



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
- NPPF - National Planning Policy Framework
- NPPG - National Planning Practice Guidance
- SuDSSystems - Sustainable urban Drainage Systems
- PRoW - Public Right of Way
- dDPPPG - Draft Design and Placemaking Planning Practice Guidance

- dNPPF - draft NPPF (2025)
- LPA - Local Planning Authority
- BNG - Biodiversity Net Gain





# 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.

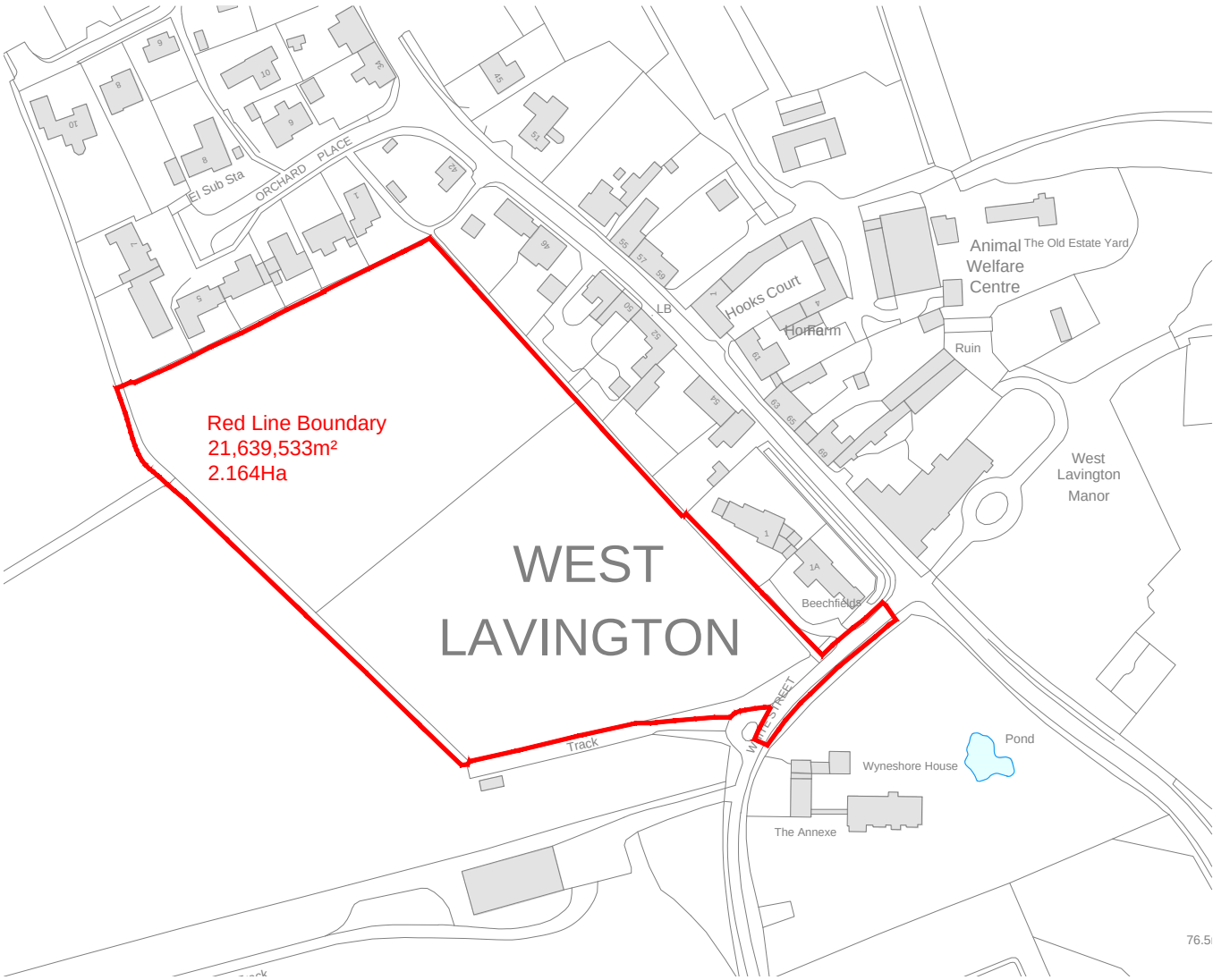


Figure 12: Site Location Plan



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.

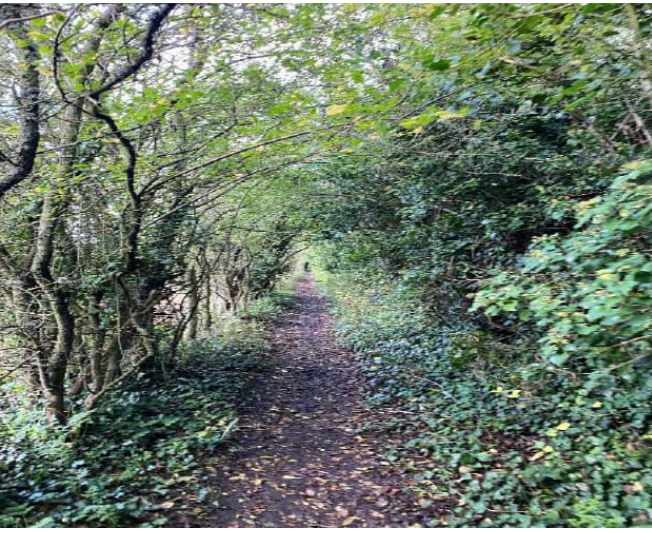


Figure 15: PRoW to western boundary between two hedge lines (WLAV 9)



Figure 16: View towards south western corner



Figure 17: White Street entrance point

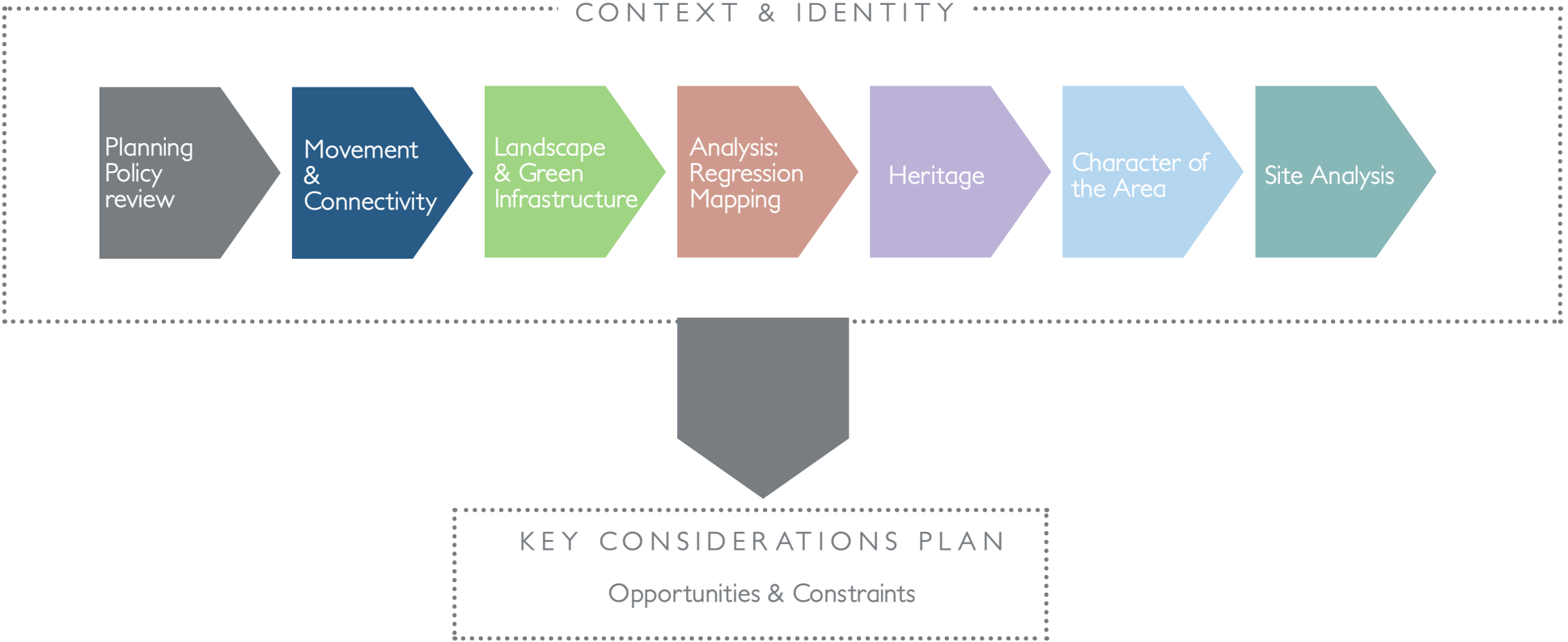




“WELL-DESIGNED PLACES ARE BASED ON A SOUND UNDERSTANDING OF CONTEXT, WHICH IS THE LOCATION OF THE DEVELOPMENT AND THE ATTRIBUTES OF ITS IMMEDIATE, LOCAL AND REGIONAL SURROUNDINGS. HOWEVER, WELL-DESIGNED PLACES DO NOT NEED TO COPY THEIR SURROUNDINGS IN EVERY WAY....”

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.

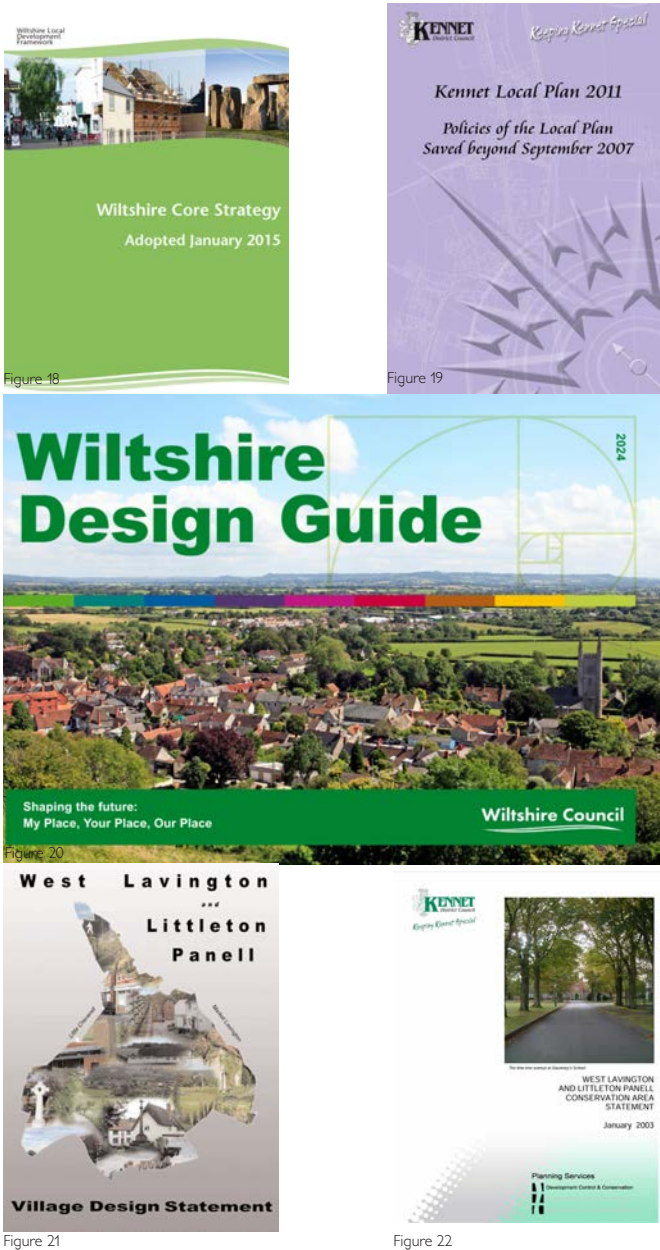
LOCAL POLICY AND GUIDANCE

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)



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.

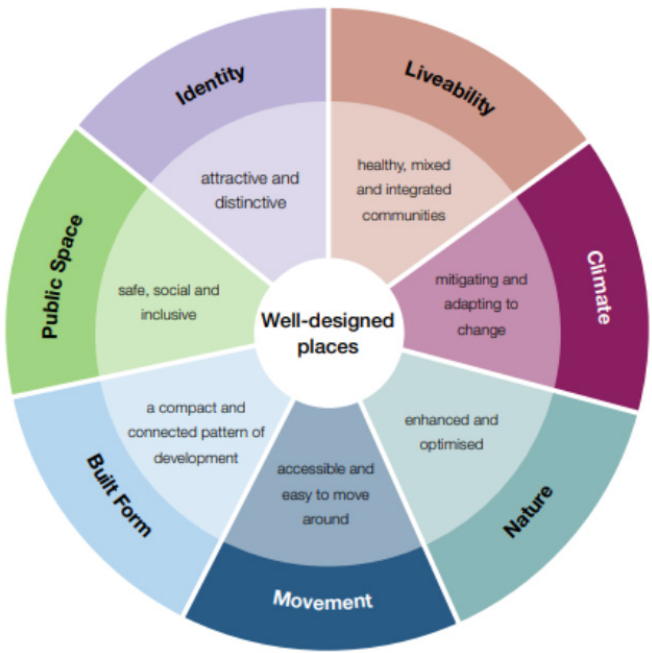


Figure 22 :The Seven features of well designed places (draft DPPP)



The application site has previously been considered as a potential location for housing within West Lavington. It was initially identified by West Lavington Parish Council as part of the Housing Site Selection Methodology for the emerging Neighbourhood Development Plan 2017-2026, where it was designated 'Site 3 – Behind High Street/Orchard Place/White Street'. The site was short-listed due to its proximity to local amenities such as bus stop, GP surgery, and public house, and the possibility of providing access from White Street.

At the time of assessment, the site was considered capable of accommodating 50 dwellings at a density of 25 dwellings per hectare. Its location, partially enclosed by existing development and vegetation, was identified as offering the potential to provide some community benefit. Despite these advantages, the site was not included in the Submission Draft of the Neighbourhood Plan, which was adopted in 2019.

### Site 3: West Lavington - Behind High Street/Orchard Place/White Street A large site with ready access onto a minor road



### Our Place: Our Plan - A Plan for West Lavington and Littleton Panell

Figure 23: Extract of the West Lavington Neighbourhood Plan: Housing Allocation Site Selection Methodology April 2018

## CONNECTIVITY

The Wiltshire Council's Local Transport Plan sets out the long term aspiration for transport in Wiltshire to 2038 and beyond:

*'A safe and connected transport system which protects the county's unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire's communities and contributes to a low carbon future'.*

West Lavington and Littleton Pannell are collectively described as a Large Village within the Wiltshire Council Core Strategy, as highlighted in figure 4.

Figure 6 illustrates the sites location in relation to Wiltshire's strategic transport network and connections, including the road network, strategic bus routes and railway lines. West Lavington is located along the strategic bus route and A360 providing connectivity to Devizes to the north, and Salisbury to the south.

## SITE ACCESS

The site is currently accessed off of White Street via an existing field gate as shown in figure 5.

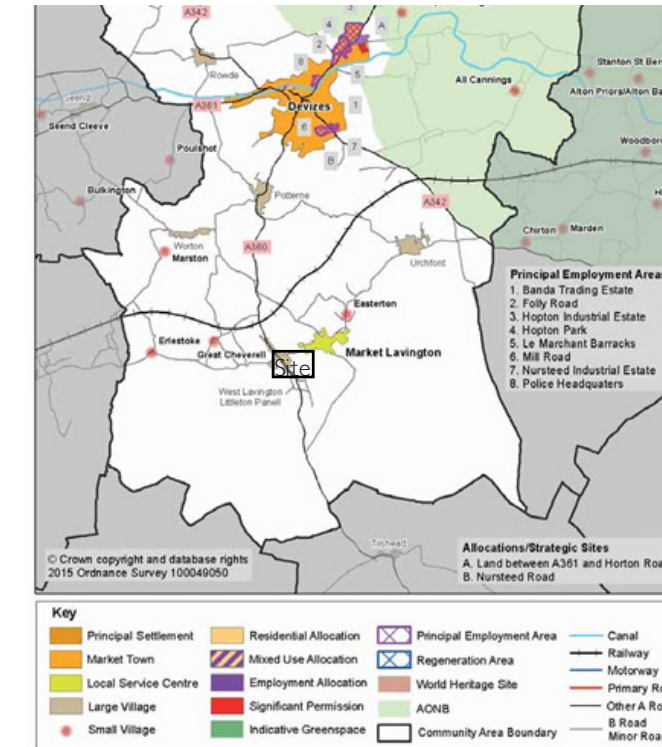


Figure 24: Extract of Wiltshire Core Strategy



Figure 26: Existing Access off White Street

Figure 1-9 – Wiltshire's strategic transport network and connections (SWLEP, 2022)

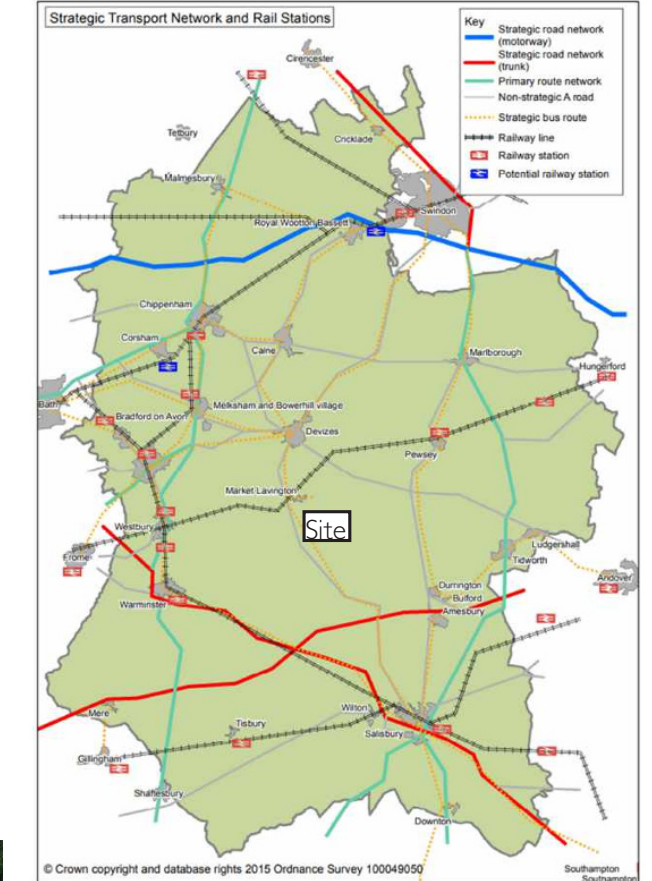


Figure 25: Image extracted from Wiltshire Council's Local Transport Plan LTP4

## TOPOGRAPHY

The site is relatively level, with no significant changes in topography, however there is a shallow fall in the contours from west to east across the site.



