



Land at Former Godwin Pumps Quenington

Vision Document | October 2025



OLIVIA
ESTATES

The Team



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Introduction

Olivia Estates are pleased to present this Vision Document in support of a high-quality, context-responsive development on land at the former Godwin Pumps site, Quenington.

We believe the site represents an excellent opportunity to redevelop a brownfield site for a more sympathetic residential use, creating a sustainable and sensitive infill development to Quenington and helping to deliver much needed new homes for the village and wider District.

The Document

This Vision Document sets out our aspirations and concept proposals for the site, along with the underlying principles that will guide its design and development.

In addition, it demonstrates how the proposals align with the objectives and design guidance of the Cotswold District Local Plan 2011–2031, in particular, Appendix D: Cotswold Design Code, and the Cotswold Design Guide documents.

The Vision

- **To create a high-quality, context-responsive development that reflects the distinctive character of the Cotswolds through its design, architectural detailing, and materials, while enhancing the site and its immediate surroundings.**
- **To deliver a residential scheme that integrates with the village, providing safe and convenient connections for pedestrians, cyclists, and vehicles.**
- **To provide attractive, ecologically rich spaces that incorporate mature boundary trees, new planting, and sustainable drainage (SuDS) features.**
- **To deliver new homes integrating with the existing community.**



Background

The site was subject to a previous planning application in April 2024 (reference 24/00968/FUL) for the demolition of the existing industrial building and the erection of 30 dwellings alongside 1,000.6 sqm of office space (Class E(g)). The application was unsuccessful.

The application was refused on 30 July 2024 with ten reasons for refusal. Key reasons for refusal relating to design included:

- The design, scale, and layout failed to respect the character of Quenington and the wider Cotswold setting and did not comply with the Cotswold Design Code.
- The building designs were considered unsatisfactory, failing to reflect the qualities of traditional architecture.
- Inadequate information was provided to demonstrate the protection of existing trees, impacting the overall environmental and visual quality of the site.

Other non-design issues, such as inappropriate commercial use (quantity and quality of office space), insufficient biodiversity provision, lack of safe pedestrian connectivity, and unsubstantiated housing mix, were also raised.

New proposals

Since the previous refusal there have been very material changes in planning policy and guidance at the national and local level that are material to the future of this site.

Furthermore, as set out in the planning note prepared by Montagu Evans that accompanies this Vision Document we consider that redevelopment of this site can be brought forward consistent with the adopted Development Plan.

As part of this pre-application, the site has been carefully redesigned to promote a more sustainable form of development while better reflecting the character of both the village and the wider Cotswolds. The proposals draw directly on the principles set out in the Local Plan Appendix D: Cotswold Design Code and the Cotswold Design Guide. Further details are set out in the following pages.

