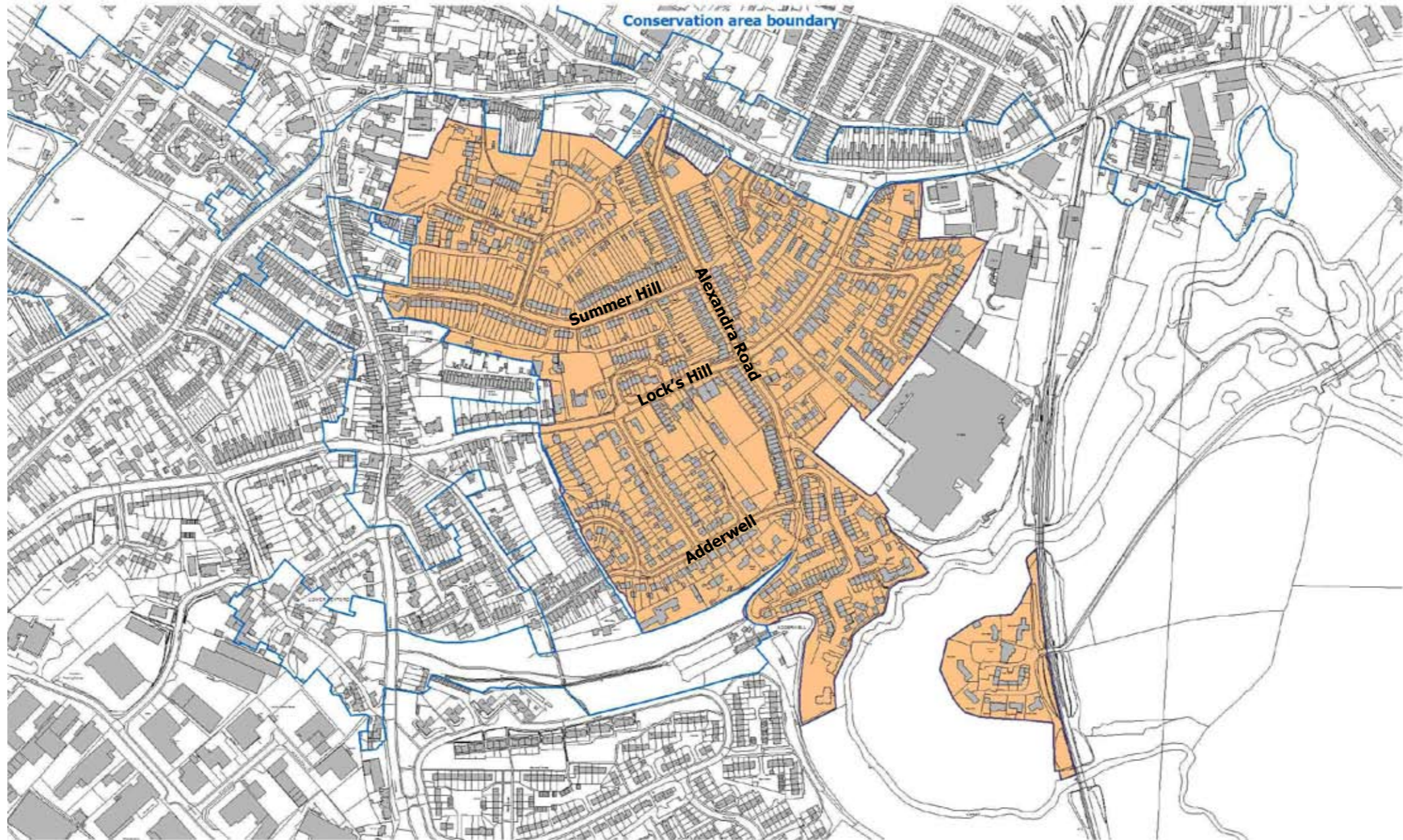
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L18 Open space – The Dippy:** As part of a town-wide open space study, The Dippy should be considered in terms of whether it is being fully used and maintained as an important green asset within the town.

Right Character zone 09: Alderwell and environs



Zone 9: Adderwell and environs

Description

This zone is a mixed area, predominantly residential, incorporating Alexandra Road, part of Lock's Hill, Alexandra Close, Summer Hill, Singers Knoll, Charles Road and Foster Road, together with the new development at Adderwell. The zone also includes the housing around Southfield Farm on the eastern bank of the River Frome.

Distinctive features

- Layout:** This zone lies to the south-east of the town centre, lying between Keyford on its western edge and the station area on its eastern edge. In the south-east it extends to the River Frome and also includes the housing around Southfield Farm on the eastern bank of the River Frome, which is separately accessed from Warminster Road on the eastern side of the river. Lock's Hill is the main thoroughfare, linking between the A362, Portway, and the B3092, Keyford/Culverhill. From Lock's Hill is a series of linked streets, with Alexandra Road and Adderwell Close running in a north-south direction, off which there are a number of roads running east-west. Adderwell Close provides access to a recent estate housing development. There is also an area of replacement housing development at Singer's Knoll. In terms of topography, the land slopes down from the west towards the River Frome in the east.
- Uses:** Predominantly residential.
- Landscape and open space:** There are no major landscape or open space assets within this zone, although it does share a small length of boundary with the River Frome corridor. There are occasional mature trees within private gardens and areas of overgrown land, for example on Walker Road and within many front gardens. Views of open countryside and the River Frome corridor help soften the otherwise hard nature of the area.
- Townscape:** The zone is characterised by a mix of housing types and styles from a period ranging from the late nineteenth century to early twentieth century. For example, Alexandra Road has terraced properties from the early twentieth century which are stone clad with pantiled roofs and stone/hedge combination front garden enclosures. Lock's Hill also has properties from this period, but they are grander and semi-detached, as well as semi-detached housing from slightly later in the century. Foster Road and Charles Road, which were built in the 1950s and 1960s, with semi-detached properties. Frome Urban District Council developed terraced properties in Woodland Road and Summer Hill after the First World War, although there are also older, stone built, three-storey terraced houses in the lower end of Summer Hill. They also developed prefabricated housing at Singers Knoll and Randolph, but these are currently being replaced.
- Materials:** A mix of stone, brick and render with brown pantiled roofs.
- Special features:** None.

Main issues

- Pressures for infill development in the overgrown areas or large gardens to the rear of properties, for example on Walker Road.
- Improving pedestrian links to the River Frome Corridor would be beneficial in encouraging access to the surrounding countryside.



Left Photographs of Adderwell and its surrounding environment

General design guidelines

The following general design guidelines are applicable to this character zone:

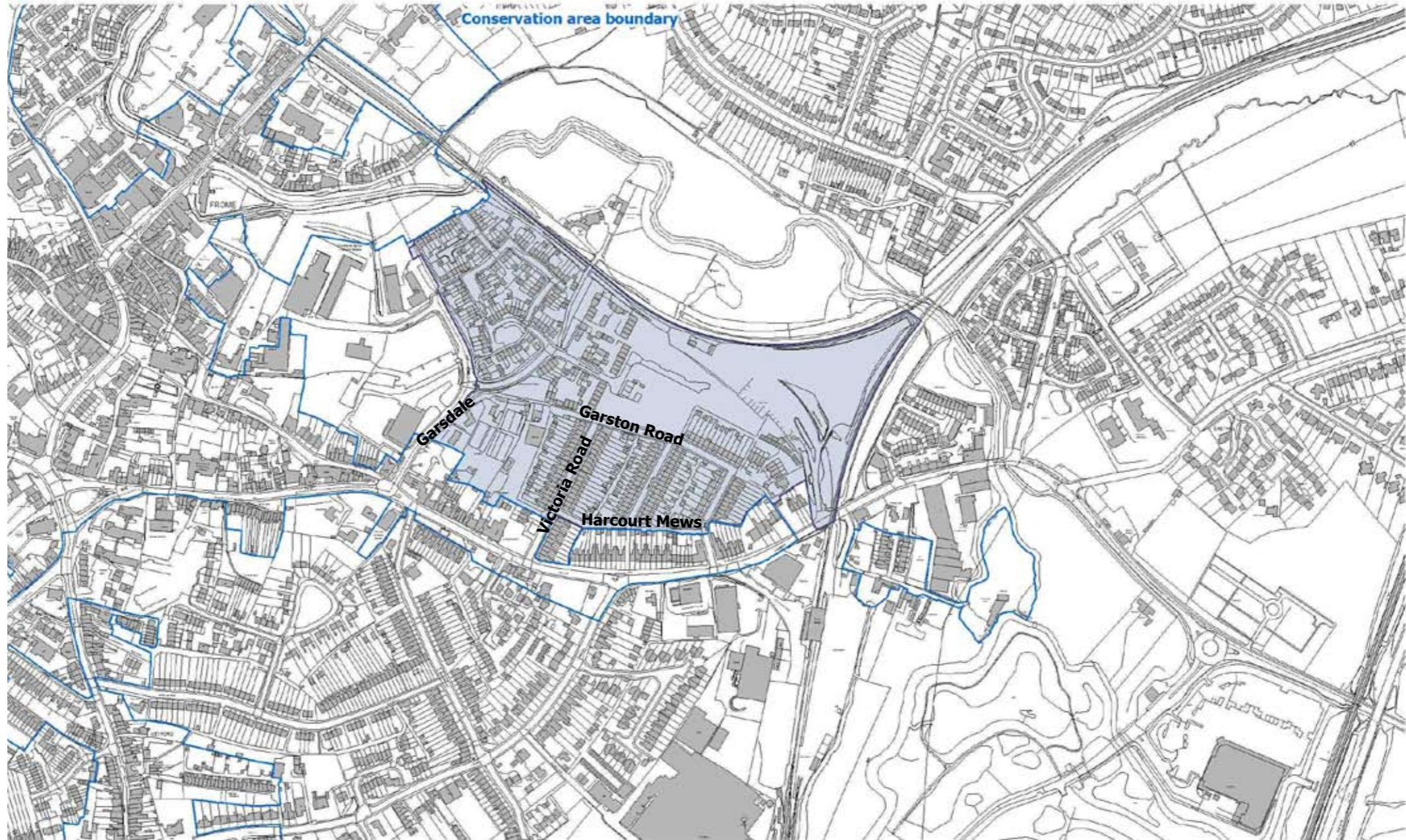
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L2 River Frome corridor; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **Q4 Infill development:** The undeveloped areas and large gardens to the rear of some properties within the area might result in pressures for infill development. This should only be allowed where the loss of the space is not detrimental to the overall quality and amenity of the area and where the proposals respect the character and appearance of the area.

Right Character zone 10: Garsdale



Zone 10: Garsdale

Description

The zone lies to the north of Portway, incorporating a mix of uses including the Garsdale development site. There are streets of small, nineteenth-century housing between Portway and Garston Road, twenty-first century housing on Rivers Reach and industrial/commercial buildings on the eastern side of Garsdale Road.

Distinctive features

- Layout:** This zone is bounded by railways to the north and east, the residential properties along Portway to the south and Garsdale Road in the west. It includes some linear streets of small, nineteenth-century housing, which run between Portway and Garston Road. There is a terrace of nineteenth century housing on part of Garston Road; the remainder is vacant, but was formerly an iron works. This vacant area, between Garston Road and the railway, is the Garsdale development site. The twenty-first century housing on Rivers Reach has one access point off Garsdale and is laid out as a series of culs-de-sac. Garston Lane is a small cul-de-sac off Garsdale, which provides access to an industrial area.
- Uses:** Predominantly residential, with a small area of industrial buildings on the western side, including nurseries. The Garsdale development site, on which development has commenced, is identified for mixed use, with residential, employment, retail and open space proposed.
- Landscape and open space:** There is a significant group of trees between the Garsdale development site and Rivers Reach, which are covered by tree preservation orders. There are street trees in Wallbridge Avenue, Avenue Road and Victoria Road, which are an asset to the streets, although a number have been lost, particularly in Victoria Road.
- Townscape:** The nineteenth century terraces are simple, but attractive, creating a strong street scene and sense of place, enhanced by the street tree planting. The houses are set back from the road with small front gardens

enclosed with brickwork walling. Properties in Wallbridge Avenue and Victoria Road have ground floor bay windows. Rivers Reach is a mainly terraced development, laid out as a series of culs-de-sac, with a focal green space; it is inward looking.

- Materials:** The nineteenth century housing is in red brickwork, with contrasting buff brickwork details and stone/painted stone surrounds to openings, and a mix of slate and tiled roofs. Rivers Reach is a mix of grey/buff reconstructed stonework with red/brown tiled roofs, red brickwork with slate roofs and rendered properties.
- Special features:**
 - Some historic Cockey lamps remain.

Main issues

- A revised planning brief and codes were prepared and adopted by Mendip District Council in February 2005.
- Part of the site is currently being developed by Bloor Homes.
- Loss of the street trees.

General design guidelines

The following general design guidelines are applicable to this character zone:

- Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- Landscape (soft and hard):** L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting.



Left and below Photographs of Garsdale



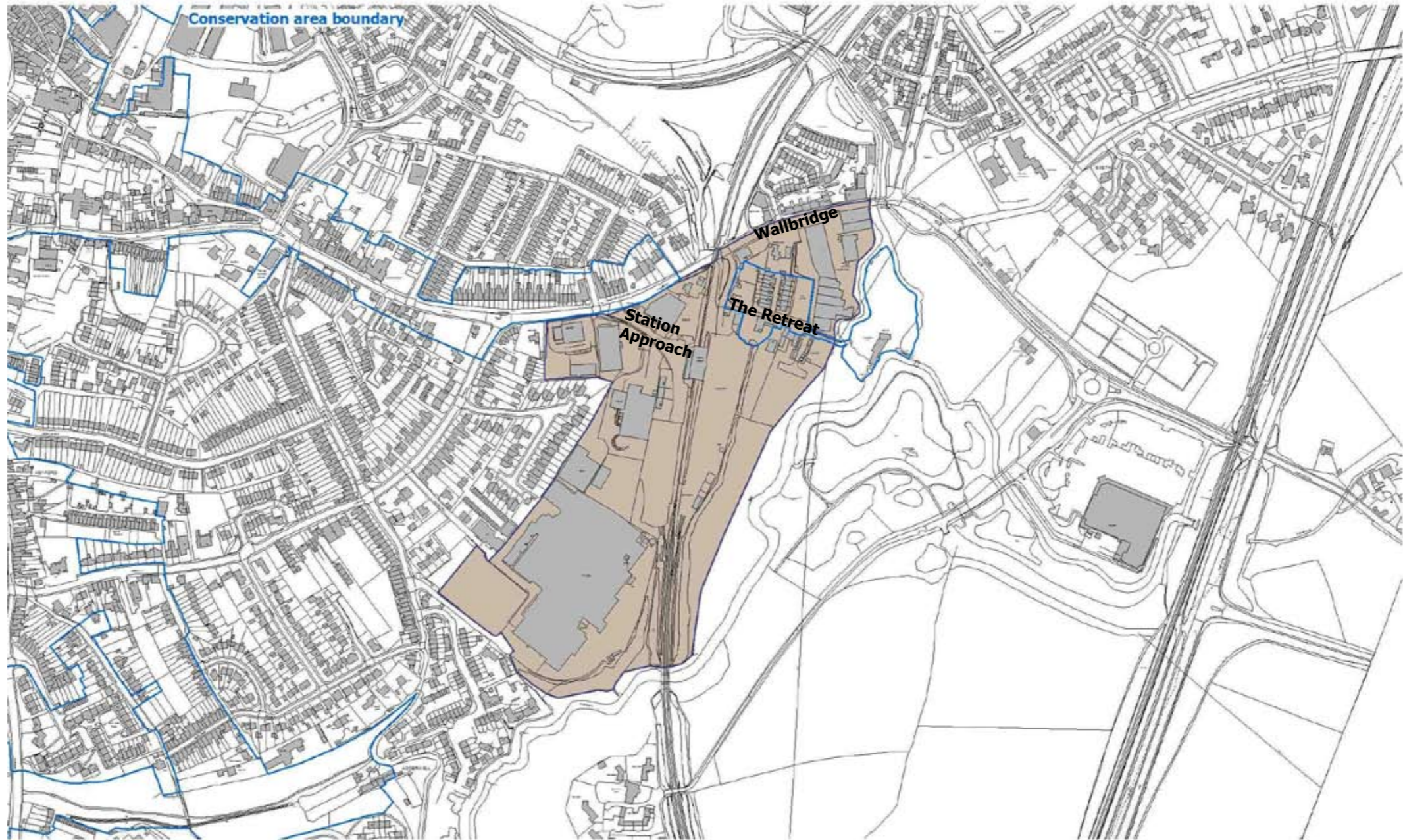
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L4 Protection of trees:** Consideration should be given to the assessment of the importance of all trees within this zone to assess which would warrant formal protection.
- **L7 Street trees:** The street trees along Wallbridge Avenue, Avenue Road and Victoria Road should be appropriately maintained and replaced as necessary. Existing trees already lost should be replaced.
- **LS1 Development brief - Garsdale:** A planning brief and codes for the Garsdale site was prepared and adopted by Mendip District Council in February 2005.

