

Landscape Framework

Design Strategy

The proposals for the Townsend & Westward Farm masterplan have been developed to provide a range of high-quality landscape spaces and features as part of a comprehensive landscape strategy. This green infrastructure forms a key part of the scheme and would deliver a multi-functional resource, providing benefits for new residents through access to greenspace together with ecological enhancements.

The landscape approach has also been developed with reference to relevant policies in the Core Strategy and the Joint Melksham Neighbourhood Plan (JMNP). The landscape strategy for the scheme would meet a series of key objectives:

- **Seek to maximise multi-functional uses of open space for a range of benefits relating to biodiversity, climate change, food growing, health, landscape, active transport, recreation and well-being.**
- **Creation of a new central green space providing a 'green heart' to the proposed development and a focal point to the scheme**
- **Use water as a design element to the open spaces, including the creation of permanent water bodies to provide an attractive and distinctive outlook for dwellings set around the central green space**
- **Promote connectivity between the various types of green spaces proposed**
- **Enhance biodiversity across the site and strengthen wildlife corridors associated with existing features including hedgerows and tree planting**
- **Strengthen boundary planting to create robust and diverse green edges to the site.**

The Landscape Strategy to the Townsend & Westward Farm development looks to incorporate the important existing landscape structure and features of the site and provide a setting to enhance these. It also responds to the findings arising from the Landscape and Visual Impact Assessment, in particular the strengthening of boundary planting and the use of native vegetation. Key features of the site, such as the boundary vegetation and existing hedgerows running through the site are to be retained and set within new green corridors to enhance these elements.

The proposals incorporate a range of different types of landscape spaces and treatments to create a network of open space that forms a setting to the proposed development. This includes a large central green space called 'Townsend Park' which forms the heart of the scheme with a new play area acting as a focal point with new housing set around this. This multi-functional space will provide water attenuation as part of the site wide SuDS strategy with a series of linear water features wrapping around much of this green space. Generous 'buffer' planting that would strengthen the site boundaries together with further smaller scale green spaces.



- 1 Existing trees and hedgerows to be retained
- 2 Existing footpaths to be retained
- 3 Proposed development areas
- 4 Proposed Local Equipped Area for Play (LEAP)
- 5 Proposed Local Area for Play (LAP)
- 6 Proposed gateway to the site with potential for sculptural element
- 7 Proposed linear ponds with planting
- 8 Proposed drainage basins to manage water on site
- 9 Proposed network of new footpaths
- 10 Proposed Orchard
- 11 Proposed 'pocket park' green space
- 12 Proposed planting to boundaries to create wildlife corridors
- 13 Proposed trees and planting
- 14 Proposed vehicle access
- 15 Proposed pedestrian access





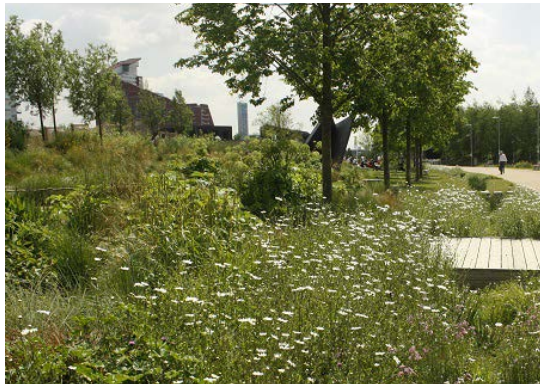
Biodiversity Enhancement

The development offers a range of opportunities to enhance biodiversity measures on the site and create new habitats. This includes the provision of a diverse range of planting approaches, including trees and scrub, together with a varied field layer with seed mixes used to create species rich grassland.

The ongoing management of these spaces will also balance the needs for usable spaces for recreation together with areas for wildlife and will be implemented through different mowing regimes and rotational cutting back.