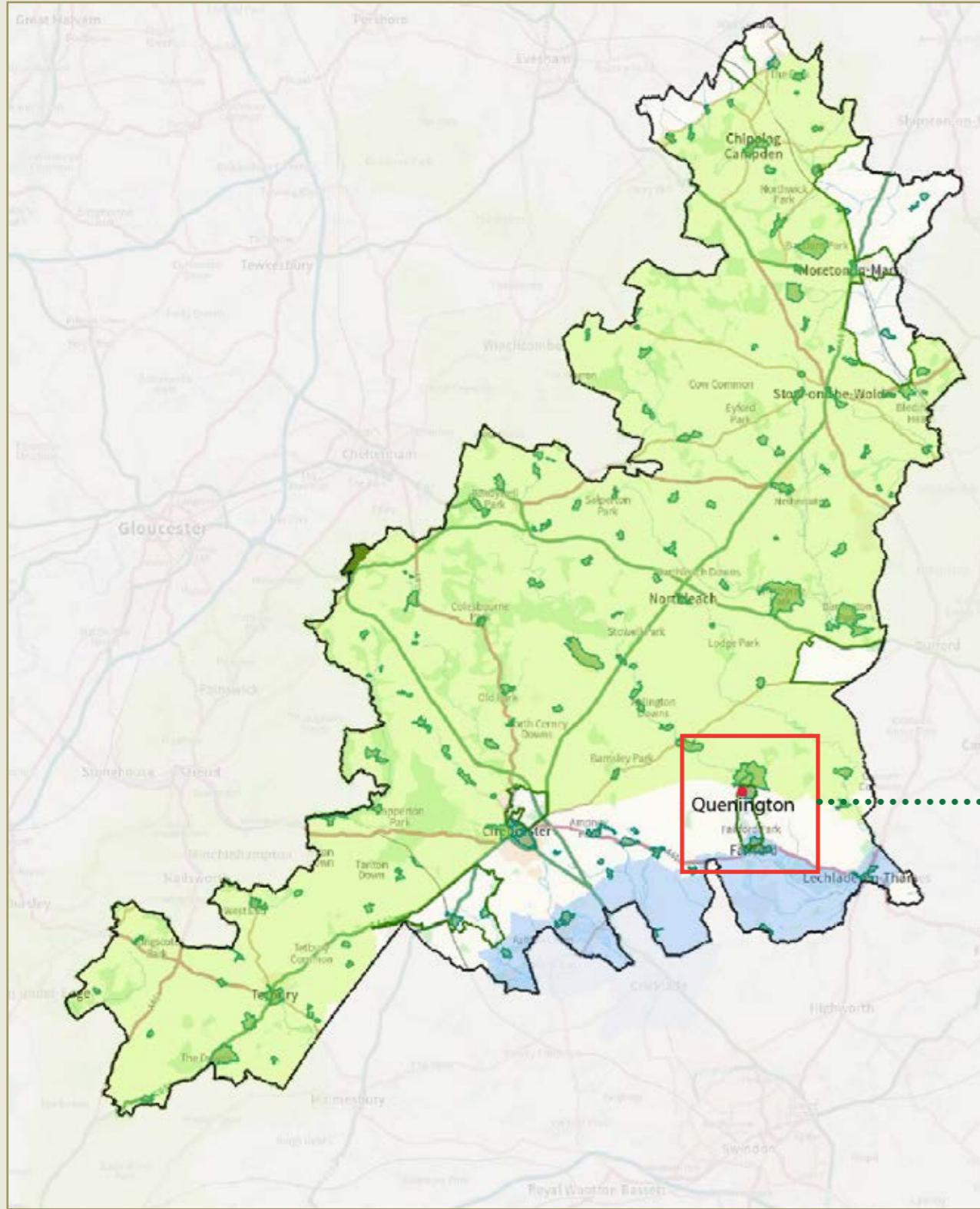
Site Location

The site is located to the north-west of Quenington, a village within the jurisdiction of Cotswold District Council.

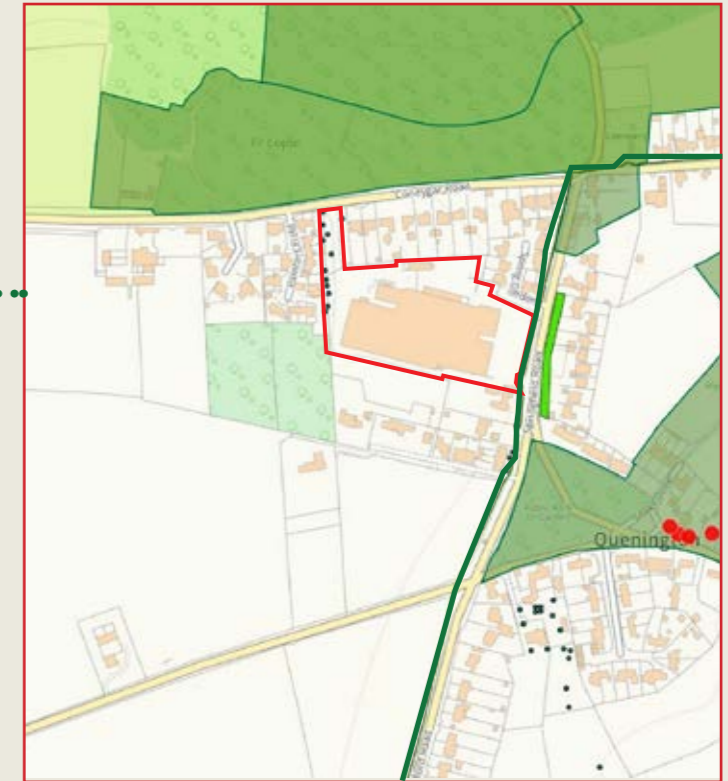
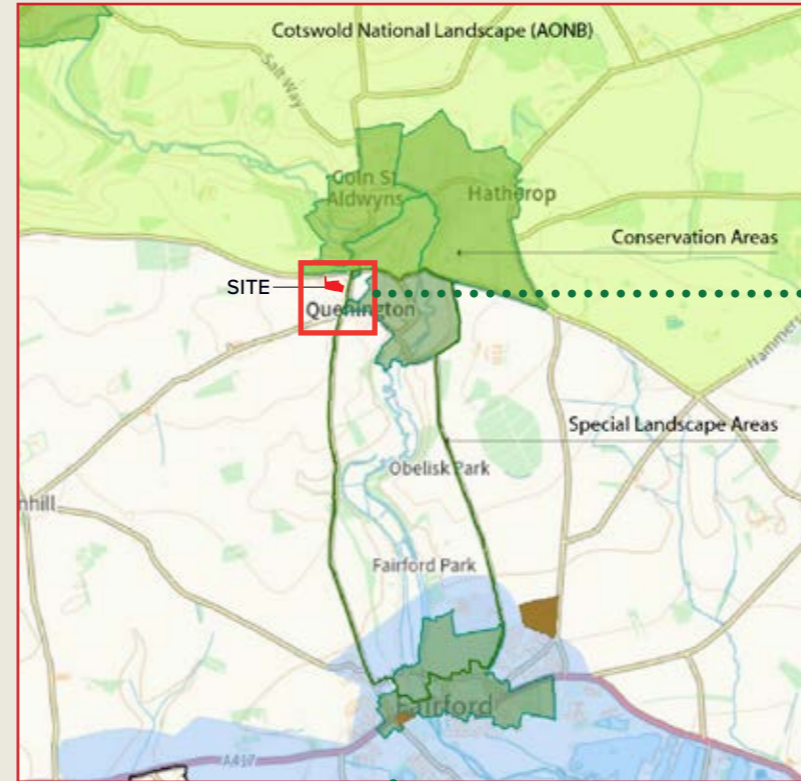
Quenington lies immediately outside the Cotswold National Landscape (AONB), adjoining its southern edge. The village contains a designated Conservation Area, and a large proportion of it is identified as a Special Landscape Area.

