



Land at New Road Farm, Melksham

Design and Access Statement

October 2025



Contents

Our Vision

1	Introduction
2	Context
3	Site Assessment
4	Design Cues

5	Involvement
6	The Concept
7	Design Proposals

Our Vision

Land at New Road Farm will respond to the character of the local area, following a **landscape-led approach** that will foster a **distinctive and biodiverse place** for wildlife and people to enjoy. In combination with a focus on active travel and sustainable design, this approach will create an **attractive and healthy** place that is **well integrated** with the existing community of Melksham.



1 Introduction

1.1 The DAS: Structure and Content

This Design and Access Statement (DAS) has been prepared by Marrons on behalf of Bloor Homes in conjunction with LRM Planning, PBA, Enzygo, GE Consulting, AQ Consultants, EDP and BY Acoustics. This document supports an Outline Planning Application for residential led mixed use development of the land at New Road Farm, Melksham (the "Site").

1.2 Aims and Objectives

The DAS sets out and justifies the design rationale for the proposals. It has been prepared in conjunction with South Somerset District Council and in accordance with the following documents:

- National Design Guide (MoH CLG, 2019)
- National Planning Policy Framework (MoH CLG, 2019)
- Guidance on Information Requirements and Validation (CLG, 2012)
- Development Management Procedure Order (DMPO, 2015)
- Streamlining the Planning Application Process: Consultation (CLG, 2013)
- Planning Practice Guidance (2014)
- Wiltshire Core Strategy 2015
- Wiltshire Local Plan - Pre-Submission Draft 2020-2038 (Regulation 19), September 2023
- Draft Wiltshire Design Guide, 2023
- Melksham Design Guidelines and Codes, July 2023

The DAS forms part of a comprehensive package of information submitted with the planning application and provides a framework of guidance to help shape and control elements of the development. It will explain the proposals in a concise and structured way to ensure that those assessing the application will understand the rationale that underpins it.

1.3 DAS Structure

The DAS will be structured in accordance with CABE guidance 'Design and Access Statements – how to write, read and use them' (2006), which refers to an 'assessment - involvement - evaluation – design process'. Thus, the document will contain the following chapters:

Assessment

- Assessment of the wider context, including the planning policy context.
- Appraisal of the local and site-specific context.

Design

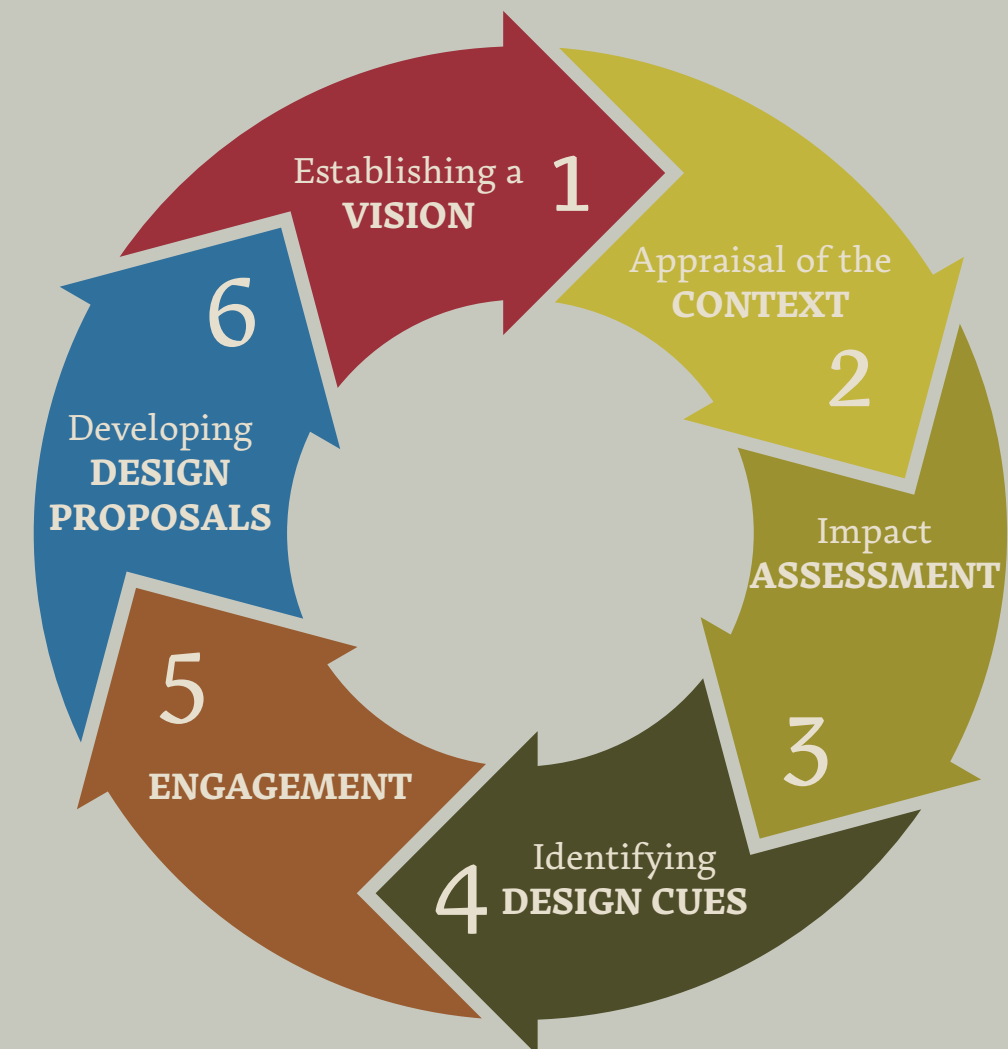
- A suite of illustrative strategy plans that will help to further explain the proposals.
- A set of design strategies setting out a series of illustrated requirements for the development that are simple, concise, and visual.

1.4 The Proposal Overview

The proposed development comprises a residential led scheme, consisting of the following:

- up to 295 dwellings, including affordable housing;
- A day nursery (Use Class E(f));
- Primary access from the existing A3102/Easternway roundabout junction;
- Provision of public open space, including play space;
- Provision of green infrastructure;
- Sustainable drainage systems; and
- Associated infrastructure.

For the production of this DAS, we have adapted CABE's guidance and propose the following steps highlighted below:



2 Context

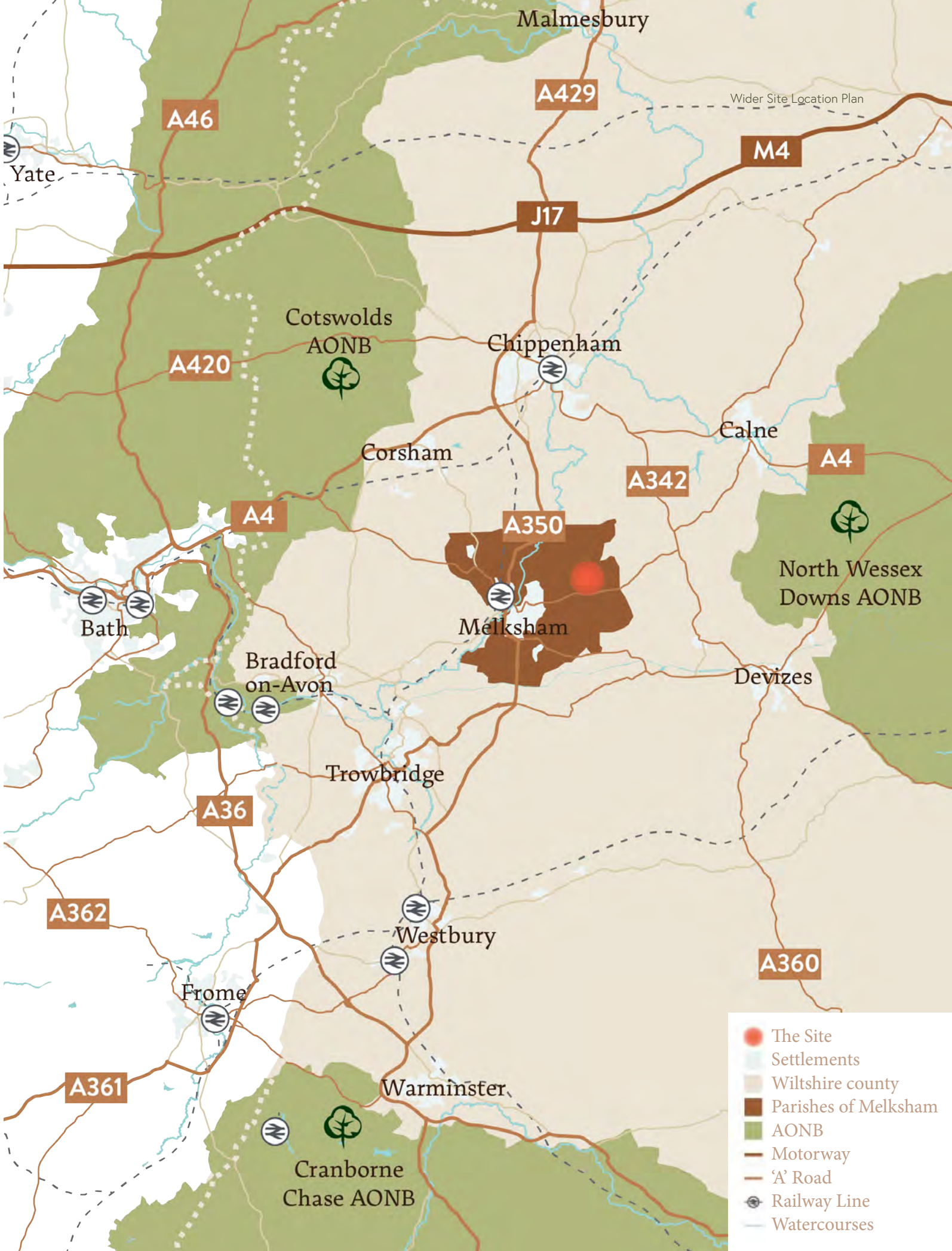
2.1 Site Location and Description

The Site is located in the County of Wiltshire, which comprises several market towns and has a distinctive rural character. Wiltshire is known nationally and locally for its significant landscape assets, including the Cotswolds Area of Outstanding Natural Beauty (AONB) to the north-west, the North Wessex Downs AONB at the heart of Wiltshire and the Cranborne Chase AONB to the south of the county. Stonehenge is also located to the south-east of Wiltshire, approximately 30km south-east of the Site.

The Site lies to the east of Melksham, the fifth largest settlement in the Ceremonial County of Wiltshire after Swindon, Salisbury, Chippenham and Trowbridge. It occupies a strategic location on the A350 road which connects junction 17 of the M4 motorway near Chippenham to Poole on the south coast. The town also benefits from strong highways

links to nearby settlements including Trowbridge, 7 km south-west, and Chippenham, 10 km north. The city of Bath is located 21.5 km west of Melksham offering employment, retail and leisure opportunities.

Melksham Train Station is located approximately 2.5 km north-west of the Site, providing regular and direct links to nearby settlements and the wider railway network.



2.2 Growth in Melksham

Melksham has experienced significant growth since the 20th century, with recent developments on its eastern side, including Land to the North of Sandridge Common (ref: 15/12454/OUT), Land East of Melksham (ref: W/10/01964/OUT) and Land east of Spa Road (ref: 14/10461/OUT).

Land at New Road Farm, located strategically near Melksham Town but within Melksham Without Parish, is envisioned as a natural extension of the town, complementing its historical and recent growth patterns.

Melksham Without historically comprised the areas of Whitley, Shaw and Beanacre and surrounds the town on the northern, eastern and southern sides. These ancient settlements date to the Medieval period. Later, during the 20th Century, the areas of Bowerhill and Berryfield developed from agricultural land, first serving as a military base and housing during World War II before developing into two distinct villages from the 1970s. Bowerhill is the largest of settlements in Melksham Without Parish and was a rural area until 1940 when work began on a new RAF station. The departure of the RAF and introduction of industrial, commercial and residential use in the 1980s is reflected in the area's aircraft inspired street names which include Falcon Way, Lancaster Road and Fulmar Close.

Public and private 20th and 21st Century housing estates have added a further development form to Melksham. These are largely constructed in clusters that individually or in groups form distinct neighbourhood groups located between the arterial routes to the south and east of the town centre, Bowerhill to the south and Roundponds to the north-west.

This development is aligned with the town's overall expansion plans while respecting its heritage and current settlement dynamics.

