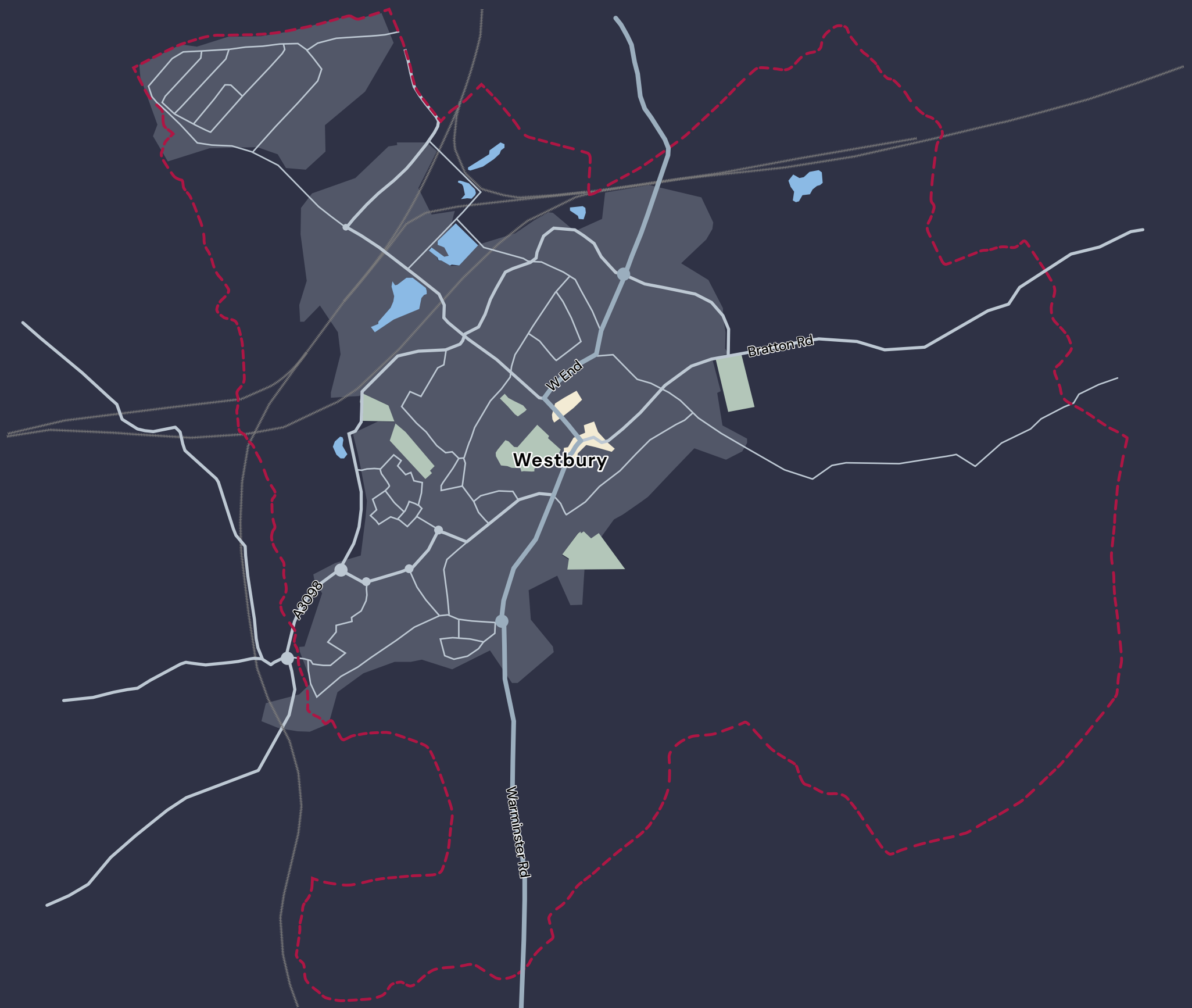
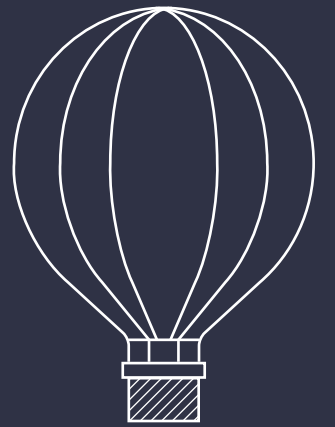
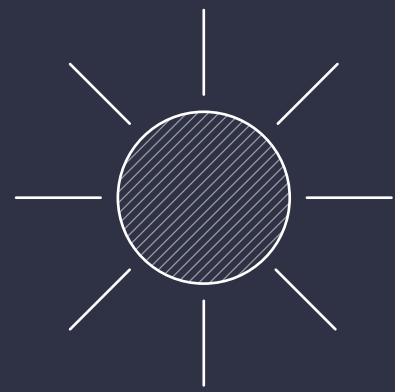


Hawkeridge Westbury

Design & Access Statement





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. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.

(Para. 131, NPPF 2024)



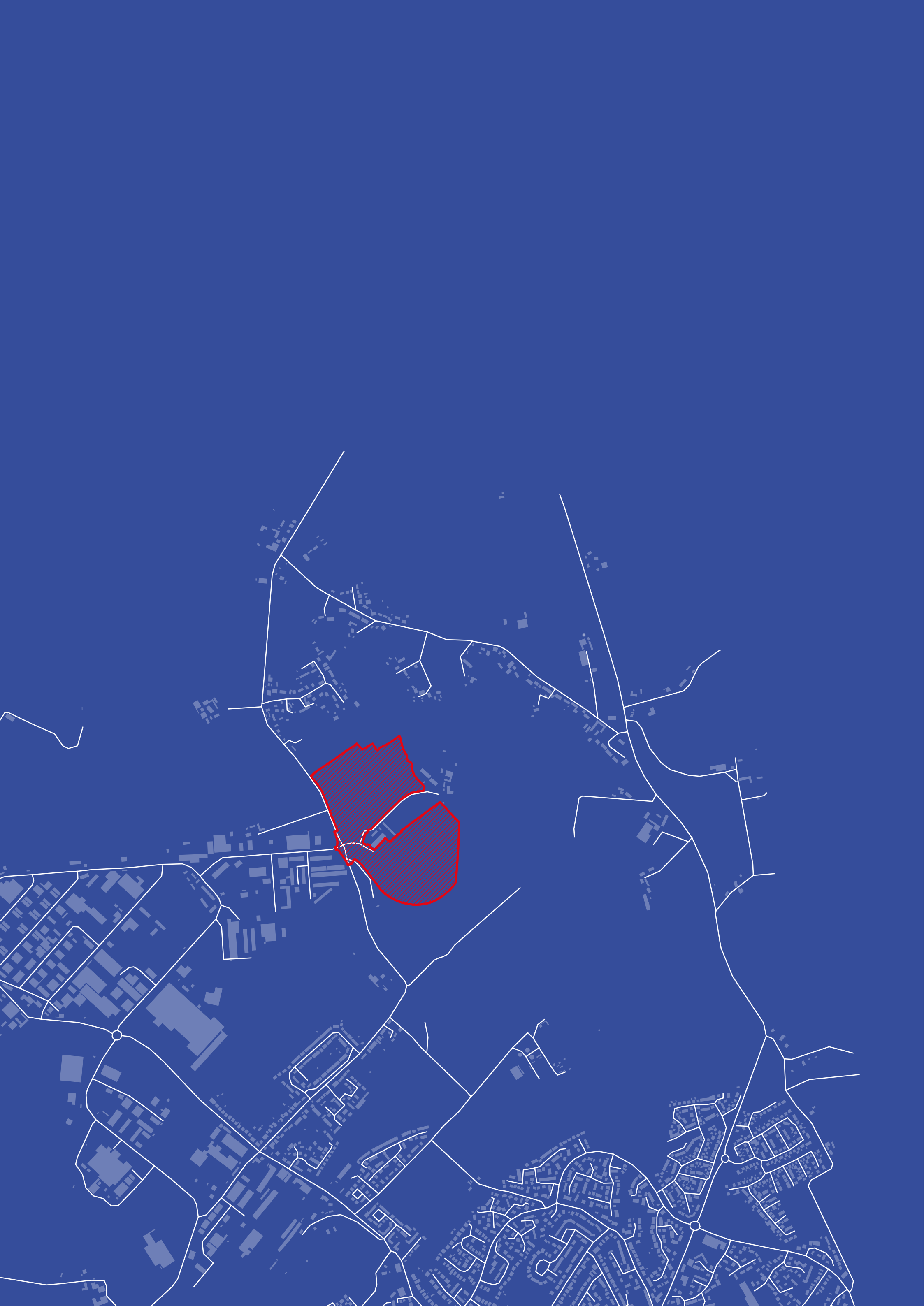
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Prepared on behalf of **Bellway Homes Ltd and**
Hawke Ridge Business Park Ltd
P25-2563_DE_C_00 | July 2026

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Section 1

Introduction

This Design and Access Statement has been prepared by Pegasus Design (part of Pegasus Group) on behalf of Bellway Homes Ltd and Hawke Ridge Business Park Ltd, and the wider consultant team, to accompany the Full Planning Application for a mixed-use development at Hawkeridge, Westbury, comprising:

“Full planning permission for a mixed-use development comprising 249 dwellings, including 40% affordable housing, a 64-bed care home, a retail convenience store, a roadside drive-through unit, and three flexible retail units with associated access, green and blue infrastructure works.”

The Proposal

1.1 This statement has been prepared in accordance with Article 9 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 (DMPO), which requires certain applications to be accompanied by a Design and Access Statement. The DMPO also states the following requirements:

“(2) An application for planning permission to which this paragraph applies must, except where paragraph (4) applies, be accompanied by a statement (“a design and access statement”) about:

(a) the design principles and concepts that have been applied to the development; and(b) how issues relating to access to the development have been dealt with.

(3) A design and access statement must:

(a) explain the design principles and concepts that have been applied to the development;

(b) demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account;

(c) explain the policy adopted as to access, and how policies relating to access in relevant local development documents have been taken into account;

(d) state what, if any, consultation has been undertaken on issues relating to access to the development and what account has been taken of the outcome of any such consultation; and

(e) explain how specific issues which might affect access to the development have been addressed.”

Purpose of the Statement

The purpose of this Design and Access Statement is:

“...to explain how the proposed development is a suitable response to the site and its setting, and demonstrate that it can be adequately accessed by prospective users.”

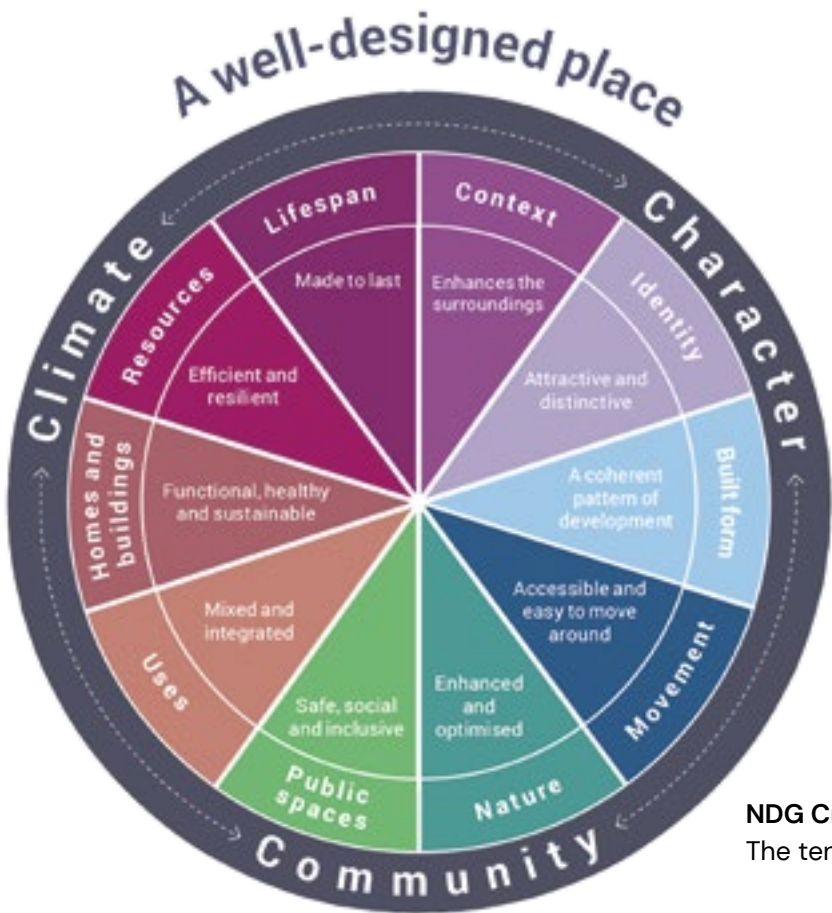
(Para. 029, PPG, Reference ID: 14-029-20140306)

This document achieves this within the following sections:

- Section 1: Introduction**
Outlines the purpose of this document.
- Section 2: Planning Policy**
Presentation of the key Planning Policy requirements, derived from a combination of Local Authority and National Government Policy.
- Section 3: Context**
Considers the site and its surroundings in terms of the local physical, historical and social setting, as well as the technical and physical context.
- Section 4: Developing the Design Concept**
Presentation of the design principles that have been derived from a combination of Government Policy and site assessment outlines key stakeholder engagement undertaken, as well as its key findings and design evolution.
- Section 5: Design Proposals**
Presentation of the key design proposals including the Uses, Built form and Identity Movement, Nature and Public Space, Homes and buildings, Resources and Lifespan.
- Section 6: Conclusion**

1.2 This Design and Access Statement has been written to respond to the Ministry of Housing, Communities and Local Government National Design Guide (NDG) ten characteristics of well-designed places. Bold items are the ten characteristics of well designed places, as set out in the National Design Guide.

1.3 This statement should be read in conjunction with the Full Planning Application and its accompanying supporting documents.



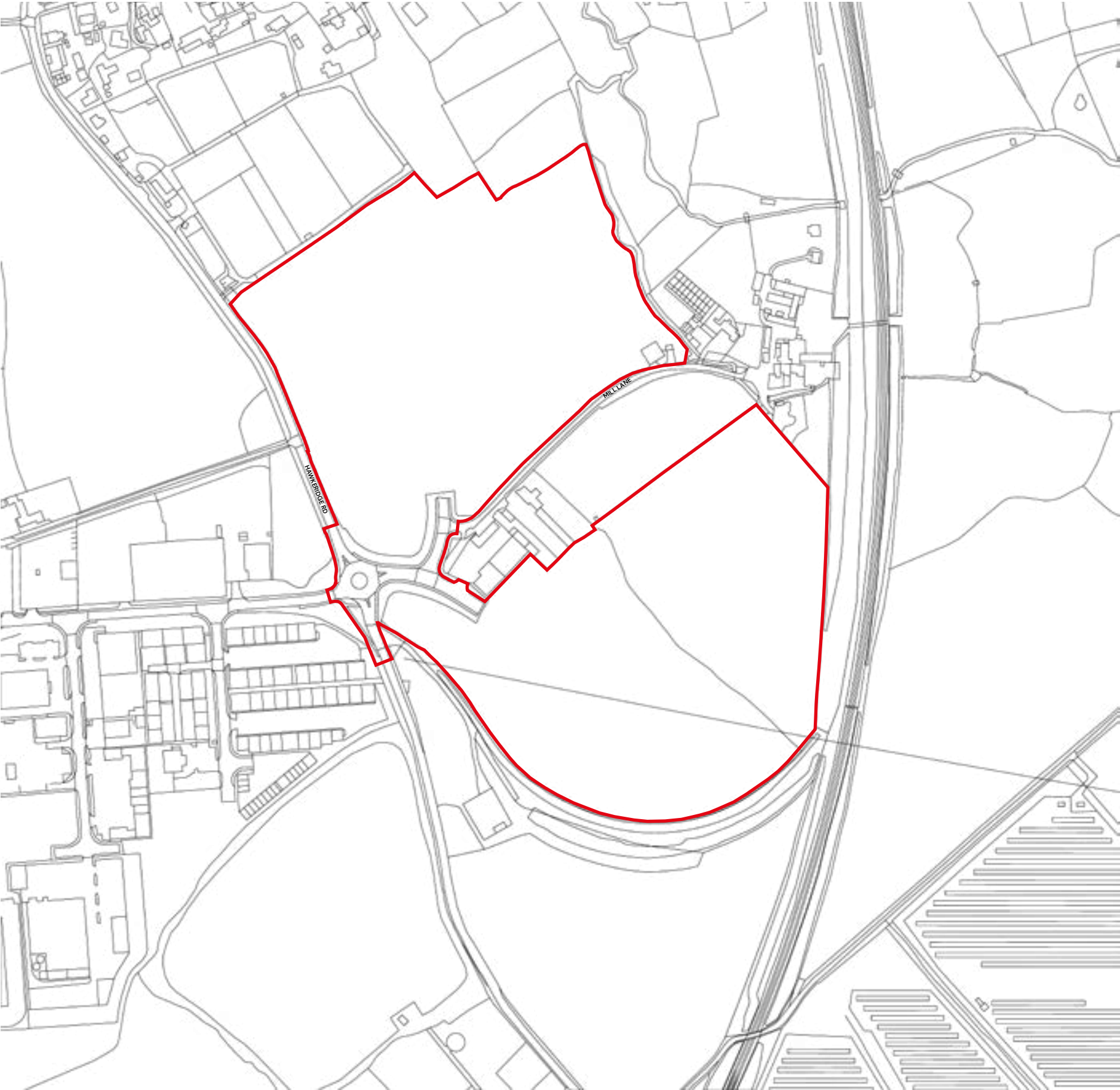
NDG Criteria Guide
The ten characteristics of well designed Places

Key Site Characteristics

- Approximately 14.58 hectares of undeveloped land.
- Located on the northern edge of Westbury adjacent to the A350 corridor.
- Opposite the established West Wilts Trading Estate.
- Benefits from an implemented employment permission granted in 2014.
- Existing roundabout access, drainage infrastructure and strategic landscaping already delivered.
- Well positioned to connect with existing services, facilities, and employment opportunities within Westbury.
- Opportunity to repurpose a long-standing allocated employment site that has remained vacant despite sustained marketing efforts.

The Site

- 1.4 Hawke Ridge Business Park is a 14.58-hectare site located to the north of Westbury, approximately 1.5 miles from the town centre. The site occupies a prominent position adjacent to the Hawkeridge Road roundabout on the A350 corridor and lies opposite the established West Wilts Trading Estate. The site is bounded by Hawkeridge Road to the west, the railway line to the east and open countryside beyond.
- 1.5 The site benefits from a partially implemented consent for 500,000 sq ft of employment development and was allocated for employment use within the Wiltshire Core Strategy. Since the grant of planning permission in 2014, significant enabling infrastructure has been delivered, including a new roundabout access, drainage infrastructure and strategic landscaping works. Despite extensive marketing over a prolonged period, the site has remained undeveloped for employment purposes.



Planning Policy

“...Significant weight should be given to:

- a) development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/
- or
- b) outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.”

(Para. 139. NPPF 2024)

The development proposals will be formulated with due regard to the policies that make up the statutory Local Development Plan and Supplementary Planning Guidance, together with Government guidance contained within the National Planning Policy Framework (December 2024), National Design Guide (published in 2019 and updated in January 2021) and the National Model Design Code (January 2021).

National Planning Policy Framework

2.1 Government guidance in the form of the National Planning Policy Framework (NPPF) sets out the Government’s planning policies and how these should be applied. The NPPF states at Paragraph 8 that the planning system has 3 interdependent key objectives, which when pursued in a mutually supportive way, can achieve sustainable development. The three key objectives are:

- An economic objective.
- A social objective.
- An environmental objective.

2.2 There is a presumption in favour of sustainable development, as set out at Paragraph 11. Section 9: Promoting sustainable transport (para. 104) of the NPPF points to the role that design has to play in ensuring that transport issues are considered at the earliest stages of development proposals, and the role that design can play to ensure that development maximizes opportunities for sustainable transport options.

“...patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.”

(Para. 109(b) NPPF 2024)

2.3 The Government also continues to place a high emphasis on design and the NPPF expands on the principles of good design, to define what is expected of well-designed places. It also explains how policies and decision-making processes should support the inclusion of good design, providing detailed advice at Section 12: Achieving well-designed places. The contribution that good design makes to sustainable development is set out in paragraph 126, as follows:

“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...”

