







Feria Urbanism is a planning and design studio that specialises in urban design, urban planning, neighbourhood strategies, public participation and community engagement. Established in 2007, we have been involved in a diverse range of planning and design projects across the UK.

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Contents

- 6 About This Document
- 8 Frontage & Facades
- 10 Ground Details
- 12 Roof Lines
- 13 Boundary Details
- 14 Massing & Scale



The following pages comprise a brief character study of the elements found within Puddletown village.

Presented here are examples of frontages and facades, massing and scale, ground details, boundary details, and roof lines.

The images have been selected to inform a more structured discussion on which parts of the village work well and which could benefit from improvements or other design and planning interventions.

These photographs and observations will also be used to inform the direction of the design guidance element of the emerging Puddletown Neighbourhood Plan.

This element of the plan will provide clear guidance on what should and should not be granted plannining permission in the parish, based on considerations of layout, design, materials and appearence.

Frontage & Facades



A cluster of flush-facades and simple details identifies this residential scheme. But does the open space in front need better definition?



Linked cottages edge this lane with simple planting and porch details that add to the traditional setting of the village.



Plants and other personal memorabilia decorate the entrance to this house, making for an interesting and vibrant street that hints at village personalities.



Front door canopies are a common architectural feature throughout the village and distinguish entrances. Brick paving also helps to differentiate private paths.



Quirky features such as this thatched porch and personalised lettering add to the visual richness of the village.



This building has a unique architectural style that sets it aside from other buildings with a cantilevered balcony and a span of glazing.



The village shop sits flush to the back of the footway within a mix of residential and business units and is distinguished by the large display windows.



The old school house is built from local Portland stone. This key building has now been converted into houses, yet it maintains the grandeur of its past use.

Ground Details



The lack of boundaries can lead to the under-use of front gardens. Poor definitions between public and private spaces should be avoided.



The "public square" has potential but currently has no defined everyday design details that hint at this greater purpose.



The pavement leading to Puddletown First School ends abruptly, resulting in interrupted and inconvenient journeys on foot to the school and land further west.



Odd patches of grass and tarmac can leave spaces poorly-defined and can result in spaces with maintenance problems.



Lack of tarmac and absence of painted lines, such as doubleyellow or white stripes, helps preserve a village character.



The use of permeable ground materials softens appearances and assists with the control of rainwater run-off.



The lack of a raised footway reinforces the rural setting. Low walls and fence details help define public and private spaces.



Larger patches of green space within some residential areas can lack obvious purpose or ownership. What should happen here? Picnics? Ping-Pong? Play areas? Or just peacefulness!?

Roof Lines



This row of terraces forms a strong singular roofline and strengthens a traditional local street scene.



Varying pitches provide character to the roofscape. The buildings here are situated to frame a view of the church.



There is often a strong visual relationship between village and countryside beyond, especially from higher ground. How can these views be protected and enhanced?



Collections of working and renovated farm buildings can be found throughout the village. Some of these could be designated as heritage assets through the neighbourhood plan.



This farm building has been cleverly converted to provide both parking and storage behind. A model for new proposals?



A range of roof pitches and chimneys populate the village skyline.



Careful orientation of buildings and the pitch of roofs can allow for the capture of solar energy. Panels can be easily fitted to both new and existing properties.



The mix of building styles from different periods enhances the street scene, with existing character informing more recent developments.

Boundary Details



High boundaries can provide privacy and security, but is this type of fence material appropriate for the village?



Use of dark-coloured timber gates can help define courtyards and support the rural qualities of the village.



Low walls allow for windows to overlook the street, providing natural surveillance and a sense of safety.



Just one room in the roof? This is perhaps not the best use of internal space and does not result in a balanced architectural composition.



The River Piddle defines the village and while flood protection is essential, the local landscape here should be celebrated.



Curved detailing and ridged finishes to brickwork enhance visual qualities and positively contribute to the village setting.



A balanced and sturdy architectural composition, with vertical window details and tall chimney stacks, add to this building's presence within the village.



Stepped walls and "eyes on the street" from the first floor windows keep this pedestrian connection feeling safe. The curving lines of the walls are also inviting. It is a shame about the baffle railings at the end, always a frustration to those pushing prams.

Massing & Scale



Village dwellings are typically two storeys in height and finished with pitched roofs.



Low, single-storey garages. Chances are these are used for storage, not car parking. Is there a better way to provide this?



The village contains some hidden archways that lead to pedestrian paths. These routes are not obvious to a visitor. Low-rise vegetation softens the surrounding harder materials.



There are several grander buildings, with villa-like forms, that stand apart from the connected rows of clusters of houses found elsewhere.



Courtyard spaces, a mix of render, brick and timber garage doors help deliver a rural feel to more recent developments.



This side street features single-storey, mews-style buildings defining one edge of the street.



Window details within the architecture allows for small personal touches to be on show. This adds delight and surprise to the village experience.



This terrace, with a repeating rhythm, is an exemplar of the architectural heritage of the village. The detailed stonework, window details and roofline add to the village experience.