Right Character zone 11: Station area



Zone 11: Station area

Description

This zone comprises Frome station and the adjoining industrial area to the west of Frome spur railway line, together with Wallbridge Industrial Estate and The Retreat to the east of the spur railway line. The Retreat lies within Frome conservation area.

Distinctive features

- **Layout:** This zone is focused on the station, which is accessed on its western side off Portway. The road to the station provides access to various other industrial/commercial buildings. The zone also extends to the eastern side of the railway, encompassing Wallbridge Industrial Estate, Wallbridge Lodge and the cul-de-sac, The Retreat. There is a mix of commercial and residential uses to the eastern side of the railway. The road on the eastern side of the railway also provides access to Wallbridge Mill, which lies within Zone 3: River Frome Corridor.
- **Uses:** The town railway station, together with industrial/ commercial uses. A storage yard lies to the east of the railway line. There is a small area of housing on the eastern side of the railway at The Retreat.
- **Landscape and open space:** Vegetation on the western side of the railway is limited to the southern part of the zone, while on the eastern side of the railway it is more substantial.
- **Townscape:** Frome Railway Station was designed by Brunel's assistant T R Hannaford and opened in 1851. The station building is listed. Little has changed over the years, but it is in need of maintenance and attention. The approach to the station and its environs are of poor quality and do not provide an appropriate gateway and image for the town. The Retreat lies within Frome conservation area and is made up of two rows of workers' cottages.
- **Materials:** The railway station has painted timber cladding with a metal corrugated roof. The industrial and commercial buildings surrounding the station are of typical industrial materials: metal profiled cladding of varying

colours, to suit company livery, with some brickwork. The housing at The Retreat is Forest Marble rubble walling with Doulling stone dressing and slate roofs.

- **Special features:**

- Frome station, which is a major asset to the town in terms of accessibility to public transport, as well as being a listed building.
- The Retreat which lies within Frome conservation area.

Main issues

- The railway station and immediate area need to be maintained and enhanced to create an appropriate gateway to Frome. Signage and information should also be improved to guide visitors to the facilities in Frome.
- There is no pedestrian walkway between The Retreat and the station.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.



Left Photographs of the station area

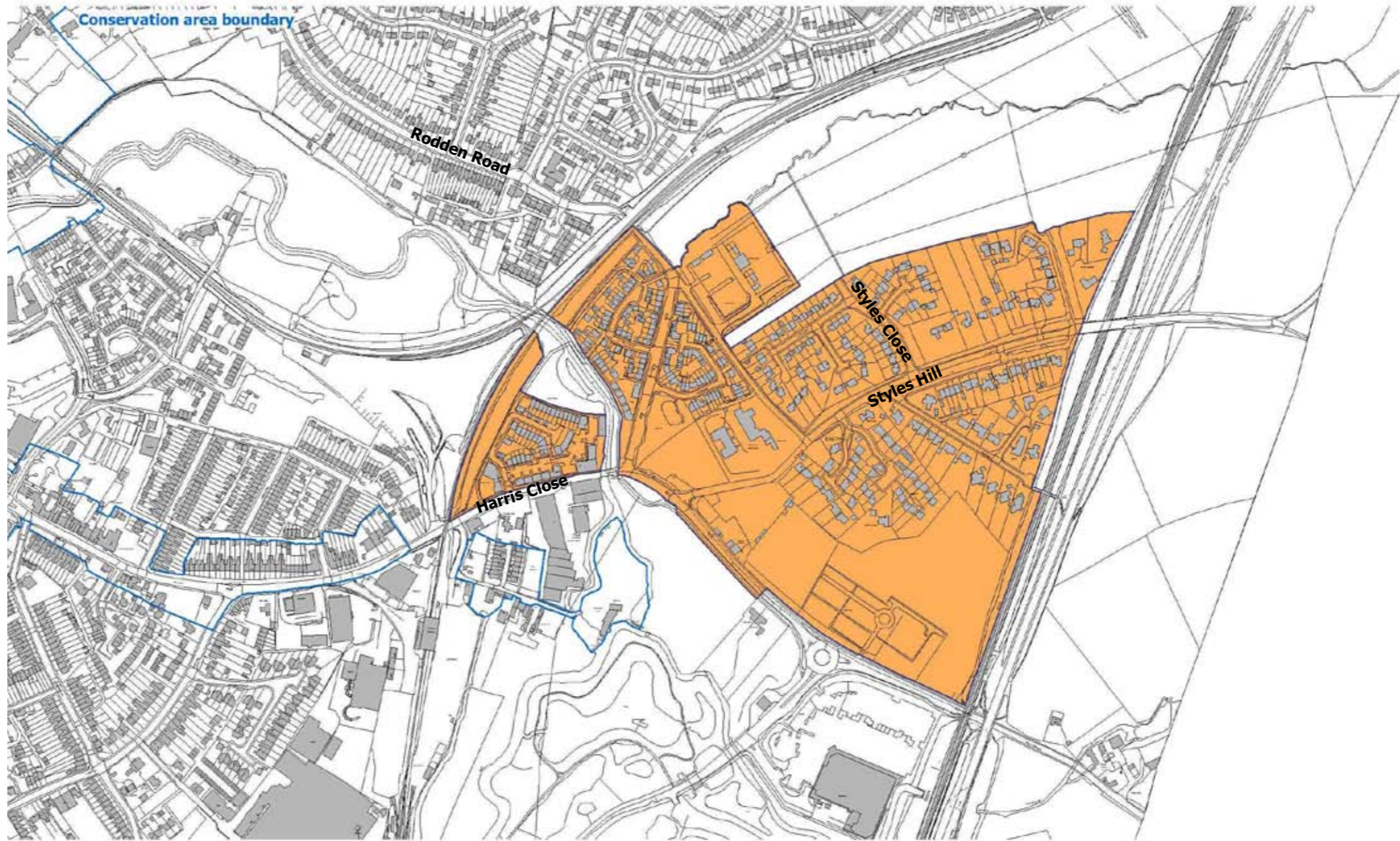
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT8 Railway station gateway; MT10 Gateways to Frome.
- **Large-scale development:** LS1 Development brief.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.
- **LS1 Development brief – station environs:** The nature of the uses both to the west and east of the station means that there could be an opportunity in the future for a large scale redevelopment of the area. If so, a development brief should be prepared to appropriately guide the development.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L7 Street trees:** Consideration should be given to the introduction of tree planting in the area around the station (see MT8 Railway station gateway below).
- **MT1 Legibility and signage – station:** Provide improved signage and information both within and outside the station building to help inform and direct visitors to the attractions and facilities of Frome.
- **MT8 Railway station gateway:** Maintain and enhance the railway station and its immediate area to create an appropriate gateway to Frome. Consideration should be given to the commissioning of a design brief for the enhancement of this area.

Right Character zone 12: Easthill



Zone 12: Easthill

Description

This zone is an area of housing on the eastern edge of Frome, between the main and spur railway lines, north of the A362 Warminster Road.

Distinctive features

- **Layout:** The zone lies on the eastern edge of Frome, between the main and spur railway lines, and to the north of Warminster Road. The zone is sub-divided by Zone 3: River Frome corridor. A cemetery, surrounded by open space, fronts Warminster Road. Behind this is Easthill House and an area of housing in a series of culs-de-sac, accessed off the A3098, Styles Hill, built from the 1960s onwards. On the western side of the zone, between Wallbridge and Rodden Road, is an area of twenty-first century housing.
- **Uses:** Predominantly housing, with a nursing home, cemetery, open space and an electricity sub-station.
- **Landscape and open space:** The cemetery and surrounding open space is a key asset to the area. The trees and hedgerows create a green edge to the town and aid the transition between town and countryside. Footpath links over the railway line provide access to the open countryside.
- **Townscape:** The houses off Styles Hill are a mix of detached and semi-detached bungalows and two-storey houses, generally set within large gardens. The twenty-first century housing is denser, mainly with terraced properties and some larger three-storey buildings, which are a response to the industrial vernacular of the site. The development relates well to the River Frome, with footpaths fronting the open space and vehicular access provided from the rear. The development directly abuts the footpath along Wallbridge, creating a wall of development; access is from within the site. The succession of 'gateways' along the A362 provide a positive approach to the eastern side of Frome.
- **Materials:** For the recent development, Douling stone has been used along main frontages and as landmark features. Elsewhere is a mix of red brickwork

and cream painted render. Roofs are a mix of red and green concrete tiled roofs. The twentieth century development has a similar mix of materials, red brickwork, render and reconstructed stone and red/brown tiled roofs.

- **Special features:**

- The open space around the cemetery is a key asset to the area and links well with the River Frome corridor.
- The succession of 'gateways' along Warminster Road provide a positive approach to the eastern side of Frome .

Main issues

- The open space surrounding the cemetery should be retained as a key landscape asset.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Conservation area:** CA2 Listed buildings.



Left Photographs of Easthill

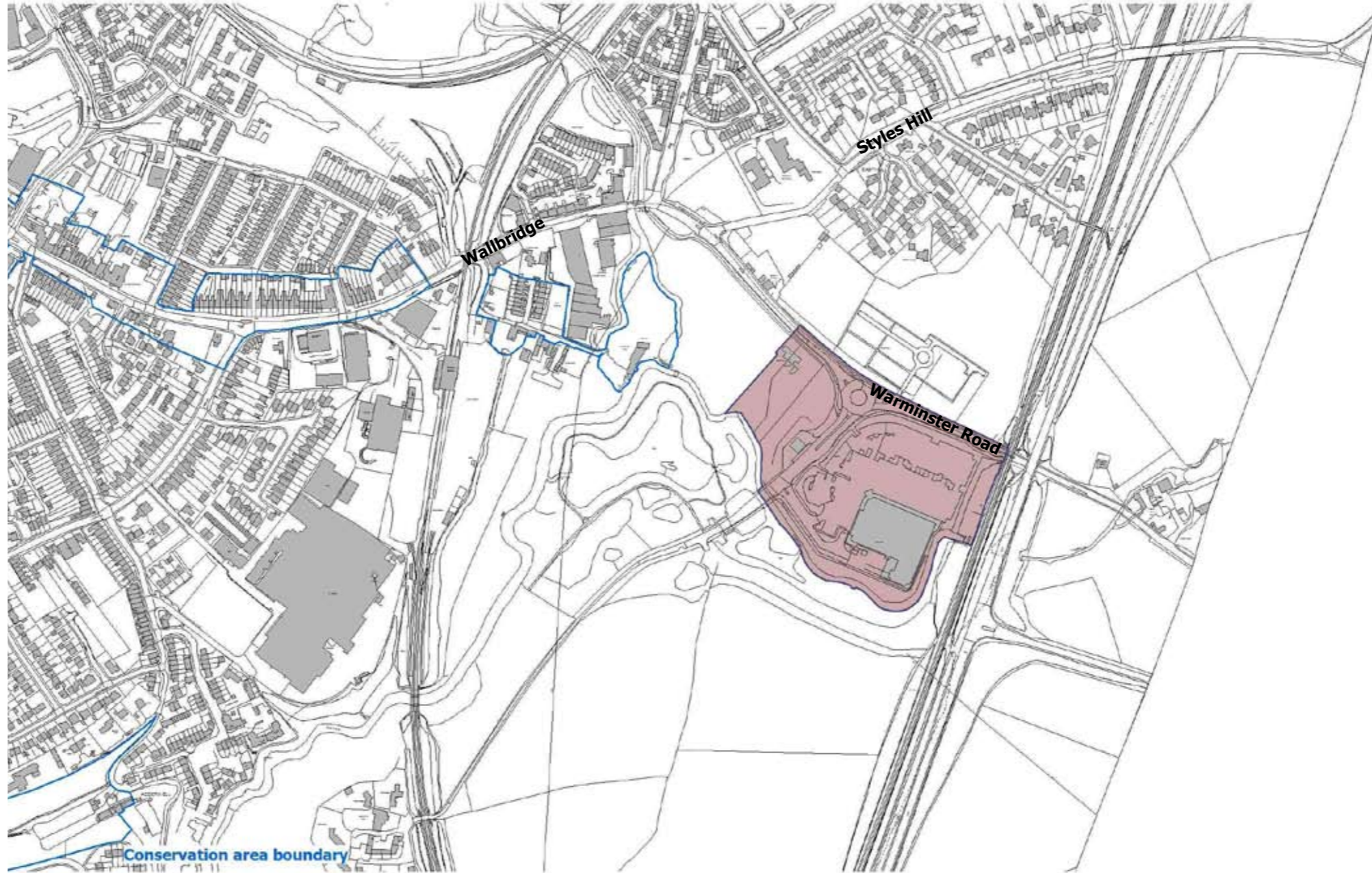
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **MT10 Gateways to Frome – Warminster Road:** Although the gateways to Frome are already evident and celebrated, they need to be considered as part of the overall strategy for marking all the gateways to Frome, as identified under guideline MT10.
- **Open space and landscape asset:** The open space around the cemetery is a key asset to the area and links well with the River Frome corridor. This should be retained and the trees assessed in terms of formal protection and requirements for ongoing management.

Right Character zone 13: Eastern retail area



Zone 13: Eastern retail area

Description

This zone is a retail area on the eastern edge of Frome, between the main and spur railway lines, south of the A362 Warminster Road.

Distinctive features

- **Layout:** The retail area comprises an Asda food store, which is accessed off a new roundabout on Warminster Road. It is located south of the Warminster Road, to the west of the mainline railway. A petrol station is located on the western side of the access road, which continues past the site to provide access to Southfield Farm and the associated residential development.
- **Uses:** Food retail with petrol station.
- **Landscape and open space:** The frontage to Warminster Road comprises a hedgerow behind which there is tree planting. This is supplemented with tree planting within the car parking area. Some vegetation remains adjoining the railway.
- **Townscape:** The food store is set back from the main road with car parking in front. The appearance of the development from the main road is enhanced, however, through the inclusion of a hedgerow behind which there is tree planting, which screens much of the car parking from view.
- **Materials:** The food store is a large building, of corporate design, with buff brickwork and glass walling, and a profiled metal roof.
- **Special features:** None.

Main issues

- It is important to ensure that the hedgerow and tree planting along Warminster Road are retained to provide an appropriate frontage to one of the main access routes into the town.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Landscape (soft and hard):** L7 Street trees; L8 Boundaries; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **MT10 Gateways to Frome – Warminster Road:** Although the 'gateways' to Frome are already evident and celebrated, they need to be considered as part of the overall strategy for marking all the gateways to Frome, as identified under guideline MT10.
- **Retention of vegetation:** The hedgerow and tree planting along Warminster Road should be retained to provide an appropriate frontage to one of the main access routes into the town.

Right Character zone 14: Southfield Farm



Zone 14: Southfield Farm

Description

This zone is the greenfield land around Southfield Farm that is identified for new housing development in the **Mendip Local Development Framework Draft Core Strategy** (February 2011).

Distinctive features

- **Layout:** The zone covers an area of open fields between the main and spur railway lines, to the north of the River Frome and to the south of the new food retail development off Warminster Road. The access infrastructure to the zone has been created as part of the retail development. The River Frome is in a valley, with the site rising up towards the centre. Both railway lines are in cuttings.
- **Uses:** This is greenfield, agricultural land which is identified in the **Mendip Local Development Framework Draft Core Strategy** for new homes, including open space and a primary/first school.
- **Landscape and open space:** The edge of the River Frome is well treed and there is a buffer of vegetation along the railway lines. The site is divided into six fields, with a small field to the west of the access lane to Southfield Farm and residential area, and a small field in the south adjoining the river. The fields are generally delineated with hedgerows; although these are well-maintained, low hedgerows, they offer little subdivision of the site into difference landscape units.
- **Townscape:** The site is visible from the surrounding area but is more visually prominent in views from Frome rather than from the rural landscape to the south-east of Frome.
- **Materials:** None.
- **Special features:** None.