(Para. 131, NPPF 2024)

2.4 Furthermore, a test was introduced in the 2021 edition of the NPPF, to ensure that developments are well-designed, placing an emphasis on fostering of “beautiful” places among the overarching objectives of the planning system. In paragraph 139, the NPPF states that:

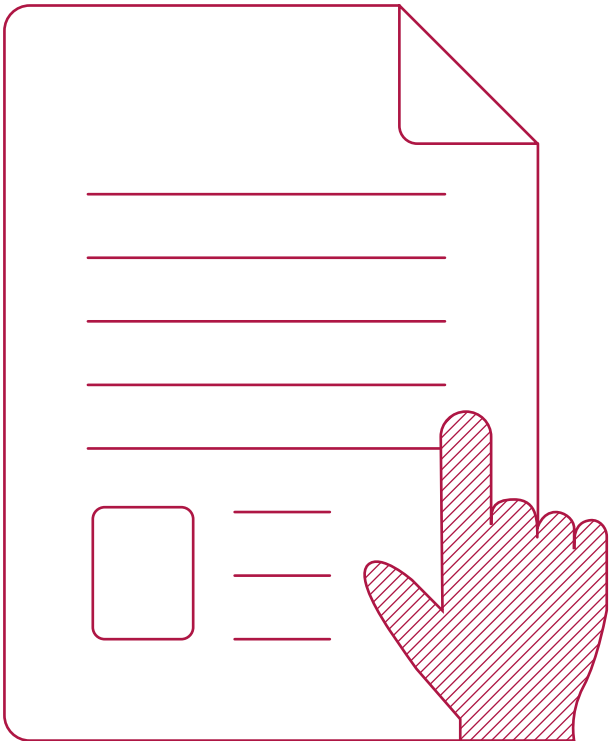
“Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes”.

(Para. 139. NPPF 2024)

2.5 The NPPF is also clear at paragraphs 132 and 133 that Development Plans should set out a clear design vision to provide certainty to applicants, and that design policies should be prepared in conjunction with local communities to reflect local aspirations.

2.6 Paragraph 135 of the NPPF states that with regard to design planning policy and decision making should ensure that developments;

- “a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
- c) are sympathetic to the local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);
- d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
- e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
- f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”



Planning Practice Guidance

2.7 The NPPF is accompanied by the on-line Government resource Planning Practice Guidance (PPG). The Design: Process and Tools PPG provides guidance on the methods and processes available to both applicants and local authorities to ensure the delivery of well-designed and high-quality, long lasting places with considered design solutions, under the following headings:

- Planning for well-designed places.
- Making decisions about design.
- Tools for assessing and improving design quality.
- Effective community engagement on design.

2.8 Paragraph 1 of the Design PPG reinforces the Government and NPPFs commitment to requiring the creation of well-designed places and the role that early engagement can play in this.

“Well-designed places can be achieved by taking a proactive and collaborative approach at all stages of the planning process, from policy and plan formulation through to the determination of planning applications and the post approval stage”

(Para. 001, PPG, ID: 26-001-20191001, October 2019)

National Design Guide

2.9 The National Design Guide (NDG) published by the Ministry of Housing, Communities and Local Government (MHCLG) in 2019 and updated in January 2021 further reinforces the way in which the design process can be used to ensure the delivery of quality places:

“In a well-designed place, an integrated design process brings the ten characteristics together in a mutually supporting way. They interact to create an overall character of place.”

(Para. 13, NDG 2021)

2.10 The NDG outlines and illustrates the Governments priorities for well-designed place in the form of ten characteristics, based on national planning policy, planning guidance and objectives for good design.

2.11 The ten characteristics contribute towards the cross-discipline themes for good design set out in the NPPF and fall under three broad aims:

- To create physical **character**.
- To help to nurture and sustain a sense of **community**.
- To positively addresses environmental issues affecting **climate**.

2.12 Whilst the NPPF, PPG and NDG are the primary points of reference, there are other well-regarded design guidance documents that are still relevant to creating good design including:

- Manual for Streets 1 & 2 (Department of Transport/Department for Communities and Local Government, 2007/2010).
- Building for a Healthy Life (Homes England, June 2020) is the latest edition, and new name for Building for Life 12 (BFL12) written in partnership with NHS England, NHS Improvement and MHCLG.

National Model Design Code

2.13 The National Model Design Code (NMDC) was published in January 2021 by the Ministry of Housing, Communities and Local Government. The purpose of this document is to:

“...provide detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on the ten characteristics of good design set out in the National Design Guide, which reflects the government’s priorities and provides a common overarching framework for design.”

(Para 1, NDG 2021)

2.14 The NMDC document draws upon the NPPF’s commitment to ensure that local planning authorities are utilising visual tools, such as design codes and guides, to inform development proposals, which will consequently provide a framework for creating high-quality places, with a consistent and high-quality standard of design.

Local Planning and Design Guidance

2.15 The development proposals have been formulated having due regard to the Wiltshire Design Guide 2023

2.16 Following publication of the December 2024 iteration of the NPPF, Wiltshire Council’s annual housing requirement has been significantly increased from 1,917 to 3,525 dwellings per annum. At the time of writing, Wiltshire Council has published an updated Housing Land Supply Statement in June 2026 with base date of April 2025. Table 2a stated that Wiltshire can demonstrate a supply of 10,268 homes over period 2025-2030, which translates into a claimed 5-year housing land supply of 2.8 years. This constitutes a severe and persistent shortfall in housing land supply.

2.17 A consequence of the recent withdrawal of the Wiltshire Local Plan Review, is that the inability to demonstrate a 5-year housing lands supply will not now be addressed for several years until such time as a sound replacement Local Plan is formally adopted. In this context, it will be essential for the Council to permit sustainable residential proposals in order to maintain supply in the short to medium term and ensure the delivery of new homes to meet market demand and local affordable housing need.



Hawkeridge

Hawkeridge Rd

WEST WILTS
TRADING ESTATE



Oldfield Rd

The Mead

W End

Bratton Rd

ALDI



Westbury

Leigh Rd

Dilton Marsh



Section 3

Context

“An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments. It means they are well grounded in their locality and more likely to be acceptable to existing communities. Creating a positive sense of place helps to foster a sense of belonging and contributes to well-being, inclusion and community cohesion.”

(Para. 39, NDG 2021)

This section provides a summary of the assessment of the site and its surroundings that has been undertaken.

Street Pattern and Connectivity

3.1 The site occupies a sustainable location on the eastern edge of Westbury, adjacent to existing residential neighbourhoods, employment areas and community facilities. The site benefits from established connections to the local highway network and is well positioned to access services and facilities within Westbury. The plan opposite illustrates the site’s relationship with the surrounding access and movement network.

Public Transport

3.2 Public transport accessibility is provided by bus stops on Hawkeridge Road adjacent to Mill Lane, featuring shelters, seating and timetable information. The stops are connected to the site via pedestrian crossing facilities delivered as part of the HRBP roundabout works. Regular bus services, including the D1 route between Bath, Trowbridge, Westbury and Warminster, operate hourly in each direction Monday to Saturday and every two hours on Sundays, providing convenient access to local services, employment areas and Westbury railway station. Additional peak-hour services are available via routes X47 and 87, which provide weekday connections to Trowbridge.

3.3 Westbury railway station is located approximately 2km from the site via the Glenmore Farm Link and Slag Lane, or 2.3km via the West Wiltshire Trading Estate. The station provides regular rail connections to destinations including Trowbridge (6 minutes), Frome (9 minutes), Bath Spa (27 minutes), Salisbury (31 minutes) and Bristol Temple Meads (48 minutes). It is readily accessible by bus, cycle or car, with the D1 service providing a journey time of approximately 4 minutes from the site and secure cycle parking available at the station.

Highways

3.4 The site benefits from direct access to the local highway network via Hawkeridge Road and is located in close proximity to the A350, providing convenient connections to Trowbridge, Warminster, Melksham and the wider Wiltshire area. The A36 and A303 are also readily accessible from the site, providing links to the South West and the strategic road network.

3.5 The site benefits from existing highway infrastructure, including a recently constructed roundabout and access road associated with previous planning permissions. This infrastructure establishes a strong access framework and demonstrates the site’s connectivity to the surrounding road network.

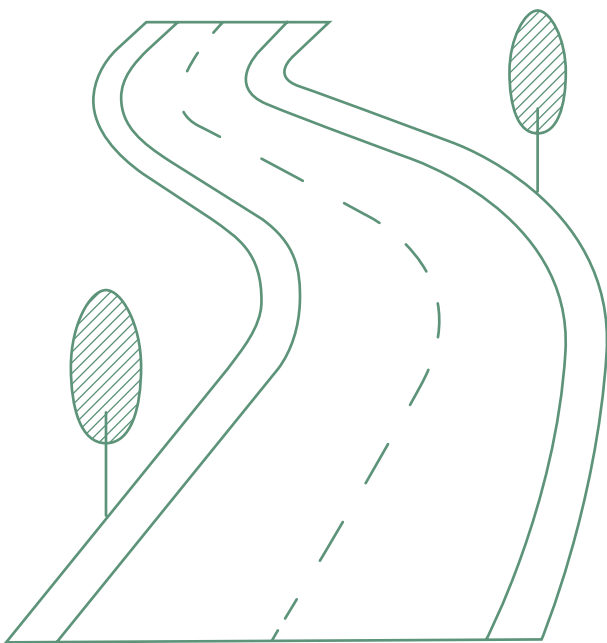
3.6 The surrounding highway network provides opportunities for travel by a variety of modes and supports connections to employment areas, local facilities, schools and public transport services within Westbury and the wider area.

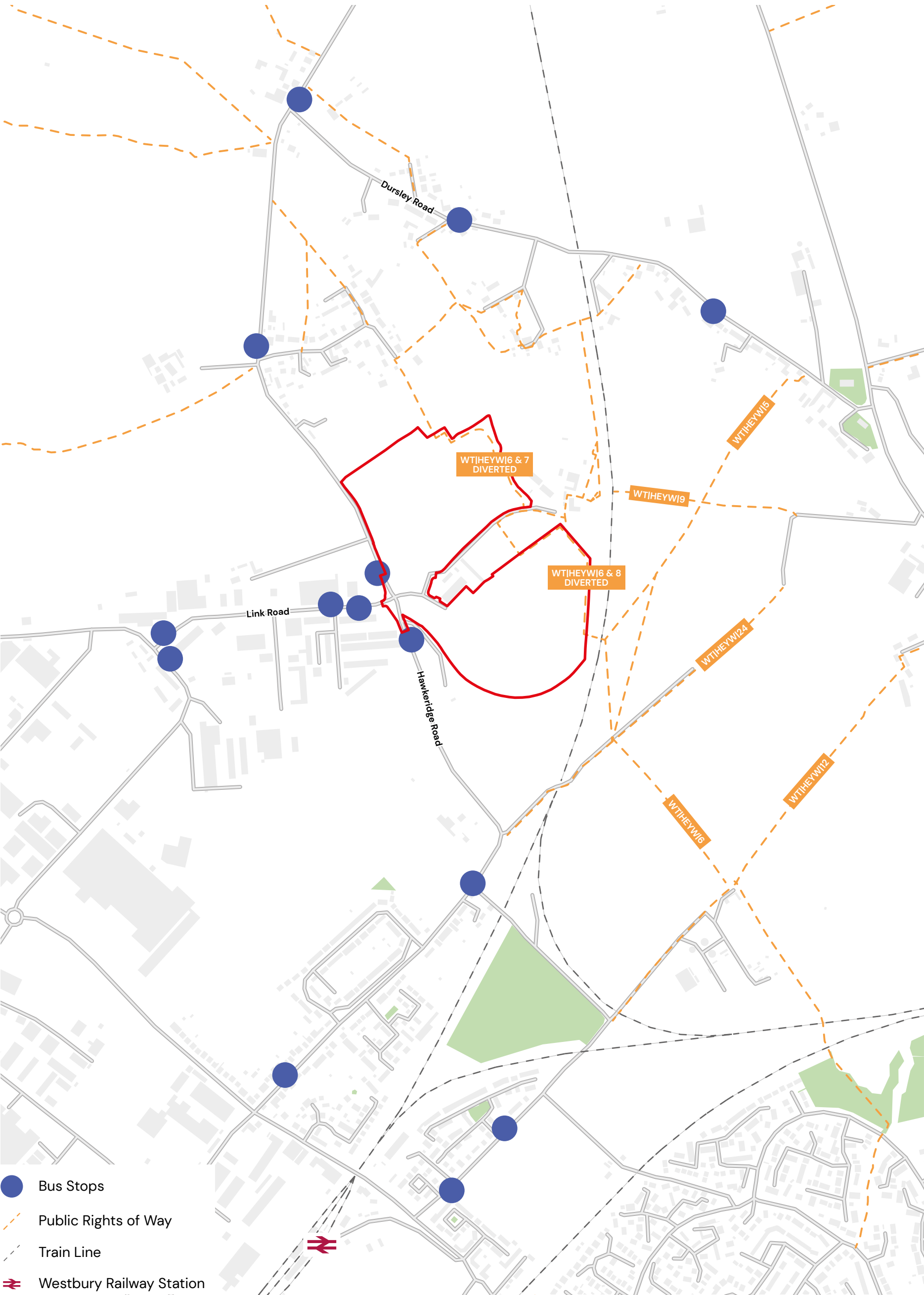
Pedestrian and Cycle Connections

3.8 The site benefits from a range of existing pedestrian and cycle connections linking it to Westbury town centre, surrounding residential neighbourhoods, schools, employment areas and public transport facilities.

3.9 The proposals will further enhance connectivity through improvements to the existing HRBP roundabout, including a new Toucan crossing on the southern arm of the B3097 and a widened 3m shared pedestrian and cycle route. These improvements will connect directly to the active travel infrastructure approved as part of the Glenmore Farm development, creating a continuous route between the site, The Ham and Westbury.

3.10 To support safer and more attractive active travel, the speed limit on the B3097 will be reduced from 50mph to 40mph. The enhanced route will provide convenient access towards Brook Lane, Station Road, Slag Lane and Frogmore Road, strengthening connections to local services, employment areas and public transport. In addition, the approved Glenmore Farm development includes the delivery of a 3m active travel route linking The Ham with the West Wiltshire Trading Estate, providing a second, more direct connection between the site and the town centre.



