

Chapter 5:

Design Strategy



Illustrative Masterplan

The Illustrative Masterplan has adopted a best-practice design approach to create a coherent framework that positively contributes to the character of Royal Wootton Bassett and enhances its sense of place.

This plan illustrates one way in which the design principles could come forward to achieve a high-quality place. The Parameter Plan, submitted with this application, is the plan for which approval is sought.

The proposals depicted in the Illustrative Masterplan have been born out of a thorough understanding of the Site's features and context. Key features from our design approach include:

-  Up to 135 new homes, offering a range of dwelling types, sizes and tenures to help create an inclusive new community;
-  A responsive design that reflects local distinctiveness and sits comfortably within the current vernacular and landscape context;
-  Well-connected movement routes, with strong links to existing public rights of way (PRoW), local services and facilities, that are designed to encourage and support walking, cycling and wheeling;
-  The retention and enhancement of existing landscape features, where possible, within public open space to help development blend positively into the town and character of the Site; and
-  A new landscape edge to the eastern and northern boundaries that will help to create a gradual transition from development to the surrounding countryside, defining a new and enhanced eastern 'gateway' to the town.

Wiltshire Design Guide

-  4.1 Expectation: Working with the Topography
-  4.2 Expectation: Structured and legible development
-  9.2 Expectation: Private Amenity Space

-  Site Boundary
-  Built Form
-  Garden
-  Primary Road
-  Shared Surface
-  Private Drive
-  Parking
-  Footpath
-  Open Space
-  Play Area
-  Interpretation Board
-  Attenuation
-  Swale
-  Pumping Station



Illustrative Masterplan

Use and Amount

The total site area is 6.50ha which comprises approximately 2.47ha of open space that includes attenuation basins, a play area, and informal and formal open space. The residential area amounts to approximately 3.61ha, allowing for the development of up to 135 dwellings with a diverse mix of sizes and tenures. This approach considers an appropriate balance of open space and building character.

Building Heights and Density

The development will be designed with a medium-to-low density range, at an average density of 37.4dph to make effective and appropriate use of land in a sensitive manner and with consideration of the scale and design of the local area. Building heights will be predominantly 2 storeys with occasional 2.5 storey buildings.

Block Structure

The development is compact in nature with some variation of block articulation, with mostly back garden to back garden blocks. Homes have been positioned to front onto streets and open spaces, increasing surveillance of streets and footpaths. Further detail on street and perimeter block structure is detailed in the placemaking strategy later in this DAS. The precise configurations will be provided through detailed application work and reserved matters applications.



Wiltshire Design Guide

- ☒ 4.4 Expectation: Compact development to make efficient use of land
- ☒ 8.2 Expectation: Creating a mix of home tenures, types and sizes
- ☒ 8.3 Expectation: Creating socially inclusive places

-  Site Boundary
-  Development Area
-  Indicative Block Structure
-  Primary Street
-  Attenuation Basin
-  Informal and Formal Open Space
-  Proposed Location for Pumping Station
-  Proposed Location for Substation
-  Proposed Location for LAP
-  Proposed Location for LEAP



Land Use Plan

Chapter 6:

Landscape and Nature



Emerging Landscape Framework

The open space framework is based on the Wiltshire Open Space Standards (2023) and reflects the anticipated level of provision within the outline planning application. The Illustrative Masterplan demonstrates one way in which these standards can be achieved on site, ensuring the development delivers accessible, well-connected and high-quality open spaces in line with local requirements. The Parameter Plan, submitted with this application, is the plan for which approval is sought.