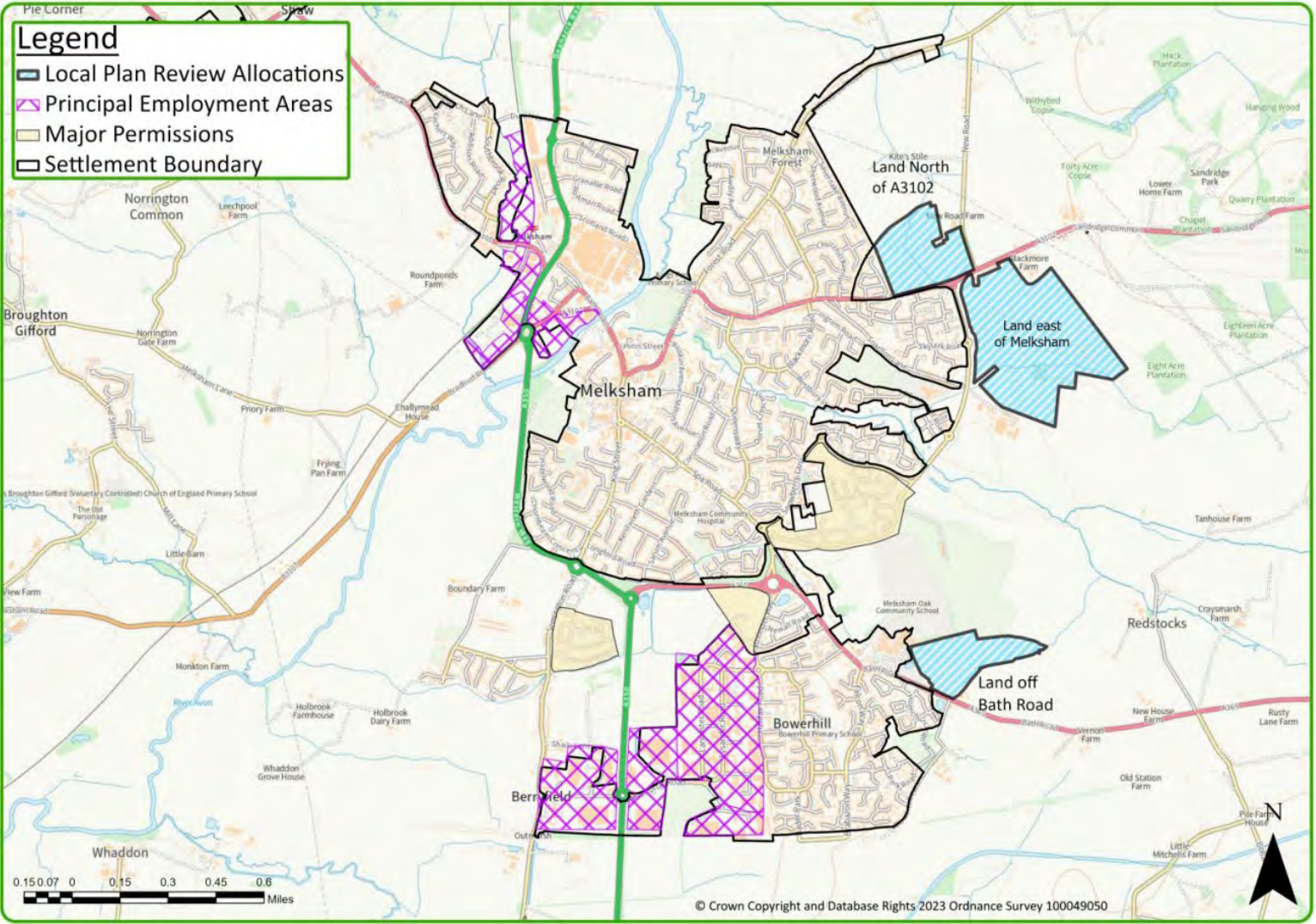


2.3 Planning Context

The planning application is made in the context of the emerging Wiltshire Local Plan Review (WLPR), which, on adoption, will cover the period 2020 to 2038.

Policy 1 (Settlement Strategy) of the emerging WLPR confirms that Melksham will remain as a second tier Market Town in the settlement hierarchy. The Policy confirms that such settlements have the ability to support sustainable patterns of living, as well as the potential for significant development that will, amongst other things, increase the number of homes at the settlement. Table 4.2 and Policy 17 of the WLPR confirms that the housing requirement for Melksham will be 2,160 dwellings over the plan period. Policy 17 (Melksham Market Town) also confirms that the application site is to be allocated for approximately 285 homes.

The site-specific policy for the application site is provided at Policy 20 of the WLPR (Land North of the A3102, Melksham). It confirms that the site is allocated for approximately 285 dwellings and 0.4ha of land for a 100-place nursery. There is a requirement for a comprehensive masterplan, phasing and delivery strategy for the development to be prepared and approved by the Local Planning Authority. It must reflect the requirements of the Policy and the principles shown on the concept plan provided at Figure 4.14 of the emerging Plan. It should also be prepared in consultation with the local community and the Local Planning Authority. Subsequent applications should be prepared in accordance with the approved masterplan.



^ Figure 4.11 of the WLPR

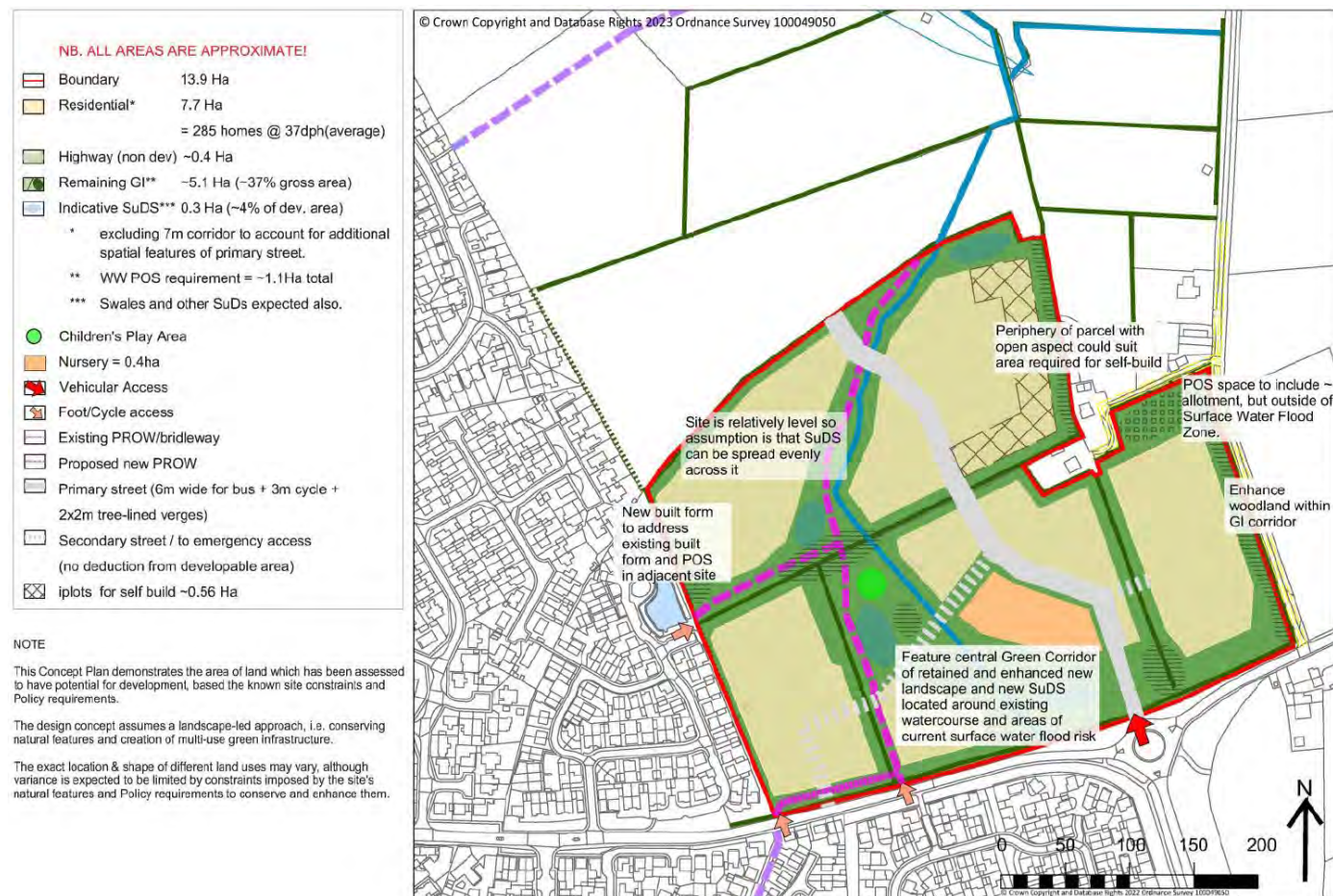
Other infrastructure and mitigation requirements for the application site include:

- Vehicular access being provided from the existing roundabout on the A3102;
- Offsite infrastructure improvements to water supply and the foul water network;
- For green and blue infrastructure to be introduced throughout the development that incorporates woodland and/or tree planting;
- Provision of a suitable buffer either side of the watercourse that runs north to south through the application site;
- Funding contributions towards early years, primary and secondary education and on, or off-site healthcare capacity to meet the needs created by the development; and
- Measures to positively support walking, cycling and public transport use between the site, Melksham town centre and Melksham railway station and linking into existing networks.

The application has been formed to respond to this emerging policy framework.

A more detailed summary of existing and emerging Development Plan policy is set out in the accompanying Planning Statement.





^ Figure 4.14 of the WLPR – Land North of the A3102 Concept Plan

2.4 Responding to the National Design Guide & National Model Design Code

The National Design Guide (NDG) was published on 1 October 2019 and sets out the characteristics of well-designed places, demonstrating what good design means in practice.

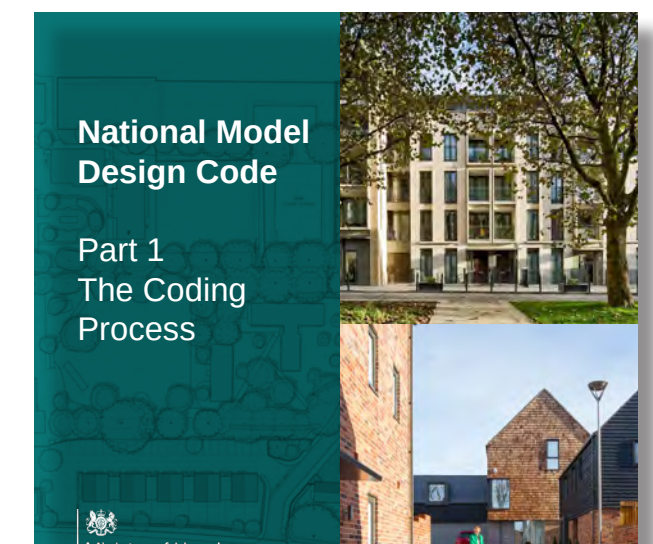
The NDG addresses the question of how we recognise well-designed places, by outlining and illustrating the Government's priorities for well-designed places through the demonstration of meeting ten key characteristics. These characteristics work together in a mutually supporting way, to:

- Create the physical character of a place
- Nurture and sustain a sense of community, and
- Positively address environmental issues affecting climate.

The National Model Design Code (NMDC) provides detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on the ten characteristics of good design set out in the National Design Guide, which reflects the government's priorities and provides a common overarching framework for design.

This Design and Access Statement aims to responds to ten key characteristics set out in the NDG ensuring that the proposal:

- Responds to the local context and surrounding setting;
- Creates attractive and distinctive places which responds to the local identity;
- Creates a coherent pattern of development;
- Is accessible and prioritise walking, cycling and public transport;
- Responds and enhance the local landscape setting and the environmental issues affecting climate;
- Creates places which are safe, social and inclusive;
- Delivers mixed uses based on the local needs;
- Is functional, healthy and sustainable;
- Is efficient and resilient;
- Is made to last.



2.5 Draft Wiltshire Design Guide (2023)

The Wiltshire Design Guide SPD expands on the current Core Strategy Policy 57 'Ensuring high quality design and place shaping'. It has been structured around the '10 characteristics of design' set out within the National Design Guide (NDG), whilst responding to local priorities and expectations.

The design principles presented within this DAS align with the three 'golden threads' underpinning the Wiltshire Design Guide. These overarching design principles aim to help provide beautiful and sustainable new communities which are popular with residents and create good public health outcomes. They run through each of the NDG 10 characteristics.

