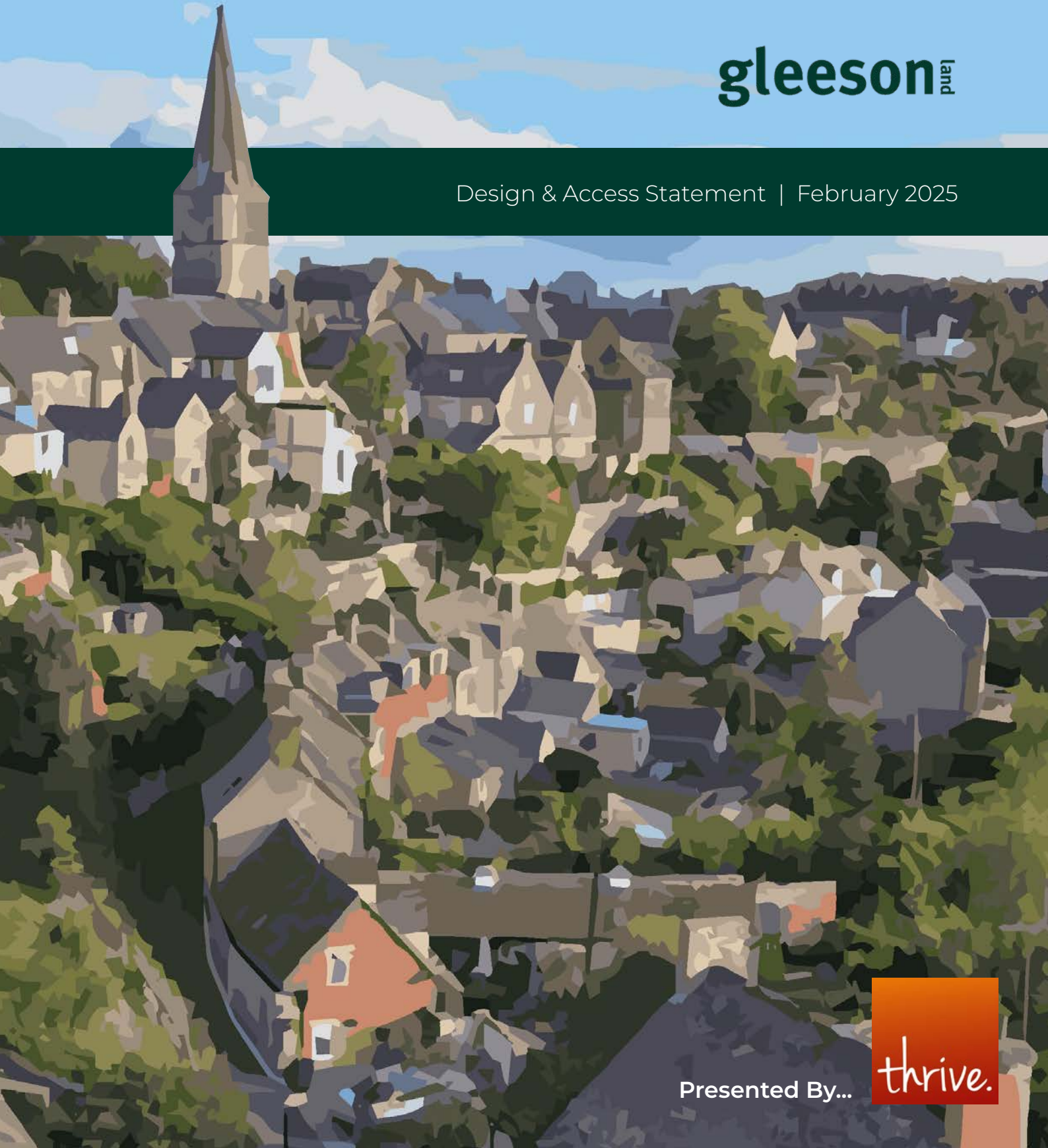


Land north of
Whychurch Farm
and west of
Crudwell Road

gleeson^{land}

Design & Access Statement | February 2025



Presented By...

thrive.

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Summary & Key Benefits

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Introduction

Scope and Purpose of the Document

This Design and Access Statement (DAS) has been prepared by Thrive Architects on behalf of Gleeson Land in support of an outline Planning Application for residential development at land off Whychurch Farm, Malmesbury.

This document sets out the principles of design and access for the proposed development, demonstrating how the design fits within the context of the Site.

The proposals have been prepared having regard to the planning context for the Site, and in consultation with key stakeholders in accordance with the guidance and policy contained within the following documents:

- ➔ National Design Guide (MoH CLG,2019)
- ➔ National Planning Policy Framework December 2024
- ➔ Malmesbury Neighbourhood Plan, Volume II - Design Guide (February 2015)

The DAS forms part of the outline planning application and has been informed by a suite of environmental surveys and technical assessments. The vision for land north of Whychurch Farm and west of Crudwell Road is to deliver a high-quality, sustainable addition to the town where people will wish to live. The proposed development will provide an important opportunity to deliver much needed new homes for Malmesbury, enhancing and complementing the existing market towns architecture.

This scheme can deliver up to 149 new homes with a mix of housing types, sizes and tenures, including the provision of 40% affordable housing, catering for varied needs.

SUMMARY OF PROPOSALS	
	Up to 149 new high-quality homes in mix of sizes and tenures, with a 40% affordable housing provision
	Safeguarding nearby heritage assets
	New children's play areas promoting outdoor activity
	High quality, sustainable design
	New multi-functional open spaces such as areas for food production, green corridors and enhanced boundary planting to aid biodiversity net gain
	Contributions to local infrastructure improvements
	Sustainable surface water management including swales and attenuation basins with wildlife friendly features for enhanced biodiversity and the protection of existing ecological habitats

The Site

Site Location

The Site is located in Malmesbury, a market town within the Wiltshire District, in proximity to the Cotswolds Area of Outstanding Natural Beauty. The town is located 17 miles northwest of Bath and 10 miles south of the larger town of Cirencester. The A429 arterial route traverses the eastern extent of Malmesbury adjacent to the site, providing connectivity to the M4 motorway, which is about 15 miles to the south.

The town is positioned along the River Avon, at the confluence of its Tetbury and Sherston branches, within a topographically undulating landscape characterized by a steeper gradient towards the river and its tributaries.

The town centre, has a prominent historical character, with Malmesbury Abbey serving as a focal point for local identity. Subsequent settlement expansion has occurred to the north and west, with suburban development dating to the 20th and 21st centuries, including the Dyson facility. The subject site is located on the northeastern periphery of this latter developmental phase.

The surrounding agricultural landscape supports local industries like farming, but in recent decades Malmesbury's economy has also seen growth in sectors such as technology and manufacturing. The nearby presence of companies such as Dyson, which is located within close proximity to the Site, heavily contributes to the regional economy.

Site Description

The Site measuring approx. 12 ha in size comprises of large arable fields which are defined by native hedgerows and infrequent tree plants. The Site is close to existing residential Bloor Homes development (Filands View) to the West, which was constructed circa 2016. The Site adjoins the approved application PL/2023/11080 (Erection of 132 dwellings, public open space and associated infrastructure, with 0.2 ha of land safeguarded for a nursery). Its boundaries are adjoined by B4014 Filands to the north, with residential development frontage and agricultural land. East of the Site runs the A429 Crudwell Road, which provides key access to and from the town centre. There is also a large supermarket and garden centre accessed off the roundabout within close proximity to the Site.

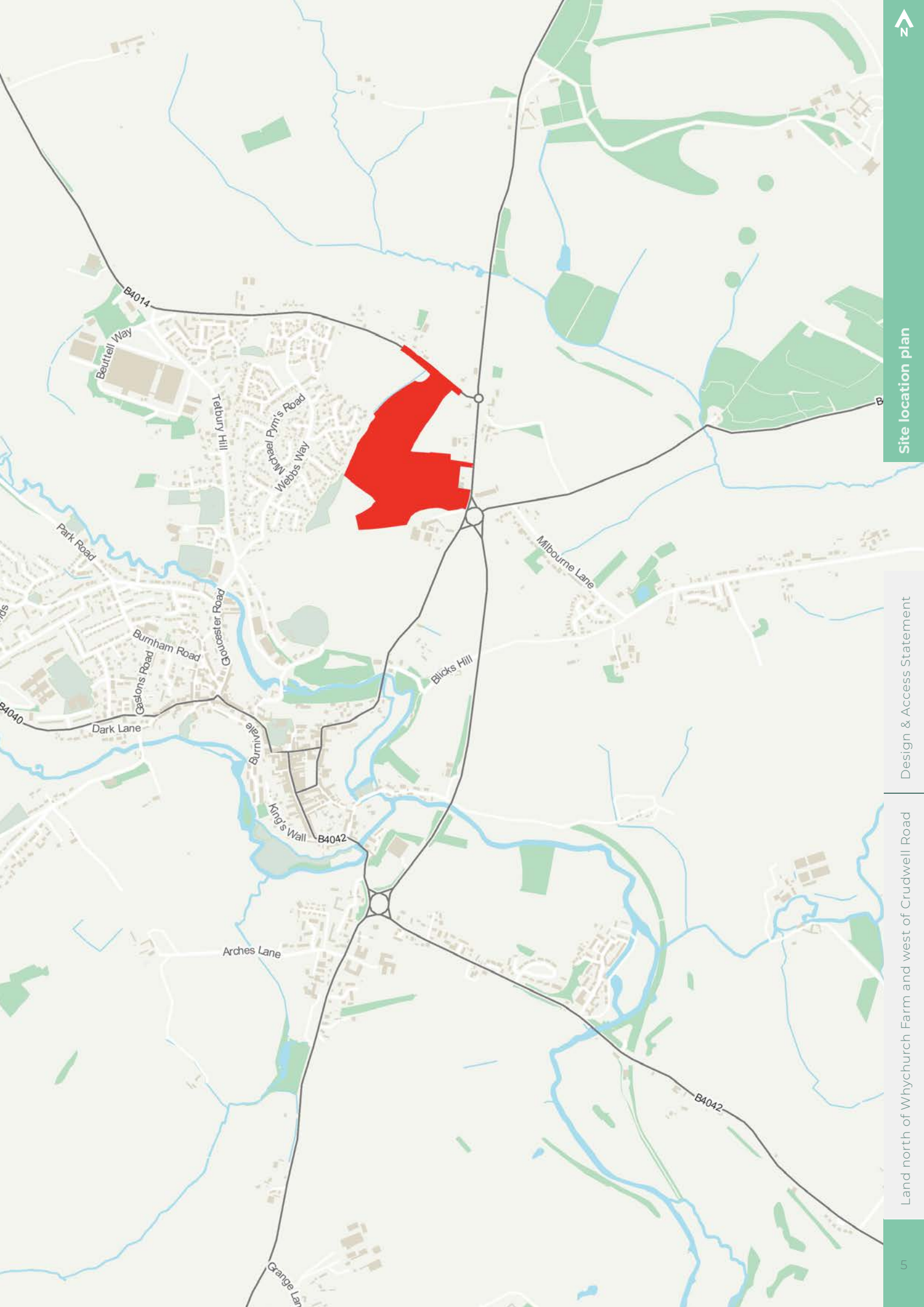
The proposed development lies immediately south of the B4014 Filands, west of the A429 Crudwell Road and North of Malmesbury Town centre.

The Proposed Scheme

The key objective of these proposals is to create a high quality landscape-led development, providing new homes in an integrated neighbourhood.

It will be sensitively set within its landscape context, establishing a strong green and blue infrastructure network in a highly sustainable location. It will successfully deliver community benefits such as children's play facilities, alongside policy compliant affordable housing that will address both Local and National Policy priorities.

The proposals will demonstrate strong urban design and placemaking principles, delivering homes that people will want to live in as well as creating spaces for informal recreation with safe streets. The scheme can deliver up to 149 homes set within high-quality landscaping and a variety of open green space character areas, with vehicular access provided from the B4014 local connecting Road.



Planning Context

This application is accompanied by a Planning Statement which considers compliance with the relevant local and national policies. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. New development should demonstrate this through adherence to the design principles set out. Further, we have considered the objectives and guidance provided by the Malmesbury Neighbourhood Plan.

Planning History And Background

The Site sits within a residential context with existing housing developments adjoining western boundary at the Reeds Farm Estate, whilst northwest of the Site has granted consent for a housing scheme (outline consent secured in September 2020 under ref 19/11569/OUT). Bloor Homes acquired the land from Gleeson and secured full planning permission across this and their adjacent land for 132 homes plus a nursery (ref PL/2023/00958). The Bloor Homes scheme is currently being constructed.

The North West section of the Site was granted outline planning permission (with all matters reserved except for means of access), for residential development, including the construction of up to 71 dwellings, the creation of a new vehicular access with footways and cycle ways and ancillary road infrastructure, public open space, children's play area, allotments, landscape planting, surface water attenuation and associated infrastructure on land to the north of Whychurch Farm and to the south of Filands, Malmesbury. (Ref. APP/Y3940/W/22/3290305).



Policy Compliance

The National Planning Policy Framework (NPPF), December 2024

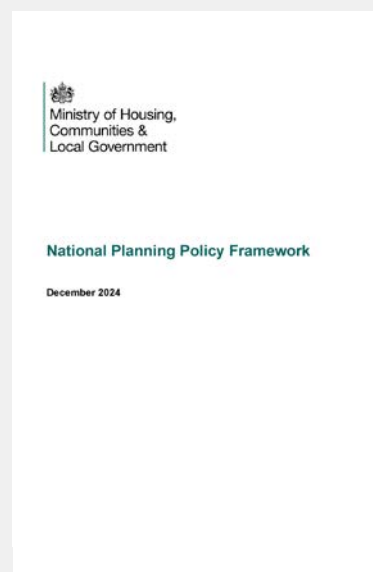
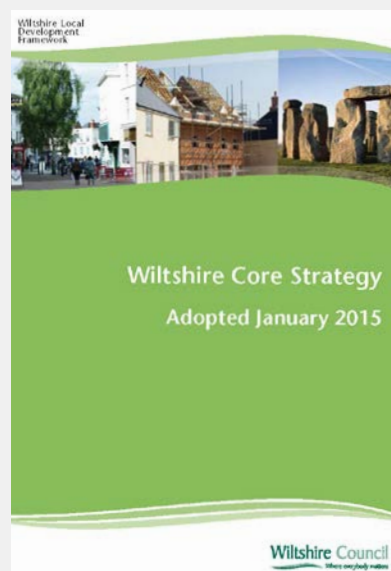
An updated version of the NPPF was adopted by the government in December 2024 and represents the national guidance to be applied to the planning system in England, with the purpose of supporting sustainable development.

