



CG FRY & SON
DEVELOPMENT

LAND AT WHITE STREET WEST LAVINGTON

DESIGN AND ACCESS STATEMENT

MARCH '26



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ABBREVIATIONS

- | | | | |
|-------------|---|-------|----------------------------|
| DAS | - Design and Access Statement | dNPPF | - draft NPPF (2025) |
| NPPF | - National Planning Policy Framework | LPA | - Local Planning Authority |
| NPPG | - National Planning Practice Guidance | BNG | - Biodiversity Net Gain |
| SuDSSystems | - Sustainable urban Drainage Systems | | |
| PRoW | - Public Right of Way | | |
| dDPPPG | - Draft Design and Placemaking Planning Practice Guidance | | |



INTRODUCTION

This Design and Access Statement has been prepared in support of a planning application that seeks full permission for the development of 47 new homes (including 14 affordable) with access, highway and public footpath improvements, landscaping, public open space and associated infrastructure on land at White Street, West Lavington.

This statement has been prepared to provide a narrative to the evolution of the design of the site. It seeks to 'tell the story' of the collaborative and iterative process that has resulted in the design of the scheme today. Working with our expert project team alongside the community, Wiltshire Council and stakeholders has been instrumental to this schemes evolution.

This Design and Access Statement seeks to explain how relevant Local and National Policy and design guidance have been influential to this scheme.

A design and access statement is required for all major developments (as defined by article 2 of the Town and Country Planning (Development Management Procedure) (England) order 2015). It describes a development's rationale and principles, explains why certain design solutions are chosen and how the proposal responds to the site and surroundings, based on baseline information.

It is important to recognise that this application is made by C G Fry & Son. It is not a speculative proposal which, if consented, would be sold to the highest bidder. Subject to approval, the proposals subject of this application are what will be built.

This Design and Access Statement should be read alongside the other technical documents submitted in support of the planning application, including;

- Agricultural Land Classification report
- Arboricultural Impact Assessment Report
- Tree Protection Plan Part 1 & 2
- Ecological Impact Assessment
- BNG Technical Report
- Statutory BNG Metric
- Flood Risk Assessment Part 1 and 2
- Preliminary Drainage Layout
- Construction Phase Drainage Layout
- Drainage Maintenance Plan
- Transport Statement Part 1 and 2
- Heritage Statement
- Geophysics Report
- Written Scheme of Investigation for Archaeological Evaluation
- Archaeological Evaluation Report
- Archaeological Desk Based Assessment
- Landscape and Visual Assessment
- Landscape General Arrangement Plan
- Landscape Statement (Part 1-6)
- C G Fry & Son Plan pack
- Planning Statement
- Statement of Community Engagement
- Waste Minimisation Statement
- Sustainability Statement

HISTORY

C G Fry & Son was founded in the quiet Dorset village of Litton Cheney not long after the First World War. Over 80 years on, the family owned regional housebuilder still has its base in the village, though its operations are spread across the south west of the England, building around 300 houses a year.

The Company is in the ownership and control of the Managing Director, Philip Fry, and employs around 200 people across many disciplines from site operatives to professional design, surveying, planning and project management staff.



EXPERTISE

With the expertise of our in-house design team, we are able to design schemes with a high level of care from the start. We realise the importance of scale, hierarchy and proportion and apply these principles to each project. It is important to us that our new developments fit in with their surroundings and respect local character. Therefore we start the design of each project with a careful analysis of each area.



OUR LEGACY

C G Fry and Son are nationally recognised as one of the pioneers of the Building a Legacy Movement and have a track record of delivering developments that will leave a legacy for future generations to enjoy.

Delivering housing developments with a focus on high quality design and construction, safety and excellent customer service, our aim is to leave behind a product and a legacy that the company and the local residents can be proud of for generations to come.



CRAFTSMANSHIP

Craftsmanship and quality have always been the hallmarks of our work, earning the Company an enviable reputation. The emphasis is on high quality design and materials, with a finish that can only be achieved by craftsmen working in the traditional way, with the sort of attention to detail which sets our work apart.



Figure 1: Kingston Farm, Bradford-on-Avon



Figure 4: Kingston Farm, Bradford-on-Avon



Figure 7: Jurston Fields, Wellington



Figure 2: Stoke Meadow, Silver Street, Calne



Figure 5: Stoke Meadow, Silver Street, Calne



Figure 8: Nansledan, Newquay



Figure 3: Stoke Meadow, Silver Street, Calne



Figure 6: Stoke Meadow, Silver Street, Calne



Figure 9: Stoke Meadow, Silver Street, Calne



We seek to provide 47 much needed affordable and market homes with access to new meaningful public open space. The design approach is rooted in the delivery of sustainable development, combined with our ethos of high-quality, thoughtful design. The key objectives shaping the proposals are set out below;



To deliver high quality new market and affordable homes contributing to Wiltshire's housing need.