The site, however, lies outside both the Quenington Conservation Area and the Special Landscape Area. It is situated to the west of Springfield Road, within an area composed of predominantly new housing.

Currently, the site is in industrial use, with large industrial sheds and ancillary buildings that form a stark contrast with the surrounding residential setting of the village.



Extract from Cotswold District Council Interactive Map



- KEY**
- COTSWOLD DISTRICT BOUNDARY
 - SITE BOUNDARY
 - COTSWOLD NATIONAL LANDSCAPE (AONB)
 - CONSERVATION AREAS
 - SPECIAL LANDSCAPE AREAS
 - COTSWOLD WATER PARK
 - LISTED BUILDINGS

Location Plans

Cotswold Design Code & Guide

The Cotswold Design Code (CDC) is an appendix (D) to Cotswold District Local Plan, 2011-2031.

Policy EN2 states that:

“...development will be permitted which accords with the Cotswold Design Code (Appendix D). Proposals should be of design quality that respects the character and distinctive appearance of the locality.”

The CDC is intended to cover all aspects of design, within a Cotswold context. New developments need to reflect the Design Codes respecting the distinctive architectural characters of the district.

This context analysis is primarily informed by the CDC, with particular emphasis on the features that define the distinctive character of Quenington village.

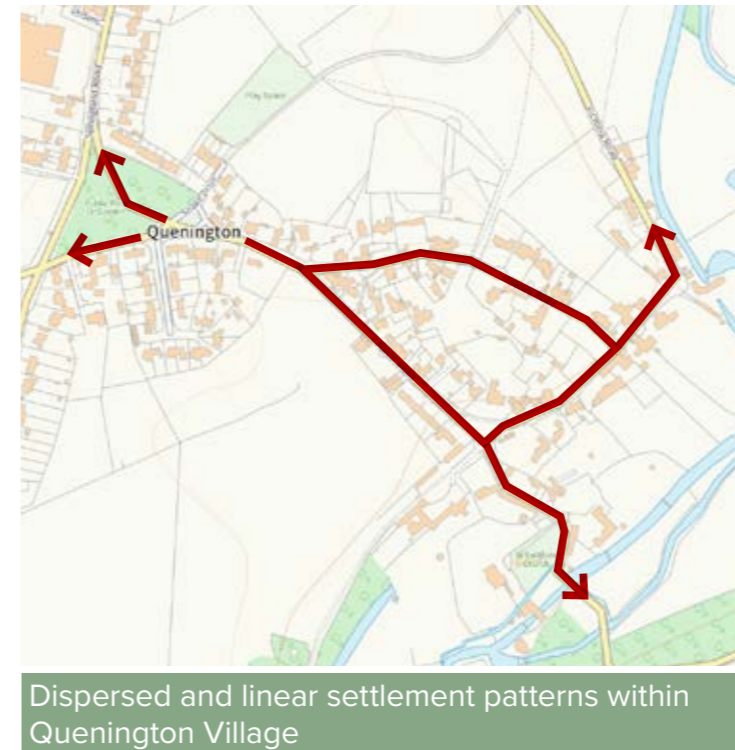
Typical Settlement Patterns

Settlements have distinctive characters of streets layouts and patterns, which should be reflected in the location and design of new developments. The main patterns are:

- Arranged around village greens.
- Set out in a linear fashion.
- Dispersed and rural.

Quenington historic core presents a radial pattern with grouping of buildings dispersed around key nodes and farmsteads. This arrangement has been influenced by the surrounding landscape with the river Coln wrapping around the village to the east. More linear patterns developed subsequently between these groupings along main routes and around The Green to the west.

Linear patterns are also evident in nearby villages such as Coln St. Aldwyns and Hatherop to the north of Quenington.



Streetscape

- Cotswold towns typically have many **buildings tightly arranged** at their core
- **Building lines** set immediately on, or close to, the rear of the pavement.
- Many towns feature **gently curving streets**, and are centred on wide thoroughfares or market places.
- Traditional Cotswold street scenes contain **buildings of a variety of scales and architectural styles**. Together, however, there is a sense of rhythm, harmony and balance, and this should be continued in any new development.
- The particular character of existing streets should be respected, including **gaps between buildings**, which can often be important.
- The majority of **buildings appear nestled within their landscape setting**, and are not prominent or located on the skyline such as grand houses in dominating locations.
- Nearly all settlements incorporate **open spaces / village green**.



Varied frontages with building lines set immediately close to, or the rear of the pavement



Many Cotswold towns feature gently curving streets



Buildings within Cotswold traditional streets with varied scales and architectural styles, which together, however, create a sense of rhythm, harmony and balance



Considering particular character of existing streets, that includes gaps between buildings



Buildings appear to be nestled within their landscape settings

Cotswold Design Code & Guide

Cotswold Vernacular Architecture Style

INTRODUCTION

The distinctive traditional architecture of the area is famous worldwide. Buildings have, for many centuries, had a relatively uniform and consistent style, resulting from the use of the local stone and traditional construction techniques.