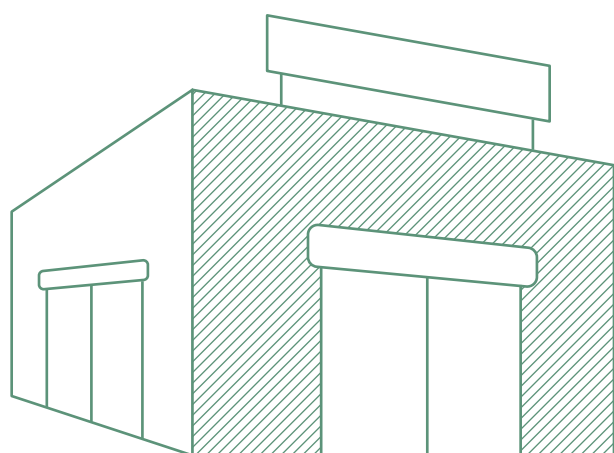


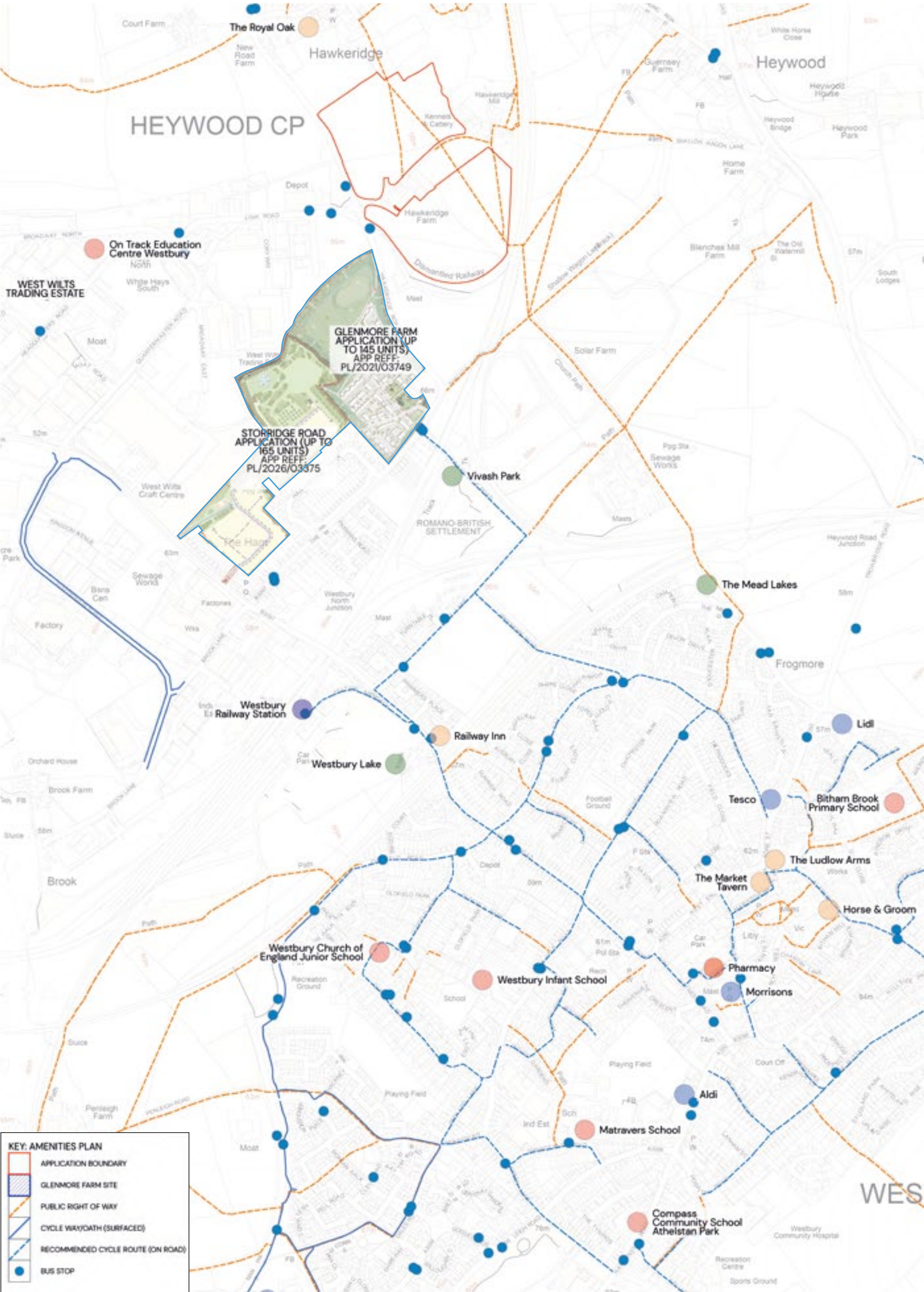
Local Facilities

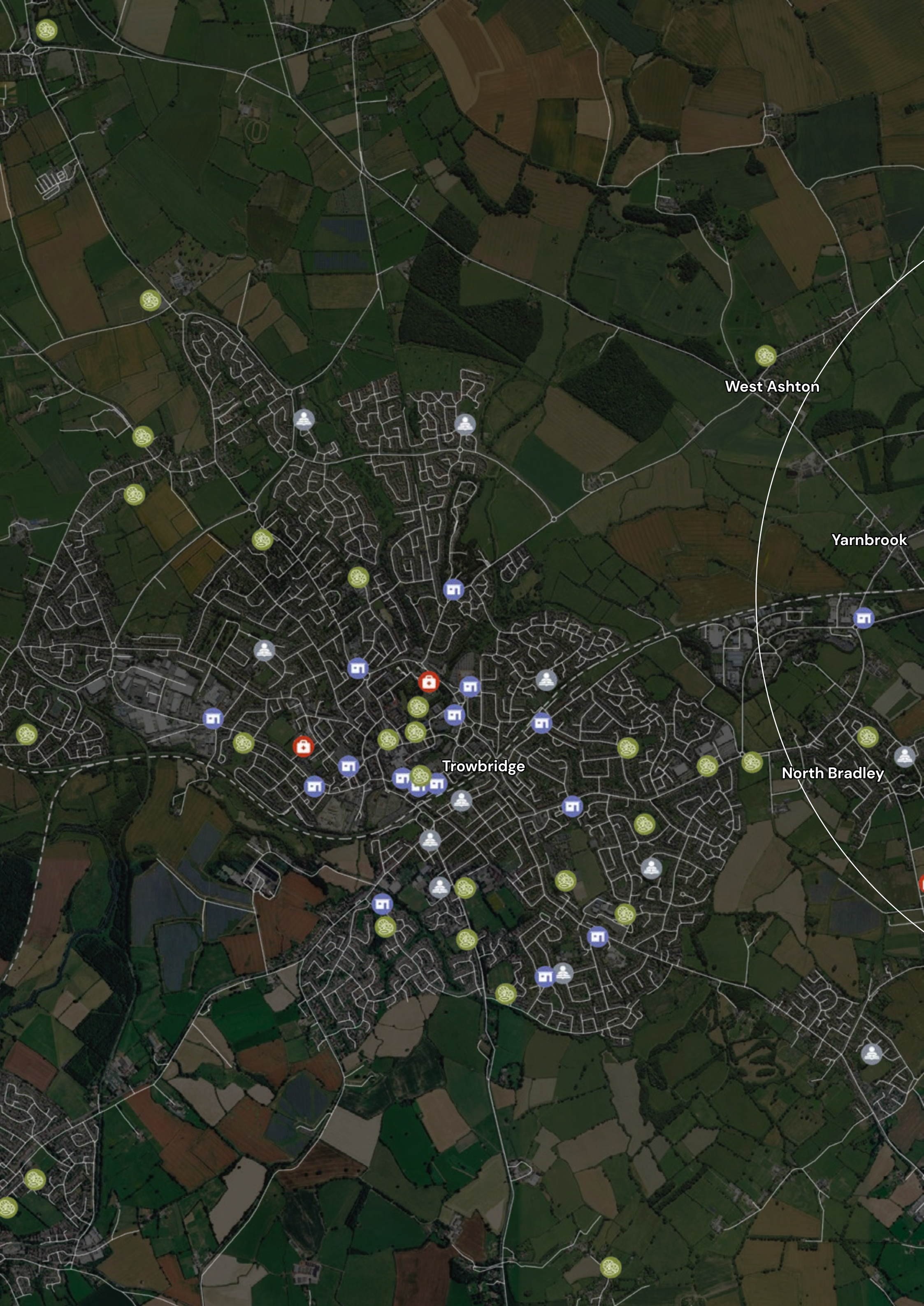
- 3.11 The Local Facilities Plan (opposite) demonstrates the site’s strong relationship with a wide range of services, community facilities and employment opportunities. Hawkeridge Business Park is particularly well positioned adjacent to established employment areas, providing access to jobs within the Business Park itself and the wider Westbury area, helping to support sustainable travel patterns and reduce the need for longer-distance commuting.
- 3.12 Westbury offers an extensive range of day-to-day services and amenities, including supermarkets, primary and secondary schools, healthcare facilities, leisure uses and community services. These facilities are located within convenient walking, cycling or public transport distance of the site, supporting the creation of a sustainable residential neighbourhood where many daily needs can be met locally.
- 3.13 The convenience store and Post Office at The Ham are located approximately 1.5km from the site, equating to around a 15-minute walk. A range of primary and secondary education facilities are also accessible from the site, including Westbury Infant School, Westbury Church of England Junior School, Bitham Brook Primary School and Matravers School. These facilities fall within Wiltshire Council’s recommended walking distances for school-aged children and contribute to the site’s accessibility to key community infrastructure.
- 3.14 The site’s proximity to employment areas, educational facilities, local services and public transport connections provides opportunities for residents to access a wide range of destinations without reliance on the private car, supporting the development of a sustainable and well-connected community

Recreation and Open Space

- 3.15 The site benefits from access to a range of recreational and open space opportunities, including Vivash Park, The Mead Lakes, local sports facilities and an extensive network of public rights of way. Together, these assets provide opportunities for walking, cycling, informal recreation and access to the surrounding countryside.
- 3.16 Vivash Park is located approximately 1km south of the site and can be reached on foot in around 15 minutes via Hawkeridge Road. The route benefits from low traffic volumes due to the bus gate restriction and is subject to a 20mph speed limit, providing a convenient connection to local recreational facilities.
- 3.17 The surrounding area also contains an established network of green infrastructure, open spaces and countryside routes which contribute positively to the area’s amenity value and support opportunities for healthy lifestyles and active travel. The close proximity of these recreational assets enhances the site’s sustainability credentials and contributes to the creation of a well-connected residential environment.





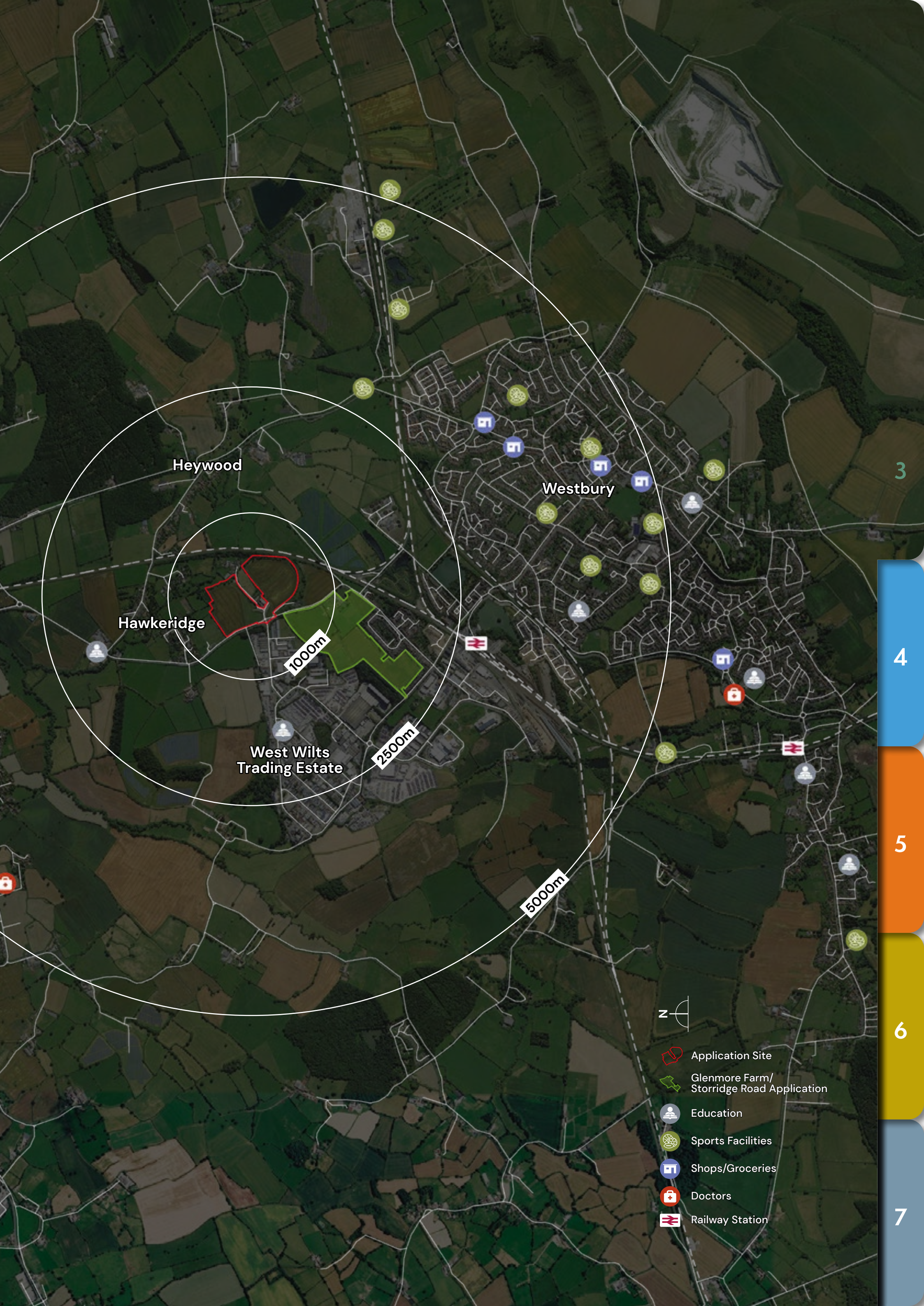


West Ashton

Yarnbrook

Trowbridge

North Bradley



Heywood

Hawkeridge

West Wilts
Trading Estate

Westbury

1000m

2500m

5000m



-  Application Site
-  Glenmore Farm/
Storridge Road Application
-  Education
-  Sports Facilities
-  Shops/Groceries
-  Doctors
-  Railway Station

3

4

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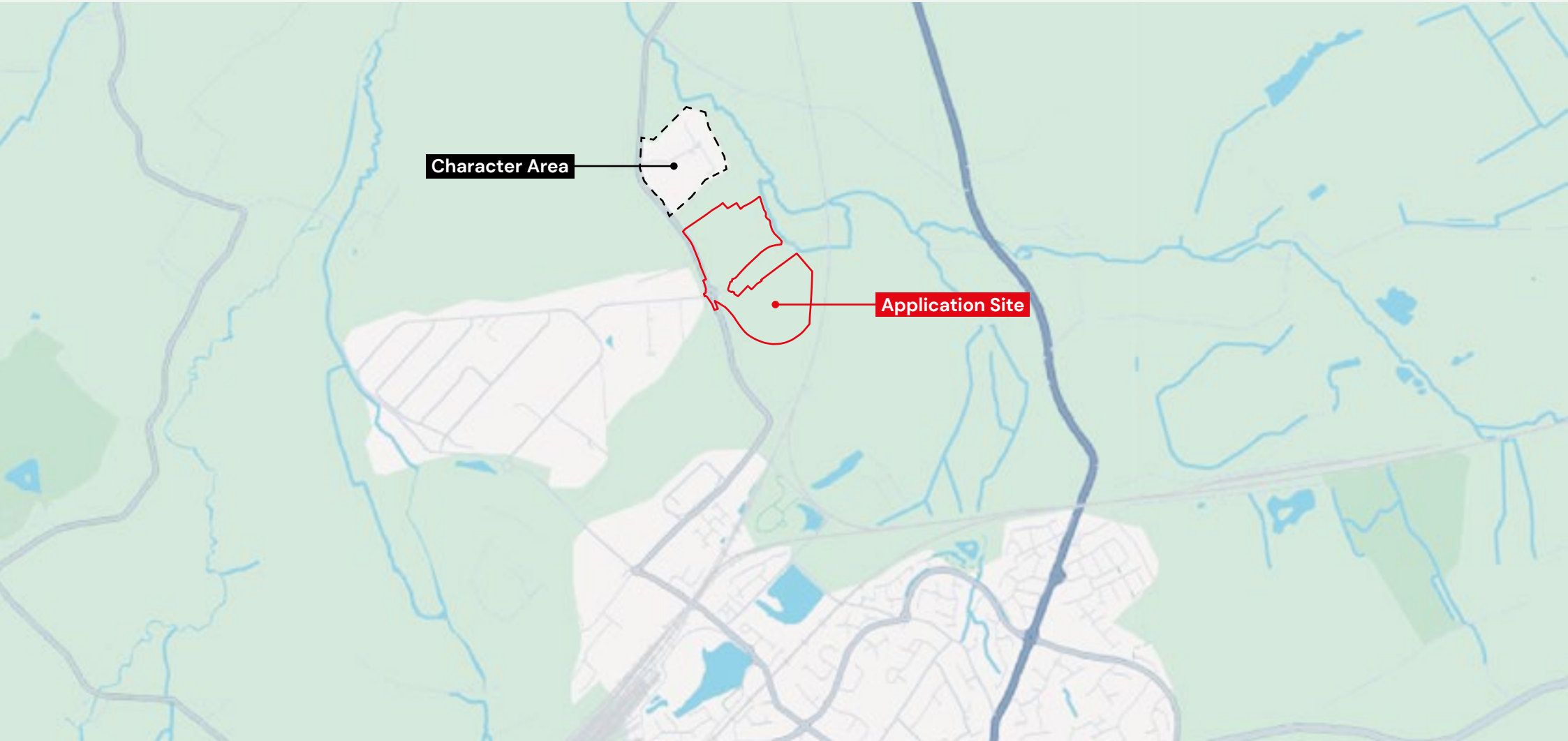
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Character Analysis

Hawkeridge (immediate village, north-west of site)

Built Form & Influences	The hamlet of Hawkeridge, located to the south-east of Westbury, is characterised by a loose arrangement of period farmsteads and cottages set within a rural landscape. Development is typically dispersed, with individual dwellings and small clusters aligned along historic lanes such as Hawkeridge Road, reflecting its agricultural origins. The built form is informal and organic in layout, with properties generally set within generous plots and responding to the surrounding topography and open countryside context.	
Buildings	Typology:	Predominantly traditional detached rural dwellings and converted farmsteads, characterised by vernacular stone cottages and occasional larger farmhouse properties, typically arranged in loose groupings or set individually within generous plots, reflecting the area’s agricultural origins.
	Scale:	Generally, 1.5 to 2-storey buildings, with modest cottage proportions alongside slightly larger farmhouse and barn conversions.
	Rhythms:	Irregular and informal, with no consistent horizontal or vertical alignment; building placement and spacing reflect organic growth and piecemeal development over time.
	Detailing:	Simple vernacular detailing including stone lintels, timber window frames, chimney stacks and occasional traditional outbuildings, with limited ornamentation. On occasion, dental coursing is evident at eaves and as banding courses to brick typologies.
	Material:	Predominantly local rubble-stone construction, often with natural variations in tone, texture and variety, complemented by timber elements such as cladding and occasional render. In many cases, red brick can be seen in traditional flemish coursing patterns.
	Roof:	Typically pitched roofs clad in clay plain and pan tiles or slates, with simple gabled forms and occasional dormers or roof lights in converted buildings. On occasion, stone-capped parapet gables can be seen, particularly at the adjacent farm to the site.
Streets and Spaces	Streets are typically narrow, informal rural lanes with limited or no formal footways, reflecting the village’s historic agricultural origins. Development is loosely arranged along these routes, with buildings set back variably or directly addressing the lane, creating an organic and irregular street pattern. Boundaries are often defined by hedgerows, stone/brick walls or soft landscaping, contributing to a strong sense of enclosure while maintaining visual connections to the surrounding countryside. The overall character is restrained and low-density, with open views and a close relationship between built form and landscape.	
Green Infrastructure	Predominantly informal and landscape-led, comprising hedgerows, mature trees, field boundaries and private gardens. Planting is integrated with the surrounding countryside, with limited formal public provision. The overall approach is restrained and organic, reinforcing rural character and biodiversity.	
Parking	Parking is predominantly informal and low intensity, typically accommodated within private plots, farmyards or ad hoc roadside spaces. There is little to no formal street parking provision, reinforcing the restrained and rural character of the settlement.	





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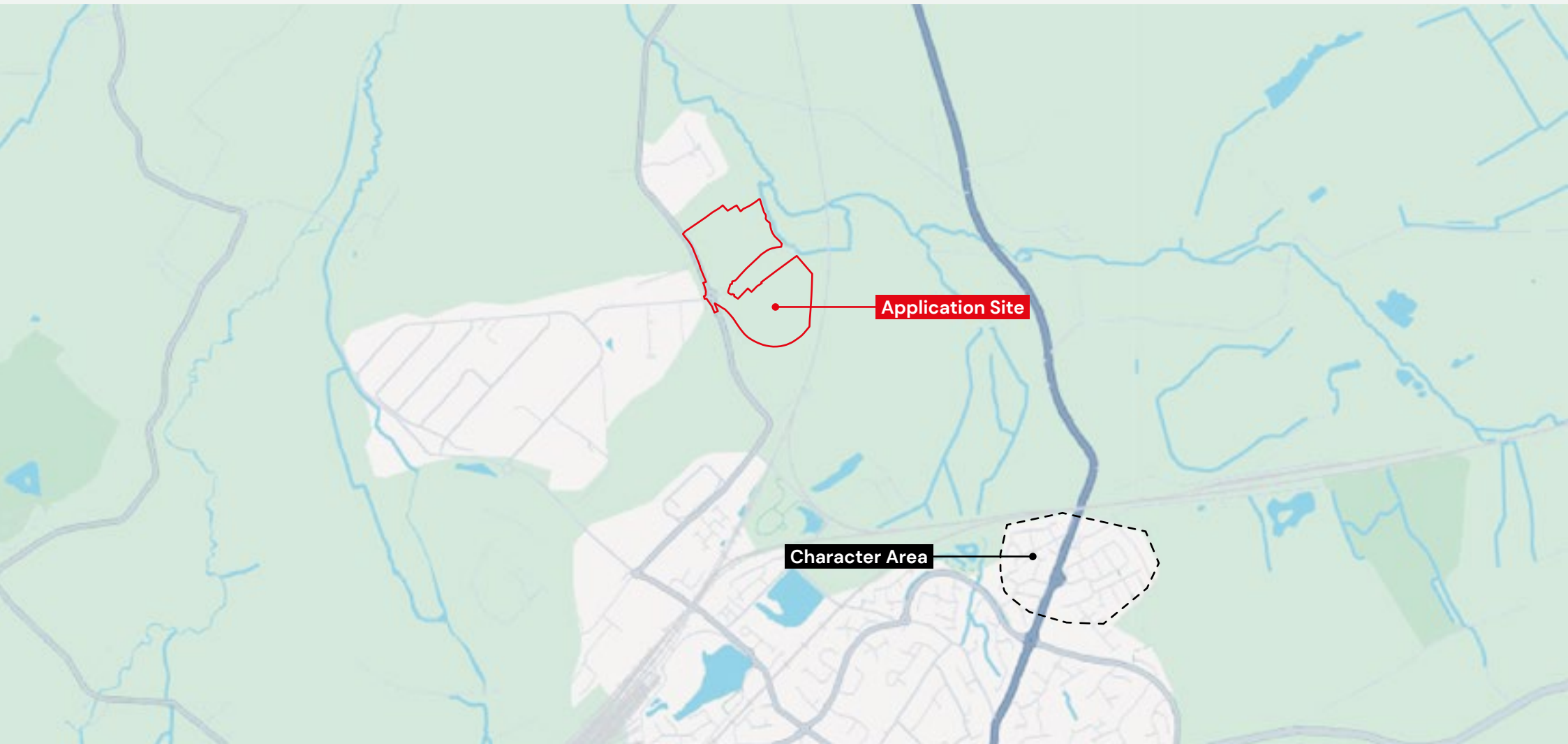
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Residential developments North West of Westbury

Built Form & Influences	The suburban edge of Westbury is characterised by modern residential development, notably along Paxman’s Road, Neptune Road and Amazon Way, located to the north west fringe of the town. These areas comprise planned estates with a cohesive layout of detached, semi detached and short terraces arranged along curvilinear streets and cul de sacs. The built form reflects contemporary suburban design principles with flavours of traditional detailing, incorporating consistent house types, regular plot patterns and integrated green spaces, creating a uniform and structured pattern of development distinct from the historic route based settlement form.	
Buildings	Typology:	Predominantly detached, semi detached and short terrace dwellings, comprising standardised house types arranged in cohesive groups, reflecting planned suburban estate layout rather than organic growth.
	Scale:	Generally, 2-storey dwellings, with occasional 2.5-storey elements and variation in building height used to provide visual interest within the street scene.
	Rhythms:	Regular and coordinated, with consistent building lines, spacing and frontage widths creating clear horizontal rhythms; vertical emphasis is introduced through repeated gables, porch projections and window alignments.
	Detailing:	Contemporary suburban design principles with flavours of traditional detailing, including feature brickwork, reconstituted stone elements, key stone lintels, framed entrances and modest porch canopies. Many examples of dressed or cast stone quoins can be seen, particularly at the developments closer to Hawkeridge.
	Material:	Predominantly red and buff brick, often combined with areas of render and occasional stone detailing to provide variation and reinforce a semi traditional character. Highlighted elements such as key stones appear to above window opening and door lintels.
	Roof:	Pitched roofs with concrete or slate-effect tiles, typically in simple gabled or hipped forms, with occasional front facing gables reinforcing a consistent and unified streetscape.
Streets and Spaces	Streets are formally planned and hierarchy-driven, comprising a network of primary roads, secondary streets and cul de sacs. Layouts are typically curvilinear, designed to manage movement and create a series of enclosed residential environments. Footways are clearly defined on one or both sides of the street, with dwellings generally set back behind front gardens or driveways, reinforcing a clear distinction between public and private space. Streetscape character is consistent, with integrated parking, street trees and incidental green spaces providing visual structure. The overall character is orderly and moderately dense, with a clear emphasis on legibility, enclosure and coordinated design.	
Green Infrastructure	Formally planned and integrated, including public open space, street trees and landscaped verges. Planting is structured and consistent, supporting amenity and legibility. The overall approach is ordered and coordinated, with green infrastructure shaping the layout and streetscape.	
Parking	Parking is formally integrated within the layout, comprising on plot driveways, garages and allocated on street bays. Provision is consistent and clearly defined, contributing to an orderly and structured streetscape, though it can be a prominent feature within the public realm.	