Main issues

- The zone is identified as a development site in the **Mendip Local Development Framework Draft Core Strategy**.
- The zone is visible from the surrounding area, both from within the town itself and from the surrounding countryside, particularly from the residential area to the south west - the Mount and Little Keyford. The River Frome and railway lines provide separation between the site and the town of Frome. The topography of the site and the existing development at Southfield Farm gives the site a distinct and different character to other land adjacent to Frome. It is consistent with the rural landscape to the south-east of the town in terms of topography and field pattern.
- Parts of the site are subject to flooding. The majority of the site is quite elevated, so flooding would occur along the north-west edge of the site only, along the opposite side of the access road to Southfield Farm.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural



Left Photographs of Southfield farm

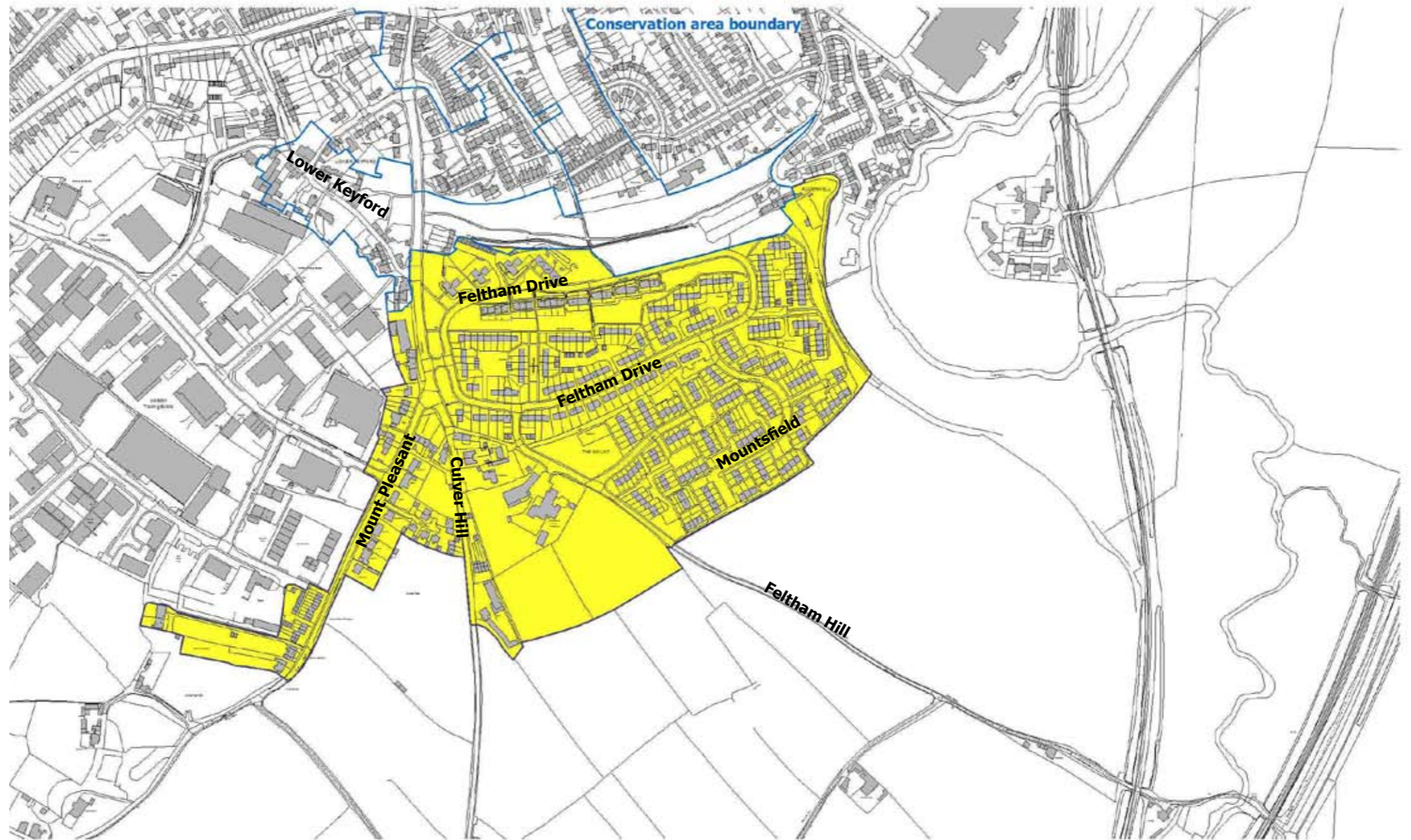
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MMT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **LS1 Development brief – Southfield Farm:** A development brief should be prepared for the development of the site and should be adopted by Mendip District Council.

Right Character zone 15: The Mount/ Little Keyford



Zone 15: The Mount/Little Keyford

Description

This zone incorporates The Mount, a 1960s housing estate at the southern edge of Frome, built by Frome Urban District Council to re-house those moved out from the Trinity area, together with the housing in Little Keyford, which is centred around the eighteenth century cottages on Mount Pleasant.

Distinctive features

- **Layout:** The Mount is accessed from the B3092, Culverhill, along Feltham Lane, which continues eastwards into the adjoining countryside. There are two access points from this lane, one to Austin Close/ Feltham Drive, which is a loop road off which is Mountsfield cul-de-sac, and the other to Tower View, another cul-de-sac. Little Keyford is a very small residential area on Mount Pleasant/ Little Keyford Lane, on the western side of the B3092, between the road and Marston Trading Estate. Although of completely different character from The Mount, it is included within this character zone because of geographical proximity.
- **Uses:** Primarily residential, but with a school, community facility and children's play area in The Mount.
- **Landscape and open space:** The development addresses the slope and lies adjacent to The Dippy, which offers pedestrian and cycle links across it.
- **Townscape:** The estate is laid out using Radburn design principles, with the separation of vehicles and pedestrians through housing fronting onto shared garden areas with cars parked in rear courtyards, hidden from the main façade of the home. Although the main part of the estate is relatively level, the site slopes quite considerably in the north and eastern parts. Generally the housing runs along the contours, but in places the terraces step down the hillside. The majority of the properties are two-storey terraced, with some semi-detached housing, although the estate includes some three- and four-storey blocks of flats. Little Keyford includes some early eighteenth century houses, Keyford

Field Cottages, but the majority is late-twentieth century housing, a mixture of semi-detached houses and bungalows.

- **Materials:** At The Mount, there is painted smooth render, with brown tiled roofs, with reconstructed stonework used as feature elements and on gables. At Little Keyford, the older properties are Forest Marble rubble walling with Douling stone dressings, with red/brown tiled roofs. More recent development is a mix, with reconstructed stone with red brickwork quoins, and roughcast natural and painted render.
- **Special features:** None.

Main issues

- Land is allocated in the **Mendip District Local Plan** at Feltham Lane for about 30 dwellings, a school extension and public open space. A larger area of land is proposed for future housing growth in the **Mendip Local Development Framework draft Core Strategy** (February 2011).

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Conservation area:** CA2 Listed buildings.



Left Photographs of The Mount/
Little Keyford

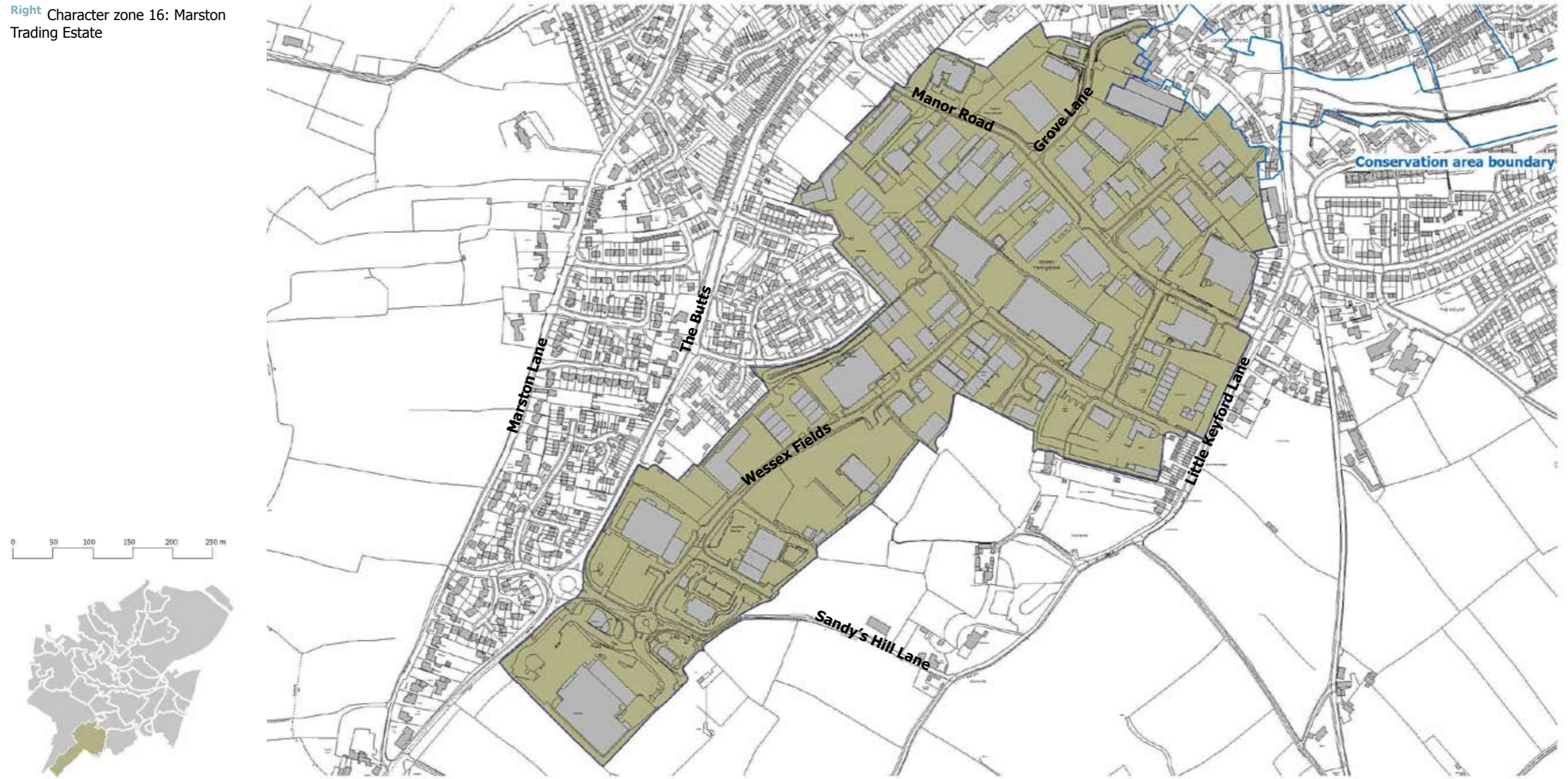
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools .
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **MT10 Gateways to Frome – Culverhill:** Celebrate the 'gateway' to Frome on Culverhill, through the provision of an appropriate gateway marker and signage to signify a sense of arrival and physical point of entry to the town.
- **LS1 Development brief – Feltham Lane:** A development brief should be prepared for the development of the site and should be adopted by Mendip District Council.

Right Character zone 16: Marston Trading Estate



Zone 16: Marston Trading Estate

Description

This zone covers Marston Industrial Estate, an industrial and commercial area located in the south-west of Frome, which was developed after the Second World War and was expanded in the 1990s to create Wessex Fields Retail Park.

Distinctive features

- **Layout:** Marston Industrial Estate is the largest industrial and commercial area within Frome. It was developed after the Second World War as an area devoted to industry on which a number of engineering firms established premises, as well as a dairy, garages, car service firms and large warehouse facilities in the 1990s, the estate was extended south into Wessex Fields, where some small industrial units primarily intended as starter units, a new facility for the Singers' factory and a retail area, which includes a Sainsbury's food store, were constructed. The road layout is generally through routes, although there are several of culs-de-sac. The through routes are well used by residents of Frome.
- **Uses:** Industrial, commercial and large scale food and non-food retail.
- **Landscape and open space:** Tree planting and vegetation within the estate is limited. There are some trees present at the eastern entrance on Manor Road as well as along Handlemaker Road and Manor Furlong. Manor Road is particularly barren.
- **Townscape:** Marston Trading Estate is typical of its kind, consisting of a variety of large, utilitarian sheds and other buildings, with the associated activity and clutter. An exception is the Frome Tool & Gauge building, on the corner of Manor Road and Manor Way, which is a high-quality, attractive industrial building, with its partially curved, saw-tooth, north-lit roof and white cladding panels above a dark grey base, and its grassed surroundings to Manor Road. The newer development at Wessex Fields is generally of better quality, with a mix of buff brickwork and white profiled cladding panels. Generally, however, the estate lacks townscape quality.

- **Materials:** Profiled metal cladding to walls and roofs, with some brickwork to lower walls.
- **Special features:** None.

Main issues

- Well-planned redevelopment is needed for the older buildings and sites.
- Entrances to the estate should be celebrated and the general public realm enhanced, particularly with the introduction of trees along the roads. The area would benefit from an environmental improvement strategy.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q4 Infill development.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT2 Pedestrian crossings; MT4 Accessibility; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.



Left Photographs of Marston Trading Estate

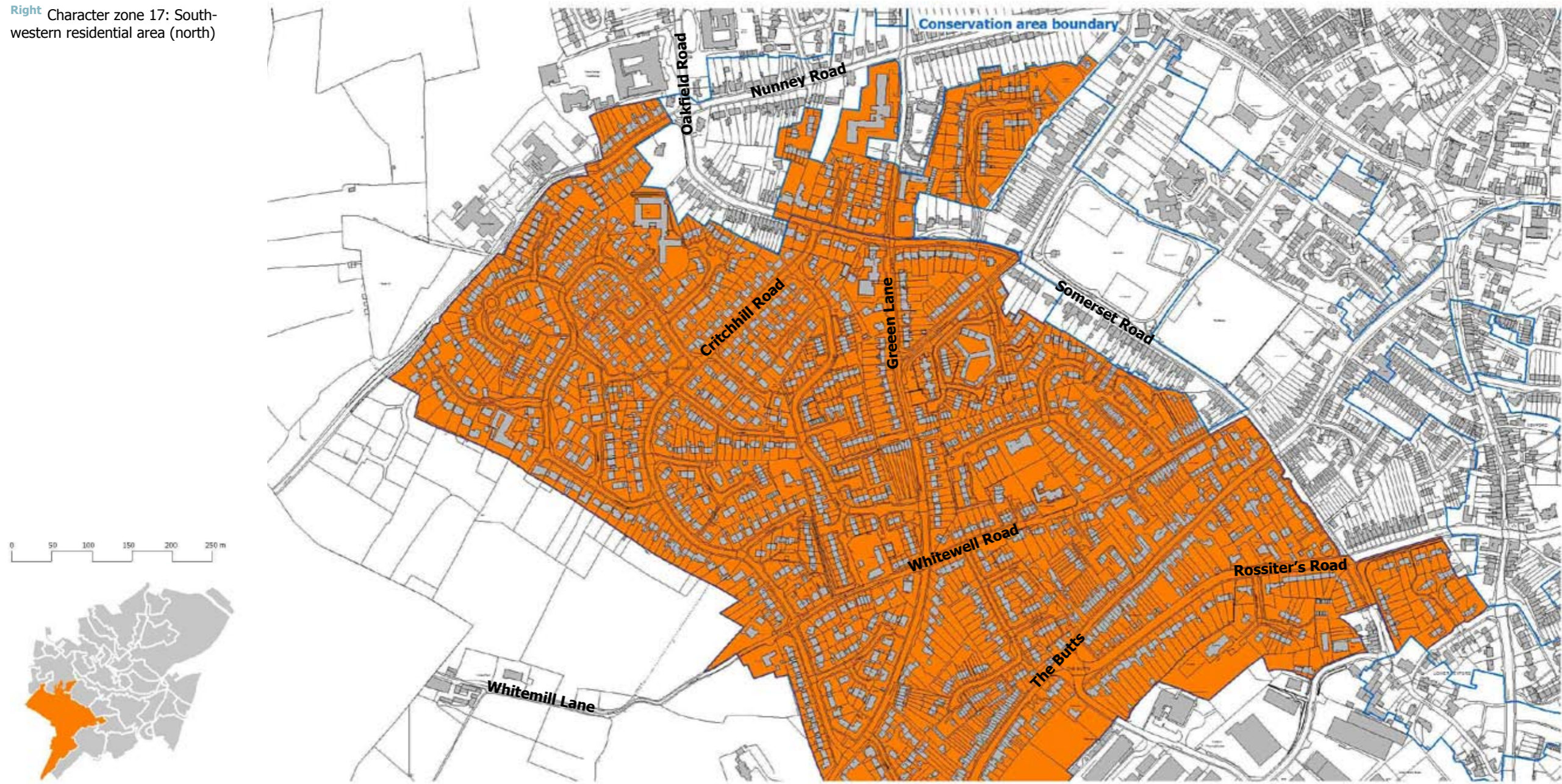
- **General development:** G1 Local distinctiveness; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **Environmental improvement strategy:** Consideration should be given to the commissioning of an environmental improvement strategy to celebrate the entrances and to enhance the overall public realm, particularly with the introduction of trees along the roads.
- **Reuse of vacant buildings and sites:** The reuse of vacant buildings and sites for employment purposes should be encouraged through appropriate marketing and development support.