Paragraph 8 of the NPPF identifies three core objectives to achieve sustainable development as follows:

- ➔ Economic objective: ensuring sufficient land is available in the right places to aid the strengthening of facilities and the wider growth of the economy.
- ➔ Social objective: supporting the development of strong, vibrant, and healthy communities, and ensuring a sufficient supply of homes to achieve this.
- ➔ Environmental objective: protecting and enhancing the natural environment.

The NPPF states at Paragraph 11, that there should be a 'presumption in favour of sustainable development', where development proposals should seek to address local need. The UK government acknowledges the significance of the responsibility of the planning system to encourage sustainable transport (section 9), delivering a sufficient supply of homes (section 5), the achievement of well-designed places (section 12), and conserving and enhancing the natural environment (section 15).

This proposal demonstrates development in a sustainable location, with high quality design, improved access and active travel options, and enhanced ecological benefits, as well as the provision of much needed homes in Malmesbury. As such, it is considered to accord with the principles of the NPPF.



Planning Context

Wiltshire Core Strategy, January 2015

The Wiltshire Core Strategy (WCS) was adopted in January 2015 and sets out the spatial strategy for Wiltshire over the plan period of 2011-2016.

The plan requires proposals to demonstrate compliance with the following relevant core policies:

- CP1 Settlement Strategy:** supports significant growth in market towns, including Malmesbury, identified with potential to increase homes.
- CP2 Delivery Strategy:** states a target delivery of at least 42,000 new homes over the plan period.
- CP13 Spatial Strategy** for Malmesbury Community Area: supports the expansion of employment areas and the provision of new employment opportunities.
- CP41 Sustainable Construction and Low Carbon Energy:** encourages development which incorporates low-energy and energy efficient resources.
- CP50 Biodiversity and Geodiversity:** advocates for the protection of natural environments within development and having regard to the opportunities to enhance biodiversity where possible in development proposals.
- CP51 Landscape:** sets out how proposals should protect, conserve, and enhance the existing landscape character.
- CP57 Ensuring High Quality Design and Place Shaping:** ensuring high quality design within development proposals.
- CP60 Sustainable Transport:** supports development which promote active travel options and enhance local connectivity.
- CP64 Demand Management:** sets out the parking standard requirements for residential development.
- P67 Flood Risk:** ensures that new development must minimise flood risk onsite and provide mitigation measures where appropriate.

Whilst some of these policies are more relevant to the detailed design of the development subject to a future reserved matters application, consideration has been given to them in the preparation of the illustrative masterplan.

It is considered that the proposal fully accords with the above policies as demonstrated within this statement, and other supporting documents submitted with this application.

Saved Policies of the North Wiltshire Local Plan 2011, adopted June 2006

The Site falls within the boundary of the North Wiltshire Local Plan for 2011, which was adopted in June 2006. The policies within this plan are considered to be out of date, with the exception of several saved policies that remain a material consideration for planning applications in the area.

The following saved policies remain relevant to the proposed development:

- H4:** Residential development in the open countryside
- NE14:** Trees and the control of new development
- T5:** Safeguarding
- CF3:** Provisions of open space

Wiltshire Regulation 19 Local Plan

Wiltshire Council is in the process of reviewing the Local Plan. A Regulation 19 Local Plan went to public consultation between September and November 2023, and was submitted to the Secretary of State for independent examination on 28 November 2024. The council anticipate that the plan will be adopted in Autumn 2025. Whilst the plan carries limited weight until adoption, it proposes a requirement of at least 36,740 homes over the plan period (2020 to 2038) as per Policy 2 (previously CP2 of the WCS).

The Core Strategy, being more than 5 years old, is considered 'out of date'. The Government have revised the standard methodology for calculating housing land supply and there is now a significant shortfall in Wiltshire, with a supply of only 2.21 years.

It is considered that the proposed development will make a significant contribution towards the housing requirement, as explored further in the Planning Statement submitted alongside this application.

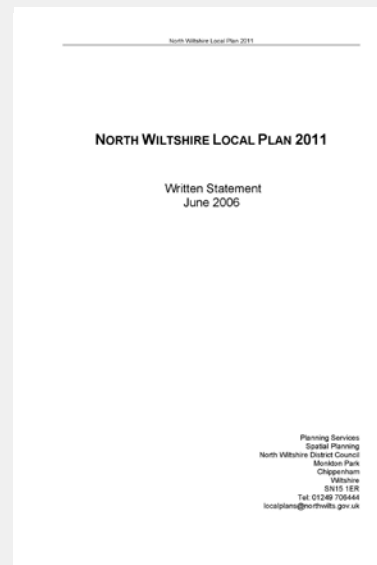
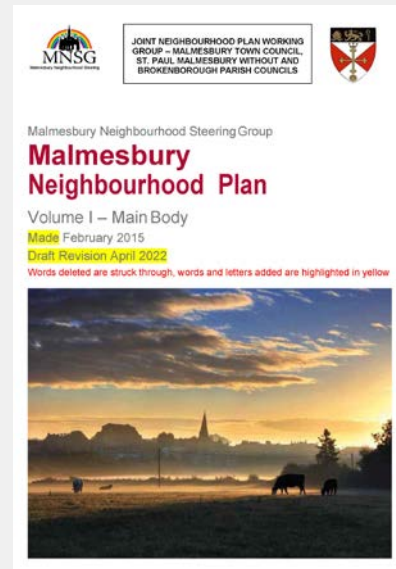
Malmesbury Neighbourhood Plan (made and consultation)

The Malmesbury Neighbourhood Plan (MNP) was made in February 2015, under the Localism Act 2011. It is set out in two parts, volume I containing the vision and key policies, and volume II containing a design code for development. These policies accord with the NPPF and the Wiltshire Core Strategy, however it should be acknowledged that the plan is now over 9 years old, and as such, less weighting should be applied to policies in relation to the supply of housing when considering the application.

The plan provides for 270 new homes across three sites (not including the proposed site), however it is evident that the local need for homes is still not being met. There are no policies which resist development outside the settlement boundary and there are no specific conflicts with the application proposals within the MNP.

The design guide framework advocates for the achievement of high quality buildings and public open spaces, as well as the enhancement of local character. These principles have informed the proposed development and have been applied to provide a high quality residential scheme which respects and sensitively integrates with the existing local character in Malmesbury.

The MNP is currently under review, following a consultation period between April and May 2022. A Draft Revision MNP Part I was produced in April 2022 which proposes to increase the housing delivery target to 306 new homes in Malmesbury. As such, the significance of providing housing to meet local needs remains a key theme across all the relevant planning policy documents, to which the proposed development will contribute to. It is unclear when the updated MNP will be adopted.



Local Context

Heritage

Malmesbury, an historic town in Wiltshire, boasts a rich and diverse heritage within the town and the immediate area that spans many centuries. The town's historic centre occupies a steep-sided plateau almost encircled by the Tetbury and Sherston branches of the River Avon. The town was founded as a religious centre in the early Saxon period, with the founding of Malmesbury Abbey in the seventh century. King Alfred remodelled Malmesbury in the ninth century as a fortified walled town. Much of the town centre's present day morphology survives from this time.

The castle, likely sited to then west of the Abbey, was demolished in the twelfth century. The Abbey was expanded in the medieval period with the replacement of the Saxon Abbey Church in the twelfth century, which largely survives to the present day. The medieval town grew in size and population, with many of the Malmesbury historic buildings surviving from this time. There remains, too, some evidence of the survival of Saxon stonework in the oldest buildings. The last surviving extant remains of the town wall were demolished in the sixteenth century.

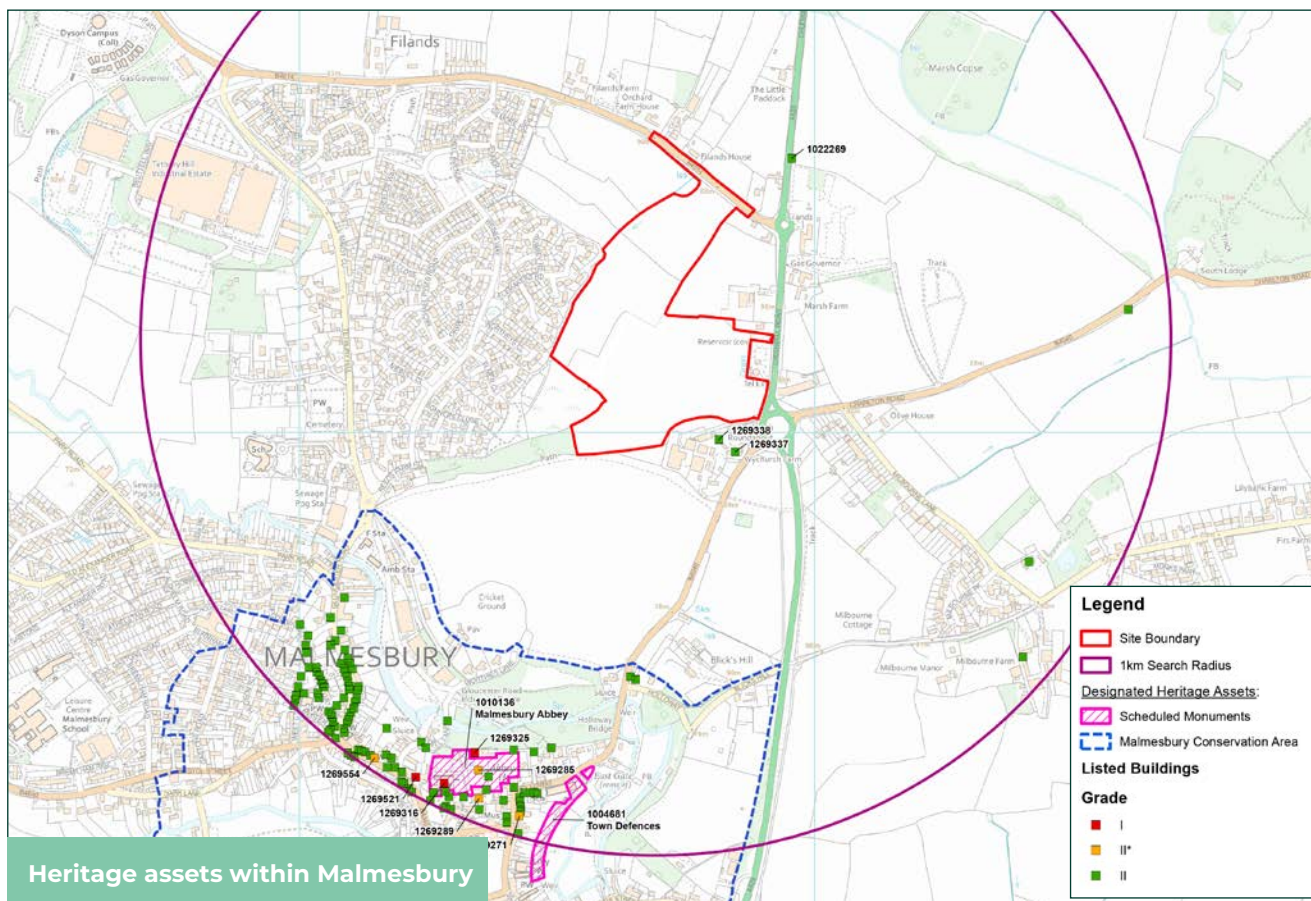
The town continued to prosper through the Georgian period with some town houses and former mills surviving from this period. Malmesbury expanded its residential estates through the later twentieth century and into the twenty-first century. Housing estates from this period predominate to the north and west of the town centre. New homes and structures have been built in recent years, often blending modern materials with traditional forms.

The surrounding landscape was in agricultural use through these periods, with historic farmsteads dotting the landscape. Whychurch Farm is likely to have had a Saxon if not earlier foundation. Some stonework of the pre-conquest chapel or church to St James potentially survive as part of the seventeenth-century Farmhouse. The outhouse with the dovecote to the northwest of the Farmhouse dates from the late eighteenth century. The rest of the farmstead survives from the later nineteenth and the twentieth centuries.

Archaeological investigations on the Phase 3 Application Site recorded evidence of Medieval activity including buried structural remains that may be linked to the Medieval Whychurch manorial complex. Further buried remains of Medieval date are also anticipated within the Phase 4 Application Site. The known and potential archaeological evidence on the Site will not constrain any future development and can be suitably mitigated in advance of development works commencing by a programme of archaeological excavation and recording.



Historical landmarks in Malmesbury Town



Local Context

Local Amenities

Pedestrian and cycle connectivity from the Site to key local amenities, facilities and destinations will be maximised where possible. Local bus routes provide a direct connection to the town centre and beyond including Chippenham and Swindon. It is also within walking distance to Dyson, a leading market leader in Engineering and Technology which provides key employment in the area.

Key local amenities within walking distance of the Site include an Aldi store (approximately 500ft) away from the Site which can be accessed from the B4014. Opposite Aldi is a large Garden Centre 10-acre site, which has been granted planning permission to be redeveloped, planning reference: 18/06980/FUL. This could potentially create 250 new jobs for local people with the owners looking to submit further development plans in the near future.

To the south of the Site is an approximate 18-minute walking / 6-minute cycling journey of Malmesbury town centre, which comprises a wide range of amenities, including Malmesbury Post Office, a Library, bars and a Pharmacy. A Waitrose Supermarket is located to the southeast of the town centre, approximately 1.2km from the Site. The nearest school to the Site is Malmesbury Primary School, approximately 0.5km from the Site boundary. Malmesbury Secondary School is located approximately 1.8km from the Site.



