

5.7

CHARACTER AREAS

The site has been divided into two character areas that draw on the local context and also the more intrinsic characteristics of the town.

Although it is noted that 3 areas were suggested in the DAS which supported the outline, the site is not large enough to need such further distinction, so instead subtle variations of the two character areas is proposed through the soft landscaping design which will further enhance the interest as you move along the streets.

The two character areas proposed are:

- Main Street
- Core Housing

The characters proposed help to ensure that the development assimilates into its local surroundings whilst acknowledging the more historic components for the area.

Within the two character areas - and in particular the Core Housing - there are also variations in the street typology, built form, urban form, material colour palette and landscape treatments as opposed to architecture.

A diminishing density is evident from the core of the site and existing settlement, reducing towards the edges where property types become more consistently detached settled in larger plots.

Buildings proposed across the site are all two-storey other than a single three-storey building positioned in a key location.

The properties proposed in both areas are a mix of types and sizes which contribute to shape the character of a community, bringing younger professionals with energy and ambition, families with children add liveliness to the shared spaces, and retirees offer wisdom and a welcoming presence.

Key Building

The apartment block will act as a key building, positioned in a visually prominent location by the roundabout to the north. It is differentiated through its height and scale. The primary street and site entrance will form a tree-lined avenue along the east-west spine, establishing a green framework that connects the entrance to the

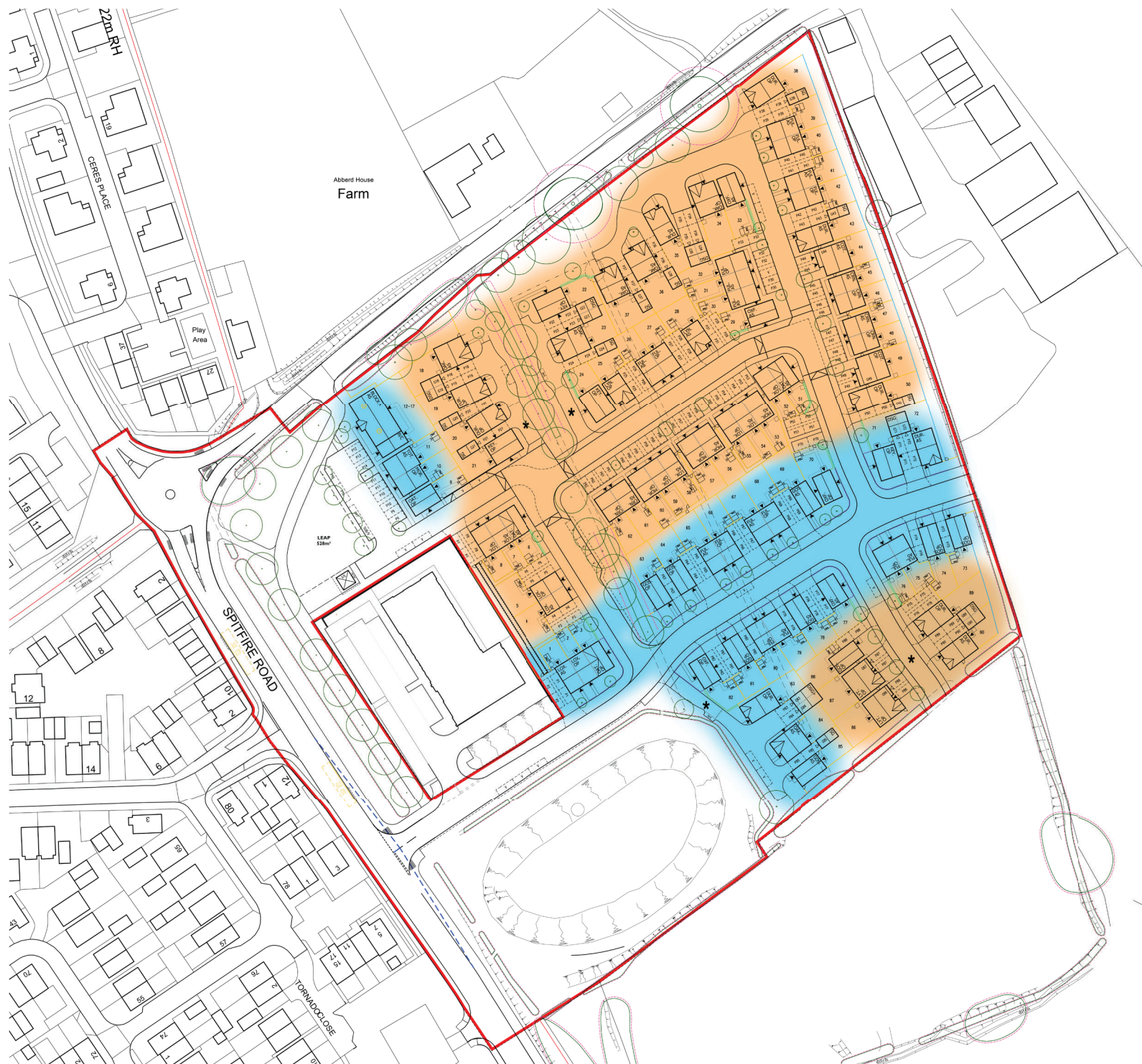
LEGEND:



MAIN STREET



CORE HOUSING



PROPOSED CHARACTER AREAS PLAN



CHARACTER AREA MAIN STREET

This character area identifies the key route in a consistent approach and reflects a more intrinsic characteristics of the town and local rural areas with a strong predominance of stone facades.

This area will have a higher density compared to the other character area consisting of smaller attached forms and apartments.

Building heights will be 2 storey with a single 3 storey Apartment building .

Materials and Details Façades

- Façades will be predominantly local coloured & coursed stone with occasional white render

Roofs

- Roof materials will be flat tiles in a grey colour.
- Rainwater goods will be black.

Windows

- Windows will be of a horizontal emphasis and of a traditional casement style in a grey colour.

Doors / Entrances

- Front doors will be of a traditional 4-pane style and will be in black.
- Entrances will have a flat canopy.

Detailing

- Coursed stone stringcoursing at ground and upper floors to compliment stone facades
- Contrast brick plinth banding to rendered facades & brick stringcourse at upper floor

Boundary Treatments & Landscaping

- Boundary treatments to front gardens will comprise metal railings with hedges behind.
- Landscaping along this frontage will be more formal with tree planting lining the route.



CHARACTER AREA CORE HOUSING

This character area identifies the subservient core which has a materials palette more reflective of the local context.

This area will have a varied density consisting of smaller attached forms to the core and larger detached forms to the northern and southern edges.

Building heights will be 2 storey.

Materials and Details Façades

- Façades will be predominantly red brick façades with a contrast detailing brick
- Occasional render utilised at key vista locations or spaces

Roofs

- Roof materials will be profiled tiles in a dark brown colour.
- Rainwater goods will be black.

Windows

- Windows will be of a horizontal emphasis and of a traditional casement style in a white colour.

Doors / Entrances

- Front doors will be of a traditional 3-pane style and will be in a pale green, pale blue & pale grey shades.
- Entrances will have a mix of tiled lean-to and gabled canopies.

Doors / Entrances

- Contrast brick solidier lintels and stringcourses at ground & upper floor.

Boundary Treatments & Landscaping

- Boundary treatments to front gardens will comprise low ornamental shrubs and/or hedges.
- Landscaping will be less formal.

06

SUSTAINABILITY

6.1
Energy Efficiency

6.2
Waste

6.3
Drainage

6.4
Ecology &
Landscape



6.1 ENERGY EFFICIENCY

The construction specification for this development will be to current building regulations for meeting target emission rates in order to reduce annual energy consumption for each dwelling.

6.2 WASTE

Waste and recycling will be managed through the provision of allocated areas within private rear gardens for storage, with collection to the fronts of properties via Wiltshire Council services.

6.3 DRAINAGE

Surface water management will include the use of a sustainable drainage system (SuDS) comprising the utilisation of the infrastructure attenuation basin.

6.4 ECOLOGY & LANDSCAPE

Existing wildlife corridors along the existing tree and hedge boundaries will be retained.