Right Character zone 17: South-western residential area (north)



Zone 17: South-western residential area

Description

This large zone is predominantly housing, covering The Butts, Critchill and Cottle's Oak areas to the south-west of Frome, between Marston Trading Estate, the edge of the escarpment which looks towards Nunney, and extending up to Critch Hill and Somerset Road in the north. The area was generally developed in the late twentieth century, although there are small pockets of historic housing.

Distinctive features

- **Layout:** This is generally an inward looking area of suburban housing, built between the historic south-western approaches to the town, Critch Hill and Marston Lane/The Butts. The development extends right to the edge of the escarpment which looks towards Nunney, at the south-western edge of the town. Within the area the layout is typical of the late twentieth century, with a series of looping distributor roads off which there are short culs-de-sac. The main through roads are Critch Hill, Marston Road/Butts Hill, Marston Road/Green Lane, which all tend to run in a north-south direction, with Whitewell Road (which leads towards Whitemill Lane) and Somerset Road linking between them. There is no centre to the area and, consequently, way-finding can be difficult.
- **Uses:** Predominantly residential.
- **Landscape and open space:** There is no formal recreational open space within this zone, although there are a very few small pockets of grass that are accessible to the public. Victoria Park is the nearest formal recreational facility. There are no street trees within the area and mature landscape within gardens is limited. The feel of the area is very urban, although there are views to the surrounding countryside, particularly from Marston lane.
- **Townscape:** Typical suburban character of buildings, prevalent in many towns in the country. The housing is predominantly semi-detached or detached. Overall the development is of limited character with few distinguishing features.

The land is generally flat, although at the edge of the escarpment one gets an appreciation and views of the countryside. There are pockets of historic housing, such as on Marston Lane, the corner of Green Lane and Somerset Road and at Ecos Court. There is a small area of pre-fabricated council housing off Rossiter's Road, originally with panelled ground floors and tile-hung first floors and roofs.

- **Materials:** Mixture of brickwork of varying colours (brown, orange, and buff), painted render, pebble dash, tile hanging and buff coloured reconstructed stonework for the walling, with red/brown clay tile roofs and some red brickwork chimneys. The historic buildings are generally Forest Marble. The public realm is of standard highway design, with macadamed roads and footpaths.
- **Special features:**
 - The views from the top of the escarpment, along Marston Lane.

Main issues

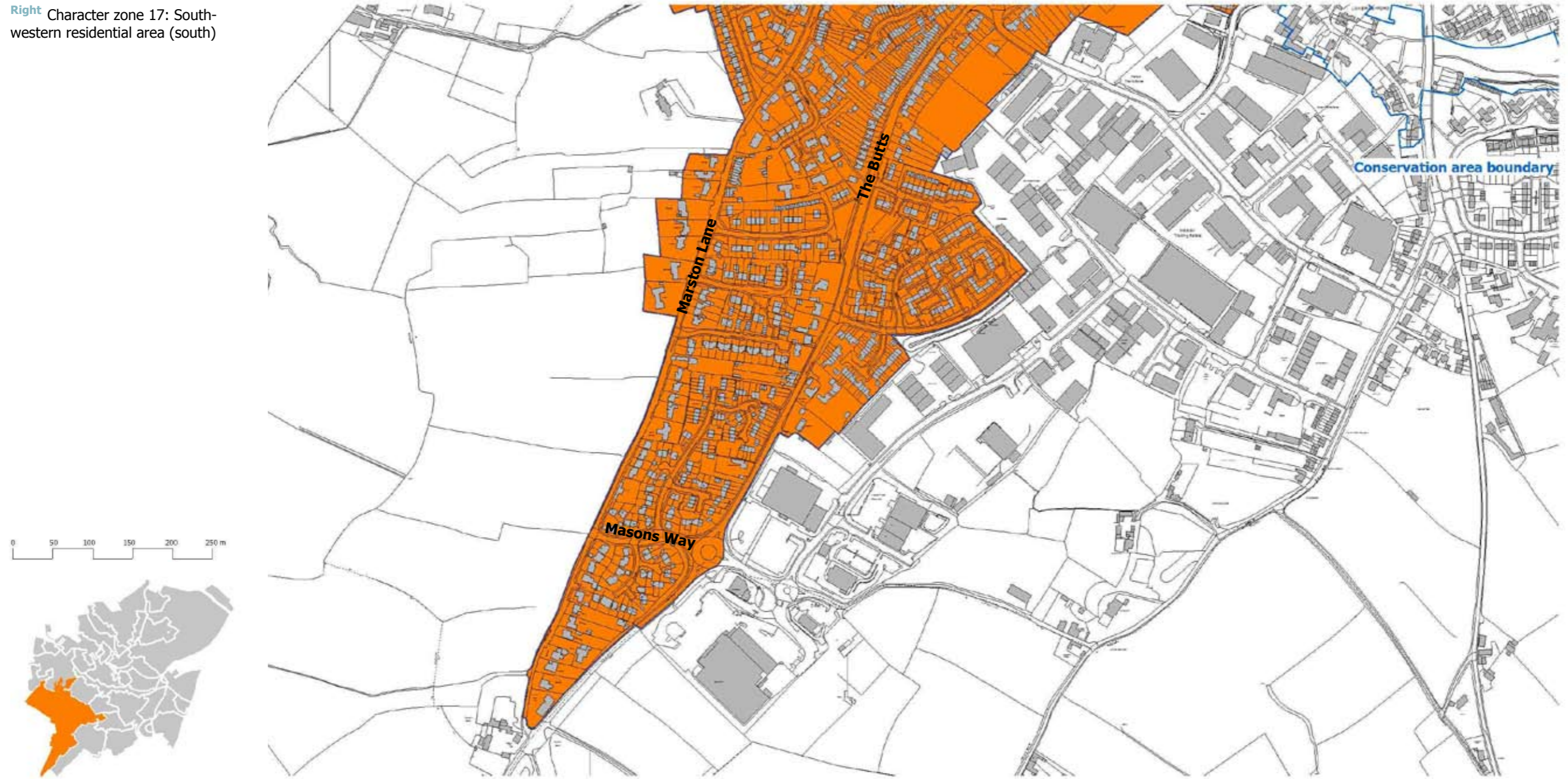
- Any further development to the western side of Marston Lane should not be permitted as it would be detrimental to the setting of Frome and its visibility from the surrounding countryside.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of

Right Character zone 17: South-western residential area (south)



- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities
- **Conservation area:** CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **General development:** G1 Local distinctiveness; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

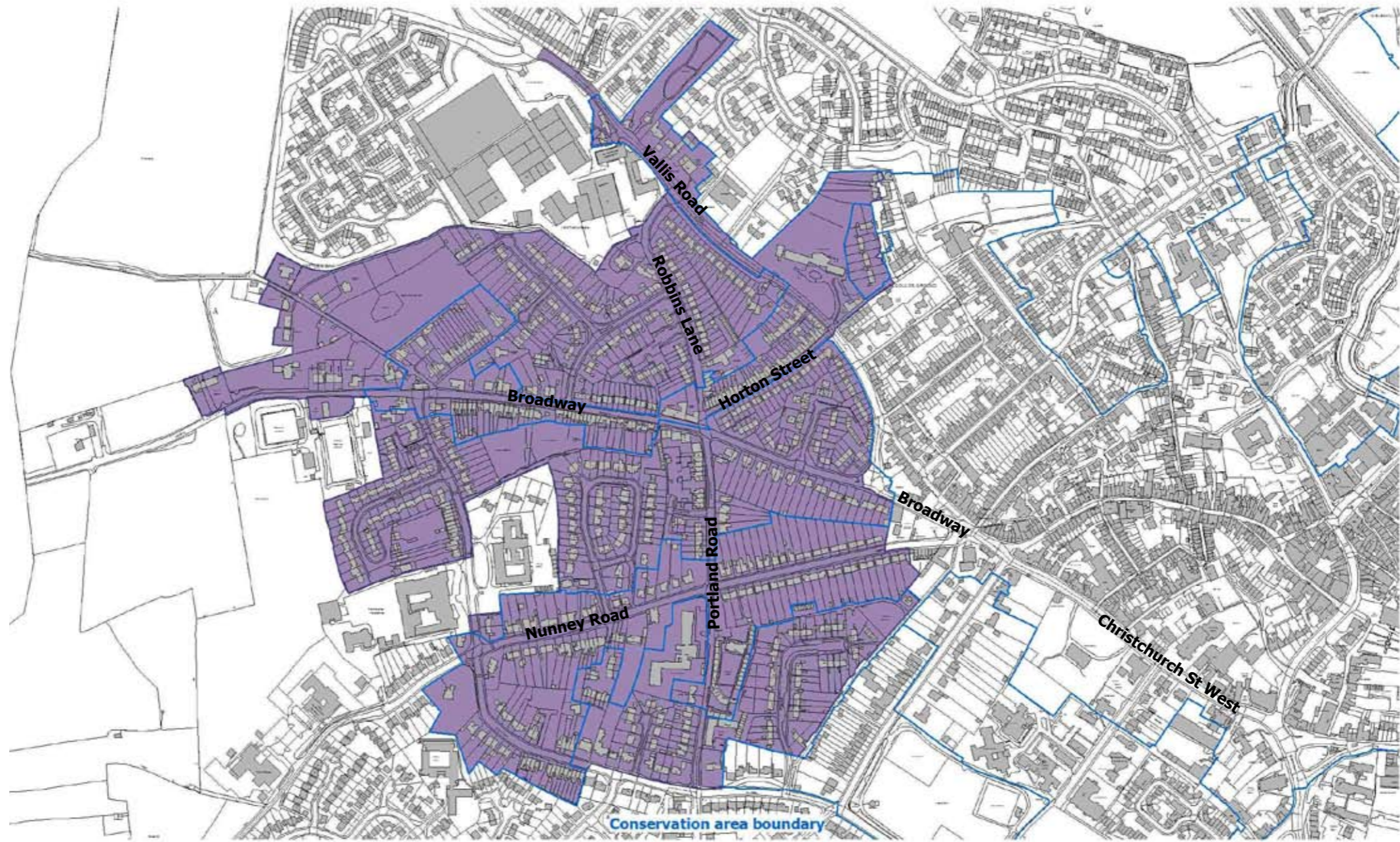
The following design guidelines are specific to this character zone:

- **Q1 Visibility:** Any further development to the west of Marston Lane should not be permitted as it would be detrimental to the setting of Frome and its visibility from the surrounding countryside.
- **L7 Street trees:** Consideration should be given to the introduction of street trees where possible and the promotion of tree planting within front gardens.
- **L9 Front gardens/areas:** The conversion of front gardens to hard surfaced areas should be avoided where possible. The maintenance of front garden areas should be encouraged.
- **MT10 Gateways to Frome – Marston Road:** Celebrate one of the southern 'gateways' to Frome on Marston Road, through the provision of an appropriate gateway marker and signage to signify a sense of arrival and physical point of entry to the town.

Right Character zone 17: South-western residential area-



Right Character zone 18: Historic western residential area and environs



Zone 18: Historic western residential area and environs

Description

This zone comprises nineteenth-century housing alongside three of the western approaches to the town: Vallis Road, Broadway and Nunney Road; together with the areas of housing in between, which is generally more recent.

This zone encompasses Character area 4 of the **Frome Conservation Area Appraisal and Management Proposals** document, but also includes the housing in between the 'fingers' of the conservation area.

Distinctive features

- **Layout:** The zone follows the three western approaches to Frome: Vallis Road, Broadway and Nunney Road. Vallis Road is relatively flat, following the contours, while Nunney Road rises to the west and Broadway rises to Egford Hill. The three roads more-or-less converge at Badcox on the eastern edge of the zone. Both Vallis Road and Broadway are at least medieval in origin, with Broadway probably being an ancient trackway above the Frome valley. Nunney Road consisted of a simple track way until it was developed upon in the late nineteenth century. There are two main roads that link these three roads together: Robins Lane/Portland Road and Oakfield Road. There are views looking down Broadway that extend to the countryside beyond.
- **Uses:** The area is primarily residential but includes playing fields and allotments, as well as care homes, a chapel and large cemetery and public houses.
- **Landscape and open space:** There are the Egford playing fields off Egford Lane and allotments between Broadway and Nunney Road. The western end of Broadway is more village-like in character, with garden hedges and trees adjoining the highway. There are some mature trees along the edge of Vallis Road near Leaze House and Rowden House. There are no street trees within the area; any greenery is within private gardens.
- **Townscape:** The western part of Vallis Road is characterised by large buildings set back from the road. This spacious character is enhanced by the wide grounds of Rowden House and the tranquil, narrow Dissenters cemetery from which there are views across the Frome valley. The conservation area encloses pre-1900 development on the north side of Vallis Road, but the presence of modern development on the south side dispels the historic character. Rowden House is enclosed by a high stonework wall. After Rowden House, the street is more enclosed by the houses on the northern side of the road, which are part of the Trinity character zone (zone 5).
- The conservation area covers the western end of Broadway, with the south side of Broadway being lined with terraces and rows of stone-built houses, those at the lower end opening directly onto the pavement with later development near the brow of the hill having small front gardens. The Royal Oak commands the upper end of Broadway, from where small lanes lead directly to surrounding countryside. At the eastern end of Broadway, which is outside the conservation area, the majority are standard mid to late twentieth century, mainly council housing, although there are some nineteenth century semi-detached properties.
- Nunney Road, which is within the conservation area, consists largely of attractive semi-detached dwellings. A number of those of interest were constructed in the late nineteenth century, many by a local builder named Hodders who worked from a small quarry located at the bottom of the road. The majority of properties were constructed using Forest Marble rubble walling with Doultling stonework dressings and, as a result, are familiar examples of Frome's vernacular architecture.
- The predominance of single-storey, canted bay windows reveals the Victorian origins of these buildings, which are also characterised by low front boundary walls that enclose small areas of garden. These act as an important feature of the area and are sometimes supplemented with hedges or, in the case of Oakfield Road terrace, railings. A significant number of the buildings within this vicinity retain the majority of their original architectural detailing and, as such,



Left Photographs of the historic western residential area

- add interest and vitality to the appearance of this portion of the conservation area.
- Other than Horton Street, the northern side of which retains its eighteenth-century housing, the areas between the main thoroughfares generally contain twentieth-century estate housing of standard design.
- **Materials:** The historic properties are generally of Forest Marble rubble walling with Douling stonework dressings, with red/brown tiled roofs. There is more of a mix of materials for the twentieth century housing, with red brickwork, render and reconstituted stonework used.
- **Special features:**
 - The quality of the historic built fabric, of which there are many fine residential examples remaining.

Main issues

- Should infill redevelopment occur, this should respect the qualities and character of the nineteenth-century development within the area.
- The introduction of trees would be of benefit, whether within the public realm or within private gardens.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of

landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.