Malmesbury High Street



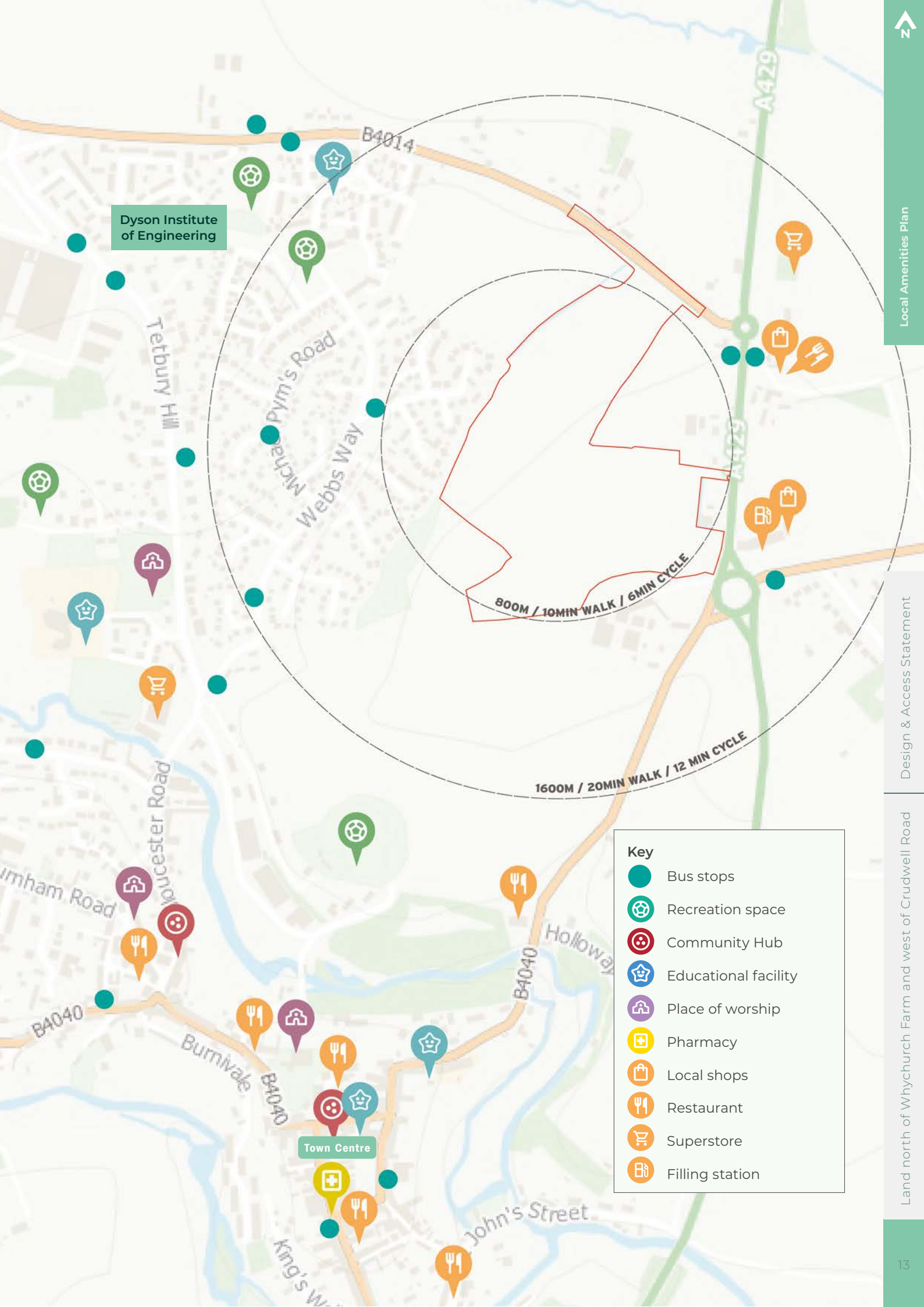
Malmesbury Garden Centre at Crudwell Road



Aldi Store at Festival way



Texaco Petrol Station, Crudwell Road



Dyson Institute of Engineering

Town Centre

Key

- Bus stops
- Recreation space
- Community Hub
- Educational facility
- Place of worship
- Pharmacy
- Local shops
- Restaurant
- Superstore
- Filling station

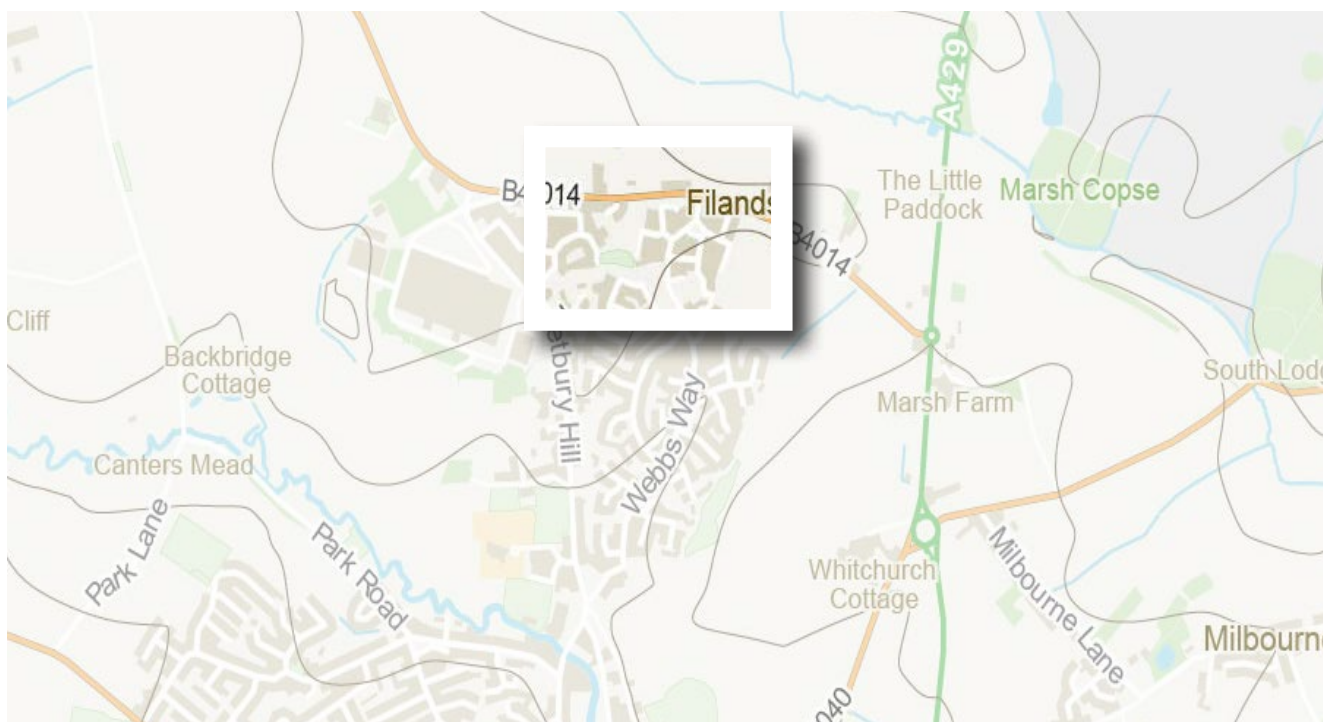
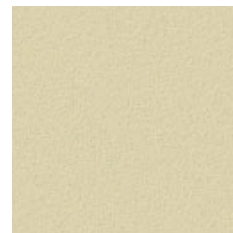
Local Context

Filands, Snell Avenue

The character and form of the proposed development should be responsive to the built environment. An analysis of the existing built form will help to provide important character cues that will inform the development proposals.

Built form in Malmesbury and surrounding the Site is varied in character, ranging from historic development within the town centre, to suburban 1990s/2000s development and the more recent development of Snell Avenue, to the west of the Site. By analysing this varied context, consistent and distinctive elements can be identified and used to guide the proposals at Land north of Whychurch Farm and west of Crudwell Road.

There are a variety of materials including brick, stone and render in a neutral colour palette to create a distinctive and attractive character and townscape. More recent development comprises reconstituted stone and stone coloured render which results in an attractive and sympathetic “fit” within the context of the street, further achieved using a simple and traditional building form.





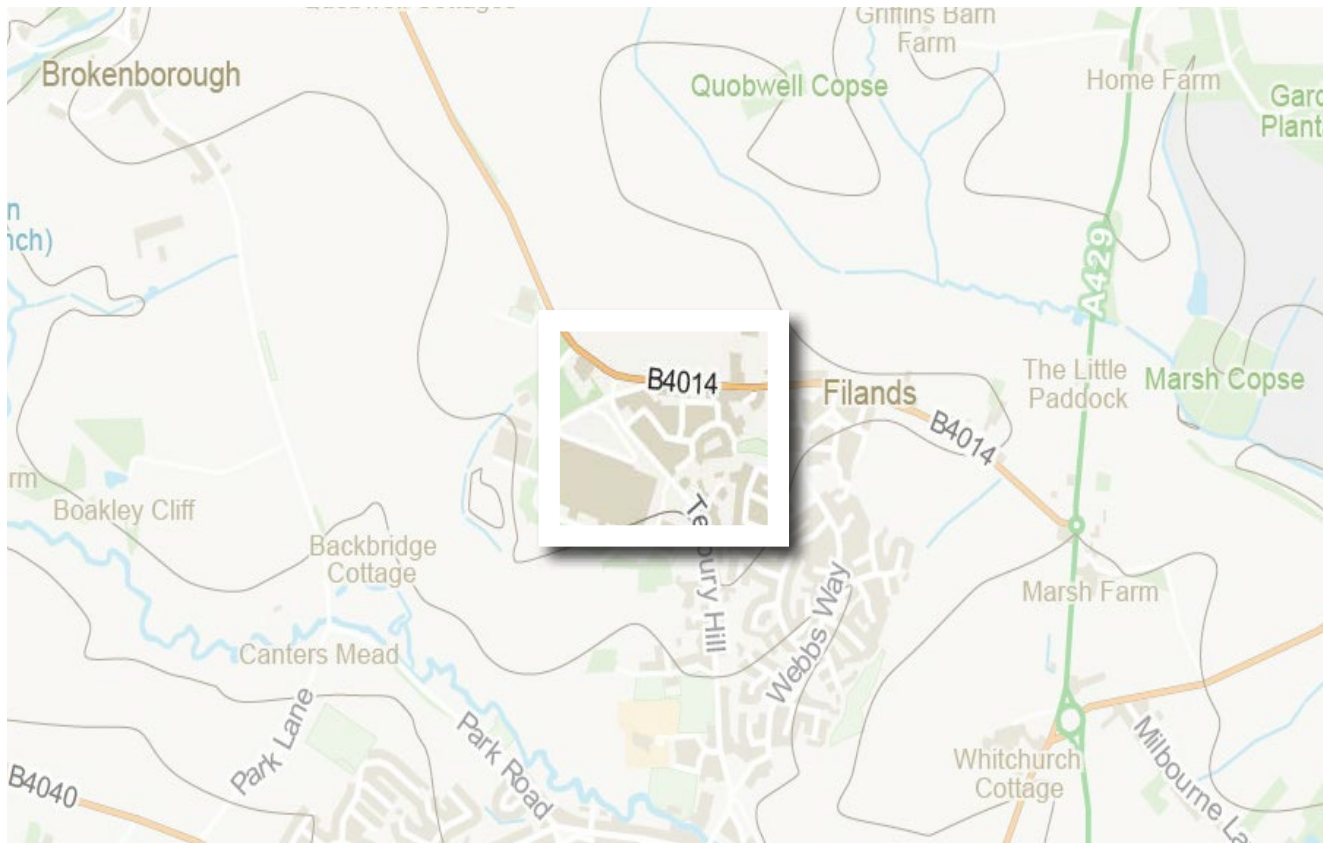
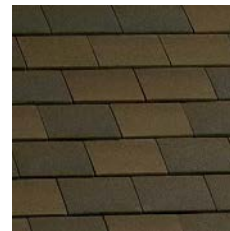
Local Context

Avenue De Gien / Loiret Crescent

Planning approval granted in 2006 application number: N/06/00881/REM 'Erection of 168 dwellings with associated parking'.

The development backs directly onto the B4014 with rear of property boundary treatments fronting the road. Within the development the streetscape is varied through a good mix of typologies and storey heights across terraced forms. Roads are often meandering with buildings plotted close to public realm. As a result, landscape opportunities are limited and on street car parking dominating.

Architectural detailing consists of brick arches to windows, chimneys, dormer windows and flat canopies at property entrances. Materials are predominantly reconstituted stone and cream render with brown roof tile.





Local Context

Malmesbury Town Centre

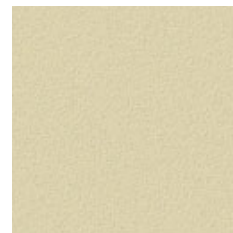
Features a rich variety of architecture that reflects its long history, with notable structures spanning several centuries. The development of the town centre dates to the medieval period and has evolved over time. The gradual development of the town centre consists of three stages:

Early Settlement: Dating back to the 7th century, the town centre developed around the abbey, being an important religious and cultural hub.

Medieval Period: The town grew during this period and became a thriving market town.

Post Medieval and Early Modern Development: With urbanization, with the development of streets, buildings, and shops. The town's marketplace and its surrounding area remain central to its economic and social life.

The town's main street is lined with an array of independent shops, cafés, and restaurants via long runs of terraces that vary in architectural style and form. This high density core has a mix of historical buildings and modern amenities that are visually pleasing to the eye. Sash windows, ornate chimney stacks and dormer windows are a consistent feature, alongside built form that abuts public footpath.





Site Analysis

Landscape

County Landscape Character

Wiltshire Council's county-wide Landscape Character Assessment, 2005, (WLCA) divides the county into a series of 16 landscape character types (LCT) and 38 landscape character areas (LCA). The Site lies within landscape type 16: Limestone Lowland and landscape character area 16A: Malmesbury-Corsham Limestone Lowlands.

The key characteristics of the 16A: Malmesbury-Corsham Limestone Lowlands LCA include:

- Peaceful rural landscape.
- Panoramic views from higher ground.
- Strong network of hedgerows, hedgerow trees and occasional woodland copses, with some intensively flailed and gappy hedgerows.
- Dry stone walls, with some becoming overgrown.
- Predominantly rolling mixed pastoral and arable farmland with continued amalgamation and enlargement of fields
- Distinctive traditional limestone villages and towns, connected by network of rural lanes and straight Roman roads.
- Scarcity of tree cover creates a greater sense of exposure, with areas of enclosure along springs and brooks in shallow valleys, most prominent being the River Avon with steep valley sides and a sense of containment.
- Historic parklands.
- Remaining areas of ancient woodland, chalk grassland and other areas of ecological diversity.

The management objectives of the Limestone Lowland LCT include conserving and increasing hedgerow and tree cover where this will strengthen local character.

"Conserve the network of hedgerows, hedgerow trees and woodland copses and take opportunities for new planting where this will strengthen local character. Maintain the subtle variations that occur throughout the landscape, encouraging local distinctiveness for instance in the variation in field boundaries from hedgerows to stone walls".

District Landscape Character

At a local level, the Site is covered by the North Wiltshire Landscape Character Assessment (NWLCA) undertaken in 2004. There are 14 landscape character types, and the Site lies within character type Lowland Clay Woodland. The landscape character types are subsequently sub-divided into landscape character areas and the Site lies within LCA 5: Minety and Malmesbury Rolling Lowland.