Although Cotswold vernacular is not entirely consistent across the whole District this section provides a summary of key features.

FORM AND STYLE

- Simple Form.
- Buildings have understated appearance with ornamentations limited to architectural features
- Restricted gable widths, resulting in narrow plan depths to many buildings
- The height of new buildings should respond to the local context. New buildings should generally not dominate their surroundings, but should complement the existing structures or landscape.

ROOFS

- Steep roof pitches with stone tiles.
- Variety of roof forms:
 - * Simple single ridge with plain unbroken roof slopes and windows set under the eaves
 - * Forward-facing steep gables
 - * Broken by smaller 'gables', or dormers
- Plain shallow eaves and verges, with an absence of overhangs, and without any exposed rafter feet, fascias or bargeboards
- Valleys traditionally formed by stone slates.



Simple ridge with unbroken roof slope



Forward facing steep gables



Steep roof pitches with stone slate



Small gables /dormers breaking the roof slope



Simple Form & Style



WINDOWS

- Windows are well spaced and fairly small. Two and three light windows most common
- Generally a hierarchy to the openings, with wider ground floor windows below smaller upper floor windows
- Openings usually centrally placed within gables, and end walls containing chimneys usually blank, or with sparse and offset fenestration
- Traditional detailing includes plain chamfered external beading, to replicate traditional putty lines, is encouraged
- Windows are generally required to be timber side-hung casements or sliding sashes
- Stone mullion window surrounds are a common feature. Or simple flush timber casements, with slender glazing divisions, set below stone or timber lintels.



Hierarchy in size of openings



Timber Casement or Sliding Sash Windows



Gables with window centrally located or blank wall containing chimney



Fairly small well-spaced windows with stone mullion surrounds or set below a stone or timber lintel

DOORS AND PORCHES

- Doors usually solid timber boarded, sometimes containing a small glazed pane
- Wide planks or period-style panelled doors are appropriate
- Porches of varying styles. Some of a solid stone gabled type but many lightweight canopies, such as gables or flat hoods supported on brackets
- Finishes such as window and door paint colours strongly affect building character
- Avoid stained timber as it does not traditionally complement with Cotswold stone
- Colours should come from a traditional palette, though some wide variety allowed.

CHIMNEYS

- Chimneys, originally stone (often ashlar), and then commonly red brick from the nineteenth century
- Tall chimneys, often set to the ridge line, with stacks normally integral and flush to gable end walls.



Varied Style Porches with Solid Timber Door



Wide Planks & Period-Style Panelled Door



Wide Planks & Period-Style Panelled Door

Cotswold Design Code & Guide

Materials

MAIN MATERIALS ARE:

- Local limestone for walling.
- Split limestone slates for roofing.
- Roughcast render in southern areas.

WALL MATERIALS

- Using local stone for walling, roofing and other architectural elements, is the most unifying aspect of traditional Cotswold architecture
- Cotswold stone colour varies across the district. From lighter creams and greyer tones to the south to deeper creams and rich honey colours further north
- Various style of walling stone within Cotswold. From ashlar stone works for higher status buildings to more commonly Cotswold rubble stone for wall construction.
- Mortars are traditionally lime based.
- The southern parts of the district such as Cirencester and Tetbury, have a particular characteristic of using lime washes and renders. Most of the renders are traditionally of a roughcast type with a thrown pea-shingle coat, and a lime wash finish using for distinctive soft finishes.



Walling Stone



ROOFING MATERIALS

- Cotswold stone slates is one of the most distinctive characteristics of Cotswold vernacular architecture. They are then laid to courses diminishing in size, from the eaves up to the ridge.
- Artificial Cotswold stone slates are available, and have improved in quality. They are appropriate for use on many unlisted buildings and housing developments across the District.
- Blue-grey Welsh Slates has also been introduced however stone slate should remain the dominant material in new vernacular developments
- Plain clay tile, and clay pantiles are seen in some locations in the southwest of the district, around the Tetbury area, however there is very little use of this material in Quenington.



Roofing Slates



Boundary Treatments

BOUNDARY TREATMENTS & SURFACING

- In general, lower forms of traditional boundary treatments should be maintained, so as not to obscure the frontages of buildings and result in uncharacteristic high enclosure to the road.
- Garden areas enclosed by boundary treatments, most typically dry stone walling.
- Low walls are traditionally topped with a cock-and-hen capping
- Mixed native species hedging, planted alongside the post-and-rail fencing, suitable for screening and integrating with surrounding landscape.
- Although stone walls and hedging are mostly used within Quenington other boundary treatments can be seen in other towns and villages within the Costwolds and these are mainly:
 - * Red brick walls
 - * Painted railings, and vertical set railings into low walls while horizontal parkland style railings are more often used in rural settings.



Dry stone walls with cock and hen capping



Painted Railing Vertically Set into Low Walls



Lower Traditional Boundaries in front of Garden



Quenington Inconsistent Architecture

Buildings outside the village's core

Outside the village's conservation area core, Quenington displays a mix of more recent and varied building types. These later additions generally lack the cohesion, quality of materials, and detailing that characterise the historic core.

