

MELKSHAM ROAD, HOLT

Design & Access Statement | October 2025

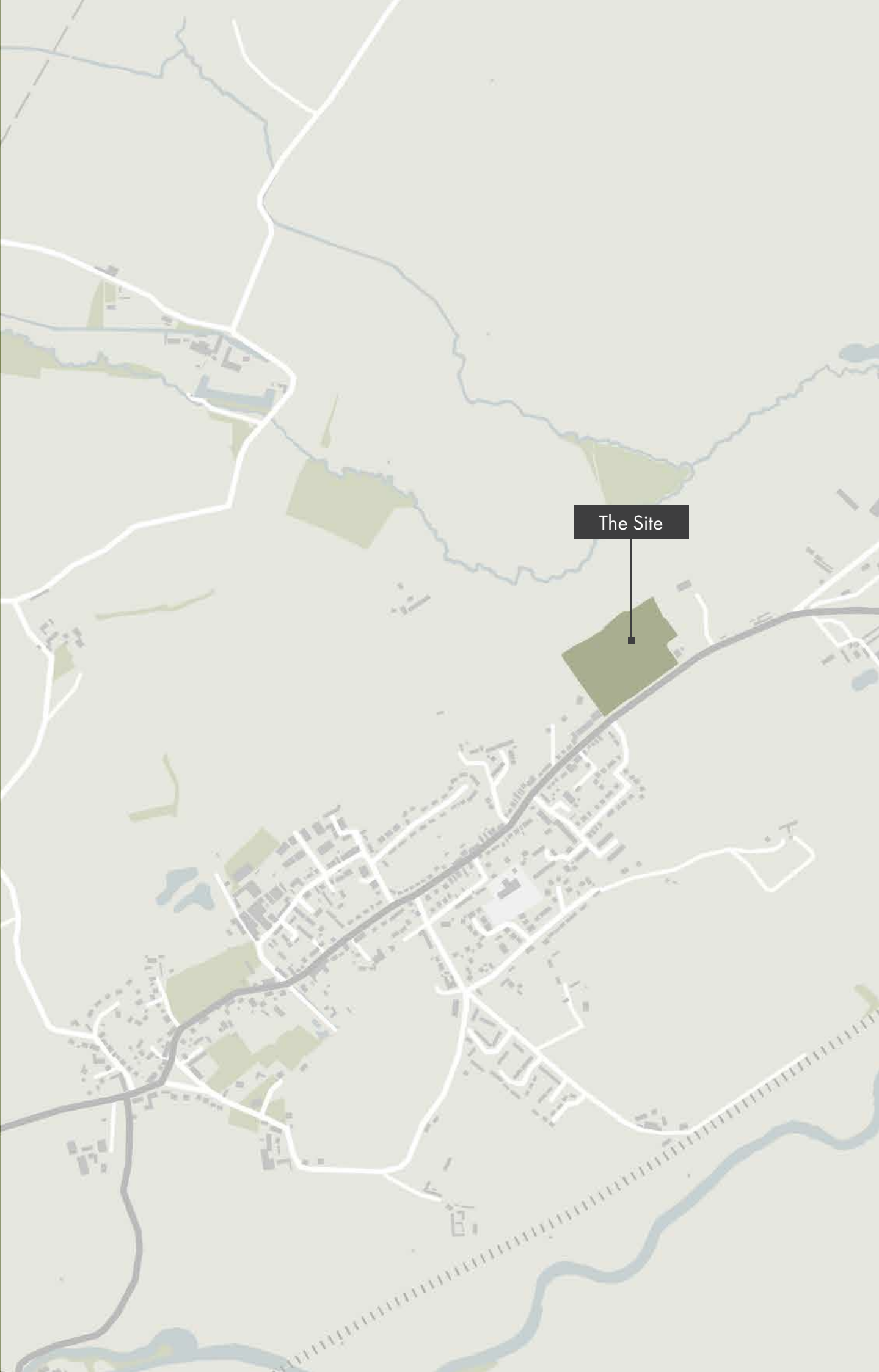
Redcliffe
HOMES

thrive.

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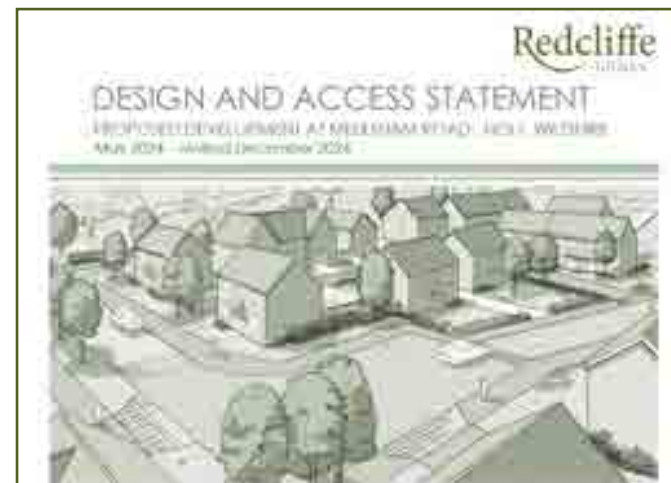
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REDC250527 Melksham Road, Holt Design & Access Statement				
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INTRODUCTION

This Design and Access Statement has been prepared on behalf of Redcliffe Homes Ltd by Thrive Architects, in support of a Reserved Matters Planning Application for Land north of Melksham Road, Holt. This document explains how the design has developed through the reserved matters stage in accordance with the outline Design and Access Statement and Parameter Plans. The outline approval was for up to No.55 Residential (use Class C3) units with all matters reserved except for access.



Summary of Application

Site Area – 3.01 ha

Amount & Use

Total number of 55 units comprising – C3 residential units with a mix of unit types:

- 33 Private Units
- 13 Affordable Rent
- 9 Shared Ownership.

Public Open Space

The site's boundaries are softened through the inclusion of open spaces, integrated with connecting footpaths and proposed landscaping. Within the residential area, small pockets of open space are introduced, complemented by a central green arrival space that forms the focal point of the overall layout.

Private Open Space

All dwellings to have private individual gardens.

Means of Access

A single point of access from Melksham Road.

Highways & Parking

- The primary route will be a 5.5m wide carriageway with 2m path either side with 2m verge to one side; this reduces down to a 6m wide shared surface with 1m verge either side. Private drives to be 4.8m wide
- Houses have on-plot parking which will be via driveways to the side or frontage parking
- Cycle storage provided on plot in garages or secure sheds.

Scale

The majority of the buildings are two storeys in height, with two single storey bungalows.

Appearance & Materials

- Building materials include coursed & rubblestone render & brick
- Slate & brown/red effect plain tile roofs
- Public realm/boundaries with low planting. Estate railings, brick & stone walls & closed boarded fences.

REDCLIFFE HOMES

About Redcliffe Homes

Delivering award-winning homes for over forty years.

Redcliffe Homes is an award winning, independent house building company creating desirable homes in the most sought after locations throughout the South West.

We are passionate about good design and the quality of our homes. We are proud, not only to have created attractive developments in sensitive locations, but also communities where individuals are proud to belong.

Redcliffe Homes will always endeavour to:

- Deliver excellence in our designs, quality of our homes and service to our purchasers
- Be transparent, straightforward and clear in what we can provide, in other words be fair, open and "old fashioned"
- Introduce new, exciting and sustainable ideas which improve our homes and the environment
- Be sympathetic to the needs and concerns of the local community and the environments where we build.





THE SITE

Site as Existing

The site comprises approximately 3.01 ha/7.44 ac, and is used for agriculture. The site is bordered by mature hedgerow and tree boundaries, with the B3107 (Melksham Road) to the south, the site falls from south to north.

The land is accessed via an existing field gate from Melksham Road (B3107). Residential development lies adjacent to the west and a Wessex Water facility to the south east. Water mains cross the site to the east and centrally east to west which requires a 10m easements each side.

To the south planning permission has been granted for 88 dwellings - PL/2025/04414, for Bewley Homes.





LOCAL CHARACTER

Holt

The village of Holt is characterised by a mix of 20th century residential development, including terraced, semi-detached, and detached dwellings. Building heights typically range from single-storey bungalows to two-&-a-half storeys, with the majority being two storeys. Roofs are predominantly dual-pitched, with chimneys and occasional parapets contributing to the roofscape.

External materials vary but commonly include stone, render, and red brick for walls; with grey slate or red/brown profiled tiles for roofs. This mix contributes to the varied yet coherent character of the village streetscape.





SITE OVERVIEW

Site Location

The site is spatially well related to Holt village; abutting existing properties and utility structures along two boundaries, as well as the consented new development to the south of Melksham Road; and presents the opportunity to create an appropriate development edge to the east of the village.

Surrounding Designations

The Multi Agency Geographic Information for the Countryside Map (MAGIC) and the Wiltshire Core Strategy Interactive Policy Map indicates that the site is not covered by any statutory or non-statutory designations.

Landscape

The site is not covered by any statutory or non-statutory designations for landscape character or quality. A Grade II registered park and garden, Great Chalfield Manor, lies approximately 850m to the north west of the site. A Scheduled Monument, the Medieval Settlement of Whaddon.