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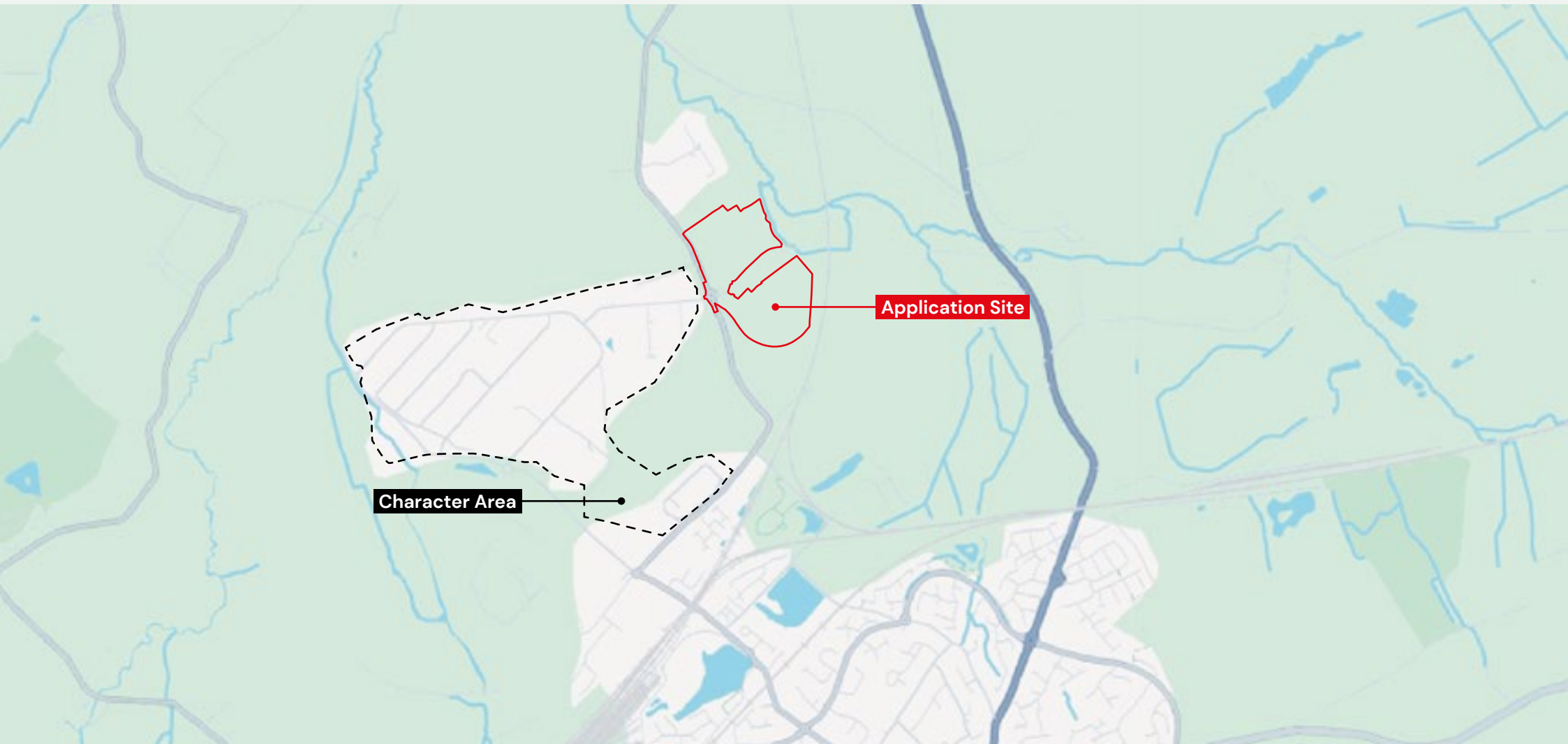
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B3097 (The Ham) / West Wiltshire Trading Estate

Built Form & Influences	The Ham / West Wiltshire Trading Estate is characterised by large-scale employment development with a functional, utilitarian built form, complemented by a more traditional residential frontage along The Ham. The estate comprises industrial units, warehouses and commercial premises served by wide access roads for servicing and HGV movement. Buildings are typically simple in form, with steel portal frames, shallow pitched or flat roofs, and a limited palette of cladding materials creating a consistent, standardised appearance. In contrast, The Ham retains a linear arrangement of modest residential properties, providing a softer edge and transitional interface. Overall, the area has a loose grain with expansive plots, servicing yards and parking, shaped by operational needs and modern industrial planning principles.	
Buildings	Typology:	Predominantly industrial and commercial units, including warehouses, light industrial premises and trade counters, with a small proportion of linear residential properties along The Ham.
	Scale:	Generally single-storey / double-height units, with occasional two-storey office elements. Residential properties are typically two storeys.
	Rhythms:	Irregular and plot-driven, with wide frontages and varied building lines. A more consistent, finer rhythm is evident along The Ham, with repeated residential plots.
	Detailing:	Very limited architectural embellishment within the industrial estate, with simple residential detailing along The Ham, such as tile hanging, stone quoins, sills and chimneys.
	Material:	Predominantly metal cladding, profiled sheeting, and brick or blockwork panels within the industrial area. Residential buildings are mainly buff and red brick, with some render and brown double Roman tiles.
	Roof:	Mainly flat or shallow-pitched roofs on industrial units, with pitched, tiled roofs on residential properties.
Streets and Spaces	The Trading Estate comprises a network of wide access roads accommodating high volumes of vehicular and service traffic. The layout is generally linear, with large plots arranged off primary routes, prioritising access and circulation over enclosure. Buildings are typically set back behind parking and service yards, creating a weak definition of public and private space. Streetscape character is utilitarian, with extensive hardstanding and limited landscaping. Along The Ham, a more traditional street pattern provides a clearer sense of enclosure and pedestrian scale.	
Green Infrastructure	Limited and incidental, comprising verge planting, scattered trees and edge buffers. Sparse and fragmented, with little integration into the layout, though slightly stronger domestic planting is present along The Ham.	
Parking	Parking is predominantly provided within forecourts, service yards and dedicated parking areas across the industrial estate, where it is functional and prominent. Along The Ham, parking is more domestic in character, comprising on-plot driveways and limited on-street provision, contributing to a more typical residential streetscape.	





Residential developments Mill Lane

Built Form & Influences		The Mill Lane area is characterised by a mix of rural and light industrial uses, with a varied and transitional built form. Development includes small-scale industrial units and farm-related buildings, alongside the Grade II listed Hawkeridge Farmhouse (mid-17th century, extended in the 19th century), which forms a key historic feature within the area. Buildings are typically simple and functional in the industrial areas, while the farmhouse reflects a more traditional vernacular character, with historic detailing and materials. The layout is generally linear along Mill Lane, with dispersed plots set within a more open, semi-rural context. Overall, the area exhibits a looser grain and mixed character, shaped by agricultural origins, incremental change and small-scale employment uses, creating a less standardised and more informal pattern of development.
Buildings	Typology:	Mix of agricultural buildings, small-scale industrial units and a small number of traditional rural dwellings, including Hawkrudge Farmhouse and associated structures.
	Scale:	Varied, ranging from single-storey barns and industrial units to two-storey farmhouse buildings, generally modest in height.
	Rhythms:	Irregular and dispersed, reflecting incremental development and agricultural origins, with varied building lines and plot widths.
	Detailing:	Functional and simple in industrial and agricultural buildings with a more traditional vernacular detailing evident in the farmhouse, including stonework, chimney stacks and framed openings.
	Material:	Predominantly brick, stone and blockwork, with metal cladding and sheet materials to barns and industrial structures. Traditional materials more prominent at Hawkrudge Farmhouse.
	Roof:	Mainly pitched roofs, including simple gabled forms on barns and industrial units, with tiled or slate roofs on traditional buildings.
Streets and Spaces		Streets are informal and linear along Mill Lane, with a rural character and limited hierarchy. Plots are dispersed and accessed directly, with little or no footway. Buildings are variably set back, creating a loose, open streetscape shaped by agricultural use and incremental development.
Green Infrastructure		Limited and informal, comprising hedgerows, field edges and scattered trees associated with agricultural land and property boundaries. Green infrastructure is loosely structured and contributes to the rural character, with vegetation often defining plot edges and softening the built form.
Parking		Parking is informal and plot-based, typically accommodated within farmyards, forecourts and private driveways. Provision is functional and low-key, reflecting the rural and mixed-use character, with minimal on-street parking.





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Site Studies

“Well-designed new development is integrated into its wider surroundings, physically, socially and visually. It is carefully sited and designed, and is demonstrably based on an understanding of the existing situation...”

(Para. 43, NDG 2021)

3.18 This section of the Statement sets out any constraints and opportunities arising having undertaken various investigations into potential site constraints. Typically, a double page spread for each study to make reading simpler.



Heritage and Archaeology

3.19 No heritage assets lie within the Application Site, so impacts are limited to indirect effects on the setting of Hawkeridge Farmhouse (Grade II, 17th century). The site was historically part of a larger farmholding but has been heavily altered and fragmented by infrastructure, development, and loss of field boundaries, leaving the farmhouse largely detached from its original rural context

3.20 Modern development and maturing landscaping have significantly urbanised and enclosed the farmhouse’s setting, reducing wider views. The proposed development will introduce some additional visual, noise, and lighting effects, but mitigation (including planting, reduced building scale, and design measures) limits this to a low level of “less than substantial harm,” lower than previously approved schemes.

3.21 Further planting is not considered necessary, as it could over-enclose the farmhouse. Additional soft landscaping and sympathetic materials in nearby development will help reduce visual impact. The loss of two remaining field boundaries is negligible, as they have already lost most of their historic value.

3.22 Previous archaeological evaluations (2003–04 and 2011) identified limited remains within the Application Site, including post-medieval features in the northeast with possible medieval origins. Some residual prehistoric and Roman artefacts were found, but no confirmed features from those periods were recorded.

3.23 More recent investigations nearby have identified prehistoric and Roman settlement activity up to around 80m from the site. This is likely because such activity was concentrated further south within “The Ham Field(s),” an area historically associated with riverside settlement, placing the Application Site just beyond its main extent.

3.24 The earlier evaluation findings remain valid, although a small extension to the mitigation area is proposed to include features shown on the 1808 enclosure map. A Written Scheme of Investigation has been prepared to guide archaeological mitigation during development.



Arboriculture

3.25 A tree survey was undertaken in accordance with BS5837:2012 Trees in Relation to Design, Demolition and Construction – Recommendations which identified sixty-eight trees, two hedges and six tree groups on the site.

3.26 An Arboricultural Impact Assessment has been prepared to assess the potential impact of the proposed development on retained trees and hedgerows and an Arboricultural Method Statement has been prepared with details of how retained trees and hedgerows will be protected during development.

3.27 The proposals have been designed to retain all existing trees, with only one internal field-boundary hedgerow required for removal to facilitate the development. This loss is considered to have a relatively minor visual impact and will be mitigated through substantial new tree planting on the site.

3.28 Retained trees and hedgerows will be protected during construction through the use of robust physical barriers positioned to safeguard their Root Protection Areas.

3.29 Subject to the implementation of the tree protection measures recommended in the Arboricultural Method Statement, the development will not result in an adverse impact on retained trees or hedgerows.



Access & Sustainable Travel

3.30 The site is accessed from the B3097 Hawkeridge Road and is connected to Westbury via a network of routes through the West Wiltshire Trading Estate, linking to The Ham and Station Road beyond. Pedestrian infrastructure includes footways and controlled crossing points associated with recent commercial development, although pedestrian routes are largely secondary to vehicular movement. Public Rights of Way extend into the surrounding countryside, providing recreational connections but offering limited year-round utility for everyday travel.

3.31 Opportunities for sustainable transport are supported by existing bus stops on Hawkeridge Road, served by the D1 route connecting Bath, Trowbridge, Westbury and Warminster. Westbury railway station lies approximately 2.3 km from the site, accessible by bus, cycle or local road network, with cycle routes identified on surrounding roads and through nearby industrial areas. Overall, the site is reasonably well connected, though improvements to pedestrian and cycle infrastructure would enhance accessibility and reduce reliance on the private car.



Ecology and Biodiversity

3.32 The habitats on site are dominated by agricultural cropland. There are several parcels of other neutral grassland on site, and the site boundaries are comprised of native hedgerows and scrub habitats, including mixed scrub, willow scrub and bramble scrub. There is one pond and one non-priority river habitat on site, a small tributary of Bitham brook. There is an area of developed land; sealed surface with patches of modified grassland in the centre of the site, connecting the north and south fields. These habitats also support a range of protected and notable species.

3.33 The site supports a high diversity assemblage of bats, including Annex II species, notably barbastelle, a species associated with woodland habitat. The key commuting feature on site has been identified as the eastern boundary vegetation, with secondary commuting features comprising Hawk Ridge Road.

3.34 The site also supports notable bird species, including farmland birds such as low numbers of Red List species skylark, which were recorded on site, with greenfinch and herring gull, as well as several Amber List species that are associated with hedgerows.

3.35 Aquatic and wetland habitats contribute to the ecological diversity and support otter and water vole.

3.36 The proposed outline masterplan and landscape strategy have been informed the baseline suite of habitat and species surveys and has been designed to follow the mitigation hierarchy. Key ecological features are retained, buffered and incorporated within a comprehensive green and blue infrastructure network. This includes the provision of substantial Suitable Alternative Natural Greenspace (SANG), habitat enhancement, and new habitat creation for the benefit of biodiversity and the local wildlife.

3.37 The proposals will deliver measurable biodiversity net gain and secure long-term ecological management through an appropriate management plan.

3.38 The Site is located in an area of high ecological importance for bats, notably in relation to the Bath and Bradford-on-Avon Bat Special Area of Conservation (SAC) greater horseshoe bat 4,000 m buffer and lesser horseshoe bat 2,000 m buffer zone. The site is also located in the Kennet Valley Barbastelle Bats SAC, barbastelle 6,000 m buffer zone and the Trowbridge Bat Mitigation Supplementary Planning Document (SPD) area known as the Red Zone (high risk) and yellow zone (medium risk) areas.

3.39 Survey data confirms that the bats utilise a network of interconnected linear features, primarily the linear feature of the hedgerow running north to south along Hawke Ridge Road and the eastern boundary vegetation along the railway line, also running north to south.

3.40 To ensure these features are protected and functionally maintained, these important linear features have been buffered with a clear zoning approach, reflecting the relative importance and sensitivity of habitats for bats. This approach is consistent with best practice guidance for Annex II species and principles set out within bat SPD documents.

3.41 This mitigation strategy retains their primary and secondary routes which in turn protects connectivity to their core habitats in the wider landscape for roosting, foraging and commuting. For barbastelle and other species of bats, this includes woodland blocks, network of hedgerows and tree lines, waterbodies and riparian corridors.

The zoning-led approach ensures that:

- The most sensitive bat habitats (zone A) are fully protected and remain undisturbed,
- Surrounding areas (zone B) provide effective buffering and maintain functional connectivity.

3.42 Sensitive lighting will be used to maintain dark bat corridors. Lighting will be minimised, directional and designed to avoid spill onto key habitats, ensuring continued use by light-sensitive species.

3.43 Long-term management of bat corridors will be secured through a Landscape and Ecological Management Plan, including maintenance of vegetation structure, replacement planting and ongoing monitoring. This will ensure corridors remain functional and connected over time.



Existing Utilities

3.44 There is an existing foul pumping main connected to the Mill Lane Pumping Station that runs along the south-eastern boundary of the northern parcel. A 3-metre easement is required on either side of the main to allow for access and maintenance. This easement area will be incorporated within the proposed public open space.

3.45 In addition, a water distribution main runs alongside the foul pumping main and also requires a 3-metre easement on either side. This easement will similarly be incorporated into the public open space located at the edge of the development, ensuring continued access for maintenance while avoiding any impact on the developable areas of the site



Hydrology and Drainage

3.46 The site is predominantly greenfield agricultural land, with a tributary of Bitham Brook forming the eastern boundary. The majority of the site lies within Flood Zone 1 and is therefore at low risk of fluvial flooding, with only small areas adjacent to the watercourse falling within Flood Zone 2. The site is also at low risk from groundwater, reservoir and sewer flooding.

3.47 The development has been designed to avoid areas at greater flood risk, with all proposed buildings and access roads located within Flood Zone 1. Appropriate setbacks from watercourses will be maintained, and finished floor levels will be set a minimum of 600mm above the design flood level, including allowances for climate change.

3.48 Surface water will be managed through a comprehensive Sustainable Drainage System (SuDS) incorporating attenuation ponds, permeable paving, retained and diverted drainage ditches, rainwater harvesting measures and controlled discharge to the Bitham Brook tributary. Existing drainage features and overland flow paths will be retained where possible to maintain existing drainage patterns. Surface water discharge will be restricted to 34.7 l/s, providing an improvement over existing greenfield runoff rates.

3.49 The proposed drainage strategy has been designed to prevent flooding of buildings, safely manage exceedance events and ensure that the development does not increase flood risk on-site or elsewhere, while also delivering benefits for water quality, biodiversity and climate resilience.

Overview of site and context

3.50 The results of the various site studies are used to inform and structure the development proposals. These are illustrated, where appropriate, on the site features plan presented opposite:

Site Constraints

Bat flight corridors and ecological buffers influence the developable area.

Changes in site levels will need to be carefully integrated into the layout.

Existing drainage infrastructure, attenuation features and utility easements constrain parts of the site.

Potential noise from the railway line and surrounding roads will require mitigation.

Flood risk and drainage considerations influence the location of development and open space.

Sensitive site boundaries require appropriate landscape treatment.

Existing public rights of way and pedestrian connections must be incorporated into the proposals.

Site Opportunities

Retained vegetation and new planting can form a strong green infrastructure network.

Opportunities exist to enhance biodiversity through habitat creation and ecological corridors.

Views towards the Westbury White Horse can be retained and celebrated within the layout.

The site is well connected to local facilities, public transport and Westbury Railway Station.

Existing bus stops provide opportunities to encourage sustainable travel.

New pedestrian and cycle links can improve connectivity to surrounding areas.

A clear street hierarchy can create a legible and attractive neighbourhood.

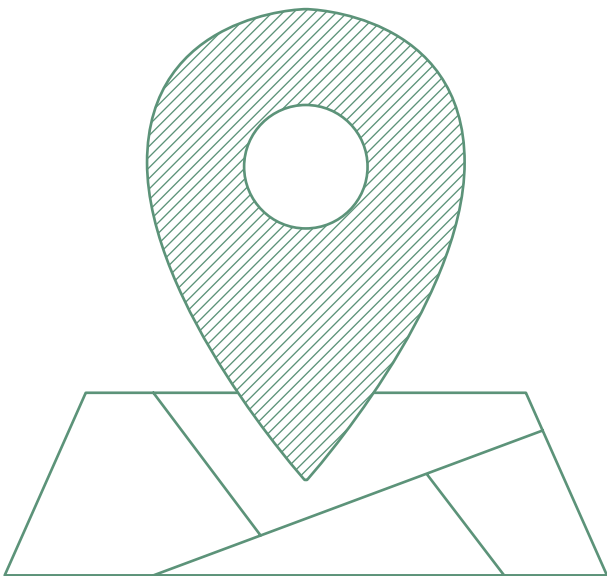
SuDs features can provide both drainage and landscape benefits.

Public open spaces, including a village green, play area and orchard, can create focal points within the development.