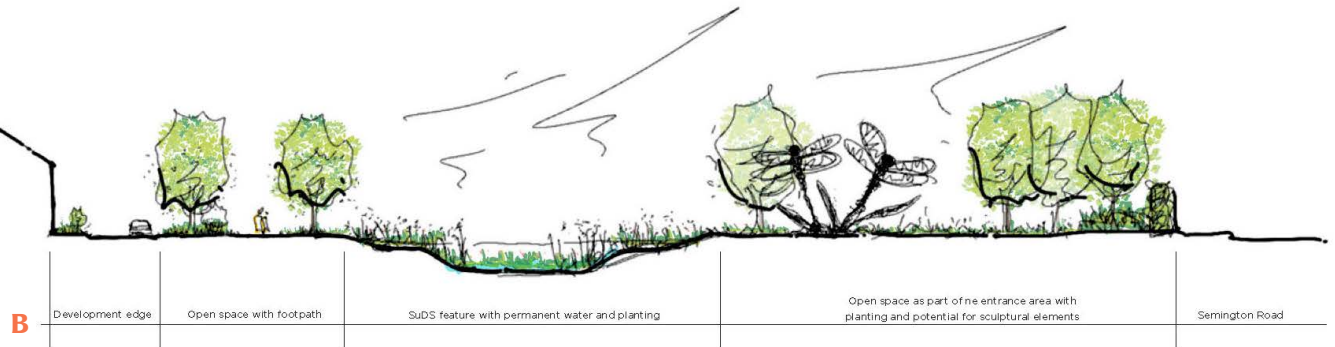
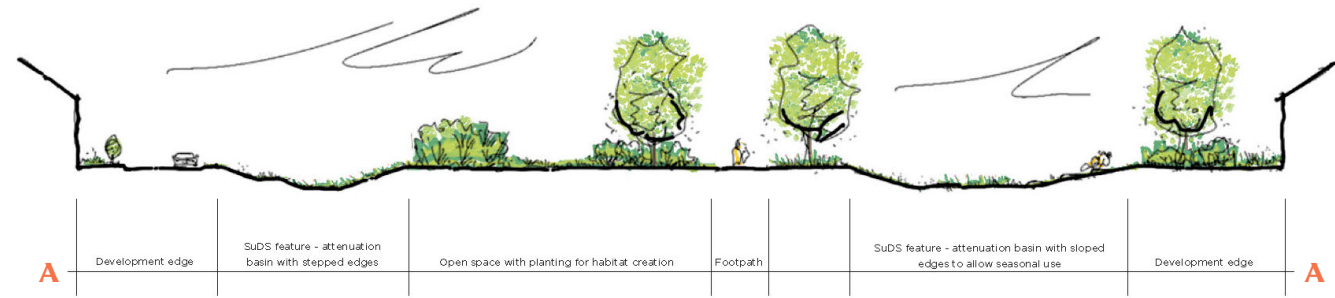
In addition, the landscape and open space strategy has been informed by a full biodiversity assessment of the site which is included as part of the supporting information. Key features of the landscape strategy include the following:

- Create a strong landscape setting to the development through a series of landscape spaces which form a green buffer wrapping around the development.
- Use the network of green spaces to create movement corridors for pedestrians, cycles and wildlife.
- Provide an integrated drainage scheme which relates to the green space strategy.
- Encourage sustainable methods of transport through a series of pedestrian and cycle routes that run through the open spaces and link to the existing network of public rights of way.
- Deliver a range of multi-functional green spaces with opportunities for children's play, recreational paths, nature conservation and Sustainable Urban Drainage Systems (SuDS).
- Acknowledge the removal of some trees and vegetation, but retain the overall network of mature trees, hedgerows and supplement and reinforce these with comprehensive areas of new planting.
- Deliver street trees as part of the new road network running through the site to establish a strong character to these routes.
- Retain Category A and B trees on the site wherever possible and incorporate them into the open space network.
- Deliver a high quality hard and soft landscape across the proposed development.
- Deliver opportunities to improve the biodiversity assets on the site and create opportunities for new habitat areas.
- Provide new attenuation basin features as part of the SuDS strategy, comprising a range of design approaches, including 'dry' basins and swales together with permanently wet features.





Illustrative Landscape Sections



Open Space Provision

The landscape and open space proposals would provide an attractive setting for the new development, maintaining and enhancing existing features with the provision of new landscape areas and elements.

Play Provision

Play is an essential part of a child's development and well-being, contributing to physical, mental and social skills. It also encourages children to actively and positively engage with their surroundings and the natural environment.

The proposals would provide access to a range of facilities for children and young people to experience and enjoy with planting to be used to create a setting to these spaces and as part of an integrated approach to play.

The types of spaces to be provided are to range from informal and 'natural' play elements as incidental features through to equipped spaces offering a variety of play opportunities.

The main play facility is to be provided as part of Townsend Park in the central green space and would comprise a new Local Equipped Areas for Play ('LEAP'). A further smaller Landscape Area for Play ('LAP') is to be provided adjacent to the northern edge of the site. A site-specific approach is to be taken to play on the site structured around a theme that gives a distinctive

character to the space, such as relating to the history of the area or the proposed canal corridor.

The proposed provision means that all residents would be less than a 200m walking distance from a play area, giving ease of access and allowing children to use facilities unaccompanied as they gain more independence with a range of outdoor opportunities to cater to changing needs as they grow.

Additional 'play on the way' type elements aimed at younger children are to be provided which would be linked to key routes and comprise informal play features such as play boulders or carved timber sculptures for example. These would add to the overall character and quality of the proposed green spaces.

The proposals are intended to include areas focussed on older children and the 'Making Space for Girls' design principles, which can include seating or features such as swings that allow multiple users providing spaces to meet friends and socialise.



Open Space

Amenity green spaces would provide areas for informal recreation. These spaces would also include natural play features or other 'sculptural' elements, such as carved timber markers or totems, adding to the visual interest and contributing to a distinct character for the development.

The main area of open space will be provided in the form of Townsend Park positioned at the heart of the development providing a focal point and green edge outlook for new dwelling set around this space.