The key characteristics are:

- Rolling or undulating lowland hills between 70-100m AOD, on Oxford Clay, with some Cornbrash and Forest Marble.
- Patchwork of irregular, small to medium sized fields, mainly pasture but with arable on the richer soils.
- Continuous hedges with many mature oak and some deciduous copses.
- Wetland features including groups of willows on wetter ground along streams and on alluvial soils.
- Mature trees on the skyline.
- Dispersed small villages or hamlets and fine stone country houses.
- Use of undressed limestone to walls, ashlar quoins, lintels and mullions, and stone slates.
- Dominance of Malmesbury both on views and communication routes, and in historical influence of the Abbey.
- Water meadows and open pasture on two arms of River Avon at Malmesbury.
- Detractors of water tower and power lines, but otherwise an unspoilt, quiet pastoral landscape.

Management objectives include conserve hedgerows and mature trees, including planting new trees in existing hedges and planting specimen trees in field corners, discourage hedgerow loss and field amalgamation and ensure development reinforces the locally distinctive character and respects the vernacular.

Visual Context

The Site is visible from the immediate setting within the local landscape, primarily along the surrounding public rights of way (footpaths MALM7 and MALM8) and from residential receptors within the recently completed Filands View development. The future baseline will also afford clear views into the Site from the Bloor Homes development at Avon Rise which is currently under construction and abuts the Site's western boundary. In the future the land to the west within the Site boundary that has an approval for up to 71 dwellings with public open space and associated infrastructure (planning appeal reference: APP/Y3940/W/22/3290305) will obscure views from Avon Rise and Filands View.

Further afield to the east and south, the Site quickly becomes screened behind layers of mature vegetation located throughout the surrounding countryside and along the surrounding road network. This, in combination with the rolling landform and the existing development of Malmesbury reduces the visibility of the Site to glimpsed views and often seen in the context of the existing settlement. If it weren't for the tall water tower that is located just beyond the eastern boundary of the Site, then it would be extremely difficult to locate the Site.

Views from within the Cotswolds AONB to the west were considered within the accompanying landscape and visual appraisal and have been assessed as glimpsed views at most, again in the context of the existing settlement of Malmesbury, largely filtered by existing vegetation and the rolling landform.

Elevated views from the north are again, heavily filtered behind the layered vegetation present in the rolling countryside, with the existing northern edge of Malmesbury visible from viewpoints and the Site barely perceptible.



Onsite Landscape and adjoining development

Site Analysis

Arboriculture

A tree survey in accordance with BS 5837:2012 was undertaken across the Site in October 2024 to establish the baseline condition of arboricultural features and their importance within the Site and surrounding areas.

The survey comprises 20 individual trees, 18 groups of trees and 13 hedgerows, totalling 51 items.

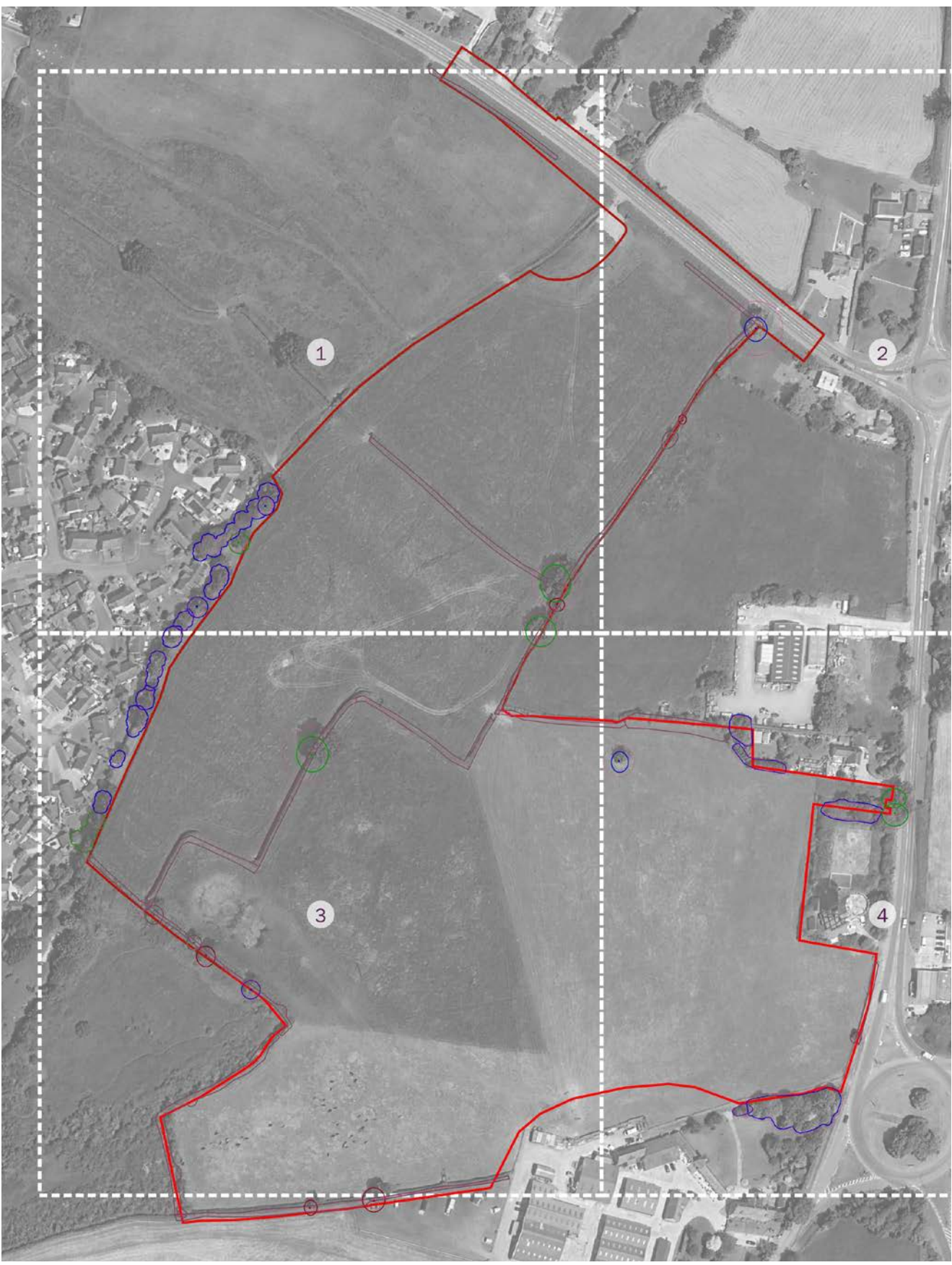
Tree cover is predominantly scattered early mature trees within well-managed boundary hedgerows or situated off site in groups. Species composition comprises primarily broadleaves, with hawthorn the most prevalent as the a component of most hedgerows.

The majority of tree cover is mapped as moderate and low value (Category B and C) in accordance with BS 5837 namely due to the size and condition of the majority of features across the Site.

The Site has no Tree Preservation Orders and neither is it located within a Conservation Area.



Existing trees on site



Site Analysis

Ecology

The development proposals for the Site have been informed by desk-based studies and ecological surveys undertaken in 2020 and 2024. Update ecological surveys were instigated in July 2024 and will continue in accordance with relevant best practice guidance into 2025. Surveys for these species will be completed by July 2025 and the results and assessment of effects submitted to Wiltshire Council as an Addendum to the Ecological Impact Assessment (EcIA). Whilst the EcIA is not informed by the full results of the ongoing update surveys, the assessment includes an appropriate baseline for validation and registration of an outline application in accordance with Section 7 of British Standards: Biodiversity — Code of practice for planning and development (BS42020:2013) and provides identification and a precautionary assessment of all likely impacts based on the Indicative Masterplan and proposed ecological parameters.

Surveys undertaken include:

- ➔ Hedgerow survey for ecologically 'Important' hedgerows under the Hedgerow Regulations 1997 (as amended; complete);
- ➔ Great crested newt survey (update survey proposed in 2025);
- ➔ Reptile survey (update survey proposed in 2025);
- ➔ Breeding bird survey (update survey proposed in 2025);
- ➔ Hazel dormouse survey (complete);
- ➔ Badger survey (complete);
- ➔ Otter and water vole survey (update survey commenced and will be completed in 2025);
- ➔ Bat roost survey of trees (update survey commenced and will be completed in 2025);
- ➔ Bat static detector and activity survey (update survey commenced and will be completed in 2025).

The Site does not lie within or adjacent to any designated sites of nature conservation importance. The closest designated site is Conygre Mead Local Nature Reserve, approximately 400m to the south. There would be no likely significant effect on any European designated site as a result of the development.

The Site is comprised predominantly of modified grassland, a habitat of low ecological value; habitats of moderate - high ecological value comprised hedgerows, mature broadleaved trees and two small parcels of broadleaved woodland. Hedgerow loss for access would be minimised, with the majority of hedgerows and all mature trees and woodland retained and buffered from development.

Low populations of slow-worm and grass snake were recorded along field margins; habitat manipulation would be undertaken to prevent direct impacts during construction. A range of common and widespread breeding bird species was recorded; hedgerows and woodland provided the main foraging and nesting habitat. One outlier badger sett was recorded on the south-western boundary of the Site; should retention of this sett not be feasible, it would be closed under Natural England licence. Several species of bat were recorded commuting and feeding along the hedgerows; no bat roosts were identified. No evidence of great crested newt, hazel dormouse, otter or water vole was recorded.

No over-riding ecological constraints to development of the Site were identified. Whilst constraints concerning habitats and protected/notable species occur, it is considered that avoidance, mitigation and, if required, compensation measures could be implemented to ensure compliance with legislation and planning policy concerning biodiversity. Development of the Site provides the opportunity to deliver ecological enhancement, including biodiversity net gain.

Key

- Site boundary
- Target Notes
- Native individual tree
- Ditches
- Native hedgerow
- Species-rich native hedgerow
- Species-rich native hedgerow - associated with bank or ditch
- g4 - modified grassland
- w1g - other woodland-broadleaved
- u1b - developed land, sealed surface

UKHab code	Description
31	Secondary woodland
50	Ditch
101	Cattle grazed
128	Tall and tussocky sward



Site Analysis

Flood Risk & Drainage

The site is located entirely within Flood Zone 1 with a low probability of fluvial (or tidal) flooding, as confirmed by the Environment Agency's (EA's) flood maps and the Wiltshire Council Strategic Flood Risk Assessment (SFRA).

The EA mapping also shows that the potential for surface water flooding is predominantly very low, though localised areas within the site exhibit moderate to high surface water ponding potential, which will be mitigated through a comprehensive surface water drainage strategy.

The site is shown from EA mapping and the SFRA to be a low risk of other sources of flooding.

The site's geology, predominantly composed of mudstone formations renders infiltration techniques unsuitable due to the impermeable nature of the soil. Therefore, this necessitates the use of attenuation basins to effectively manage surface water runoff by providing necessary attenuation and restricting discharge rates to the nearest watercourse.

A robust surface water drainage strategy has been designed to ensure that post-development runoff rates will achieve a significant reduction on the existing greenfield runoff rates (QBar), mitigating downstream flood risk while meeting national and local policy requirements.

The drainage proposals incorporate Sustainable Drainage Systems (SuDS), such as attenuation basins, to manage surface water runoff effectively.

Surface water will be collected via a network of gullies and pipes and conveyed to attenuation basins before being discharged at controlled rates into an existing watercourse located to the west of the site.

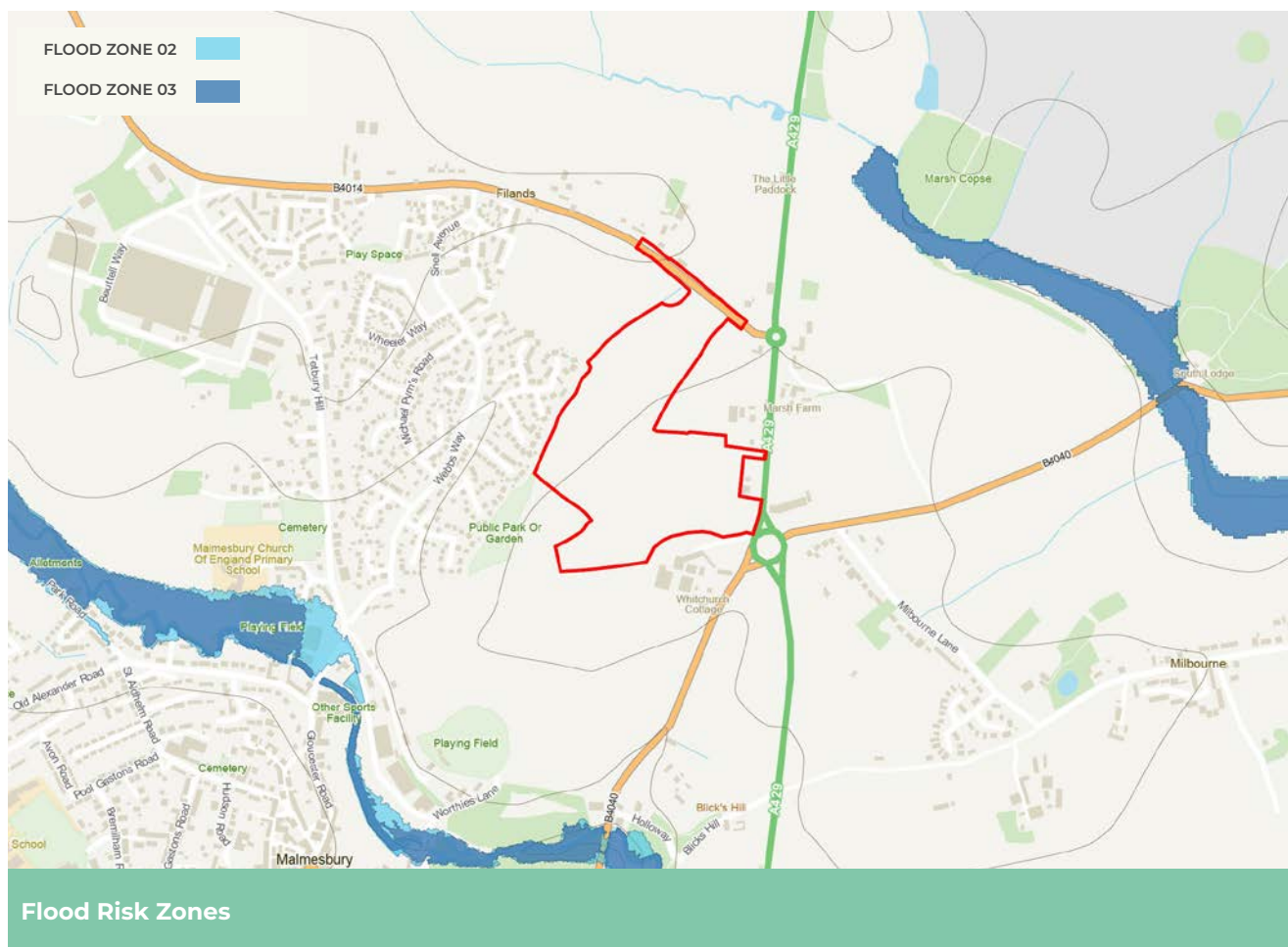
All surface water drainage systems will be designed to provide attenuation for all events up to and including the 1 in 100 year storm event including an allowance for a 45% increase in rainfall intensities as a result of climate change.