The proposals address the NDG 10 characteristics. They adhere to the expectations of the Wiltshire Design Guide, and the three 'golden threads' as follows:

Health, Wellbeing and Community

- A focus on the provision of high-quality, accessible and inclusive spaces that foster social interaction.
- Engagement with stakeholders and the local community to help encourage a sense of ownership and community, which in turn will benefit the health and wellbeing of residents.
- The provision of multi-functional public open green space for recreation supports active travel and time outdoors. Footpaths and cycleways will be connected to the wider movement network of Melksham and its facilities.

Sustainability and Climate Resilience

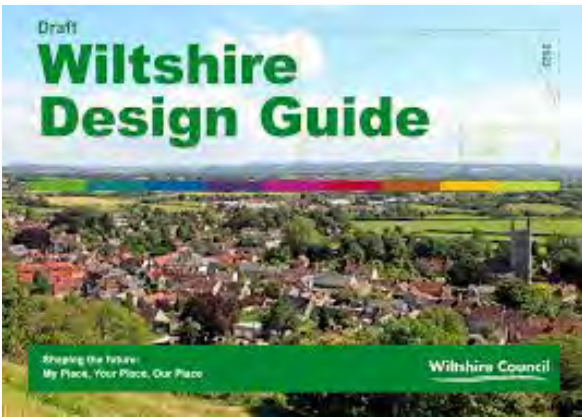
- The proposed design looks beyond the current day to 'think big' and account for changing needs and a changing climate.
- The layout makes efficient use of the land, providing new homes and a nursery for the community whilst retaining and enhancing the Site's natural assets and supporting the creation of a healthy environment for residents to enjoy. Designing-in ways to adapt to a changing climate including using water and energy efficient

appliances and lighting, incorporation of wall and roof insulation, and use of renewable energy sources.

- Sensitive specification of building materials, using sustainable and recyclable materials wherever possible.

The right homes in the right places

- A range of housing tenures, types and sizes seeks to meet the needs of the community, ensuring high-quality, secure and well-located homes for all.
- The proposed development will comprise high quality, affordable housing that will be indistinguishable from open market homes.
- The proposed design creates a compact neighbourhood where front doors are close to each other, the street and where amenity space are within easy walking distance
- The design proposals acknowledge the importance of the propinquity effect, providing places for people to meet (i.e. play areas, focal spaces, and allotments) close to homes to encourage the formation of social ties, and a healthy and sustainable community. The location of footpaths, close to homes, provides connections to facilities and amenities in the wider area, further supporting social integration.



2.6 Draft Melksham Design Guidelines and Codes (July, 2023)

The Melksham Design Guidelines and Codes has been prepared to harness an understanding of how good design can make future development as endearingly popular as the best of what has been done before. It provides a set of design principles that reflect the local character of Melksham, aiming to ensure that any design proposal within the area contributes to a distinctive place with a consistent and high-quality standard of design.

This DAS aligns with the design guidelines and codes, including the 5 themes presented within the document to create a distinctive, walkable, green and sustainable place that is safe and attractive to all residents and users:

Local Identity and Character

An appraisal of the existing site context, placemaking elements and character has informed the proposals. The proposed development will respect and enhance the intrinsic character and distinctiveness of the local area, responding to important site features and positive aspects of the existing built form and landscape setting. A new nursery will be provided to meet the needs of the community.

Access and Movement

The proposal sets out a clear, coherent and legible network of routes which will be carefully designed to promote walking, wheeling and cycling. Active travel is at the core of the movement strategy. Streets will be designed as multi-functional places that prioritise people over the car.

Green and Blue Infrastructure and Eco-design

The proposed development will provide an integrated, high-quality network of connected, multifunctional green and blue infrastructure that will benefit residents and nature. This will include a comprehensive sustainable urban drainage systems (SuDS).

A range of sustainability measures will be implemented at the proposed development to meet national and local policy requirements, including designing-in strategies to help deliver Wiltshire's Climate Strategy 2022.

Built Form

The proposed built form, materials and architectural details will contribute to the local character of Melksham, alongside appropriate street tree planting, the built form will contribute to the creation of an attractive streetscene that is sympathetic to the surrounding built and landscape setting.

Public Realm

Streets and key spaces will be overlooked by homes, providing natural surveillance and a safe environment for people to enjoy. The public realm will incorporate high quality, long-lasting materials that contribute to the character of each space and the overall scheme. Trees and planting will be integrated within the public realm to enhance the attractiveness of each space.



2.7 Movement & Connectivity

The Site lies to the east of Melksham and it is situated in a high sustainable location, being well connected with the surrounding context through strategic highways links, public transport and active travel routes. The plan opposite identifies the Site in the context of the local access and movement network.

Active Travel Routes

The Site is situated close to existing footpaths provide connections to the wider footpath network, local education and recreation facilities, areas of public open space and Melksham Town Centre.

National Cycle Route (NCR) 403 runs 650 m north of the Site, along Woodrow Road, connecting with NCR 4, south of Melksham and on to Great Bedwyn through the North Wessex Downs AONB.

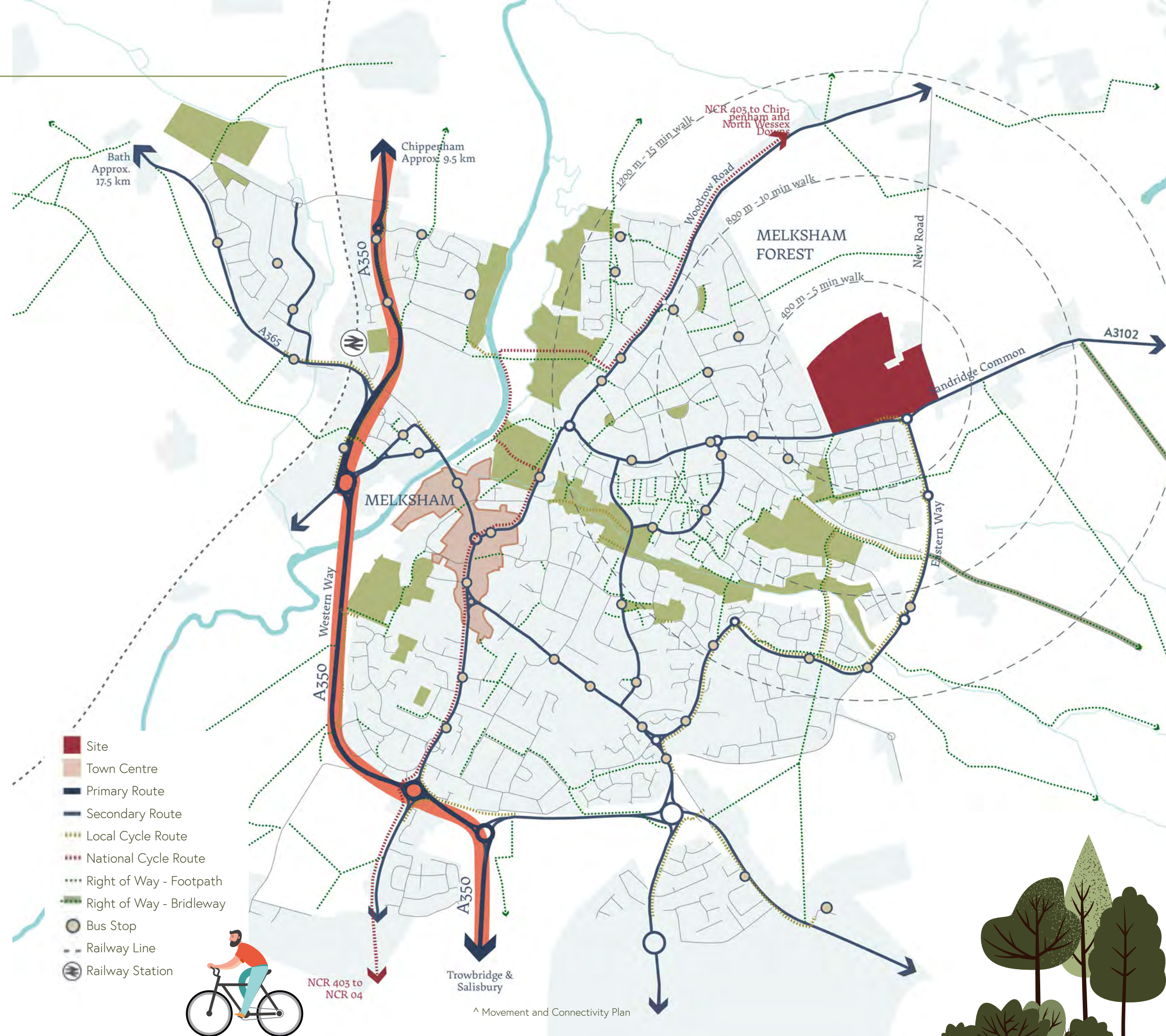
A local cycle path runs along Eastern Way and ends adjacent to the Site's southern boundary.

Public Transport

The Site is well served by public transport. There are several bus stops located within a short walking distance of the Site, including those located along Skylark Road and Sandridge Common, providing sustainable connections into the town centre and beyond.

Melksham Train Station provides direct, hourly services from Melksham to Chippenham, Trowbridge and Westbury, as well as less frequent direct services to Salisbury, Southampton, Stroud, Gloucester and Cheltenham Spa. Bath can be accessed within 30 minutes via Chippenham Train Station.

Overall, the Site is well connected with the surrounding context through a well-defined hierarchy of movement options, which includes the highways infrastructure network, sustainable public transport links, and active travel routes, offering accessibility from the Site to and across the town and the surroundings.



2.8 Local Facilities

The plan opposite identifies the amenities available within the local area. The town centre of Melksham is located approximately 2 km west of the Site offering a mix of facilities

Health Facilities

Melksham Community Hospital, at Spa Road, and Spa Medical Centre & Gompels Pharmacy, at Snowberry Lane, are the closest medical facilities to the Site, approximately 2.5 km to the southwest.

Education

A nursery, is to be provided on site. Sandridge C.E. Primary School is the closest primary school, 1.0 km south, in Cranesbill Road. The closest secondary school is Melksham Oak Community School, in Bath Road, 3.2 km south of the Site.

Employment

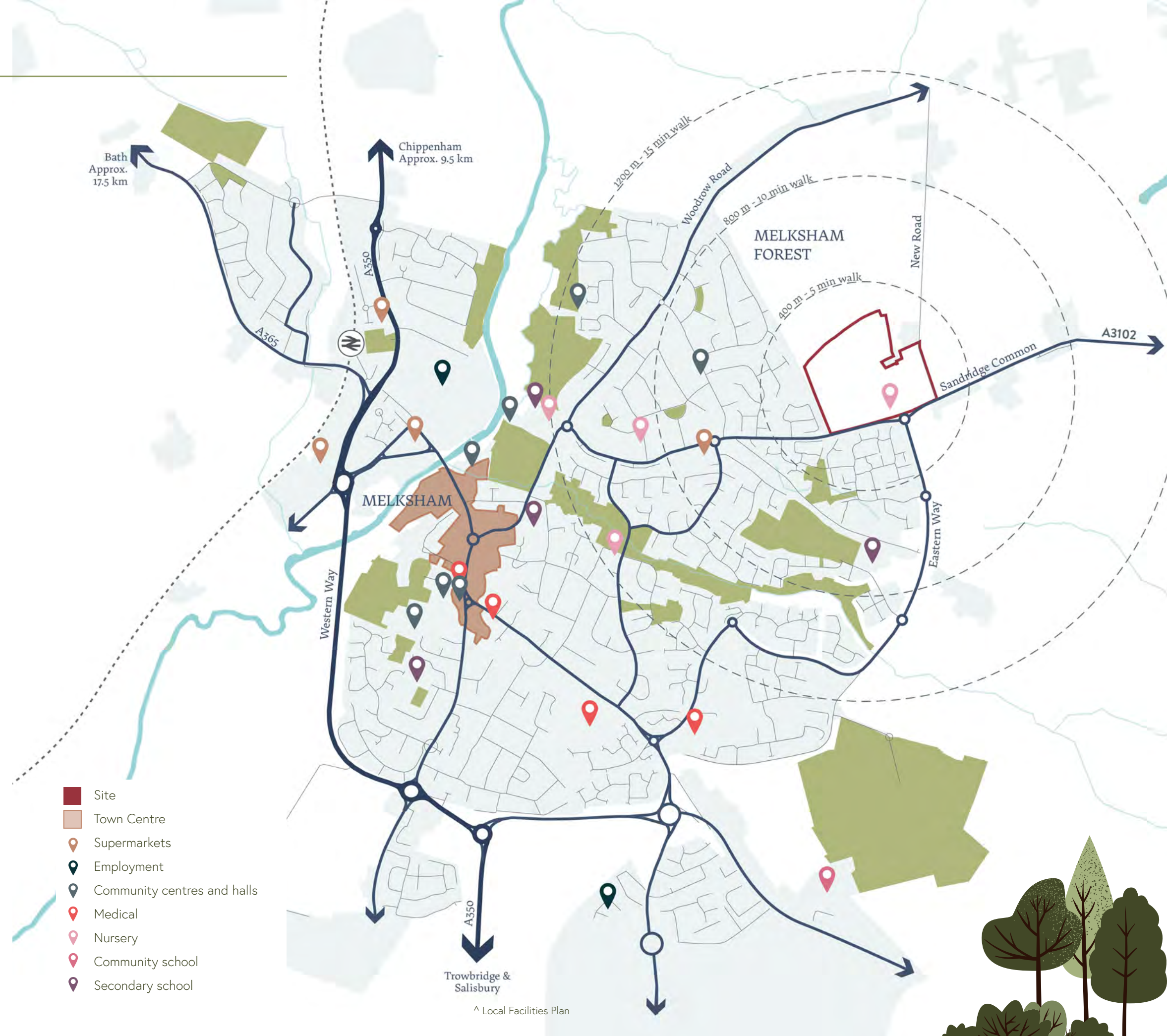
Wiltshire Core Strategy plan identifies seven principal employment areas, concentrated in two main localities in Melksham: Intercity Industrial Estate, located within 'The City', just off Old Broughton Road, approximately 2.5 km west of the Site; and, Bowerhill Industrial Estate located within Bowerhill village, 4.0 km south of the Site.