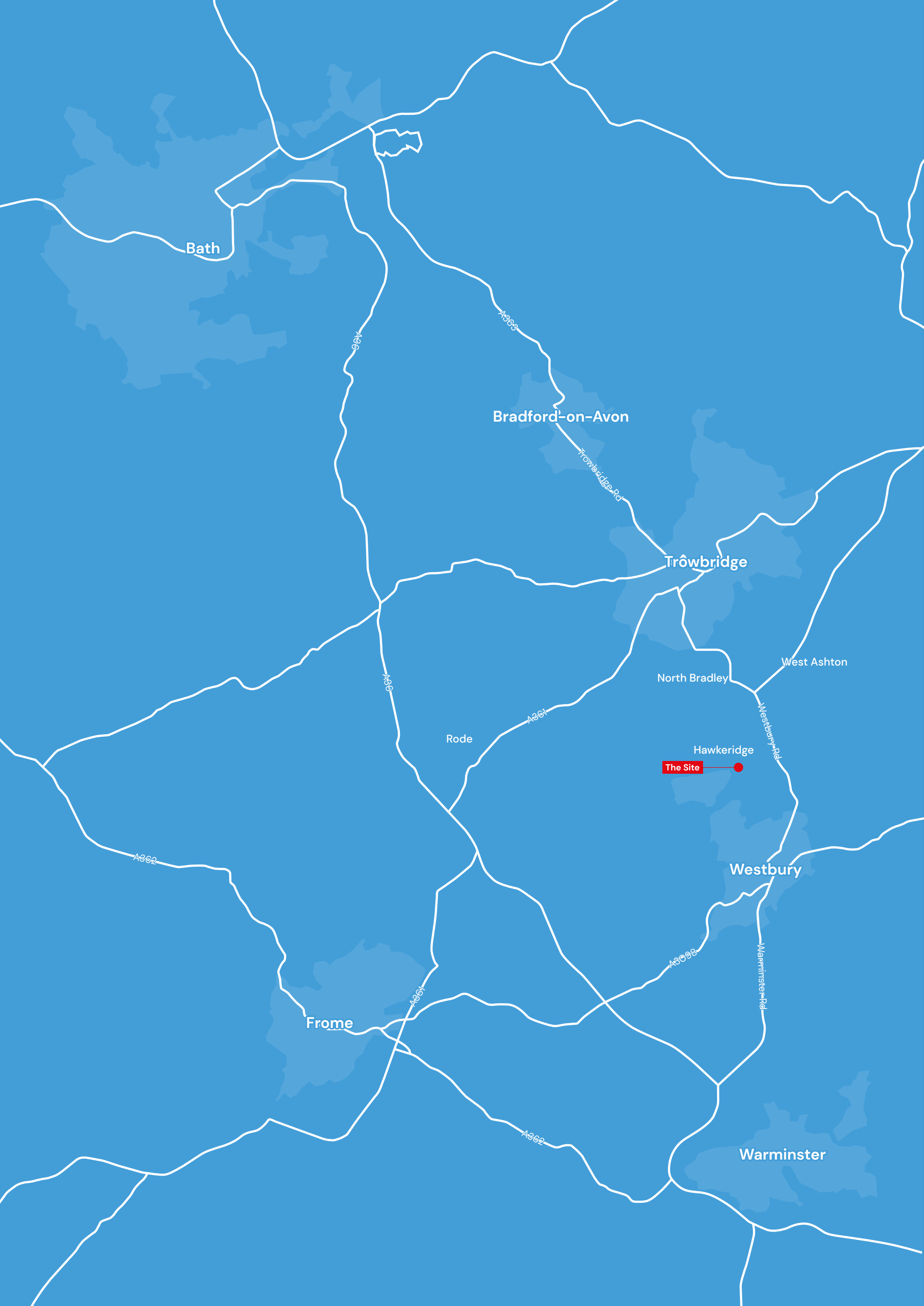
Landscape buffers can help integrate the development into its surroundings.

Nearby rail connections support sustainable travel to a range of destinations.

The site presents an opportunity to create a well-connected and landscape-led residential community.







Bath

Bradford-on-Avon

Trôwbridge Rd

Trôwbridge

West Ashton

North Bradley

Westbury Rd

Hawkeridge

The Site

Westbury

A3093

M4

Frome

A361

Rode

A361

A30

A362

A362

Warminster

Section 4

Developing the Design Concept

“Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.”

(Para. 137, NPPF 2024)

Sustainable Structuring

In line with National and Local Government Guidance and Policy, considerable importance has been placed on achieving a high standard of design across the site. Successful urban design is dependent upon achieving an appropriate relationship between community needs, development principles, development form and a positive response to local conditions.

Plan-makers, as well as decision makers should apply a presumption in favour of sustainable development, which will mean that:

“All plans should promote a sustainable pattern of development that seeks to: meet the development needs of their area; align growth and infrastructure; improve the environment; mitigate climate change (including by making effective use of land in urban areas) and adapt to its effects”.

(Para 11(a), NPPF 2024)

The application of key urban design objectives will ensure a high-quality layout is achieved, whilst the early identification of the sites features will ensure that the proposals are sensitively assimilated into the landscape and urban fabric.

To maximise the sustainability and environmental sensitivity of the project the design concept has been prepared using a number of design components as follows (see concept plan(s) in the following spread):

COMMUNITY

The proposals include strategically located open spaces and play areas to enhance vibrancy, support wellbeing and create a strong sense of place, while responding sensitively to the surrounding context through appropriate setbacks, careful treatment of site edges and interfaces, and a varied mix of housing types.



MOVEMENT

The proposals strengthen existing pedestrian and vehicular connections into and around the site, while introducing a network of additional pedestrian links to improve permeability and provide convenient, safe access.



PLACE MAKING

The layout establishes a clear hierarchy of streets and spaces, creating distinct and recognisable character areas including the Perimeter, Green Street and Core, with key buildings and spaces emphasised through changes in materials and architectural detailing to reinforce important routes and focal points.



SITE

The development responds to the site context and surrounding features, with green buffers retained and enhanced, new tree planting lining streets, and open spaces carefully arranged to structure the layout, protect key views, and create a clear relationship with existing assets and neighbouring uses.



The Design Concept

4.1 The proposed Design Concept was then taken forward into the wider stakeholder consultation process. The principles which have been developed provide a framework by which to create a distinctive place, with a consistent and high-quality standard of design. These principles have been derived from the site assessment, in conjunction with the delivery of a high-quality development which achieves the criteria set out within the NPPF, namely:



Function and Quality

“...will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development”

(Para. 135(a), NPPF 2024)

- New development provides the opportunity to establish a distinctive identity to a place which, whilst having its own character, integrates with the surrounding built form and landscape context.
- Retention of the existing landscape features on the site where possible.
- Provision of a range of house types, tenures and sizes in order to cater for choice and a variety of households suited for the needs of service personnel.
- In-built ‘robustness’ – the ability of the development, including individual buildings, to adapt to changes such as use, lifestyle and demography over time.
- Provision of Sustainable Drainage systems to ensure that the development does not increase the risk from flooding in the area.
- Make efficient use of the site through proposing a development with an appropriate density.
- It will be intuitive, comfortable, safe and easy for all to use irrespective of the environmental conditions identified within Section 2 above.



Visually Attractive

“...are visually attractive as a result of good architecture, layout and appropriate and effective landscaping”

(Para. 135(b), NPPF 2024)

- Provision of a clear hierarchy of connected spaces and places, including streets, accessible by a variety of users, which consider the design of the space as well as its function as a movement corridor.
- Integration of existing and proposed landscape features will help to soften the built form, whilst providing an attractive views and outlook from proposed dwellings.
- Enrich the qualities of the existing place, with distinctive responses that complement the overall developing setting, and contributing to the future regeneration of the local area.



Response to Context

“...are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)”

(Para. 135(c), NPPF 2024)

- Integration of the development into the existing surrounding built form, particularly in relation to development block form, scale, height and massing.
- Consider how distinctive elements of the local vernacular and the best examples of local buildings relate to the space they enclose, and how this might be reflected within the proposals and can be used to inform the architecture of the proposed development.
- Consider carefully the specification of materials that respect/enhance the local vernacular.
- Respond to the existing site topography.
- Retention of the existing landscape features and habitats on the site.
- Protection of existing and proposed residential amenity through the use of frontage development thereby enclosing rear gardens



Strong Sense of Place

“...establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit”

(Para. 135(d), NPPF 2024)

- Allow the key characteristics identified within the Local Character Analysis (undertaken in Section 3) to influence the character of the development.
- Position key spaces & focal points where movement corridors converge to encourage activity and vitality.
- Creation of a development which allows ease of movement for all types of users and provides equal employment, social, community, leisure and retail activity opportunities for all.
- Consider how open spaces will best meet the recreational needs of the local community, thereby encouraging social interaction.
- Consider how the type and positioning of enclosures and soft landscape will clearly define the ownership of the space between buildings.
- Incorporate existing and proposed landscape features into the proposals, so as to enhance the richness and attractiveness of the streetscape.
- Consider carefully texture, colour, pattern and durability of materials and how they are used.



Accessibility

“...optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks”

(Para. 135 (e), NPPF 2024)

- Integration of the proposed development into the existing movement network of footpaths, cycleways, and vehicular routes.
- Provision of multiple access points into the development forming part of a permeable network of streets which assists in dispersing traffic (vehicular and pedestrian).
- Maximisation of the opportunities for alternative modes of transport to the car particularly walking, cycling and bus travel.
- Creation of a legible and permeable development, that is easy to navigate for all users, with a clear movement hierarchy providing easily recognisable routes, balancing the street as a space alongside its function as a movement corridor.
- Enhancement and extension of the existing pedestrian connections as an integral part of the development, particularly facilitating sustainable access to the Town Centre and existing employment areas.



Safe, Inclusive and Accessible Places

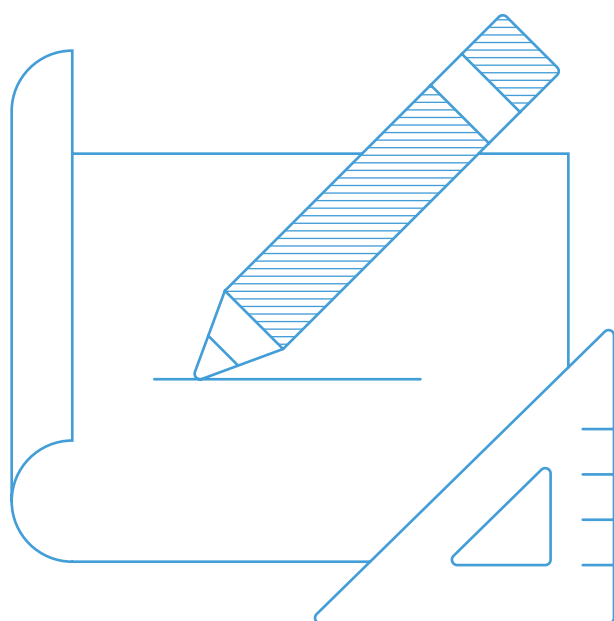
“...create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience”

(Para. 135 (f), NPPF 2024)

- Convenient, safe and direct access for all residents to the existing local services and facilities including schools, retail, community uses and employment opportunities.
- Provision of a variety of accessible public open spaces and recreation areas to meet the needs of the local community whilst encouraging social activity.
- Creation of a clearly defined public realm through the provision of continuous building frontage lines and variations in the methods of enclosure of private spaces.
- Consideration of the proposals in relation to the location of the buildings on the site, gradients, and the relationship between various uses and transport infrastructure, particularly for those with disabilities.
- Control of access to private areas, particularly rear gardens and parking courts.

Framework

- 4.2 A Framework Masterplan has been prepared to establish the overarching spatial structure and design principles for the wider site, providing a clear framework within which the detailed residential layout has been developed. It sets out the strategic arrangement of land uses, movement corridors, green infrastructure, and key development parcels.
- 4.3 The Framework Masterplan identifies the primary access points, key connections to the surrounding area, and the hierarchy of streets and public spaces. It also defines the location and structure of landscape buffers, open space provision, and ecological corridors, ensuring that these features are integrated from the outset rather than being retrofitted at a later stage. This has helped to embed strong placemaking principles and ensure that environmental considerations are fully reflected in the overall structure of the development.
- 4.4 Building upon this framework, the detailed residential layout has been designed to respond to the fixed structural elements of the masterplan while allowing for a fine-grained and legible neighbourhood structure. The disposition of development parcels, street patterns and dwelling orientation has been informed by the need to create active frontages, natural surveillance and coherent connections to the wider site and surrounding context.
- 4.5 Overall, the Framework Masterplan has provided a robust spatial and design foundation for the scheme, ensuring that the detailed residential proposals are delivered in a coordinated, sustainable, and context-responsive manner.





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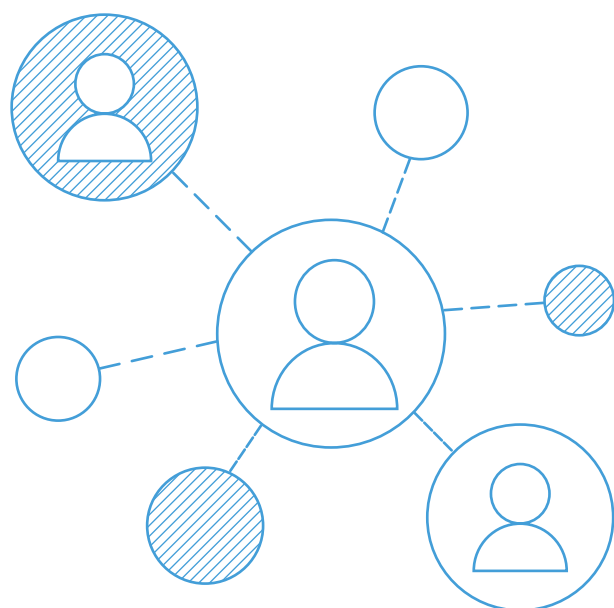
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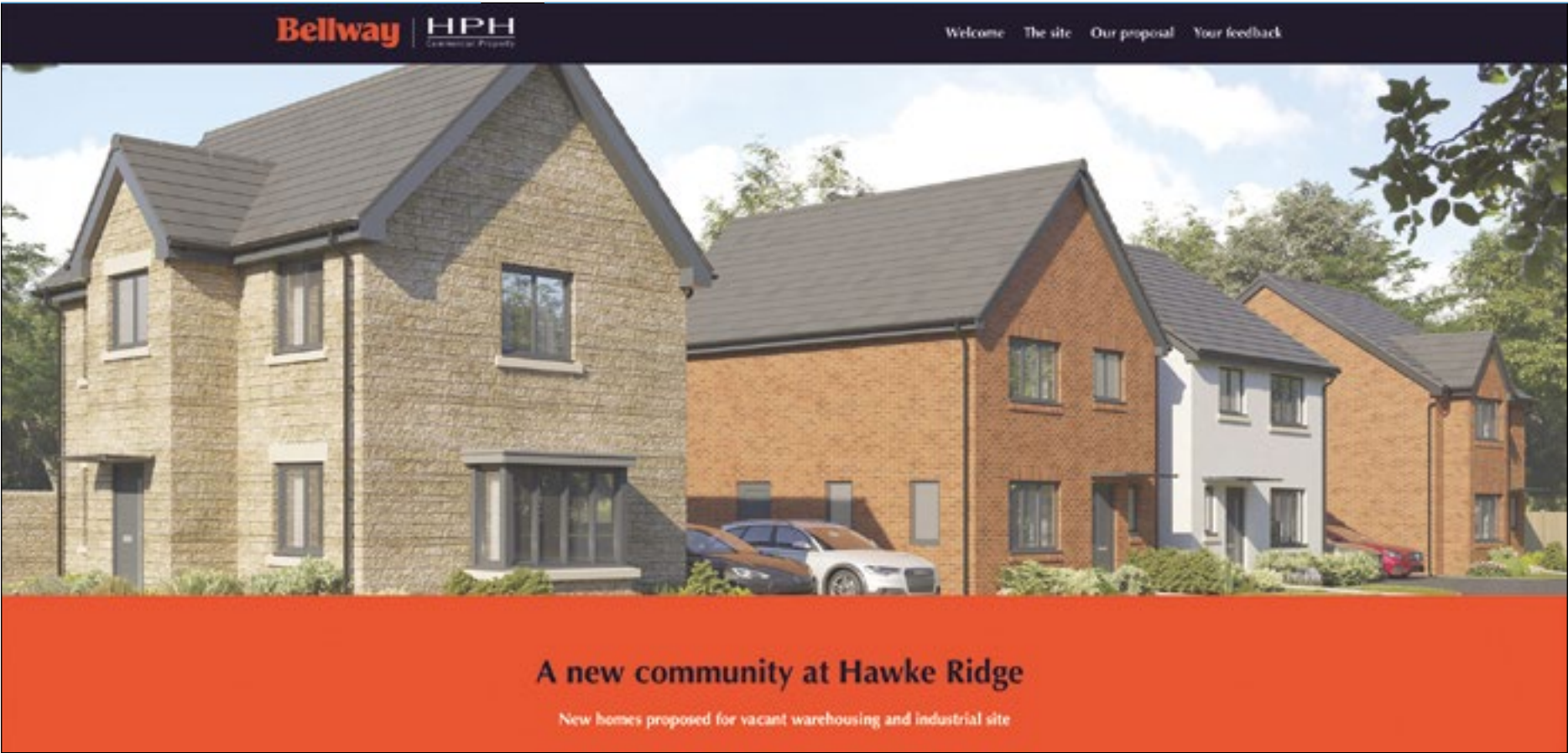
Community Engagement Process

“Local communities can play a vital role in achieving well-designed places and buildings and making sure there is a relationship between the built environment and quality of life. Communities can be involved in design processes through approaches such as co-design, design workshops and other engagement techniques, so that places and buildings reflect local community preferences, improve their quality of life and fit well into their surroundings.”

Para. 17, NDG 2021

- 4.6 Community engagement for the Hawke Ridge proposals have been undertaken through a dedicated consultation website (launched in May 2026). This platform has been used to provide clear and accessible information on the emerging development proposals and the design process.
- 4.7 The website presents the evolving masterplan, key site constraints, and the design principles that have informed the scheme to date. It has been used as a key tool to explain the proposals in context and ensure that local stakeholders can understand how the development has been shaped.
- 4.8 The platform has also enabled members of the public and stakeholders to provide feedback on the emerging proposals. This feedback has been reviewed by the project team and has helped to inform the ongoing refinement of the design ahead of the submission of a planning application.
- 4.9 Overall, the consultation website has formed a key part of the pre-application engagement strategy, supporting an open and iterative design process in accordance with best practice. In addition, the consultation exercise has informed the following:
- **Housing Mix:**
The views of the public regarding the type of housing required have been reflected in the market mix proposed as part of the full application.
 - **The Location of Commercial Space:**
The commercial provision has been retained in its current location, taking into account consultation feedback.
 - **Public Open Space:**
The landscape masterplan has evolved to incorporate a range of open space typologies, including allotments, formal play areas, and both formal and informal pedestrian routes.
 - **Education Capacity Assessment:**
A detailed assessment has been undertaken, with a supporting report prepared by EHP submitted alongside the planning application, confirming that adequate capacity exists within schools within walking distance of the site.





Our proposal

Bellway Homes and Hawke Ridge Business Park Ltd are developing plans for a mixed-use neighbourhood that includes:

Approximately 250 new homes

A 64-bed care home

A local convenience store

Three flexible retail units

One drive-through retail unit

Extensive landscaping, planting, and green/blue infrastructure for new and existing nearby residents to enjoy

Site Location

Hawke Ridge Business Park is a **14.67-hectare** site located just off the Hawkeridge Road roundabout, around 1.5 miles north of Westbury. It sits opposite the West Wiltshire Trading Estate and currently benefits from planning permission for industrial and warehousing buildings.

Although the site was allocated for employment use in the Wiltshire Core Strategy, it remains vacant. Some infrastructure — including the roundabout and advanced landscaping — has already been delivered.

HPH and Bellway Homes are now preparing a planning application to change the existing permission from commercial use to residential, supported by a full suite of technical assessments.

Site Location Plan



Section 5

Design Proposals

Uses

Mixed and integrated

“Well-designed neighbourhoods need to include an integrated mix of tenures and housing types that reflect local housing need and market demand. They are designed to be inclusive and to meet the changing needs of people of different ages and abilities. New development reinforces existing places by enhancing local transport, facilities and community services, and maximising their potential use.”

(Para. 109, NDG 2021)

The development proposals include the following:

Residential Development (Use Class C3)

The development proposals comprise a mixed-use, residential-led scheme of 249 dwellings (Use Class C3).

The residential element will deliver a range of dwelling types and sizes to create a balanced residential community. A proportion of the homes (40%) are proposed as affordable housing in accordance with relevant planning policy requirements.