Open Space Requirements

Code	Land Use	Wiltshire Provision Standards (ha/ per 1,000 people)	Required POS Provision for 135 dwellings / 324 Residents (ha)	Proposed Development Provision
	Allotments (Productive Landscape - Orchard)	0.25	0.0810	0.0837
	Amenity Green Space	0.91	0.2948	0.5481
	Parks, Sport and Recreation Grounds	1.12	0.3629	0.3920
	Play Space (Children)	0.25	0.0810	0.0860
	Play Space (Youth)	0.3	0.0972	0.1065
	Natural Green Space (incl. SuDS)	1.52	0.4925	1.9279
	Woodland	/	/	0.0428
Total:	Open Space	4.47	1.409	3.1870

* The above open space standards are taken from the Wiltshire Open Space Standards (2023)

**Based on a population of 324 residents (135 dwellings x 2.4 residents per household) the scheme is required to deliver 1.41 hectares of open space on site to meet the open space standards for Wiltshire.

Wiltshire Design Guide

- ✓ 6.1 Expectation: Help deliver the Wiltshire Green and Blue Infrastructure (GBI) Strategy
- ✓ 6.2 Expectation: More GBI
- ✓ 6.3 Expectation: Higher Quality GBI that mitigates increasing risk from surface water flooding and creates multi-functional open spaces
- ✓ 6.5 Expectation: Improve and enhance water management
- ✓ 6.6 Expectation: Support rich and varied biodiversity
- ✓ 6.7 Expectation: Create edible Landscapes that support wildlife and better connect communities with food growing
- ✓ 7.1 Expectation: Create well-located, high quality and attractive public spaces
- ✓ 7.2 Expectation: Provide well-designed spaces that are safe
- ✓ 7.3 Expectation: Make sure public spaces are inclusive and support social interaction



Landscape and Open Space Framework Plan

Playscape and Trim Trail Strategy

Playscape Vision

The playscape strategy promotes a diverse, inclusive and nature-based play environment that supports users of all ages and abilities through a connected network of spaces across the site. The scheme includes a LEAP and 2 LAPs, complemented by opportunities for play on the way features. All play spaces will be designed to be accessible, considering mobility needs and ensuring a welcoming environment for everyone.

Trim Trail

A trim trail with natural timber fitness equipment is proposed, meandering through new planting and connecting key open spaces. It offers opportunities for both adults and children to enjoy exercise, play and active recreation within a natural setting.



Playscape

LEAP play space aimed at providing children with more challenging pieces of play equipment. Using multifunctional play units, climbing frames and more complex pieces of equipment with opportunities for children to improve their physical and social skillset. The LEAP is designed with natural materials and set within a natural setting, creating a more tactile, engaging, and enriching play experience for children. The LEAP will offer spaces for girls, a variety of play experiences for different age groups and areas for social interaction, chatting and meeting.

LAPs provide recreational interest along leisure trails and within pocket parks, maintaining a 5m offset from dwellings. Each space offers flexibility in layout and character, incorporating natural elements such as timber, boulders, planting and gentle landform. This nature-based approach encourages imaginative and exploratory play, allowing children to interact creatively with the landscape and enjoy a sense of discovery.

Trim Trail

Sport Trail is designed as an inclusive, all-age recreational route that encourages movement, play and physical activity. It supports the development of children's fundamental movement skills through a series of informal play and fitness opportunities integrated within the landscape. The trail promotes health and wellbeing by providing a safe, engaging environment for all users.



Climbing and stepping poles



Natural play experience

Playable Landscape and Wellbeing

The landscape is to be thoughtfully designed to encourage play and promote well-being through a variety of natural and engaging features.

Informal play opportunities are weaved into the soft landscape strategy to create a cohesive and integrated green infrastructure framework that enhances the residential environment.

Children are invited to climb over rocks, balance on wooden poles, and follow winding play trails through lush greenery. These playful routes offer spontaneous opportunities to pause, explore and interact with the environment - whether as part of a journey or a destination in themselves.



Playable landform and natural elements

Landscape Character Areas



The Meadow Gateway

The Meadow Gateway will be a welcoming landscaped gateway providing a high quality, attractive setting to the proposed development.

Along Swindon Road, existing and new tree groups with meadow planting will frame a natural, well-defined entrance, giving a strong sense of arrival to the main approach into the site.