MOVEMENT AND SITE ACCESSIBILITY

A review of the local area identified existing pedestrian / cycle connectivity routes, bus stops and existing facilities and services, illustrated in Figure 27. This review has fed into an active travel strategy for the site, identifying where improvements to the wider network could be needed, providing people maximum choice in how to make their journeys, reducing car reliance.

Figure 7 illustrates the sustainability of the site’s location, considered to be a walkable neighbourhood. Within 800m of the site (10-minute walk) there is a GP surgery, a convenience shop, a post office, a primary school (with pre-school) and multiple bus stops.

During the review of the area, it was noted that there are currently no dropped kerbs present along Sandfield Road nor within the vicinity of the Newby Close junction. The provision of additional pedestrian crossings facilitated by this development could provide enhanced pedestrian connectivity in the village for future and existing residents of West Lavington.

The site benefits from being well related to a network of existing PRoWS, including PRoV LAV10 that runs along the eastern edge of the site and WLAV9 on the western boundary of the site. These provide a traffic free route towards the village centre.

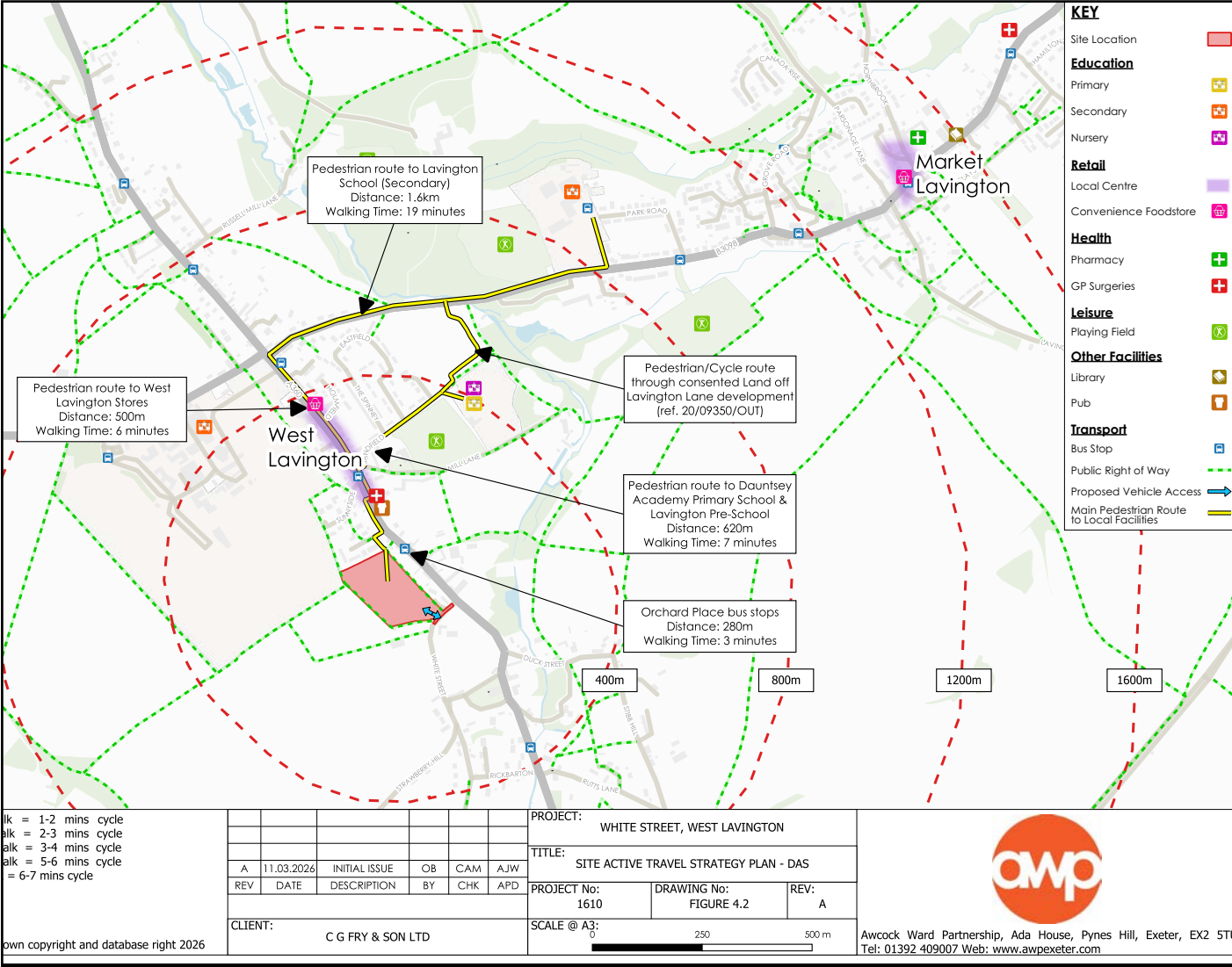


Figure 27: Image extracted from the supporting Transport Statement courtesy of AWP. As identified in the West Lavington Neighbourhood Plan, the Parish of West Lavington is well served with footpaths, bridleways and byways. ‘They criss cross through the settlements and connect the settlements with the surrounding countryside and the adjoining villages of Little Cheverell and Markey Lavington’.

Further review of the site’s movement context is set out in the supporting Transport Statement, courtesy of AWP.

LANDSCAPE DESIGNATIONS

As shown in figure 28 the site falls outside of any National Landscape, but sits on the gently sloping land on the northern side of the higher downland hills of Salisbury Plain.

As set out in the supporting LVA, the general area is attractive countryside and falls within a special landscape area (SLA), however the landscape itself is not considered to be a valued landscape.

West Lavington is located within Central Wiltshire as defined in the Wiltshire Design Guide where the natural landscape varies between the Coswold Countryside Character Area, the North Wessex Downs, across the Vales of Avon and Pewsey and to the Salisbury Plain to the south.

The Natural England National Character Area profile shows West Lavington as being located within “Avon Vales” (Character Area 117), while the Wiltshire Landscape Character Assessment identifies the site to be within character area 15A “Greensand Vale”. Both describe similar features, such as small and medium sized fields. Broad management objectives include encouraging repair, replanting and extension of the hedgerow network, improved maintenance of existing hedgerows.

The site’s immediate context is referenced within the West Lavington Neighbourhood Plan as Character Area K - “Church and Environs”. The character appraisal highlights the importance of the public rights of way running parallel to the High Street, as well as access to and from Strawberry Hill and its associated views.



Figure 28a: Extract of the supporting LVA courtesy of Macgregor Smith



EXISTING OPEN SPACE

The village is served by two well equipped playgrounds that neighbour the recreational fields as well as the village hall as highlighted in figure 28b. A pump track is also located in the corner of the sports field.

Along with the recreational ground, a series of smaller green spaces are also provided in the village. Both play and open space facilities are a 10 minute walk from the site via the High Street.

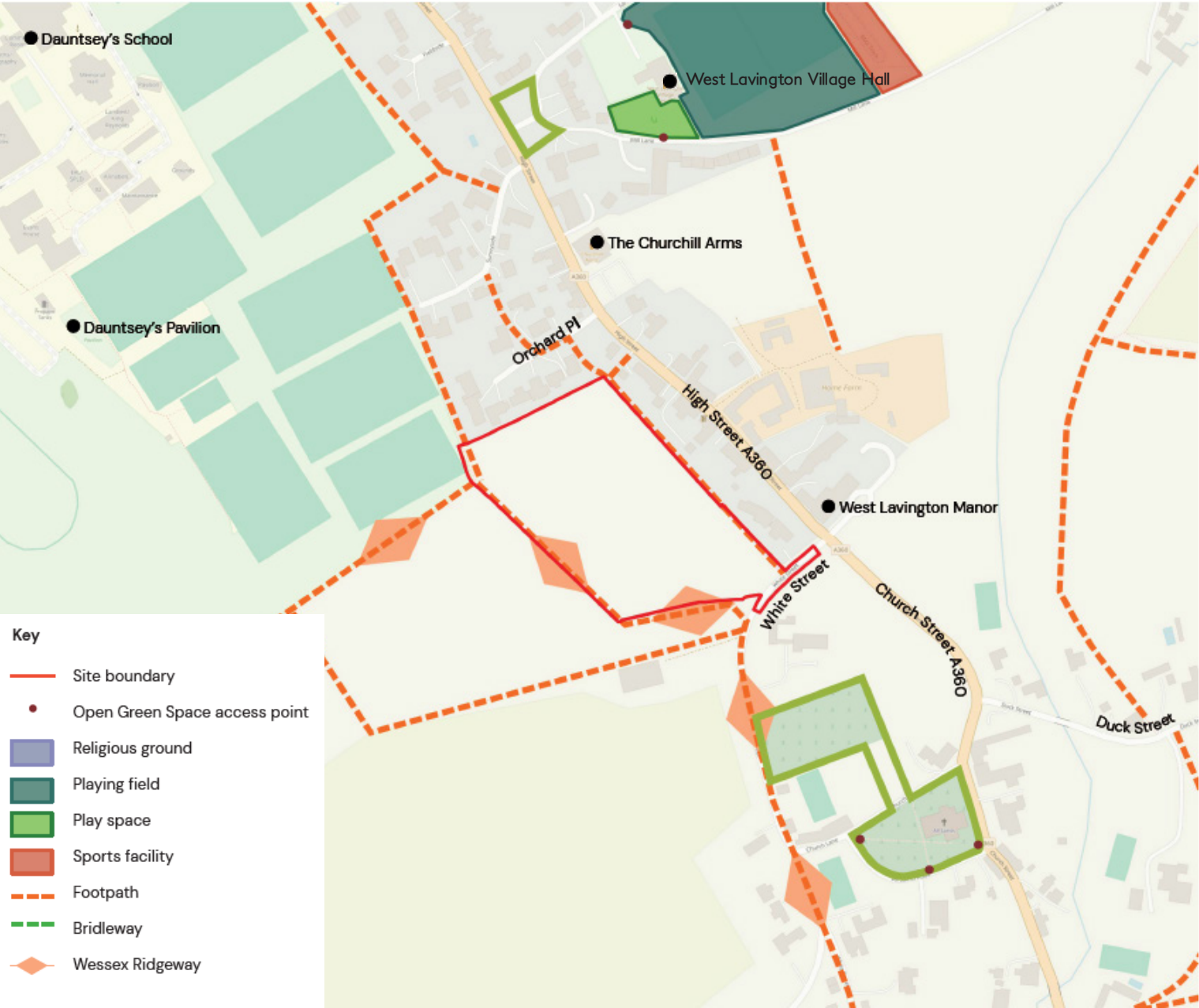


Figure 28b: Extract of the supporting Landscape Statement courtesy of Macgregor Smith



TREES AND HEDGEROWS

As shown in the proceeding regression mapping (p.20), the site's field boundaries are largely unchanged from the 1900s. Moderate quality trees and hedgerows on the southern and western boundaries of the site and offsite trees on the south-east side, provide a range of benefits to the wider landscape. Offsite T21 (a yew tree) is understood to be commemorative marking the millennium and likely be of local importance, and G15 provide amenity value, sitting within the West Lavington Conservation Area.

STREET TREES

Within the West Lavington historic core, homes front onto the road, with little to no inclusion of street trees within the public realm. A verdant character is primarily achieved through the use of trees and hedges within private gardens.

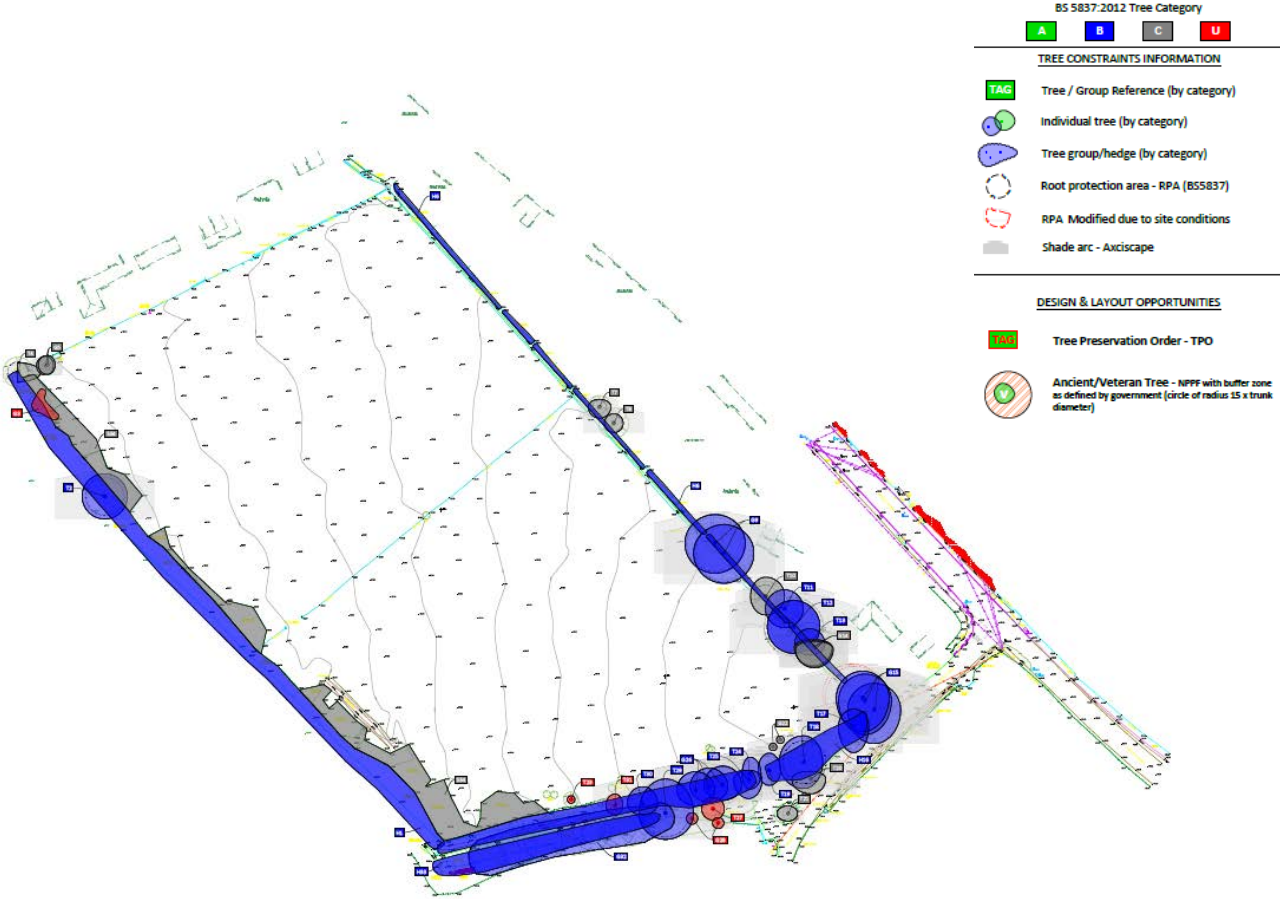


Figure 29: Extract of the tree plan courtesy of Aspect Tree consultancy.

Core Policy 52 of the Wiltshire Core Strategy aims to ensure development retains and enhances existing green infrastructure, provides open green space in accordance with Wiltshire Open Space Standards, and improve linkages between the natural and historic landscapes of the county.