The proposed development complies with national and local planning policy with respect to flood risk and drainage. The risk of flooding is adequately managed, and, with the implementation of a suitable surface water drainage strategy, the offsite flood risk is not increased.

SuDS features will enhance biodiversity, improve landscaping, and provide water quality treatment, contributing to a sustainable and aesthetically integrated drainage solution.



Example landscaped drainage features



Example planted basin that integrates with development for community benefit

Site Analysis

Transport and Movement

Walking and Cycling

The Site is well located to the existing pedestrian network, providing opportunities to access a range of local services in and around Malmesbury town centre. There is a continuous circa 1.5m wide footway on the southern side of the B4014 Filands extending east and west from the Site access.

MALM8 runs from north to south, west of the Site, linking the B4014 Filands and Webbs Way via Lacemakers Road. This provides a further route south towards the town centre and ties in with a path along the eastern periphery of the Reeds Farm estate – leading to Reeds Farm Road. It is being upgraded to allow cycling in association with the Bloor Homes development to the west.

There are various Public Rights of Way (PRoW's) within the vicinity of the Site, providing further links into and around Malmesbury for pedestrians. These are illustrated below.

Public Right's of Way

- ➡ MALM8 runs from north to south, providing a shorter route to the Reeds Farm Estate to the south and onwards to the town centre.
- ➡ MALM7 is not accessible from the west but is being preserved within the application site to provide connections eastwards.
- ➡ MALM6 routes east to west and connects Reeds Farm Road roundabout to A429 Crudwell Road.
- ➡ MALM3 routes east to west and connects B4040 to Lovers Lane providing a further connection south to the town centre.
- ➡ MALM5 runs from B4040 to Reeds Farm Road roundabout.

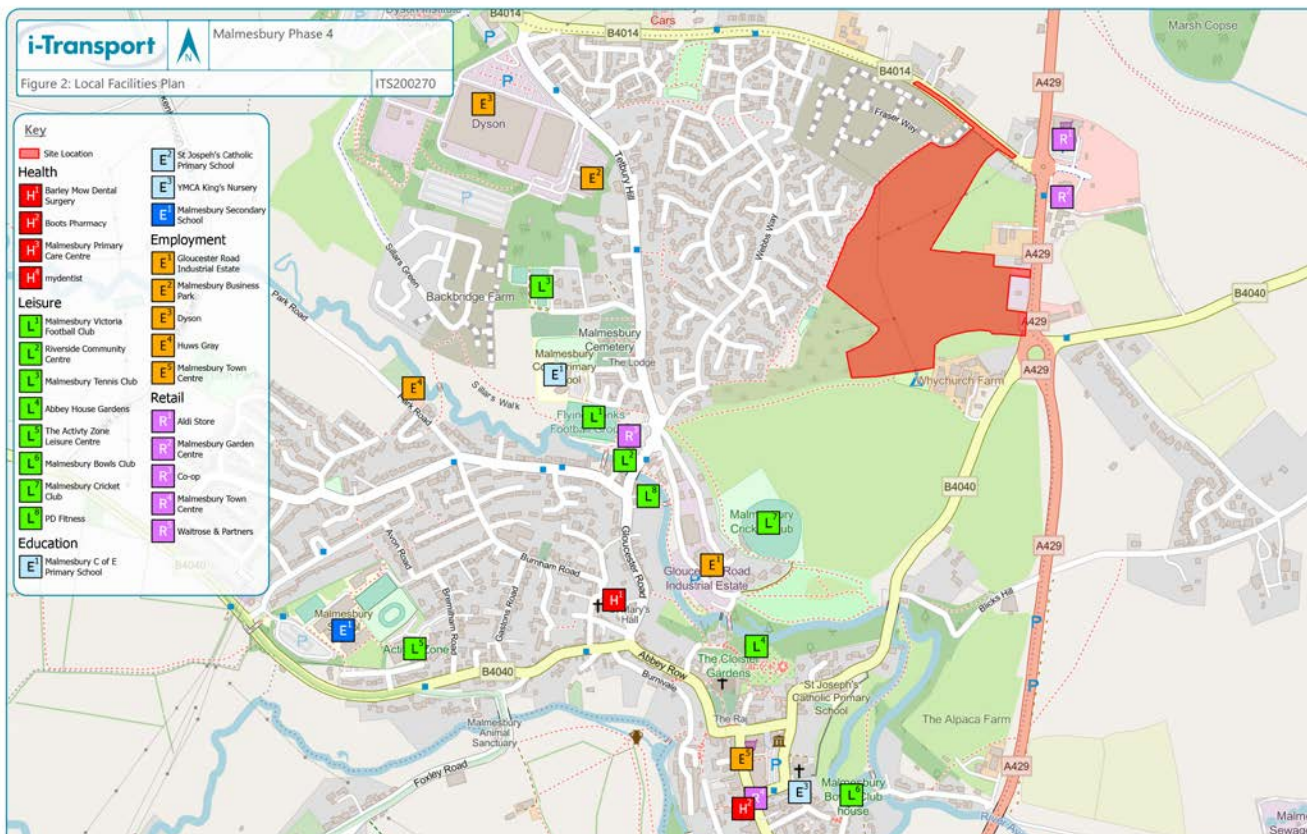


Onsite and surrounding PRoW network

Access to Local Services and Facilities

The National Travel Survey (NTS) 2019 identifies the mode share of journeys of different lengths and concludes that the majority of all trips (80%) up to one mile (1.6km) are undertaken on foot and 30% of all journeys between one and two miles are also made on foot (1.6km to 3.2km).

All the services and facilities included in the Local Facilities Plan are within 3.2km from the Site and the vast majority are within 1.6km. Therefore, residents have the opportunity to access these key facilities via a active travel modes and available via the network of local roads and PRow's.



Public Transport

The closest bus stops to the Site are located on A429 Crudwell Road to the east of the Site, circa 425m away from the centre of the Site. The section of Filands leading to the bus stops is to be upgraded to a shared footway / cycleway. Both bus stops provide a bus shelter with timetable information. The C62 service, a dedicated Cirencester College bus, stops at the bus stops on the A429 from Monday to Friday at 08:17am and departs at 16:35pm. This provides students from 16 to 19 years old and attending the college with a daily connection there.

Service No.	Bus Stop	Route	Mon-Fri	Sat	Sun
99	Aldi Roundabout	Chippenham – Malmesbury – Wootton Bassett – Swindon	Hourly service, first service 06:47, last service 18:34	Hourly service, first service 07:29, last service 18:04	-
X99	Aldi Roundabout	Malmesbury – Chippenham	One service daily departing at 06:58	-	-
90	Aldi Roundabout	Malmesbury Town Service	Hourly service, first service at 08:59, last service at 17:29	1-2 services per hour, first service at 08:59, last service at 14:35	-

Source: Bustimes.org

Site Analysis

The Site and surrounding context does not present any major constraints to development. However any proposal should consider the following:

Constraints

- ➔ Appropriate set backs will be required to protect such features as hedgerows, and trees;
- ➔ Responding to known ecological assets across the Site with an emphasis on trees and shrubs around the vicinity of the Site for local wildlife;
- ➔ Protecting the heritage asset which is within close proximity to the Site, namely Whychurch farm house and associated buildings to the southern boundary;
- ➔ Residential amenity of neighbouring properties at Filands to the northeast and north west of the Site;
- ➔ Protecting the rural edge and associated long distance views from the south of the Site;
- ➔ Retention of formal and informal PRoWs that cross through the Site; and
- ➔ Appropriate offsets required to existing utility easements to the southern boundary that connect via the water tower to the west.

Opportunities

- ➔ Provide access to the Site via the existing road network off B4014 Filands;
- ➔ Ensuring development proposals successfully integrate with new build development to the north;
- ➔ Retention and enhancement of existing Site vegetation;
- ➔ Site low points / depressions to form part of the proposed SuDs attenuation and biodiversity Site features to the southern and eastern boundaries;
- ➔ Create additional biodiverse rich natural environments through new planting strategies;
- ➔ Create new housing patterns which respect the existing rural setting to the south and building patterns and orientations to respond to the identified Site constraints whilst;
- ➔ Applying appropriate densities to make efficient use of land; and
- ➔ Create a balanced, sustainable residential development which offers a range of house types, sizes and tenures.



Sensitive integration with heritage assets



Integration with existing housing



N/11/04126/OUT
Consented development

Previously approved
development
PL/2021/08453

Additional new homes

Ecology Buffer

Mitigation area for
listed buildings

Pumping Station

SuDS

Landscape Buffer

Primary Road

Secondary Road

Proposed point of access

Powerlines and poles
with 3m buffer

Required access
through hedgerow
Informal footpath
PRoW

Water tower
buffer zone

Mains/foul water pipe
and 6m easement

Listed buildings

Design Vision

The Vision for the development at land north of Whychurch Farm and west of Crudwell Road, Malmesbury aligns with Malmesbury Neighbourhood Plan and proposes the following design objectives:



Malmesbury Abbey



Malmesbury Market Cross



Overarching Vision

To create a context responsive high quality place that facilitates landscaped streets, a network of interconnecting green spaces and walking opportunities, high quality design, increased local housing choice and opportunities for a healthy living neighbourhood.



Inclusive

An inclusive development that not only provides housing for all age groups, personal circumstance and affordability but also promotes an inclusive society. Recreational spaces and informal paths throughout the Site will be accessible to all and will encourage play, fitness and communal activities regardless of age, gender or social status.



Green

Designed to work with nature and respect the wider landscape setting with a generous network of open spaces and green corridors that conserve and enhance biodiversity, and a quality, varied and accessible landscape environment to enjoy.



Heritage

To respect the renowned local heritage of Malmesbury market town by taking positive cues from the historical urban morphology and architectural detailing, whilst introducing new sustainable housing for today's modern community.



Distinctive

An attractive setting with a distinct sense of place designed to be landscape led, allowing space for nature and residential activity. A permeable layout that introduces distinctive streets within defined character areas for energy efficient homes, in the creation of a varied and accessible landscape environment that residents will enjoy.



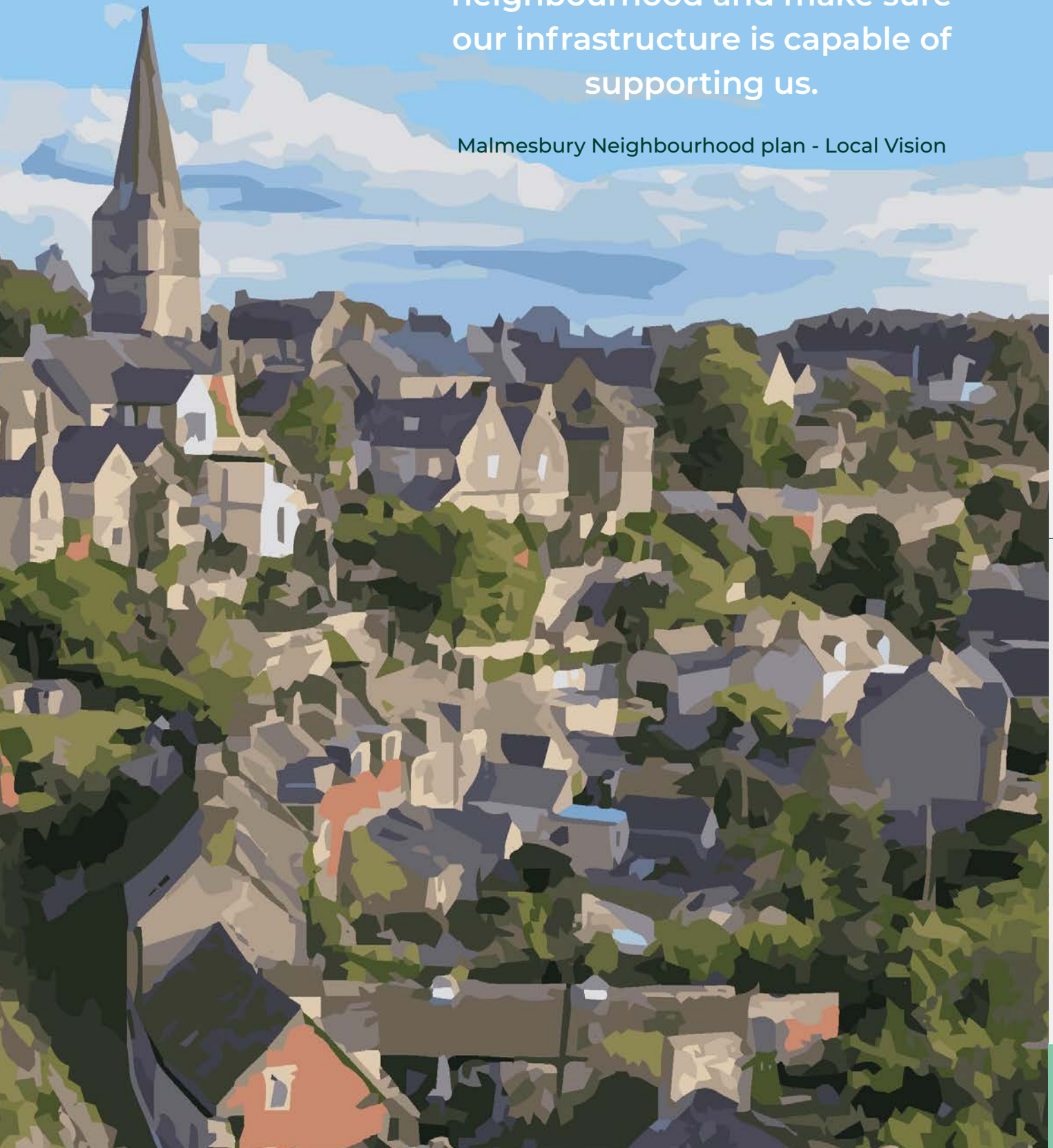
We wish to make our
neighbourhood an even better
place to live, work and visit.



We wish to sustain and enhance
the beauty and vitality of our
neighbourhood and make sure
our infrastructure is capable of
supporting us.