Planting species encourages wildlife use



Entrance gateway (Google Earth ©)

Pocket Park and Orchard Way

A community-focused open space positioned at a key nodal point along the main entrance route welcomes people into the site. The Pocket Park provides a positive outlook for adjacent dwellings and an active space for informal recreation. It includes a LAP play area, seating opportunities and visual amenity for residents.

Orchard Way, as a Foraging Trail, encourages seasonal engagement with the landscape, supports local biodiversity, and offers opportunities for residents to connect with food growing and nature in a hands-on way. Fruit trees, native hedgerows and ornamental shrub planting provide seasonal interest and create a biodiverse corridor for local wildlife.



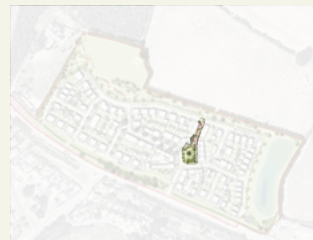
Meadow grassland as dwelling frontage



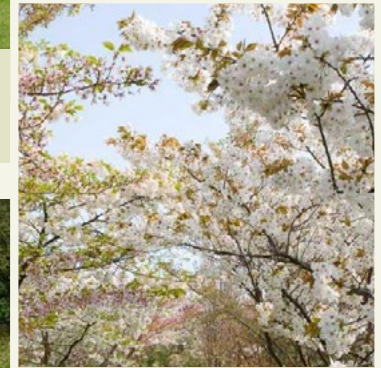
Green buffer to main road



Pockets of native shrub planting and seating opportunities



Open green space provide visual amenity to adjacent dwellings



Orchard Way extends the foraging trail into a sensory journey of fragrance, texture and colour



LAP playing area

Elmscroft Woods and Play

A green buffer of around 10m is introduced along the western boundary, providing separation and a soft edge to the development.

The area helps preserve the site's historic hilltop character, while framing key views from Elmscroft House towards the North Wessex Downs and creating new internal vistas that celebrate the wider landscape setting. It also enhances connectivity with opportunities to link into the wider PRow network.

A characterful LEAP play space set within natural surroundings offers inclusive play and leisure opportunities for all ages.



Wildflower grassland



Play area in natural setting



Open meadow and mown path for leisure use



Public footpath

The Rural Edge

The Rural Edge is defined by a robust mixture of existing hedgerows, proposed native shrub planting and conveyance swales. Carefully placed accent trees reinforce the natural rhythm of the landscape.

Designed as a soft, natural transition between the development and its rural surroundings, it offers a pleasant, green setting for leisure while enriching local biodiversity and ecological character. Planting is chosen for structure, habitat value and resilience.

Informal play features, sport trail elements and seating pockets are integrated along the public footpath to encourage activity and enjoyment of the landscape.



Ornamental shrubs provide seasonal interest



Meander public footpath

Water Meadows

Open views across the Water Meadows brings to life a diverse landscape of water meadows, wild flower meadow grasslands and pockets of shrub planting. An attenuation basin provides additional interest in the landscape with undulating landform and a biodiverse habitat, perfect for a spot of wildlife watching.

The SuDS basin will be sensitively designed in a naturalistic way incorporating permanent water and swathes of planting promoting species diversity.

Through the seasons, the landscape varies through the changing grasslands and seasonally wet landscape, providing year round interest.



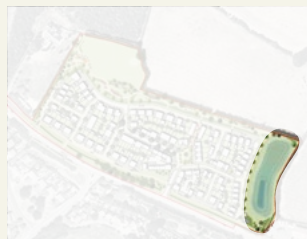
Mixture of trees and shrub planting offering visual amenity



Swale with wet-tolerant grassland enhances biodiversity



Marginal planting



Open view towards dwellings



Wildflower meadow with permanent water in SuDS pond



Public footpath with native hedgerow

Chapter 7:

Access and Movement



Access and Movement

The access and movement strategy for the Site sets out the different street typologies and their hierarchy, as well as a priority for active and sustainable travel.