Care Home (Use Class C2)

The development proposals include a 64-bed care home (Use Class C2), providing specialist accommodation to meet the needs of older people. The care home forms an integral component of the overall development and contributes to the delivery of a mixed and inclusive community, supporting a range of housing and care needs.

Commercial and Mixed-Use Hub (Use Class E and Associated Uses)

The development proposals include commercial floorspace (Use Class E), along with roadside drive through unit (sui generis).

Public Open Space and Green Infrastructure

Significant areas of public open space and green infrastructure are also proposed. These areas are identified within the proposals and are intended to provide recreational space, biodiversity enhancement, sustainable drainage features, and multifunctional green infrastructure throughout the site.

Movement and Connectivity

A movement strategy based on pedestrian and cycle connectivity is identified within the proposals. This seeks to provide permeability throughout the development and connections to the wider area through an integrated network of streets, footpaths and cycle routes.

Movement

Accessible and easy to move around

“Patterns of movement for people are integral to well-designed places. They include walking and cycling, access to facilities, employment and servicing, parking and the convenience of public transport. They contribute to making high quality places for people to enjoy. They also form a crucial component of urban character. Their success is measured by how they contribute to the quality and character of the place, not only how well they function.”

Para. 75, NDG 2021)

5.1 The proposed site layout shows the disposition of land uses and the proposed structure for movement within the development. A well-connected movement network, accessible by all users, is proposed which helps to ensure that all areas of the development will be accessible, easy to navigate, safe and secure. The proposed access and movement strategy will focus on the delivery of the following elements which are in accordance with the objectives of national and local planning policy:

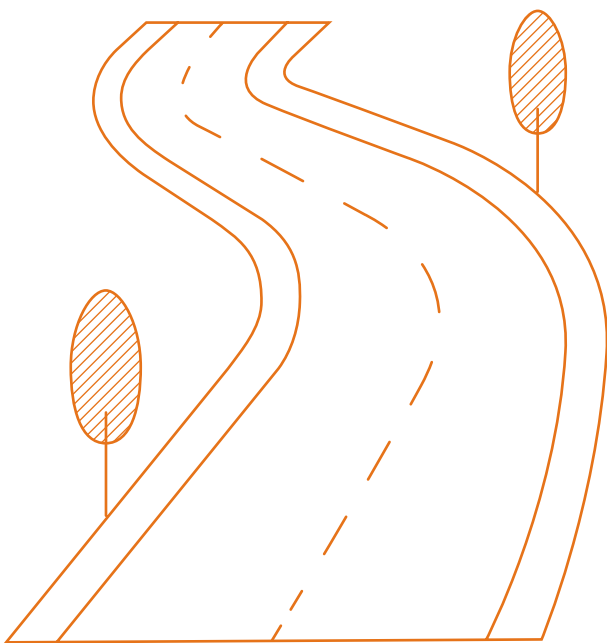
- Proposed access points.
- Proposed pedestrian and cycle movement network.
- Street hierarchy.
- Street typologies.
- Parking strategy.

5.2 The site occupies a sustainable location on the western edge of Westbury, adjacent to existing residential neighbourhoods, employment areas and local services. The development will utilise the recently constructed roundabout and access road infrastructure, while the access and movement strategy promotes a permeable layout with integrated vehicular, pedestrian and cycle connections, ensuring effective links both within the site and to the surrounding area.

Proposed Vehicular Access

5.3 Vehicular access will be provided via the existing roundabout and access road infrastructure from Hawkeridge Road.

5.4 The roundabout was designed to accommodate future development and provides the primary point of access to the site; further details are contained within the Transport Assessment.





Pedestrian and Cycle Access Strategy

5.5 The proposed development incorporates a network of pedestrian and cycle routes designed to connect residential areas, public open spaces and community facilities, whilst integrating with existing and proposed routes beyond the site boundary.

5.6 The layout has been designed to promote walking and cycling through a permeable street pattern and direct connections to key destinations within and beyond the development.

Key pedestrian and cycle infrastructure includes:

- A network of pedestrian and cycle routes throughout the site.
- Connections to existing and proposed active travel routes in the surrounding area.
- Links to Westbury railway station, nearby bus stops, employment areas and local services.
- Accessible routes designed to accommodate all users.
- Well-overlooked routes and spaces that contribute to legibility and user safety.
- Appropriate crossing points where required to facilitate movement across the site.
- Integration with the wider movement network to support sustainable travel choices.

3.1 The proposals seek to improve permeability for both cyclists and pedestrians by enhancing the existing HRBP roundabout. The plan opposite from IMA Transport Planning illustrates the proposed Toucan crossing serving pedestrians and cyclists, with a summary provided below:

3.2 The existing footway on the southeastern side of the HRBP roundabout will be widened to a 3m shared footway/cycleway, connecting to a new Toucan signal-controlled crossing across the B3097 south of the roundabout.

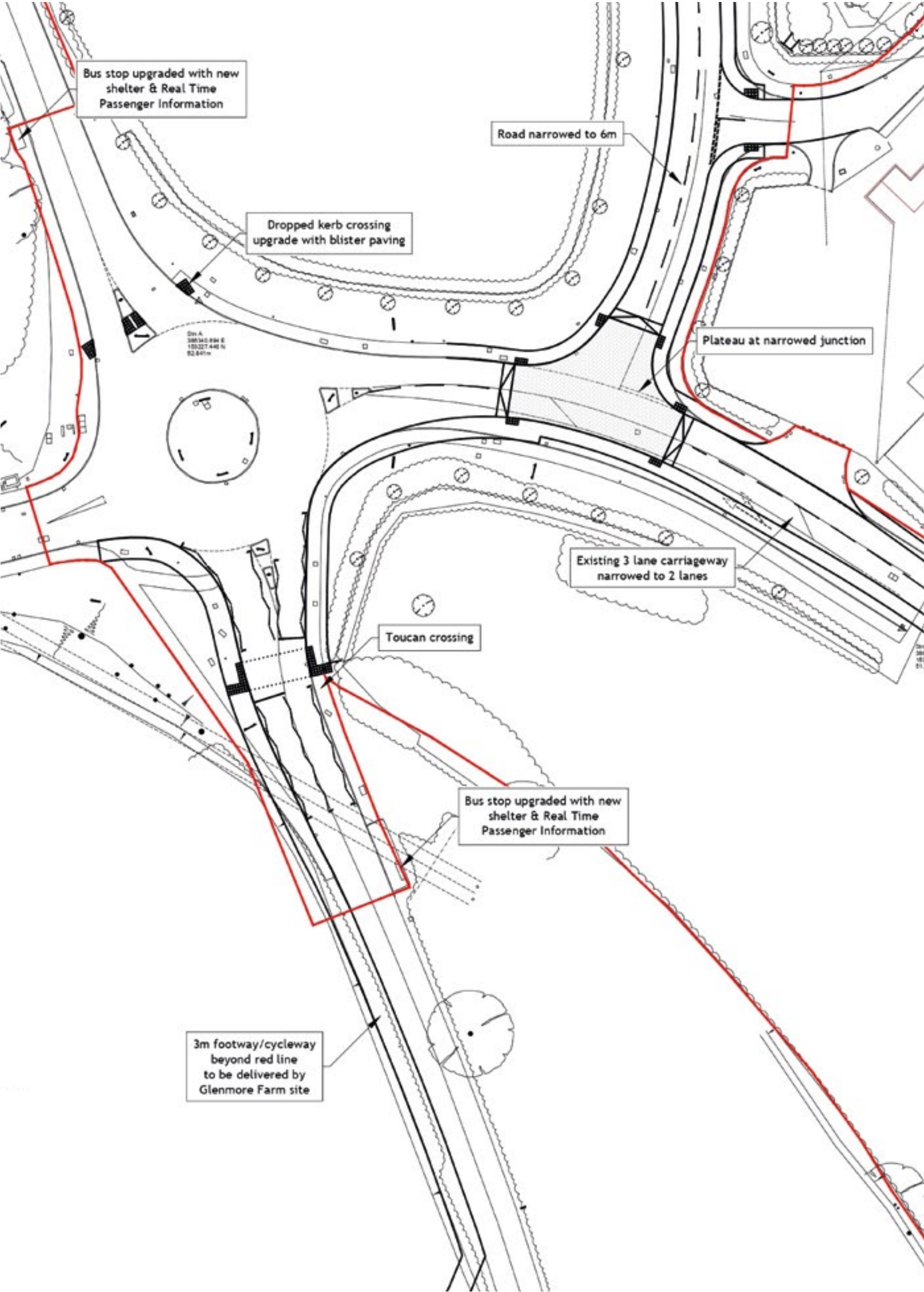
3.3 A Traffic Regulation Order will be progressed to reduce the speed limit on the B3097 from 50mph to 40mph.

3.4 The Toucan crossing will connect to a 3m shared footway/cycleway to be delivered as part of the Glenmore Farm scheme (approved under application PL/2021/O3749), providing an active travel link between The Ham and the HRBP roundabout.

3.5 The route into Westbury will continue south through the Glenmore Farm development to The Ham, where pedestrians can choose between two routes.

3.6 Pedestrians may travel southwest along The Ham towards Brook Lane and Station Road, or southeast along the quieter section of Hawkeridge Road, which crosses a railway bridge and passes through a bus gate to Slag Lane and Frogmore Road.





› Proposed Accessibility Improvements at B3097 Roundabout

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7

Street Hierarchy

- 5.1 A clear hierarchy of streets is proposed creating an integrated movement network. Variation in the street types proposed aids in the creation of a legible and permeable development, whilst also providing for, and encouraging pedestrian and cycle movement, and delivering necessary vehicular connections.
- 5.2 Streets will be designed as key aspects of the public space, the nature and form of which will vary according to their connectivity, function and location within the development proposals. The development proposals have been influenced by “Manual for Streets 1 & 2”, which encourages designers to move away from standardised prescriptive measures and to adopt a more innovative approach, in order to create high- quality places for all users, ages and abilities.
- 5.3 Incorporating nature, particularly tree planting, within the streets is a key principle in the design of new developments. Tree-lined street has been given a priority in the latest edition of the NPPF, stating that:

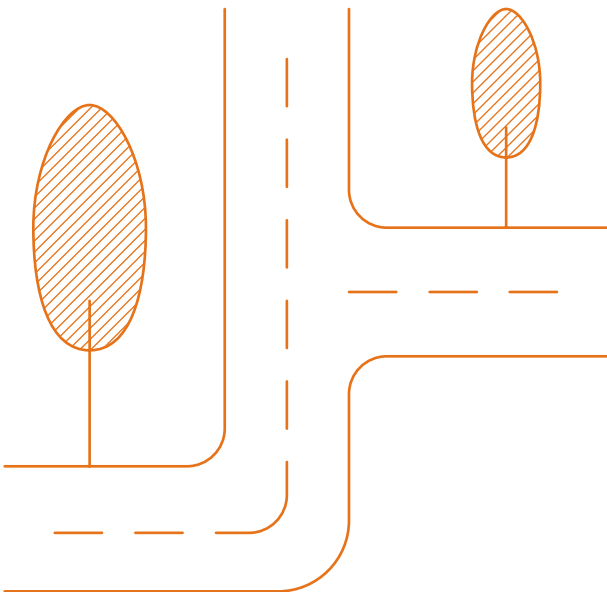
“Trees make an important contribution to the character and quality of urban environments, and can also help mitigate and adapt to climate change. Planning policies and decisions should ensure that new streets are tree-lined, that opportunities are taken to incorporate trees elsewhere in developments (such as parks and community orchards), that appropriate measures are in place to secure the long-term maintenance of newly-planted trees, and that existing trees are retained wherever possible. Applicants and local planning authorities should work with highways officers and tree officers to ensure that the right trees are planted in the right places, and solutions are found that are compatible with highways standards and the needs of different users”.

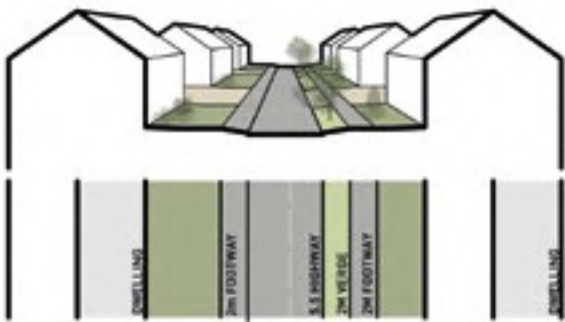
(Para 136, NPPF 2024)

- 5.4 The development and internal street network have been designed to promote low vehicle speeds and prioritise pedestrian and cycle movement. Streets are structured around buildings, landscaping and public spaces, ensuring that the public realm, rather than the carriageway, defines the character of the development. The proposed layout promotes permeability throughout the site and provides clear, legible routes for all users.
- 5.5 The proposed street hierarchy recognises the dual role of streets as movement corridors and as places in which people live, interact and move through the development. The balance between movement and placemaking varies across the hierarchy, responding to the character and function of different parts of the site.
- 5.6 The primary street will provide the principal route through the development, connecting directly to the existing roundabout and access road infrastructure. This route will form the main spine of the development, providing access to residential parcels, the proposed care home, areas of public open space and associated infrastructure, whilst establishing a clear and legible movement framework.
- 5.7 Secondary and tertiary streets will extend from the primary route, providing access to individual development parcels and residential areas. These streets will incorporate landscaping and tree planting to create an attractive public realm and reinforce the character of the development.
- 5.8 Street lighting will be carefully integrated with the landscape strategy, including street tree planting, to ensure appropriate levels of illumination whilst maintaining the quality and character of the public realm.

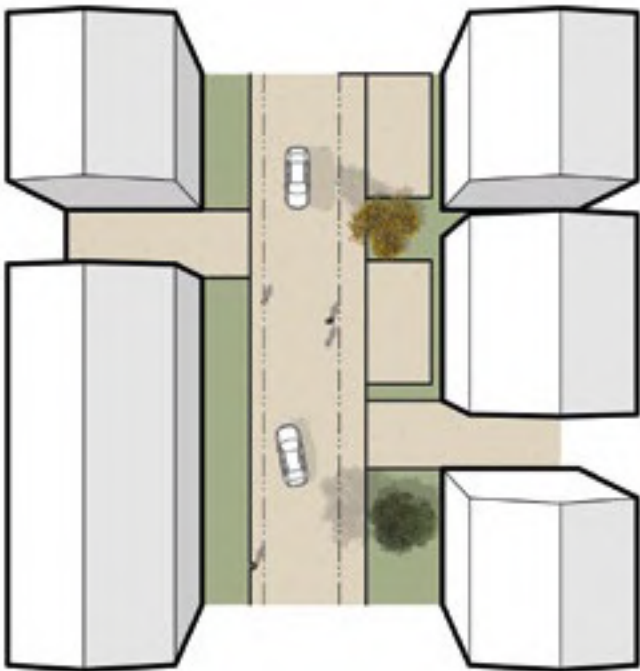
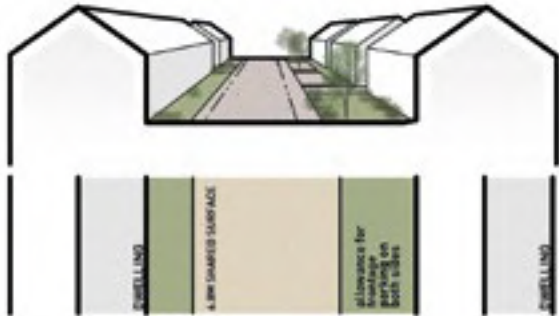
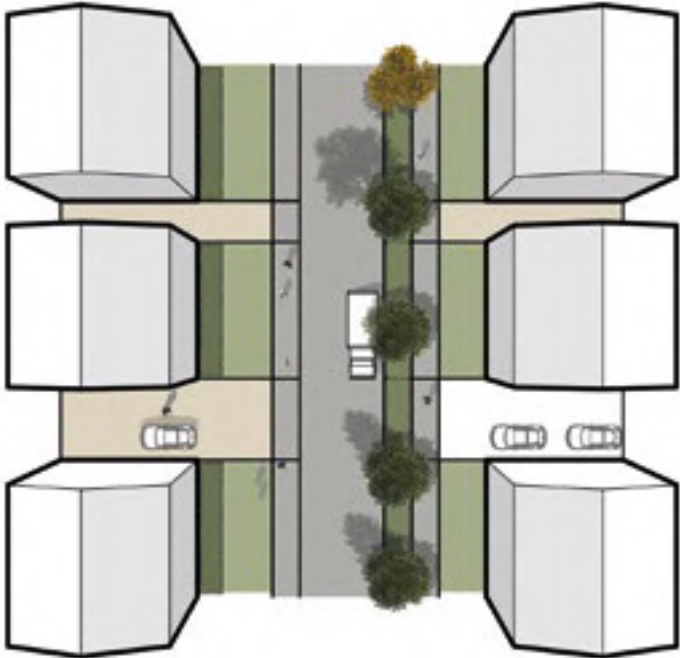
The following street typologies are proposed within the development and are illustrated overleaf:

- Primary Street.
- Secondary Street.
- Private Street.
- Shared pedestrian and cycle routes.





Primary Street



> Shared Surfaces Street



> Private Drive

Parking

5.9 Parking has been designed in accordance with the Wiltshire Local Transport Plan 2011–2026 Car Parking Strategy, ensuring that sufficient provision is made to meet the needs of residents and visitors whilst promoting high-quality design, highway safety and sustainable travel choices.

5.10 Parking is located in convenient and accessible locations close to dwellings and is well overlooked by surrounding development to provide natural surveillance. Parking has been carefully integrated into the layout to minimise its visual impact on the street scene, with landscaping and planting used where appropriate to soften the appearance of hardstanding and parked vehicles.

Residential Parking Strategy

5.11 Allocated parking is predominantly provided within individual plots, either to the front or side of dwellings. Garages are generally set back from the principal building line to ensure ease of access and maintain an attractive street frontage.

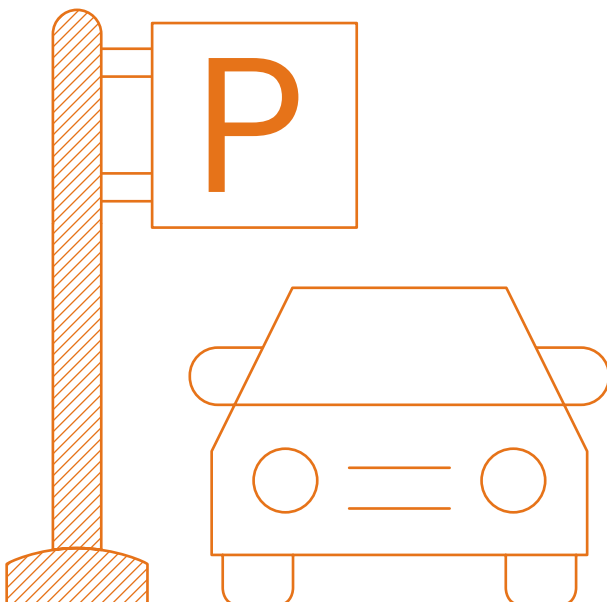
5.12 Residential parking provision has been designed to reflect the anticipated needs of future residents and visitors, in accordance with Wiltshire Council's parking strategy, ensuring sufficient capacity is provided to minimise overspill parking onto surrounding streets whilst maintaining a high-quality residential environment.

5.13 Where on-street parking is provided, including parallel and perpendicular parking bays, these spaces have been integrated within the street design and are broken up with landscaping and tree planting to create an attractive streetscape and avoid extensive areas of hardstanding.

5.14 Parking areas are overlooked by surrounding dwellings, providing natural surveillance and contributing to a safe and secure environment for residents and visitors.

Cycle Parking

5.15 Secure cycle storage is provided within garages where possible. For dwellings without garages, private rear gardens provide space for secure and covered cycle storage, ensuring convenient access to the highway and encouraging sustainable travel choices in accordance with the objectives of the Wiltshire LTP3 Cycling Strategy.





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Built Form

A coherent pattern of development

“Built form is the three-dimensional pattern or arrangement of development blocks, streets, buildings and open spaces. It is the interrelationship between all these elements that creates an attractive place to live, work and visit, rather than their individual characteristics. Together they create the built environment and contribute to its character and sense of place.”

(Para. 61, NDG 2021)

5.16 The site layout has evolved through an iterative design process that has carefully considered the site’s constraints and opportunities, including its landscape setting, existing vegetation, access arrangements and surrounding land uses, whilst delivering good placemaking principles and creating a legible, attractive and sustainable residential neighbourhood.