Conservation Area and Listed Buildings

The site does not fall within or adjacent to a Conservation Area. Two conservation areas, two registered park and gardens, four Grade I listed buildings, one Grade II* listed building and 27 Grade II listed buildings are situated within the 1km study area.

The Holt Conservation Area (HCA) is located c.450m southwest of the site at its closest point.

Broughton Gilford Conservation Area lies approximately 775m north east of the site.

There are no listed buildings within or adjacent to the boundaries of the site. Approximately 350m southeast of the site lies the Grade II listed building Oxen Leaze Farmhouse.

Tree Preservation Orders

There are no trees on the site covered by a Tree Preservation Order.

Public Rights of Way

The site is not affected by any PROW. The nearest being south of the site, ref HOLT 56.

Ecology

Two European designated site are located within 10km of the site:

- Bath and Bradford-on-Avon Bats special area of conservation (SAC), located approximately 750m north of the site.

One nationally designated site is located within 5km of the site:

- Green Lane Wood local nature reserve is approximately 5km south of the site.

Five non-statutory sites are located within 2km of the site, as follows:

- Lady's Coppice Local Wildlife Site (LWS), located approximately 500m north west of the site
- Bristol River Avon LWS, located approximately 800m south of the site
- Gifford Meadow LWS, located approximately 1000m north west of the site
- Kennet and Avon Canal LWS, located over 1.5km south of the site
- Mill Farm Wiltshire Wildlife Trust Reserve is located approximately 2km north-east of the site.





The Site



CONSTRAINTS & OPPORTUNITIES

Constraints

A variety of constraints and opportunities have been identified, to which the development proposals respond sympathetically:

- Topography – The land slopes from south to north at an average gradient of around 1:20
- Drainage – Requirement for Sustainable Urban Drainage systems (SUDs); a surface water attenuation pond and swales are proposed
- Existing water mains & their easements running east to west & along the eastern boundary will be retained
- 15m Buffer between properties and the Wessex Water facility
- Ecology – Identified species to be protected during & after build. Existing wildlife corridors, especially for bats to be protected
- Landscape – Existing trees & hedgerows which form an established green corridor around the site.

Opportunities

- To engage technical due diligence early in the design process to help shape our proposals
- Provide low density homes allowing local families to stay living in this area to the edge of Holt
- Utilise a mix of two, three and four bedroom homes – of mixed tenures from one to two storeys, with potential for the occasional two storey and room in the roof
- Provide a high quality layout and high quality housing
- Potential pedestrian and cycle routes through the site to enhance permeability and local connections
- Utilise site topography for both SUDS and ecology; establishing a wetland area within new green infrastructure to create attractive and welcoming public spaces, accessible to the wider community
- Maintain and enhance the established vegetation on all boundary edges to support existing and potential new biodiversity
- Retain good quality flight routes around the site & enhanced foraging areas for birds & bats and to allow for maintenance access
- Create a new gateway into Holt
- New structural planting to northern edge to create a new soft edge. Improve Biodiversity Net Gain (BNG).

Key

- Site boundary
- Existing trees
- Existing vegetation
- Air quality/noise source
- ➡ Approved access
- Opportunity for attenuation basin
- Existing underground water pipe
- ⚠ 5m no build easement
- ⚠ No trees easement (10m to 10" raw water main, 6m to 300mm distribution main)
- Buffer zones to Wessex water facility (15m)
- Buffer zones to south western boundary (10m)
- Existing Melksham Road build line
- ⟷ Pedestrian and cycle connection
- New bus stop
- ➡ Views into site from existing side windows



PLANNING POLICY

Holt Neighbourhood Plan & Wiltshire Design Guide

This development has been designed in accordance with the core principles and expectations set out in the *Holt Neighbourhood Plan (made 2017)* and the *Wiltshire Design Guide (adopted 2024)*.

The following summary demonstrates how the scheme responds positively to local character, delivers high quality sustainable design, & aligns with community-led & county-wide planning guidance.

Holt Neighbourhood Plan Key Design / Planning Principles

- New development must respect & preserve local character, heritage & distinctiveness
- Integration: new housing should integrate into the social & physical fabric of the town (not feel “bolted on”)
- Infrastructure first: development should come with or trigger necessary improvements in roads, sewerage, broadband, services, education & healthcare
- Affordable/local need: housing should include affordable homes, prioritise local people, & match the type, size & tenure suited to local needs
- Landscape & setting: protect/enhance landscape, open space, views, tree cover and avoid harm to the rural edge.

- Traffic, access & safety: reduce negative traffic impacts (speed, volume), promote sustainable transport (walking, cycling, public transport)
- Community facilities & green space: ensure adequate open space, recreation, green infrastructure, parking & supporting facilities for all ages
- Public engagement: maintain ongoing involvement of local residents in plan-making, monitoring & delivery.

NPPF

The National Planning Policy Framework (NPPF) was recently revised in February 2025 and sets out the Government’s national planning policies and how they are expected to be applied at local level.

The NPPF sets out that there should be a presumption in favour of sustainable development when considering granting permission. Its overarching objective is defined by the NPPF as

‘Meeting the needs of the present without compromising the ability of future generations to meet their own needs’. To achieve this the planning system is seen as having three ‘interdependent’ objectives: economic, social and environmental.

Chapter 12 of the NPPF ‘Achieving well-designed places’ paragraph 131 states that ‘The creation of high quality, beautiful & sustainable buildings & places is fundamental to what the planning & development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live & work & helps make development acceptable to communities.’

Wiltshire Local Plan

Planning policy for Wiltshire County is set out in the adopted Wiltshire Core Strategy (adopted 2015), a number of saved policies from the West Wiltshire District Plan (adopted 2004), the West Wiltshire Leisure and Recreation DPD (adopted 2009) and the Holt Neighbourhood Development Plan (adopted 2017).

The Local Plan is currently undergoing review and the Examination in Public is due to start in the winter, with the expectation of adoption by the end of 2026.

Wiltshire Core Strategy (2015 - 2026).

The key policies of relevance to design are:

- Core Policy 41: Sustainable Construction and Low Carbon Energy
- Core Policy 57: Ensuring High Quality Design and Place Shaping

The plan provides a positive and flexible overarching planning policy framework for Wiltshire for the period up to 2026.

Further details are provided within the supporting planning statement.

Characteristic / Theme	Design / Planning Expectation
Context & Identity	Understand local site context (topography, built form, materials, heritage) & respond sensitively
Built Form / Scale / Massing	Scale, height, & density should be appropriate; transitions between scales must be carefully handled
Movement / Connectivity	Provide well-connected routes for pedestrians, cyclists, & public transport; encourage a permeable layout
Nature & Biodiversity	Integrate green infrastructure, tree planting, habitat connectivity, & sustainable drainage systems
Public Spaces	Design attractive, safe, inclusive, & usable public & communal spaces
Uses / Mix	Encourage a mix of uses, housing tenures, & provision of community-supporting uses
Homes & Buildings	Ensure homes are well-designed, healthy, functional, with good layouts, daylight, privacy, & outdoor amenity
Resources / Sustainability	Promote efficient resource use, sustainable materials, low energy use, & resilience to climate change
Lifespan / Adaptability	Ensure buildings & spaces are durable, adaptable over time, & consider long-term management

HOLT VILLAGE CHARACTER STATEMENT

The Holt Village character statement provides a summary of the architectural and environmental qualities that define the village, and provides a context for future development by trying to define what it is that makes Holt so special to those who live there, and to those who visit for recreation.

Holt Village
Character Statement



Eastern Gateway B3107

The proposed scheme has been carefully designed to respect & enhance the established rural character & the linear nature of the village's eastern gateway along the B3107. We have deliberately maintained the existing tree line & landscape features that contribute to the sense of arrival, ensuring the development sits comfortably within the prevailing character of this edge-of-village approach.

Response to Holt Village Character Statement

The landscape strategy reflects key features of Holt's rural character, as identified in the Village Character Statement:

1. Trees and Landscape

Additional trees are proposed along Melksham Road, set behind the existing hedge to enhance the rural edge.

Tree-lined streets with grass verges form part of the primary road network.

Planting uses native & locally appropriate species to support the landscape character and biodiversity.

2. Junction Green Spaces

Small green spaces are included at key junctions to mirror local patterns & provide visual relief.

Pavements are aligned adjacent to these spaces in keeping with village layout.

3. Green Spaces within Residential Areas

A central green forms the main public open space.

Smaller pocket greens are located throughout the scheme to provide accessible amenity & reinforce village character.

4. Verges and Hedges

Grass verges separate footpaths from roads on key routes.

Existing hedgerows are retained & enhanced, particularly along Melksham Road, maintaining a soft rural edge.

This approach ensures the scheme aligns with Holt's landscape character & strengthens the local distinctiveness of the development.

Affordable Housing

This development provides policy-compliant affordable housing that is tenure blind & integrated throughout the site in smaller, well-distributed clusters.

Consistent use of materials, landscaping, & parking provision ensures affordable homes are visually indistinguishable from market housing, supporting the "Homes for All" principle and aligning with the Holt Village Character Statement. The design promotes a mixed, inclusive community that complements the existing village character.