## ECOLOGY

The site primarily comprises a species-poor grass and tall herb-dominated field. A species-poor blackthorn hedge and scrub fringes the western edge of the field, and a wooded belt of sycamore and beech trees abuts the southern margin.

The supporting Ecological Impact Assessment sets out the approach to carrying out ecological surveys, including fauna, bats, badger, birds, dormouse, harvest mouse, hedgehog, reptiles, amphibians and invertebrates.

The site is not located in a bat consultation zone however light sensitive species were recorded foraging along the western hedgerow and common lizards were recorded in the northern half of the site.



Figure 30: Extract of the UK Habitat Baseline courtesy of AM Ecology.

**“ WELL DESIGNED DEVELOPMENT ADDS A NEW LAYER TO THE HISTORY OF A SITE, WHILE ENHANCING AND RESPECTING ITS PAST, WITH THE EXPECTATION THAT NEW DEVELOPMENT WILL BE VALUED FOR ITS HERITAGE IN THE FUTURE AS HERITAGE ASSETS ARE TODAY. ”**

Guidance Notes for Design Codes,  
MHCLG

- Site location



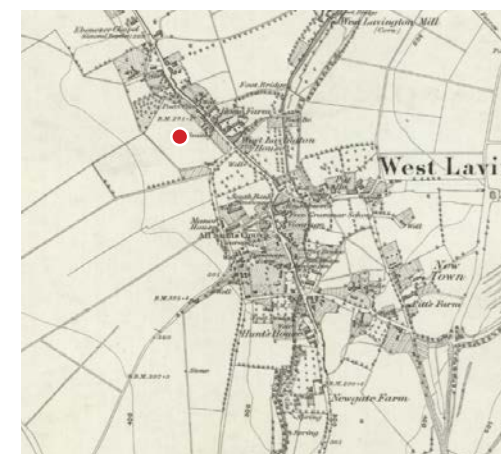
Wiltshire Sheet XLVI Surveyed: 1886,  
Published: 1889



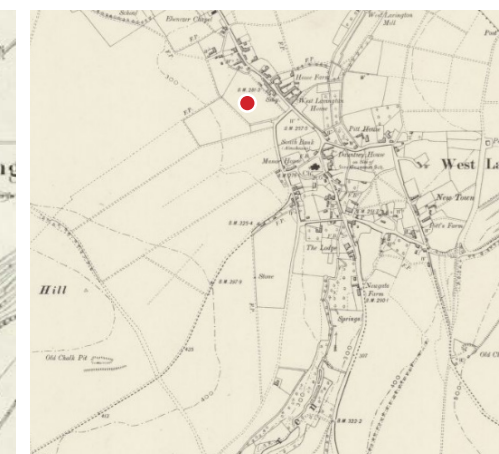
Wiltshire Sheet XLVI.NW Revised: 1992,  
Published: 1926

This regression mapping illustrates the evolution of West Lavington between the 1880s and 1950s. It identifies historic land uses in the area, and highlights how West Lavington has historically remained primarily linear in form. More recent aerial imagery highlights recent consolidated 20th and 21st century development.

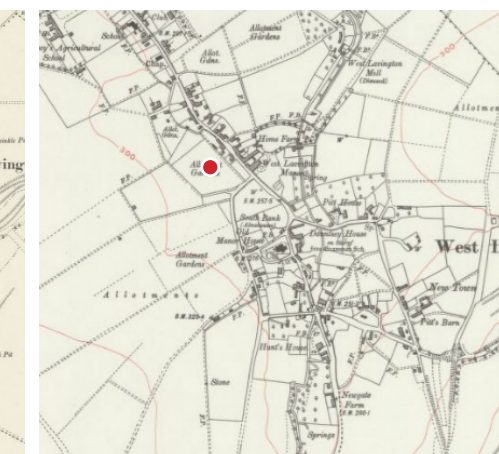
The regression mapping identifies that the western and southern site field boundaries are largely unchanged. The post war development at Orchard Crescent has clearly resulted in alteration to the historic field boundary to the north.



Sheet 130 - Shaftesbury and Wells  
Revised: ca. 1928 to 1937, Published: 1937



Wiltshire Sheet XLVI.NW Surveyed:  
1899, Published: 1901



Wiltshire Sheet XLVI.NW Surveyed:  
1922, Published: 1933



Wiltshire XLVI.1 Revised: 1939,  
Published: 1941



**DESIGNATED ASSETS**  
West Lavington benefits from a high concentration of listed buildings within its historic core, primarily listed for their historic fabric and architecture, which contributes to the character and appearance of the CA.



Figure 32: 52 High Street - Grade II



Figure 33 Home Farmhouse - Grade II



Figure 34: West Lavington Manor and arched Gateway in Garden Wall - Grade II

**CONSERVATION AREA**  
The West Lavington and Littleton Panell Conservation Area covers the historic cores of Littleton Panell to the north and West Lavington in the southern part of the area. The mainstay of the site falls outside of the CA extents, with a small portion of the site access within.

As shown in figure 31, views between the conservation area and Strawberry Hill have been identified (purple arrow) from the site.

Given the historic character of West Lavington, C G Fry & Son are keenly aware that high quality design is paramount. Further detail on listed buildings and the CA are set out in the supporting heritage statement.



Figure 31: Extract of the West Lavington Neighbourhood Plan



Figure 35: Proposed Site in relation to Listed Buildings (Google Earth View)



Figure 36 View of 30 High Street

**WEST LAVINGTON URBAN MORPHOLOGY**

- Buildings are clustered around the Parish Church, manor house and agricultural holdings.
- This historic core sits slightly off the main road, reflecting medieval settlement patterns.
- Irregular plots and lanes with linear housing facing the road and expansion along the transport corridor.
- Farmsteads sit close to the settlement centre.
- This pattern reflects the organic growth typical of medieval English villages.



Figure 37: Urban Morphology Plan



## CHARACTER

In the southern half of the village, the A360 is formed of Church Street, which winds around a cluster of older buildings and lanes centred on the All Saints Church (Grade I listed) before passing the West Lavington Manor (Grade II).

This area is characterized by hedge lined streets, tall boundary walls and mature tree canopies. The Manor presents an imposing high stone wall and impressive formal gateway as a clearly significant historic building / group (all Grade II).



Figure 38: The Manor, West Lavington, high stone wall. (Google Street View)

North of West Lavington Manor, Church Street becomes the High Street where the main road frontage is a mix of historic dwellings and more modern houses with occasional small estate developments and cul-de-sacs.



Figure 39: View of Orchard Place (Google Street View), located adjacent to the site.

Many of the older properties are built up against the back of footway with no front gardens; typical of earlier village development.



Figure 40: View of the High Street (Google Street View)

A crossroads at the centre of the Village links eastwards to Market Lavington, the larger part of the combined settlements, and west towards Earlstoke and the town of Westbury.



Figure 41: View of the Cross Roads (Google Street View)



Figure 42: View from Holloway Rise

Newer development off Lavington Lane comprises primarily detached and semi-detached dwellings. The primary building material is brick. These appear to be more modern in appearance. Dwellings off Mill Lane (PL/2021/11543) adopted a degree of planned uniformity reflective more of a suburban layout.



Figure 43: Extract of plan ref. 6482-P-800 rev A, Quattro Design Architects

Our proposals for development on the site will consider the relationship with the surrounding village, connectivity and green infrastructure links. It will consider the potential impacts on the character and appearance of the nearby Conservation Area.

## MATERIALS

The Wiltshire Design guide considers orangey-red brickwork and render to be the common building materials across the central part of the county. Focal buildings are often in cast stone. The West Lavington Neighbourhood Plan describes the predominant building material in the two villages as brick although the use of stone is not uncommon, particularly in some of the older and larger buildings.

*“Traditional brick building used the local mellow-red bricks produced in Market Lavington and*

*other local brickworks until the mid 20th century. However, for at least a hundred years, and possibly longer, many brick (and brick and stone) houses in the two villages have been partly or wholly painted or pebble dashed”.*

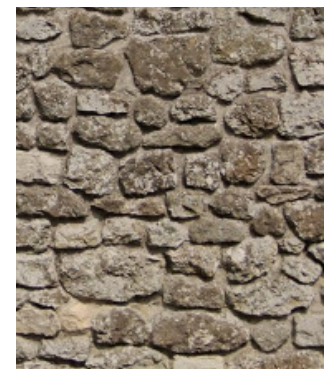
## ROOFS

*There are nine properties in the two villages that still retain thatched roofs, three in Littleton Panell and six in West Lavington. Despite being few in numbers, these buildings add a particular charm to the village scene. Other buildings are roofed in slate*

*or tiles. As a general rule, older buildings are roofed with slates while some old and most new buildings are tiled. Thankfully, there are very few flat roofed constructions in the village.*

## BOUNDARY TREATMENT

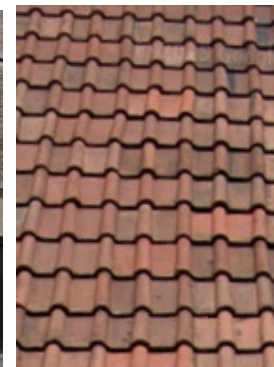
*Mention should be made of the boundaries to properties in the villages. All types of materials are used, including hedges, iron railings, brick and stone walls, post and rail or close-boarded wooden fencing, wire or a combination of these. All forms, with the possible exception of wire, can be attractive if well maintained and co-ordinated with its neighbours.*



Old Manor House



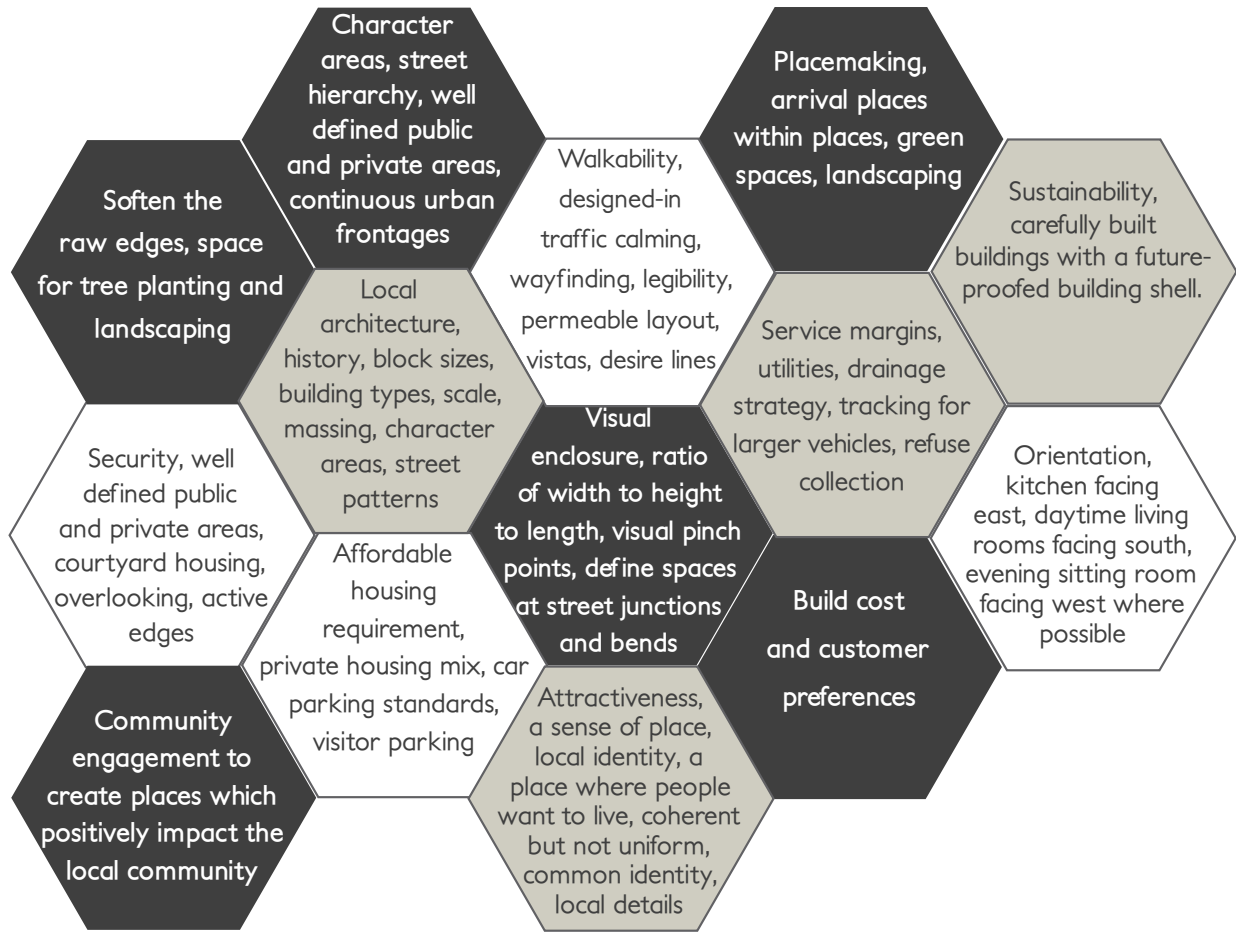
Figure 44: CG Fry & Son pictures depicting materials used in the vicinity. local





# KEY CONSIDERATIONS PLAN (SITE OPPORTUNITIES AND CONSTRAINTS)

This plan summarises the key site considerations which have informed the proposed scheme. These are explored further throughout this document. Alongside these, there are also a number of other important considerations which impact on the design of the development, including those outlined below. Our CG Fry Stepping Stones:



- Sensitive boundaries: opportunity for generous back garden / set back dwelling and limited public activity
- Opportunity for SUDS location due to existing site contours
- Zone for SUDs, with opportunities to integrate with adjacent open space
- Zone for public open space
- Realigned vehicular access to site
- Adjoining residential amenity - listed buildings, dwellings and gardens: Low sensitivity, Medium sensitivity, High sensitivity
- Awkward entrance to site off turning circle
- Frontage to White street
- Foul water pipe and easement
- Existing trees and hedges within / close to site boundary
- Hedges and vegetation providing screening and containments
- Contours
- Falling ground levels

- ① Existing Access (pg.15)
- ② Transport and Connectivity (pg.15-16)
- ③ Topography (pg.15)
- ④ Opportunity for SUDS (pg.58)
- ⑤ Services and Easements (pg.58)
- ⑥ Conservation Area (inc.listed buildings)(pg.21)
- ⑦ Views towards Strawberry Hill (pg.21)
- ⑧ On-site ecology inc. bat foraging (pg. 19)
- ⑨ Existing on-site trees (pg.18)
- ⑩ Listed buildings (pg.21)

Figure 45: Key considerations plan





## THE CG FRY DESIGN ETHOS

C G Fry & Son is renowned for its exceptional attention to detail, high quality design and unprecedented desire to leave behind a product and a legacy that the company, its landowner partners and local residents can be proud of for generations to come.

All C G Fry & Son developments are designed to be in accordance with the architectural and

urban design principles which have been used in numerous successful towns and cities for centuries. Our design philosophy follows the patterns and examples laid down by tradition, where the street layout and architectural quality of ordinary buildings create attractive places, which have a strong local character and identity, and which are built for walking, rather than being designed around vehicles.

In line with local and national policy and guidance on design, we aim to create a development with a strong sense of place that draws on the local context and compliments the locality. We also strive to incorporate the key characteristics of well designed places as outlined in the National Design Guide.



Figure 46: 3D watercolour (illustrative)

### Key Design Principles:

- Replication of key local features which contribute to the distinctive characteristic of the area to enhance sense of place.
- Coherent palette of materials which sit in harmony with the locality.
- Complimentary height, scale and massing.
- Encourage active travel through street design - gentle curves and minimum junction radii limit forward visibility and naturally restrict vehicular speeds. Incorporate design lines.
- Landscape led placemaking - **retaining and reinforcing hedgerow screening**, existing habitats and improving existing Biodiversity
- Encourage active travel through a permeable layout and **creating safe walkable pedestrian links** through the site to surrounding transport nodes.



The C G Fry & Son design challenges post-war trends in urban design, where new developments became predominantly suburban in character, often using standardised “could be anywhere” house types, creating row upon row of semi-detached housing separated by garaging and car parking.

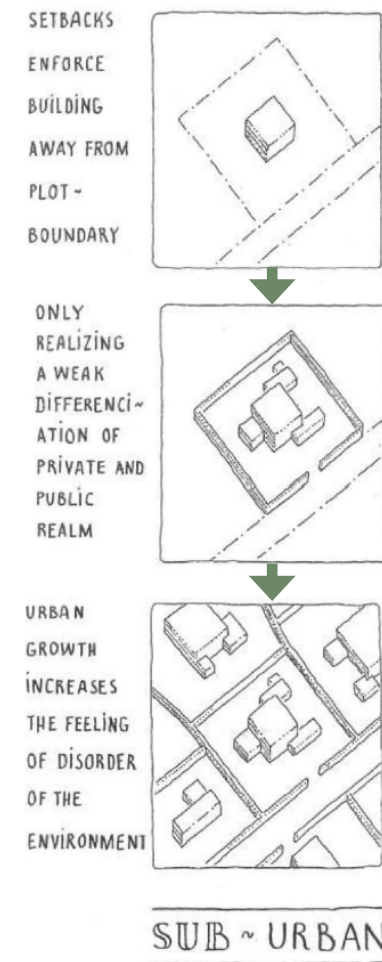


Figure 47: Sketch by Léon Krier illustrating the suburban character which creates disjointed places focused around vehicular use, with a lack of urban frontage, legibility and no sense of place.