The arrangement of the built form at Hawkeridge, Westbury creates a network of well-defined streets and spaces, including:

- Prominent primary roads form a circular loop serving both the northern and southern development parcels. The primary route through the southern parcel has been aligned to maximise views towards the surrounding landscape, helping to establish a strong relationship between the development and its wider setting while reinforcing a distinctive sense of place.
- A permeable movement network incorporating a hierarchy of streets, shared surfaces and pedestrian/cycle routes, ensuring convenient access throughout the development whilst strengthening links to the surrounding area and the existing Public Rights of Way network.
- Development blocks arranged to create perimeter style layouts where appropriate, providing strong building frontages to streets and public spaces, whilst enclosing private rear gardens and creating a clear distinction between public and private realms.
- The layout has been carefully shaped around the site’s existing landscape features, retaining mature trees and hedgerows wherever possible and integrating them within the public realm to establish an attractive landscape framework from the outset.
- Significant areas of green infrastructure and public open space have been positioned around the perimeter of the site and between the two development parcels, preserving the site’s landscape character, providing ecological enhancement and creating an attractive setting for new development.
- The development parcels are linked by a green corridor and enhanced pedestrian connections which reinforce movement through the site whilst maintaining visual and ecological connectivity across the wider landscape.
- Existing and diverted Public Rights of Way have been incorporated into the masterplan, complemented by additional pedestrian and cycle routes to encourage active travel and improve accessibility for both new and existing communities.
- A series of open spaces, including equipped play areas, attenuation features, allotments and informal green spaces, have been distributed throughout the development to create a variety of places with distinct character and to assist wayfinding.
- Dwellings have been orientated to provide active frontages overlooking streets, green corridors and areas of public open space, ensuring natural surveillance and contributing to a safe and attractive public realm.
- Key buildings are proposed in key locations to aid in legibility through an increase of height and/or change in materiality.
- The layout responds sensitively to neighbouring development and the wider countryside through the use of landscape buffers, lower density edges and retained vegetation, helping the development integrate with its surroundings and soften its visual impact.
- Areas of affordable housing are distributed across the development in tenure-blind clusters, ensuring they are fully integrated within the overall built form and contribute positively to the character of the neighbourhood.

5.17 Overall, the proposed built form establishes a coherent and connected development that responds to the site’s opportunities and constraints, creating a distinctive place with a strong landscape structure, clear movement hierarchy and high quality residential environment.

	Private Housing	Sq.ft	St.	No's
2B	POTTER	836	2	21
3B	TURNER	912	2	5
	COPPERSMITH	1,010	2	16
	HARPER	1,015	2	21
	BLEMMERE	1,015	2	23
	MASON	1,112	2	13
	SAWYER	1,031	2	6
4B	MERCER	1,163	2	6
	SCRIVENER	1,221	2	9
	BOWYER	1,334	2	16
	PHILOSOPHER	1,487	2	4
	GOLDSMITH	1,493	2	9
	Total			149
	Affordable Housing	Sq.ft	St.	No's
1B	HORNER (1B2P)	549	2	3
MAIS	HICKS (1B2P)	549	2	3
1B	NAILSMITH (1B2P)	631	2	4
MAIS	DYER (1B2P)	641	2	4
2B	WHITE (2B3P)	816	2	3
MAIS				
2B	GRESHAM (BUN)	769	1	4
	BAKER (2B4P)	861	2	16
3B	TILLMAN (3B5P)	1015	2	17
4B	PUBLICAN (4B7P)	1246	2	6
	Total			60
	Shared	Sq.ft	St.	No's
2B	BAKER (2B4P)	861	2	9
3B	TILLMAN (3B5P)	1015	2	6
	Total			15
	First Homes	Sq.ft	St.	No's
1B	HORNER (1B2P)	549	2	2
MAIS	HICKS (1B2P)	549	2	2
1B	NAILSMITH (1B2P)	631	2	1
MAIS	DYER (1B2P)	641	2	1
2B	WHITE (2B3P)	816	2	2
MAIS				
2B	BAKER (2B4P)	861	2	12
3B	TILLMAN (3B5P)	1015	2	5
	Total			25
	Affordable Subtotal			100
	Total			249



› Site Layout

Density

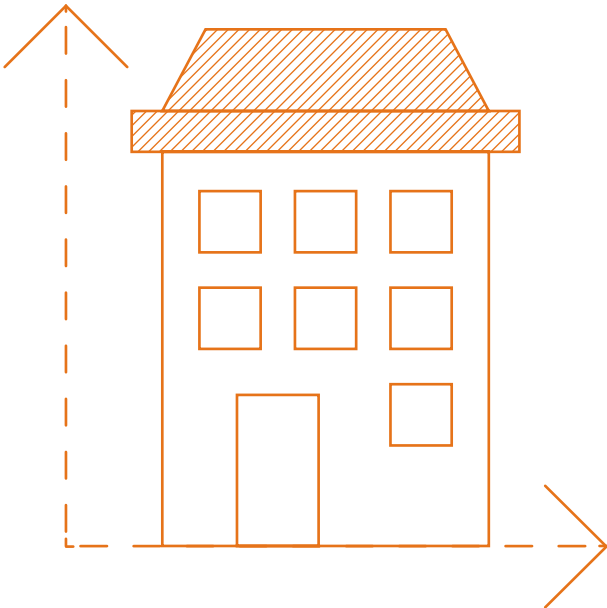
- 5.18 The development will achieve an average density of approximately 39 dwellings per hectare (dph) across the site, providing an efficient use of land while responding to the surrounding context and supporting the integration of the proposals within the wider area.
- 5.19 This overall density allows for variation across the site, with a range of localised densities contributing to placemaking, legibility and the establishment of distinct character areas within the development.

Building Heights (Scale)

- 5.20 The development is predominantly 2-storey in scale, reflecting the established residential character of the surrounding area and ensuring a consistent and coherent townscape.
- 5.21 A limited number of bungalow dwellings are incorporated where required to achieve policy compliance and to provide appropriate accommodation types within the mix. This introduces a modest variation in scale while maintaining an overall consistent building height across the development.
- 5.22 Building form and massing vary subtly through the use of different house types, elevational treatments and plot arrangements, contributing to visual interest and reinforcing character across the development.

Continuity and Massing

- 5.23 The development introduces strong and continuous built frontages in key locations to provide enclosure and definition to streets and spaces, including perimeter edges, frontages facing main movement routes and areas adjoining the central public open space corridor.
- 5.24 Key spaces such as those overlooking public open space, gateway locations and end-of-vista terminations are reinforced through variations in building form and materiality, helping to strengthen legibility and provide focal points within the street hierarchy.





Homes and Buildings Functional, Healthy and Sustainable

“Well-designed homes and buildings are functional, accessible and sustainable. They provide internal environments and associated external spaces that support the health and well-being of their users and all who experience them.”

(Para. 120, NDG 2021)

- 5.25 The proposals will create a distinctive residential character and a strong sense of place, informed by the site’s context and the established qualities of the surrounding built environment, with dwellings designed to provide a high-quality, functional, and comfortable residential environment.
- 5.26 The development is designed to deliver healthy and safe living environments within each dwelling, with consideration given to outlook, privacy and the relationship between internal spaces and external amenity areas.
- 5.27 Principal elevations are designed to support natural surveillance and passive security, incorporating well-proportioned windows to habitable rooms and clearly defined entrance points. Boundary treatments and front garden arrangements are used to provide a clear and appropriate transition between private and public space.
- 5.28 Internal layouts are designed to maximise natural daylight and provide good levels of outlook, with habitable rooms oriented to achieve strong connections with private rear gardens and external amenity spaces where possible.
- 5.29 Refuse storage is accommodated within private plots, typically within rear garden areas, allowing bins to be stored discreetly and reducing visual impact at dwelling frontages.
- 5.30 The dwellings are designed to be adaptable and capable of supporting a range of household needs over time, contributing to flexible and future-proofed residential accommodation.
- 5.31 Consideration has been given to passive design principles, including building orientation, daylight penetration and natural ventilation, to support comfortable internal environments and help reduce the risk of overheating.
- 5.32 Appropriate separation distances and boundary treatments are maintained throughout the development to ensure acceptable levels of privacy between dwellings, while maintaining active frontages and natural surveillance to streets and public areas.





Identity
Attractive and distinctive

“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.”

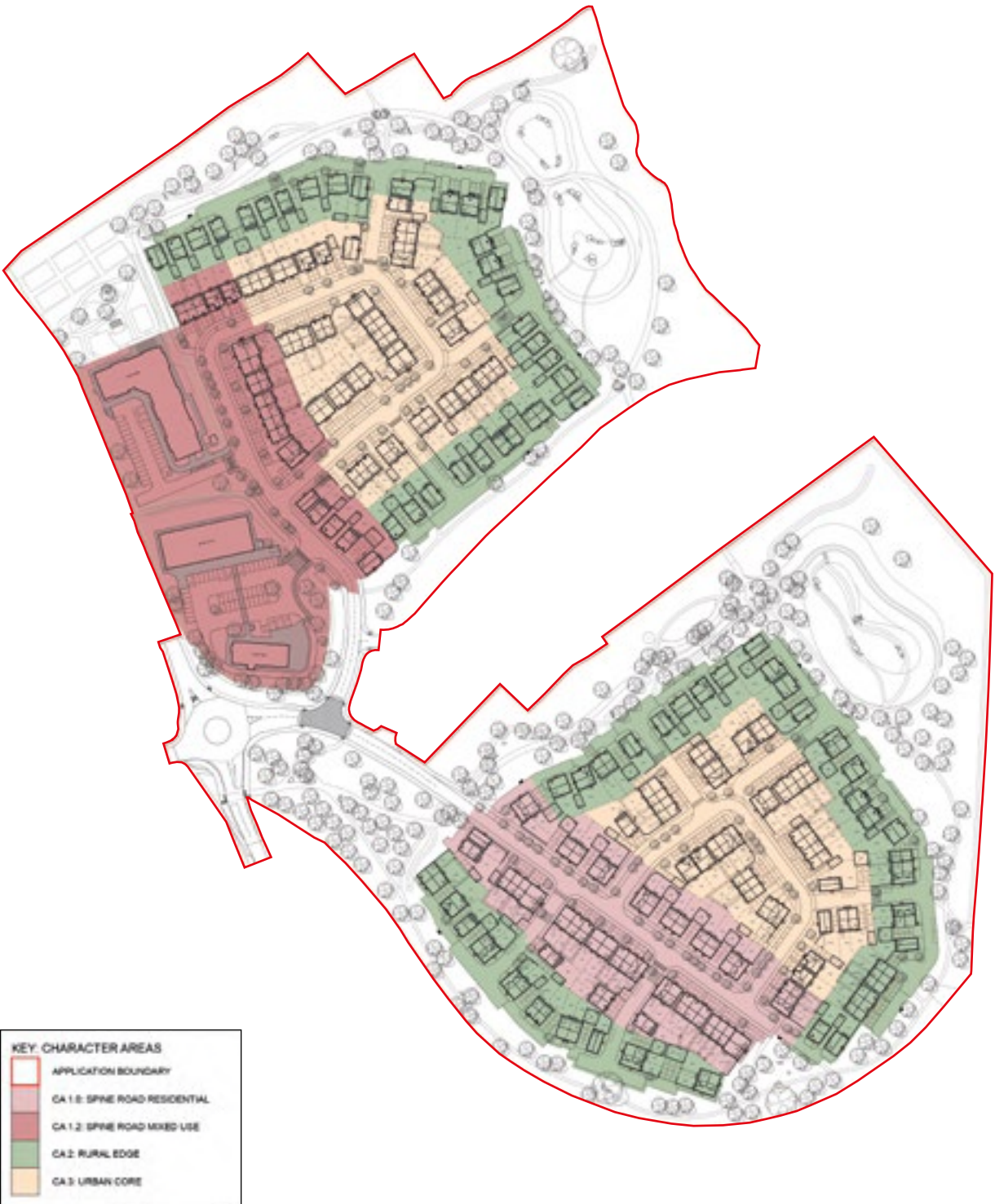
(Para. 50, NDG 2021)

5.33 Character areas provide a framework for shaping the design approach, helping to integrate the proposals with the surrounding context while establishing variety, legibility and a coherent sense of place across the development. Each character area has a distinct identity defined by differences in built form, landscape structure and street typology, informed by the character analysis undertaken in Section 3 of this Design and Access Statement.

5.34 The site is divided into three principal character areas, each responding to its location within the site and its relationship to the surrounding context. These character areas are:

- CA1: Spine Road.
- CA2: Urban Core.
- CA3: Rural Edge.

5.35 The following pages set out the proposed residential character approach, describing how each area contributes to a varied and legible townscape across the development.





Spine Road

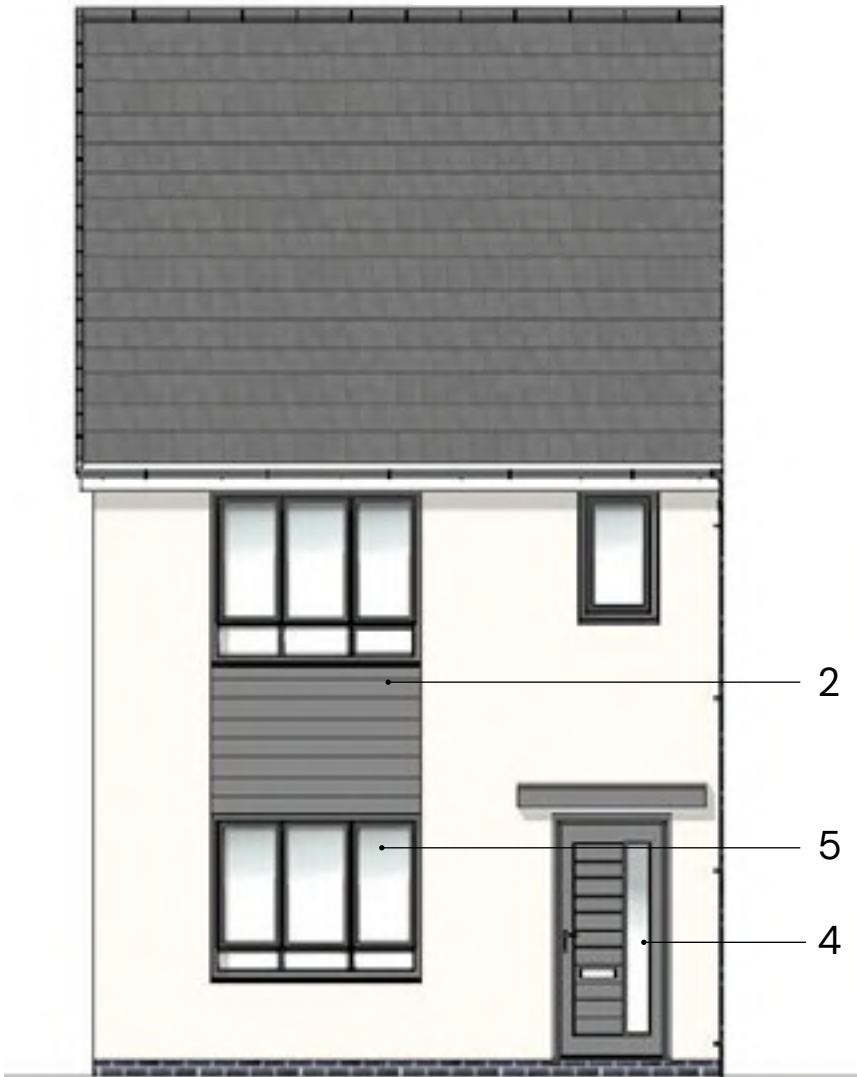
This character area follows the primary movement corridor through the site, linking the main points of access. It is defined by a strong streetscape structure, with dwellings addressing the street and integrated tree planting helping to frame key views and create a coherent movement corridor.

Street Types	Primary street forming the main movement corridor through the development, with a continuous built frontage. The street includes footpaths on both sides and a green verge to one side to enhance amenity, legibility, and street character.
Building Types	Predominantly terraced dwellings, with occasional short runs of semi-detached properties to introduce variation while maintaining strong enclosure.
Building Heights	Predominantly 2-storey.
Building Line / Parking	Strong, continuous building line defining a clear and consistent street edge, with buildings positioned close to the back of pavement. Parking is predominantly accommodated to the rear or within discreet on-plot or courtyard arrangements, ensuring minimal visual impact on the street scene.
Density	Medium to higher density built form, reflecting the more urban, main street character.
Architectural Style	Contemporary residential design with a strong urban edge, emphasising rhythm, proportion, and simplicity of form. The architecture adopts a clean, modern interpretation of traditional terraced streets to create a coherent and legible street scene.
Materials	Predominantly buff brick and off-white render, with restrained variation to maintain continuity and reinforce a cohesive contemporary streetscape.
Architectural Detailing	Contemporary detailing with a focus on proportion, alignment, and repetition across terraced forms. Defined entrances with flat GRP canopies in grey, simple fenestration patterns, and subtle pulled brick detailing create visual interest without compromising overall consistency.
Landscape and Boundary Treatments	A structured contemporary streetscape defined by a strong green verge to one side of the street and footpaths on both sides, supporting pedestrian movement and visual amenity. Tree planting is integrated along the street to soften the built form and reinforce the linear character, with minimal boundary treatments to maintain a strong, active frontage.



> Proposed Material Palette





1. Pulled brick banding adds visual interest and articulation to the elevations.
2. Weatherboarding is used on focal buildings to aid wayfinding and create a distinctive identity along the Spine Road. The material palette also references the adjacent care home and draws inspiration from the agricultural buildings along Mill Lane and the cladding prevalent within the West Wiltshire Trading Estate.
3. Contemporary style windows and doors in grey uPVC reinforce the modern character of the Spine Road and commercial development area.
4. Vertical glazed panels adjacent to front doors allow natural light to penetrate entrance hallways, improving internal amenity and legibility.
5. Simple architectural rhythms, proportions and detailing contribute to the cohesive contemporary character of the area.

> Proposed Potter & Harper House Types



> Spine Road Illustrative Streetscene

Rural Edge

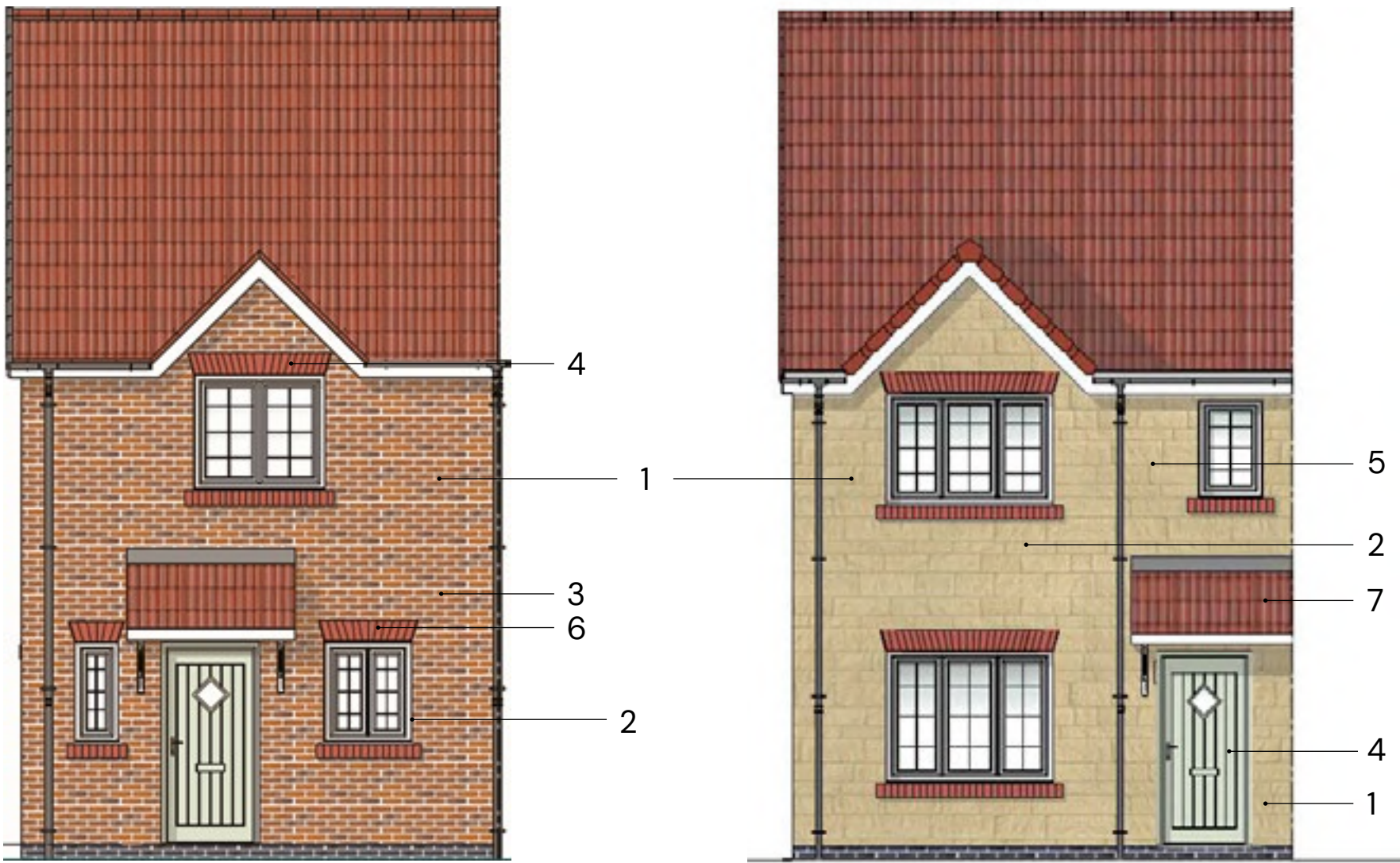
This character area is located along the outer edge of the development and forms a strong interface with the surrounding landscape and site boundaries. It is characterised by built form set within a strong landscape framework, providing a softened edge and a clear transition between the development and the wider context.