This area will form a hub of activity for the scheme with provision for play, seating, picnic areas and informal recreation. These would contribute to the open space being a vibrant and engaging spaces for all ages, including families and young people.

The relationship between these spaces and the adjacent development would provide passive surveillance maintaining a safe and welcoming environment. Anticipated features include the following:

- **Network of paths providing connectivity and recreational routes.**
- **Areas of amenity grass for informal sports.**
- **Range of planting approaches including ornamental areas and orchards.**
- **Creation of habitat areas with planting to promote biodiversity.**
- **Provision of seating. Picnic area and street furniture.**
- **Inclusion of new play area as a feature element to the space**

Further open spaces are to be incorporated into the layout close to the northern boundary which is to include a further play space to provide easy access to facilities across the site. A new pocket park and new green space at the site access is to be used to form a gateway to the development.

Planting would frame the open spaces and define distinct areas while retaining flexibility for a range of uses. A flowering lawn grass mix would support a flexible maintenance approach, allowing areas to be regularly mown for informal recreation or left to grow longer around trees to create a more diverse sward.



Tree planting would be incorporated into these areas to provide shade, seasonal interest and a vertical component. Adopting a relaxed mowing regime around trees and to the edges of amenity spaces would contribute to biodiversity enhancement and provide a transition between these spaces and adjacent natural and semi-natural green spaces.



Illustrative Axonometric Sketch of Townsend Park.



Precedent Sketch's Prepared to Inform the Design Evolution of the Onsite Open Space & Townsend Park.

Wildlife & Biodiversity Net Gain

The inclusion of natural and semi-natural green spaces as part of the landscape approach is a key consideration in providing spaces for wildlife, enhancing biodiversity on the site and achieving a 10% Biodiversity Net Gain (BNG) target.

A range of landscape spaces and planting typologies are to be used to create a varied mosaic of habitats, including native species scrub and thicket planting, tree planting and a range of grass and meadow mixtures. Planting would also be linked to wider design considerations, such as the location of SuDS features where wet or damp ground conditions allow for additional plant species to be used.

Although focussed on biodiversity and habitat creation, these spaces would also provide an attractive outlook and setting for the new development and provide residents with access to natural landscapes.

These spaces would also provide a buffer to the retained features, such as retained hedgerows and trees and would help safeguard these elements, provide an enhanced setting and allow for the creation of new habitats.

The proposed network of pedestrian links and would provide some access to these spaces but help control this use and maintain their primary function as a place for nature and wildlife.



Food Growing

On site opportunities for food growing would be provided through the inclusion of a community orchard, which can provide space for residents to meet and engage with productive landscapes. Growing areas, such as orchards, can offer numerous benefits, enhancing physical and mental well-being, reducing food miles and allowing for organic food production.

The proposed community orchard would also deliver biodiversity benefits and help respond to the decline of traditional orchards, which are identified as a priority habitat in the UK Biodiversity Action Plan. Using heritage fruit tree varieties would help conserve these species and address their loss. The inclusion of productive plant species in the wider planting approach would also help embed the idea of productive landscapes into the overall design and contribute to biodiversity enhancement through the provision of a food source for wildlife as well as people.

Given the scale of the development formal allotment provision would not be included in the proposals due to the infrastructure and requirement typically associated with this, such as fencing, vehicle access and creation of formal plots. An existing allotment site located to the west of Berryfield Lane is in close proximity to the site offering access for residents to a formal growing area.



Planting Strategy

Planting would play a key role in contributing to the character and quality of the proposed streets and spaces. This would include a range of planting approaches from formal tree planting and highway verges through to more informal and structural planting to reinforce boundaries and help frame new green spaces.

Tree Planting

The site includes several existing trees and hedgerows which are to be retained, where possible and the associated Root Protection Areas (RPA) protected.

New tree planting would enhance the existing structure and reinforce and strengthen boundary vegetation, contributing to the overall green space network and to create a distinct character. There would be a focus on the use of native species as part of the on-site habitat creation and to provide wildlife links through the site. Where attributes are required, such as adjacent to highways, or in constrained locations, native cultivators would be used, but generally new trees would be native species.

To maintain sightlines and visibility splays clear stem specimens are to be planted in verges and adjacent to highways, with feathered, multi-stem and more interesting specimens to be used in green spaces to create variety and interest. New hedges and areas of thicket planting would be introduced to enhance the site's biodiversity and to contribute to a varied and layered structure.

Reference is to be made to the technical principles provided by NJUG and NHBC requirements when planting trees in the vicinity of below ground utilities and buildings. Utility corridors are to be created under footways and hard surfacing, where possible, to retain soft verges for trees and planting. Suitable soil volumes are to be provided for new trees to allow these to successfully establish and contribute to the long-term character and appearance of the development. Soil volumes are to relate to individual species and anticipated mature size.

Trees in soft landscape should be planted with irrigation/aeration pipes and be rootball or container grown stock secured using double short stakes with suitable webbing or jute straps.