Our streets are designed to be attractive and interesting living places which are walkable and where priority is given to pedestrians over vehicles. Not only is walkability good for our health, it increases neighbourliness and reduces anti-social behaviour. It also reduces our reliance on vehicles, enabling people to lead their lives in a more sustainable way.

Creating a legible place is essential as it provides one with a clear mental map of the urban environment.



Figure 48: Example sketch of a CG Fry development illustrating the legible, walkable streets with urban frontages addressing the street

A legible mental map gives people an important sense of emotional security. It is the framework for communication and conceptual organization, and increases the depth and intensity of everyday human experience. In order to create a legible place, two of the key elements which are required are; the formation of key buildings and the sense of enclosure within streets. The key physical characteristic a key building is its singularity, which makes it unique and memorable in the context.

The kinetic experience of place is enhanced through the application of Cullen's 'Townscape' theories which create a long-lasting visual identity. Cullen explores the manipulation of the townscape to create a movement through a sequence of spaces to create intimate views that enhance the kinetic experience of place which he calls Serial Vision. The use of diverse building forms and heights further enhances the kinetic experience and enables streets to have a distinct sense of identity, thus enabling them to be distinguished and enhancing legibility and street hierarchy.

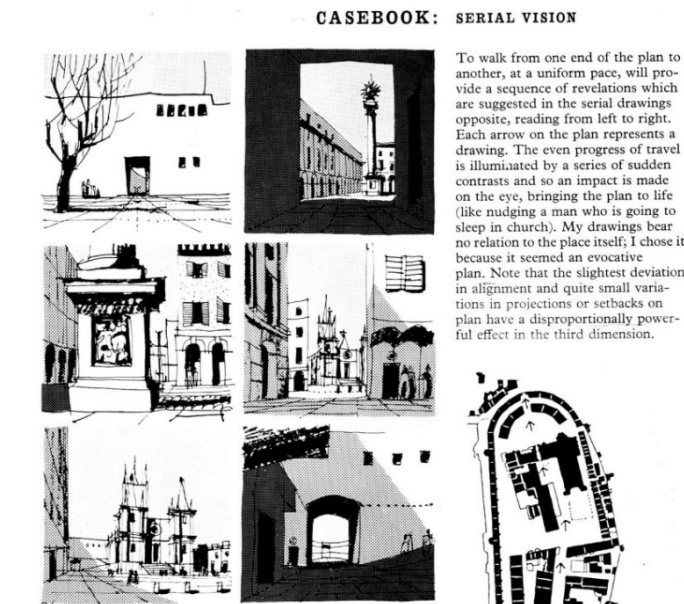


Figure 49: Example sketches by Gordon Cullen depicting his casebook on Serial Vision illustrating the 'here' and 'now' experience walking through a place.



Figure 50: Example sketch of a CG Fry development illustrating the legible, walkable streets with urban frontages addressing the street while also encompassing serial vision, buildings terminating vistas and the 'here' and 'now' kinetic experience of place.



In terms of urban design and placemaking, buildings which follow a continuous building line around a street block and contain the private space within back gardens or courtyards are much more successful than individual buildings that stand alone in the middle of a site. Similarly, a continuous street frontage will always be more successful in creating a place with its own identity, than rows of suburban semi-detached properties.

The use of parking courts enables us to achieve these essential continuous street frontages. Key buildings at the end of streets or at junctions are designed in a distinctive manner to aid legibility and provide useful direction makers for pedestrians, they also provide advance warning of junctions to vehicles.



Figure 52: Example illustration highlighting housing within courtyards and views to the street with key buildings terminating the vista



Figure 51: Example sketch of a CG Fry development illustrating the continuous street frontage which addresses the public open space (POS), enhances security and wouldn't be possible without courtyard placemaking.

Perimeter blocks have been used to good effect across most of our developments and are vital to successful placemaking. They create a strong street frontage, provide variety to the streetscape and allow the creation of traditional streets which are not dominated by on-plot car parking. The central core of the perimeter blocks contains interlocked back gardens, and courtyard car parking and garaging. Larger sized courtyards contain either houses or coach houses to provide life and surveillance to these areas.

Where courtyards or parking courts are provided, dwellings are incorporated into these to create living places and to assist with natural surveillance.



Figure 53: Example birds-eye sketch illustrating housing within courtyards creating safe places to live and enjoy

Our courtyards are designed as semiprivate back lanes or mews streets with strong levels of surveillance.

Planting is provided within courtyards to soften the streetscape, provide shade and enhance the public realm.



Figure 54: Example photograph of a CG Fry courtyard in Clements Lane, Mere



Figure 55: Example birds-eye sketch illustrating housing within courtyards creating safe places to live and enjoy



Figure 56: Example photograph of a CG Fry courtyard in Poundbury



Figure 57: Example photograph of a CG Fry courtyard in Fleet Street, Beaminster



Figure 58: Example photograph of a CG Fry courtyard in Hillyfields, Taunton





“  
COMMUNITY ENGAGEMENT ENABLES LOCAL VOICES  
TO INFLUENCE DESIGN POLICIES AND DEVELOPMENT.  
WHEN DONE WELL, IT EMPOWERS PEOPLE, BUILDS  
LOCAL CAPACITY AND EMPLOYMENT OPPORTUNITIES  
THROUGHOUT THE DESIGN PROCESS, AND SUPPORTS  
BETTER OUTCOMES  
”

Draft DPPPG

# ENGAGEMENT

## 4.1

The NPPF encourages early engagement with the community, LPA and other key stakeholders.

Following a review of the site context and an appreciation of on-site key considerations, an initial masterplan was drawn together with input from the project team. This masterplan has been used as the starting point for engagement with the community, Wiltshire Council officers and relevant stakeholders.

This masterplan was used to inform the formal “pre-application” engagement with Wiltshire Council, alongside a drop-in community consultation in June 2025.

- REDLINE OWNERSHIP: 2.13 Ha  
(NET RESIDENTIAL DEVELOPMENT AREA EXCL POS = 1.616 Ha)
- PROPOSED INTERNAL ESTATE ROADS
- EXISTING PUBLIC RIGHT OF WAY
- PROPOSED PEDESTRIAN FOOTPATH/ LINK
- COURTYARD ENTRANCE
- VEHICULAR ACCESS
- VIEW ONTO PUBLIC OPEN SPACE AREAS
- TERMINATED VIEW
- GREEN BUFFERS / POS  
(TOTAL 0.514 Ha 24.13% OF SITE AREA AREA (2.13 Ha))
- CATEGORY B TREE / HEDGE
- CATEGORY C TREE / HEDGE

## INVOLVEMENT | ENGAGEMENT

CGFry & Son consider this early engagement to be invaluable in enabling the creation of appropriate and comprehensive schemes. The engagement enables us to listen to views of the community, and gain valuable local knowledge and opinion. Its allows us to respond to officer advice, informing on the final design of the site.

Further detail on the community engagement is set out in the supporting statement of community engagement.



Figure 59: Draft masterplan submitted for discussion



Key comments raised by the community via the community consultation;



Figure 60.



Pre-application Advice received from Wiltshire Council (design related):

- The proposed layout broadly reflects the character of West Lavington, which is predominantly linear with single-depth housing along the High Street. However, there are examples of development in depth via cul-de-sacs, and the proposal appears consistent with this pattern.
- Plot sizes are typical of modern housing schemes but not out of keeping with this part of the village.
- Careful consideration will be needed regarding building heights, particularly adjacent to Orchard Place.
- It is expected that any future submission will include materials that reflect the local vernacular, such as brick, stone, and clay tiles.
- A well-designed, low-density and verdant scheme could reflect the character of this part of the village. The indicative layout suggests a reasonable balance between land efficiency and maintaining a spacious feel.
- There appears to be scope for additional street tree planting which would further enhance the character and soften the development's visual impact.



Figure 59: Draft masterplan submitted for discussion





- A strong sense of place will depend on:
  - the detailed design of the dwellings
  - the quality of landscaping and open spaces
  - the treatment of roads and footpaths.

If these elements are well executed and reflect local character, the scheme has the potential to contribute positively to the village’s identity and offer new public open space for wider community benefit.

- The layout suggests potential for good integration with existing development, particularly through;
  - upgrades to PRoWs
  - Landscaped buffers on the southern and western edges to avoid harsh transitions.
- Subject to detailed boundary treatments, the scheme could avoid creating abrupt urban edge and instead offer a soft, well-considered interface with the countryside.

The layout demonstrates several positive urban design principles, including active frontages that face onto the streets and public open space, and a general preference for side-of plot parking, which helps to reduce the visual dominance of vehicles within the streetscene.



Figure 61

The inclusion of rear parking courts remains a concern.

The use of a loop road is a positive feature, enhancing connectivity and avoiding the isolation and turning-related noise issues often associated with cul-de-



Figure 62

sac layouts. The internal footpath appears well connected, linking effectively with existing public rights of way and supporting permeability and walkability throughout the scheme.



Figure 63

The access has the potential to impact on important trees and hedgerows that contribute to the character of White Street, including within Group G15, which are located within the West Lavington Conservation Area.



Figure 64



Figure 65

KEY CHANGES IN RESPONSE TO ENGAGEMENT WITH COMMUNITY/PLANNERS:

1. Alteration to access to avoid impact to Beech Trees on access

The access to the site has been adjusted, shifted further west to take into account feedback from the Tree Officer and the findings of the low invasive air spading investigations, avoiding harm to the prominent off-site tree group of three beech trees.

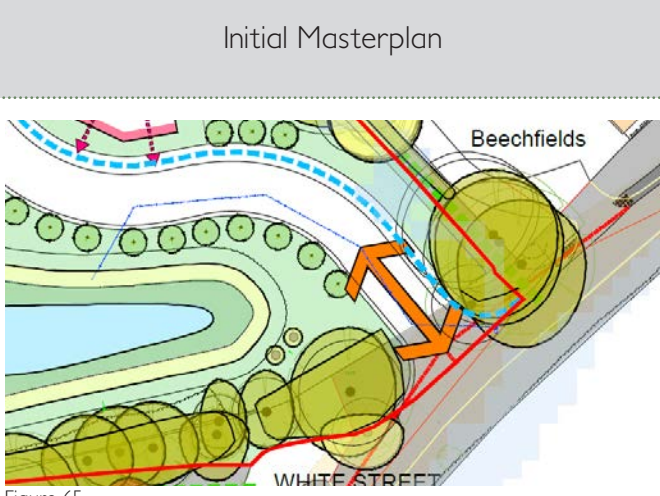


Figure 65



Figure 66

2. Widening of pedestrian route along the eastern boundary

The pedestrian route has been widened to be 2x2 in width, allowing for at least a 2m in width PRoV and adjacent landscaping. Pockets of widened areas enable the planting of feature trees to ensure a verdant footpath.



Figure 67



Figure 68

3. Additional provision of a swale along the western boundary

Pre-application comments noted a significant surface water flow path through the site. The inclusion of swales along the western boundary offers a more robust solution for runoff from the upstream catchment, offering further protection to future properties.

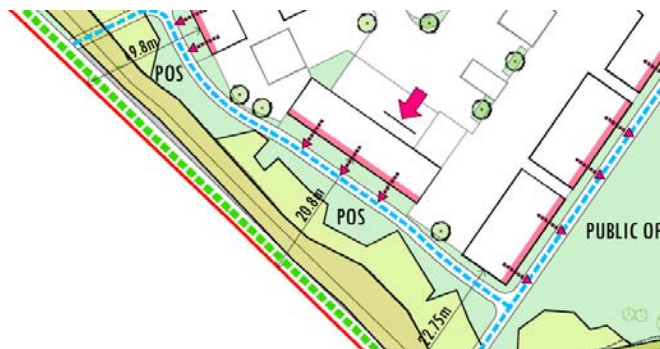


Figure 69



Figure 70

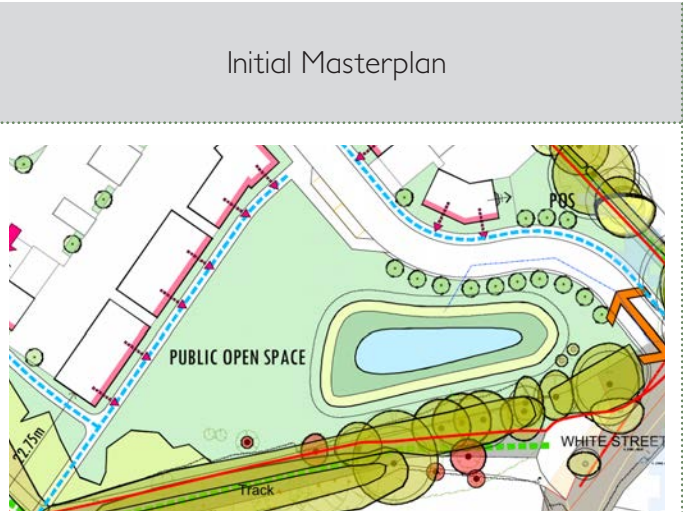




KEY CHANGES IN RESPONSE TO ENGAGEMENT WITH COMMUNITY/PLANNERS:

4. POS improvements

The design has evolved in response to LLFA pre-application advice by prioritising above ground SuDS (e.g swales and attenuation basins) over underground tanks. The public open space is therefore designed to be truly multifunctional, integrating an increased surface water storage requirement with amenity and ecological value, while remaining functional, attractive, and high quality.



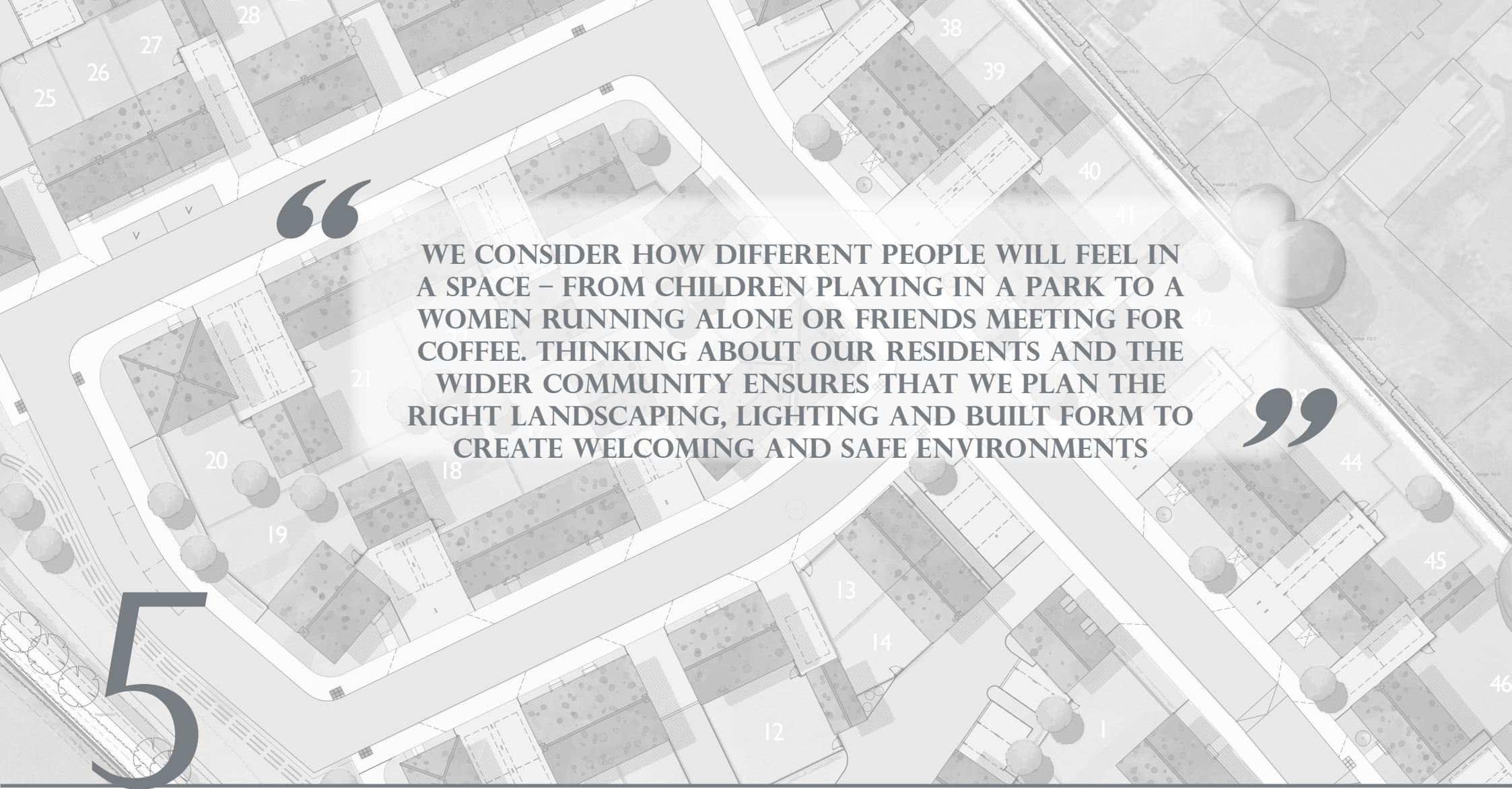
5. Meaningful street tree planting

Pre-application advice recommended increased street planting. While the number of street trees has not been increased, those proposed have been carefully positioned to ensure they are deliverable and make a meaningful contribution to the character of the area.