The strategy consists of a well-connected and integrated network of walking and cycling routes through the Site. Streets within the new development will feature high-quality public realm treatment, landscape and defined boundary treatments to create a safe and attractive experience of all users. Tree planting along the movement corridors will enhance the streetscape and will contribute to the visual reinforcement of the street hierarchy.

Active and Sustainable Travel

Active travel is essential in improving health and wellbeing, reducing emissions and helping to tackle the cost of living crisis in communities. The proposals seek to maximise opportunities for walking, cycling and wheeling as the most convenient and healthy option. A footpath encircles the development area, providing a leisure route through the open space. This footpath provides connection points between the Site and the A3102 (Swindon Road) and a potential link, through the woodland within the Midge Hall Farm site, to additional PRoW to the north. A new controlled crossing point is proposed on Swindon Road to connect the development with existing pedestrian / cycle infrastructure linking to Marlowe Way.

Street Hierarchy

A primary street, the key movement spine through the Site, facilitates access to development from the A3102 (Swindon Road). Secondary streets branch out from the central spine to provide access to the peripheral tertiary streets at the edge of development.



Shared surface, defined by the surface material, at the edge of development



Leisure footpath / cyclepath through open space

Wiltshire Design Guide

- ✓ 5.1 Expectation: A connected network of routes for all modes of transport
- ✓ 5.2 Expectation: Prioritising active travel
- ✓ 5.3 Expectation: Facilitating public transport use
- ✓ 5.4 Expectation: Well-considered parking, servicing and utilities infrastructure for all users
- ✓ 5.5 Expectation: Successful Shared Spaces and Shared surfaces
- ✓ 6.4 Expectation: Better Connected GBI to improve equality of access and the individual distinctiveness of each place

- Site Boundary
- Primary Street
- Secondary Street
- Tertiary Street
- Footpath through Open Space
- ← Foot / Cycle Access
- ← Main Site Access
- ↔ Proposed Pedestrian Connection
- ↔ Proposed A3102 Crossing
- Existing PRoW



Chapter 8:

Built Form



Placemaking Strategy

Structure of Development

The structure of development responds to the characteristics and qualities of the Site and immediate context to create a development that is contextually responsive and well designed.

The design solution for the Site reflects the variety of townscape form evident in Royal Wootton Bassett. Referencing the immediate context, enclosure of the street will typically be achieved through a combination of buildings and soft landscaping, including boundary treatments and trees. Streets will typically have discontinuous frontages with continuity and enclosure varying within and between streets with different building typologies, set-backs, street widths, and occasional variation in heights associated with accent buildings responding to the variety found within the immediate and wider context.

Key Space

A green space will provide a focal point within the development towards the centre of the Site. Situated adjacent to the primary street, this space will provide a natural arrival space, and make a significant contribution to legibility and placemaking. This space will be fronted by surrounding residential dwellings to provide clear definition and enclosure. It is anticipated that the detailed design will embrace opportunities for residents to meet, relax and enjoy this space.

Accent Buildings

Opportunities exist within the Site to integrate a number of accent buildings. This will aid the creation of a legible, coherent and locally distinct development. Accent buildings will be identifiable by virtue of their position in the streetscene by one or more of the following: positioning; form; height; and/or materials. Where increased height (up to 2.5 storeys) is proposed, consideration will be given to the location within the Site, landform and influence on immediate and wider views within and beyond the Site.



Tree planting frames a view towards development. A distinct material marks an accent building at the end of the vista

Wiltshire Design Guide

✓

3.3 Expectation: Creation of character and identity with new buildings and public realm

✓

4.3 Expectation: Destinations, Landmarks and Focal Points

✓

9.3 Expectation: Positive interface between private amenity space and public spaces

- Site Boundary
- Primary Frontage
- Northern Edge Frontage
- Swindon Road Frontage
- Water Meadows Frontage
- Key Space
- Key View
- Accent Building
- Interpretation Board

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Primary Frontage

The primary frontage is located along the primary street and around the key space, focused around the arrival space near the Site's gateway.