The Wiltshire Core Strategy plan also establishes the regeneration and improvement of employment sites in Melksham as one of its priorities, providing additional employment opportunities for existing and new residents of Melksham.

Leisure and Recreation

Melksham has an assortment of leisure centres, sports clubs and play spaces, several of which are within walking distance from the Site.

These includes Children's Play Spaces and Parks and activities centres and sports clubs like the Melksham Town Football Club, the Forest Youth Football Club and the Wiltshire Youth Canoe Club.



2.9 Landscape and Visual Character

Melksham and the Site are located within an intrinsic character and distinctive rural character, which includes significant landscape settings.

Landscape

Landscape Designations and Other Considerations

The Site does not lie within any national, local or other landscape designations. There is however, a Conservation Area approximately 1km east of the site and several Listed Buildings within the surrounding context.

There are several Sites of Special Scientific Interest (SSSI) more than 2.5km north-east of the Site, as well as several ancient woodland and forests within the wider landscape. Also an existing public rights of way are located within 1km of the Site.

Landscape Character

At a national-level, the Site and its surroundings fall within National Character Area (NCA) 117 'Avon Vales'.

At a sub-regional level the Site is within the Landscape Type (LT) 12: Open Clay Vale which contains the open lowland centred on the floodplains of the Rivers Thames and Avon.

The main character and valuable fabric of the Site is to be found in the hedgerow boundaries and the existing watercourse in the centre of the Site. The Site is not publicly accessible and therefore has no recreational value.

Due to its location on the settlement edge, the Site is strongly influenced by the existing built form.

The settlement edge location means perceptually the Site is impacted by the adjacent housing and poor-quality boundary treatments, and therefore has a partly urbanised character.

Visual Amenity

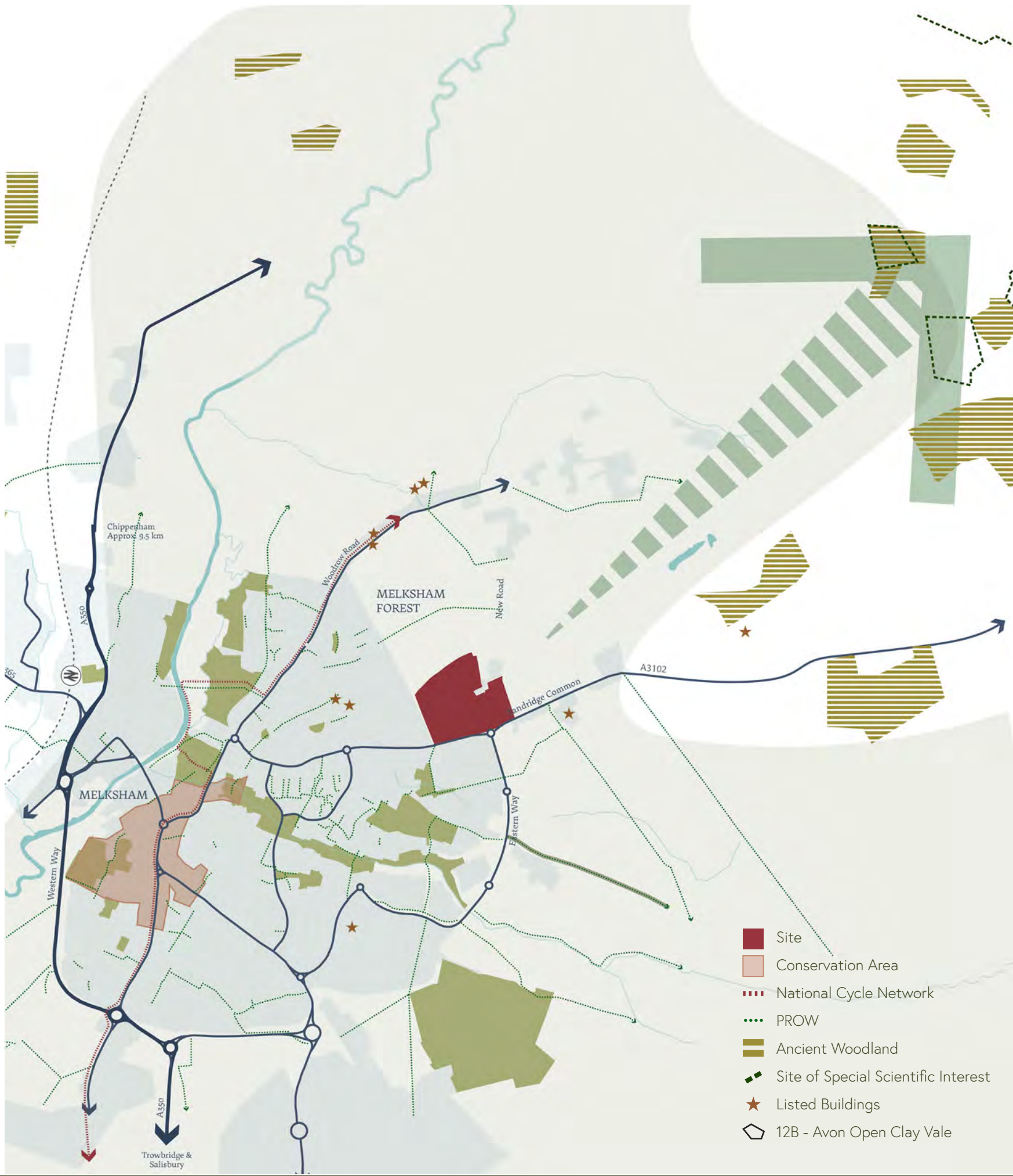
As a result of the low lying, flat topography and visual containment by a strong framework of hedgerows and trees, notably to the south and east and built development to the north and west, the findings of the visual appraisal indicates that the Site is relatively visually contained.

Views to the Site from the east and south-east are restricted due to intervening landform and woodland, limiting views towards the Site in the middle distance.

Similarly, in views from the south residential built form restricts views and due to the predominantly flat landform and existing vegetation there are only filtered views from further afield.

Vegetation also creates a layering effect in long distance views which restricts views beyond the middle distance from the south. From within the settlement of Melksham views along the A3102 looking east are dominated by existing dwellings, restricting views of the Site from this location.

Long range views from the north of the site are limited. The intervening vegetation provides an effective visual screen which limits visibility across the landscape. Similarly, long distance views to the south east are restricted because of the flat topography and intervening layered hedgerows and trees.



2.10 Local Character

The character and form of the proposed development should be responsive to its surroundings. An analysis of existing local development and its form will identify key character cues, providing references to inform the development proposals. A summary of local character is provided below.

Melksham comprises a varied character and assortment of architectural styles ranging from rural cottages to Georgian town houses and terraces, Victorian villas and cottages, to 20th and 21st century infill development. To retain the character of Melksham four areas nearby the Site have been chosen to be analysed. They are as follows:

- Historic Core - Church Lane**
- 20th Century Residential - Churchill Avenue**
- 20th Century Residential - Woodrow Road**
- 21st Century Residential - The Acorns, Land east of Spa Road**

The following design elements have been assessed to help identify the key characteristics of each study area:

- **Urban Form**
- **Built /Plot Form**
- **Parking**
- **Public Realm and Open Space**
- **Details and Materials**

Together the study of these elements will help to inform the masterplan and illustrative material presented later in this document.



^ Row of Semi-detached Houses at Church Lane



^ Tree Lined Street at The Acorns



^ Community Street at The Acorns



Historic Core - Church Lane

Urban Form

- Church Lane has a linear street pattern.
- Characterised by a varied vernacular resulting in variations in the building line and creating an informal, urban character
- The street benefits from footpaths on either side of the road

Built /Plot Form

- Comprises a mix of sort terraces, detached and semi-detached buildings
- A mix of wide and narrow fronted dwellings. Detailed dwellings are typically wide fronted
- Building heights are generally 2-storey
- Roof types vary and include a mix of hipped, gabled and flat roof typologies. There are some examples of dormers which contribute to a varied roofscape
- Setbacks vary along the length of the street.

Parking

- Predominately on-plot to the front and side of dwellings
- Small parking courts are evident for newer terraced dwellings

Public Realm and Open Space

- The public realm is dominated by hard landscaping reflecting the historic and urban character of the street. However, residential properties comprise front gardens with mature vegetation which contributes to a greener character, softening the built form
- Parts of Church Lane comprise a more urban feel with limited greenery

Details and Materials

- The materials palette comprises a mix of stone and red brick with some buff brick and white/off-white/cream render. A variety of stone is used reflecting the historic character of the area
- Red brick is often used as detailing including window surrounds, lintels, and quoins
- There are some examples of dark timber-framed gables
- Roof tiles are a mix of dark clay plain tile and grey/red slate tile
- Architectural details include chimneys, double bay windows, some recessed front doors and porches
- Boundary treatments are predominately low brick walls and front gardens with hedgerow, hedges and trees. There are some examples of black railings above low brick walls. Some walls with stone detailing to top
- There are some examples of driveways with no boundary treatments which create an urban character along those sections of the street



^ Typical red brick dwelling at Church Lane



^ Wide fronted dwelling at Church Lane

20th Century Residential - Churchill Avenue

Urban Form

- Churchill Avenue comprise a series of secondary and tertiary roads
- Permeable perimeter blocks with some cul-de-sac layouts. Cul-de-sacs are connected by footpaths
- Relatively linear street pattern with subtle setbacks and regular building lines
- Some meandering allows for irregularities in building lines, creating interest in the street scene
- Savernake Avenue loops around to provide access to a series of cul-de-sacs

Built /Plot Form

- Mix of detached/semi-detached dwellings
- Predominately single storey dwellings with some chalet bungalows and 2-storey dwellings
- Churchill Avenue comprises some short terraces and semi-detached homes
- Low building heights combined with deep setbacks create an open streetscene which lacks a sense of enclosure

Parking

- On-plot to the front and side of the dwelling
- Garages
- Some visitor parking bays

Public Realm and Open Space

- Integration of grass verges and large trees within front gardens help to soften the built environment and contribute to an overall green and suburban character
- Close proximity to public open green spaces and the surrounding countryside further contributes to an overall green character
- Limited street tree planting

Details and Materials

- Mix of red brick and yellow stone
- Some white/cream render, gault brick, stone and upper storey tile hanging
- Roof materials are largely dark clay tiles
- White framed casement windows typical of 20th Century residential homes
- Gable fronted and gable sided roofs
- Predominantly natural boundary treatments including mature hedges, hedgerows, trees, flowerbeds and grass lawns. Planting is often combined with low brick walls adding variety to the street scene



^ Detached House at Churchill Avenue



^ Red brick Building at Churchill Avenue

20th Century Residential – Woodrow Road

Urban Form

- Woodrow Road is characterised by a strong linear street pattern reflecting its purpose as a main vehicular movement lane
- Comprises an informal, more rural character with lower density residential dwellings and a less continuous building line than other streets within Melksham
- Detached houses within large plots

Built /Plot Form

- Building heights vary from 1 storey to 2.5 storey creating variation in the roofscape and streetscene

Parking

- On plot parking, to the front of dwellings in private driveways

Public Realm and Open Space

- Limited areas of public open space along Woodrow Road
- The location of study area adjacent to open countryside contribute to a rural character

Details and Materials

- Red brick on many buildings with some use of buff brick
- Frequent use of render, largely cream or white
- Roof materials are largely dark clay tiles
- White framed casement windows typical of 20th Century residential homes
- Gable fronted and gable sided roofs
- Predominantly natural boundary treatments including mature hedge and grass lawns. Planting is often combined with low brick walls adding variety to the street scene. Limited use of black railings on some low brick walls.