Materials & Detailing

Built Form

The design reflects Holt's characteristic residential forms including detached, semi-detached, & short terraces with front, rear, & side gardens. Buildings are predominantly single & two storeys, featuring pitched roofs & gable frontages; maintaining the village's traditional scale and silhouette.

Building Materials

Local traditional materials such as natural stone, red brick, & white render are used to ensure visual harmony & to respect the historic character & architectural heritage of the area.

Detailing - Walls

Traditional brick bond patterns & stone quoins have been incorporated to reflect local detailing & reinforce village character.

Windows and Doors

A variety of window casements, including mock sash & standard casements, are used along with stone surrounds to reflect the architectural diversity of Holt.

Boundaries

Boundary treatments include stone walling, estate railings, & native hedges with grass verges, preserving the rural village edge & enhancing local context.

ENGAGEMENT



April 2022 – Pre App submitted

Feedback received reviewed & incorporated into the design evolution.

December 2023 – January 2024 Public Consultation

A public engagement was carried out through a leaflet drop to over 700 homes within 1km of the site, supported by a website for feedback and direct contact options by post or email, with consultation open from December 2023 to January 2024, and a separate meeting held with Holt Parish Council on 16 January 2023 to discuss the proposed planning application.

January 2024 Meeting with Parish Council

Redcliffe confirmed plans to submit an outline planning application in the next couple of months, noting that this approach was quicker, cheaper, and supported by legal advice. Holt Parish acknowledged their Neighbourhood Plan would be reviewed but accepted that, due to its age, it currently held little weight. The council stated there was no local need for more housing and that amenities were insufficient to support additional development.

The Parish Council referred to recent NPPF changes reducing the housing land supply requirement from five to four years, with Wiltshire Council claiming a 4.6-year supply. Redcliffe noted this had not been independently tested and said they would proceed with the application at their own risk, anticipating that an appeal may ultimately determine the housing supply position.

Concerns were raised about consultation timing and leaflet distribution. Around 750 leaflets were delivered within a 1km radius (excluding Holt's historic centre), and while timing was not ideal, a month was considered a reasonable response period.

It was also confirmed that Redcliffe had been unsuccessful in purchasing the adjacent site & did not know who had acquired it. The current site was generally accepted as a logical location for future expansion & likely to be developed in time.

Following a change to National Planning Policy the submission was paused until June 2024.



June 2025 Meeting with Parish Council

Following a positive resolution to grant for the outline application at planning committee, the Parish requested a meeting with Redcliffe Homes.

They accepted that planning permission was now granted and that they wished to work with us going forwards to ensure both the Redcliffe site and Bewley site were designed together.

The Parish highlighted their previous correspondence with Bewley and Thrive Architects and recommended that Redcliffe approach them both considering that the original Bewley application had been refused.

Whilst now plans were presented, they requested that the frontage be car free and designed in a similar way to the Bewley development.

They recommended a large central green area.

They also were keen to see high quality materials and design feature such as cock and hen walls and parking courtyards.

September 2025 Meeting with Parish Council

- Thrive Architects and Redcliffe Homes presented the updated development layout
- Secondary roads & front-facing parking have been removed from the plan
- Discussion on integration with the recently approved Bellway scheme; both schemes to create a landscaped gateway into the village - supported by the Council
- Off-site highways discussed, but noted as outside the scope of the reserved matters application.

Need for bungalows highlighted:

- To meet local demand for downsizing residents
- To preserve views from the existing dwelling (216b) to the west.

Concerns regarding the outlook of the adjacent plot to dwelling 227:

- Recommended that new homes face south
- Active frontage at ground floor only to avoid overlooking.

Material use discussed:

- Reduce excessive recon stone
- Introduce render and brick to break up facades—agreed and welcomed
- Visitor parking: ensure requirements are met and evenly distributed across the site
- Request for Cock & Hen walls noted and accepted.

NEIGHBOUR AMENITY

Neighbourhood Amenity & Overlooking Considerations

In developing this proposal, careful consideration has been given not only to the character & setting of the wider village but also to the specific relationship with adjacent dwellings that abut the site. A key focus has been on minimising visual & privacy impacts to ensure a sensitive & contextually appropriate design.

Notably, the relationship with No. 227 Melksham Road has informed the layout. This property currently enjoys an open outlook across the field, & we have responded by maintaining an 18-metre buffer between it & the proposed dwelling on Plot 8. This new dwelling is restricted to two storeys & has been designed with no side-facing windows to ensure there is no direct overlooking into No. 227, preserving both privacy & outlook.

Similarly, Plots 20 & 21 are positioned approximately 18 metres from the rear boundary of properties at No. 216b and No. 227. This separation distance is in line with the existing spatial arrangement between neighbouring rear gardens, ensuring a consistent & respectful approach to building proximity & residential amenity.

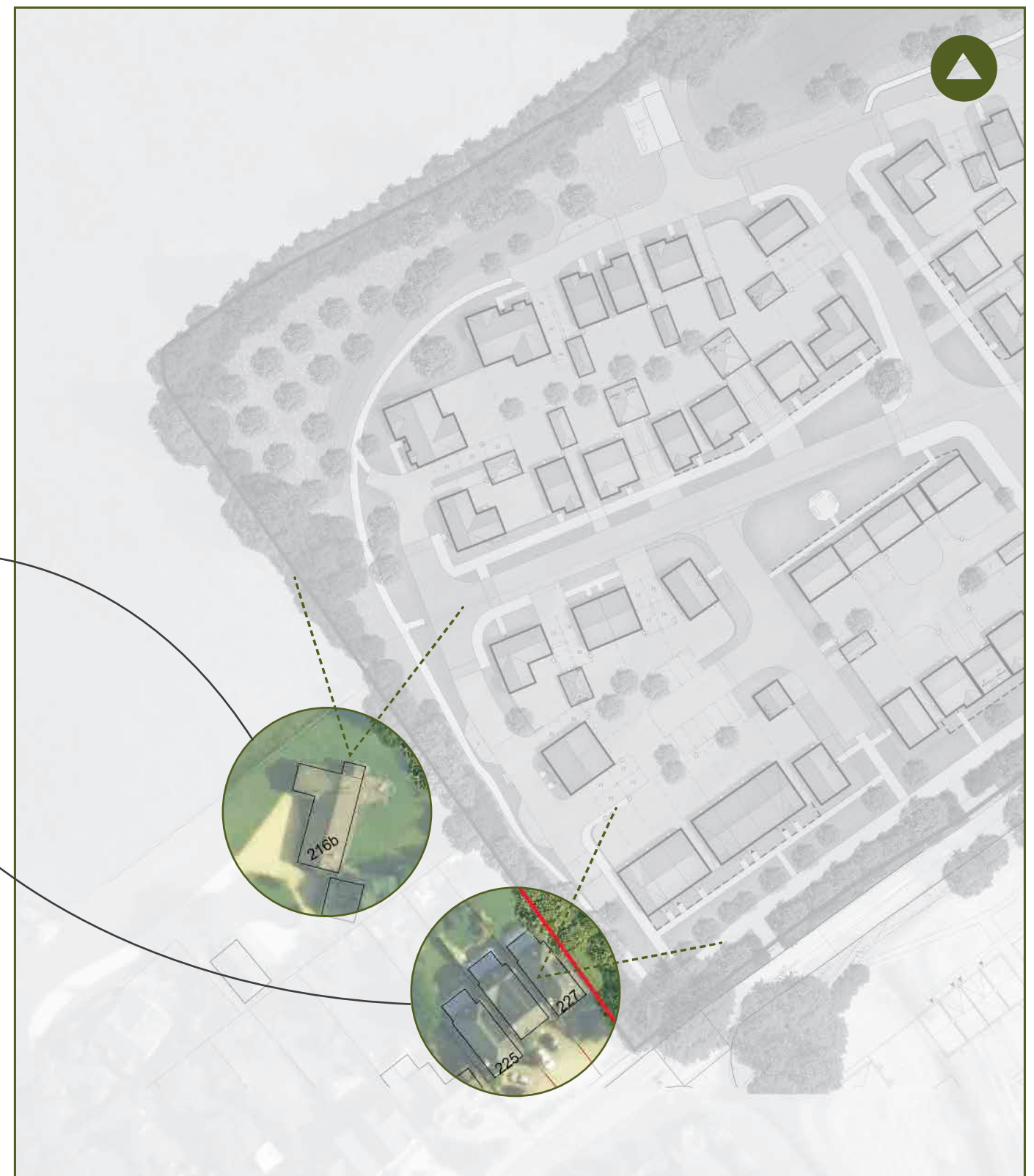
We have also given particular attention to the outlook from No. 216b, especially from its north-facing habitable rooms. To mitigate potential impacts and retain the property's valued views toward the countryside, single-storey bungalows have been proposed in this location. This design decision reduces the perceived massing and preserves a sense of openness for the existing residents.

Overall, the scheme has been developed with a strong emphasis on integrating sensitively into the village setting, while ensuring that the amenity, outlook, & privacy of immediate neighbours are respected throughout the design process.