Design Principles:

- Building frontage is more continuous with closely spaced buildings and typically terraced housing and flats;
- Built form is more formal in arrangement with regular set back distances and building lines;
- Where buildings are located on corner plots, they will be designed as dual aspect to enhance feelings of safety within the public realm through natural surveillance;
- Consideration of spaces between buildings, in particular appropriate frontage and enclosure to the key space;
- Street trees are located on both sides of the primary street in a more formal and regular arrangement; and
- Opportunity for accent buildings to terminate key views into development from the Site's access, creating visual interest within the streetscape.



Northern Edge Frontage

The northern edge frontage overlooks the larger area of open space to the north west and the green corridor that runs along the northern edge of development towards the attenuation basin and eastern boundary.

Design Principles:

- Building frontage is slightly less continuous than along the primary frontage with regularly spaced buildings and typically detached and semi-detached housing;
- Built form is slightly less formal in arrangement with buildings oriented to face and overlook the adjacent open space and/or green corridor;
- Where buildings are located on corner plots, they will be designed as dual aspect to enhance feelings of safety within the public realm through natural surveillance;
- Opportunity for accent buildings to be located at the corners of development and to terminate key views into development from the open space and footpaths; and
- Tree and shrub planting to be provided within the street and property front boundaries to soft the development edge.



Swindon Road Frontage

The Swindon Road frontage is located along the Site's interface with Swindon Road, behind existing hedgerow and tree planting.

Design Principles:

- Building frontage is slightly less continuous than along the primary frontage with regularly spaced buildings and typically semi-detached housing;
- Built form is more formal in arrangement with regular set back distances and building lines;
- Buildings are oriented to face Swindon Road to reduce and mitigate noise levels in the private rear gardens of properties;
- Where buildings are located on corner plots, they will be designed as dual aspect to enhance feelings of safety within the public realm through natural surveillance;
- Opportunity for accent buildings to terminate key views into development from the Site's access, creating visual interest within the streetscape; and
- Tree and shrub planting to be provided within the street and property front boundaries to soft the development edge.



Water Meadows Frontage

The water meadows frontage overlooks the eastern edge of the site which includes an attenuation basin and leisure footpath.

Design Principles:

- Building frontage is more organic with regularly spaced buildings and typically detached housing;
- Buildings are oriented to face and overlook the attenuation basin, open space and footpath;
- Where buildings are located on corner plots, they will be designed as dual aspect to enhance feelings of safety within the public realm through natural surveillance; and
- Tree and shrub planting to be provided within the street and property front boundaries to soft the development edge.



Appearance Strategy

Following a detailed assessment of Royal Wootton Bassett earlier in this Statement, the key characteristics that make the settlement and immediate context distinct and could inform future development have been identified. These have been used to inform the appearance strategy in this section of the Statement as part of creating a locally distinct, well designed and high quality development for the future.

The characteristics of the Site and relationship to the town dictate that one edge of the Site has a strong relationship with the built-up area to the south. The remaining edges of the Site address a largely more rural context with a relationship to typically agricultural fields. The appearance strategy responds to these relationships and the identified frontages within the proposals.

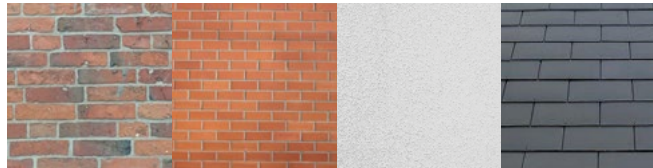
Further housing design details will be determined at future Reserved Matters Applications.

Materials

The building materials will take inspiration from and complement existing buildings in Royal Wootton Bassett to create a distinct place whilst being in keeping with the local vernacular and character.