Any trees planted in paved areas should have a suitable soil cell system to provide a root space able to take vehicle/pedestrian loadings as appropriate. Any trees in hard landscape areas are to be secured using a below ground guying system with tree grilles of suitable paved infill surrounds.

This approach will enable trees to make a positive contribution to the development and the site overall and introduce the next generation of trees to the landscape.

Planting to Development Plots

Planting is an essential component of any development, helping to soften the built form, providing scale and helping to manage the micro-climate. The right planting approach also provides opportunities to enhance ecology, while giving seasonal interest and adding a sensory dimension.

The design of on-plot planting would form part of the detailed information, but it is anticipated this would be used to help define frontages and boundaries and reinforce the hierarchy of spaces. Planting is anticipated to be a combination of ornamental shrub, hedge and herbaceous species with a focus on pollinator plants to contribute to biodiversity enhancements.

Plant selection is to be based on the proposed location and micro-climate with the use of appropriate sun and shade tolerant varieties; and selected to suit the available space while avoiding maintenance issues, such as obscuring windows or covering footways through excessive growth. Tree species would be chosen to complement those within the public open space, but with consideration for their location in terms of proximity to houses or infrastructure, contributing to the streetscape character and helping to give a distinct identity, softening the built environment and providing variety and interest.

Tree species to residential streets and private gardens are to be selected to give the appearance of native varieties, but with the reliability of named cultivators to ensure greater success in establishment with forms more suited to specific conditions and space.

The approach to the soft landscape would also need to relate to the provision of any SuDS features within the development parcels, such as rain gardens and swales with this to be developed through the next stages of the design process.



Drainage & Attenuation

A Sustainable Drainage Approach

The integration of a comprehensive Sustainable Drainage System (SuDS) has been considered from the outset and shaped the masterplan development. SuDS manage surface water runoff by mimicking natural drainage characteristics to achieve a sustainable drainage solution that balances water quality, water quantity, amenity and biodiversity. The aim of SuDS is to maximise the existing potential of the site to attenuate and clean water, while providing valuable amenity by creating and integrating well designed landscaped features and promoting a greater diversity of flora and fauna. SuDS manage surface water run-off rates by mimicking natural drainage characteristics to achieve a sustainable drainage solution that balances water quality, water quantity, amenity and biodiversity.

Well-designed SuDS also provide opportunities for communities to enjoy the dynamic nature of the water environment and the different habitats that may be sustained by it. We are proposing a Sustainable Drainage System (SuDS) that works with the existing ground conditions to mimic the existing situation. Due to the geological characteristics of the site, infiltration to the ground is not feasible, therefore a drainage strategy utilising a network of SuDS features including ponds and wetlands is proposed. Source control features, such as swales, rain gardens and water butts are also proposed.

These SuDS features will slow water movement and improve water quality, whilst providing onsite attenuation and prevent uncontrolled overland flows. While the full details of the SuDS system will be developed once the site layout is finished, it is envisaged a network of ponds, including permanent water features will accommodate everyday rainfall events, up to 1 in 10 year rainfall events. To manage extreme rainfall (1 in 100 year rainfall) including a +45% climate change allowance, basins are envisaged to overflow via weirs into a central landscaped area of Public Open Space.

Within ponds, attenuation storage is provided above the permanent pool of water, where it is retained for a short period, usually 1-2 days, until it is either taken up by plants, evaporated or slowly released into subsequent features. This will provide an opportunity for the creation of new wildlife habitats and the enhancement of existing ones on site, whilst also presenting recreation and amenity opportunities.

These features form a linked drainage network that slows and stores water with an ultimate outfall at greenfield runoff rates to the Berryfield Brook, via a pumping station. This approach ensures no flooding of homes, no increase in flood risk elsewhere, and ensures the development will remain safe for its lifetime.

Foul Water Drainage

Foul water from the development will be discharged via an onsite foul sewer system (including a new foul pumping station) to the existing Wessex Water foul sewer located in Semington Road. This ultimately drains to the Bowerhill, Shails Lane Sewerage Treatment Work, located to the south west of the site.

Wessex Water have confirmed that foul flows will be accommodated within the public foul sewer and that additional capacity would be provided if required.

The site will require an onsite combined foul and surface water pumping station, and sufficient space has been allowed within the scheme to implement this.

For further information regarding the proposed drainage strategy please refer to the site specific Flood Risk Assessment supporting the application.





Secured By Design Principles

The development will incorporate Secured by Design Principles. These principles encourage the adoption of crime prevention measures in the design of development. The Development Framework has been designed to meet the requirements of ‘Secured by Design Residential (Homes) Guide 2025’. The requirements of the document for the purposes of this application are summarised below:



Layout of Roads & Footpaths

Vehicular and pedestrian routes should be designed to ensure that they are visually open, direct, well used and should not undermine the defensible space of neighbourhoods. Defensible space has the simple aim of designing the physical environment in a way which enables the resident to control the areas around their home. This is achieved by organising all space in such a way that residents may exercise a degree of control over the activities that take place there.