Malmesbury Neighbourhood plan - Local Vision



Design Concept

The Site affords an opportunity to create a sustainable new development to complement the settlement of Malmesbury. As a deliverable Site, this emerging proposal can facilitate the delivery of much needed new affordable homes and community facilities for local residents.

The concept for the development of the Site is founded on a strong landscape framework, focusing on a landscape-led approach to placemaking through the creation of a multitude of open spaces. The 6.54ha green infrastructure provision that is evenly distributed around the Site will create a strong defensible edge to this market town, whilst also providing significant benefits for both wildlife and the local community.

In placemaking terms, the Site creates a fantastic foundation for growing a new place through the inclusion of public amenity spaces that integrate with well designed street networks that have been influenced by the historical setting of the market town. The Site will promote a successful health and wellbeing agenda through the inclusion of play spaces and an enhanced blue and green network that will seek to improve site biodiversity.

The emerging masterplan proposal will encourage sustainable modes of transport through a well considered hierarchy of pedestrian footpath links and highways connectivity, encouraging recreational walking and jogging alongside everyday vehicular activity.





04126/OUT
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Design Process

The project team delivered a pre-application public engagement programme via a consultation approach designed to reach the maximum number of local residents and encourage feedback. This was achieved through the wide distribution of informative postcard-style letters outlining the proposed development to properties surrounding or close to the Site.

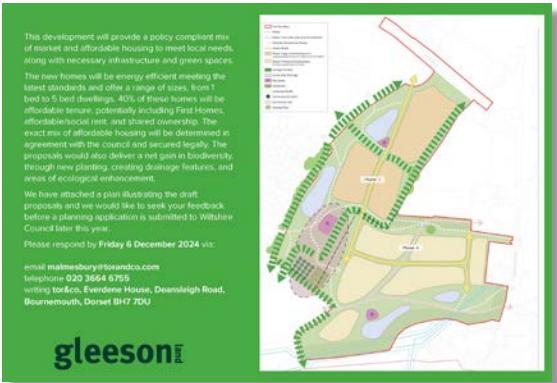
Local residents were provided details of the design proposals which clearly identified access and movement, development areas, community uses and green infrastructure. Questions and views on the scheme were encouraged whereby several forms of contact were provided to ensure ease and convenience for all to respond.

While the majority of responses received were negative, many of these were requests for clarification on various aspects of the proposal. The key concern raised by local residents was the perceived lack of existing infrastructure to support the additional housing in Malmesbury.

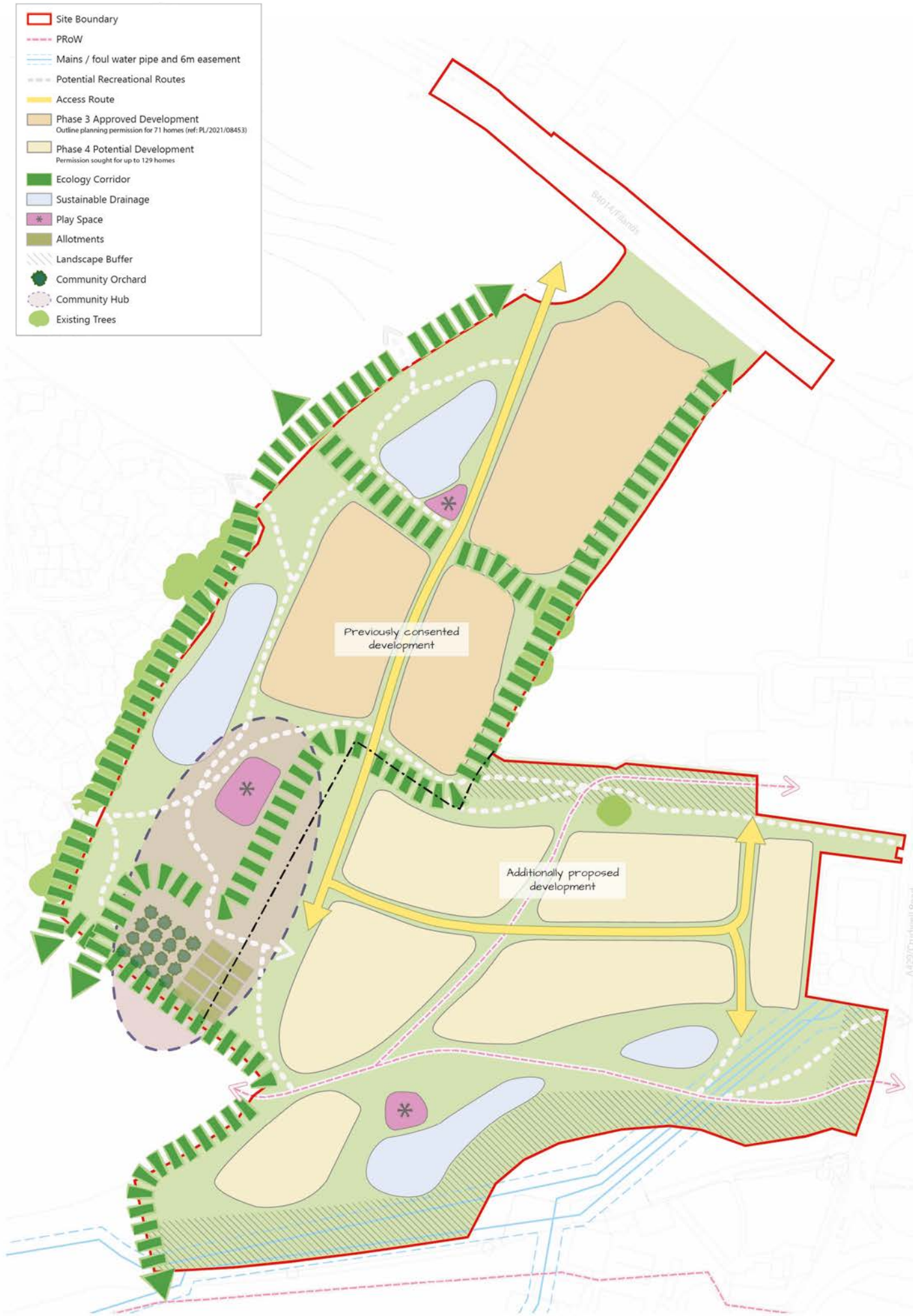
There were also a number of positive comments received, which were particularly in support of the proposed improvements to pedestrian connectivity from the Site to surrounding areas.

All responses received during the consultation process were considered and where appropriate, adjustments to the design proposals have been made.

Further information can be found in the Statement of Community Involvement submitted in support of the application.



- Site Boundary
- PRow
- Mains / foul water pipe and 6m easement
- Potential Recreational Routes
- Access Route
- Phase 3 Approved Development
Outline planning permission for 71 homes (ref: PL/2021/08453)
- Phase 4 Potential Development
Permission sought for up to 129 homes
- Ecology Corridor
- Sustainable Drainage
- Play Space
- Allotments
- Landscape Buffer
- Community Orchard
- Community Hub
- Existing Trees



Development Framework Plan

The structure of the framework plan has a functional rationale, which continues to be informed by contextual observations and Site constraints. The development will comprise of several key urban design elements, such as defining the development edge, development nodes and the creation of landmark buildings at key vistas. All of which ensure there is a strong sense of place that will promote a safe, and legible environment to new and existing residents.

There is a substantial amount of open space and green infrastructure proposed throughout the scheme that seeks to mitigate any negative impact to the wider landscape and to safeguard natural open space that can be enjoyed by local residents in this location, and beyond. The proposed masterplan fulfils green infrastructure policy requirements, and will provide a minimum 10% biodiversity net gain.



Key Development Features:

- ➔ Up to 149 dwellings comprising indicatively a mix of 1 bed, 2 bed, 3bed, 4 bed and 5 bed dwellings;
- ➔ 40% provision of affordable housing;
- ➔ Formulation of an access road that integrates with newbuild development to the north west;
- ➔ A generous provision of children's play facilities that will cater for all age groups;
- ➔ New tree planting;
- ➔ Retention of existing trees and hedgerows;
- ➔ Retention of formal and informal PRoW's;
- ➔ New footpath links to public open spaces;
- ➔ Community allotments;
- ➔ Community orchard;
- ➔ Sustainable urban drainage systems;
- ➔ Wild-flower planting;
- ➔ Green corridors;
- ➔ Sensitive integration with nearby heritage assets;





Framework Principles



Responding to existing blue and green infrastructure

Existing natural features like trees and hedgerows will be retained and enhanced within an extensive network of public open spaces.

These formal and informal spaces will be evenly distributed alongside designated areas for productive landscaping and children's play.

The landscape strategy integrates a well considered network of blue infrastructure in the form of rain gardens, planted swales and drainage SuDS features, ensuring these accessible areas are both attractive and technically sound.

The Site is relatively flat, which will require careful consideration to the location of drainage basins for flood mitigation.



Identifying developable land parcels that protect the wider landscape

The development will positively respond to the natural and townscape context of the Site and will be heavily influenced by the landscape and heritage mitigation strategies that support this development proposal.

Organic perimeter blocks and lower density development will be located to the southern edges of the Site, with open spaces and buffer planting to screen built form from listed heritage assets and the wider landscape.

The framework will incorporate a series of perimeter blocks that do not exceed 100m in length to promote walkable streets that are both legible and interesting.



Introduction of a permeable network of routes

The development will provide a new vehicular access in the form of a T-Junction off the new recently constructed access to the B4014 Filands to the north of the Site. This will also facilitate pedestrian and cycle access via an attractive and legible landscaped primary route that meanders through to the southern field.

The existing PROW's will remain in situ within a landscaped corridors that will connect to the existing pedestrian route to the east at Crudwell Road.

An extensive network of informal paths will also be incorporated throughout the public realm. These will promote healthy living through well designed walkable routes that will be accessible to all.



Integration of community uses and creating a sense of place

The development proposals seek to create a community-based design with the introduction of new uses and activities to benefit all. This will promote social interaction and inspire people to be involved within a productive landscape and educational setting for a healthy living neighbourhood.

The natural landscaped setting will create a distinct sense of place designed to be landscape led, allowing space for nature and residential activity.

The permeable layout will create distinctive streets within defined character areas for energy efficient homes.

Masterplan Strategy

The Proposals

The Illustrative Masterplan demonstrates how a sustainable addition to Malmesbury can deliver up to 149 new homes, with a mix of housing sizes and tenures, including affordable housing.

Existing green and blue infrastructure on the Site has been protected and enhanced, to deliver a rich landscape comprising opportunities for new tree and hedgerow planting, recreation facilities and informal areas of open space. Detention basins will also assist with the creation of an attractive landscape that delivers ecological benefits.

Primary access is proposed from B4014 Filands with the enhancement of pedestrian links to ensure the successful integration of the development with the existing infrastructure.

The proposals can deliver:

- ➔ A distinctive and walkable place to live with safe pedestrianised access to local facilities;
- ➔ An increase in local housing choice providing a mix of dwelling types, tenures and sizes which cater for a variety of households;
- ➔ Extensive new green spaces, including a community orchard, allotment spaces and a choice of recreational routes that will encourage physical activity, social interaction and well being;
- ➔ New equipped play spaces that will cater for all age groups;
- ➔ Diverse and characterful new streets that respect the local character of Malmesbury town;
- ➔ Green corridors that will retain existing ecological habitats;
- ➔ Creation of a biodiversity rich habitat that will meet planning policy requirement

Housing Strategy

Dwellings will be designed to reflect the character and aesthetic qualities of the surrounding area and mirror design features of the locality. High quality, vernacular materials for homes will aid the integration of this development within the settlement.

The illustrative masterplan proposes a variety of house types, providing a range of sizes catering for the needs of different people. The internal layouts will consider market preference and modern ways of living. Houses will be designed to allow for flexibility and adaptation in order to encourage residents to stay for longer depending on life circumstances, for example first time buyers, young families, growing families and downsizers. The scheme will ensure there is a wide range of choice.

It is proposed that the dwellings located towards the edges of the development should be lower density development to create a soft edge and transition to areas of public open space.

Parking Strategy

It is proposed that the majority of vehicular parking spaces will be provided on plot - either in garages or on driveways. In some instances, it may be necessary to provide some on street allocated parking spaces or rear parking courts to facilitate car free pedestrianised zones. In such instances will be in close proximity to dwellings for ease of access.

Visitor spaces, predominantly along roads, will also be provided. These will be scattered around the development to ensure an even distribution. Larger, detached properties are likely to be able to accommodate visitor parking on plot.

Overall parking provision will be in accordance with the Local Planning Authority guidance. This will be resolved at the detailed design stage. Adequate provision for cycle storage will be made for all properties to encourage the use of alternative modes of transport to the car.

Refuse Strategy

Adequate provision for refuse storage will be made in either garages or back gardens of all properties. This will ensure that bins are not left on the streets.

All roads will be designed to adequate widths and turning to accommodate refuse collection vehicles. Homes should be designed with adequate storage space to encourage recycling and composting to minimise overall waste.



B4014 Filands

N/11/04126/OUT
Consented development

ISSUES

Proposals

Land Use

This Land budget plan has been developed from the initial parameters plan to annotate land use in more detail. The plan highlights residential development areas, open spaces and play areas, as well as additional uses such as attenuation, buffer planting and community use.

The indicative masterplan identifies a series of alternative use green spaces which include; amenity green space, semi natural open space with children's equipped and natural play spaces. As well as provision of green corridors that enable pedestrian movement around the development and beyond.

The development will seek to provide a 10% on-site Biodiversity Net Gain (BNG) which will be achieved through the provision of natural green space predominantly to the southern and western edges of the development, which will be allocated solely for enriched biodiversity and ecological habitats.