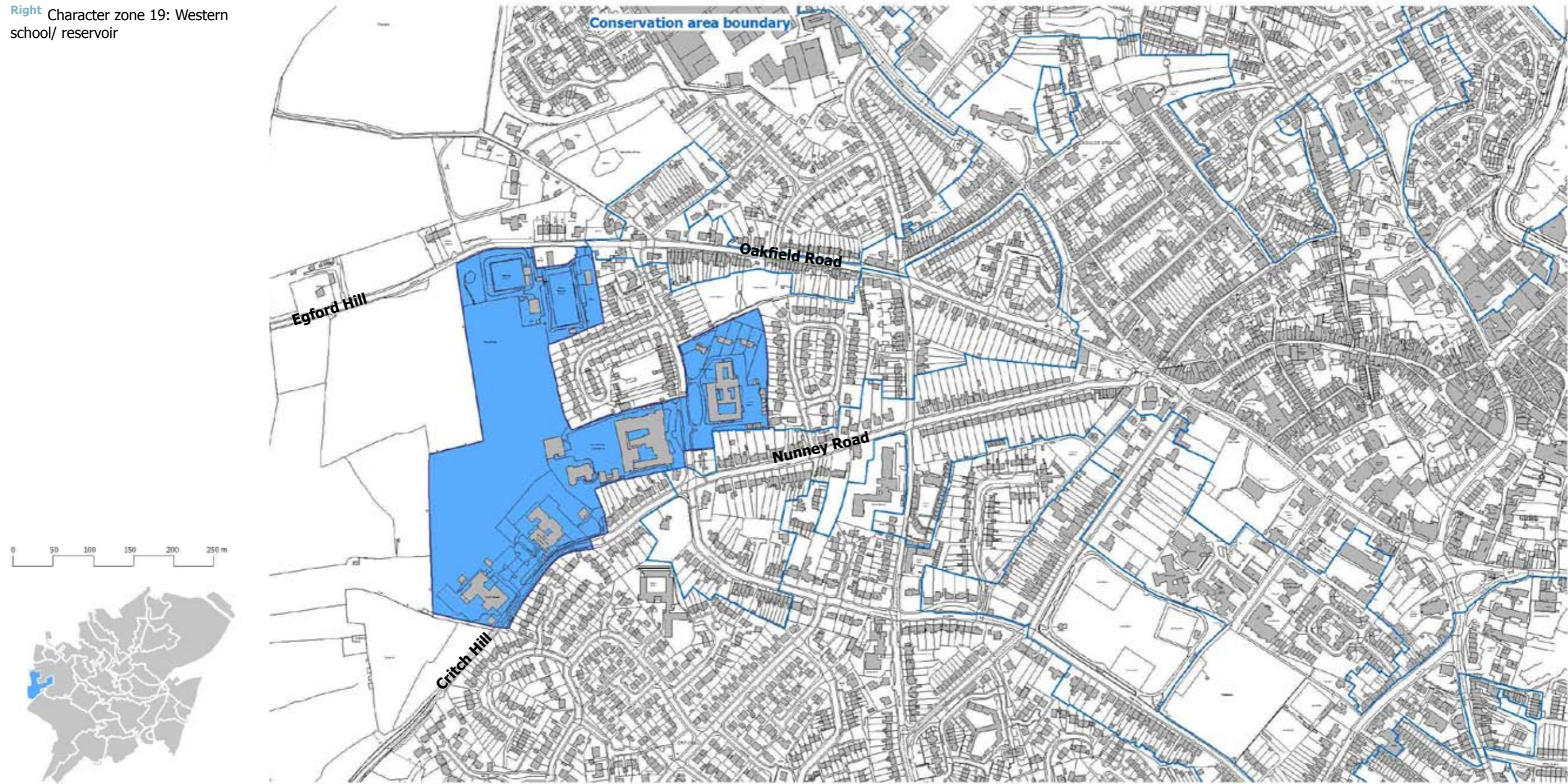
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L7 Street trees:** Consideration should be given to the introduction of street trees where possible and the promotion of tree planting within front gardens.

Right Character zone 19: Western school/ reservoir



Zone 19: Western school/reservoir

Description

This zone covers an area of institutional buildings on the western edge of Frome: Frome Oakfield Middle School, Trinity Church of England First School, Critchill School and associated playing fields; together with Frome reservoir, Frome Police Station and former Magistrates' Court.

Distinctive features

- **Layout:** The zone lies on the western edge of Frome, between Nunney Road/ Critch Hill and Broadway/Egford Hill. Critchill School and Trinity Church of England First School front onto Critch Hill, while Frome Oakfield Middle School sits behind houses, with its main entrance on Oakfield Road. Frome Reservoir lies to the north of the school playing fields, being accessed off Egford Hill. Frome Police Station and former Magistrates' Court are on the eastern side of Oakfield Road, opposite the school.
- **Uses:** Institutional.
- **Landscape and open space:** The schools lie at the edge of Frome, adjoining open countryside, and have large areas of playing fields. The frontage along Critch Hill is open, with mature trees. The boundaries to the roads are generally pleasant with grassed areas and individual and groups of tree planting. Frome Police Station and Magistrates' Court are set in landscaped grounds.
- **Townscape:** The schools are generally single-and two-storey, in red and brown brickwork, with a mixture of flat-roofed and pitched-roofed buildings. Frome Police Station and former Magistrates' Court are generally two-storey, flat-roofed buildings, but with some three-storey elements, with the lower storey being buff brickwork and the upper storeys having red tile hanging. All the buildings have a large footprint. The buildings mostly present poor frontage to the adjacent streets, since they are set back within their grounds, although the appearance is improved by the boundaries to the roads having grassed areas and individual tree planting. Regarding the reservoirs, although the raised land form is visible from the road, it is grassed over and generally unobtrusive.

- **Materials:** Noted above.
- **Special features:** None.

Main issues

- The Magistrates' Court has already closed and Frome Police Station is due to close, with alternative premises to be found elsewhere in Frome. The site is likely to be redeveloped in the near future. Therefore ...

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.



Left Photographs of the western school/ reservoir

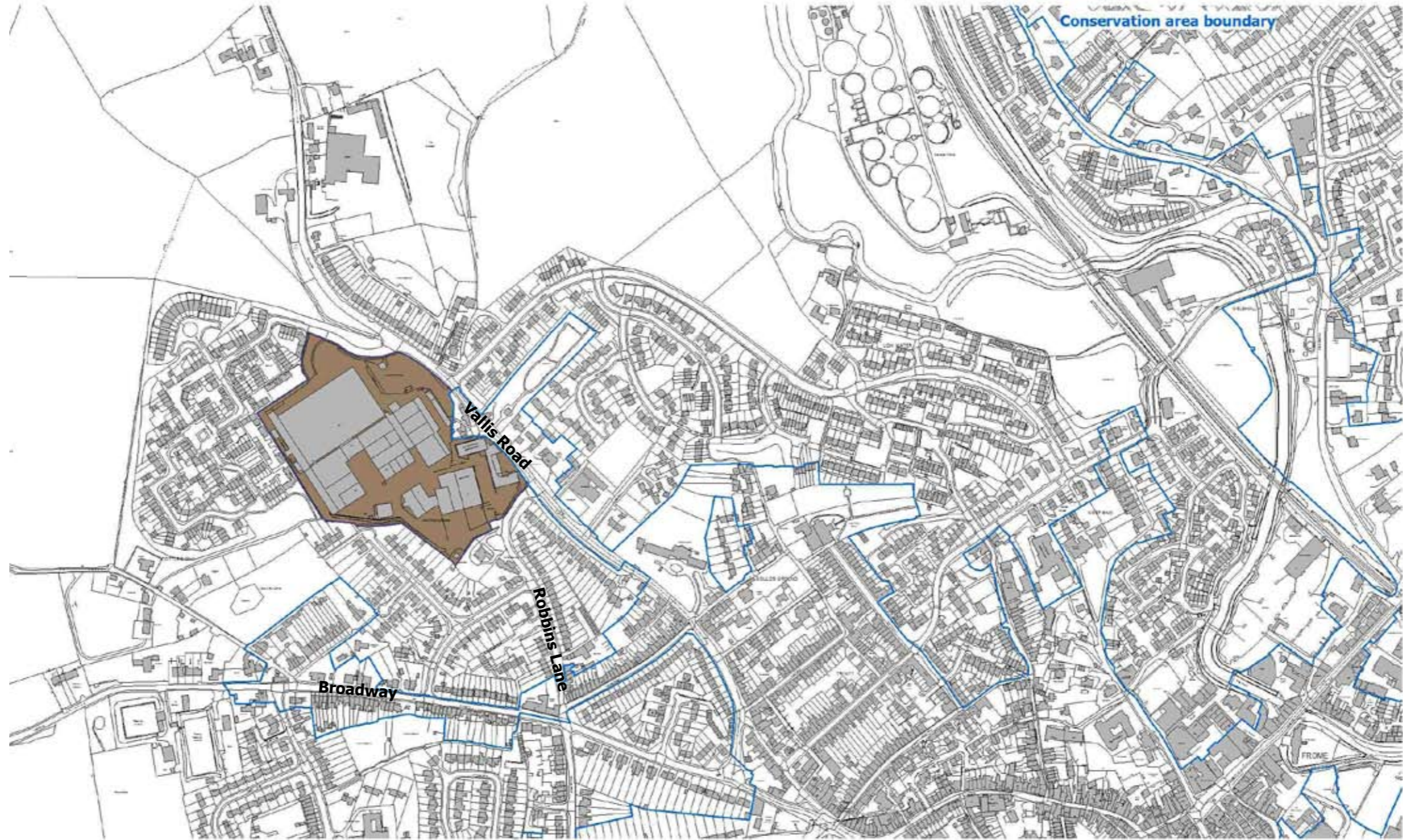
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **LS1 Development brief – Police Station and former Magistrates’ Court:** A development brief to guide the development of the site and should be prepared and adopted by Mendip District Council. Consideration should be given to how any new development relates to the adjoining conservation area, which is within Character zone 18: Historic western residential area and environs.

Right Character zone 20: Vallis Trading Estate



Zone 20: Vallis Trading Estate

Description

This zone covers Vallis Trading Estate, a small industrial area located on the western edge of Frome, together with commercial buildings fronting onto Vallis Road.

Distinctive features

- **Layout:** Vallis Trading Estate is a small industrial and commercial area on the western edge of Frome, on the western side of Vallis Road. The main industrial area is accessed off Wallington Way, which also accesses a recent housing development (see character zone 21). However, the largest industrial shed is currently vacant. There is also an entrance to the commercial, former government, buildings on Vallis Road, but these are currently vacant also. The southern part of the estate, which includes a Royal Mail sorting office, is accessed off Robins Lane.
- **Uses:** Industrial and commercial.
- **Landscape and open space:** Vegetation is restricted to the north-eastern corner of the zone, between the industrial estate and Vallis Road. This screens much of the unattractive part of the estate from one of the main approach roads and gateways to Frome, the A362.
- **Townscape:** The northern part of the estate is characterised by poor quality, large industrial buildings, with the southern part including utilitarian industrial buildings. The commercial buildings are two- and three-storey with pitched roofs.
- **Materials:** The industrial buildings generally have profiled metal cladding, grey or coloured, while the commercial buildings are a mix of reconstructed stonework, with brown tiles and grey slates vertically hung.
- **Special features:** None.

Main issues

- There are a number of vacant units within the estate and there is pressure for their redevelopment, particularly the large vacant unit to the north-west, potentially for residential use. The site would benefit from a development brief for the larger vacant sites, therefore, to ensure that the site is marketed for the correct uses.
- The existing trees to Vallis Road should be retained as an effective screen to the estate from one of the main access roads to Frome.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape.
- **Landscape (soft and hard):** L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development.
- **Large-scale development:** LS1 Development brief.



Left Photographs of Vallis Trading Estate

- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **LS1 Development brief – Vallis Trading Estate:** A development brief to guide the development of the vacant parts of the site and should be prepared and adopted by Mendip District Council. The development brief should include an employment land study to ascertain the appropriate uses for the site, although the presumption should be in favour of employment use.

Right Character zone 21: Western residential area



Zone 21: Western residential area

Description

This zone comprises predominantly late twentieth century housing, incorporating housing on the western approach to Frome: along part of Vallis Road; at Whatcombe Vale, which was built by Frome Urban District Council; private housing along Whatcombe Road; and the recent residential development on the former Singer site.

Distinctive features

- **Layout:** This character zone is essentially three separate areas of housing: a twenty-first century, self-contained housing development on the western side of Vallis Road, on Wallington Way; Whatcombe Vale (including Whatcombe Road, Upper Whatcombe, Hill Ground and Dryers Close Lane) which was built by Frome Urban District Council in the 1970s; and the twenty-first century residential development on the former Singer site, at Delta Close, Henley Way and Foundary Barton, off Welshmill Lane. The housing on Wallington Way, which is laid out as a series of regular streets and courts, is set on a ridge and is highly visible from the surrounding countryside. Whatcombe Vale is on the eastern side of Vallis Road, to the north of the Trinity area. The housing steps down the valley side towards the River Frome, with roads generally following the contours. Whatcombe Road is a through road, with other roads mainly being culs-de-sac. The housing on the former Singer site is more informal layout, with buildings and roads fronting onto the River Frome.
- **Uses:** Predominantly residential, with a small parade of shops, St Louis Catholic Primary School and hall, Kingdom Hall, a youth facility and an agricultural merchant.
- **Landscape and open space:** There is an area of informal recreation space off Farrant Road that is protected under Policy SN12 of the **Mendip District Local Plan**. In addition, there are a few areas of important green space within the area, such as on Upper Whatcombe, Ground Hill and along Whatcomber Road, some of which are linked by pedestrian routes. Although there are no

formal street trees within the highway, there are trees within grassed amenity areas and within private gardens and these, together with the views down the hillside towards open countryside, help soften the appearance of the area. The recent housing development at Wallington Way and at Delta Close is more urban in character, being of a higher density with limited tree planting. However, the development at Delta Close benefits from being adjacent to the River Frome corridor.

- **Townscape:** Whatcombe Vale is typical 1970s suburban housing, generally two-storey, with some three-storey blocks of flats. The housing is terraced, semi-detached and detached, with a mix of buff reconstructed stonework, buff and orange/brown brickwork and brown tile hanging to the walls, with brown pantiled roofs. The housing on Wallington Way is high density, two- and three-storey terraced housing, with very small or no front gardens, and generally a mix of cream rendered and stone reconstructed walls with red pantile and grey concrete slate roofs. The housing on the former Singer site is similar to the housing at Wallington Way, with a mix of two- and three-storey terraced houses, with very small or no front gardens, and generally a mix of cream rendered and stone reconstructed walls, with some red brickwork and red pantile and grey concrete slate roofs.
- **Materials:** As noted above.
- **Special features:** None.

Main issues

- The site of the agricultural merchant on Vallis Road is identified in the **Mendip District Local Plan** as a site for housing (land east of Vallis Road), although it is not mentioned in the **Mendip Local Development Framework draft Core Strategy** (February 2011).
- Any significant development proposals need to consider the relationship of development to the settlement edge to create a sensitive transition to the countryside.



Right Photographs of the western residential area

- As the area is on the ridge and steps down the valley side to the River Frome, it is prominent in views from the surrounding countryside.