Gable End Walls

It is important to avoid the creation of windowless elevations and blank walls immediately adjacent to public spaces; this type of elevation, commonly at the end of a terrace, tends to attract graffiti, inappropriate loitering, and ball games. The provision of natural surveillance, where possible, will offer additional surveillance over the public area.



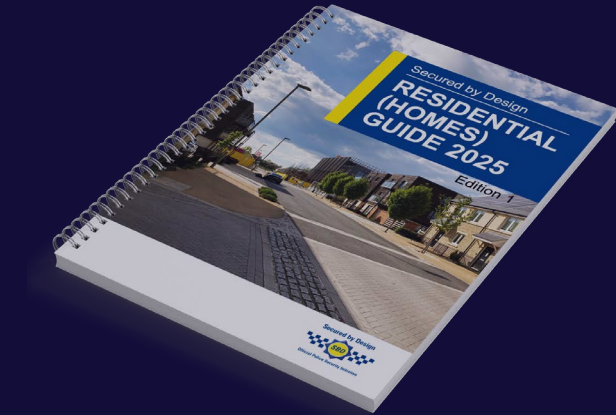
Dwelling Boundaries

It is important that the boundary between public and private areas is clearly indicated. For many housing developments, it will be desirable for dwelling frontages to be open to view, so walls, fences and hedges will need to be kept low or alternatively feature a combination of wall (maximum height 1 metre) and railings or timber picket fence if a more substantial front boundary is required.



Vehicle Parking

Vehicles should either be parked in locked garages or on a hard standing within the dwelling boundary. In high crime areas the addition of a gate or bollard to protect the hard standing parking area may be required. Where communal parking areas are necessary, bays should be sited in small groups, close and adjacent to homes, be within view of active rooms, and allocated to individual properties.





Bicycle Parking

Short term visitor bicycle parking, for instance delivery riders, shall be located adjacent to the primary building entrance and in view of the residents. Bicycle parking stands in public areas of a development shall be certified.



Layout & Orientation of Dwellings

Dwellings should be positioned facing each other to allow neighbours to easily view their surroundings and thus making the potential offender feel vulnerable to detection. Larger schemes should incorporate a mix of dwellings, enabling greater potential for homes to be occupied throughout the day. This gives increased opportunity for natural surveillance, community interaction, engagement and participation and environmental control.



Street Lighting

All street lighting for adopted highways and footpaths, private estate roads and footpaths and car parks must comply with BS 5489-1:2020. Where conflict with other statutory provisions occurs, such as developments within conservation areas, requirements should be discussed with the DOCO (Designing Out Crime Officer) and the local authority lighting designers.



Planting In New Developments

Landscape provision such as the planting of trees and shrubs in new developments can enhance the health and well-being of residents and create attractive residential environments. The landscaping needs to be carefully designed to ensure it does not encourage crime and ASB as a by-product of its design.



Dwelling Identification

Clear signage (naming and/or numbering) of properties is essential to assist residents, postal workers and the attendance of emergency services.



Climbing Aids

Boundary walls, bins and fuel stores, street furniture, trees, low flat roofs, car ports or balconies should be designed to remove climbing aids to gain access into the property.



Rear Access Footpaths

It is preferable that footpaths are not placed to the back of properties. If they are essential to give access to the rear of properties, they must be gated. Where possible the street lighting scheme should be designed to ensure that the gates are well illuminated.



Communal Areas & Play Space

Communal areas, such as playgrounds, toddler play areas, seating facilities have the potential to generate crime, the fear of crime and anti-social behaviour. They should be designed to allow natural surveillance from nearby dwellings with safe and accessible routes for users to come and go. Boundaries between public and private space should be clearly defined and open spaces must have features which prevent unauthorised vehicular access. Communal spaces as described above should not immediately abut residential buildings.



Character & Appearance



Well Designed Places

Well-designed places have individual characteristics which work together to create its physical Character. These help to nurture and sustain a sense of Community. They work to positively address environmental issues affecting Climate. They all contribute towards the cross-cutting themes for good design set out in the NPPF.

The design proposals illustrated throughout this document have integrated the characteristics of good design. The development will be delivered in accordance with these characteristics of well-designed places ensuring the proposals deliver an exceptional new development for Melksham. The ten characteristics and a summary of the development proposal has responded to them are detailed below:

- **Resources:** the development will deliver sustainable homes with a range of energy efficient and low carbon measures as well as seek to use local resources during construction.
- **Public Spaces:** public and private spaces will be clearly identifiable within the development, and a range of public spaces will be incorporated to provide areas of recreation, visual enjoyment and biodiversity interest.
- **Movement:** the development has been designed to be legible and easy to navigate for all users with suitable links for pedestrians, cycles and vehicles.
- **Identity:** the development will have its own identify but will draw influence from the existing character in Melksham and Berryfield and adjacent developments to deliver a high quality and well-designed place.
- **Lifespan:** the development will use high quality materials, energy efficient technology and a landscaping scheme that is well designed and can be maintained to ensure the development is made to last.
- **Nature:** the development will incorporate a range of measures to support nature including biodiversity net gain through the delivery of a range of habitat and the retention of existing habitat and trees.
- **Homes & Buildings:** the development will provide a range of homes of different sizes. The wider development will provide areas of open space for recreation and enjoyment and links into Melksham and Berryfield through a new the provision of pedestrian and cycle routes, which will promote healthy communities.
- **Context:** the development will take design cues from the local context, referencing the distinct palette of building materials, architectural details and characteristics of the public realm and landscape.
- **Built Form:** the development will create coherent pattern of development and sympathetic response to its location on the settlement edge and utilise built form reflective of the local context.
- **Uses:** the development will provide a mix of residential, and amenity uses in the form of public open space and play facilities. The package of proposals will ensure new residents will benefit from the existing services located within Melksham, Berryfield and Bowood View.



Character Summary

Our vision is to create an attractive, sustainable neighbourhood complementing Melksham and Berryfields. A landscape led design process has been at the heart of the concept with the masterplan designed to allow easy access to open space, walking routes and play facilities from all homes. The creation of a walkable neighbourhood and the development of attractive streets will elevate the community and create a great place to live, visit and enjoy.

The masterplan is largely made up from traditional perimeter blocks which have been designed with gaps between buildings for planting to be visible across the developed landscape. In addition to these there is an emphasis on the outward facing parts of the scheme and emphasis on the interrelationship of residential dwellings with the central open space/ Townsend Park, safeguarded canal corridor, and retained hedgerows, trees and landscape assets.

The character of a place is dependent on many factors, including development form, distribution of materials, architectural style, landscaping, and context. The architectural heritage of the Melksham and Berryfield and their surroundings will provide inspiration in guiding the development. Earlier in the design process (and presented within this document) a local context and character study was undertaken to understand the key aspects underpinning character of the local area. This study

has helped to shape the outline proposal but must also guide and shape the design and appearance of future reserved matters applications.

As this is an outline application the detailed architectural proposals, layouts and materials will not be provided until reserved matters stage and thus the purpose of this section of the document is to present indicative layers of information and design tools which will start to define the character of the new community and offer distinctiveness. These design tools and layers of information are as follows:

- **Illustrative Masterplan**
- **Illustrative Visualisations**
- **Built Form Principles.**
- **Indicative Street Hierarchy.**
- **Placemaking Strategy**
- **Key Buildings & Groupings.**



Illustrative Masterplan

The Masterplan, although only illustrative, pulls together the constraints, opportunities and design concepts identified throughout the design process and Masterplan Framework section of this document. The adjacent plan illustrates what a scheme for up to 225 new homes could look like on site, and the block structure and open spaces appropriate when considering the local context.

The masterplan design seeks to provide a sensitive development which both integrates and enhances the adjacent residential areas and potential future developments. The Semington Road frontage has been afforded a generous set back responding to the streets existing building line and character as well as the desire to provide an active frontage and verdant and attractive edge to the new community integrating with the existing community.

An appropriate edge of settlement pattern has been provided on the north and southern side of 'Townsend Park' to define a permanent open space and gap between Berryfields and Melksham. This arrangement takes advantage of attractive views over the parkland maximising the opportunity created by the Melksham Link Canal project to provide a unique, waterside character that 'raises the bar' on design.

The retention of the PRoW's crossing the site ensure there are direct links into 'Townsend Park' from the wider community and seamless integration with the Martin Grant application site to the south. These masterplan characteristics will create an exceptional place to live bringing nature to people's doorsteps.

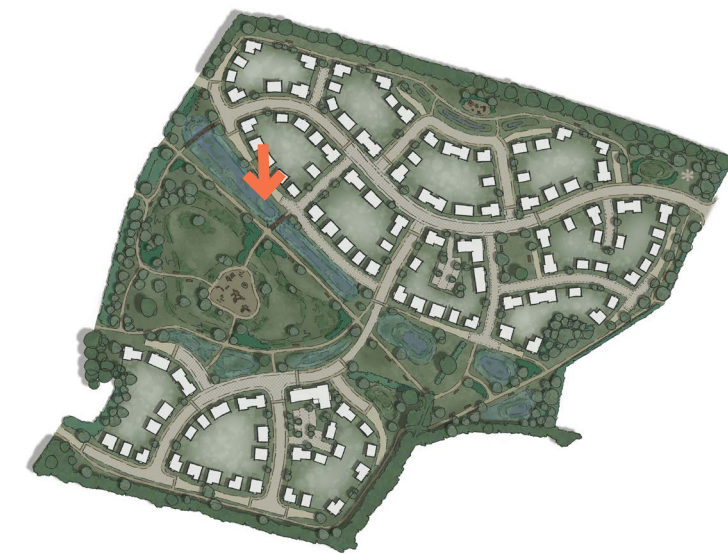
The precise layout and unit size mix will be determined at the reserved matters application stage however the development would provide a policy compliant mix and full range of housing, from one- and two-bedroom apartments through to larger family homes.