Wildlife creation and enhancement will take place through the enhancement where possible of the existing features and green space comprising semi-improved and species rich habitats to support wildlife – such as bats, birds and invertebrates.

New tree and shrub planting will create an attractive residential setting and be designed to ensure appropriate maintenance. Dependant on location, planting is chosen to allow good visibility, to avoid obscuring doors, windows or lighting, to avoid acting as climbing aids or potential hiding places, and to help deter graffiti.



CRIME & DISORDER

Secured by Design - Residential (Homes) 2025 is a police initiative to guide and encourage the adoption of crime prevention measures within the specification, design and build of new homes'

SECTION 1 DEVELOPMENT LAYOUT AND DESIGN

THE KEY FEATURES OF THE DEVELOPMENT WHICH ADDRESS DESIGNING OUT CRIME AND DESIGNING IN COMMUNITY SAFETY ARE SUMMARISED HERE:

ROADS AND FOOTPATHS

- All movement routes will be visually open and direct with a clearly defined street hierarchy and are located in areas that are clearly identified as public realm.
- Excessive vehicle permeability has been avoided through the use of a cul-de-sac arrangement and well defined routes.
- Pedestrian routes are integrated with the road network and located to the front of dwellings.
- Planting adjacent to footways will be designed to avoid places of concealment and unnecessary maintenance and will allow the footways to be open to view.
- Public footways immediately adjacent to doors or windows have been avoided.

COMMUNAL AREAS AND PLAY SPACES

- The LEAP is well overlooked by properties providing natural surveillance over it.
- Fencing and entry & exit locations have been provided to help with child safeguarding and preventing dog entry.
- The amenity spaces are clearly defined, easily accessible and make a valuable contribution to the quality of the development.

DWELLING BOUNDARIES

- Dwelling frontages will be open to view with formal planting providing a clear definition between public and private realm.
- Side and rear gardens will be protected by masonry walls or 1.8m closeboard fencing with readyhedge. All rear garden access gates will be 1.8m high and lockable.
- Sub-divisional fencing between neighbours will comprise 1.8m closeboard fencing.

LAYOUT AND ORIENTATION OF DWELLINGS

- Dwellings have been designed to face outwards to allow overlooking of neighbouring surroundings.
- The development contains a mix of dwellings enabling the potential for homes to be occupied at different times of the day.

GABLE END WALLS

- Gable ends to dwellings overlooking the public realm will contain at least one window at ground level. Some dwellings will also have a window at first floor level.

REAR ACCESS FOOTPATHS

- Rear garden access paths have been avoided wherever possible, other than to mid-terrace properties.

DWELLING IDENTIFICATION

- Dwellings will be clearly numbered.

CLIMBING AIDS

- The development has been designed to minimise the risk of features such as boundary walls and bins being used as climbing aids.

VEHICLE PARKING

- Parking has been provided very close to or on plot in lockable garages or on hard standings with EV charging provided.
- Visitor parking has been provided on-street overlooked by properties.
- Garages have been positioned to allow entrances to the dwellings to be easily observed from the street and neighbouring dwellings.

BICYCLE PARKING

- Secure parking for bicycles is provided to each dwelling by way of space in garages or within lockable sheds to private gardens. Flats have purpose built cycle stores equipped with robust cycle racks.

PLANTING IN NEW DEVELOPMENTS

- New tree and shrub planting has been chosen to create an attractive residential setting and has been designed to ensure it can be properly managed and maintained.
- Dependant on location, planting has been chosen to allow good visibility, to avoid obscuring doors, windows or lighting, to avoid acting as climbing aids or potential hiding places, and to help deter graffiti.

STREETLIGHTING

- All street lighting for both adopted and unadopted highways, footways and parking areas will be to BS5489:2013 or latest British Standards and carried out in consultation with Local Authority guidance.
- Light pollution will be minimised and low energy light sources will be used where possible. Lighting will be designed in conjunction with the landscaping and tree planting design to ensure a compatible approach.

STATEMENT OF COMPLIANCE - DECEMBER 2025



FOCUS
ON DESIGN