With the exception of some individual examples or small groups of buildings, much of the more recent development feels disjointed and does not fully reflect the distinctive character of Quenington or the wider Cotswolds.

Where newer buildings sit alongside older ones, the layering of different architectural eras within the village becomes particularly evident.

Contemporary properties typically feature simpler detailing and architectural elements, often incorporating modern materials such as grey tiles, painted brick, and light-coloured render.



Painters Field

Painters Field, to the west of the site, is a more recent example of residential development in the village. The scheme is arranged around a winding access street, with a mix of linked and detached buildings that incorporate traditional architectural detailing and materials.

Although the development density (28–30 dph) is somewhat higher than elsewhere in the village, the design approach is sympathetic and complements the existing character.



The Site

The site, measuring approximately 1.70 hectares, is currently occupied by the Quenington Godwin Pumps Factory and comprises a collection of large industrial sheds, ancillary buildings, extensive hardstanding service areas, and parking provision.

There are currently two vehicular access points: one located at the southeast corner of the site via Springfield Road, and another at the north-west corner via Coneygar Road.

The topography of the site is generally flat. Internally, there are no notable landscape features; however, trees and hedgerows line the site boundaries, including several Tree Preservation Order (TPO) trees along the north-western edge.

To the west and north, the site adjoins the rear gardens of properties along Painters Field and Coneygar Road, while to the east and northeast it abuts housing along Springfield Road and Springfield Gardens. To the south, the boundary is formed by an area of green space and private gardens.

In summary, the site presents no undue constraints that would preclude its redevelopment for residential use.

The non-residential use within a predominantly residential context, and the monolithic scale of the industrial sheds forms a stark contrast with the surrounding residential character.

Such unsympathetic use, combined with the large scale and height of the existing warehouses, is detrimental to the surrounding residential areas and has a harmful impact on the local character.





The Site

Summary of Constraints and Opportunities

CONSTRAINTS
















- Presence of large-scale structures associated with the current industrial use, which detract from the character and setting of the village
- Several mature and TOP trees located along the western boundary, which require protection and integration into any future proposals
- Potential overlooking issues affecting a couple of residential properties located immediately to the east of the site.

OPPORTUNITIES

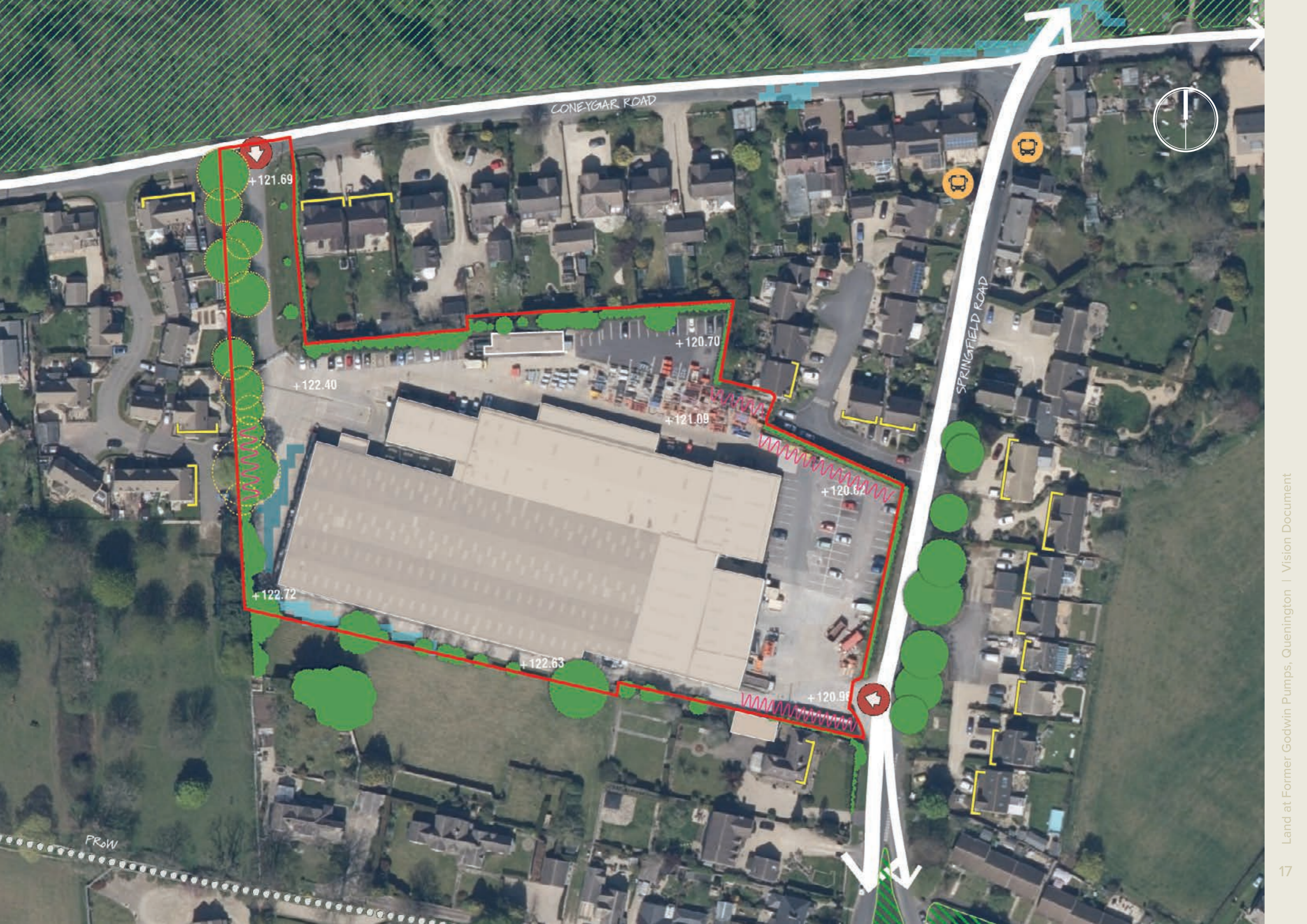
The redevelopment of the site presents an excellent opportunity to:

- Remove unsympathetic industrial uses and replace them with a contextually responsive residential development that delivers much-needed new homes
- Enhance the setting of the TPO trees by establishing a landscaped green corridor along the western boundary, sensitively fronted by new development
- Improve the interface with Springfield Road through the creation of an articulated frontage composed of building groupings that reflect the alignment of neighbouring properties

- Deliver a sensitively designed scheme that mitigates potential overlooking into adjoining amenity spaces
- Strengthen local connectivity and permeability by creating a link through the site, connecting Springfield Road and Coneygar Road
- Provide a new footway and green verge along Springfield Road, improving pedestrian access and safety, and giving the road a softer green feel
- Integrate sustainable drainage (SuDS) features to manage surface water run-off on site.

KEY	
	SITE BOUNDARY
	EXISTING STREETS
	EXISTING VEHICULAR ACCESS
	BUS STOP
	EXISTING BUILDINGS ON SITE
	TOP TREES
	EXISTING TREES / HEDGES
	EXISTING FRONTAGE ADJACENT TO THE SITE
	SENSITIVE EDGE WITH EXISTING PROPERTIES
	PUBLIC RIGHTS OF WAY
	AREA OF OUTSTANDING NATURAL BEAUTY (AONB)
	VILLAGE GREEN (EXISTING COMMON LAND)
	LOW RISK SURFACE FLOOD
	MEDIUM RISK SURFACE FLOOD
	SPOT HEIGHTS

+120



CONEYGAR ROAD

SPRINGFIELD ROAD



+121.69

+122.40

+120.70

+121.09

+120.67

+122.72

+122.63

+120.98

PRoW

Design Concept

Working with Nature

Existing natural features will be retained and enhanced, with new open spaces introduced to form an integrated green network. Key measures include:

- Green verges with street trees along Springfield Road, complementing the existing eastern tree line
- Retention and enhancement of the TPO tree line along the western boundary, maintaining a green corridor between the southern fields and northern woodland
- New pocket green spaces in key locations to soften the development's centre.

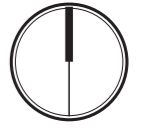


Responding to Context

The layout draws on the findings of the local character assessment and the Cotswold Design Code, incorporating:

- An east–west main route with an informal alignment that creates varied views and connects to existing streets.
- A built form that responds to its context: more linear along the main route, with a looser arrangement to the south, reflecting the pattern of detached houses and gaps.
- A new frontage along Springfield Road that gently integrates with the existing streetscape.





Concept

The concept adopts a holistic design approach, involving the removal of unsympathetic structures and extensive hard surfacing, which are replaced with green corridors and incidental green spaces to safeguard and enhance the site's natural features, promote biodiversity, and support climate resilience.

In addition, the concept proposes a cohesive development and streetscape pattern that reinforces local character, enhances the public realm, and contributes positively to the wider townscape and landscape context of the village.



STREETS WITH AN INFORMAL CURVING LAYOUT AND VARIED VIEWS



POCKETS OF GREEN SPACES WITHIN THE LAYOUT AND PROVIDE OPPORTUNITIES FOR SOCIAL INTERACTION



The Proposal

The Layout

The proposed layout includes the following key features:

- 47 new homes with a mix of house types to meet local needs
- 5 home office units, reflecting changing patterns of working
- All-modes access from Coneygar Road and Springfield Road, designed with appropriate visibility splays and to adoptable standards
- A main, winding east–west route that leads into more informal shared-surface streets and courtyards
- A new footway and green verge with tree planting along Springfield Road
- A green corridor to the west, enhancing the setting of existing trees, including those protected by TPOs
- A southern incidental green space that incorporates existing mature boundary trees
- A northern central open spaces that incorporate existing landscape features and a SuDS basin.