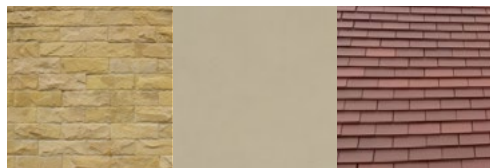
Primary Building Materials

The following materials are indicative primary building materials that will be used across the scheme and would be the dominant materials.



Accent Building Materials

The following materials are indicative building materials that can be used for accent buildings. They will help to create a distinct identity for the Site whilst helping to define key vistas and providing variety in the streetscape.



Wiltshire Design Guide

- ☒ 4.5 Expectation: Quality Detailing
- ☒ 6.2 Expectation: More Green and Blue Infrastructure

Architectural Details

Design Principles:

- Buildings will be typically up to 2 storeys, with a variety of eaves heights. Accent buildings may rise to 2.5 storeys as part of enriching the townscape and increasing wayfinding and legibility.
- Roofs will be typically pitched front to back, with occasional projecting gables and front-gabled roofs.
- Other details that will feature across the development, and are characteristic of built form in Royal Wootton Bassett, include dormers, bay windows, chimneys, distinct sills and lintels, and quoins.

Tree Planting

Tree-lined streets will be provided across the Site to counter urban heat effects, complement the built and landscape character, and make movement corridors attractive for active travel users.



Visual interest in the roofscape created by chimneys, dormers with differing roof pitches and gable fronts



Variety created through the ridge line of buildings as well as the selection of facade materials



Corner turner with accent material and brick quoins on gable fronts

Boundary Treatments

The boundary treatment of properties throughout the Site can affect the sense of enclosure within a street and can help to define street typologies.

Primary Frontage Boundaries

The boundary treatment for buildings with a primary frontage may include estate railings, hedges and/or occasional soft planting.

Northern Edge Frontage Boundaries

The boundary treatment for buildings with a northern edge frontage may include hedges and/or soft planting.

Swindon Road Frontage Boundaries

For Swindon Road frontages, boundary conditions may include formal hedges in combination with estate railings.

Water Meadows Frontage Boundaries

For water meadows frontages, boundary conditions may include a cleft post and rail fence, low shrub planting and/or soft planting.



Estate railing in combination with a hedge precedent



Low shrub and soft planting precedent



Cleft post and rail fencing precedent

Chapter 9: Sustainability



Sustainability

The design approach has been underpinned by a number of influences that help to deliver sustainable development and address the climate emergency. This acknowledges that consideration of these issues at the earliest stage of development has potentially significant positive impacts.

Reflecting that this application is in outline, these considerations focus on strategic spatial interventions associated with the masterplan design approach. Subsequent reserved matters provide opportunities to further enhance the sustainability credentials of the site through matters relating to building design, drainage with both passive and active solutions.



Wiltshire Design Guide

- ✓ 9.1 Expectation: Healthy, comfortable and safe internal and external environment
- ✓ 10.1 Expectation: Help Deliver Wiltshire's Climate Strategy
- ✓ 10.2 Expectation: Follow the energy hierarchy
- ✓ 10.4 Expectation: Maximise resilience
- ✓ 11.2 Expectation: Adaptable to changing needs and evolving technologies





Chapter 10: Conclusion



Summary and Key Benefits

Development Features and Benefits



Up to 135 new homes, designed to meet local and wider housing need for market and affordable housing.



A **responsive design that reflects local distinctiveness** and sits comfortably within the current vernacular and landscape context of the Site.



A **sustainable development** responding to the tenets of the National Planning Policy Framework.



A site that is **well connected and designed to encourage and support walking and cycling**, with strong links to existing Public Rights of Way, local services and facilities.



A **new landscape edge** to the northern and eastern boundaries will create a gradual transition from development to the surrounding countryside.



Where possible, **existing landscape features will be retained and enhanced within public open space**, to help development blend positively into the town and countryside setting.



A landscape strategy that **sensitively integrates the Scheduled Monument into the open space**, offering a distinct focal feature.



Illustrative Masterplan

50m