6. Trial trenching carried out

Pre-application advice recommended that trial trenching be undertaken prior to determination of the application. This has been carried out, results of which are set out in the supporting Archaeological Evaluation Report (Cure Tae).



THE PROPOSAL





Figure 77: CG Fry & Son Site Plan





# THE DESIGN RESPONSE

# 6.1 “LIVEABILITY IS THE EXTENT TO WHICH A PLACE IS SUITABLE FOR LIVING IN AND CAN PLAY A KEY ROLE IN DETERMINING PEOPLE’S QUALITY OF LIFE” LIVEABILITY

## EFFECTIVE USE OF LAND

Pre-application advice advised that ‘the layout suggests a reasonable balance between land efficiency and maintaining a spacious feel’. C G Fry & Son agree that the proposal is of an appropriate density, responding to the prevailing residential character of the area and the edge of settlement location while ensuring that the proposal maximises opportunity to contribute meaningfully to Wiltshire’s housing need.

## PROPOSED USE

The proposal is residential in nature, entirely compatible with neighbouring residential uses. A detailed site plan has been prepared which indicates an area of 2.16ha within the red line. The net residential developable area is approximately 1.69ha, with the balance of the 0.47ha (approx) site being utilised for a combination of multifunctional public open space, green and blue infrastructure for ecological mitigation and drainage attenuation.

While the proposal does not incorporate a mix of uses, it is located in a sustainable location as set out in chapter 2 of this statement, which supports walkability to local facilities for future residents.



Figure 78: 3D Watercolour (illustrative)



### A MIX OF HOME TENURES, TYPES AND SIZES

We seek to provide 47 residential dwellings of which 30% are proposed as affordable housing.

C G Fry & Son adopt a tenure blind approach, ensuring a consistent level of design quality across tenures, supporting social integration.

The open market housing mix will provide a varied mix of homes ranging from two to four bedrooms.

### ACCESSIBLE HOMES AND PLACES

The draft DPPPGE emphasises the need to consider the UK's ageing population, including the integration of new development with good access to public transport (addressed further under 'MOVEMENT'). It also emphasises the need for housing to be accessible and adaptable. C G Fry & Son seek to deliver affordable homes compliant with M4(2), and market dwellings designed with features support a wide range of occupants in line with Building Regulations.

The public open space has also been designed to be inclusive, featuring accessible gravel paths with a 1:21 gradient that form a circular route, ensuring a welcoming environment for people of all ages and abilities.



Figure 79: CG Fry & Son Housing Mix Plan

### SOCIALLY INCLUSIVE

C G Fry & Son are keenly aware of the fact that good design promotes social inclusion and contributes to creating balanced and mixed neighbourhoods that are suitable, safe, healthy and accessible for all.

The proposal provides a framework of formal and incidental public open spaces. The open space includes natural play features, a flexible social amenity lawn with tree planting, an informal seating area and areas of nature enhancement. As set out in the supporting landscape statement, this alongside connectivity to existing footpath networks encourages social inclusion, play, connectivity with nature and incidental social interaction (see **PUBLIC SPACE**).

As set out in chapter 3, the design ethos of C G Fry & Son courtyards is to promote walkability within the development and create streets with continuous frontages that frame streets. The courtyard within this scheme encourages spontaneous interaction by creating usable shared spaces, with shared bin presentation points, shared parking areas, and prioritising pedestrian movement over cars.



Figure 80: Extract from Landscape Statement courtesy of Macgregor Smith





## BUILDINGS RELATE WELL TO SURROUNDING SPACES

The proposal has been iteratively designed resulting in a considerate and purposeful layout that promotes social inclusion and a welcoming environment for all.

The proposal seeks to create attractive, liveable streets and legible, well-defined open spaces. Buildings are set back from the road behind front gardens and areas of public open space, contributing to a verdant and attractive street scene.

Dwellings have been carefully positioned to create perimeter blocks, creating a continuous active frontage that faces onto streets and addresses public open spaces. This approach reinforces enclosure, supports natural surveillance and enhances the overall quality of the public realm (See C G Fry & Son Design Ethos).

## MAINTENANCE AND MANAGEMENT CONSIDERATIONS: CREATING A SENSE OF OWNERSHIP

C G Fry & Son's preference is for internal roads to be designed and constructed to adoptable standards, with the intention of adoption by Wiltshire Council as the Local Highway Authority via a S38 Agreement. Adoption ensures that future maintenance responsibilities will be undertaken by Wiltshire Council. A management company will ensure consistent management of communal spaces within the development not adopted by Wiltshire Council, safeguarding the character and quality of the proposal.



Figure 81: Watercolour illustrating the homes overlooking POS



Figure 82: Watercolour illustrating the homes overlooking POS

The incorporation of a courtyard reduces the visual dominance of vehicles within the streetscape and enables the creation of an attractive vista of properties fronting onto the public open space. These properties provide the function of natural surveillance, creating the feeling of safety and security within this arrivals space. Vehicular access is located to the rear, minimising vehicle movements adjacent to the open space offering a more comfortable environment for users.

The courtyard space has been designed to be well overlooked, with plots 7 and 8 positioned to enhance natural surveillance. Access into the courtyard is intentionally narrow, encouraging reduced vehicle speeds and prioritising pedestrian permeability. Tree planting is incorporated to soften the appearance of the courtyard and enhance its visual amenity.



Figure 83: Watercolour illustrating the courtyard entrance



Figure 84: Watercolour illustrating the courtyard design which enables a continuous street frontage to address the POS



# 6.2

## CLIMATE

### WILTSHIRE COUNCIL'S CLIMATE EMERGENCY

Wiltshire Council has acknowledged a climate emergency and as set out in the Wiltshire Design Guide is committed to being a carbon neutral organisation by 2030. Wiltshire Council has adopted a Climate Strategy (adopted 2022) and The Green and Blue Infrastructure Strategy (2022) and is preparing a draft climate delivery plan.

The Wiltshire Design Guide considers that the way in which the built environment in Wiltshire is planned and designed is fundamental to the Council's part in meeting this target.

Wiltshire Council's design guide sets out four key objectives for new developments to address within architecture and urban design. These are addressed in the proceeding pages.

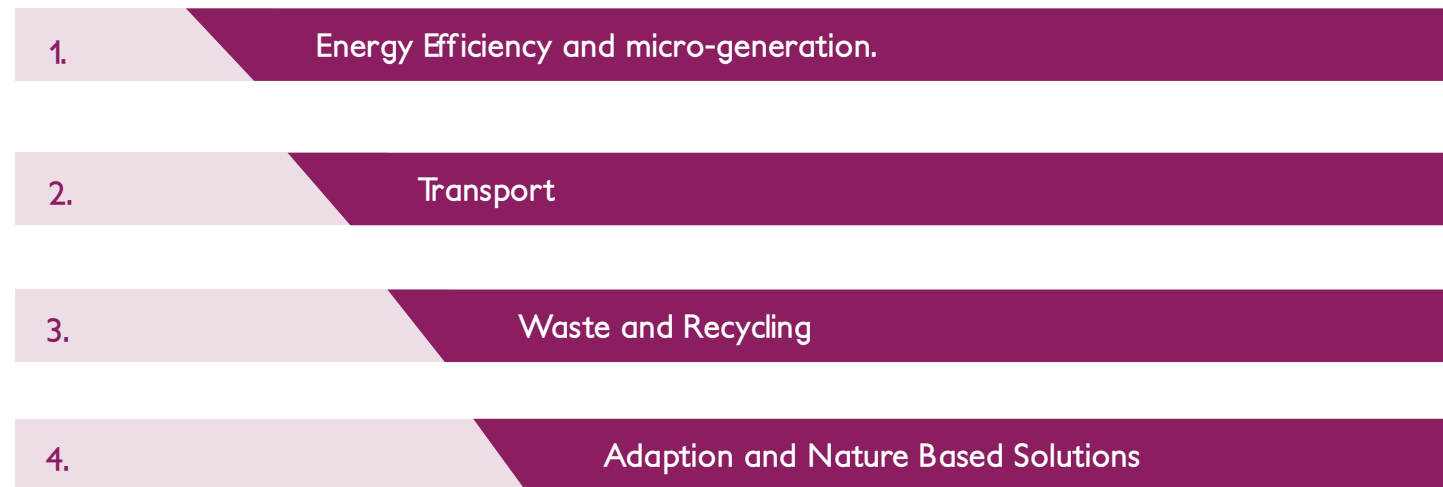


Figure 85: Extract from CG Fry & Son Street Elevations

## 6.2

### THE ENERGY HIERARCHY

C G Fry & Son has regard to the energy hierarchy when designing any development, believing that building a home with a low energy demand is the best long-term way to deal with high CO2 emissions and fuel bills. The efficiency of the “building envelope” is key to this.

The proposal incorporates the following, whilst also recognising the importance of embedded green infrastructure throughout the layout, including areas of public open space, tree planting, and Sustainable Drainage Systems (SuDS) (see [NATURE](#))

Further detail on sustainability is set out in the supporting sustainability statement.

Provision of photovoltaic panels on houses

High level of insulation

High level of airtightness  
(an average airtightness of 3.5m3)

Traditional masonry cavity wall  
construction

Bat boxes/bird boxes/swift boxes/bee bricks  
(see biodiversity enhancement plan)

Electric car charging points

High level of workmanship and attention to detail

Reduced heat loss

Sustainable urban drainage system



Built to our “Stepping Stone” specification with all homes designed to meet building regulations and Future Homes Standards where applicable.

Built using bespoke construction details which have been thermally modelled

Air source heat pumps will be used on all houses and exhaust air heat pumps on flats.

Low energy lighting

Better heating controls

Low water use

Low-e double glazing

Local sustainably sourced materials where applicable

Consideration of overheating and thermal comfort



## WHOLE LIFE CARBON AND SUSTAINABLE CONSTRUCTION

C G Fry & Son operate a sustainable procurement policy which considers issues such as efficient use of resources, packaging, waste reduction, product traceability, carbon footprint and environmental impact of products, human rights, ethics, labour issues, use of recycled products and recycled content of products, and pollution reduction. Within our ISO14001 procedures we request key information and policies from our suppliers and subcontractor teams. Our Environmental Technical Co-ordinator collates key data from our supply chain including waste, timber certification documents and environmental policies.

A site waste management plan is produced at construction stage, outlining the sustainable procurement measures used to minimise the generation of waste during construction. For example, an engineered joist system for first floor construction allows the manufacturers to convert much more of each tree log into structural timber than with traditional sawing. All timber is procured from a FSC or PEFC certified timber source and is sourced from certified suppliers and, where possible, local materials are used to reduce transportation.

The site plan has incorporated ample space for waste and recycling storage, with presentation points that are convenient and free of conflict (see [MOVEMENT](#)).



Figure 86.

## MINIMISING CLIMATE RISKS

Following the change in building regulations which was introduced in 2021 requiring all new homes to reduce carbon emissions by 31%, the scheme incorporates a range of climate change adaptive measures. These are explored further in the supporting sustainability statement.

As set out in the supporting FRA, the site is located within Flood Zone 1 and is not susceptible to surface water or ground water flood risk. The FRA does however consider climate change impacts, minimising vulnerability and providing resilience across the proposal's lifetime. The proposal makes space for water, with the attenuation for the proposed development sized to accommodate run-off from the development up to the 1 in 100 year return period storm, with 45% upper end peak rainfall. The proposal seeks to maximise the use of infiltration through the use of permeable paving and multifunctional SuDS (see [NATURE](#)).

The site's location within a walkable neighbourhood, together with enhancements to the village's pedestrian network (see [MOVEMENT](#)), supports sustainable travel behaviour. Manual for Streets identifies that "walking offers the greatest potential to replace short car trips, particularly those under 2km," a principle embedded within the scheme.

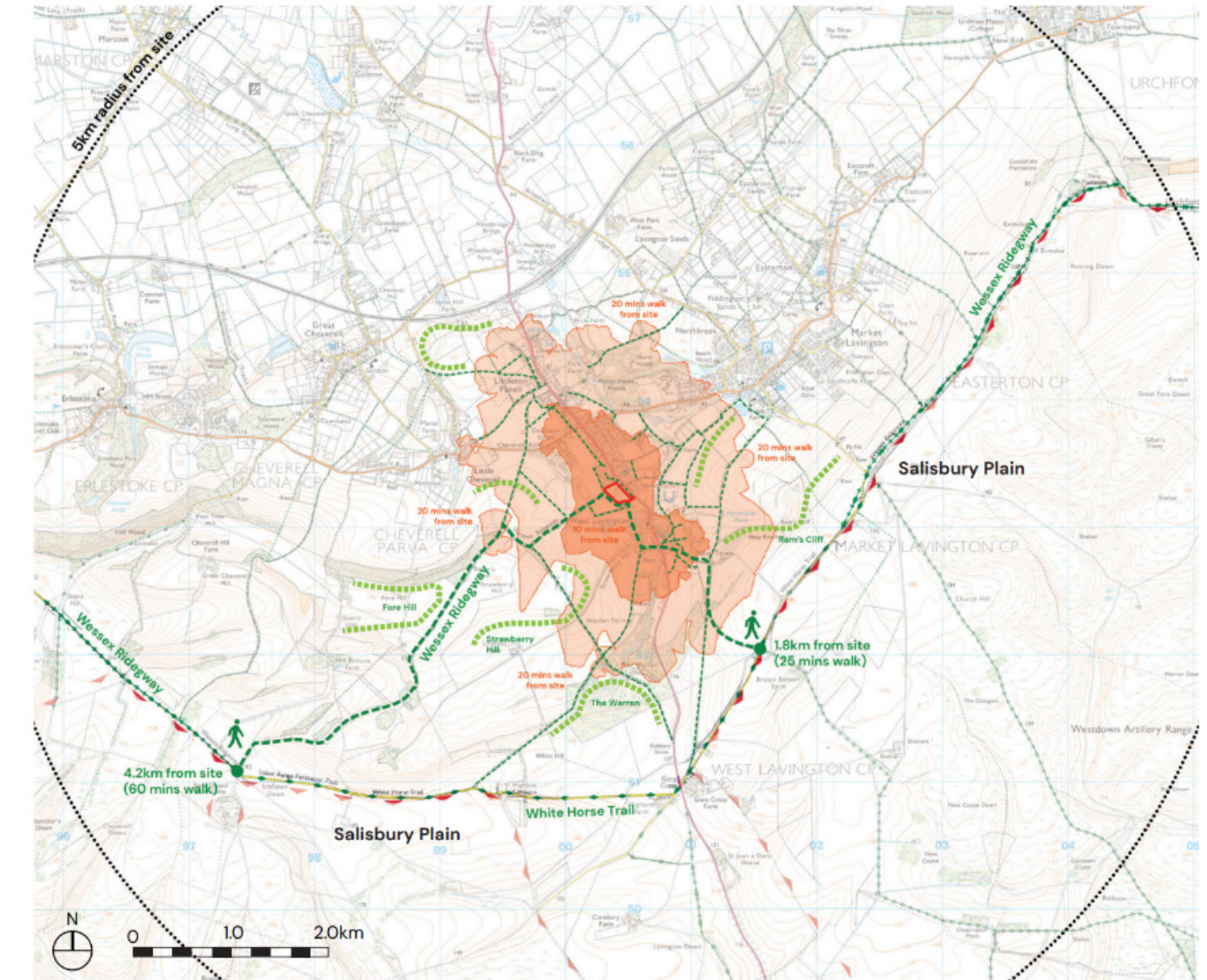


Figure 87: Extract of the supporting Landscape Statement courtesy of Macgregor Smith illustrating the extensive network of footpaths and PROW's surrounding the site



# 6.3

“NATURE CONTRIBUTES TO THE QUALITY OF A PLACE AND TO PEOPLE’S QUALITY OF LIFE AND IT IS A CRITICAL COMPONENT OF WELL-DESIGNED PLACES”

Wiltshire Council Design Guide

## NATURE

C G Fry & Son understand that green and blue spaces are essential for biodiversity, leisure and quality of life. In 2022, Wiltshire Council adopted ‘a green and blue infrastructure strategy for Wiltshire’. This identifies some immediate priorities, informing on the proposed layout of the scheme;

1. Creating more and better green spaces in our towns to help prevent flooding and attract people to live, work and invest in the area
2. Planting the right trees in the right places to support natural flood management, contribute to carbon net zero targets and strengthen ecological connectivity, provide shade and improve air quality
3. Supporting access to nature via a viable walking and cycling network
4. Encouraging environmentally sensitive farming in ways that enhance soil quality, sequester carbon, encourage wildlife, produce food and provide employment
5. Supporting a green economic recovery from the COVID-19 corona virus pandemic
6. Embedding Green & Blue Infrastructure into development and place-making to include nature-based solutions such as implementing sustainable drainage systems, green roofs and living walls.