KEY FEATURES

- 1 New all modes access
- 2 Main access street with green verges and tree planing
- 3 Informal shared surface streets
- 4 Private courtyards including tree planting
- 5 Open spaces including existing and new landscape features and SUDS
- 6 Retained hedges and TPO trees with enhanced buffer
- 7 Home office space
- 8 New footway and street verge along Springfield Road



CONEYGAR ROAD

SPRINGFIELD ROAD

Site Layout

Comparison of Existing and Proposed

Footprint

Landscaping - Softstanding

EXISTING



-52%

PROPOSED



EXISTING



+393%

PROPOSED



Hardstanding

EXISTING



-30%

PROPOSED



Volume

EXISTING



-56%

PROPOSED

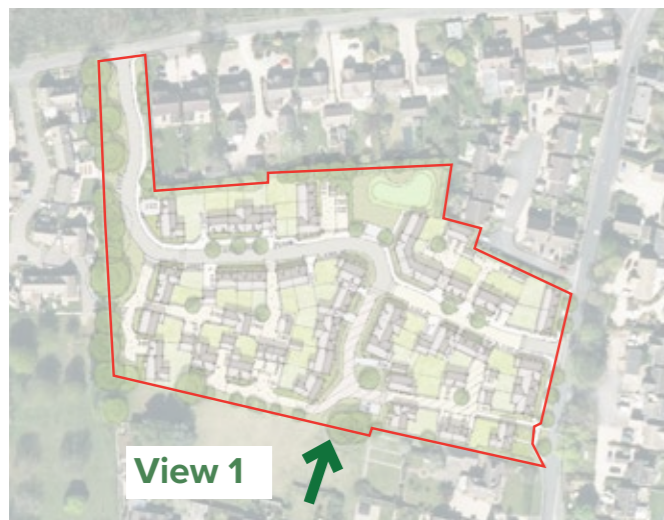


How we Responded- to the Local Character

Introduction

The existing industrial development on the site has a detrimental impact on the local character. In response, the proposed scheme has been shaped by the principles set out in the Cotswold Design Code, transforming the site into a well-designed, place-responsive development that delivers tangible benefits, including enhanced landscape quality, improved biodiversity, and a strengthened sense of local identity.

The key design qualities of the scheme are highlighted within the coloured boxes and illustrated in the accompanying sketch views, demonstrating how the proposals respect and reinforce the positive character of Quenington and the wider Cotswolds.



STREETSCAPE

The streetscape is defined by groupings of buildings arranged with varied gaps between them, creating a rhythm that feels organic and reflective of traditional Cotswold village patterns. This variation allows for glimpses through to gardens, trees, and open spaces, softening the built form and adding visual richness

BUILDING ALIGNMENT

The layout introduces gentle variation in building setbacks, creating a more informal rhythm along the street. Boundaries are defined by dry stone walls with traditional cock-and-hen capping.

STREETSCAPE

Green open spaces are integrated into the layout, forming a key part of the streetscape. These spaces soften the built form, provide breathing room between groups of buildings, and create opportunities for planting, play, and community interaction. Together, they reinforce the village character and contribute to a sense of place.





STREETScape

The street scenes are composed of buildings of traditional forms in a variety of typologies, arranged to provide interest while retaining a clear sense of rhythm and harmony.

STREET PATTERN

The layout proposes a linear alignment of gently winding streets to create soft bends that add variety and changing visual interest. This approach avoids formality, instead creating a more organic, character.

How we Responded to the Local Character

Springfield Road Frontage

The proposal places great attention on the interface with Springfield Road. The frontage has been carefully designed to respect the alignment of existing properties at either end. To the south, the building line steps back to match the neighbouring property, creating space for a generous front garden. This garden will visually merge with the adjoining garden, forming a wider green gap along the street and providing a sense of openness and variety.

A wide frontage and focal gable building will define the space and enhance the character of the street, while also providing visual interest along the frontage. The design will incorporate traditional detailing, including a ground-floor bay windows and stone porches.



BUILDING TYPOLOGIES

The frontage will be broken up and arranged in groupings. Building typologies will vary including wide-fronted houses, L- and T-shaped forms, and terraces of narrower-fronted homes. This mix of building types will create visual interest, break down the overall scale of the development, and reflect the qualities found in Quenington conservation area.

Avoiding uniformity and enhancing frontage with green verges and gardens

Parking located at the back is safe and secure mews and courtyards

Responding to context and creating a green focal space

Neighbouring large areas of hardstanding



ARCHITECTURE

The architecture will adopt a simple approach, with ornamentation limited to carefully considered features. In this way, the development will avoid dominating its setting and instead work in harmony with the existing context and new landscaping, contributing positively to the streetscape.



GABLE FRONTAGE WITH BAY WINDOW AND TRADITIONAL DETAILING



WIDE FRONTED HOUSE WITH STONE GABLE PORCH



ROOFS

The development will feature a variety of roof forms to create interest and character. Roofs will predominantly be designed with steep pitches, with some dwellings incorporating forward-facing gables to reinforce articulation along the street. Within the terraces, subtle variations in roof height and the introduction of small gables will add rhythm and diversity, ensuring a visually engaging yet cohesive roofscape.

How we Responded to the Local Character

Appearance

Buildings will have traditional forms and proportions, featuring varied typologies and steeply pitched roofs.

Building detailing and materials will reflect the typical characteristics of the Cotswolds, drawing on guidance from the Cotswold Design Code and Design Guide.

Key materials will include traditional limestone walls and stone slate roof tiles. Boundary treatments will combine low stone walls with softer landscaping, such as small hedges and low planting, complemented by stone walls or timber post-and-rail fencing.