Key

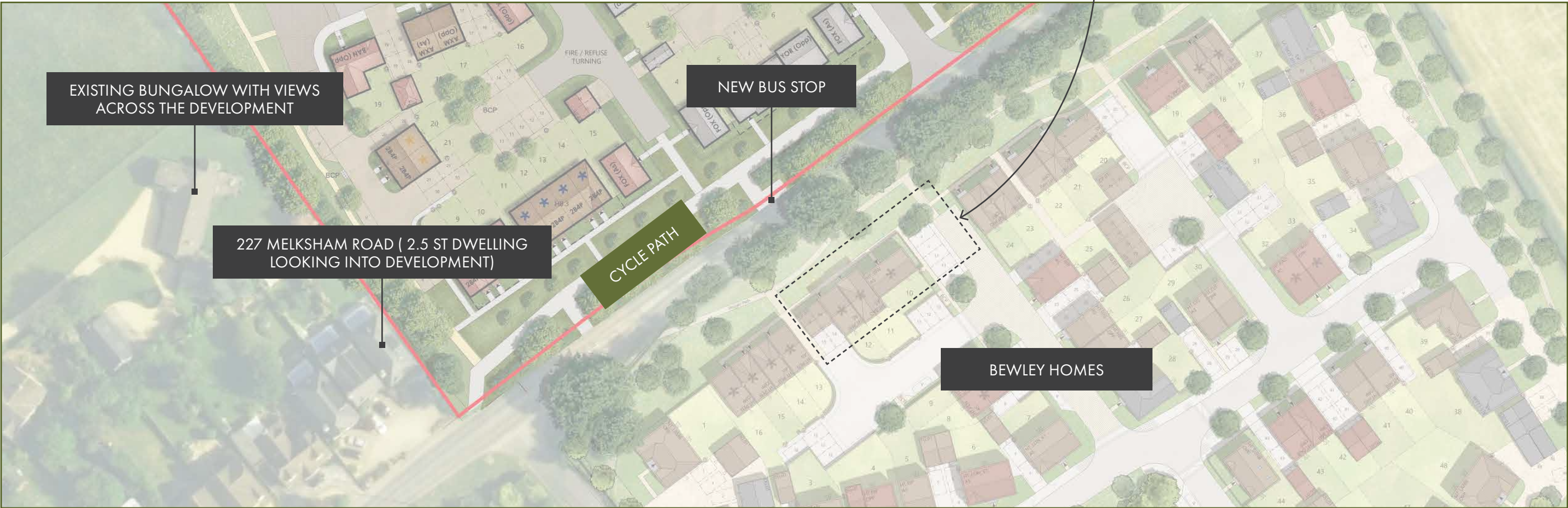
Views from Neighbouring Properties



Neighbour Plan



View of Bewley Homes proposals facing onto Melksham Road



DESIGN EVOLUTION SUMMARY



The current layout represents a clear evolution and refinement of the Outline Master Plan, with a focus on enhancing urban structure, placemaking, & landscape integration.

Frontage to Melksham Road

- The previous arrangement of secondary roads & surface parking along Melksham Road has been removed to establish a more coherent and defined urban edge
- A continuous built frontage is now proposed, strengthening the street's character & reinforcing the development's relationship with the public realm
- Enhanced landscaping along the frontage incorporates breaks for pedestrian permeability, ensuring connectivity while maintaining visual cohesion.

Street Hierarchy and Movement

- A clear hierarchical street structure has been introduced, addressing the previous lack of legibility in the movement network
- A primary north-south tree lined route now forms the backbone of the layout, providing a strong sense of orientation and contributing to a distinctive streetscape
- This structuring reinforces both vehicular & pedestrian movement while creating a more intuitive and navigable environment.

▲ Indicative Outline Masterplan

Central Open Space

- The formerly proposed hard-landscaped square has been re-imagined as a central green, offering a more flexible and inviting focal point for the community
- The space is now framed by surrounding buildings, providing natural enclosure and improving its usability, legibility, and sense of place.

Northeast Edge & Open Space Interface

- The northeast parcel has been reconfigured to deliver a stronger built form, with a more legible structure and defined block arrangement
- Buildings now present active frontages overlooking the adjacent open space, enhancing natural surveillance & reinforcing the development's relationship with the landscape.

Landscape and Public Realm Strategy

- The revised layout prioritises a landscape-led approach, integrating green infrastructure throughout the development
- Improved connectivity, walkability, & visual cohesion have been achieved through strategic planting, pedestrian links, & a coherent open space hierarchy.



▲ Current Proposed Layout

CHARACTER AREAS

The site is structured into three distinct character areas, each responding thoughtfully to the surrounding context and the positioning of homes within the development:

- **The Gateway** - Positioned along Melksham Road, this area forms the prominent entrance to the site, establishing a strong visual identity and sense of arrival
- **The Green** - Serving as the heart of the development, this central area is arranged around a communal green space, fostering a sense of community and openness
- **The Orchard Edge** - Located along the outer boundaries, this area features a lower housing density and fronts onto public open spaces, offering a softer transition to the surrounding landscape.

Key

-  The Gateway
-  The Green
-  Orchard Edge



▲ Character Areas Plan



▲ View from Melksham Road towards the proposed site entrance.

CHARACTER AREAS

The Gateway

The Redcliffe Homes proposal will front onto the Melksham Road. The two schemes will combine to create a landscaped village street that will form an attractive gateway to the eastern approach into Holt. The houses will be set well back and the existing shrubs and tree planting will be retained, and new trees planted so that over time the houses will be seen within a mature landscape. The houses will combine gables, front door porches and canopies with low single storey linking wings to form groups separated by landscaped gaps, with a pair of gables 'framing' the entrance.



▲ Redcliffe Homes finished scheme



▲ Street Scene showing the houses facing the Melksham Road.



▲ The Landscaped Gateway.



▲ Key Plan



CHARACTER AREAS

The Central Green

There are many constraints that impact on the scheme - with the road alignment fixed by a diagonally running easement. However the Redcliffe team have turned this to advantage by creating a central green square that is framed by houses which looking out onto it. This forms a green amenity space for residents at the heart of the site.



▲ Key Plan



▲ Photos of Redcliffe Homes houses finished in coursed reconstituted stone and render. The front boundary treatments are very simple and have a village character.



▲ Street Scene showing how the houses facing the green could look.



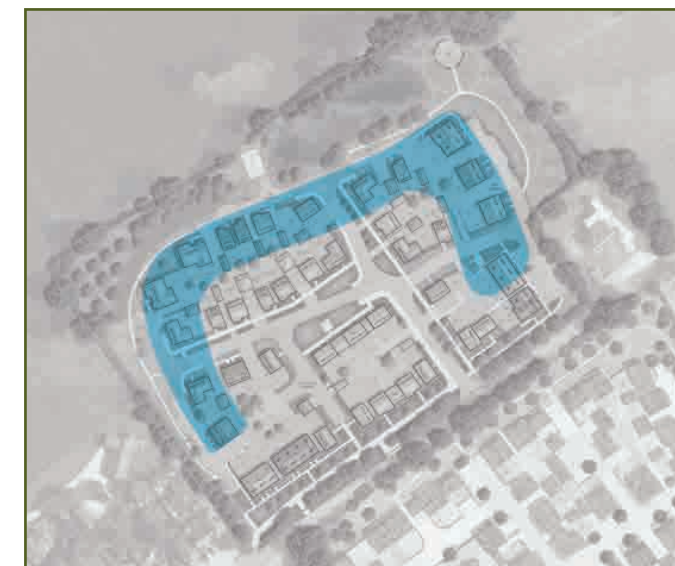
▲ Sketch view of the Green Square. The houses around it will be linked with single storey wings to create a continuous frontage.

CHARACTER AREAS

Orchard Edge

A low-density residential area located at the development's northern perimeter, designed to front onto public open spaces such as green corridors and community orchards. This layout offers a softer transition to the surrounding landscape, creating a peaceful living environment with a strong connection to nature.





▲ Key Plan



MATERIALS

The proposed roof and wall materials have been carefully selected to reflect the principles identified through the local character assessment. Roof coverings will include a mix of brown and red roof tiles, along with grey slate-effect tiles, to reflect the traditional palette found within the village.

For the walls, we aim to strike a balance by avoiding overuse of reconstituted stone. Instead, we will incorporate a considered mix of recon stone, render, and red brick. This varied and complementary material palette will sit comfortably alongside the existing Bewley scheme opposite, creating a high-quality and welcoming entrance into Holt. The overall approach is to ensure the development feels like a natural part of the village, rather than a modern extension, enhancing the gateway character and reinforcing a strong sense of place.

Wall Materials

- Recon Stone - Bekstone Natural Light, Weathered (Tumbled)
- Brick - Ibstock, Ivonehoe Katrina Multi
- Render - Off White



Roof

- Marley - Mendip Double Pantile - Old English Dark Red
- Marley - Duo Edgemere - Smooth Grey
- Marley - Mendip Double Pantile - Smooth Brown
- Rainwater goods, black PVCU down pipes and gutters, black fascia's and soffits.



Windows

- Grey for stone buildings
- Cream for render buildings
- White for red brick buildings.

Boundary Treatments

- 0.9m high stone wall - Natural Stone Cock & Hen Capping
- 0.9 high estate railings
- 1.8m high stone wall with piers and tile creasing and a brick header coping in buff.