The table below illustrates the land use for this Malmesbury masterplan:



Access & Movement

Vehicular

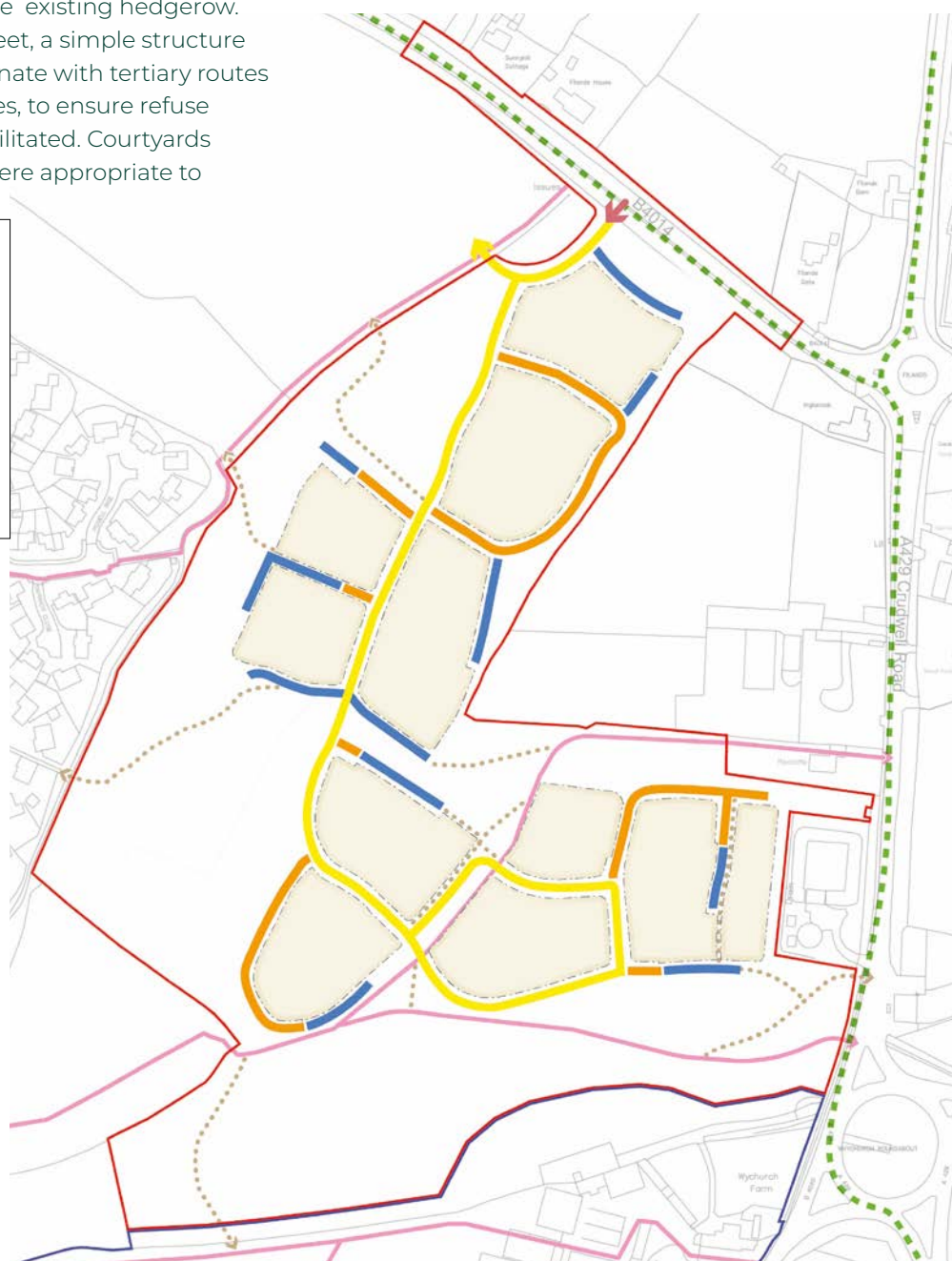
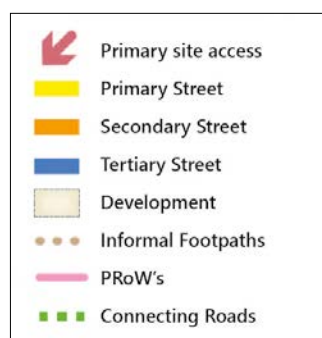
The Site will be accessed from B4014, Filands via the ghost island priority junction which formed part of the adjacent planning approval, alongside improved pedestrian and cyclist connections. This recently constructed route will facilitate an additional priority-controlled T-junction that will service this development of up to 149 units.

The tree-lined primary route is located centrally and connects the northern and southern fields via a proposed break in the existing hedgerow. From this characterful street, a simple structure of secondary routes terminate with tertiary routes in the form of private drives, to ensure refuse and fire tender can be facilitated. Courtyards have been introduced where appropriate to

accommodate continual built form and car free frontages, ensuring recreational walks to the Site vicinity are inclusive pedestrian only zones.

Pedestrian

A series of pedestrian routes will run through and around the development, linking up to existing routes, such as the registered PRow's where possible. All routes will be designed to be legible and permeable, regardless of their formal or informal status.



Proposals

Placemaking Strategy

The masterplan demonstrates robust urban design and placemaking principles, delivering a place that people will want to live in as well as creating spaces for informal recreation with safe and liveable streets.

Legibility

The integration of a network of routes throughout the proposal ensures maximum accessibility to the existing active travel movement network, providing access to facilities, green spaces and surrounding residential areas, promoting good placemaking, health and well-being.

The developable area has been based around a perimeter block structure. Residential blocks and frontages respond to their surrounding context to provide a permeable and legible form of development. All block dimensions have been designed to allow for flexibility with regard to housing types and parking arrangements whilst adhering to local spacing and amenity standards. Ensuring build form addresses the primary street as well as green spaces and corridors.

Focal Points

Green focal points are designed to provide both formal and informal spaces in the form of landscaped green corridors, alongside vast areas of wildflower and new tree planting. Such spaces can facilitate communal gatherings and activities in a safe environment.

Various play facilities located around the Site will provide vibrant spaces for social interaction.

Gateways

The access point into the Site will introduce a landscaped gateway that continues through the development. With enhanced planting and clearly defined routes. At key nodes throughout the development, there will be a transition of character to add interest and variety. Different characters could be achieved through the use of different architectural styles, different densities or use of different materials.

Landmarks

Landmark buildings and landscapes provide opportunities for streets and spaces to be framed with key, landmark architecture, helping to create identity and interest.

Landmark buildings can be distinguished by being taller than those surrounding or through architectural materiality and design. To create an exciting and interesting development, and to aid in wayfinding, a number of landmark buildings should be placed across the masterplan at key points that are in accordance with density and building heights strategies.

Community Uses

The existing hedgerow and the proposed planted SuDs feature to the west of the Site provides an opportunity to create an area of open space that promotes a sense of community. As such, it is proposed that a community orchard could be introduced in this location, alongside a play area that will be accessible to all. A community allotment is also proposed in the north east corner.





B4014 Filands

N/11/04126/OUT
Consented development

Proposals

Density

The gross area shown on the Illustrative Masterplan measures approx 12.5 Hectares and net developable area 4.53 Hectares. At an average net density of 33 dwellings per Hectare (DPH) this will yield up to 149 units, thus demonstrating the ability of the scheme to deliver a significant number of new homes to the local area.

A higher density consisting of terraced forms and

continual frontages would be well positioned to the north in response to existing built form, with any proposed apartment buildings located at key vistas.

A lower density is proposed to the south in the creation of a softer, more organic development edge. These areas will be primarily made up of detached units which will be sympathetic to their countryside setting.



Building Heights

A character area study has established that Malmesbury consists of a varied streetscape of 2, 2.5 and 3 storey buildings at primary routes.

With this in mind, the development proposals will allow for up to 2.5 storey buildings within the indicated high density area with up to 2 storey high buildings in the low density area in accordance with the density strategy.



Proposals

Landscape Strategy

A high quality Green Infrastructure is essential. Green infrastructure (GI) refers to a robust framework of structural planting, open spaces and habitats that build on existing features within the Site and connect into the surrounding local landscape. The rationale is to establish a safe and enduring landscape.

This will provide a rich and diverse setting for buildings; encourage activity animation and play; provide identity within the built form; maximise biodiversity and encourage sustainability benefits such as SUDS. In broad terms the GI proposed within the Site incorporates public open space, structural planting (including hedgerows), green corridors, incidental open space and sustainable drainage.

The Landscape Strategy seeks to develop an attractive environment for residents and visitors to the Site whilst effectively integrating the Site into its wider context. This will be achieved through the retention of mature trees and hedgerows that define the field boundaries and respond to the surrounding context.



The Site landscape design will be guided by the following principles:

- Provide multifunctional open space for informal recreation;
- Create an interconnected network of routes around the development which are attractive and well overlooked;
- Provide attractive landscaped links from the main access into the Site, connecting with open space and play provision;
- Buffer planting to the south;
- Conserve and enhance existing landscape features where possible such as the existing hedgerows and mature trees;
- Diversify Site wide habitat through the creation of new native tree planting and areas of meadow seeding.





Proposals

Design Strategy





Security

‘Secured by Design: Homes Guide 2024’ (SBD) is a police initiative to guide the design and build of new homes to adopt crime prevention measures. The advice given in this guide has been proven to reduce the opportunity for crime and the fear of crime, creating safer, more secure and sustainable environments.

The document states that crime and anti-social behaviour are more likely to occur if the following seven attributes of sustainable communities are not incorporated:

- ➔ Access & Movement: places with well-defined and well used routes, spaces and entrances that provide for convenient movement without compromising security.
- ➔ Structure: places that are structured so that different uses do not cause conflict.
- ➔ Surveillance: places where all publicly accessible spaces are overlooked.
- ➔ Ownership: places that promote a sense of ownership, respect, territorial responsibility and community.
- ➔ Physical Protection: places that include necessary, well designed security features.
- ➔ Activity: places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times.
- ➔ Management & Maintenance: places that are designed with management and maintenance in mind, to discourage crime in the present and the future.

As such, the following has been considered as part of the proposals but will be subject to detailed review at Reserved Matters Stage.

Access and Movement

The scheme has been designed in order to provide a clear hierarchy of routes and public spaces, which will enable safe navigation and movement through the Site. Although a high level of permeability is paramount to good design, routes must be as straight, wide, well lit and overlooked as possible.

Structure

There is a high level of active frontage proposed within the development and a clear definition between public and private space, with frontages designed to maximise the level of defensible space. This principle is applied throughout the Site, and is as important in private driveways as it is in public open spaces.

Surveillance

It has been identified above that the proposed layout will result in well designed spaces that are overlooked.

Buildings must have at least two faces: a front onto public space for most public activities and a back where most private activities take place.

A mix of dwellings will enable greater potential for homes to be occupied throughout the day, increasing the opportunity for natural surveillance.

Parked cars can be particularly vulnerable to crime and, unless they are in a private garage, must be overlooked. This requirement has been an important influencing factor in the approach to the layout of the Site.

Physical Protection

Physical protection is concerned with the way in which buildings are secured. Each dwelling will be secured with necessary security features.

Ownership

A key aspect of surveillance is ensuring that places have a clear distinction between public, semi-private/communal and private space. The proposed layout has been designed to ensure that there is a clear distinction between public and private areas. The design of boundary treatments, such as walls and hedges, will create a clear distinction between public and private space without inhibiting the surveillance. An inclusive development with careful consideration of public realm design will instil a sense of pride and ownership towards the new neighbourhood.

Activity

The key activity areas within the Site will be the main pedestrian routes through it. All of these are designed to be overlooked by a number of properties.

Management and Maintenance

Public areas within the development will either be adopted by the local authority or a management company will be set up to ensure that they are maintained to a satisfactory level in accordance with a detailed landscape and ecological management plan.



Sustainability

The proposed development acknowledges National and Local Policy with regards to sustainability and sustainable development and positively responds to them by providing the NPPF's 3 overarching objectives:

Sustainable Energy Strategy

- ➔ The buildings will be 'zero-carbon ready', and very low carbon from the outset;
- ➔ High fabric standards will be specified to meet Future Homes Standard requirements for thermal efficiency as a minimum;
- ➔ There will be no natural gas connection to the proposed development;
- ➔ Energy demand will be met from low and zero carbon sources.

Climate Resilience and Adaption

- ➔ The development designs will anticipate future changes in the climate;
- ➔ Overheating risk will be reduced through passive design measures as required by Approved Document O;
- ➔ Open space and landscaping will provide multiple benefits;
- ➔ Surface water will be managed with the integration of SuDS.

Reducing Carbon Emissions from Transport

- ➔ High quality broadband will be provided as required by Approved Document R;
- ➔ Accessibility to local services and sustainable transport options will encourage residents to prioritise active travel and public transport over private car use;
- ➔ Electric vehicle charging infrastructure will be incorporated in line with the requirements of Approved Document S.

Domestic Water Efficiency

- ➔ High water efficiency standards will be achieved through considered design.

Embodied Carbon & Waste Management

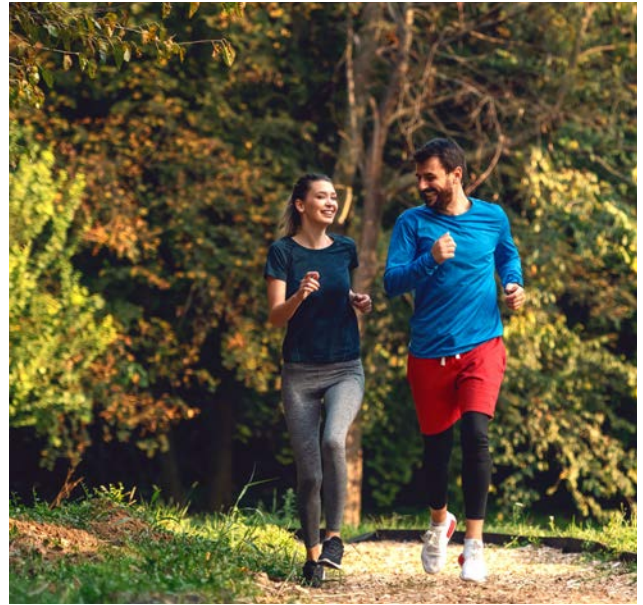
- ➔ Embodied carbon will be reduced by applying sustainable design principles, including informed material selection and the use of re-used and recycled materials during construction;
- ➔ Construction and operational waste will be managed in accordance with the principles of the Waste Hierarchy.



Summary

The project integrated approach to sustainable development goes beyond building performance and energy use, it takes into account health and well being, resource use, enhancing habitat, sustainable movement and community development to deliver a scheme with a smaller environmental footprint.

This approach retains flexibility to explore strategies at detailed design stages but provides a strong framework that responds to the challenges facing new development and new communities, addressing the environmental, social and economic themes of sustainable development.



National Design Guide

The National Design Guide builds on the aspirations and objectives of the NPPF and is a tool for assessing and improving design quality. The NDG is a part of the Government's collection of planning practice design guidance. Below is a summary of how the design proposal complies with the National Design Guide.

- **Context - Enhances the surroundings**

The proposals for the Site have been informed by an assessment of the local character including a review of Malmesbury Neighbourhood Plan, the North Wiltshire Local Plan 2011 and Wiltshire core strategy January 2015. A site visit and desktop analysis were undertaken to identify key constraints and opportunities, and assess the character of the immediate and local context.