Figure 88: Extract from the Wiltshire Council Green And Blue Infrastructure Strategy

## 6.3

### PROVIDING A NETWORK OF HIGH QUALITY BIODIVERSE GREEN INFRASTRUCTURE

The layout has been driven in part by landscape and ecology, being sensitive to the countryside edge and enhancing existing habitats, to create a place with public open space rich with enhanced biodiversity.

Where possible, C G Fry & Son have retained existing trees, hedges and scrub (see [NATURE p.59](#)). Hedges along the western boundary are proposed to be laid and bolstered. While some removal of scrub is inevitable, this in part facilitates habitat enhancement for reptiles.

The proposal incorporates a nature rich ‘wildlife and edible edge’ along the western boundary of the site that connects the southern and northern half of the site providing social benefits to the community (see [PUBLIC SPACE](#)).

The site is not located within a bat consultation zone, however the design has had regard to light sensitive species commuting along the western site boundary, incorporating a vegetated buffer. Careful deliberation on porch lighting has been considered. A supporting lighting plan assesses external lighting along the western edge of the site. You will note that porch lights fronting onto the western boundary have been minimised.



Figure 89: Extract of the supporting Landscape Statement courtesy of Macgregor Smith illustrating the Wildlife and Edible Edge to the development



ECOLOGY

C G Fry & Son incorporate features for protected species in liaison with our ecologist, including hedgehog highways, swift bricks, bird boxes, and bee bricks as shown in the Ecological Features Plan.

Reptile hibernacular have been incorporated along the sites western boundary and a green buffer has been designed in to ensure sensitivity to foraging bats.

Further detail is set out in the supporting EclA.

ECOLOGY LEGEND

Location of UK Built Swift Woodstone with site applied Brick Slip - ref: 906770120 - Total 47 No. CGF Detail DE-51-001

Location of Bee Blocks(215x65) - to be positioned at high level, colour to match brick or stone (under eaves or gable) - Total 47No. CGF Detail DE-1-034

Location of Built in Bat Box Woodstone invisible - ref: 901590119 - Total 30 No. CGF Detail DE-51-005

Indicates hedgehog routes. Gaps in walls and fences must be provided along this path

Hole in fence

Hole in wall



Figure 90: C G Fry & Son Biodiversity Plan

BIODIVERSITY NET GAIN

The proposal provides habitat retention, enhancement and creation. It delivers a net gain of 61.27% hedgerow units. To ensure that 10% biodiversity net gain is achieved, the shortfall in area habitat units will be made up through unit purchases, either from a local registered scheme or through a contribution to an environmental banking scheme.

Individual trees: urban trees

Heathland and scrub: blackthorn scrub (moderate condition) 0.017ha

Retained other woodland, broadleaved (good condition) 0.047ha

Urban: bare ground (poor condition) 0.048ha

Developed land sealed surface (habitat condition n/a) 0.029ha

Modified grassland (poor condition) 0.006ha

Other neutral grassland (good condition) 0.037ha

Native hedgerow: west (moderate) - 0.17km east (good condition) - 0.198km

Proposed habitats:

Individual trees: urban trees (78 no.)

Heathland and scrub: mixed scrub (moderate condition) 0.062ha

Grassland: other neutral grassland (good condition) 0.088ha

Grassland: other neutral grassland (moderate condition) 0.160ha

Urban: vegetated garden (condition assessment n/a) 0.448ha

Urban: introduced shrub (condition assessment n/a) 0.004ha

Urban: developed land, sealed surface (habitat condition n/a) 1.165ha

Hedgerow: native hedgerow (poor condition) 0.3km



Figure 91: BNG Post Development Habitats courtesy of AM Ecology



SUSTAINABLE DRAINAGE

C G Fry & Son has had regard to the Wiltshire Council’s Surface Water Soakaway Guidance and the updated National Standards for SUDS guidance (DEFRA, June 2025) in developing the drainage strategy.

As highlighted in chapter 4, since pre-application stage, the scheme has been refined to incorporate increased on-site water storage, including a larger open space basin, swales and the widespread use of permeable paving throughout private driveways and shared access drives.

The enhanced storage capacity has avoided the need for previously proposed underground attenuation tanks and allows drainage features to be more effectively integrated within the landscape and public open space. Further details on the drainage strategy are set out in the supporting FRA and Drainage Strategy.

Foul water drainage will connect to Wessex Water’s existing sewer network. Wessex Water has confirmed that the existing network has capacity to accommodate a development of this size.

A comprehensive drainage maintenance plan has been prepared, setting out the long term management responsibilities and maintenance regimes for the network.

The drainage basin is designed as a multifunctional feature, avoiding an over engineered appearance and contributing positively to the character and usability of the open space (see PUBLIC SPACE).

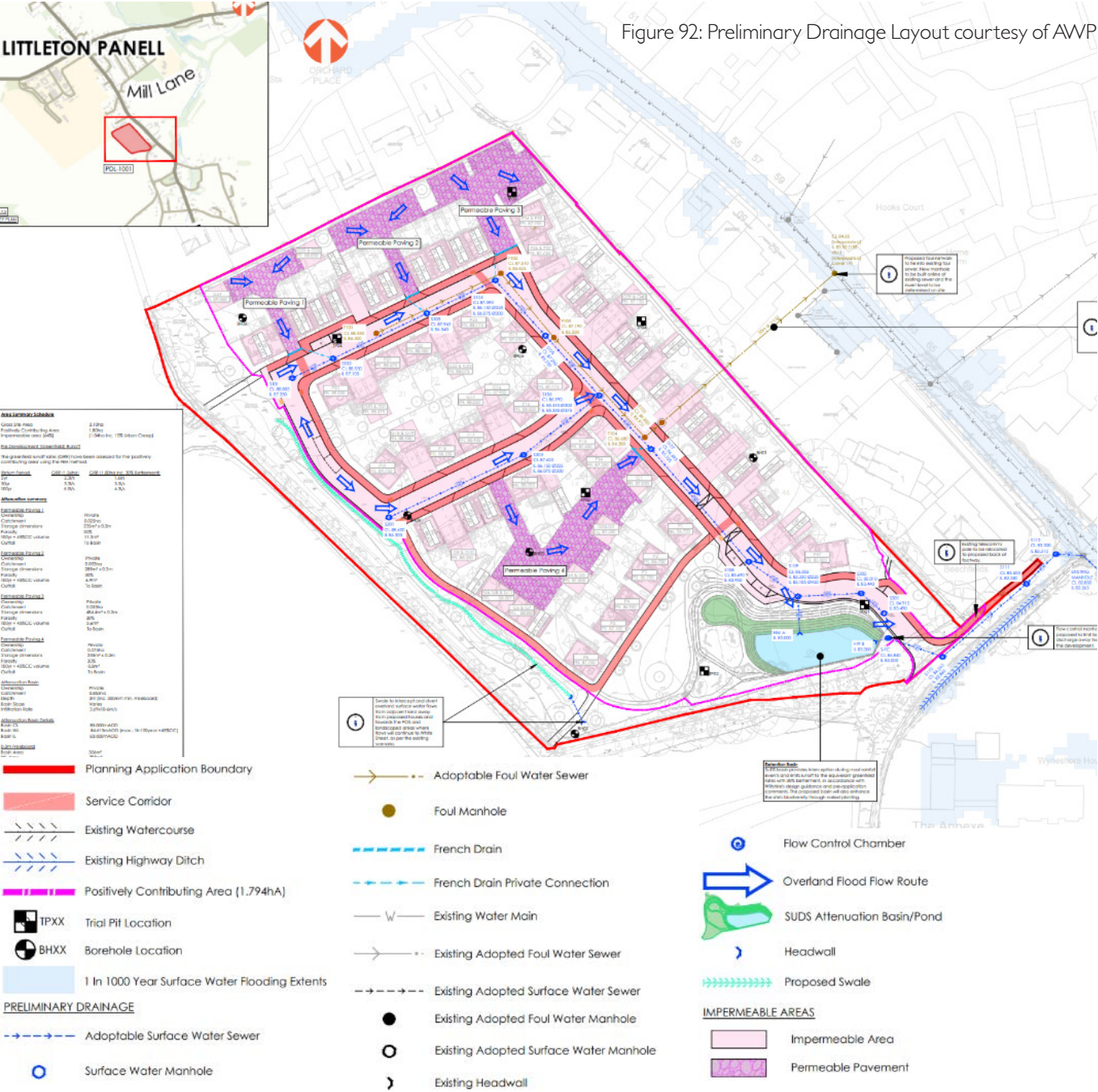


Figure 92: Preliminary Drainage Layout courtesy of AWP

TREES

C G Fry & Son recognise the importance of trees and key landscape features as fundamental components of liveable, high quality places.

Trees which make a positive contribution to the site layout have been retained wherever possible. Limited unavoidable removal is required to facilitate access and drainage infrastructure; however, the retention of the immediately adjacent vegetation ensures that the leafy character of the area is preserved.

Measures to protect retained trees include Construction Exclusion Zones and soil amelioration within selected root protection areas to support long term health. No works within RPAs will occur unless agreed through an approved Arboricultural Method Statement, or otherwise agreed with the LPA.

The scheme also includes substantial new tree and hedgerow planting which seeks deliver a positive landscape impact in the medium to long term, reinforcing local character and enhancing biodiversity.

Tree planting and soft landscaping also contribute to urban cooling through shading and evapotranspiration, helping to moderate local temperatures and improve thermal comfort for residents (see CLIMATE).

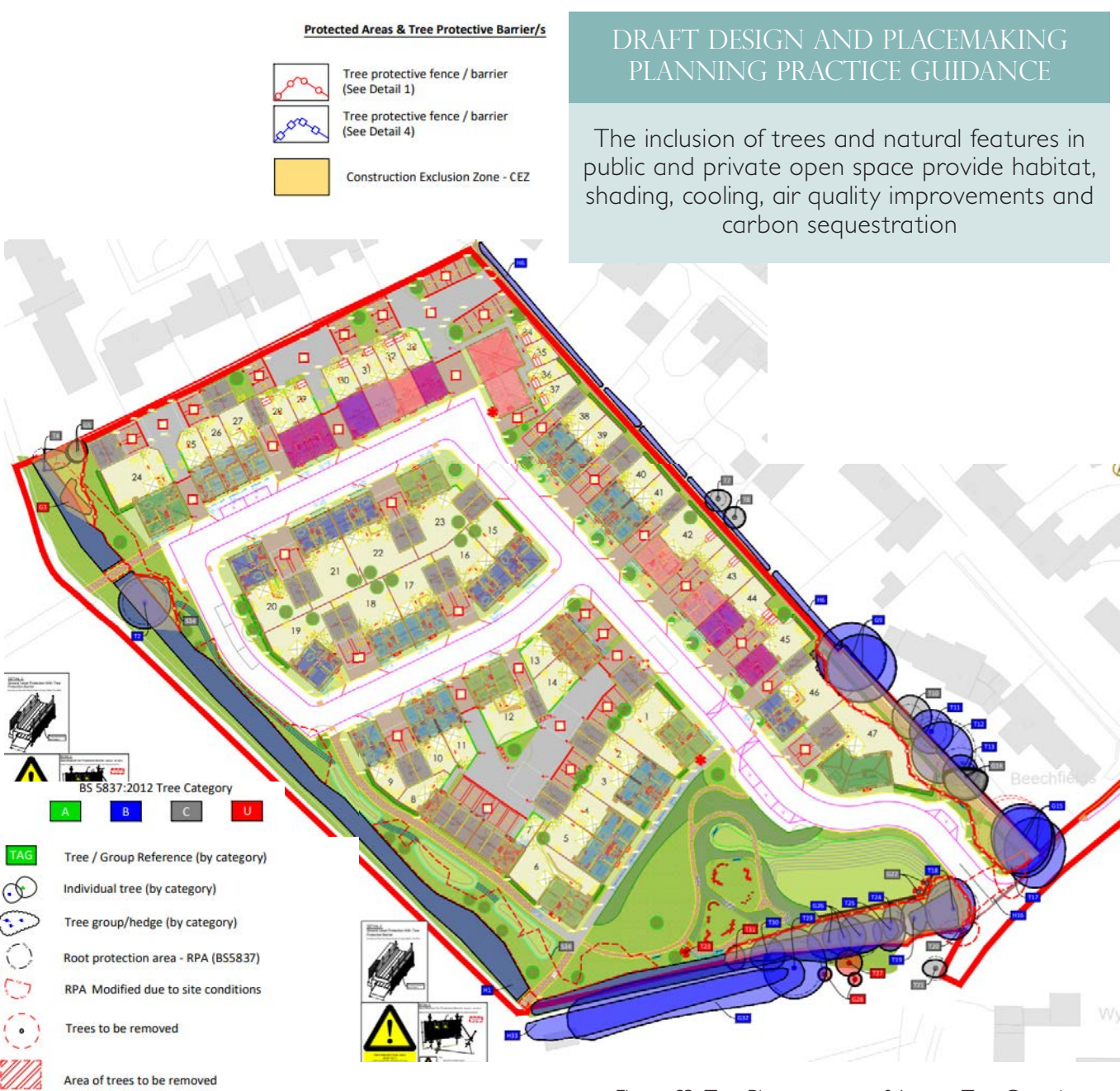


Figure 93: Tree Plan courtesy of Aspect Tree Consultancy



TREE STRATEGY  
We recognise that trees make an important contribution to the character and quality of urban environments.

PARAGRAPH 136 OF THE NPPF SEEKS TO ENSURE THAT;

- new streets are tree lined;
- opportunities are taken to incorporate trees elsewhere in developments;
- appropriate measures are in place to secure the long term maintenance of newly planted trees
- existing trees are retained where possible.

The tree planting strategy aims to create a strong and evenly distributed framework of new trees across the site, which will assist in creating new habitats, provide shade, slow down surface water run-off and improve air quality.

The strategy consists of a series of tree typologies, defining particular character areas in the masterplan. Large legacy trees provide punctuation marks though the public realm, framework trees to streets and within parking courts, fruiting edible species and more native trees to the boundaries. Over 78 trees planted throughout the scheme, of a mix of species will create visual seasonal interest and opportunities for foraging wildlife, whilst also benefiting disease resistance for future resilience and climate adaptation.



Figure 94: Tree Planting Plan courtesy of Macgregor Smith

# 6.4

“THE COUNCIL WILL USE ITS PLANNING AND TRANSPORT POWERS TO HELP REDUCE THE NEED TO TRAVEL PARTICULARLY BY PRIVATE CAR, AND SUPPORT AND ENCOURAGE THE SUSTAINABLE, SAFE AND EFFICIENT MOVEMENT OF PEOPLE AND GOODS WITHIN AND THROUGH WILTSHIRE”

CP60 Wiltshire Core Strategy

## MOVEMENT

C G Fry & Son seek to provide places that feel safe and are attractive. Connectivity with the existing village is important.

### THE STREET NETWORK

Our layout and architectural design attempts to create distinctive places within the development, which have a sense of place, have their own distinct identity, and which feel like they belong in the surrounding area.

The street layout and the arrangement of buildings and footways has a major influence in defining street character and street junction design and in facilitating walkability. Pedestrian and cycle access to each plot is directly off the proposed highway.

Access “for all” will be provided in accordance with Building Regulations Approved Document Part M, including users of wheelchairs or pushchairs, the visually impaired or elderly. The site layout ensures that each street has more than one connection to another street, whether via a courtyard or pedestrian path or connecting to existing PROWS.