To conserve and where possible enhance the significance of heritage assets including the adjacent WL Conservation Area.



To implement a high quality, effective landscape scheme ensuring a visually attractive development, promoting biodiversity enhancement.



To protect and enhance opportunity for nature to flourish and provide biodiversity enhancements.



To incorporate multifunctional sustainable drainage systems (SuDS) to control flow rates and reduce volumes of run-off.



Adopting sustainable design principles and incorporating the use of renewable energy to mitigate and adapt to climate change.



Ensure safe access and accessibility for all, promoting healthy and safe communities.



To create a place that is genuinely safe, inclusive and accessible. Our development will respect the privacy, amenity, and safety of neighbours and future occupants.



Respecting and retaining trees wherever possible and planting new trees appreciating their wider benefits.



Ensure local integration through a careful analysis of the area. New development will fit in with it's surroundings, respect local character and appear to belong.



Providing meaningful open space, encouraging physical activity, play and access to nature. Providing improvements to the network of local rights of way.

These objectives have guided the evolution of the scheme and have shaped the proposals at all stages.



Figure 10: West Lavington (Google Earth View)



The application site is located within West Lavington, Wiltshire, which sits astride the A360 north / south corridor, defined as a larger village in the Wiltshire Core Strategy.



Figure 11: Site location within the wider context.

The site is well related to the existing settlement, abutting the village's settlement boundary. The site is bound by existing residential development to the north and east, White Street and Wyneshore House to the south. Existing vehicular access is via a field gate off White Street. Footpaths (WLAV 10 and WLAV 9) run along the eastern and western edge of the site. The site benefits from an established hedge with interspersed trees on the western and southern boundary.

The site measures 2.16 hectares (ha), comprising agricultural land compartmentalised by a dilapidated post and wire fence running east to west through the centre of the site.

Further analysis of the attributes of the site, and its immediate, local and regional surroundings are set out in Chapter 2 of this statement.