To allow for detailed design flexibility this Illustrative Masterplan drawing has intentionally not been submitted formally as an application plan and is simply presented here to show one way in which the Development Framework could be delivered, in accordance with the Parameter Plan as set out earlier within the document.



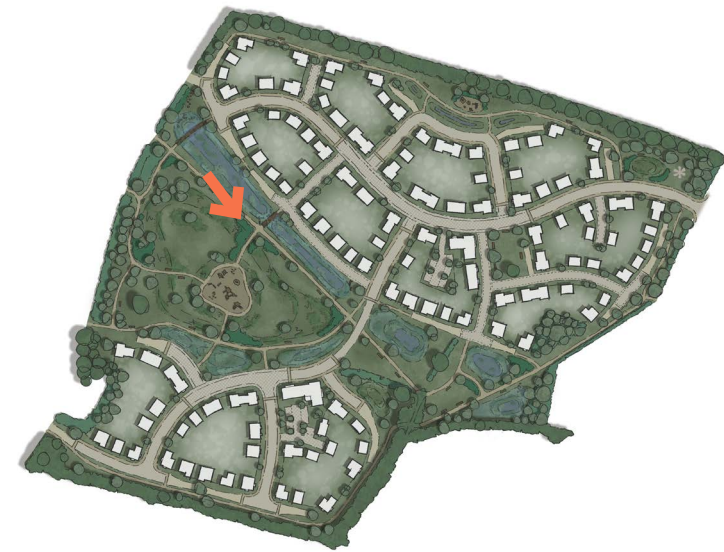
Illustrative Visualisations - Townsend Park

Based on the Illustrative Masterplan, design principles and the vision set out within this document, the following imagery and illustrations provide examples of the type and quality of development envisaged.



Aerial View of Townsend Park

Illustrative Visualisations - Townsend Park



Attractive, Permanently Wet
Drainage Features.

Public Right of Way Retained &
Enhanced within the Site.

New Destination Open Space
Called 'Townsend Park' at the
Heart of the Scheme.

Large Play Area within Townsend Park
Utilising the Landform for Natural Play
Opportunities

Eye Level View of Townsend Park



Illustrative Aerial View

Built Form Principles

The traditional buildings of Melksham should provide examples and inspiration for the new development. This is not intended to be prescriptive or restrict design to copying existing development, but to ensure that development is in keeping with the immediate environment. Fundamental principles have been established for the design of the built form which should be followed and can be summarised as follows:

- Built form should be simple and reflective of the local vernacular.
- Materials and detailing should be informed by both successful precedent schemes and the local area.
- Together the buildings should convey an impression of unity relieved by minor details, materials, and groupings, producing variety with a harmonious identity.
- Visual impact, using special or elaborate details should be restricted to buildings in prominent locations or to larger buildings.
- Variety must not be gratuitous or regular and alternating detail should be avoided.
- A hierarchy of design detail related to size or importance of building should be developed. The design of buildings in important positions should be considered in relation their visual impact. An enhanced detail or a particular form may be all that is necessary to achieve this.
- Groups of buildings should be the principal visual elements in the scheme design and, apart from large or prominent buildings, individual buildings should be visually subservient to the building group.
- There should be a mixture of types of building groups distributed across the development. This mixture should provide variety and interest to streets and public areas and avoid the monotony of contrived and repetitive or regular variety.
- Where terrace groups are provided, they should be both of a unified design type and of an array constituted of varied house types.
- Unified terraces should be designed with special consideration given to end-of-terrace houses and, if appropriate, centre dwellings.
- High walls, trees, and major landscape elements or other features that have a significant visual or functional role are also important.



Indicative Street Hierarchy

To establish a coherent movement pattern, it is necessary to have a clear hierarchy of street types. The appropriate use of these streets in conjunction with built form and landscaping will be the basis for creating this hierarchy.

The need to provide adoptable highway standards cannot be separated from the overall function and character of the street. Well-designed streets contribute significantly to the quality of the built environment and play a key role in the creation of sustainable, inclusive, mixed communities. Streets within the development will be designed as places for walking, socialising, playing or simply enjoying.

Although they are important vehicular corridors, we should not forget that the street can provide an important part of the life of residents, and that this should be acknowledged in their design, permeability, function, landscaping and maintenance.

The street hierarchy is made up from four different street types. The locations of these are set out on the following plan with detailed design guidance and codes presented in the street hierarchy matrix. Where road widths are given, these should be seen as a minimum with scope for widening to follow the shape of the built form.