General design guidelines

The following general design guidelines are applicable to this character zone:

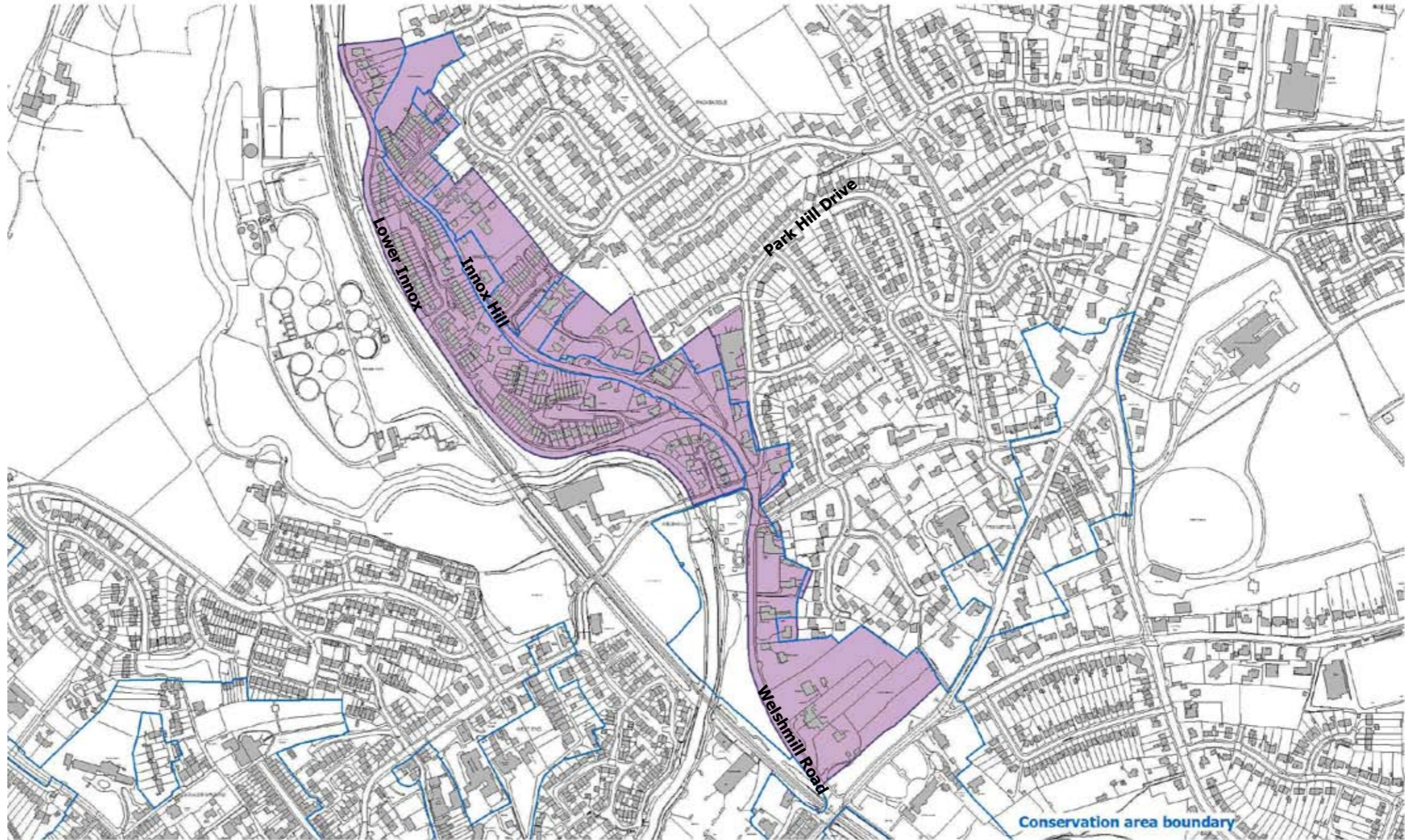
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **Large-scale development:** LS1 Development brief; LS2 Variety of house types; LS3 Grouping of houses.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **MT10 Gateways to Frome – Vallis Road:** Celebrate the 'gateway' to Frome on Vallis Road, through the provision of an appropriate gateway marker and signage to signify a sense of arrival and physical point of entry to the town.
- **LS1 Development brief – Land east of Vallis Road:** If the land east of Vallis Road (the agricultural merchant's site) is to be developed in the future, then a development brief for the site and should be prepared and adopted by Mendip District Council. Development proposals will need to consider the relationship of development to the settlement edge to create a sensitive transition to the countryside, and the prominence of the site in views from the surrounding countryside.

Right Character zone 22: Inox Hill/ Welshmill



Zone 22: Innox Hill/Welshmill

Description

This zone lies to the north of the River Frome, on the north-west side of the town. It comprises areas of nineteenth-century housing along Innox Hill and Welshmill Road, which follow the course of an ancient route to Bath, together with late twentieth-century housing at Lower Innox.

This zone generally relates to Character area 7 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- Layout:** This sinuous character zone lies on the north side of the River Frome, taking in Welshmill Road, Innox Hill and Lower Innox. Welshmill Road sweeps down from North Parade as it rises from the river towards Fromefield, until it levels out by the River Frome at the junction with Park Hill Drive and Spring Road. Just beyond the bridge over the river and the junction with Welshmill Lane, Innox Hill rises in a north-westerly direction until it reaches a commanding position overlooking Frome on the other side of the valley. As one climbs Innox Hill, there are glimpses of the spire of St John's Church. From the top of the hill, the distinctive twin spires of Holy Trinity Church stand out in the distance while, looking westwards, there are views of open fields. Lower Innox runs parallel with the railway towards the bottom of the valley, with the railway being at a slightly lower level. Lower Innox provides access to the housing estate between it and Innox Hill.
- Uses:** The area is primarily residential but includes a major place of worship, St Mary's Church. At the west end of Welshmill Road is a dental practice operating from a large former dwelling. By day, Welshmill Road, being close to the town centre, is lined on one side with parked cars.
- Landscape and open space:** A band of trees and greenery separates the road from the railway and the river until the land becomes level near the bridge over the River Frome. There are numerous mature trees within this zone, particularly along Welshmill Road.
- Townscape:** Welshmill Road has built development on its north side only and these are large detached or semi-detached dwellings in large plots of land; those at the western end stretch back considerably and combine to create a large area of private green space on the south facing hillside. In summer, thick overhanging trees on both sides of the road create a tunnel-like atmosphere that is quite unusual so close to a town centre.
- The trees conceal the railway and river to the south, and three well set back large houses to the north. Tree cover diminishes as the ground levels at the junction of Welshmill Road, Park Hill Drive and Spring Road. The loss of roadside trees in front of Shelsey House, breaking the length of tree cover on the north side, is regrettable because the house and its extensive hard-surfaced parking area do not contribute positively to the streetscene. From the playground and from the bridge over the Frome there are views of the river and the weir. Innox Hill starts boldly with a row of fine mature beech trees behind which stands St Mary's Church (Grade II-listed) perched above an area of open space that provides a good setting for the Victorian building.
- The church, designed by C E Giles, was erected in 1863 to 64 as a Chapel of Ease to St John's Church. Further along Innox Hill is a small group of houses forming a complete hamlet, which was built between 1810 and 1830 to accommodate workers from the Spring Gardens Mill. Although rather humble cottages, they are attractively laid out in an open quadrangle on the side of the hill, exploiting the changing levels. Lower Innox has development along its north eastern side, which is late twentieth-century terraced housing. At the junction of Welshmill Road, Welshmill Lane, Innox Hill and Lower Innox is a late twentieth century-development of detached housing.



Above Photographs of Innox Hill/
Welshmill

- **Materials:** The historic properties are generally of Forest Marble rubble walling with Doulling stone dressings, with red/brown tiled roofs. There is more of a mix of ... materials on the twentieth-century housing, with red brickwork and render with brown roof tiles. High stonework boundary walls generally appear adjacent to pavements and roads.
- **Special features:**
 - Large, attractive houses set within large plots of land along Welshmill Road.
 - Tunnel-like atmosphere created by the overhanging trees in Welshmill Road and around St Mary's Church.
 - Historic lamp posts in Innox Hill.
 - The high stonework boundary walls on Welshmill Road and Innox Hill.

Main issues

- Break in otherwise continuous stonework wall and garage on south side of Welshmill Road.
- Loss of architectural details on historic properties.
- Loss of tree cover at entrance to Shelsey House.
- The lack of car parking, other than on-street parking, for residential properties along Innox Hill and Lower Innox.
- Pressures for infill development in the grounds of larger properties.
- Lack of appropriate frontage on to the river and railway line.
- The boundary treatments, particularly along Lower Innox, are disparate and of poor quality.

General design guidelines

The following general design guidelines are applicable to this character zone:

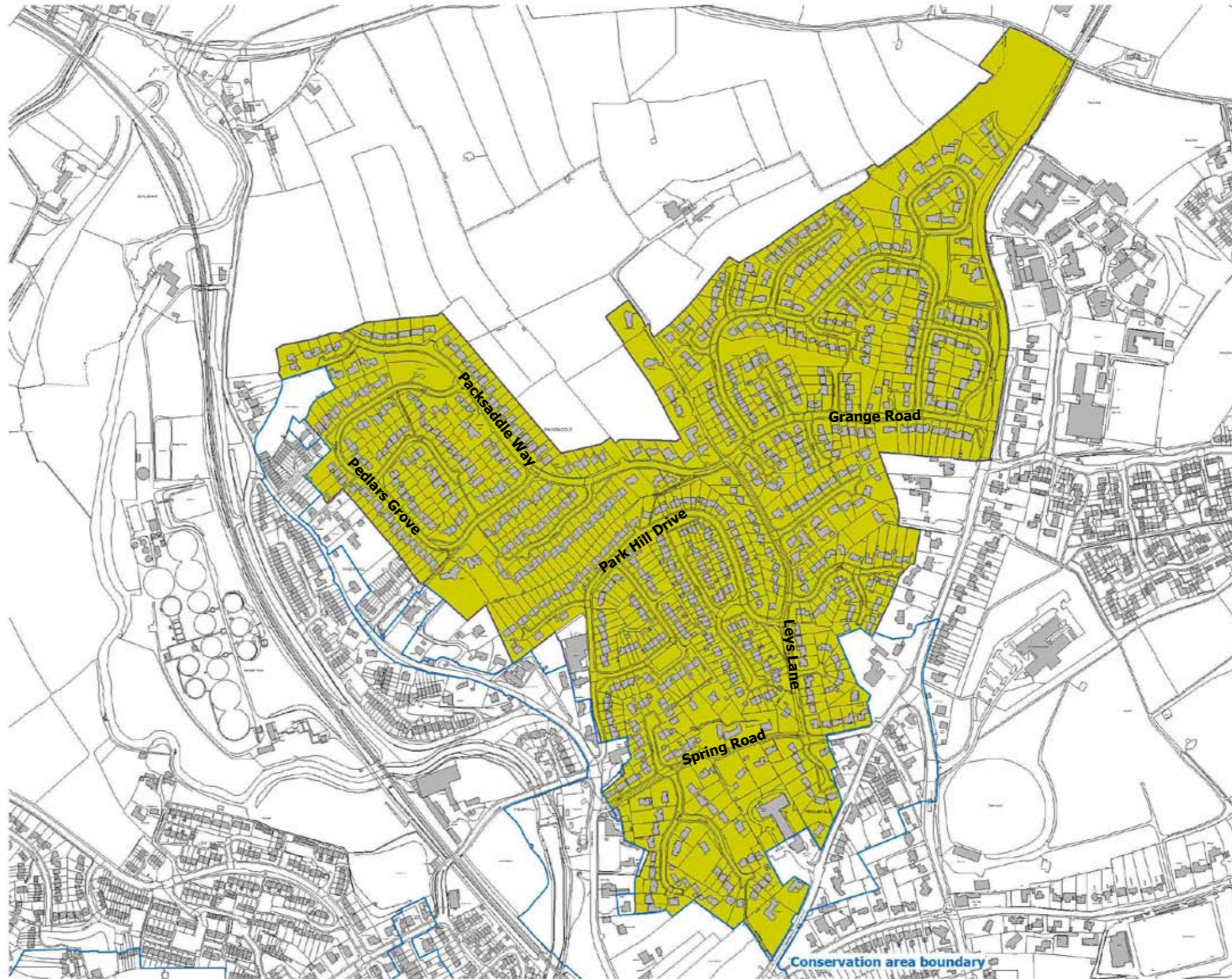
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L2 River Frome corridor; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **Q4 Infill development:** The large plot sizes along Welshmill Road and part of Innox Hill might result in pressures for infill development within rear gardens. This should only be allowed where the loss of the space would not be detrimental to the overall quality and amenity of the area and where a proposal respect the character and appearance of the area.
- **L2 River Frome corridor - linkages:** The promotion of new pedestrian and cyclist links to the corridor should be encouraged to increase its profile and usage by both residents and visitors.
- **L4 Protection of trees:** The trees within the zone make a significant contribution to the character of the zone and, therefore, should be assessed and then protected as appropriate.
- **L8 Boundaries:** New boundaries and changes to existing boundaries, both between properties and to the street, should make close reference to the traditional treatment of similar boundaries in the locality, such as height, material, planting species and style. They should be of high quality and be appropriately durable or maintainable. Should the opportunity arise, it would be beneficial to enhance the boundaries to the properties along Lower Innox.

Right Character zone 23:
Packsaddle



Zone 23: Packsaddle

Description

This zone is predominantly mid- to late-twentieth century housing in the north-west of Frome at Leys (1950s), Northcote (1960s) and Packsaddle (1970s).

Distinctive features

- **Layout:** The development of Leys Lane began in the 1950s and it was extended, with more roads being built off it, including Leystone Close, Park Hill Drive and Clumber Drive, using land that had once belonged to Fromefield House. Frome Urban District Council was instrumental in getting the Northcote Estate developed from the early 1960s onwards in order to provide 'upper middle class' housing to help attract key workers to the town. The council provided the roads and plots with the intention that no one was allowed to buy more than two plots so that a variety of larger and individual houses would result - although this did not entirely work. The original estate comprised Grange Road, Mendip Drive, Selwood Crescent, Northcote Crescent and Mendip Close. The Leys and Northcote developments were followed by the development of the Packsaddle area, commencing in 1974, on land of the former Packsaddle Farm. There has been some more recent infill development within the gardens of some of the larger plots.
- The road network is characterised by a series of culs-de-sac. Leys Lane and Packsaddle Way are essentially culs-de-sac. Some roads off them are distributor roads, off which there are further short culs-de-sac.
- **Uses:** Predominantly residential.
- **Landscape and open space:** Although there are no street trees, the area has a fair amount of vegetation, with mature trees within gardens and within areas of green space. There is a network of public green space running through the Northcote area. The northern boundary of the zone is open countryside.
- **Townscape:** Typical suburban character of buildings, prevalent in many

towns in the country. Selwood Lodge is an example of Gothic revival style, of which there are few examples in Frome. There is a considerable change in level across the area, which see houses stepping down the valley sides. The dwellings are a mix of detached and semi-detached one- and two storey buildings, with off-street parking. The properties have an informal building line which is set back with gardens to the front with low boundary walls or hedges.

- **Materials:** Reconstructed stonework, buff brickwork, hanging tiles, cladding, render, and brown tiled roofs, white and brown PVC-u windows.
- **Special features:**
 - The changes in level as the housing steps down the valley sides provides the opportunity for attractive views both of the town and the surrounding countryside.
 - The front gardens are generally very well kept.

Main issues

- Pressures for infill development in the grounds of larger properties.
- The zone includes part of Bath Road, where a gateway celebrating arrival to Frome is suggested.
- The views across Frome and out into the open countryside need to be maintained.
- There is an important network of green space running through the area which needs to be retained and fully used. Property boundaries to these spaces need to be appropriately maintained



Right Photographs of Packsaddle

General design guidelines

The following general design guidelines are applicable to this character zone:

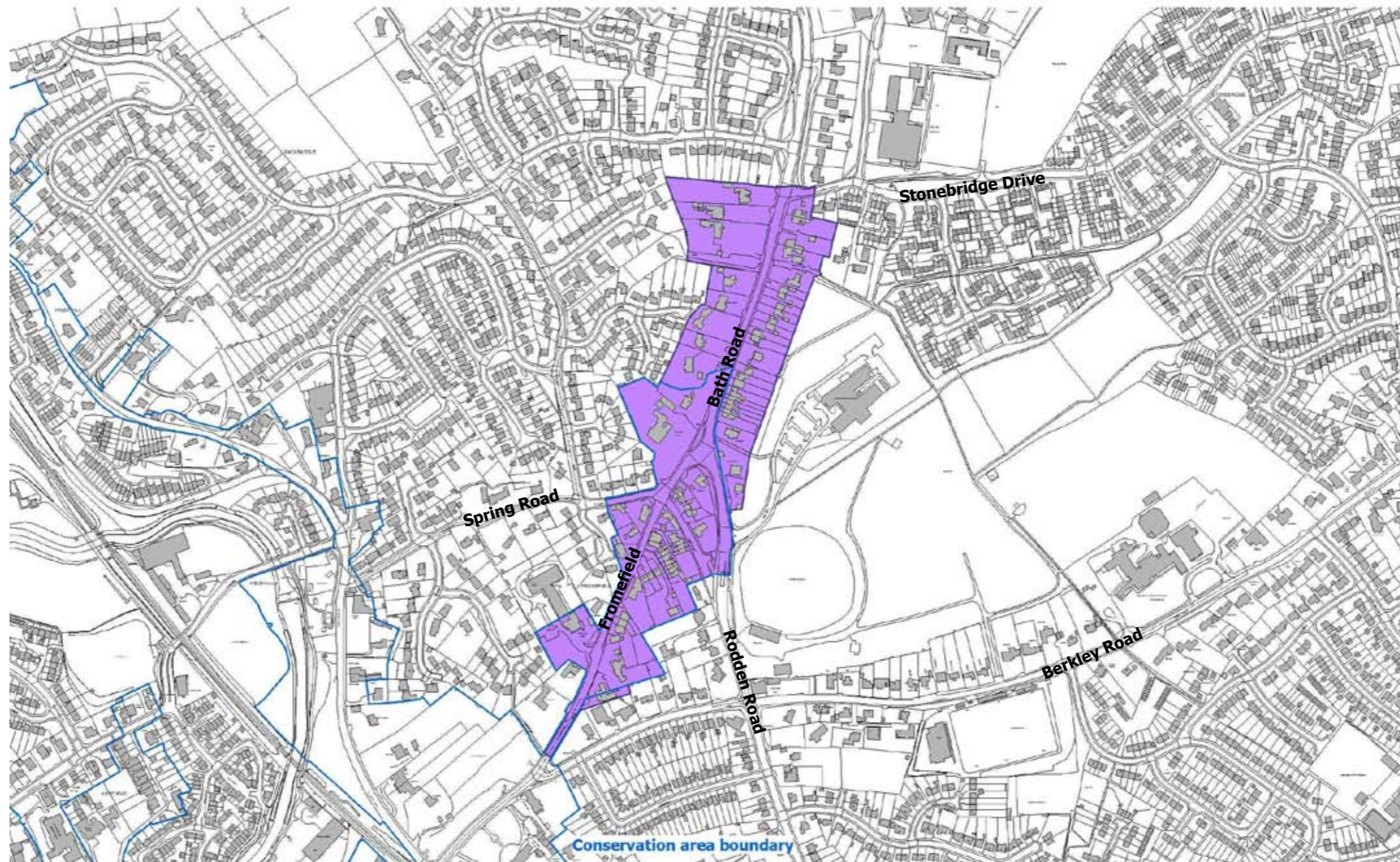
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Conservation area:** CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **Q4 Infill development:** The large plot sizes within the southern part of the zone, for example along Spring Road, might result in pressures for infill development within gardens. This should only be allowed where the loss of the space is not detrimental to the overall quality and amenity of the area and where the proposals respect the character and appearance of the area.
- **L4 Protection of trees:** The trees within the zone make a significant contribution to the character of the zone and, therefore, should be assessed and then protected as appropriate.
- **MT10 Gateways to Frome – Bath Road:** Celebrate the 'gateway' to Frome on Bath Road, through the provision of an appropriate gateway marker and signage to signify a sense of arrival and physical point of entry to the town.