- **Identity - Attractive and distinctive**

The proposed scheme will be designed to protect and nurture the identified key aspects of the local character through a landscape and design led approach, in particular the views of Malmesbury Abbey and Whychurch Farm. This will create a cohesive and coherent scheme which is designed to focus on key aspects of the local identity and the surrounding landscape.

- **Built Form - A coherent pattern of development**

Buildings will be designed and located to address public internal spaces or at the end of key vistas to define a clear and legible environment. A clear hierarchy of spaces through an appropriate relationship between built form, landscape and the space in between.

- **Movement - Accessible and easy to move around**

A clear hierarchy of streets and pedestrian links is needed to create a legible movement framework across the Site. Vehicular, pedestrian and cycle access to B4014 Filands and pedestrian access to Crudwell Road- will offer connections to the local network of routes and public transport.

- **Nature - Enhance and optimised**

The landscape strategy will aim to maintain and enhance the existing mature vegetation along the edges of the Site whilst creating an integrated network of multifunctional open spaces. The landscape strategy will provide a range of environmental benefits including new habitats and planting.

- **Public spaces - Safe, social and inclusive**

Streets and public open spaces will be extensively landscaped and designed to encourage a wide range of leisure activities suitable for people of all ages and abilities. All public spaces will be designed so that they are accessible and provide opportunities for people to meet and interact.

- **Uses - Mixed and integrated**

The development will deliver a range of new homes of which 40% will be affordable and designed as tenure blind, an with an appropriate mix of unit sizes to respond to local needs.

- **Homes & Buildings - Functional, healthy & sustainable**

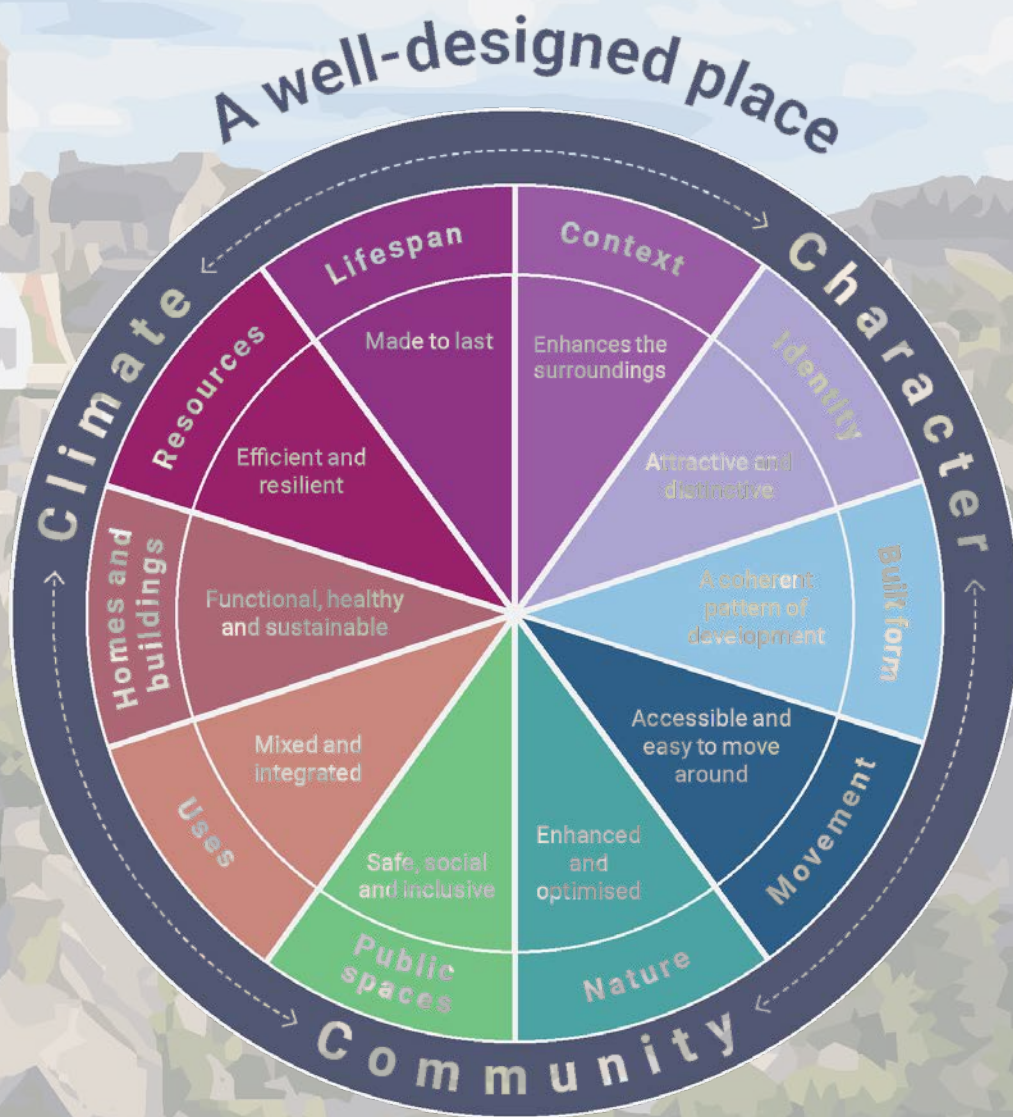
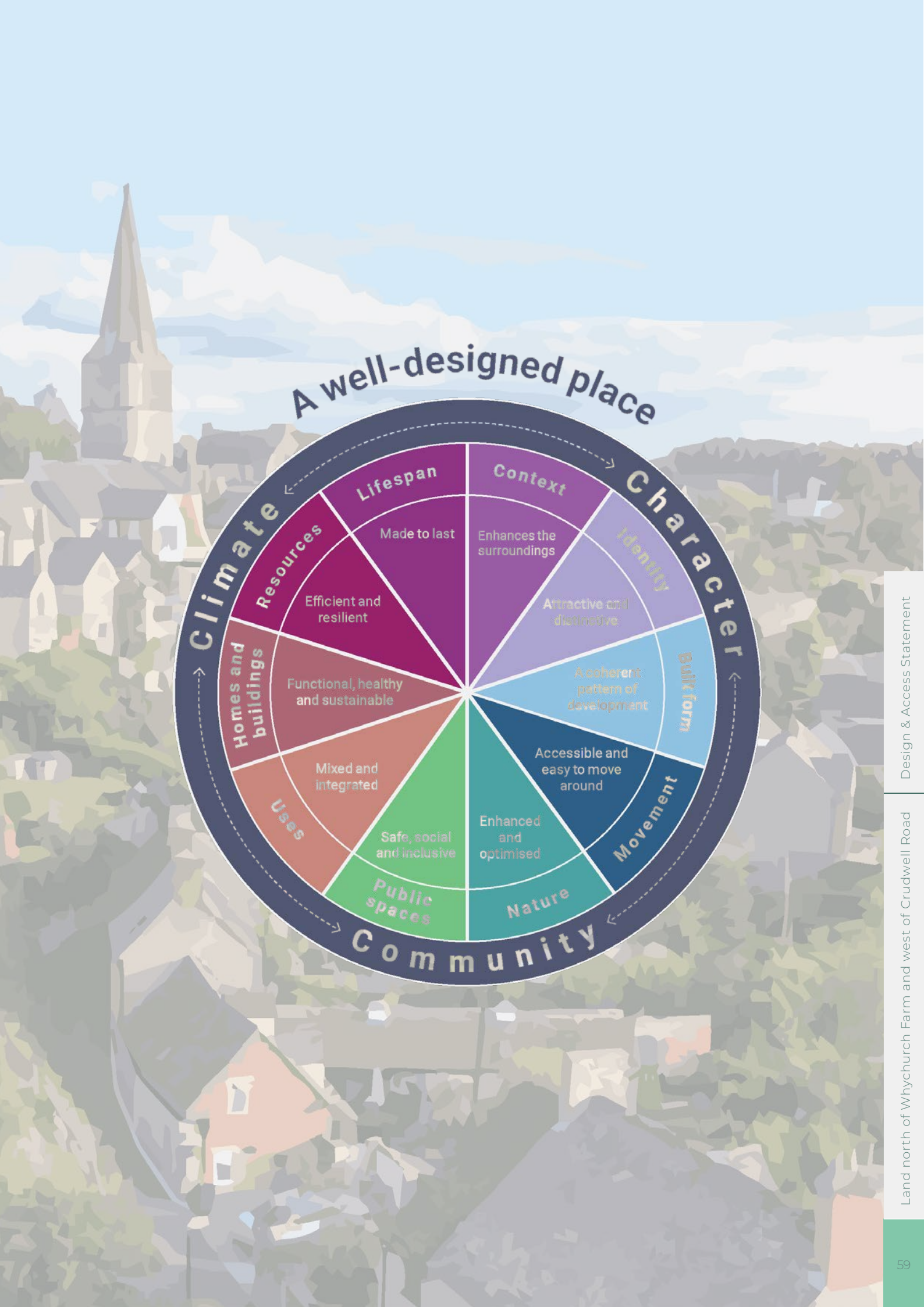
Homes will have private gardens and access to amenity spaces and the wider green infrastructure via a network of pedestrian/cycle routes which will provide residents with opportunities to socialise and promote a healthy lifestyle. Homes will be designed to high standards respecting back-to-back distances and will avoid improper use of space and deliver a well-integrated and maintained public realm.

- **Resources - Efficient and resilient**

Homes will be designed to meet or exceed Building Regulations, taking into account future changes including The Future Homes Standard. The development will also be designed to maximise energy efficiency where possible with appropriate technologies and techniques.

- **Lifespan - Made to last**

All buildings will be built to high standards to ensure the building's envelope is protected. Architectural character will respond to local traditional character with a durable material such as brick being used across the Site and overhanging eaves to protect the façades.



Building for a Healthy Life

A balanced design approach has been taken for this residential housing addition to Malmesbury to ensure the successful integration of people with nature and public spaces. The structure and place making strategy of the masterplan follows the 12 healthy life considerations set out in the 'Building for a Healthy Life' document which has three key objectives - creating integrated neighbourhoods, distinctive places and streets for all.

The following checklist indicates how this design concept conforms with the BHL considerations, which will provide benefits to both residents and the natural environment through the creation of an attractive and sustainable design proposal:



CONSIDERATIONS

THE DESIGN CONCEPT INCORPORATES

1. Natural connections

Create permeable, green corridors to better integrate both wildlife and people across the surrounding landscapes.

✓ New connections that integrate with existing context, new formal and informal footpaths that could connect to registered PRowS and local footpaths. New green corridors that connect habitats and provide new recreational routes in a natural environment.

2. Walking, cycling, + public transport

Routes should be attractive, safe, and enjoyable, and which discourage private vehicle usage.

✓ Additional walking routes with access to nearby existing bus stops, promoting sustainable means of transportation.

3. Facilities and services

Establish diverse social infrastructure which is accessible to all, and which promotes outdoor activity.

✓ A generous public open space provision that facilitates new play areas, allotment spaces, community orchards and wildlife habitats, all of which are connected via recreational footpaths.

4. Homes for everyone

Varied housing + tenure forms should be dispersed across the Site, and all residents deserve equal opportunities.

✓ A varied dwelling mix that meets local housing need, inclusive of a 40% affordable housing provision that will be evenly distributed and tenure blind.

5. Making the most of what's there

Transform urban + natural threats into unique opportunities through asset enhancement.

✓ Ecology corridors and existing natural habitats have been retained and enhanced. Extensive areas for BNG enhancement across the Site will also provide soft landscaped buffers to the development for natural urban integration.



CONSIDERATIONS

THE DESIGN CONCEPT INCORPORATES

6. A memorable character

Compliment the locality of the area (from integrated landscape design to distinctive architectural detailing.)



Following a local character area study and review of local design code, the masterplan framework has been designed to follow local distinctiveness and create characterful streets.

7. Well defined streets and spaces

Transform the streets into a genuine experience by designing active and interesting edges.



The streets and spaces are designed in accordance with Manual for Streets design guidance. The masterplan infrastructure facilitates legible, inclusive routes that are defined by attractive landscapes features with a clear hierarchy.

8. Easy to find your way around

Character areas, landmarks, and nodal points should assist in the proprioception of residents.



The framework incorporates a clear central primary route that connects with green nodal spaces and shared surface informal roads and paths. Landmark buildings at key vistas provide legibility and means of wayfinding through the settlement.

9. Healthy streets

Build streets not roads (attractive spaces for social interaction and activity, upon transport and movement).



The masterplan is designed to ensure the development promotes a safe, liveable place. Shared surface streets prioritise pedestrians and cyclists, whilst trees help to create green, healthy streets.

10. Cycle and car parking

Provide diverse vehicle parking solutions, but design even more creative and accessible cycle parking alternatives.



The illustrative masterplan provides policy compliant cycle and car parking provision, inclusive of visitor spaces that will be conveniently located. The sustainable framework design also allows for future adaptations.

11. Green and blue infrastructure

Natural networks should help structure the whole masterplan, to enrich sensory experience and biodiversity.



A key concept of the masterplan is to provide a landscape-led development which respects existing landscape features whilst promoting biodiversity and wellbeing for local residents. The design incorporates generous natural open space to the south, that integrates with existing and proposed blue infrastructure.

12. Back of pavement, front of home

Define the private realm, providing residents with confidence in their ownership which encourages plot personalisation.



Public and private realm are clearly defined throughout the design proposals with the use of appropriate boundary treatments, hard surfacing and landscape strategies.

Summary & Key Benefits

The benefits of the proposal include:

- ➔ High quality residential development comprising of up to 149 dwellings;
- ➔ Delivery of approx 60 affordable dwellings to boost local housing need in a sustainable location within the District;
- ➔ A mix of house types and sizes, catering for varied local housing needs;
- ➔ An attractive, 'landscape-led' residential development, providing a rich variety of connected landscape spaces, strengthening the defensible edge to the town;
- ➔ Areas of play overlooked by homes ensuring a safe and welcoming space for recreation;
- ➔ Delivery of community benefits including new play areas and allotments, alongside a variety of open spaces with leisure routes promoting healthy lifestyles;
- ➔ An opportunity to reinforce the existing landscape character through the retention and enhancement of existing hedgerows and the planting of new trees and hedgerows;
- ➔ The potential to create biodiversity enhancements achieved through the proposed planting of new trees, sustainable drainage features and the introduction of strengthened green infrastructure;
- ➔ The ability to deliver design standards through built form and green infrastructure allowing both new and existing residents the opportunity to live, work and play;
- ➔ Direct and indirect jobs created through the construction of the development, stimulating the local economy.

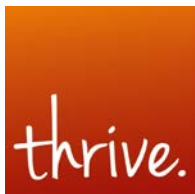




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