Street Types	Secondary streets and shared surface environments with private drives, designed to prioritise pedestrian movement and strong landscape integration.
Building Types	Predominantly detached and semi-detached dwellings, with occasional use of reconstituted stone dwellings at key nodes and focal positions to add variety and visual emphasis.
Building Heights	Predominantly 2-storey.
Building Line / Parking	Varied and gently irregular building line to reflect a more informal green-edge character, with dwellings set within generous plots. Parking is predominantly on-plot, including side-by-side driveways and integral garages, ensuring parking is accommodated within the curtilage and does not dominate the street scene.
Density	Low to medium-density built form, reflecting the transitional edge location and enhanced landscape structure.
Architectural Style	Traditional residential vernacular with a relaxed, landscape-led character, using simple forms and articulated massing.
Materials	Predominantly red multi brick, with occasional reconstituted stone dwellings at key areas to provide focal points and variety within the street scene.
Architectural Detailing	Emphasis on varied gable roof forms, defined entrance features comprising eaves fronted canopies, and subtle brick detailing. Corner and end plots, along with stone-built focal dwellings, are used to provide articulation and strengthen legibility within the street hierarchy.
Landscape and Boundary Treatments	A strong landscape-led character defines the green edge condition, with continuous front garden planting, street trees, and structured hedgerows. Boundary treatments are predominantly soft, using hedges and planted boundaries to reinforce greenery, permeability, and a cohesive landscaped street scene. Feature tree planting and enhanced landscape treatment at key nodes complements stone dwellings and reinforces place identity.



> Proposed Material Palette





- 1. A mix of natural stone and red multi-brick reflects the local rural vernacular.
- 2. White uPVC windows with glazing bars provide a traditional appearance, reflecting the character of nearby Hawkeridge village.
- 3. Red multi-brick is used throughout the character area in response to local building materials.
- 4. Gable and gable features create varied roofscapes and reinforce the rural character.
- 5. Stone is applied to focal buildings, particularly at key corners, to aid wayfinding.
- 6. Brick detailing, including voussoirs and brick sill details, adds visual interest to elevations.
- 7. Traditional eaves fronted canopies help reinforce the Rural Edge character.

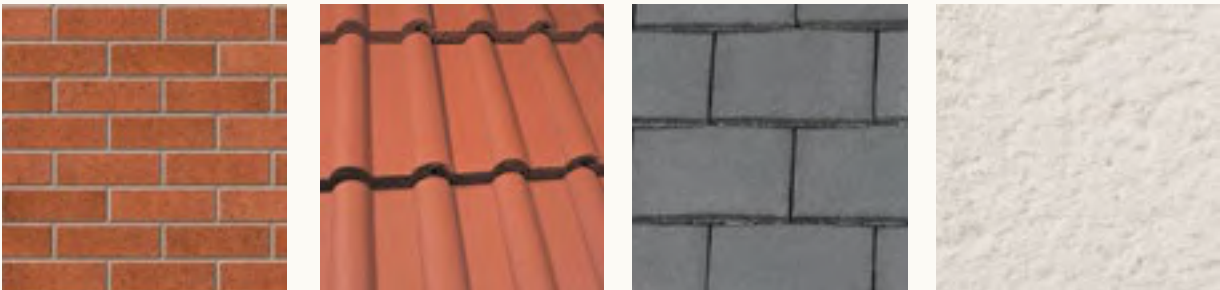
> Proposed Potter & Harper House Types



Urban Core

This character area is located centrally within the development and forms the focal point of the scheme. It is characterised by a more enclosed built form and varied frontage treatment, creating a distinct sense of place and supporting legibility within the wider street network.

Street Types	A mix of primary and secondary streets forming a more connected and centralised movement structure. Streets are generally more urban in character, with stronger enclosure and a clear network hierarchy linking to surrounding character areas.
Building Types	Predominantly terraced and semi-detached dwellings, with occasional detached homes and a small number of bungalows in selected locations to provide variety and respond to key edges or transitions.
Building Heights	Predominantly 2-storey, with occasional single-storey bungalows in appropriate locations to diversify the street scene.
Building Line / Parking	Generally strong and consistent building lines in more urban street segments, with slightly relaxed setbacks in transitional areas. Parking is predominantly on-plot, including frontage parking, side-by-side driveways, and integral garages, carefully designed to avoid visual dominance and maintain a high-quality streetscape.
Density	Medium-density built form, reflecting a balanced urban core character between the more open Green Edge and the more formal Main Street areas.
Architectural Style	Contemporary residential design combining the structured rhythm of the Main Street with softer transitional qualities from the Green Edge, resulting in a cohesive yet varied urban character.
Materials	Predominantly red brick, with use of render at key focal points to reinforce identity and create variation within the urban core.
Architectural Detailing	A balanced approach combining terraced rhythm and contemporary articulation. Detailing includes defined entrances, consistent fenestration patterns, and predominantly gable roof forms, with corner and focal plots providing visual emphasis and variation.
Landscape and Boundary Treatments	A structured but continuous landscape framework combining street trees and planted verges. Boundary treatments are predominantly soft, using hedges and planting to maintain a green character.



> Proposed Material Palette





1.

Pulled brick banding at ground floor level adds visual interest and articulation to the elevations.
2.

Contemporary flat roof canopies reinforce the modern character of the Urban Core and provide consistency with the Spine Road character area.
3.

Red brick and render have been used throughout the character area, creating subtle contrast with the red multi-brick palette of the Rural Edge character area.
4.

Brick detailing, including voussoirs, header courses and brick sill details, adds depth and visual interest to elevations.
5.

Simple proportions help create a cohesive and distinctive urban character.

> Proposed Potter & Harper House Types



> Urban Core Illustrative Streetscene

Public Spaces

Safe, social and inclusive / Nature

Existing Features

5.36 The site is defined by a strong network of existing landscape features, including established hedgerows, tree planting, Bitham Brook and associated habitats, which provide an important landscape framework and ecological resource. Existing boundary vegetation helps to contain the site and maintain green connections within the wider landscape. The proposals seek to retain and enhance these features through additional planting, grassland creation and improved habitat corridors, while strengthening connections to the surrounding area through accessible pedestrian routes and enhanced public open space. Buffer planting and landscape enhancements will also help integrate the development with neighbouring employment uses and create an attractive gateway into Westbury.

Public Open Space (POS)

5.37 The proposed development incorporates a comprehensive Public Open Space (POS) and Suitable Alternative Natural Greenspace (SANG) strategy, delivering approximately 5.93ha of public open space, including 5.40ha of SANG, exceeding the minimum requirement of 4.78ha generated by the proposed 249 dwellings.

5.38 The open space has been designed around a network of interconnected natural green spaces, comprising Primary, Secondary and Transitional SANG areas. These provide a range of recreational opportunities, including walking, dog walking, informal play and areas for informal recreation, while maintaining a strong semi-natural character. The SANG framework draws inspiration from the existing landscape features of the site, particularly the riparian character of Bitham Brook, mature trees and established hedgerows.

5.39 A network of circular walking routes, green corridors and green streets connects the development to the wider open space network, encouraging access to and use of the SANG. The strategy also incorporates natural play features, a centrally located Locally Equipped Area of Play (LEAP), species-rich grassland, wildflower planting, swales and permanent attenuation ponds, providing ecological, recreational and visual benefits. The proposed SANG has been developed in consultation with Wiltshire Council and Natural England and will help mitigate recreational pressure on nearby protected habitats, including Picket & Clanger Woods Site of Special Scientific Interest (SSSI).

Play Areas

5.40 A dedicated LEAP is proposed within the secondary SANG area of the southern parcel, providing a focal point for children's play within a natural landscape setting. The play equipment will be constructed from FSC-certified Robinia and oak timber, allowing it to integrate sympathetically with the surrounding SANG and reinforce the site's natural character.

5.41 The LEAP will be enclosed by a multifunctional earth embankment which helps define the space, provides partial screening from the wider open space, and creates additional opportunities for informal play. In addition, a series of natural 'play-on-the-way' features, including timber logs and glacial boulders, will be incorporated along key pedestrian routes and at strategic locations throughout the POS. These elements encourage informal play, exploration and activity for all ages, whilst also providing informal seating and enhancing the recreational experience across the site.



Key:

- 1. Existing gateway to be adapted to provide safe cycle and pedestrian access framed by a mix of existing and new tree planting to create a softer and more naturalistic entrance.
- 2. Gateway park with a natural layout, plant palette and seating.
- 3. The drive through, commercial and care home buildings are enclosed with a strong landscape framework of trees and hedging.
- 4. A private garden for the care home including woodland walk, seating areas and raised allotment beds.
- 5. A circular walk for recreational use including dog walking.
- 6. A LEAP play area with timber framed equipment to complement the natural POS design approach.
- 7. Wetland ponds with shallow banks to enable access for pond dipping and exploration.
- 8. Allotment beds.
- 9. Access to Hawkeridge village.

> Illustrative Landscape Masterplan Taken From Greenhalgh's Landscape Statement

Track

64-BED
CARE HOME

RETAIL UNITS

DRIVE THRU

HAWKERIDGE RD

HOME GIA	- 3,091.5m ² / 33,276ft ²
HOME GEA	- 3,325.5m ² / 35,795ft ²
GIA	- 720m ² / 7,750ft ²
GEA	- 778m ² / 8,374ft ²
IVE THRU GIA	- 242m ² / 2,605ft ²

Section 6

Hawkeridge Commercial Area

The design proposal for the commercial area of the Hawke Ridge Business Park development comprises three new buildings: a 64-bed Class C care home, a Class E retail block (4 units), and a sui generis drivethru’ restaurant.

Located immediately off the Hawkeridge roundabout, the site lies to the west of the northern “wing” of Hawke Ridge Business Park. Fronting Hawkeridge Road, the development will provide Class E and sui generis accommodation to serve both business park users and passing commuters travelling to West Wilts Trading Estate and Westbury.

The drive-thru’ restaurant occupies the most prominent position adjacent to the main road, with the retail units arranged along the western boundary.

The care home is positioned to the north, set away from the roundabout and separated from the retail area by an existing drainage culvert and landscaping, which provide effective screening. Both areas benefit from their own dedicated access from the new access road.

The soft landscaping scheme, designed by Greenhalgh Landscape Architects, incorporates strategic boundary planting to soften the site edges, alongside a landscaped buffer zone adjacent to the roundabout. Additional perimeter planting provides visual separation from nearby residential areas and enhances privacy for care home residents.

Hard landscaping includes access roads, car parking, footpaths, and paved amenity spaces within the care home grounds.

Car parking is provided in accordance with the Wiltshire Parking Strategy 2011–2026, with both the northern and southern areas including two motorcycle spaces each.

Cycle parking is designed in accordance with the Wiltshire Local Transport Plan 2011–2026 Cycling Strategy and promotes sustainable travel for staff and visitors. All cycle spaces will be located within covered shelters and fitted with Sheffield stands.

Car Parking Strategy Table

Use	Requirement	Provided
Care Home (Class C2 Nursing Home)	1 per 4 beds + 1 per 2 members of staff	28no. spaces including 3no. accessible
Retail Units (Nonfood) (Class E, formerly Class A1)	1 per 35m²	32no. spaces including 3no. accessible
Drive Thru’ Restaurant (Sui Generis, formerly Class A3)	1 per 25m²	12no. spaces including 3no. accessible

Cycle Parking Strategy Table

Use	Requirement	Provided
Care Home (Class C2 Nursing Home)	1 covered space per 12 employees + 1 visitor space per 20 beds	10no. spaces
Retail Units (Nonfood) (Class E, formerly Class A1)	1 covered space per 12 employees + 1 visitor space per 15 car spaces	8no. spaces
Drive Thru’ Restaurant (Sui Generis, formerly Class A3)	1 covered space per 12 employees + 1 visitor space per 20 car spaces	4no. spaces

Care Home

Form

- 6.1 The building is arranged around a central access and circulation core, with two angled wings accommodating bedrooms and communal spaces.
- 6.2 Rising to three storeys, the design adopts a domestic scale and uses hipped and gabled roofs to reflect the character of the adjacent residential development.

Layout

- 6.3 The main entrance is centrally located, providing a clear and welcoming arrival point. Internal accommodation is organised along primary circulation routes and includes staff areas, communal lounges, treatment rooms, bathrooms, and visitor facilities.
- 6.4 The building is subdivided into two residential wings per floor to create smaller, more manageable living groups, fostering a homely and accessible environment. Three communal lounges are provided, offering a range of spaces including quieter areas and rooms with direct access to secure outdoor amenity areas.
- 6.5 A separate service access allows deliveries and collections to the kitchen and laundry areas without impacting the main entrance. Fire safety and zoning requirements are fully integrated, with each wing and floor served by dedicated escape routes.

Appearance & Materials

- 6.6 The three-storey building features a front-to-back pitched roof with gables and hipped ends to articulate the massing. At ground floor level, projecting brick bands align with the detailing of adjacent residential properties. This transitions to a soldier course at first-floor sill level, with standard brickwork extending to the eaves.
- 6.7 Protruding, weatherboard-clad gables break up the elevations and introduce visual interest through variation in materials.
- 6.8 The main entrance is emphasised by a glazed gable, creating a double-height reception space that is both bright and welcoming. Window and door openings reflect the proportions of nearby residential buildings, with larger openings at lower levels and smaller windows at the upper floor to establish a clear hierarchy. Juliet balconies are incorporated within the gables to enhance residents' outlook and sense of space.
- 6.9 External materials have been selected to complement the surrounding development, including buff brickwork, matching roof tiles, and coordinated window frames, with weatherboard cladding providing contrast.

Please refer to the proposed elevations for further information.



> Proposed Floor Plans – Care Home



> Proposed Typical Elevations – Care Home

Retail Units & Drive Thru

Form

6.10 Facing the principal road frontage, the buildings are deliberately scaled to be smaller than those within the West Wiltshire Trading Estate to the west of the B3097. Low-pitched, mono-pitch, and flat roofs reduce the visual massing, particularly at the site boundaries. Eaves heights are set at approximately 4m, with ridge heights at 6m.

Layout

6.11 The southern part of the site features a shared parking forecourt serving both the retail units and the drive thru', with integrated hard and soft landscaping to break up the parking areas.

6.12 The retail block is divided into four units of varying sizes. The largest unit, intended as a convenience store, faces Hawkeridge Road to maximise visibility. The remaining Class E units provide flexible retail space suitable for a variety of uses.

6.13 The speculative drive thru unit is designed as a single-storey building with a typical internal arrangement appropriate for this type of use.

Appearance & Materials

6.14 A simple and contemporary palette of materials creates clean, cohesive façades, incorporating feature cladding panels, brick piers, timber cladding, and areas of glazing for visual interest.

6.15 The retail units adopt materials and detailing that reflect the adjacent residential development, including prominent brickwork and articulated gables, with large glazed frontages to maximise natural light.

6.16 The drive thru' building incorporates feature glazing, horizontal cladding, and contrasting timber elements, with dark grey frames, rainwater goods, fascias, and soffits. Its design is consistent with modern drive thru' developments of a similar scale.





> Proposed Floor Plan - Retail Units



> Proposed Floor Plan - Drive Thru



> Proposed Elevations - Retail Units



> Proposed Elevations - Drive Thru



> Proposed Street Elevations

The scheme delivers a range of benefits, including:

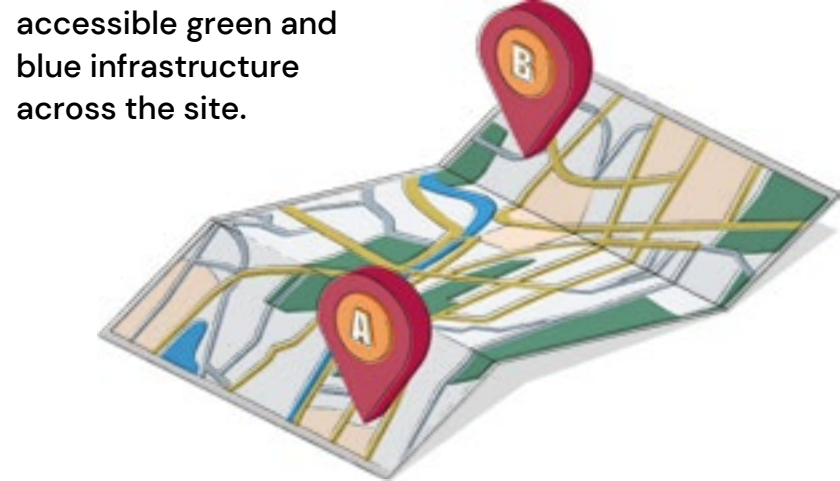
Provision of 249 new homes to meet identified local housing needs.



Delivery of a 64-bed care home to support specialist accommodation requirements.



Provision of accessible green and blue infrastructure across the site.



Creation of a well-connected movement framework supporting pedestrian, cycle and vehicular access.



Establishment of a high-quality, sustainable extension to Westbury which responds positively to its context and promotes the principles of sustainable development.



Delivery of a roadside drive-through unit (242 sqm GIA) providing additional commercial offer.



Section 7

Conclusion

“Well-designed places and buildings come about when there is a clearly expressed ‘story’ for the design concept and how it has evolved into a design proposal. This explains how the concept influences the layout, form, appearance and details of the proposed development. It may draw its inspiration from the site, its surroundings or a wider context. It may also introduce new approaches to contrast with, or complement, its context. This ‘story’ will inform and address all ten characteristics. It is set out in a Design and Access Statement that accompanies a planning application.”

(Para. 16, NDG 2021)

- 7.1 This Design and Access Statement has set out a clear explanation of the design process, community engagement and consultation process undertaken with the local community and other key stakeholders. The design process has also included a comprehensive and thorough assessment of the site and its immediate context, the development of a clear set of principles to guide the design of the site.
- 7.2 The plans and deign approach together with the supporting illustrative strategies demonstrate how the vision can be delivered to meet the three key NPPF objectives of sustainable design.
 - A **social** objective;
 - An **economic** objective; and
 - An **environmental** objective.
- 7.3 The Hawkeridge proposals present a comprehensive mixed-use development opportunity that responds to the strategic allocation of the site and its relationship to Westbury. The scheme has been developed to provide a high-quality and sustainable extension to the settlement, incorporating a range of land uses and supporting infrastructure.
- 7.4 The proposals comprise 249 no. residential dwellings (Use Class C3), a 64-bed care home (Use Class C2), a retail convenience store (Use Class E) and three additional flexible retail units (Use Class E), together with a roadside drive-through unit (sui generis). These uses are arranged in a coordinated layout which ensures functional relationships between land uses, supporting both the operational requirements of each element and the overall coherence of the development.
- 7.5 The development is underpinned by a clear design strategy which promotes legibility, permeability and integration with the surrounding area. A connected network of streets, green and blue infrastructure and public spaces is proposed, supporting movement within the site and providing strong links to existing routes beyond the site boundary.

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