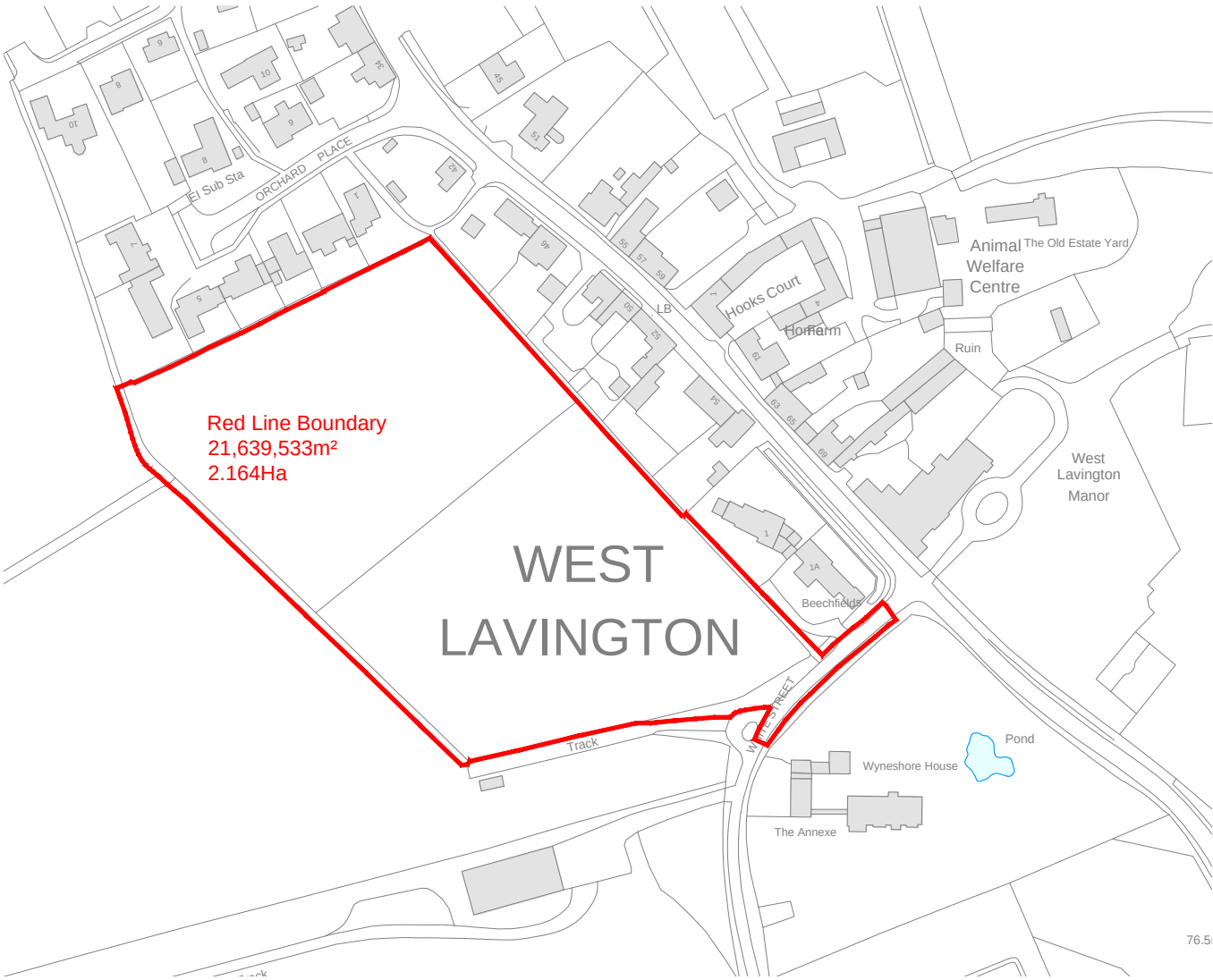


Figure 12: Site Location Plan



Figure 13: Northern boundary with properties to Orchard Place backing on to site and existing foot-path to field boundary



Figure 14: Views towards northern boundary from western field boundary.

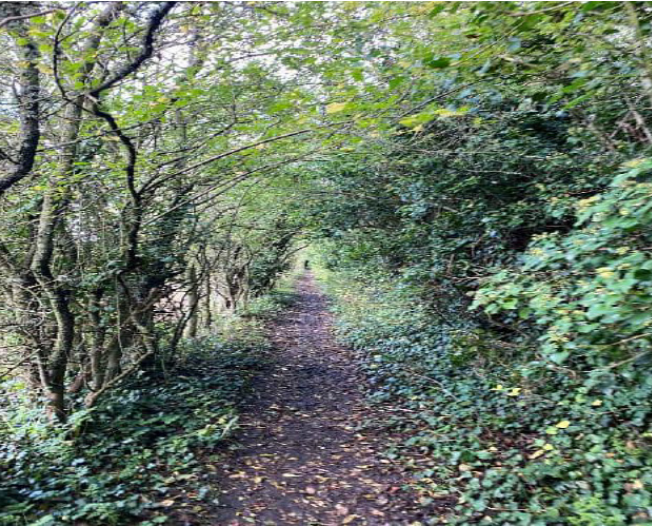


Figure 15: PRoW to western boundary between two hedge lines (WLAV 9)