HOUSE TYPES



APPEARANCE



▲ Street Elevation A-A



▲ Street Elevation B-B



▲ Street Elevation C-C



▲ Street Elevation D-D



▲ Key Plan

PROPOSED LAYOUT



PROPOSED GATEWAY



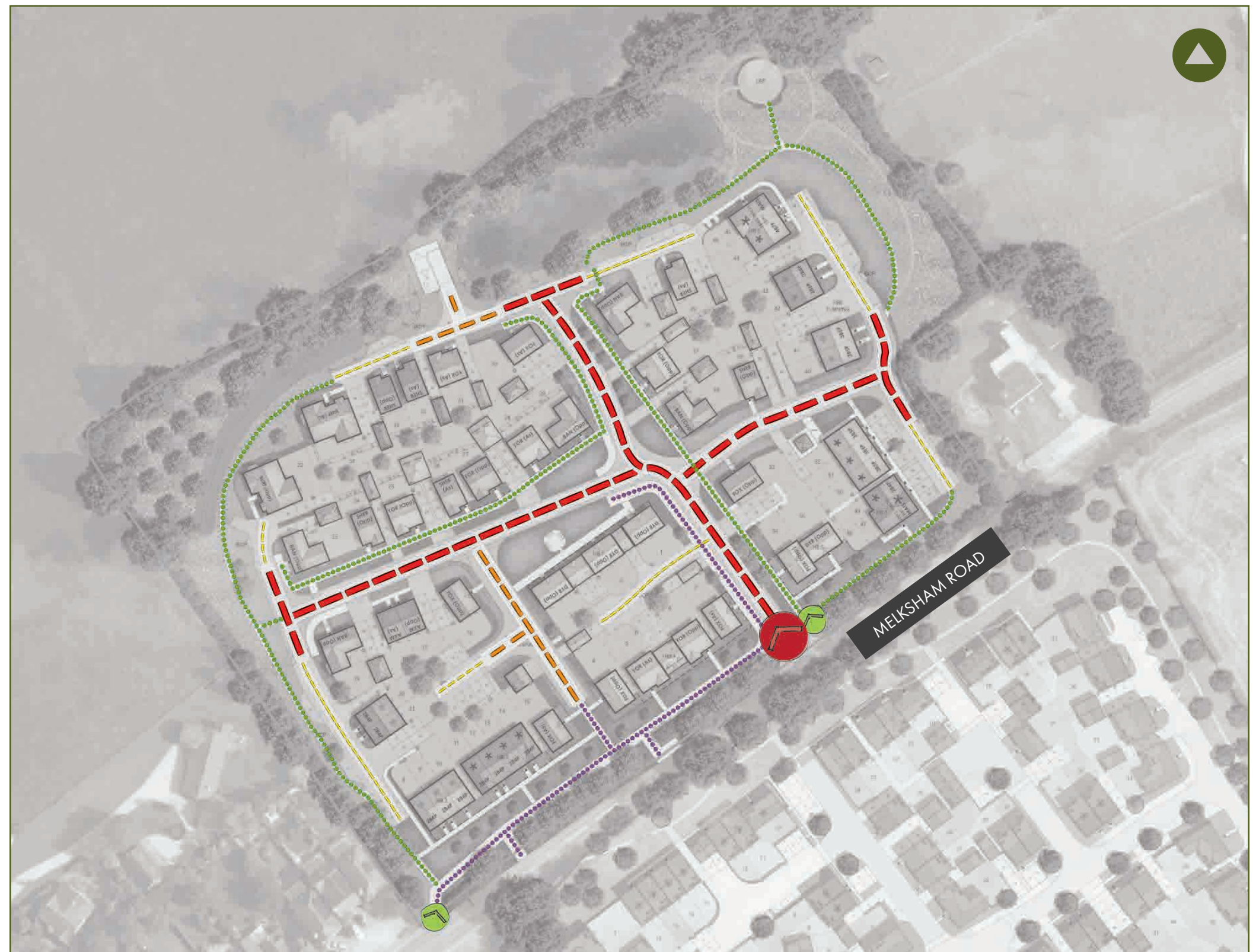
MOVEMENT

The masterplan establishes a clear street hierarchy:

- **Primary Street** - A 5.5m+ wide main route from Melksham Road, lined with homes and deep front gardens for tree planting. Raised junctions and varied widths help calm traffic and support refuse access
- **Shared Roads** - 6–6.5m wide with no dedicated footways. Designed for low speeds and pedestrian priority through layout and surface treatment
- **Private Drives** - Serve up to 5 dwellings, narrower than shared roads, often forming small courtyards. Shared surfaces promote slow speeds and informal community use.

Key

- Main Access
- Pedestrian Access
- Primary Route
- Secondary Route
- Private Drive
- Pedestrian & Cycle Route
- Pedestrian Route



▲ Movement Plan

REFUSE & SERVICING

Efficient waste collection is supported by:

- **Strategically located collection points** to minimise walking distances for residents and crews
- **Adequate provision** of refuse collection areas across the site
- **Well-designed turning heads** to support vehicle manoeuvrability.

Refuse vehicles will use the primary and secondary routes, with kerbside and designated bin collection points integrated into the layout.

Key

- Kerb Side Collection
- Communal Bin Collection Point
- Garden Bin Storage Point
- Resident Carry Distance
- Operative Carry Distance
- Refuse Vehicle Tracking



▲ Refuse Plan

SCALE

When designing buildings adjacent to a well-established neighbourhood, careful consideration of storey heights is essential. This ensures that new development complements the existing architectural character and maintains a coherent streetscape.

All proposed dwellings will be two storeys high except two bungalows on the western edge, which have been provided to protect the visual amenity of the existing adjoining properties.

Garages will be single storey.

Key

- 1 Storey
- 2 Storey



▲ Storey Heights Plan

TENURE

Affordable Housing Mix – Proposed Development

A well-designed affordable housing mix supports inclusive and sustainable communities by catering to a range of income levels. The proposed development incorporates the following design principles:

Design Considerations

Tenure Diversity - A mix of rental and homeownership options to suit varying financial capacities and lifestyle preferences.

Quality Assurance - Affordable units are designed to match the quality standards of private market units.

Affordable Housing Provision

- 14 units - Affordable Rent
- 9 units - Shared Ownership.

Key

- Private
- Affordable Housing Rented
- Affordable Housing Shared Equity



▲ Tenure Plan

MIX

A balanced housing mix is key to creating successful and sustainable communities. It helps make places more liveable, inclusive, and adaptable by meeting the needs of a wide range of people.

By providing different types, sizes, and tenures of homes at various price points, communities can welcome residents from all walks of life - young people, families, older adults, and those with different income levels. This mix encourages diversity, supports social connections, and allows people to stay in their neighbourhoods as their needs change over time.

Key

- 1 Bed
- 2 Bed
- 3 Bed
- 4 Bed
- ✱ M4(2) Dwelling



▲ Mix Plan

PARKING

Parking provision has been carefully planned to reflect the specific requirements and characteristics of each dwelling type. In line with Wiltshire County Council's parking standards, the strategy aims to:

- Promote efficient land use
- Ensure convenient access for residents and visitors
- Integrate parking solutions harmoniously within the overall site layout
- Minimise the visual impact of vehicles on the streetscape.

General Approach:

- **Detached Homes** - Generally allocated a garage, with one or two additional parking spaces positioned in front of the garage
- **Semi-Detached and Terraced Homes** - Each is provided with two dedicated parking spaces. Car Ports are also provided
- **Visitor Parking** - Strategically distributed throughout the site to ensure accessibility
- **Cycle Storage** - Secure cycle storage is provided for all households to encourage sustainable transport options.

Key

- Allocated Parking
- Garages
- Allocated Frontage Parking
- Visitor Parking
- Car Ports
- Service Parking



▲ Parking Plan

PUBLIC OPEN SPACE

The site's boundaries are softened through the integration of public open spaces, which are connected by a network of footpaths and enhanced with proposed landscaping. Within the residential area, a series of small green pockets are introduced to provide informal recreation and visual relief. These are complemented by a central green arrival space, which serves as the focal point of the overall layout, offering a welcoming and cohesive entrance to the development. Together, these elements promote permeability, encourage walking and cycling, and contribute to the site's character and sense of place.