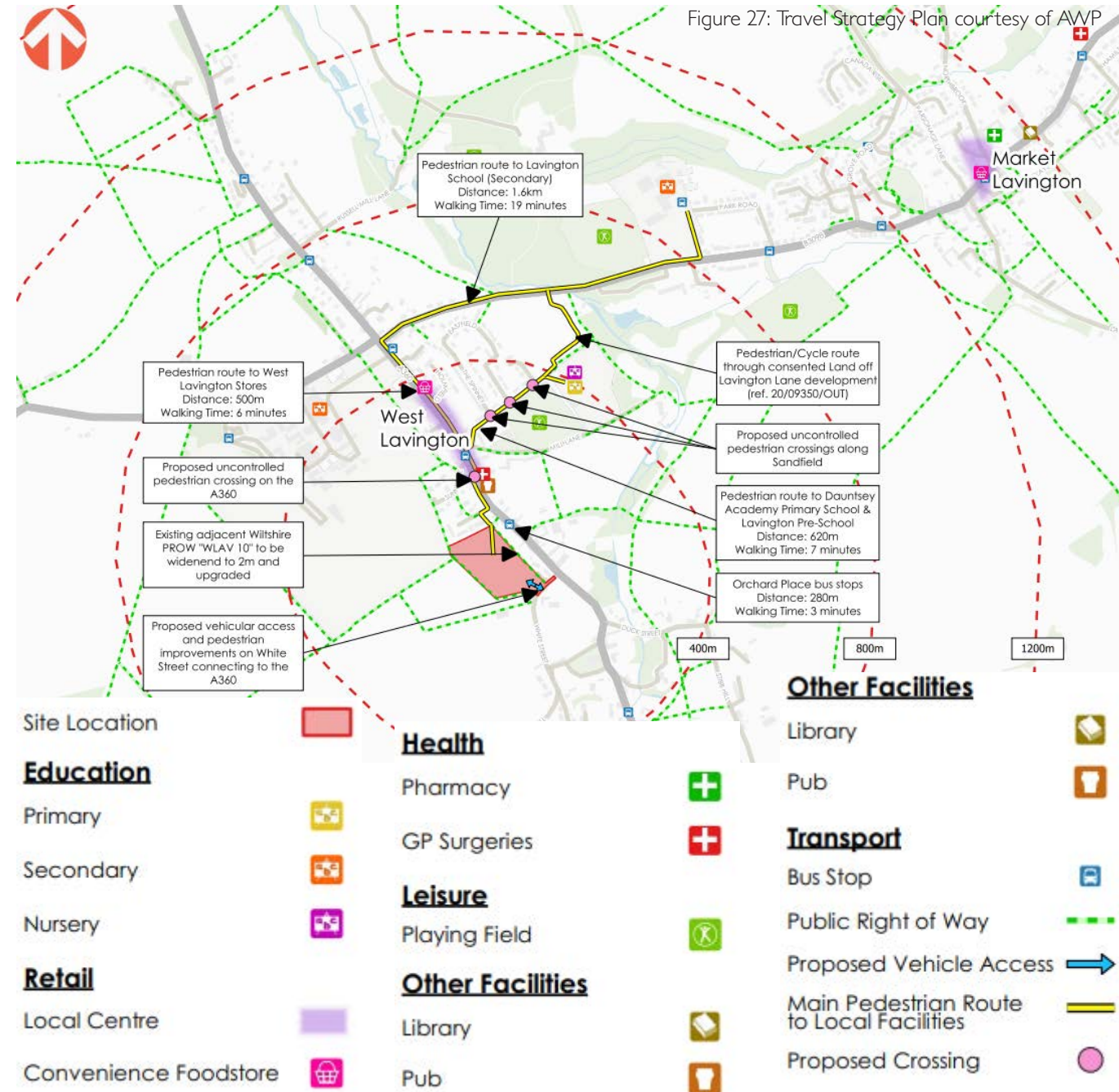
Figure 95: Watercolour illustrating how the gentle curve of the street and building position slows vehicular speeds and encourages walkability



## ACTIVE TRAVEL

C G Fry & Son seek to encourage active travel through the design of the proposal, creating safe, direct, convenient and accessible routes for people of all ages and abilities.

The Travel Strategy Plan indicates proposed enhancements in the area, including the provision of uncontrolled pedestrian crossings with dropped kerbs on both the A360 within the vicinity of the GP Surgery and along Sandfield to improve existing walking routes to the primary school.



## VEHICULAR ACCESS

The principle and sole point of vehicular access to the proposed development is to be provided from White Street as shown in the adjacent Civil Engineers drawing. The access is proposed in the form of a priority junction, which will facilitate safe and convenient vehicular movements into and out of the site.

This approach ensures a legible and controlled access arrangement and allows the development to integrate effectively with the surrounding highway infrastructure.

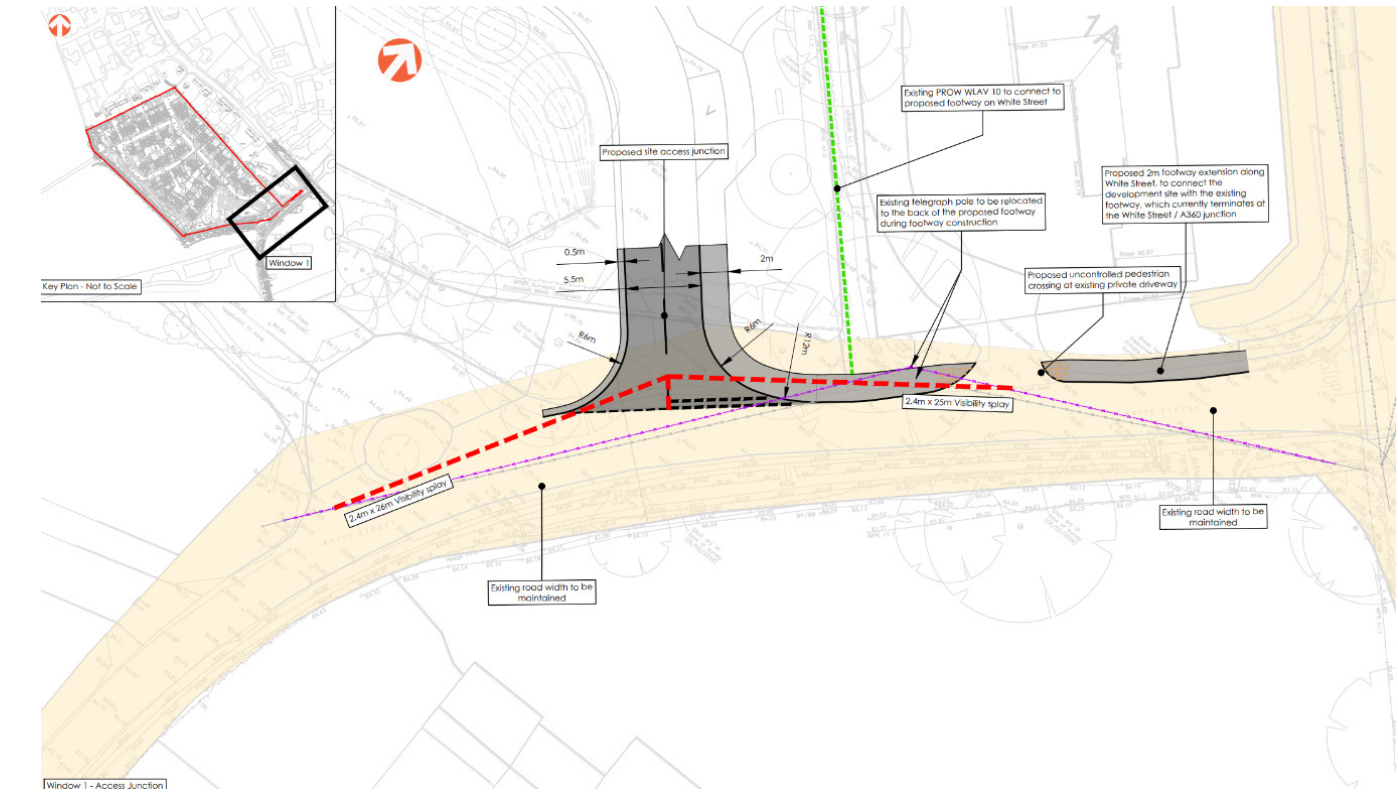


Figure 96: Access Plan courtesy of AWP



PARKING AND CYCLE STRATEGY

Where possible, car parking is provided within parking courts and mews streets to minimise the vehicular dominance on the streets.

A total of 112 parking spaces are proposed to be provided, including an allowance for visitor parking. These parking provisions are in line with Wiltshire Councils Parking Guidance, and appropriate to meet the operational needs of the development.

Provision for electric vehicle charging will be provided for every plot as shown on the submitted Site Layout Plan. Cycle parking will also be provided for each dwelling at a ratio of 1 space per bedroom (up to a maximum of 3) through the provision of appropriately sized garages or secure stores in accessible rear gardens.

WCP  
PCP  
Car charging point  
(Wall or Post Mounted)



Figure 97: Site Plan

SERVICING / EMERGENCY ACCESS

A swept path analysis has been undertaken to demonstrate that a fire tender can service the proposed development, and enter and exit the site access in a forward gear.

A minimum width of 4100mm will be provided for emergency vehicle and fire brigade access. Courtyards have been laid out to provide sufficient turning space, where necessary, for a fire engine.

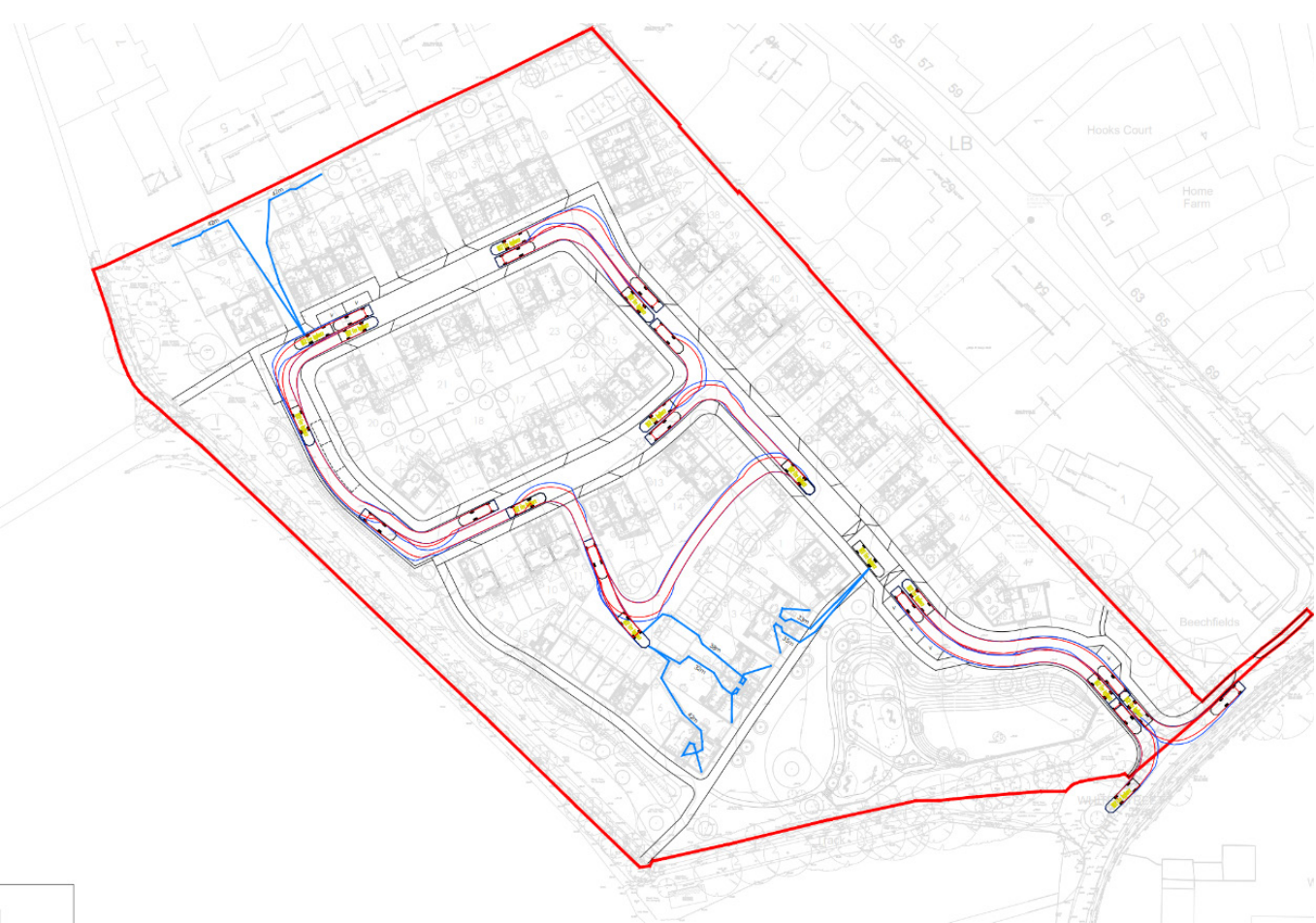
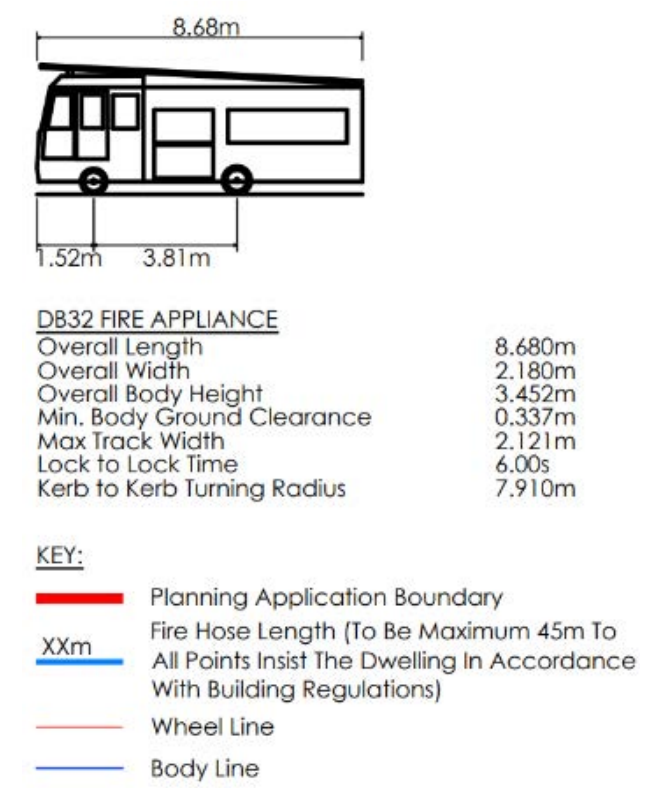


Figure 98: Servicing / Emergency Access swept path analysis courtesy of AWP



REFUSE VEHICLE ACCESS

Swept path analysis has been undertaken to demonstrate that a refuse vehicle can service the proposed development, and enter and exit the site access in a forward gear.

All proposed dwellings have either a front or rear gated access to facilitate refuse collection with bin collection points provided where necessary to allow for storage of waste and recycling.

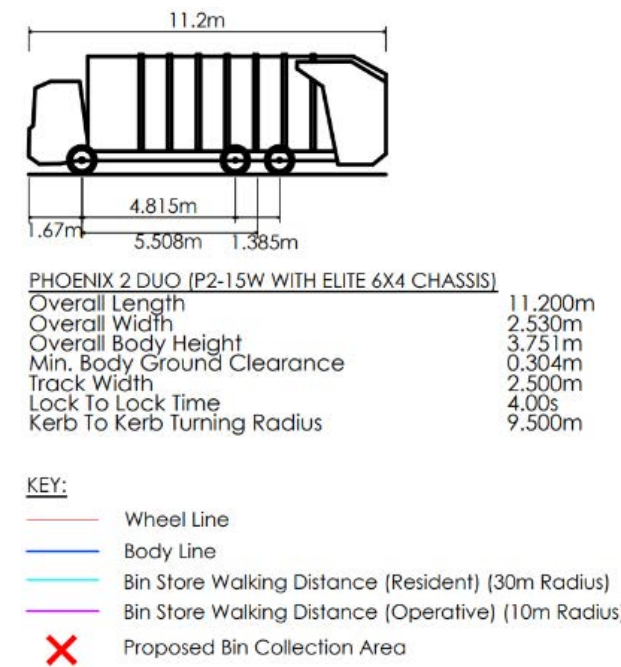


Figure 99: Refuse Access swept path analysis courtesy of AWP

# 6.5

## BUILT FORM

### NATIONAL DESIGN AND PLACEMAKING PLANNING PRACTICE GUIDANCE

“Built form is the three dimensional pattern of development blocks, streets, buildings and open spaces that makes up the built environment. The interrelationship between these elements creates liveable and attractive places and contributes to their character, identity and sense of place”

### APPROPRIATE DENSITY

The site's edge-of-settlement location requires careful consideration of an appropriate density. The proposed development has been designed to respond sensitively to its relationship with the surrounding countryside while also making an efficient contribution towards meeting local housing needs. The resulting density strikes a balanced approach, creating a natural transition between the more compact form of the village core and the softer, more open character of the rural edge.



Figure 78: 3D watercolour (illustrative)



### APPROPRIATE BUILDING TYPES AND FORMS

The design of the scheme has been informed by C G Fry & Son's established design ethos, combined with a comprehensive understanding of the site's constraints and opportunities. A clear ambition to create a lasting legacy, delivering buildings that feel natural and well-suited to their context in terms of both location and massing, has guided the evolution of the proposals.

The layout has developed organically in response to these drivers. Two perimeter blocks are proposed to address the public realm, creating strong and active frontages to the public open space and surrounding streets.

Along the eastern edge, a looser linear arrangement of development is introduced to respond sensitively to existing neighbouring properties. Here, rear gardens provide an appropriate buffer, ensuring a respectful relationship in terms of privacy and amenity.