It should be noted that some larger development parcels may contain streets that are not shown on the adjacent plan. The design of these streets will be determined at reserved matters stage. Given the hierarchy is based upon the Illustrative Masterplan, the locations of all streets should be viewed with a degree of flexibility as these may change during detail design stages. The four street types are as follows:

- Primary street
 - Secondary street
- Tertiary street
 - Private drives

	Primary Street	Secondary Street	Tertiary Street	Private Drives
Character Summary	The strategic vehicular and cycle routes through or into the development. They link the site to the wider highway network. These streets have a clear distinction between vehicular, cycle and pedestrian space and vary in their design according to their specific context and function.	Quieter residential streets, although some non-residential uses may be present. These streets typically have a clear distinction between vehicular and pedestrian space, with a defined kerb and footways although some level surface sections could be incorporated.	Quieter residential streets including mews and streets designed to home zone principles. They are low trafficked connected streets and often have a level surface. They are residential in character are well enclosed, with buildings usually situated on both sides of the street.	Very low trafficked streets, typically located on the edges of a development. They are often single sided streets and usually have a shared surface. Private unadopted streets with access to a small number of units only.
Target Speed	20mph	20mph	20mph	>15mph
Direct Access to Properties / Courtyards	Yes	Yes	Yes	Yes
Carriageway Width	5.5-6m	5.5m	5.0m	4.2-4.8m
Footway Width	3m cycle path or 2m footpath one side / 2m footway on other. (where there is development frontage). Intermittent use of landscape verge to accommodate street trees.	2m footways both sides.	5.0m	4.2-4.8m
Service Margin (Adopted Streets)	2m (1m where no development frontage)	2m (1m where no development frontage)	2m (1m where no development frontage)	N/A
Junction Radii (Minimum)	10m-6m	3m-6m	3m-6m	2m-3m
Forward Visibility (Minimum)	25m	25m	18m	11m

Note: The specifications provided in the above matrix should be viewed with a degree of flexibility as changes may occur during the detail design stages. Guidance regarding design speed, visibility requirements and street lighting should be negotiated and agreed throughout the Reserved Matters and Section 278 process.



Placemaking Strategy

The Illustrative Masterplan has adopted the principles of best practice in urban design, comprising an arrangement of outward facing perimeter blocks that present a strong frontage to the public realm and secure private rear gardens.

This perimeter block form of development promotes safety, security and surveillance to minimise the opportunity for crime and anti-social behaviour within areas of public realm whilst creating a positive urban space.

The below plan illustrates a series of urban design principles that should be used to inform future reserved matters/ detailed design work. These principles have underpinned the illustrative masterplan approach and design philosophy presented throughout this document.

Key Buildings & Groupings

As illustrated on the Placemaking Strategy Plan, key buildings will be located throughout the development, either as single buildings or building groups. The following information presents in more detail the different forms these buildings could take and their associated scale, features, and detailing.

Form

The term 'key building' can be interpreted in many ways and should not be taken at face value. A key building in urban design terms may not be a single building at all. A series of elements treated as an identifiable whole can be used to mark out built form as more of a landmark than its immediate neighbours. This could be in the form of: A pair of houses semi-detached or within a terrace; a plot series within a terrace; a plot series treated as a singular building or unit; a singular prominent feature as part of a building.

Features

The use of features on buildings such as projecting bay windows, gable features and projecting chimneys can be used to reinforce key building status. The feature itself might be used on a relatively simple building to impart key status or act as a focal point but must read as part of an identifiable whole.

Scale

As a rule, the scale of key buildings should be in proportion to their importance within the streetscape or building group. Not every key building needs to be greater in size than its neighbours, but it should be imposing enough to mark it out as more important.

Detailing

Detailing of buildings will be an important consideration within the development. This will be especially important on key buildings, where detail elements are likely to be subject to an increased level of scrutiny. Normally attention to detail will have to be heightened on key buildings. Attention should be paid to the detailing of window cills and heads, eaves and door surrounds and canopies.

Buildings On Junctions

Buildings will turn corners positively so that both elevations seen from the street have windows to them and avoid blank gable ends visible from the public realm. Generally, the longest side of the building will be turned to the street, allowing narrow gable ends and substantial window frontage provided to habitable rooms on both the main and return façades.

Landmark Buildings

Landmark buildings should be positioned in specific locations stop ending key views or at an important gateway location. Significant differentiation of dwellings with landmark status will be expected with enhanced facing materials. This will help aid visual legibility throughout the layout and provide variety in the street scene.



Placemaking Strategy Plan



7 Conclusion

Summary of Proposals

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 development framework, masterplan, form, appearance, and details of the proposed development.

Proposals should draw inspiration from the site, its surroundings, or a wider context. They should introduce new approaches to contrast with, or complement, the context. This Design & Access Statement sets out a clear explanation of the design process and the principles that underpin the application proposal. This establishes a strong rationale for development of the site and presents clear concepts that can guide future detailed applications and delivery.

The vision is to create an attractive new development that makes a positive impact on the local area. The proposed scheme responds positively to its setting having undergone a thorough assessment, consultation and design process.

The proposals presented represent a high quality, well designed and sustainable development. We trust the design material provided will allow officers to move towards a positive determination of the outline submission.



Illustrative Masterplan



Eye Level View of Townsend Park

Bellway

Prepared by.