^ Gable fronted and gable sided roofs at Woodrow Road



^ On plot parking at Woodrow Road

21st Century Residential - The Acorns

Urban Form

- Relatively linear street pattern with subtle setbacks and regular building lines
- Some meandering allows for irregularities in building lines, creating interest in the street scene
- Clear hierarchy of streets, from primary to private drives along the edges of the development
- The street benefits from footpaths on either side of the road along the primary route

Built /Plot Form

- Comprises a mix of short terraces, detached and semi-detached buildings
- Predominately 2 storey dwellings with some 2.5 storey at key locations creating variation in the roofscape and streetscene
- Setbacks vary along the length of the street.

Parking

- On-plot to the front and side of the dwelling
- Garages

Public Realm and Open Space

- Dwellings overlooking open spaces and vegetation
- Residential properties comprise front gardens with mature vegetation which contributes to a greener character, softening the built form
- Limited street tree planting

Details and Materials

- Mix of red brick and yellow stone
- Some white/cream render used at key location and for detailing
- Roof materials are a mix of dark clay plain tile and grey/red slate tile
- White framed casement windows typical of 20th Century residential homes
- Predominantly natural boundary treatments including mature hedges, hedgerows, trees, flowerbeds and grass lawns. Planting is combined with low brick walls at key locations adding variety to the street scene



^ Short run of terraces at The Acorns



^ Predominantly natural boundary treatments including mature hedges The Acorns

3 Site Assessment

3.1 Site Description

The site covers about 14.95 hectares and includes agricultural land and an existing watercourse.

It is bordered by the A3102 (Sandridge Common) to the south, existing residential development to the west, New Road and New Road Farm to the east, and hedgerows to the north.



3.2 Site Access

- *Vehicular Access and Movement*

The main vehicular access can be obtained from the existing roundabout on the A3102 (Sandridge Common), to the south east of the site.

There is the potential, within the proposal, to retain vehicular access towards the north of the Site for future development opportunities

- *Pedestrian/Cycle Access and Movement*

Pedestrian and cycle access are proposed along the 3102 (Sandridge Common), link the site to the existing Public Right of Ways network and the surroundings context and facilities.

3.3 Topography

The Site is relatively flat, with a gently sloping topography. The Site falls to the watercourse within the centre at approximately 42.5mAOD.

The east of the Site falls from a topographic high of 45mAOD and the west of the Site falls from approximately 44mAOD.

3.4 Flooding, Drainage and Nutrient Neutrality

- *Existing Watercourses*

A watercourse conveys flow through the centre of the Site, originating through a Ø600mm culvert along its central southern boundary.

- *Flood Zones*

The Environment Agency flood map shows most of the Site is located within Flood Zone 1; outside the 1 in 1000-year probability of fluvial (river) flooding (0.1% Annual Exceedance Probability [AEP]), at 'low' risk. However, the extent of the watercourse within the Site is within Flood Zone 2; Flood Zone 2 is land between the 1 in 100-year (1% AEP) and 1 in 1000-year (0.1% AEP) probability of fluvial flooding, at 'medium' risk.

There are large amounts of surface water inundating the Site on the Environment Agency's complex surface water flood mapping.

The position of SuDS features would need to be integrated into the proposed layout, taking into consideration the layout, Site topography to achieve a gravity fed network.

3.5 Landscape Setting

The Site is surrounded by trees and hedgerows and includes several green infrastructure corridors.

The northern and eastern edges, are sensitive to long distance views which need to be considered to screen the proposed scheme and additionally screen the settlement edge of Melksham, providing a transitional settlement edge to the rural landscape.

3.6 Arboriculture

The tree stock is generally considered to be of low to moderate amenity value. The site contains several category B and C trees and tree groups.

Root protections areas are to be left free form development.

3.7 Ecology and Biodiversity

The Site comprises modified grassland fields with little to no margins, rotationally grazed by livestock.

Fields are bound primarily by native hedgerows, some of which are associated with ditches and mature trees. Given its existing use, these areas are of overall low intrinsic value. However, the hedgerows and stream within the site are important ecological assets and are Habitats of Principal Importance (HPI).

Other key habitats include a small ditch network associated with several of the hedgerows and occasional individual trees.

The site supports a reasonably diverse assemblage of foraging and commuting bats (including low usage by rare light adverse Annex II species), as well as badgers, breeding birds and dormouse. A single tree along the eastern boundary has potential to support roosting bats.

3.8 Heritage

There are no listed buildings on the Site, and it lies outside of the Conservation Area.

Based on available evidence, it is considered that the proposed development accords with current legislation, the planning policies contained within the NPPF and local policies. The Site has been subject to desk-based assessment and the archaeological potentials and importance have been assessed. The proposals do not impact on any designated archaeological sites.

3.9 Utilities

The adjacent plan illustrates the utilities running both within and outside the site. Currently, there is an overhead electric cable running east-west through the site, which will be preserved and integrated into both the development and the landscape areas.

Additionally, there is an existing water main along the A3102 within the southern boundary of the site, necessitating an appropriate easement.

Furthermore, a public sewerage line runs across the northern boundary, which is slated for diversion as part of the proposed development.

3.10 Noise and Air Quality

- *Noise*

Given that the likely outcome of any such assessment would be a negligible or, at worst, a minor effect, without the need for any mitigation (other than construction noise control) it is considered appropriate to scope out noise from this DAS.

In this case the noise survey can proceed with the sole aim of informing assessments of external building fabric, ventilation and garden noise levels at proposed dwellings.

Air Quality

It is considered unlikely that there would be significant effects relating to air quality as a result of the proposed development and so this topic shall be "Scoped Out" of this DAS. Instead, a standalone air quality assessment will be prepared by Air Quality Consultants, to accompany the submission of the planning application.

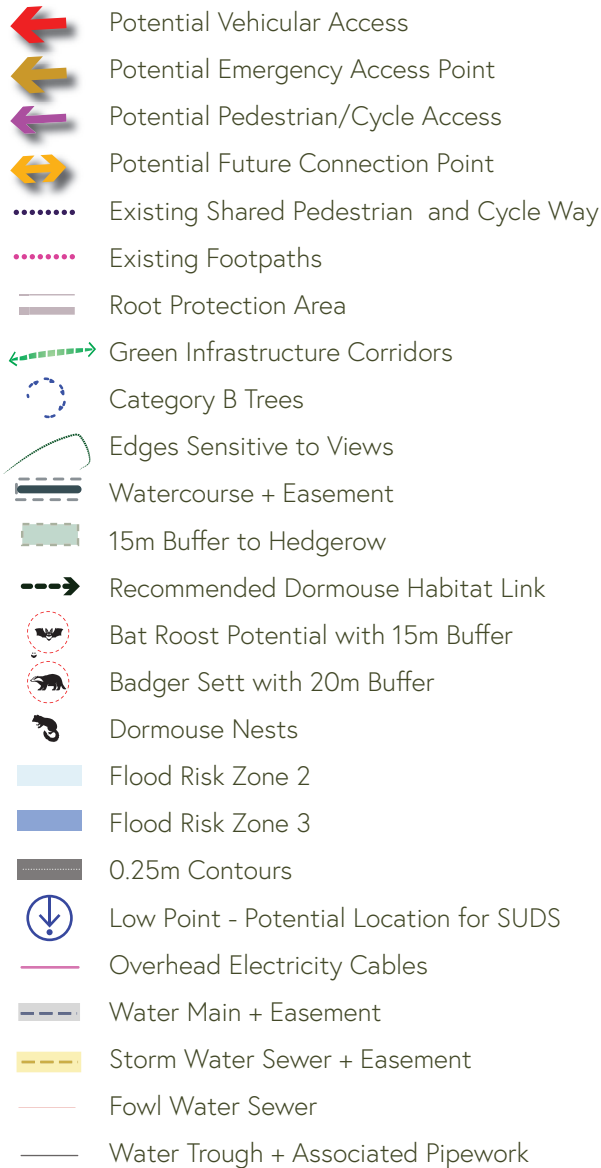
3.11 Summary of Opportunities

This section summarizes the main constraints and opportunities identified based on the assessment of the Site and its context:

- **Opportunity for Site Access:** Access to the Site can be facilitated from the existing roundabout off the A3102 (Sandridge Common), located to the southeast of the Site. Additionally, an emergency access point can be established along the A3102 to the southwest of the site.
- **Potential Future Development Link:** There's a possibility to retain a potential link to third-party land to facilitate access for future developments to the north.
- **Integration with Public Rights of Way:** Linking the Site with the existing Public Right of Ways network through appropriate pedestrian and cycle access will enhance connectivity with the surroundings.
- **Creation of Green Buffer:** Establishing a green buffer towards the northern and eastern parts of the Site will not only enhance connectivity but also improve views and environmental quality. There is potential to screen the proposed scheme and additionally screen the settlement edge of Melksham in views from the north, providing a transitional settlement edge to the rural landscape.
- **SuDS Features:** Sustainable Drainage Systems (SuDS) features are planned to be in the lower part of the site, responding to the Site's topography and integrated into the overall landscape strategy.
- **Retention and Enhancement of Trees and Vegetation:** Existing trees and vegetation are to be retained and enhanced as part of any new development design, contributing to biodiversity and aesthetic value.
- **Habitat Retention and Enhancement:** Habitats on the site will be retained and enhanced, with appropriate buffers from development, aiming also to achieve the 10% Biodiversity Net Gain requirement.

- **Green Infrastructure Corridor:** The green infrastructure corridors will be retained and enhanced, forming an integral part of the new development design to promote environmental sustainability.

These points outline the strategic considerations for developing the site while maximizing its potential, enhancing environmental quality, and integrating harmoniously with its surroundings context.



4 Design Cues

The analysis of the existing built environment of Melksham and the analysis of Site features has provided inspiration and will help to create a locally appropriate development, making sure that the development integrates and responds to the grain of the locality.

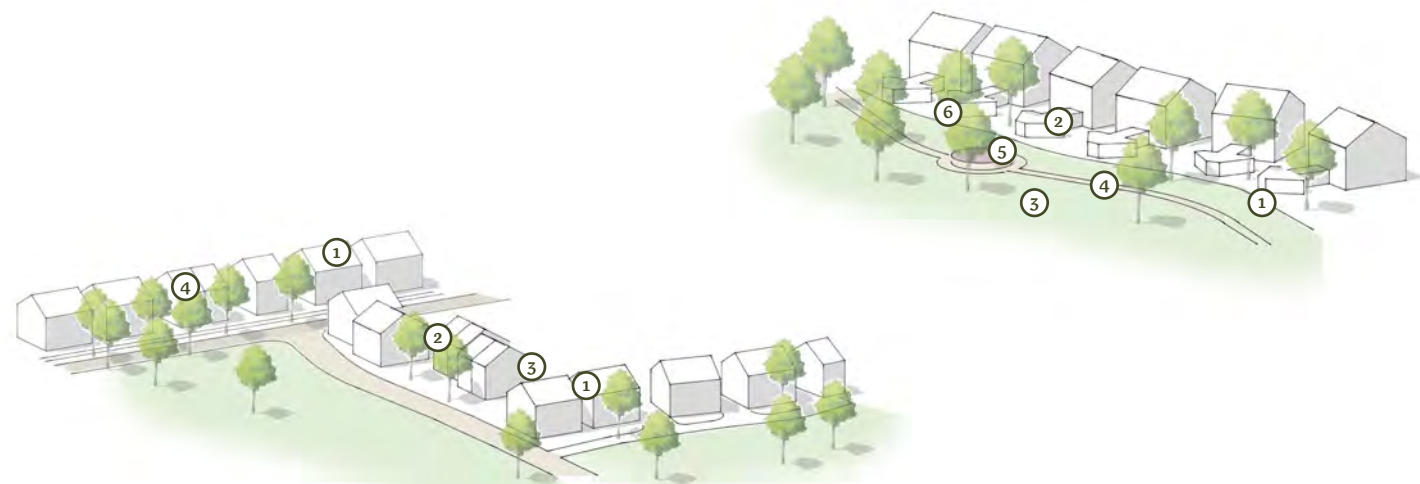
Key summary of design cues is set out below.