Right Character zone 24:
Fromefield



Zone 24: Fromefield

Description

This zone covers the once separate hamlet of Fromefield, located on the northern side of the River Frome. It is a mainly residential area comprising a fine ensemble of late eighteenth-and early nineteenth-century houses, with extensive roadside tree cover.

This zone generally relates to Character area 8 of the **Frome Conservation Area Appraisal and Management Proposals** document.

Distinctive features

- **Layout:** Fromefield, once a separate hamlet on the outskirts of Frome, is located north of the town, on the far side of the hill on the north side of the River Frome, such that the town of Frome cannot be seen from Fromefield. Approaching Fromefield from the north, the road curves slightly and rises to meet North Parade ascending from Frome town centre. The area has a generally tranquil atmosphere marred only by traffic. The properties on the western side of Bath Road are large, detached buildings set within extensive grounds and are only partially visible from the road. Those on the eastern side are generally semi-detached or terraced, although set back from the road.
- **Uses:** The area is mainly residential and there is a doctors' surgery, a bed and breakfast, a post office and a take-away. Stoneleigh House is part of Farleigh Further Education College.
- **Landscape and open space:** The mature trees and vegetation alongside the main road, Bath Road which runs into Fromefield, gives the area a semi-rural atmosphere that belies its proximity to the town centre.
- **Townscape:** Fromefield House stands in a relatively large plot beside a wide, modern road junction and is partly concealed by trees. Most buildings are two storeys in height and face the road. Abergele is set back at an angle on the west and presents a very pleasing Georgian façade to those arriving from the north. Brunswick Place (nos. 31 to 33 Fromefield) is an elegant three-storey

building given greater presence in the street scene through being elevated above the road.

- **Materials:** Stone is the most prevalent walling material, either ashlar as at Fromefield House or rubble stone as at no. 34. Red/brown pantiles are common. There are some stone tiled roofs remaining. Render can be seen on modern infill development.
- **Special features:**
 - The fine ensemble of late eighteenth-and early nineteenth century houses, many of which are listed buildings.
 - Large, attractive houses set within large well-landscaped plots of land.
 - The extensive roadside tree cover, which gives the area a semi-rural, village feel.

Main issues

- Bath Road is a main traffic route into town.
- The junction of Bath Road, Rodden Road and Fromefield needs to be more clearly defined as a gateway into Frome, with clearer signage to direct visitors into the town centre.
- There are problems of on-street parking and narrowing of the carriageway.
- Pressures for infill development in the grounds of larger properties.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking
- **Landscape (soft and hard):** L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L11 Historic floorscape and



Right Photographs of Fromefield

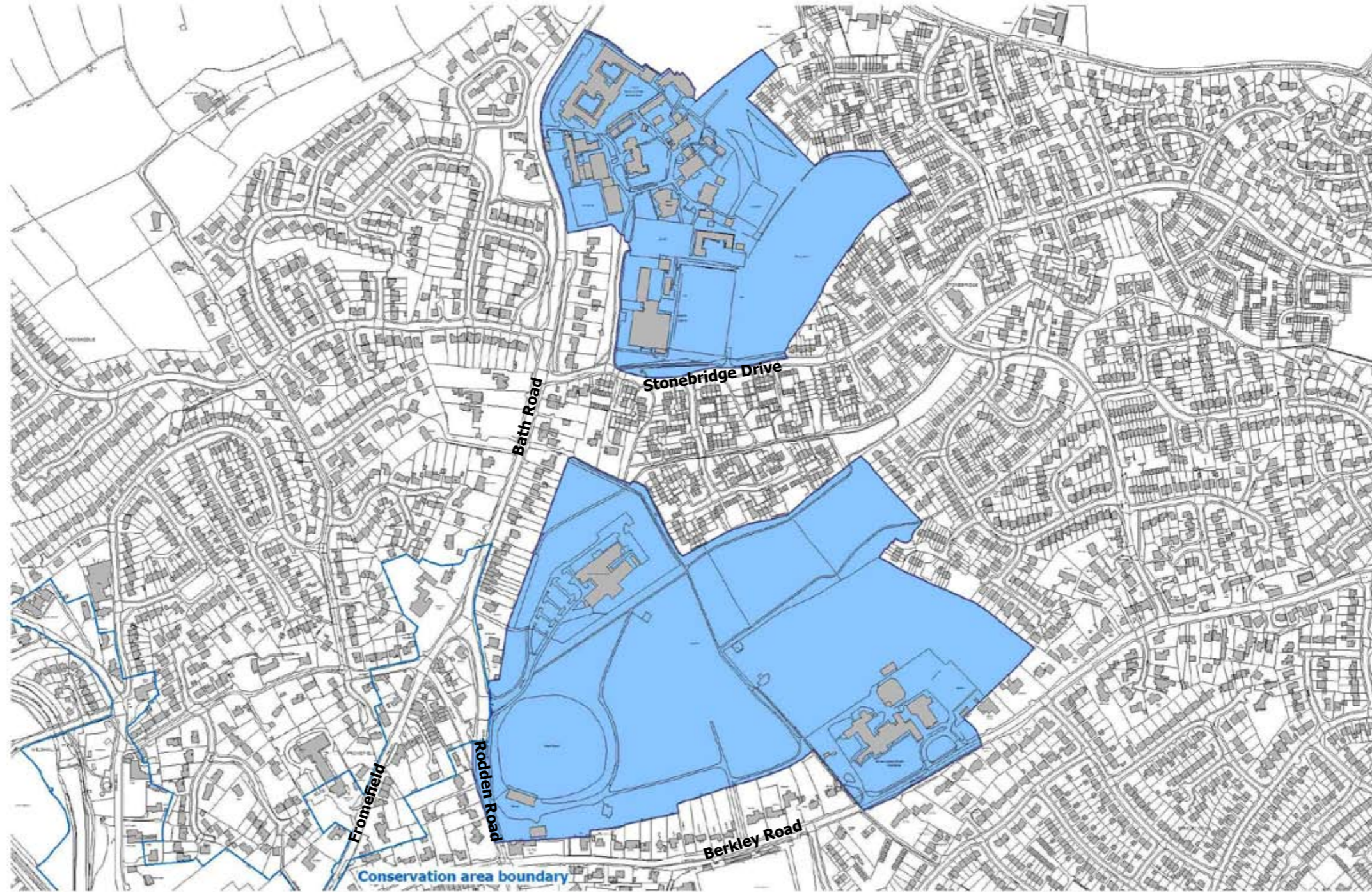
- historic items in the public realm; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Conservation area:** CA1 Frome Conservation Area Appraisal and Management Proposals; CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT1 Legibility and signage; MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes; MT10 Gateways to Frome.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **Q4 Infill development:** The large gardens to some of the properties in Fromefield might result in pressures for infill development within gardens. This should only be allowed where the loss of the space would not be detrimental to the overall quality and amenity of the area and where the proposals respect the character and appearance of the area.
- **L4 Protection of trees:** The trees within the zone make a significant contribution to the character of the zone and, therefore, should be assessed and then protected as appropriate.
- **MT10 Gateways to Frome – Bath Road, Rodden Road and Fromefield junction:** Celebrate the gateway to Frome at the junction of Bath Road, Rodden Road and Fromefield through the provision of an appropriate gateway marker and signage to signify a sense of arrival and physical point of entry to the town.

Right Character zone 25: Hospital/college



Zone 25: Hospital/college

Description

This zone covers two separate areas of public buildings and recreational ground on the northern side of the River Frome, incorporating: Frome Community Hospital, Frome Cricket Club and Selwood Anglican/Methodist Middle School; and, Frome Community College (secondary school), with associated playing fields, Merlin Theatre and Frome Sports Centre.

Distinctive features

- **Layout:** This zone covers two separate areas of institutional buildings in the north-eastern of Frome. The northern area comprises Frome Community College (secondary school), with associated playing fields, the Merlin Theatre and Frome Sports Centre. These facilities have a joint access off Princess Anne Road. The southern area comprises Frome Community Hospital, Frome Cricket Club and Selwood Anglican/Methodist Middle School, together with recreational and playing fields. A new medical centre is currently under construction on land adjacent to Frome Community Hospital, which will replace the Health Centre on Park Road and the Berkley Road Medical Practice. The facilities within the southern area have a number of accesses off Rodden Road and Berkley Road.
- **Uses:** Institutional.
- **Landscape and open space:** This area incorporates a major town asset, the recreation and cricket ground. There area also playing fields associated with the school and college. The area of land immediately north of Frome Community Hospital is inaccessible to the public. Vegetation is generally sparse within the southern area, apart from around Selwood Anglican/Methodist Middle School where there are a number of mature trees, but is more substantial within the northern area.
- **Townscape:** The buildings within the northern area range between one and three storeys in height and have flat roofs predominantly. The buildings, particularly within the college, are set within mature landscape grounds. For

the southern area, Frome Community Hospital, which opened in 2008, is a two-storey contemporary building with mono-pitched roofs. The cricket pavilion is a single storey building. Selwood Anglican/Methodist Middle School is a mix of one- and two-storey buildings, generally with pitched roofs.

- **Materials:** A mix of render, white and coloured, with buff and orange brickwork and elements of reconstructed stonework and timber cladding. Roofs are a mix of brown pantiles and flat roofing materials. For the southern area, the boundary to Rodden Road is a recently constructed, attractive, stonework wall, while the frontage to Berkley Road is a hedgerow with mature trees behind.
- **Special features:**
 - Important recreational asset for the town.

Main issues

- The open space, which is identified for protection under policy SN12 of the local plan, should be retained as a recreational and amenity asset for the town.



Right Photographs of the hospital and college

General design guidelines

The following general design guidelines are applicable to this character zone:

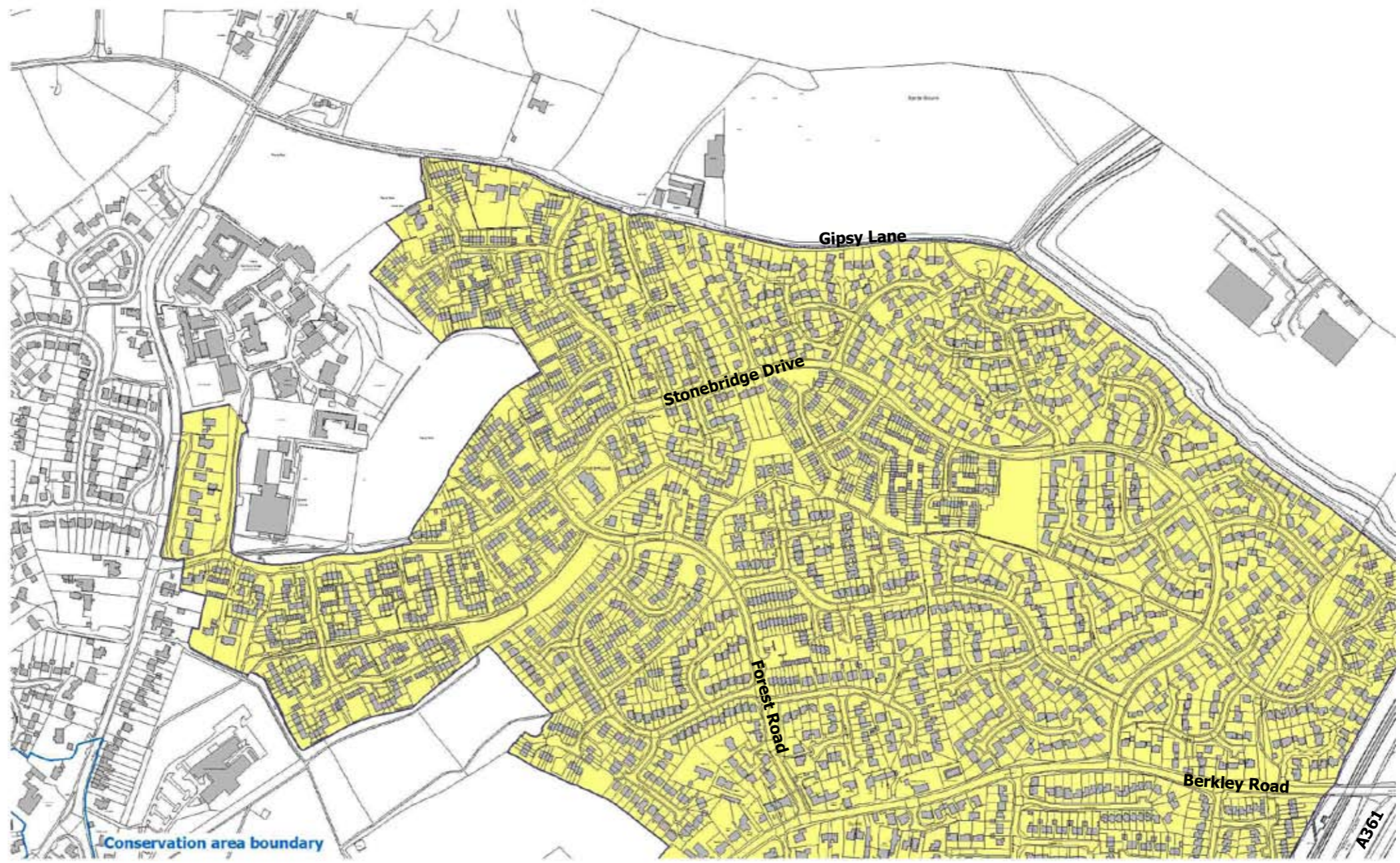
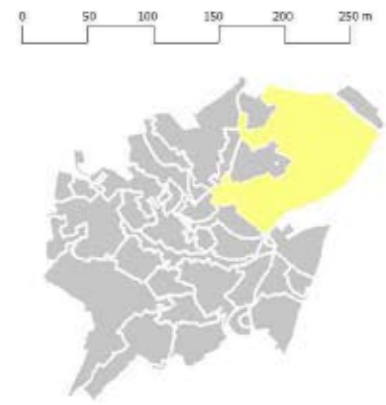
- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q6 Parking.
- **Landscape (soft and hard):** L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L8 Boundaries; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage; L18 Open space.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD7 Ancillary facilities.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **L3 Green spaces – recreational facilities:** This major public recreational and amenity asset should be retained and managed appropriately.

Right Character zone 26: North-eastern residential area (north)



Zone 26: North-eastern residential area

Description

This zone covers an area of twentieth-century suburban housing development at Stonebridge, Clink and Berkeley Down, in the north-east of Frome. Housing closer to the River Frome dates from the 1920s to 1930s, but the majority of the area was developed from the late 1970s onwards.