Figure 16: View towards south western corner



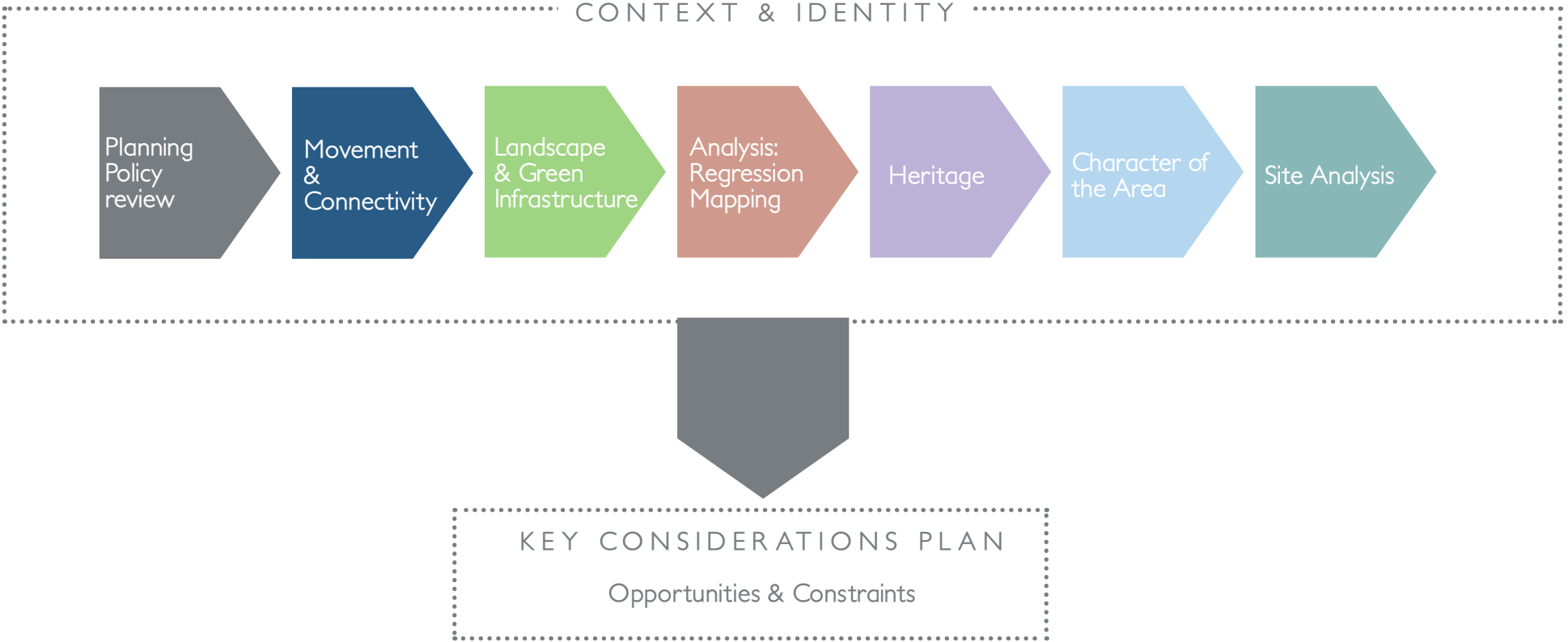
Figure 17: White Street entrance point



“WELL-DESIGNED PLACES ARE BASED ON A SOUND UNDERSTANDING OF CONTEXT, WHICH IS THE LOCATION OF THE DEVELOPMENT AND THE ATTRIBUTES OF ITS IMMEDIATE, LOCAL AND REGIONAL SURROUNDINGS. HOWEVER, WELL-DESIGNED PLACES DO NOT NEED TO COPY THEIR SURROUNDINGS IN EVERY WAY....”

Design and Placemaking Planning Practice Guidance (Draft for consultation)

CONTEXT AND IDENTITY



It is important to us that our new developments fit in with their surroundings and respect local character. We start the design of each project with a planning policy and history review and a careful analysis of the local area.

We are not seeking to copy buildings, nor are we seeking to make our buildings look older than they really are. Our aim is to provide buildings which are unsurprising and inevitable in their context, and which look like they belong.

Building types, street patterns, natural landscape, materials and architectural details are inspected and analysed, as demonstrated in proceeding pages. Site and local history is researched, and regression maps are reviewed to help understand the local character. Elements are noted and selected which we believe we can reproduce with currently available materials and labour, whilst complying with current building regulations and warranty requirements.

The information taken from this analysis, and our experience of customer requirements is blended with good architectural urban design principles to start the development of the design.

This chapter has been structured as a layered analysis of the site and its context, each section (highlighted above) building upon the previous, culminating in a summary of key constraints and opportunities for the site.

A comprehensive review of existing and emerging planning policy and guidance at both national and local level has been undertaken informing the design brief for the site. A detailed policy analysis is set out in the supporting planning statement.

LOCAL POLICY AND GUIDANCE

Planning law requires that applications for planning permission be determined in accordance with the Development Plan, unless material considerations indicate otherwise. In this case, the Development Plan comprises;

- West Lavington Neighbourhood Plan (2017-2026)
- Kennet Local Plan 2011 (saved policies)
- Wiltshire Core Strategy (2015)

Other documents that have helped inform our understanding of the area, include (not exclusively);

- West Lavington and Littleton Panell Village Design Statement (2004)
- West Lavington and Littleton Panell Conservation Area Statement (2003)
- Wiltshire Council Design Guide (2024)