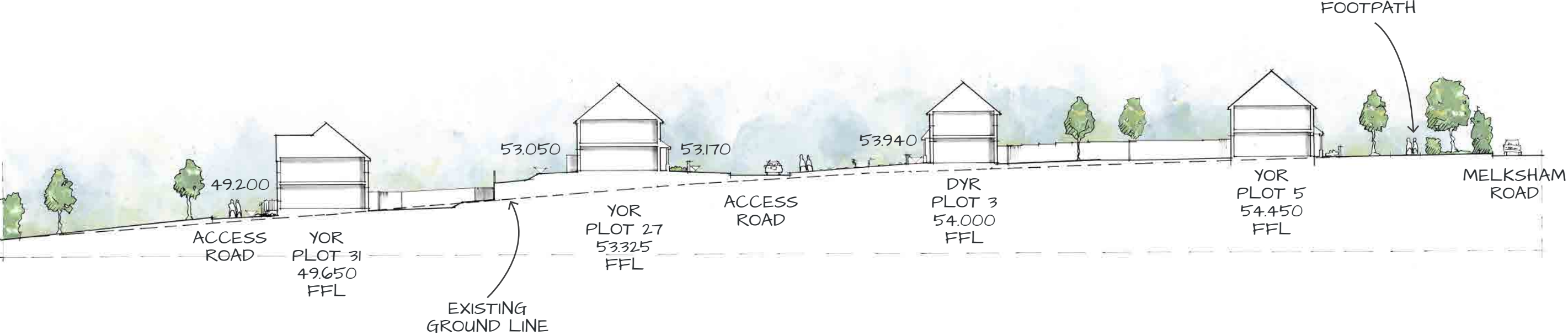
Key

- Public Open Space
- SuDS
- Play Area



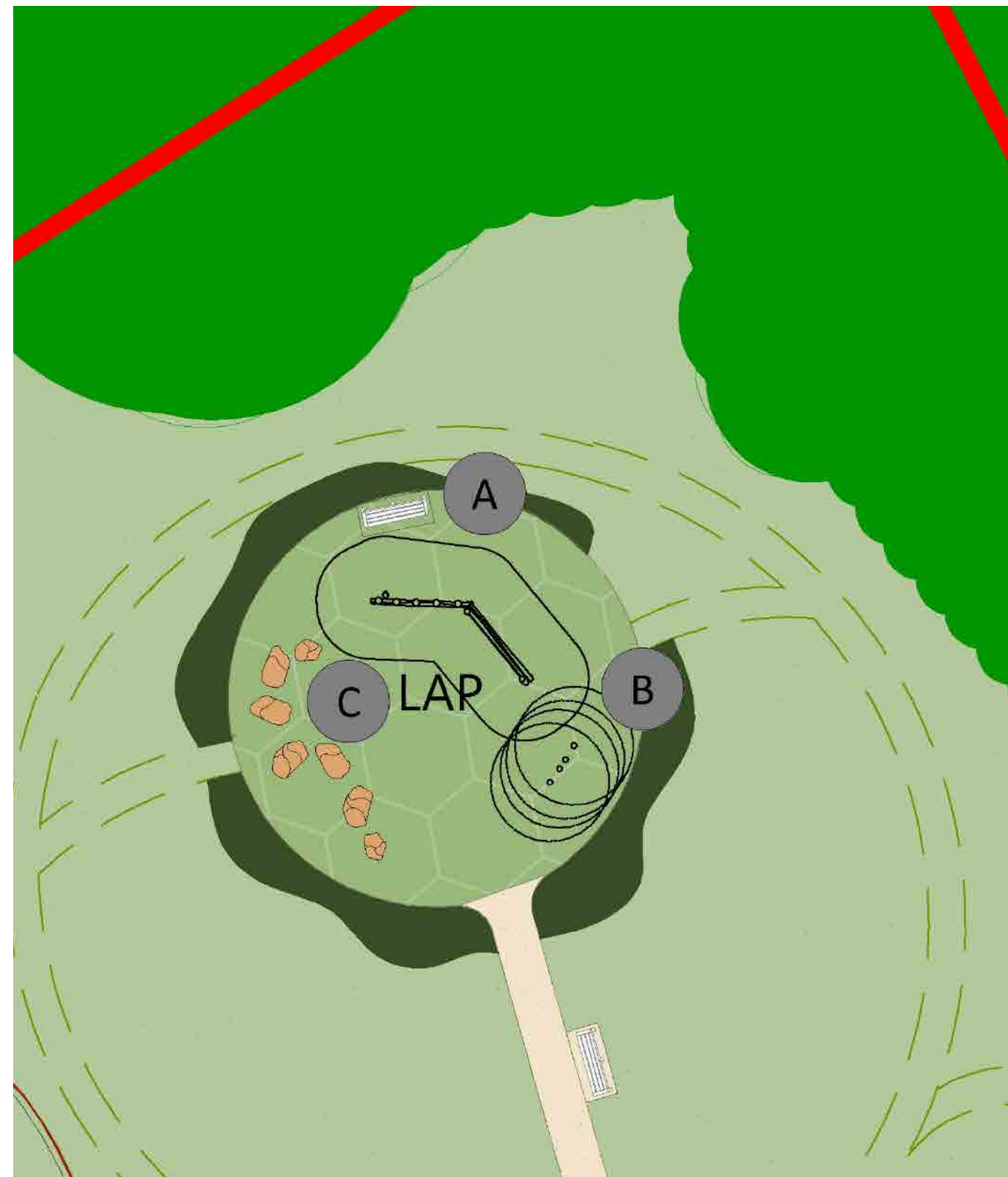
▲ Public Open Space Plan

SITE SECTION



LANDSCAPING & PUBLIC REALM

The proposed landscape strategy has been carefully developed to complement and enhance the character of the site and its surroundings. It aims to create a cohesive and attractive environment that supports biodiversity, improves amenity value, and contributes positively to the overall sense of place. The design integrates existing natural features where possible, introduces new planting to soften built form, and ensures accessibility and usability for all users. Consideration has been given to seasonal interest, long-term maintenance, and the relationship between public and private spaces to ensure a sustainable and welcoming landscape setting.



Key

- Application Boundary
- Existing Vegetation Retained
- Existing Vegetation Removed
- Water Pipe Services
- 10M Water Pipe Easement Offset
- Drainage Easement
- Amenity Grass
- Species-Rich Grassland
- Mown Grass Path
- Private Front Garden Grass
- Private Rear Gardens
- Trees: Proposed
- Hedges: Proposed
- Native Shrub/Hedging: Proposed
- Planting Area: Proposed
- Bitmac: Highway
- Bitmac: Footway
- Adopted Paved Area
- Self Binding Gravel
- Loose Gravel
- Tarmac (Private)
- Low Walls
- Estate Railing
- Knee Rail
- Lighting Column



SUSTAINABILITY

The proposals for the site, together with its location, have been designed to create a sustainable new development for up to 55 dwellings. These include access to existing public transport and active travel connections, as well as principles of house type design which benefits from high build standards and modern technology.

Sustainability Strategy

The National Planning Policy Framework defines sustainable development as that which seeks to balance economic, social and environmental benefits. As part of a future reserved matters planning application a Sustainability and Energy Statement setting out full details of measures will be provided.

Economic

- The development will positively contribute to the growth of the local economy by bringing new homes and sustaining jobs during the construction phase of the development.
- The development has been designed to encourage sustainable travel through the inclusion of a proposed new footway for pedestrians and the connection of a direct pedestrian and cycle route to the village centre.

Environmental

- The site will achieve policy-compliant Biodiversity Net Gain, including tree planting, for shade and cooling
- The development will be designed to include provision to protect and enhance on-site ecology, primarily through the planting of native species of trees and shrubs, the establishment of a wetland area, and wildflower planting
- The development proposals will utilise Sustainable Urban Drainage systems (attenuation and infiltration as the means of discharge)
- New Green Infrastructure, open space, trim trail and a play area providing amenity and climate change adaptation benefits
- The development will incorporate the use of sustainable materials, taking into account the embodied carbon of materials, making use of sustainable sourced timber, and avoid the use of polluting materials
- A Waste Management Strategy will be prepared to support the application setting out measures to minimise waste and encourage recycling and reuse of materials through construction and operation.



Social

- The development will provide much needed affordable homes for the area
- Creation of a well-connected development providing green spaces and encouraging sustainable transport creating a healthy living environment for new and existing local residents
- Designed in accordance with the principles of 'Building for a Healthy Life' to deliver a safe and secure environment for people to live and play
- The new open space and play area will provide a strong community asset for Holt to encourage social activity and interaction
- The mix of housing types and sizes will create a balanced community.

Location

- Holt does not benefit from a railway station however the No.69 bus service passes close to Bradford-on-Avon, Trowbridge and Melksham stations enabling interchange with the rail services available therefrom.
- The nearest bus stops to the site are located on both sides of the B3107 approximately 100m southwest of the site's western boundary. All dwellings within the development site will be within the 400m standard walking distance of these stops.
- Walkable distance from local services and facilities less than 1.3km.

Site Design

- Providing publicly accessible open space areas and seating, promoting health and well-being
- Designing in accessible footpaths and trim trail within the scheme.

Building Design

- Energy-efficient timber frame building fabric and insulation to all heat loss floors, walls and roofs; whilst taking advantage of natural light and orientation to the sun
- Compliance with the new Approved Document Part L (Conservation of Fuel & Power)
- High-efficiency glazed windows throughout and inclusion of energy efficient appliances
- Water saving appliances and energy saving smart technology within homes. Homes provided with water butts
- Quality of build confirmed by achieving good air-tightness results
- Efficient-building services including an air source heat pump and low-energy lighting throughout the building
- Electric vehicle charging points on all properties.

Local Contributions

Making contributions towards local services, facilities and infrastructure through developer obligations.

Ecology Enhancements

With regards to protected species which are either confirmed or assumed to be present onsite, impacts to these can be adequately mitigated through including elements within the masterplan and proposals for the site. Key measures employed include:

- The retention of the majority of the habitats of ecological importance, namely the hedgerows & mature trees
- Re-provided hedgerows to compensate for loss through provision of the site access
- Provision of new areas of tree planting, including tree-lined street, which should provide new on-site habitats with species of known value to biodiversity
- Include the creation of new areas of grassland, scrub and shrub planting
- Incorporating SuDS and swales
- Installation of new bird and bat boxes, loggers, hedgehog highways.