Urban and Built Form

- ① Variation in character from more urban to more rural in response to landscape context and street type
- ② Subtle variations in setbacks
- ③ Mix of sort terraces, detached and semi-detached buildings, based on the variation in character from urban to rural
- ④ Relatively low density development with building heights to be generally 2-storey

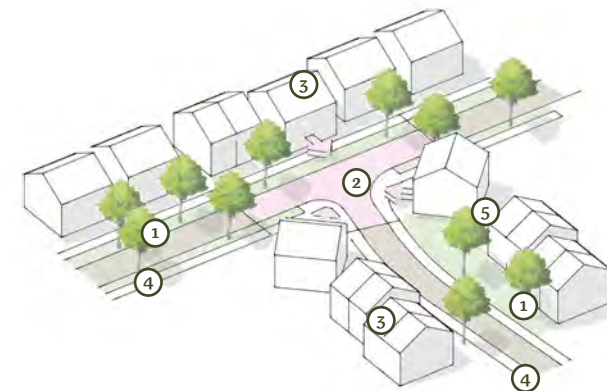
Public Open Space and Landscape

- ① Shaped by the landscape context, utilising same species planting to create distinct character
- ② Areas of open space overlooked by dwellings
- ③ Comprehensive network of green and blue infrastructure
- ④ Footpaths and cycleways along open spaces to support sustainable and health modes of travel
- ⑤ Accessible public open spaces to enhance sense of community and well-being of resident
- ⑥ Planting to be appropriate to aid the transition between built form and the surrounding landscape



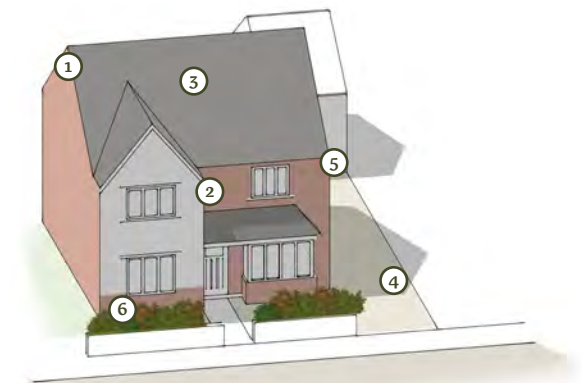
Streets and Parking

- ① Street trees along all streets supporting biodiversity, climate resilience and creating a green and attractive setting for homes
- ② Key spaces / nodal points along streets to create interest in the streetscene. Key spaces to be overlooked
- ③ Varied set backs to add variety to the streetscene
- ④ Footpaths and cycleways along streets to support sustainable and health modes of travel
- ⑤ On-plot parking mainly located to the side and front of dwellings



Architectural Materials and Details

- ① Simple, traditional building form
- ② Predominately red brick with some use of buff brick and white/cream render on key buildings in response to the local built form
- ③ Roof materials are a mix of dark clay plain tile and grey/red slate tile with white bar window
- ④ On-plot parking for cars with EV charging points
- ⑤ Accessible cycle parking to all homes
- ⑥ Green boundary treatments to aid the creation of a green neighbourhood that is sympathetic to its surrounding landscape context

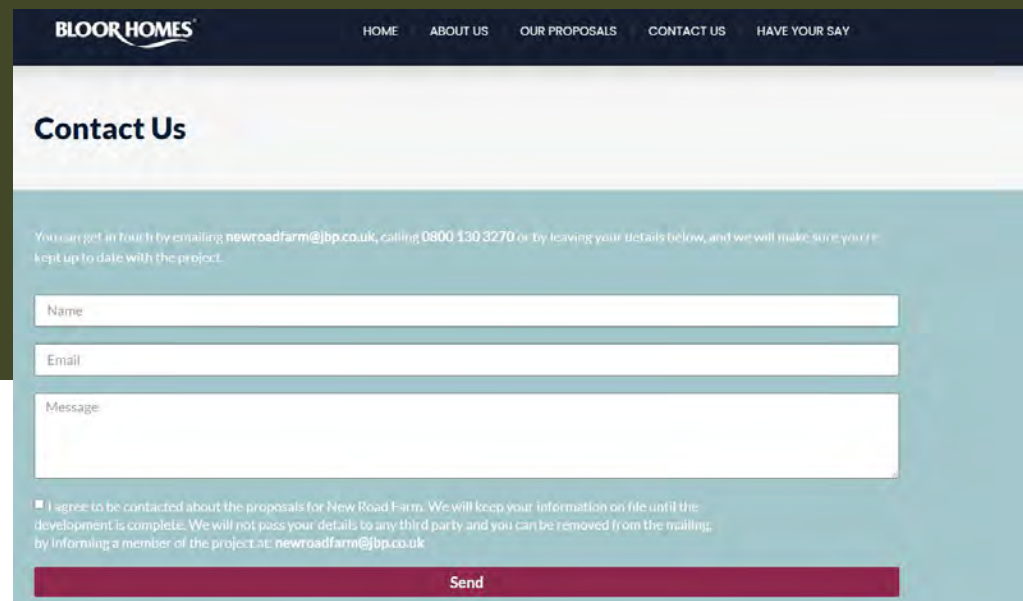


5 Involvement

5.1 Summary of Community and Stakeholder Involvement

Bloor Homes undertook an extensive period of engagement with key stakeholders from late 2023 to September 2024. This included meeting with Melksham without Parish Council and Melksham Town Council several times over the course of the project's development to ensure that comments and feedback could be taken on board, and for these stakeholders to be kept informed at every stage. In addition, the applicant also reached out to relevant Wiltshire Councill members regarding the plans. These included Cllr Nick Holder, Cllr Mike Sankey and Cllr Phil Alford, with a meeting between Bloor and Cllr Holder taking place in early August 2024. Finally, Bloor undertook a period of public consultation,

inviting over 1,400 households to a drop-in event at Melksham Community Campus on 23 September where attendees could view the plans, ask questions to the project team and leave feedback. 53 people attended the event, held from 3pm – 7pm. Residents could also visit a dedicated project website www.newroadfarm.com, to find out more about the proposals and complete an online feedback form. A dedicated project email address newroadfarm@jbp.co.uk and freephone number 0800 130 3270 was also provided.

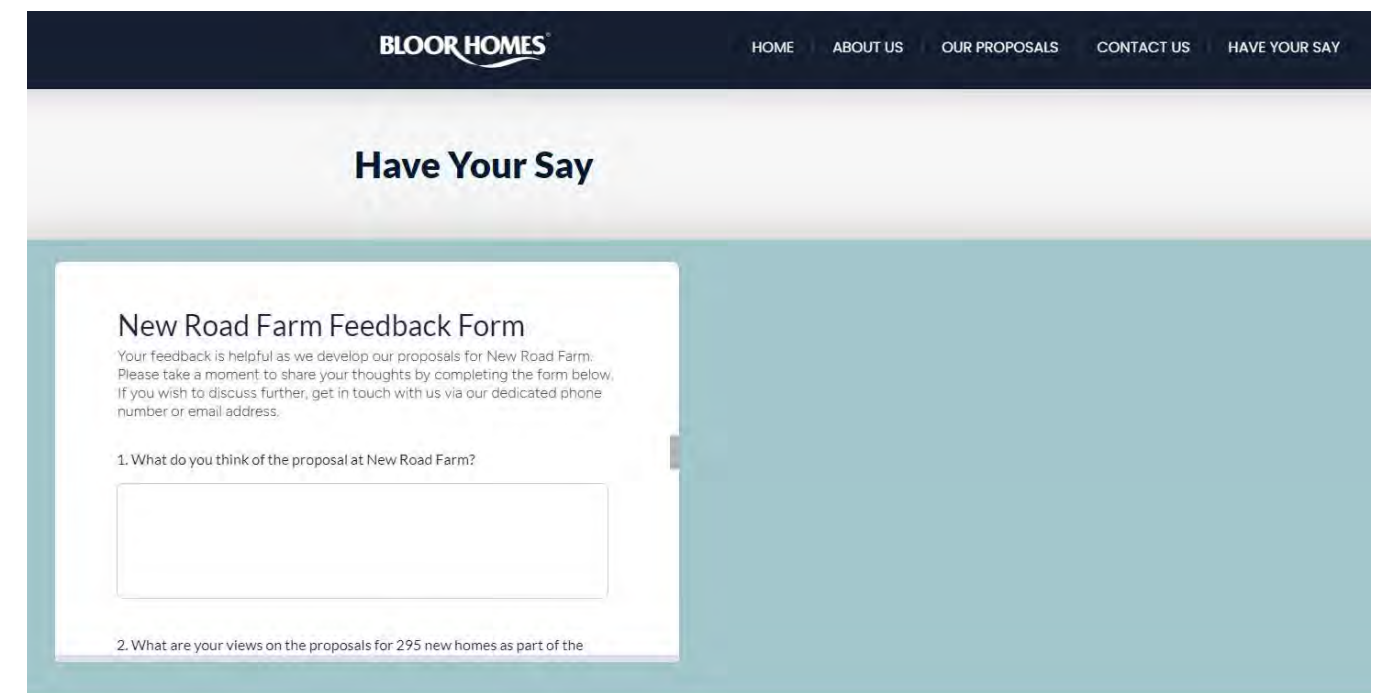


The screenshot shows the 'Contact Us' page of the Bloor Homes website. At the top is a dark blue navigation bar with the Bloor Homes logo and links for HOME, ABOUT US, OUR PROPOSALS, CONTACT US, and HAVE YOUR SAY. Below the navigation bar is a light blue header with the title 'Contact Us'. The main content area is white and contains the text: 'You can get in touch by emailing newroadfarm@jbp.co.uk, calling 0800 130 3270 or by leaving your details below, and we will make sure you're kept up to date with the project.' There are three input fields: 'Name', 'Email', and 'Message'. Below the 'Message' field is a checkbox with the text: 'I agree to be contacted about the proposals for New Road Farm. We will keep your information on file until the development is complete. We will not pass your details to any third party and you can be removed from the mailing, by informing a member of the project at: newroadfarm@jbp.co.uk'. At the bottom is a dark blue 'Send' button.

^ Website screenshots for public consultation



The screenshot shows the 'Our Proposals' page of the Bloor Homes website. At the top is a dark blue navigation bar with the Bloor Homes logo and links for HOME, ABOUT US, OUR PROPOSALS, CONTACT US, and HAVE YOUR SAY. Below the navigation bar is a light blue header with the title 'Our Proposals'. The main content area is white and contains the text: 'We propose 295 high-quality and sustainable new homes and are committed to ensuring that 40% of these are affordable.' To the right of the text is a 3D architectural rendering of a residential development with houses, trees, and a green space. Below the text is another paragraph: 'Our current masterplan proposals would create a residential developable area of approximately 10.07 hectares, with an average density of 38 dwellings per hectare, in accordance with the existing built form in the area. This would comprise a mix of homes in accordance with relevant policies from the Wiltshire Local Plan and Melksham Neighbourhood Plan.' Below this is a final paragraph: 'The mix and resulting density will vary across the site. In some areas there may be higher concentrations of terraces, maisonettes and flats, in others more detached, larger homes. The mix will vary, partly aiming to assist in creating character areas within the site.'



The screenshot shows the 'Have Your Say' page of the Bloor Homes website. At the top is a dark blue navigation bar with the Bloor Homes logo and links for HOME, ABOUT US, OUR PROPOSALS, CONTACT US, and HAVE YOUR SAY. Below the navigation bar is a light blue header with the title 'Have Your Say'. The main content area is white and contains the title 'New Road Farm Feedback Form'. Below the title is the text: 'Your feedback is helpful as we develop our proposals for New Road Farm. Please take a moment to share your thoughts by completing the form below. If you wish to discuss further, get in touch with us via our dedicated phone number or email address.' There are two numbered questions: '1. What do you think of the proposal at New Road Farm?' and '2. What are your views on the proposals for 295 new homes as part of the'. Each question has a text input field below it.