To the northern boundary, street-facing dwellings with parking accommodated to the rear are proposed. This approach again responds to neighbouring properties while reinforcing a strong and legible streetscape that promotes walkability and active frontages.

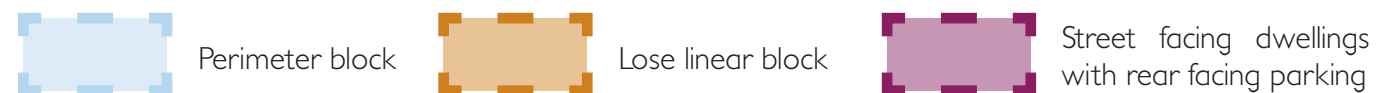


Figure 100: CG Fry & Son Site Plan depicting building types

While we maintain strong built frontages which address the streetscape, there is variation in the sizes of front gardens and dwelling set back throughout the scheme. Some gardens incorporate tree planting (see [NATURE](#)) to create a more organic layout.

Key buildings are strategically located to define important points within the development and enhance legibility. Positioned at prominent corners, they act as visual anchors within the layout, assisting movement and wayfinding. These buildings are expressed through subtle increases in scale, variation in form, and enhanced architectural detailing. Their placement around areas of public open space and at key junctions helps to create focal points and reinforce the structure of the development, ensuring a coherent and easily navigable environment.



Figure 101: 3D Watercolour (illustrative)



Figure 102: CG Fry & Son Site Plan depicting key buildings



HEALTHY AND COMFORTABLE BUILDINGS

Each home has been designed with the future occupants in mind. We ensure that all homes enjoy an appropriate level of privacy, outlook and natural light, each benefiting from private outdoor amenity. 1.8m boundary treatment (facing brickwork, rendered and timber walls and timber close boarded fences and hedges) are used to protect these private amenity areas.

Where possible, kitchens face east, daytime living rooms face south and evening sitting room face west.

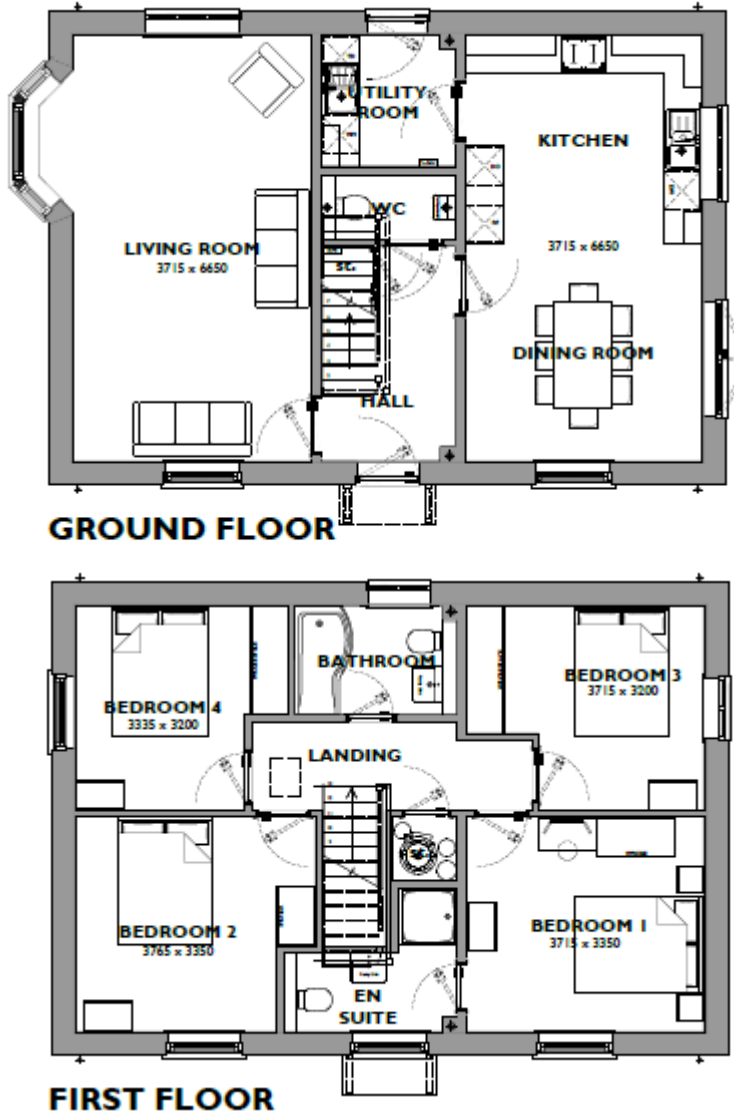


Figure 103: CG Fry & Son floor plan



Figure 104: Example boundary treatments

NEIGHBOURING AMENITY

Careful consideration has been given to the relationship between the proposed development and the neighbouring single-storey dwellings at Orchard Place. The layout has been designed to ensure an appropriate level of separation and to safeguard residential amenity. A 1.8m high boundary fence is proposed along this interface, providing effective screening and helping to preserve the privacy of these neighbouring properties. The proposed site sections illustrate this relationship.

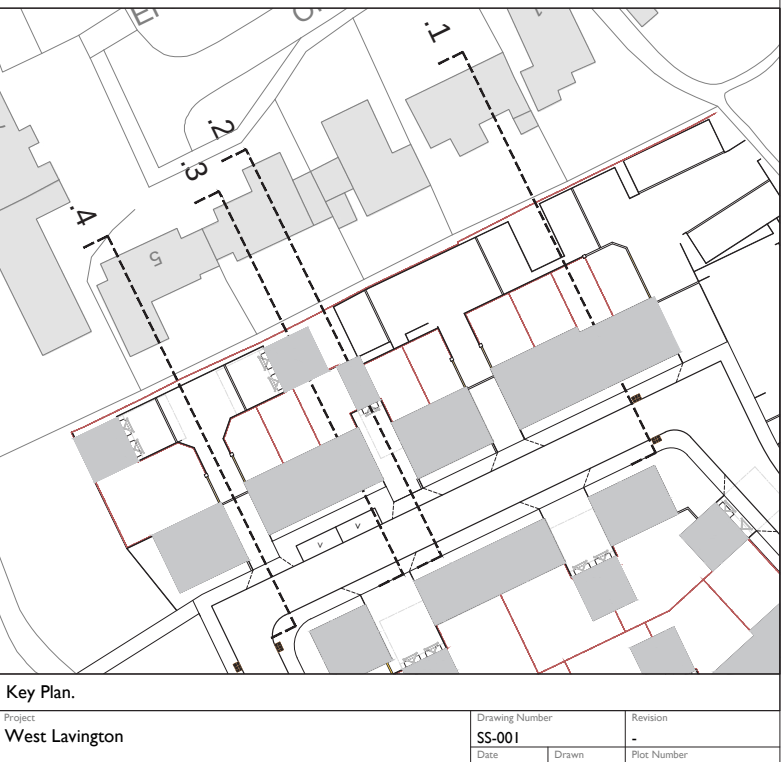


Figure 105: 2D Site Sections



# 6.6

## PUBLIC SPACE

### NATIONAL DESIGN AND PLACEMAKING PLANNING PRACTICE (DRAFT)

*“The quality of spaces between buildings is as important as the buildings themselves. Public spaces such as streets and squares, are open to all and form part of the movement network”.*



Figure 106: 3D watercolour (illustrative)

### CREATE WELL-LOCATED HIGH QUALITY AND ATTRACTIVE PUBLIC SPACES, INCLUDING STREETS

CG Fry & Son resonate with the draft DPPP, appreciating that streets and roads make up large swathes of all public space so how they are designed play a fundamental role in shaping people's everyday experiences.

Our approach to ensuring that all streets are accessible, easy to navigate and encourage pedestrian and cyclability is set out in **MOVEMENT** and **LIVEABILITY**.

The street layout and the arrangement of buildings and footways has a major influence in defining street character and street junction design and in facilitating walkability. Figure 107 illustrates a walkable internal loop, linking the main area of POS with the residential zones, creating a welcoming circuit for users to explore and enjoy. Junctions - or nodes - along this loop are punctuated with large, legacy trees to provide interest and focal points within the development. With the provision of new pedestrian access points from the PROW network, the inner loop can be extended to form a longer external loop, connecting to the wider village and countryside beyond.

Figure 107 establishes a series of complimentary character areas, each which have their own distinctive feel, tied together to ensure consistency within the public realm.



Figure 107: Extract of the supporting Landscape Statement courtesy of Macgregor Smith illustrating the Wildlife and Edible Edge to the development



PUBLIC SPACE AND SOCIAL INTERACTION

The primary open space area is designed with direct access off White Street and includes a social lawn area, play features and seating, integrated into the adjacent SUDs attenuation basin. Small fruiting trees and foraging species are included within incidental areas of POS to provide residents with the opportunity to connect more with their natural environment (see [LIVEABILITY](#))

All the areas of proposed green space are designed to provide multiple benefits for play, nature and sustainable urban drainage.

Provision of naturalistic children’s play is incorporated into the arrivals space, and a series of play paths have also been created, including the play areas and social lawn space.

- Key
- ① Existing trees and hedgerows
  - ② Large legacy trees
  - ③ Attenuation basin
  - ④ Seating snug
  - ⑤ Informal play spaces
  - ⑥ Social lawn
  - ⑦ Wildflower planting
  - ⑧ Circular path
  - ⑨ Connection to PROW
  - ⑩ Amenity planting to housing frontage



Figure 108: Plan of The Arrival Space. Courtesy of Macgregor Smith



Figure 109: Section through the Arrival Space courtesy of Macgregor Smith

PROVIDE WELL DESIGNED SPACES THAT ARE SAFE

The proposal seeks to help people feel safe and secure, creating a sense of belonging. Buildings have been positioned to provide high levels of natural surveillance over public areas, including the arrivals space (illustrated in figure 108) and the edible edge.

While the Beech Walk (WLAV10) is not directly overlooked, its alignment is clear and well defined, with good visibility along its length. Rear windows provide a degree of perceived surveillance. The landscape strategy introduces a sylvan character with a beech hedge proposed along its length, and subtle widening at intervals to accommodate additional tree planting. C G Fry & Son would seek to work with Wiltshire Council to deliver offsite enhancements to this public right of way.

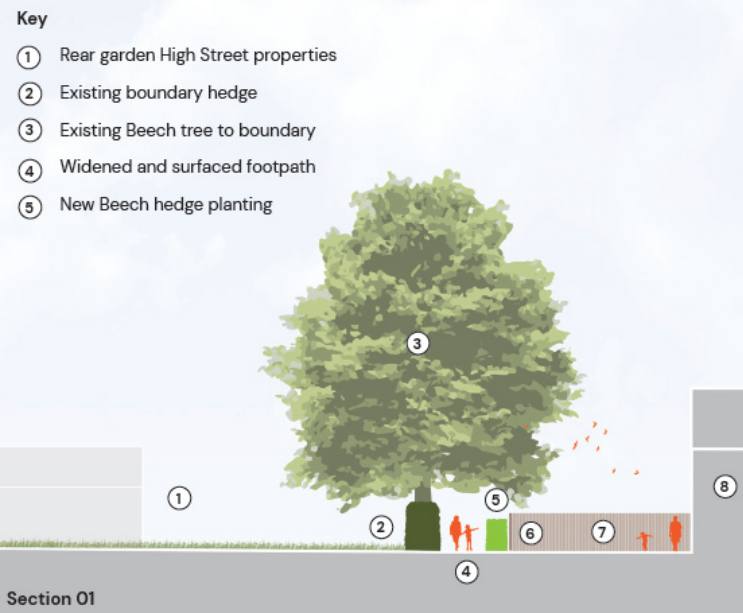


Figure 110: Section of Beech Walk courtesy of Macgregor Smith



Figure 81: 3D watercolour (illustrative)



# 6.7

## IDENTITY

### NATIONAL DESIGN GUIDE

“The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses. Local character makes places distinctive and memorable and helps people to find their way around.”



Figure 82: 3D watercolour (illustrative)

### 6.7

#### VALUE HERITAGE, LOCAL HISTORY AND CULTURE

The proposal has been developed to respond to the setting of the West Lavington and Littleton Panell Conservation Area and to the setting of listed buildings, including the Churches of St Mary and All Saints, and the archway on the High Street.

The proposal retains key views towards Strawberry Hill from public spaces, ensuring that the connection of the Conservation Area to the wider rural setting is legible.

Building heights have been carefully considered to ensure that dwellings do not intrude into the experience provided from within the High Street. Roof materials will ensure that the proposal sits sympathetically within the existing roofscape visible in longer views from the PROW on Strawberry Hill.

#### WALL AND ROOF FINISHES LEGEND

- Facing Brickwork Wall Red - TBC
- Facing Brickwork Wall Buff - TBC
- Rendered Wall Smooth Finish
- + Render Wall Roughcast Finish
- Natural Stone Wall

#### APPEARANCE

‘Good design’ is notoriously difficult to define but it is not simply a matter of individual taste and preference. The Commission of Architecture (CABE) believes that good quality design is largely an objective process and provides the following helpful definition;

*‘By good design we mean design that is fit for purpose, sustainable, efficient, coherent, flexible, responsive to context, good looking and a clear expression of the requirements of the brief’* (CABE 2018).

The design of the houses follows the principles evident in the architecture of West Lavington and surrounding areas informed upon by our contextual analysis of the site (see Chapter 2). These rely on correct scale, hierarchy and proportioning with appropriate detailing, drawing upon inspiration from the locality (see proceeding pages). Affordable homes are not distinguishable from private housing by its design, and is integrated into the overall development.

Craftsmanship is key to every development that we deliver with care and attention to detail evident in each elevation. Bespoke door surround detailing based on local architecture is purpose made in the joinery shop at our Head Office. Where classical details are used, moulding profiles are based on traditional classical Tuscan or Doric details, where the scale of detailing is carefully established to be appropriate to the scale of the property.

### IDENTITY | THE DESIGN RESPONSE



Figure 111: CG Fry & Son elevations



## RESPOND TO EXISTING LOCAL CHARACTER AND IDENTITY

Our layout, and architectural design, attempts to create distinctive places within the development, which have a sense of place and which have their own distinct identity, and which feel like they belong in the surrounding area.

These rely on correct scale, hierarchy and proportioning with appropriate detailing. Similar door surrounds, window head detailing, cills, eaves and window modules have been depicted on the proposed street elevations as illustrated..



Strong brick façades with cottage style doors, lean-to canopies

Brick arches, grey eight over eight sash windows

Brick arches, grey eight over eight sash windows



Brick arches, casement windows, brick arches, tile roofs



Brick arches, eight over eight sash windows



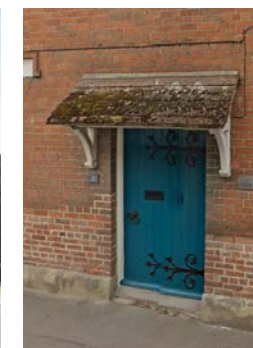
Brick quoins, sash windows, hedges lining the street



Tile roofs, sash bay windows



Brick buildings, casement windows, bay windows



Lean-to porches



Casement windows



Stone walls with red brick quoins



Sash windows



Hedges defining rear gardens



Brick buildings, sash windows, bay windows



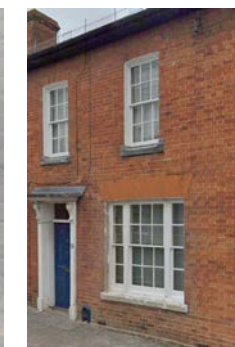
Stone walls with red brick quoins



Stone walls with red brick quoins



Cottage style casements



Venetian sash windows





## CONCLUSIONS

Approval of this full application for planning permission will deliver a number of significant benefits, including;

- 47 new homes (including 14 affordable homes) to assist with meeting the severe Wiltshire local housing need;
- Pedestrian improvements within West Lavington, improving pedestrian permeability within the village;
- Biodiversity enhancement measures;
- Provision of new public open space areas including natural play space, amenity lawn, and an 'edible edge'.
- Economic spend during the construction phase and longer term benefits of expenditure from new residents increasing the support for local shops and services;
- Financial contributions to local infrastructure, including education and health.

C G Fry & Son, with a strong track record of delivering successful schemes within the local area, are committed to achieving a high-quality outcome for this important site. The proposals seek to deliver a thoughtfully designed development with a strong sense of place, responding to local distinctiveness while providing an attractive, comfortable, and safe environment for future residents.

The information presented within this statement, alongside the accompanying technical submissions, demonstrates that the proposals have been carefully considered and will positively contribute to the character and setting of West Lavington. The scheme has been developed in accordance with relevant national and local planning policy, as well as best practice design guidance.

Overall, the proposed development represents a well-considered and policy-compliant scheme that will deliver meaningful benefits to the local area. It is therefore considered that planning permission should be granted without delay to enable these benefits to be realised at the earliest opportunity.



Figure 112: Extract from CG Fry & Son Street Elevations





CG FRY & SON  
DEVELOPMENT

Building a better place to live