The Ecological Assessment submitted in support of this application explains the ecological strategy for policy compliant Biodiversity Net Gain for the site.

Energy

The development delivers a highly efficient and sustainable energy strategy, meeting the requirements of national and local planning policy, including CP 41 of the Wiltshire Core Strategy (2015).

By integrating passive design measures, efficient energy supply, and renewable technologies, the development achieves a total site-wide reduction of 70.4% in regulated CO2 emissions, representing a significant carbon reduction over minimum requirements.

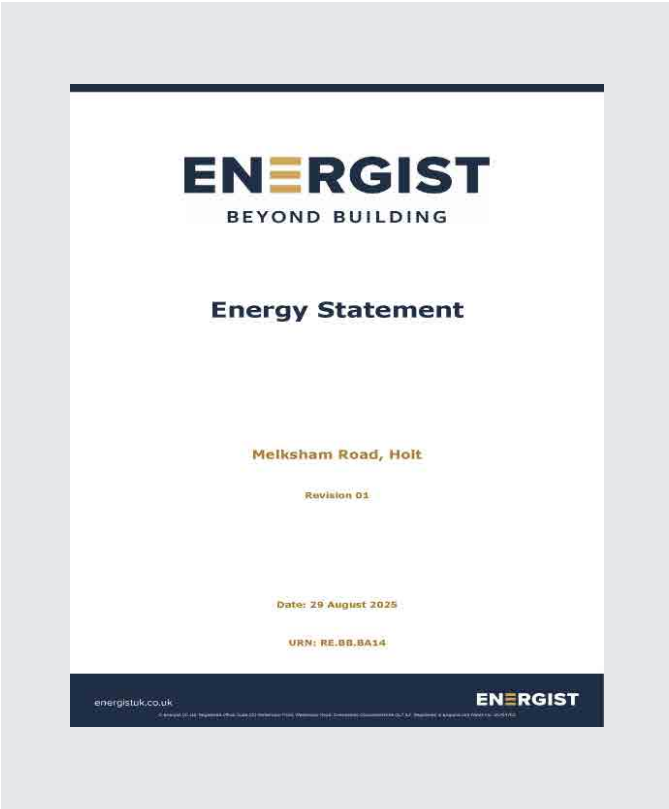
The strategy follows the principles of the Energy Hierarchy.

- Optimised building fabric, energy-efficient glazing, low-energy lighting, and minimum thermal bridging result in a low energy demand design
- Individual ASHP systems will provide space heating and hot water, and will contribute to further carbon reductions compared against regulatory requirements
- Overall reductions of 70.6% over Part AD L 2021.

The development also aligns with nutrient neutrality principles, in particular by reducing the potential water usage of future inhabitants. An aspirational target of 110 litres per person per day has been targeted and achieved with the proposed fittings specification.

A number of sustainability measures have also been identified and incorporated within the design, in particular with regards to sustainable transport, embodied carbon and climate change adaption.

This strategy highlights that the development will meet local and regional energy policies, delivering a sustainable and future-proofed energy solution.



Lighting

External lighting to properties will be controlled through a combination of movement sensors, time switches and daylight sensors to prevent operation during daylight hours. It will be concentrated in the appropriate through, and upward lighting will be minimised, reducing unnecessary light pollution, energy consumption and nuisance to neighbouring properties.



BUILDING FOR A HEALTHY LIFE

This section uses the headings set out in the Building for a Healthy Life guidance (previously Building for life 12) to demonstrate how the design could be developed at Reserved Matters stage to achieve Building for Healthy Life status.

1. Natural Connections:

“Create places that are well integrated into the site and their wider natural and built surroundings. Avoid creating isolated and disconnected places that are not easy places to move through and around”

The access to the site has been carefully designed to provide a safe junction onto Melksham Road along with pedestrian links to the wider community.

The illustrative masterplan shows that the site can be connected into the existing street network through the main vehicular and pedestrian access point on Melksham Road as well as through additional pedestrian access points to the southern boundary towards the village centre.

There is also the potential to connect the site with the pedestrian network to the south.



2. Walking Cycling and Public Transport

“Short trips of up to three miles can be easily made on foot or bicycle if the right infrastructure is in place, helping to improve public health and air quality whilst also reducing local congestion and carbon emissions”

The illustrative masterplan shows that the site layout can provide a network of streets with safe walking and cycling routes from within the site to the existing road network.

The closest bus stops is adjacent to the site.

3 Facilities and Services

“Places that offer social, leisure and recreational opportunities a short walk or cycle from their homes.”

The site has access to a range of facilities and services within Holt within walking distance.

4. Homes for Everyone

“A range of homes that meet local community needs”

The illustrative masterplan shows that a variety of different types of homes could be provided, including terraces, semi-detached and detached properties.

The development will have a mix of housing tenures and sizes, it is anticipated to be one bedroom apartments (maisonettes) and two, three, and four bedroom family houses, in the form of rented, shared ownership and open market which takes account of local needs.

All houses should have gardens which form private outdoor space and should including space for drying.

Affordable housing will be designed in such a way that it would not be possible to determine the tenure of properties through architectural, landscape or other differences.

5. Making the Most of What is There

“Understand and respond.”

A through analysis of the site and its surroundings has been undertaken as part of the design process which has led to the illustrative masterplan proposed within this document.

The illustrative masterplan responds to the site through the retention and enhancement of the vegetation found along the site boundaries and response to existing topography.

6. A Memorable Character

“Create places that are memorable.”

The design of the development is drawn from a study of the surrounding local area to create a scheme with a distinctive identity, by the use of traditional vernacular buildings styles, details and materials along with local streetscape characteristics.

Design of the scheme will reflect the character and appearance of the village of Holt, creating its own identity through taking appropriate cues from surrounding development.

Gables on street corners will include windows or other detailing to provide overlooking from corner turning buildings and to animate the street scene. Blank gables facing any street will be avoided.

Roofs will enjoy generous pitches with different house designs having the same or a very similar pitch to ensure a consistent approach to roof line and gables.

The street scene will be well-ordered and relatively informal. There should be a looser feel within the private drives and on the northern edge of the development.

7. Well defined streets and Spaces

“Create a network of streets and spaces that are well enclosed by buildings and/or structural landscaping, taking care to ensure that front doors and the principal façades of buildings face streets and public spaces.”

Routes around the scheme have been designed to speed limits with changes of character and surfacing.

The illustrative masterplan layout is based upon a block structure with a close relationship between built form and the streets and spaces to define street frontages, and clearly defined public and private spaces.

Active street frontage is a key element to the design of development blocks which encourages activity and informal surveillance from all frontages. Buildings should address the street to maximise social interaction with public spaces.

Building lines can adopt a varied set back from the pavement with allowance for front gardens as semi- defensible space. Changes in building lines should be celebrated for example through a change in scale, materials or curtilage treatment.



8. Easy to find way around

“Use legible features to help people find their way around a place.”

The proposed development follows a simple, legible form.

Landmarks and corner buildings should provide primary reference points to emphasise the hierarchy of spaces. These buildings should be of a high quality and stand out from the surrounding buildings. This may be achieved by a variation in materials, a differing setback, a distinctive building style or a combination of the above.

9. Healthy Streets

“Streets are different to roads. Streets are places where the need to accommodate the movement of motor vehicles is balanced alongside the need for people to move along and cross streets with ease. Activity in the street is an essential part of a successful public realm.”

Public and private spaces will be clearly defined by the layout and use of enclosure and planting. Public areas are designed to be attractive, well managed and safe, with a high degree of activity and surveillance. Landscape areas will provide a variety of amenity space to allow for both active and passive enjoyment of the external environment.

The masterplan indicates a legible network of streets and spaces. The street hierarchy is based around the following street types:

Primary Streets (Main Route)

The primary street runs from the entrance off Melksham Road through the development. Houses will front onto the primary street forming the primary movement corridor within the development.

The primary street has a residential feel and could include raised table junctions where it meets other streets within the scheme. Properties will have deep front gardens giving space for tree planting to help define the character of the street.

The main street will be at least 5.5m in width with potential for some widening or narrowing to reduce vehicle speeds or accommodate parking and movement of refuse vehicles.

Shared Roads

Shared roads will have no footways, and will generally be 6-6.5m wide with cross over footways at junctions, houses will front these streets, speed will be low through the design of the streets.

Private Drives

In some areas where the shared surface streets serve no more than five dwellings, these could be private drives. These will vary in size but would be narrower than standard shared surface streets as they will serve fewer dwellings and could take the form of small courtyards.

The shared surface will encourage slow vehicle speeds and pedestrian and cyclist priority. The narrowing of carriageways, reduction in kerb radii and resultant reduction in vehicle speeds (as recommended in Manual for Streets) will enable these spaces to be used as informal gathering and recreational streets for residents.

Parking

The quantum of parking provision will be agreed with the Council at Reserved Matters stage. Parking will include allocated parking, non-allocated visitor parking and both private and shared cycle parking/storage.

Pedestrian Routes

A network of pedestrian routes within the development will provide increased connectivity for pedestrians, contributing to a legible and accessible development.