^ Website screenshots for public consultation

6 The Concept

This section sets out the principles of the development through a comprehensive concept plan, which is providing:

- up to 295 new homes including affordable homes and a 0.4ha nursery.
- Access to the site can be achieved via a new arm to the Sandridge Common roundabout, opposite Eastern Way.
- An emergency access can be achieved via Sandridge Common and it can be used as pedestrian and cycle access for the site.
- The opportunity exists to provide access north of the site.
- A clear street hierarchy with the primary movement route extending through the centre of the site from the Sandridge Common.
- Pedestrian/cycle accesses point are proposed along the A3102, enhancing the site's permeability, supporting active travel and providing links to Melksham town centre via walking, wheeling or cycling.
- A multi-functional network of green and blue infrastructure underpins the proposals, including spaces for play, recreation, food growing areas, attenuation and biodiversity net gain.
- The provision of green links based on the retention of existing hedgerows and landscape features including a central green corridor along the route of the existing stream.
- A distinctive, legible and healthy place that embodies best practice urban design principles and is responsive to important site features.

- | | |
|---------------------------|-----------------------|
| Site Boundary | Proposed Footpath |
| Primary Access | LAP |
| Emergency Access | LEAP |
| Pedestrian/Cyclist Access | Allotment |
| Potential Future Access | Proposed Basins |
| Primary Movement Route | Proposed Swales |
| Secondary Movement Route | Green Infrastructure |
| Residential Development | Vegetation |
| Proposed Nursery | Public Right of Way |
| Green Corridor | Existing Cycleway |
| Key Space | Existing Watercourses |
| Gateway Space | Pumping Station |



A Healthy, Active & Inclusive Community

Land at New Road Farm will be a place where the whole community can live healthy, active and social lives.

Key

-  Primary Access Point
-  Secondary / Emergency Access Point
-  Pedestrian / Cyclist Access Point
-  Primary Route
-  Secondary/Tertiary Route
-  Proposed Footpaths



Active travel:

Walking, wheeling and cycling opportunities will be prioritised over use of the private car. These routes will be convenient, comfortable and accessible to all and provide direct links to key destinations, including providing links with the wider public right of way network.



Community:

The provision of a new nursery will be provided along the primary movement route and accessible via all modes of transport to meet early years needs.

Recreational spaces and walking routes that are safe and attractive to all potential users will support health and wellbeing of the whole community.



Homes for all:

A mix of housing type and tenure to meet the needs of the whole community including affordable and family housing.



Working with Nature

Nature is embedded within the development proposals, creating a place where nature can be enjoyed and celebrated, and where the built and natural environments work together in harmony.

Key

-  Green Link
-  Potential Location of Children's Play (LAP)
-  Potential Location of Children's Play (LEAP)
-  Potential Location for Food Growing Area / Allotments
-  Potential Location for Attenuation Feature
-  Proposed Vegetation



Network of spaces

Open spaces and green corridors permeating the development will provide amenity space for residents, habitats for wildlife and ample space for biodiversity net gain.

A network of footpaths within public open space will encourage active and healthy lifestyles.

Buildings, infrastructure and open spaces designed to reduce carbon emissions, help tackle climate change and protect and enhance ecology and biodiversity.

Biodiversity:

The integration of existing trees and retention of hedgerows where possible will support biodiversity net gain (BNG). This will be supported by new planting and the incorporation of Sustainable drainage systems (SuDS).



Trees:

The provision of street trees that help to create a green neighbourhood, improving air quality, providing shared and mitigating the impact of climate change.

Views of trees from all homes helping to benefit the mental health and wellbeing of the community.



Blue infrastructure:

A comprehensive blue infrastructure network that incorporates the existing watercourse will support wildlife and BNG as well as helping to mitigate a changing climate through the incorporation of SuDS features.

Blue infrastructure has the additional benefit of contributing to a beautiful, calming and attractive environment for residents.

A Beautiful & Cherished Place to Live



Placemaking:

A place that celebrates the unique assets of the site and Melksham to create a place where residents are proud to live.

Our Vision for Land at New Road Farm is to create an attractive and comfortable place that promotes a happy and healthy life for all now and into the future.

Key

-  Gateway
-  Focal Point
-  Primary Frontage

Streets and spaces:

A permeable network of interconnected and attractive streets that make it easy to move around.

Recognisable streets and spaces ranging from primary movement routes through to quieter green lanes to attractive public spaces and gateways.

Beautiful and safe streets for all that encourage neighbourliness, making it easy for social encounters.



Homes:

Well-designed homes and buildings that are aesthetically attractive, built to a high standard and adaptable to suit a variety of needs, modern lifestyle choices, and flexible as people move through different stages of their lives.



Energy:

The use of renewable energy sources will be utilised in the scheme including EV charging, Solar PV and Air Source Heat Pumps.



7 Design Proposals

7.1 Summary

The illustrative masterplan demonstrates how the site could accommodate a sustainable and well-connected new neighbourhood. It shows the proposed structure of:

- Access points
- Internal street hierarchy
- Landscaping and play areas
- Car parking
- Green infrastructure

The layout provides a logical and legible framework of streets and spaces that integrate with the existing settlement edge of Melksham. A variety of house types are proposed to respond to local character in terms of scale, density, architecture, and materials, creating a series of distinctive character areas and a clear sense of place.

Green infrastructure forms a key structuring element of the design, incorporating retained landscape features, new planting, and open spaces that enhance biodiversity, drainage, and visual amenity.

Internal movement routes are designed to promote permeability and active travel, linking to surrounding streets, public rights of way, and pedestrian/cycle paths, ensuring safe and convenient connections for all users.



7.2 Design Parameters

The table below indicates the quantity of land uses and parameters for Access, GI and heights through the proposed development.

Areas	Amount
Built Area (including, as required, incidental landscaping and all necessary infrastructure)	9.01ha
Nursery Land	0.40ha
Green Infrastructure	4.65ha
Highway Land	0.89ha
Site Boundary	14.95ha

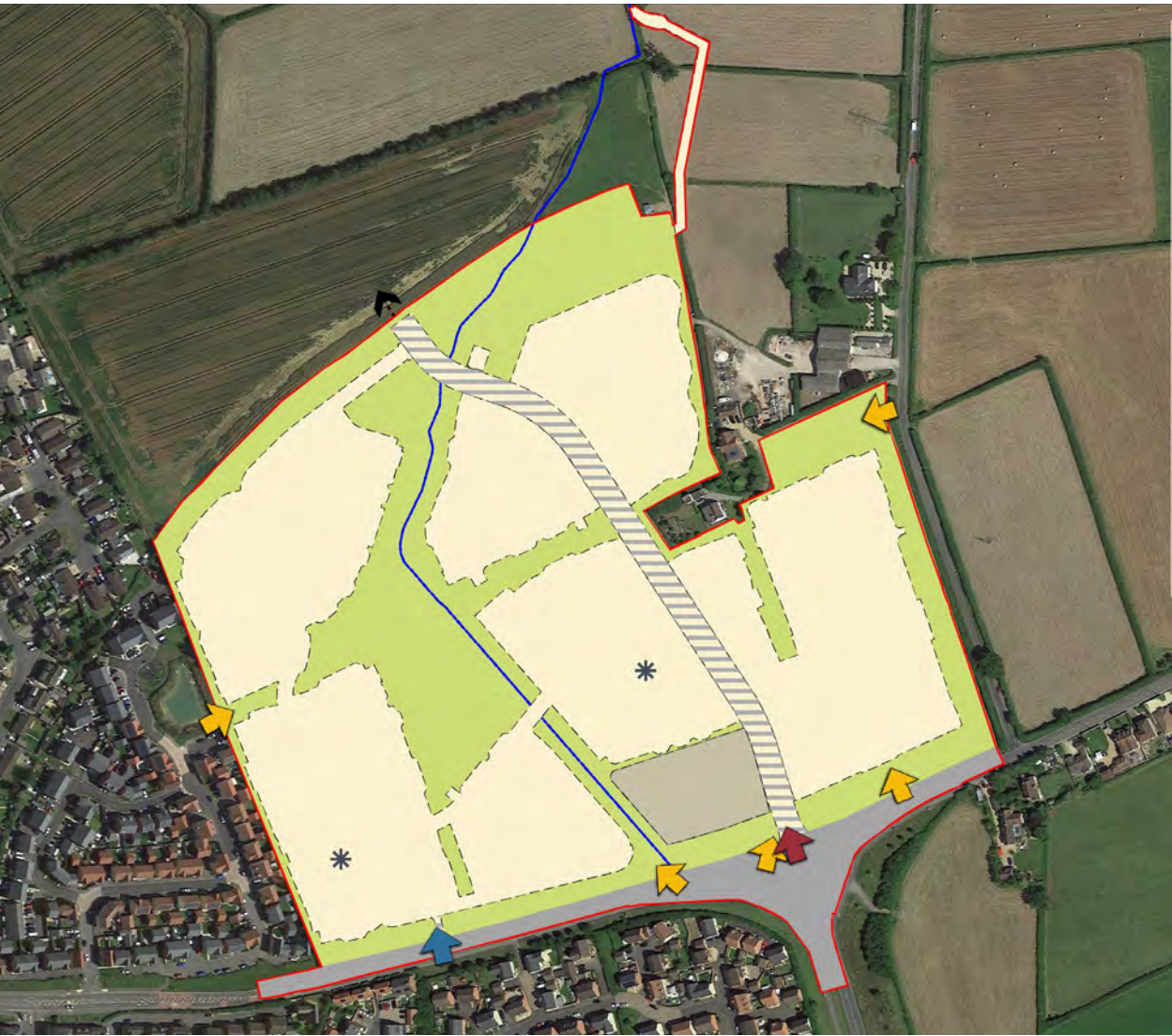
The proposed masterplan for the site has been developed to establish a clear set of parameters to guide future reserved matters applications. These parameters define the extent of built development, areas of green infrastructure, and the primary access strategy to ensure a coherent and deliverable framework for growth.

The development extends to approximately 14.95 hectares, of which around 9.01 hectares (60%) will accommodate built development, including residential parcels, associated infrastructure, and incidental landscaping. Approximately 4.65 hectares (31%) is dedicated to green infrastructure, forming an integral network of open spaces, landscape buffers, drainage features, and ecological corridors that enhance biodiversity and provide accessible recreational space for future residents.

A further 0.40 hectares has been identified for nursery land, supporting the delivery of community infrastructure within the development and 0.89 hectares (6%) relates to highway land, including primary and secondary access routes and pedestrian/cycle connections, ensuring permeability and integration with the surrounding neighbourhoods.

Built form across the site will generally range up to 10.5 metres in height, allowing for a varied yet contextually appropriate scale that complements the existing edge of Melksham.

This plan establishes the fundamental principles of land use, access, and landscape structure that will guide the evolution of the detailed design, ensuring a balanced and sustainable neighbourhood with a strong landscape-led character.



^ Parameters Plan

- Site boundary - 14.95ha

Primary access

Emergency access

Pedestrian/Cyclist access

Potential future access

Existing watercourse
- Built Area (including, as required, incidental landscaping and all necessary infrastructure) - 9.01Ha - 60% of the total site boundary - up to 2 storeys with occasional 2.5 storeys in key locations (*)

Highway (non dev) - 0.61Ha (included in the Built Area calculation)

Maximum heights of the Built Area - 10.5m

Nursery Land - 0.40Ha - 3% of the total site boundary.

Green Infrastructure - 4.65Ha - 31% of the total site boundary.

Highway Land - 0.89Ha - 6% of the total site boundary.

7.3 Green Infrastructure

Landscape Strategy

The landscape strategy provides the structural framework for the masterplan, creating a strong and distinctive setting for the new neighbourhood. Green infrastructure has been used to define development parcels, integrate sustainable drainage features, and form a coherent network of open spaces that connect through and beyond the site.

The design retains and enhances existing landscape features where possible, including established boundary hedgerows and mature trees, which are reinforced with new native planting to strengthen green corridors and improve biodiversity. These spaces also provide opportunities for recreation, play, and informal enjoyment, ensuring that the landscape is both functional and attractive.

A hierarchy of green spaces, ranging from linear green corridors and swales to larger areas of public open space, ensures that every home is within easy reach of accessible natural areas. The green infrastructure also contributes to the visual containment of the development and provides a soft transition to the surrounding countryside.

Water & Drainage

The sustainable drainage strategy forms an integral part of the landscape framework. A combination of swales and attenuation basins are distributed across the site to manage surface water in a natural and visually attractive way. These features have been designed to enhance water quality and biodiversity before discharging into existing watercourses at a controlled rate.

Well-designed SuDS not only deliver functional drainage but also create valuable ecological and recreational assets, allowing future residents to experience and engage with the dynamic water environment and its associated habitats.