Distinctive features

- **Layout:** An inward looking area of suburban housing, isolated from the historic core of Frome by the railway and river. The development started in 1976 on the grounds of what had been Beaconsfield Farm. There is one main through-road, Berkley Road/Clink Road, which provides access from Rodden Road to the A361 in the east. Stonebridge Drive/Brunel Way is a distributor road that loops from Bath Road to Clink Road. There are then a series of smaller link roads, off which is a series of culs-de-sac. The housing within this area shows the incremental nature of the development with a mixture of terraced, semi-detached and detached housing. Houses are generally set back from the road, with in-curtilage parking for the semi-detached and detached properties.
- **Uses:** Residential, with some community support facilities including a school and a local shopping centre.
- **Landscape and open space:** The layout includes a limited amount of formal open space, although there are some grassed areas distributed around that help soften the hard appearance of the area. There are very few street trees, with an exception being on Beechwood Avenue. Some gardens have mature trees which are evident from the streets, particularly on Brunel Way where rear gardens back onto the road.
- **Townscape:** Typical suburban character of buildings, prevalent in many towns in the country. Developed in a number of stages there is a mix of building types from 1920s/1930s town houses to more modern housing estates with mainly detached units. The main roads are segregated by development backing onto

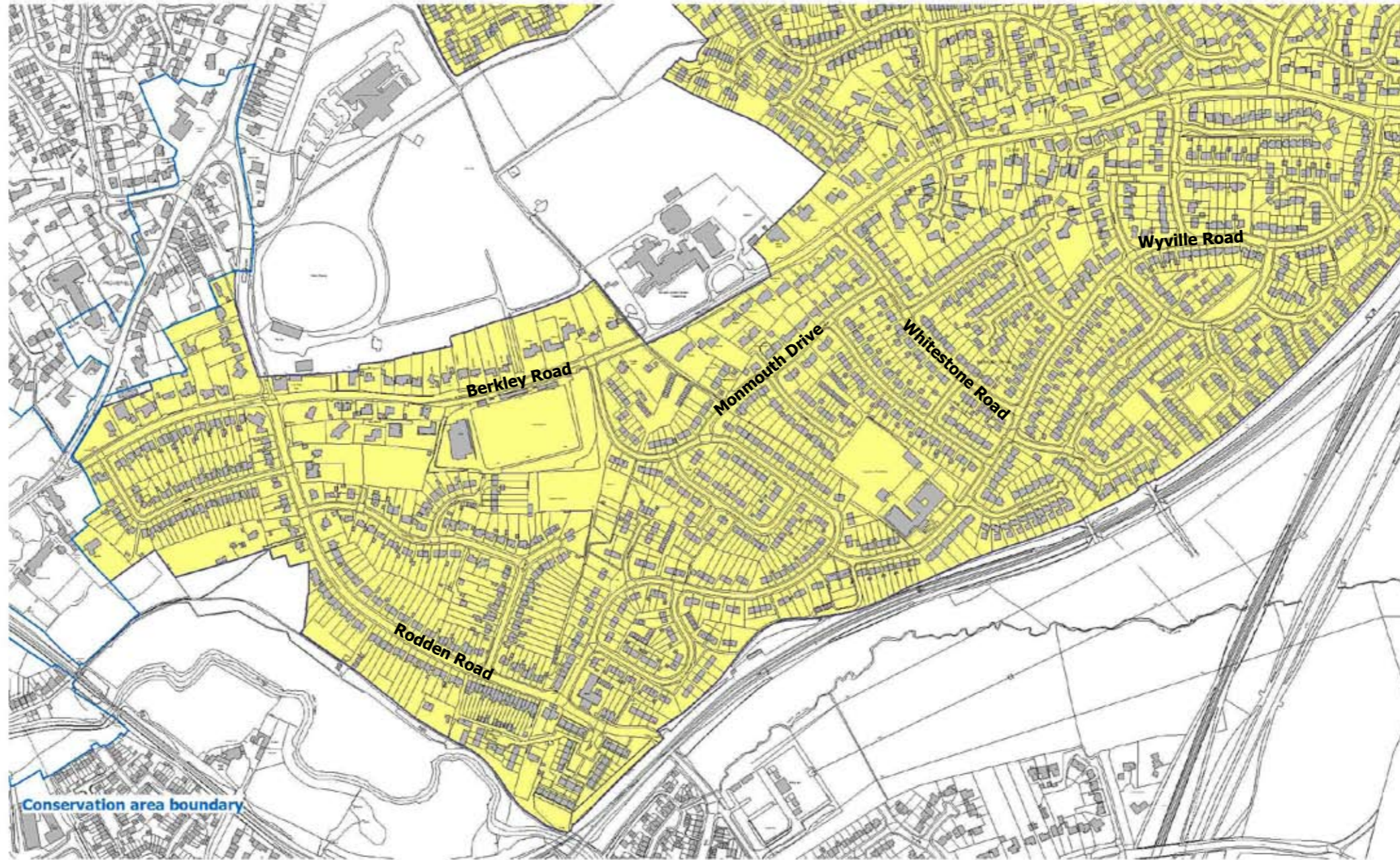
them. Elsewhere there are varying degrees of set back and strong building lines. Overall the development is of limited character with few distinguishing features. The land is generally flat, in contrast to the Packsaddle area, with limited appreciation and views of the countryside. It is a mix of semi-detached, terrace and bungalow development.

- **Materials:** Mixture of brickwork of varying colours (brown, orange, and buff), painted render, pebble dash, tile hanging and buff coloured reconstructed stonework for the walling, with red/brown clay tile roofs and some red brickwork chimneys. The public realm is of standard highway design, with macadamed roads and footpaths.
- **Special features:** None.

Main issues

- Large scale development opportunity within this area is limited as it is constrained by the railway line along its south-eastern edge and by Gypsy Lane and the Commerce Park on its north-eastern boundary.
- The area does not portray the intrinsic character of Frome, and could be located in any other towns in England.
- Some of the streets and areas are lacking in greenery and would benefit from the introduction of street trees.

Right Character zone 26: North-eastern residential area (south)



General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q3 Roofscape; Q4 Infill development; Q5 Development density; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L3 Green spaces; L4 Protection of trees; L5 Impact of development on trees; L6 Impact of construction on trees; L7 Street trees; L8 Boundaries; L9 Front gardens/ areas; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting.
- **Building design:** BD1 Building lines; BD2 Building frontage; BD3 Architectural treatment; BD4 Roof design; BD5 Materials; BD6 Shop fronts; BD7 Ancillary facilities.
- **Conservation area:** CA2 Listed buildings.
- **Sustainability:** S1 Land use; S2 Appropriate siting of development; S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S11 Building refurbishment; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT2 Pedestrian crossings; MT4 Accessibility; MT5 Parking resulting from new development; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **General development:** G1 Local distinctiveness; G2 Settlement pattern; G3 Design and Access Statement; G4 Building styles; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

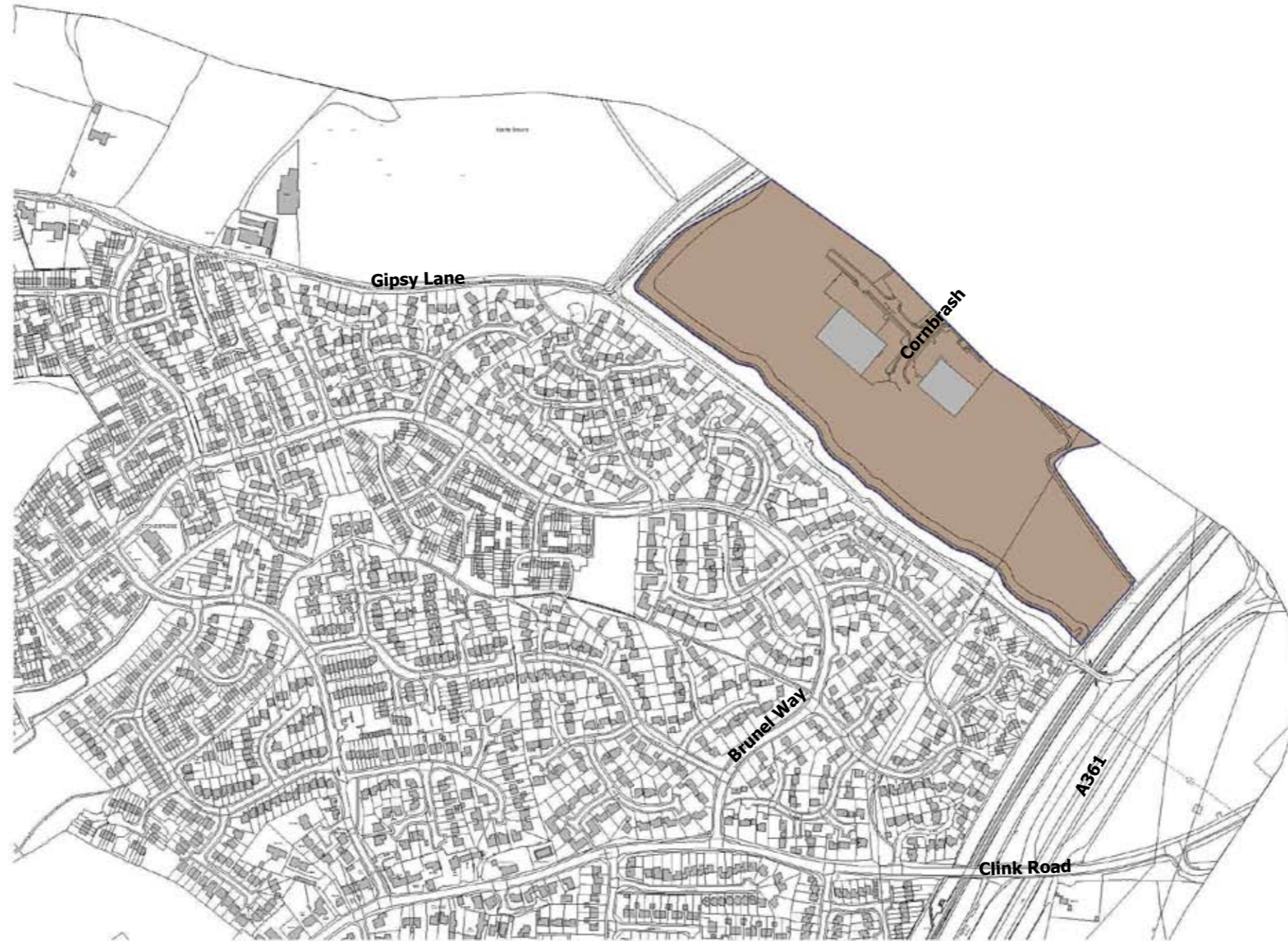
The following design guidelines are specific to this character zone:

- **L7 Street trees:** Consideration should be given to the introduction of street trees where possible and the promotion of tree planting within front gardens.
- **L9 Front gardens/ areas:** The conversion of front gardens to hard surfaced areas should be avoided where possible. The maintenance of front garden areas should be encouraged.
- **L18 Open space:** The commissioning of an open space study for the town should help identify appropriate uses for the areas of open space within this zone, to help maximise their use and contribute to the amenity of residents.



Right Photographs of the north-eastern residential area

Right Character zone 27:
Commerce Park (Berkley)



Zone 27: Commerce Park (Berkley)

Description

This zone is a new business park located on the north-eastern edge of Frome, outside the settlement boundary.

Distinctive features

- **Layout:** This zone comprises the Commerce Park on the north-eastern edge of Frome, accessed off a roundabout on the A361. It contains a number of commercial and industrial units, with a range of small and medium size workshop units with associated car parking facilities, together with a hotel and public house located at the entrance to the development. Part of the site is still to be developed for employment uses. The north-western boundary is Berkley Lane and the north-eastern boundary is the A361, and beyond both lies open countryside. The south-western boundary is formed by the railway and to the south-west is the Stonebridge/Clink residential area.
- **Uses:** A business park, capable of providing 65, 000 sq m of commercial and industrial accommodation once fully developed. The park includes a hotel and public house.
- **Landscape and open space:** Plot landscaping is still to be established and there is limited greenery and trees. To the east of the park, is a small area of woodland.
- **Townscape:** The business park is located on the edge of Frome and screened from nearby residential development by a large landscape buffer. The architectural design is standard for a business park, with two-storey, rectangular industrial units of grey metal cladding with a buff brickwork plinth. The hotel and public house are of standard chain design.
- **Materials:** The predominant material for the commercial and industrial units is grey metal cladding, with a buff brickwork plinth. The hotel and public house are a mix of buff brickwork and render with grey and red tiles roofs.
- **Special features:** None.

Main issues

- The remaining development of the business park should be in keeping with the development already completed.

General design guidelines

The following general design guidelines are applicable to this character zone:

- **Quality of the environment:** Q1 Visibility; Q2 Scale of development; Q6 Parking.
- **Landscape (soft and hard):** L1 Development on the settlement edges; L10 Hard landscaping; L12 Landscape design; L13 Implementation of landscape schemes; L14 Public realm; L15 Lighting; L16 Signage.
- **Building design:** BD3 Architectural treatment; BD5 Materials; BD7 Ancillary facilities.
- **Sustainability:** S3 Building design; S4 Amenity spaces; S5 Flexibility; S6 Resource use; S7 Sustainable drainage systems; S8 Construction technology; S9 Materials; S10 Site assets; S12 Use of appropriate monitoring tools.
- **Movement and transport:** MT4 Accessibility; MT6 Traffic effects of development; MT7 Pedestrian and cycle routes.
- **Large-scale development:** LS1 Development brief.
- **General development:** G1 Local distinctiveness; G3 Design and Access Statement; G5 Innovative design; G6 Appropriate uses; G7 Demonstrating design quality; G8 Community involvement.

Zone specific design guidelines

The following design guidelines are specific to this character zone:

- **Appropriate uses:** The Commerce Park should remain as a site for industrial and business opportunities only and should not accommodate retail uses.



Right Photographs of Commerce Park



7 Conclusion

701 This statement provides a detailed guide to the character of the town of Frome, identifying the specific nature of the buildings and landscape, which make the town distinctive.

702 The study has identified 27 individual character areas in Frome and set design guidance and recommendations for future development and enhancement in each area.

703 The design guidelines included within this Town design Statement seek to ensure that the essential characteristics of the historic parts of the town area conserved and that any future development uses the opportunity to create a much high quality urban environment.

704 Its purpose is to safeguard local character and to encourage sensitive, high quality design where new development occurs, whether it is repair, refurbishment, regeneration or development project. This statement looks to improve the quality of new development by showing how good design can help to address affordability and sustainability. It looks to raise the awareness, knowledge and expectations amongst the public, those commissioning the building works, those submitting planning applications

705 The TDS has been produced in consultation with the local community and is suitable for adoption as Supplementary Planning Document by Mendip District Council.



Key References

The following key references have been used in the production of this Town Design Statement:

- **Town Design Statements: Why and how to produce them.** The Countryside Agency, February 2003.
- **Frome Conservation Area Appraisal and Management Proposals.** Mendip District Council/ The Conservation Studio, 18 June 2008.
- **The buildings of Frome. A study of the development of Frome and its buildings over a period of more than 1300 years.** Rodney D Goodall, Second edition 2005.
- **Frome Place-names. Their Origin and Meaning.** Micael McGarvie, Frome Society for Local Study, 1983.
- **Historic Building Repair in Frome.** Mendip District Council.
- **A Portrait of Frome. A background paper to help support public consultation on the preparation of the Mendip Sustainable Community Strategy and Local Development Framework Core Strategy.** Mendip District Council, December 2008.
- **Warmer Bath. A guide to improving energy efficiency of traditional home in the city of Bath.** Bath Preservation Trust and the Centre for Sustainable Energy, June 2011.
- **A Vision for Frome 2008 / 2028.** Frome Community Plan, Vision 4 Frome 2008
- **The Mendip District Local Plan** (adopted 19 December 2002)
- **Mendip Local Development Framework – Draft Core Strategy** (February 2011)
- **Planning Brief and Code,** Gardsale. Mendip District Council, 2005.
- **Sturminster Newton Town Design Statement SPD. SturQuest, July 2008.**
- **Church Stretton Town Design Statement.** South Shropshire District Council, 2007.

- **New Alresford Design Statement**, April 2008.
- **Frodsham Town Design Statement SPD**.
- **Town Centre Performance Assessment**, Mendip Town Centres Study Final Report. Roger Tym and Partners, 2010.

Maps

- **Frome map 20**. movingsomersetforward.co.uk
- **A plan of Frome, 1774**.
- **1886 Ordnance Survey**.
- **1903 Ordnance Survey**.