BUILDING FOR A HEALTHY LIFE

Planting

Street planting will include street trees to the main access where they can be well-protected from impact by vehicles .

More generous depth front gardens to larger homes should be considered where there is the potential to soften the street scene through the provision of landscape planting.

Materials

Streets should have a consistent approach to surfacing with contrasting materials employed for pedestrian and vehicular areas, and raised table junctions and areas.

Well detailed edges to pavements and shared surface areas will be delineated by contrasting paviours or small changes in vertical alignment and should avoid the need for inappropriately sited services access points wherever possible.

All street types will allow reversing of refuse vehicles and access to bin collection areas either on-plot or within shared collection areas.

Street furniture will also contribute to the success of the public realm within the development and should be carefully detailed at Reserved Matters stage.



10. Cycle and Car Parking

“Well-designed developments will make it more attractive for people to choose to walk or cycle for short trips helping to improve levels of physical activity, air quality, local congestion and the quality of the street scene. Well designed streets will also provide sufficient and well integrated car parking.”

Car parking has been incorporated into the development to provide adequate and convenient spaces that are well integrated into the scheme: on plot, off street, secure covered parking areas or open courtyards with good levels of natural surveillance.

Cycle storage for new dwellings should be located within garages or rear gardens sheds, with surfaced access provided through garden gates. It will be important to provide convenient and secure cycle parking within the development for both residents and visitors.

A combination of both allocated (residents) and defined un-allocated (visitors) on-street vehicle parking should be provided. On-plot parking is likely to form much of the allocated parking, including garages and drives which may be covered with a free standing roof structure.

The different forms of garages could include garages that are integral to the house, located at the side of the house or free standing from the house.

11. Green and Blue Infrastructure

Creative surface water management such as swales, brooks and ponds enrich the public realm and help improve a sense of wellbeing and offer an interaction with nature. As the richest habitat for a range of flora and fauna, they are also a key play in achieving the net gain in biodiversity sought by the 2020 Environment Bill.

The illustrative masterplan shows that the main areas of open space are located along the northern and eastern boundaries of the site. This incorporates drainage routes, attenuation, swales and the retained boundary vegetation along with a play area and informal footpaths.

Existing trees and hedges along the site boundaries will be retained and enhanced with new planting where appropriate. New hedge planting will be proposed where viability plays require hedge removal. The root protection zones of all existing trees will be fully respected by the development footprint.

Additional street planting and planting within the public open space will contribute to the landscape setting of the illustrative masterplan as well as reinforcing ecological habitats and corridors.

The open space provided within the illustrative masterplan will be well overlooked by development and where this adjoins residential streets or private drives it will encourage stewardship and involvement from future residents.

Blue Infrastructure

The conceptual drainage strategy has been prepared to demonstrate the proposed development of the site can meet national and

local requirements, which will be achieved through an attenuation led strategy designed to restrict runoff to the pre-development greenfield runoff rate.

12. Back of Pavement/ front of home

“Garden cities, towns and suburbs used hedges to define public and private spaces, helping to create characterful and biodiverse places. The space between the back of the pavement and the face of buildings has a significant impact on the quality of a place. Clear demarcations between public and private spaces can encourage people to personalise the front of their homes whilst also offering opportunities to integrate level changes, utility boxes and waste storage.”

A well-defined curtilage between public and a semi-private front garden will reinforce the definition of streets as well as providing safety and security in the form of a well defined attractive front garden, and the opportunity for social interactions to take place. The character appraisal identified boundaries including low brick walls, wooden fences and hedgerows/front garden planting. Boundary treatments should employ a consistent approach which considers the street as a whole and contributes to the character of the development.

The development should allow adequate space for the inclusion of storage space for waste and recycling bins within private rear gardens. All the proposed gardens should have external pedestrian routes to them, to allow ease of access for bins/recycling.

MANAGEMENT & STEWARDSHIP

Recognising the demands presented by shared services and spaces, community run and led facilities and neighbourhood and sustainability goals, Redcliffe Homes is committed to independent and affordable site management.

Redcliffe Homes will establish a private management company with a registered managing agent, governed by a board of directors, representing, and composed of local independent residential property owners, tenants and asset owners. An estate charter will be developed by the company to define guidance for local operations, which will inform leasing and conveyancing documentation.

The estate management company will be responsible for the operation, maintenance, repair and security of all common areas (outside of all red lines owned by asset managers/ owners) within the project. Areas of focus paid through a transparent service charge with a margin to build a reserve for repairs, include critical infrastructure such as:

- Private shared drives
- Coordination of waste management (third party contracted)
- Green and Blue Infrastructure including swales and SUDS features with attention to protecting biodiversity and flora
- Play areas and trim trail
- Oversight of the neighbourhood productive landscape
- Ecology - Bird and bat boxes and other ecology features.



SUMMARY

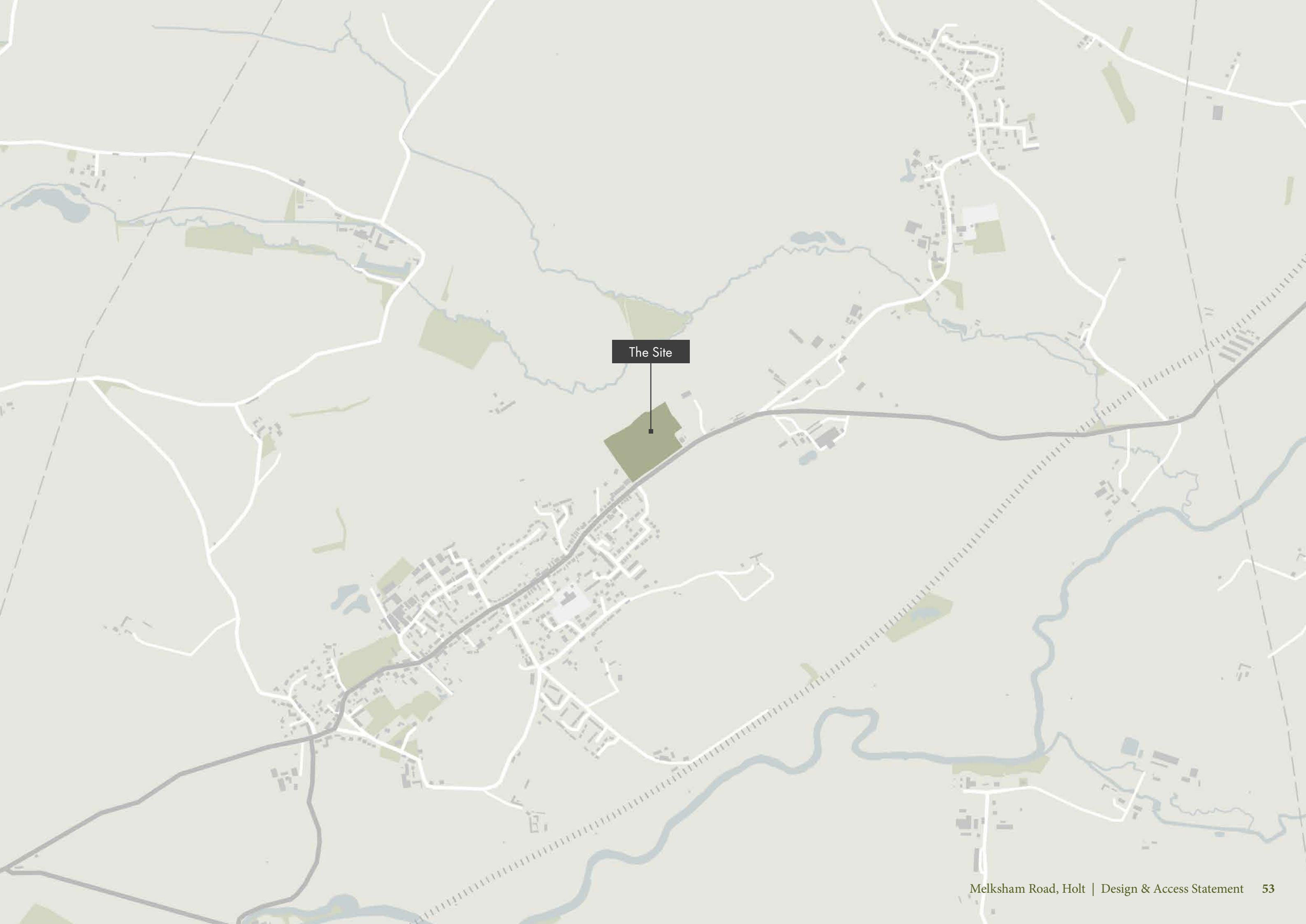
To summarise, the proposed scheme will deliver a high-quality residential development on the edge of Holt, creating a place that is attractive, secure, and welcoming to both residents and visitors.

The proposal has been carefully designed to respond positively to the local vernacular character, integrating sensitively with existing landscape features and enhancing the setting of the village.

Development of this site will provide a sustainable extension to Holt, delivering much needed homes in a range of sizes suitable for local people. In addition, the site will serve as a gateway into the village, offering a well considered and harmonious transition from the surrounding countryside into the existing settlement, ensuring a coherent and complementary relationship between the new and established built form.



▲ Proposed Layout



The Site



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