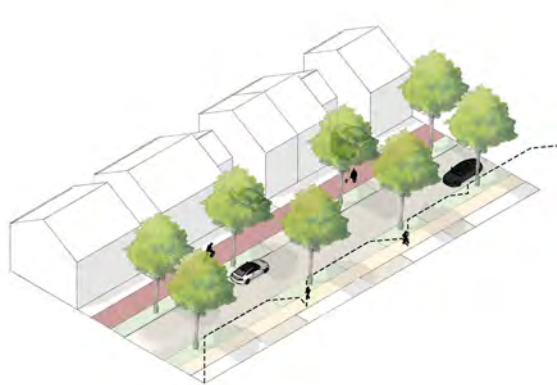


7.4 Movement

Street Typology

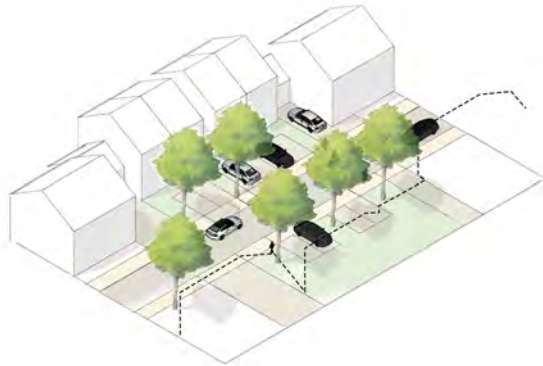
A distinctive hierarchy of street types is proposed within the development, based on the principles of Manual for Streets (MfS) and LTN 1/20. The streets should be generally low speed and be design with placemaking at its heart.

The scheme is also considering future growth providing potential future connections to the north. The development will comprise the following street types.



Primary Road

Dimensions	Carriageway	6.2m - to Accommodate Bus Movement
	Footway/ Cycleway	2m footway one side and 3m share cycle/ footway other side
	Verge	2m each side with tree planting



Secondary Road

Dimensions	① Carriageway	4.8m - 5.5m
	② Footway	2m footway each side
	Trees	Occasional tree planting within the street scene



Community Street

Dimensions	Carriageway	8m Shared surface
	Footway	within the carriageway
	Verge	N/A - occasional tree planting within the street scene



Private Drive

Dimensions	Carriageway	4.5 - 4.8 Shared surface
	Footway	N/A
	Verge	N/A - occasional tree planting within the street scene



^ Street Hierarchy Plan

- Primary Road
- Secondary Road
- Community Street
- Private Drive
- Proposed paths

7.5 Introduction to Character

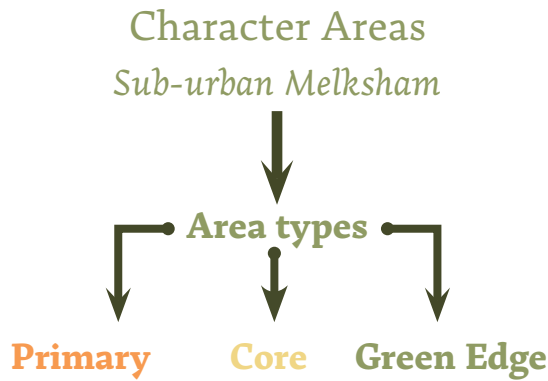
The proposed development at New Road Farm has been informed by a clear understanding of Melksham's suburban context and local character. The design responds to the site's position on the settlement edge, where the existing town transitions into open countryside.

The masterplan establishes a logical structure of streets, spaces, and development parcels that reflect this setting. This approach ensures a varied yet cohesive form of development, with a gradual change in character from the more formal built edge along New Road to a softer, more landscape-led edge to the north and east.

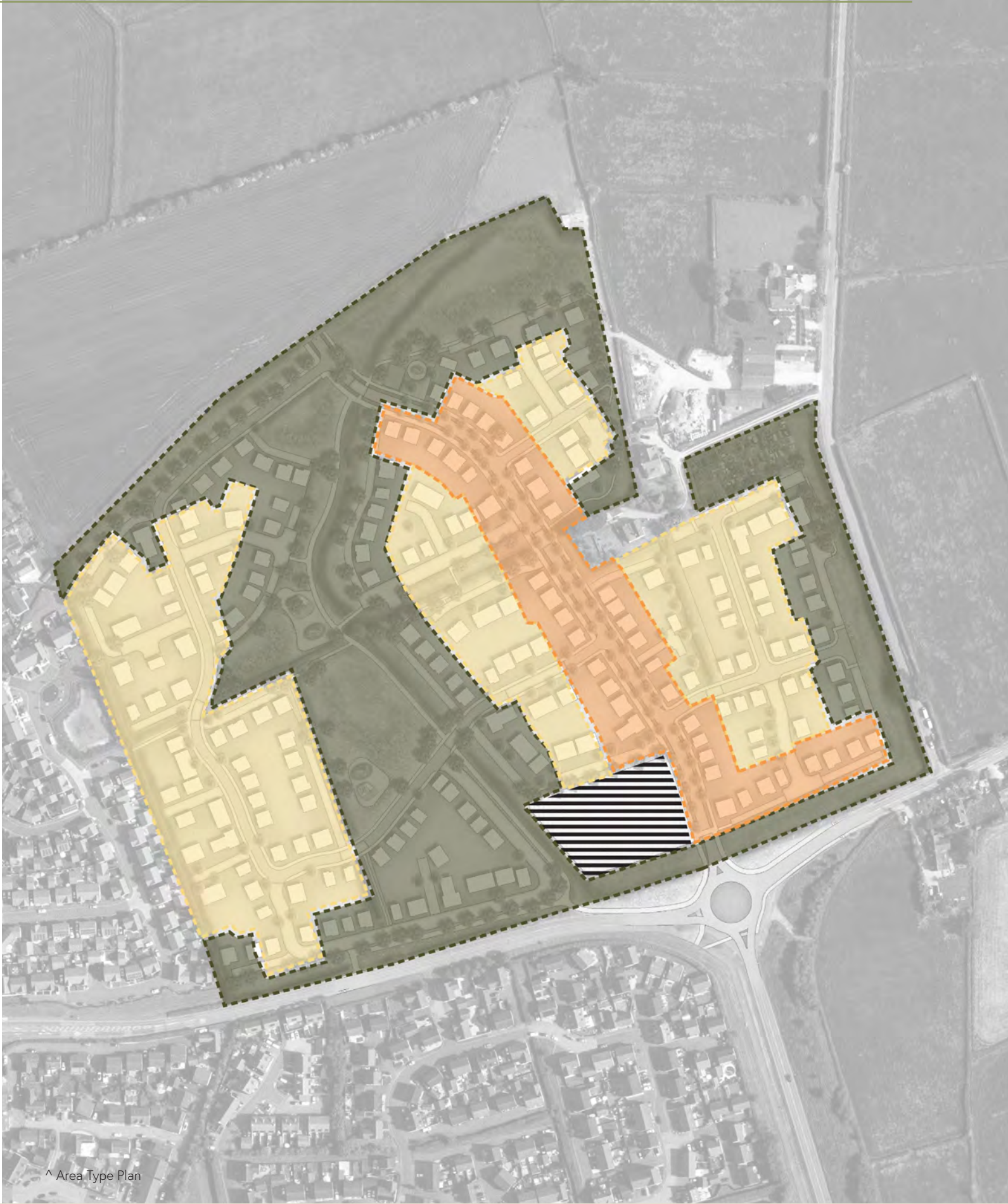
To guide the design, three broad Area Types have been identified:

- Primary – Fronting the main street and access routes, this area provides a stronger built form and more formal layout, creating a clear sense of arrival.
- Core – The central residential area with a balanced mix of house types, densities, and street patterns forming the heart of the neighbourhood.
- Green Edge – The outer areas adjoining the wider landscape, designed with lower densities, softer edges, and generous planting to integrate the development into its setting.

This character structure establishes a strong framework for the detailed design at reserved matters stage, ensuring a well-balanced, locally distinctive, and landscape-led extension to Melksham.



- Primary
- Core
- Green Edge



7.6 Primary Area Type Visualisation



7.7 Core Area Type Visualisation



7.8 Green Edge Area Type Visualisation



7.9 Sustainability

Sustainable Development

Key elements that will support sustainable development of the site are outlined below:

- Provisions will be made to minimise water demand and create opportunities for rainwater harvesting.
- Landscape proposals will create climate resilient landscaping.
- In accordance with the drainage strategy, Sustainable Drainage Systems will be incorporated within the wider POS proposals.
- Resource efficiency will be maximised through effective material specification and management.
- Waste generation will be minimised through effective planning for reuse and recycling.
- Embodied carbon will be reduced through material assessment and sustainable sourcing.
- Operational carbon will be reduced by increasing the energy efficiency of homes and delivering low carbon energy.

A Sustainable Location

Contributing to a walkable neighbourhood with the aim to meet the daily needs and aspirations of the people that will live there. Development aspires to create a comfortable, permeable place that prioritises the pedestrian and encourages active and sustainable modes of travel. There is a wide range of facilities and services and in Somerton.

Climate Change

The scheme will seek to address both climate adaptation and mitigation in creating a resilient place. Maximising performance through green energy, well designed buildings, flood resilience via SuDS, modern methods of construction, reducing water consumption.

Sustainable Design

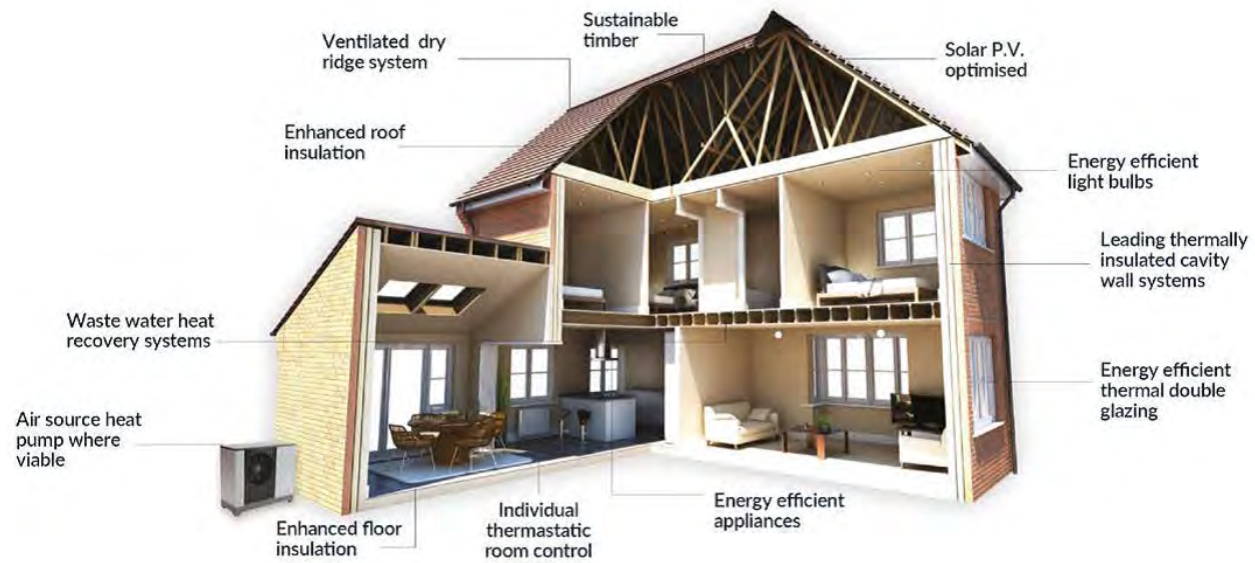
At Bloor Homes, we are adopting a range of measures and systems to ensure our homes and developments meet today and future customer expectations. The proposed development at north of Bradley Hill Lane addresses the Climate Emergency by demonstrating high standard of construction, energy efficiency measures and incorporation of on-site renewable energy generation.

Sustainable Materials

The design of the new homes will include specification of sustainable materials. The whole life cycle of material impact will be considered to reduce the embodied carbon of the proposed development, and principles of circular economy will be incorporated where appropriate, reducing materials and waste in the first instance.

Flood Risk

The development is located within an area of low risk of flooding from all sources. A series of swales and an attenuation basin are proposed to manage surface water drainage in a sustainable way which doesn't increase risk of flooding elsewhere.



^ Dwelling cross-section to evidence sustainable practices



^ PV & EV charging point examples



Client	Bloor Homes
Project name	Land at New Road Farm, Melksham
Project no.	2513292.1
Document no.	01
Document title	Design and Access Statement
Status	Final
Produced / checked by	SE & DR / SE & MV
Date	24.10.2025

© Marrons 2024

The contents of this document may not be copied or reproduced in whole or part without prior written permission of Marrons.

Marrons

One Temple Quay, Temple Back East,
Bristol, BS1 6DZ

t: +44 (0)117 906 9400

e: info@marrons.co.uk