Main Materials



**STONE SLATE
ROOF TILE**



LIMESTONE WALLS



LOW STONE WALL





Decorative brackets

Stone chimney stacks

Side hang casement windows

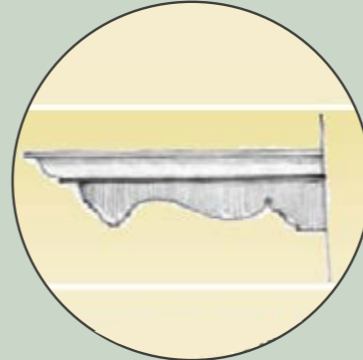
Cotswold Design Guide - Examples of traditional details.



STONE GABLED PORCHES



LOGGIAS / PORCHES



FLAT PORCHES WITH DECORATIVE BRACKETS



CHIMNEYS



SIDE-HANG CASEMENT WINDOWS WITH VARIATION IN HEAD/SILL TREATMENTS: STONE OR BRICK ARCH LINTELS

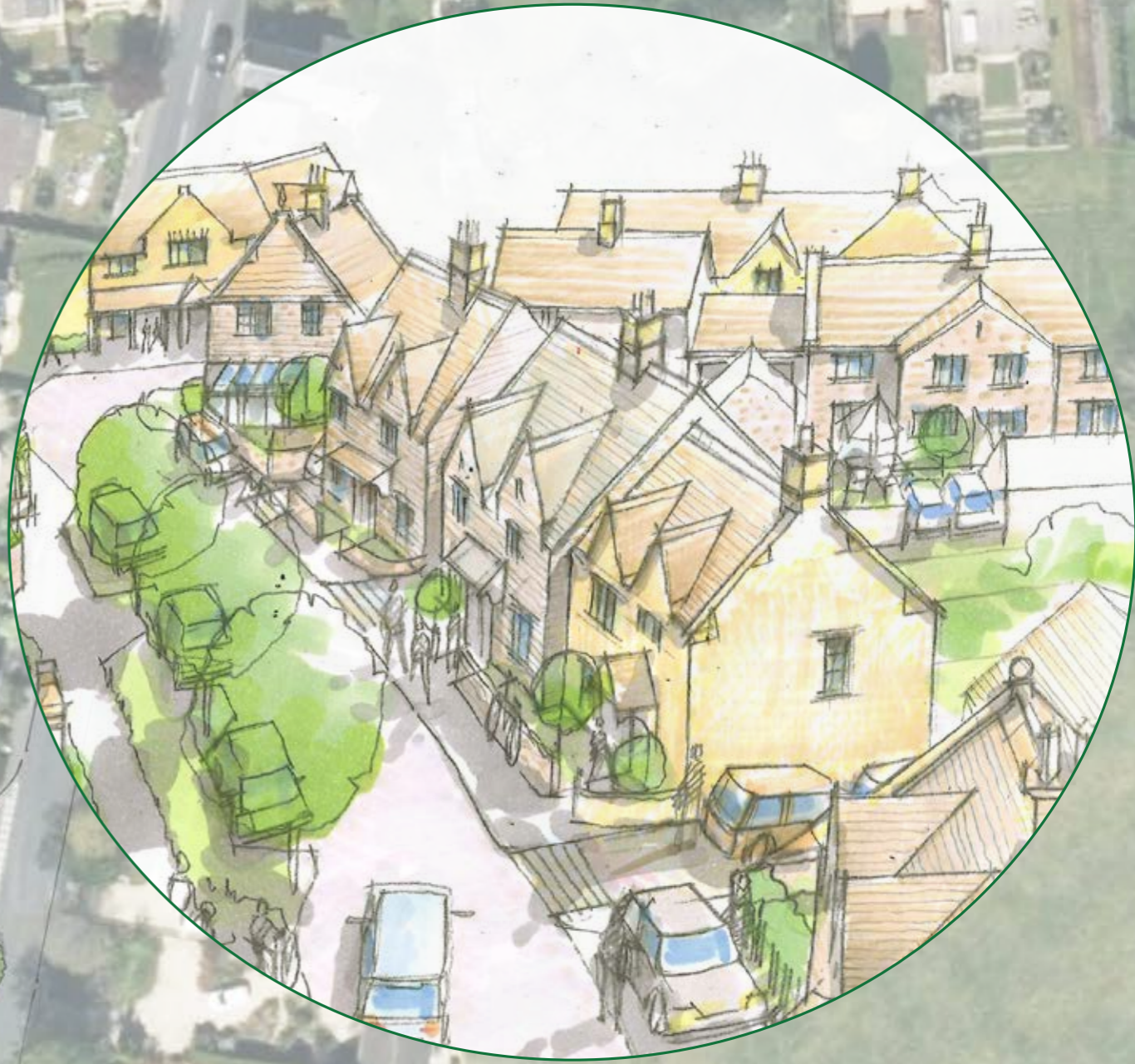


Conclusion

The proposals for the site will transform the existing unsympathetic warehouses and hardstandings into a high-quality, context-responsive development that integrates seamlessly with its immediate surroundings and the wider character of the Cotswolds.


The design positively responds to the site's constraints and opportunities and is strongly informed by the Cotswold Design Code and Cotswold Design Guide. This approach ensures that the development enhances not only the site itself but also its immediate context and the broader local character, reinforcing a strong sense of place and continuity with Quenington's finest architectural examples and landscape heritage.







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