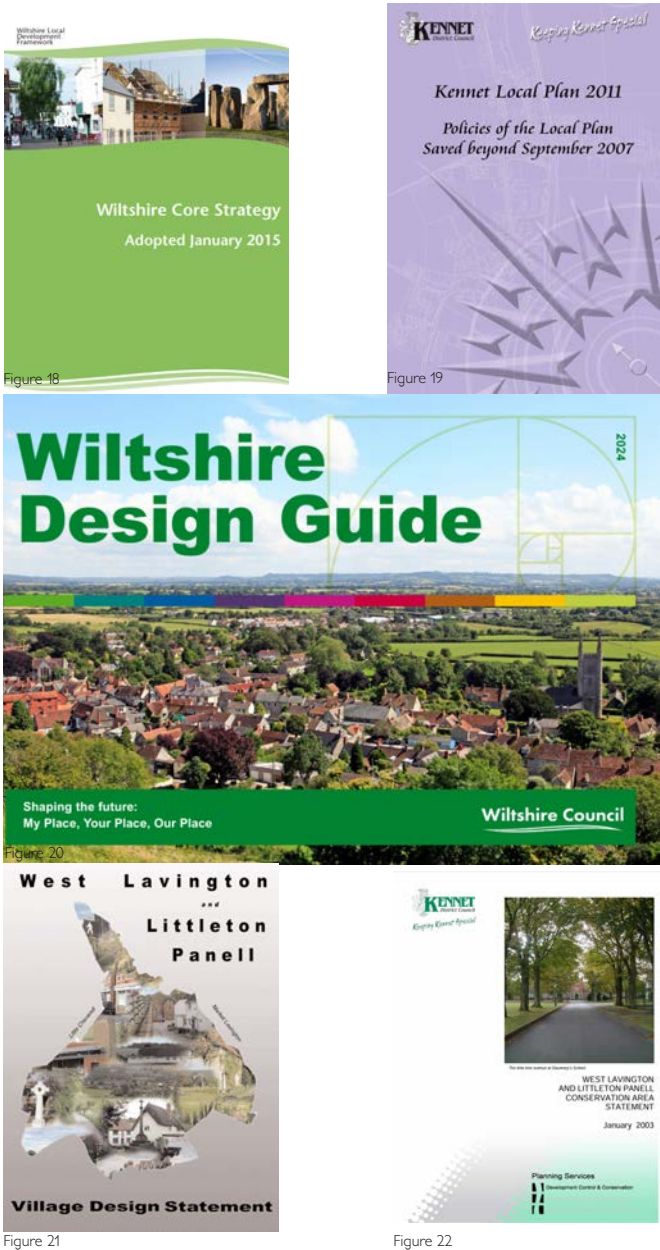


Figure 18

Figure 19



Figure 20

Figure 21

WILTSHIRE CORE STRATEGY
CORE POLICY 57 (2015)

“A high standard of design is required in all new developments..... Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality”

PUBLIC HEALTH ENGLAND ‘SPATIAL PLANNING FOR HEALTH’

- Increase walkability
- Improve infrastructure to support walking and cycling
- Compact neighbourhoods
- Increased access to facilities and amenities
- Improved street connectivity
- Public realm improvements (e.g. provision of street lighting)

WEST LAVINGTON NEIGHBOURHOOD
PLAN POLICY BE2

“All new development should demonstrate good quality design that reinforces local distinctiveness and complements the fabric of the existing built up area, uses good quality harmonious materials and respects views around the village with reference to the height, scale and density of new buildings”

NATIONAL POLICY

National Planning Policy Framework (NPPF) (2024) and National Planning Practice Guidance (NPPG):

NATIONAL PLANNING POLICY
FRAMEWORK (2024)

Paragraph 131 of the NPPF sets out that ‘the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities’.

National Design Guide (NDG) (2021)

The National Design Guide (January 2021) (NDG) is the government’s best practice design framework that supports the National Planning Policy Framework (NPPF) and is a material consideration in the determination of planning applications. It makes clear that creating high quality buildings and places is fundamental to what the planning and development process should achieve.

It is worth noting that C G Fry & Son developments feature as good practice examples within this document.

Draft NPPF and Draft DPPP

Policy DP3 of the draft NPPF sets out seven key principles of well-designed places, expanded upon within the draft DPPP. While the dNPPF and dDPPP are currently in draft format, they set out the Governments clear direction of travel.

Draft Policy DP3 of the dNPPF is clear that development proposals that are not well designed should be refused, when assessed against this policy, local design policies, guides, codes and masterplans set out in the development plan. As such, these seven principles have informed the structure of this document, providing a criteria for what constitutes a well-designed place, informed on by the site’s context.

This Design and Access Statement follows the assessment sequence of the seven characteristics, with each section colour coded to the dDPPP wheel, presented in such a way that the explains how the design has evolved.

The guide advises that well-designed places and buildings arise from a clearly expressed design concept: A story that explains how the design has evolved and how it shapes the layout, form, appearance and details of the proposed

development. This Design and Access Statement seeks to tell the story of the design process for White Street, West Lavington.

The design process is not linear as presented in this document, with consistent design checks, policy changes and collaborative working that has resulted in various plan iterations throughout the design process.

Further detail regarding planning policy is set out in proceeding pages, and in the supporting planning statement.



Figure 22 :The Seven features of well designed places (draft DPPP)

