

Planning Statement

Ashton Park, Trowbridge

Reserved Matters Application – Phase 2

Application for Reserved Matters (appearance, landscaping, layout and scale) for up to 205 residential dwellings (Use Class C3), along with associated open space, landscaping, and parking, pursuant to Outline Planning Permission ref. 15/04736/OUT (including information to satisfy conditions 2, 8, 11, 22 (Partial), 25 (Partial), 34).

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1 Introduction

- 1.1 This Planning Statement supports a Reserved Matters Application for up to 205 dwellings at Ashton Park, Trowbridge. The application description is as follows:

Application for Reserved Matters (appearance, landscaping, layout and scale) for up to 205 residential dwellings (Use Class C3), along with associated open space, landscaping, and parking, pursuant to Outline Planning Permission ref. 15/04736/OUT (including information to satisfy conditions 2, 8, 11, 22 (Partial), 25 (Partial), 34).

- 1.2 The purpose of the statement is to satisfy the requirements of the August 2026 National Planning Policy Framework (NPPF), namely the requirement for major development proposals to be accompanied by a concise planning statement, setting out

- i. How the development proposal is consistent with relevant development plan and national decision-making policies;
- ii. The outcome of pre-application engagement and the extent to which the proposal has changed in response to this engagement; and
- iii. The proposed use of any planning obligations to make the proposal acceptable in planning terms.

- 1.3 Criteria iii is not relevant to this Reserved Matters (RM) submission as there is already a S106 in place through the outline permission.

- 1.4 In line with the requirement to provide a concise statement, this statement focuses on addressing criteria i & ii. This statement should be read alongside the Design Compliance Statement and the submitted technical documents, which provide detail on how the proposals satisfy the policy context.

- 1.5 The Design Compliance Statement provides greater detail on the evolution of the design of the proposals and how the OPP parameter plans, Design and Access Statement and conditions have guided the layout and appearance of the scheme. It also includes detail on the density, movement, parking strategy, materials, and sustainability measures, which are not repeated in any detail within this planning statement.

2 The Site, its Surroundings and Relevant Planning History

- 2.1 The application site lies to the south east of Trowbridge adjoining the wider Ashton Park strategic allocation. The parcel forms Phase 2 and benefits from outline planning permission through Outline Planning Permission (OPP) ref. 15/04736/OUT.
- 2.2 The site relevant to the RM submission is identified in red below, set within the context of the wider OPP masterplan:



- 2.3 The site is well related to existing and planned residential neighbourhoods, green infrastructure, active travel routes and future community facilities.
- 2.4 The application follows approval of RMs for Barratt and Persimmon Homes for the initial phases and infrastructure, under references PL/2025/07352, PL/2025/07678, PL/2025/07293 & PL/2025/07298.

3 Assessment against the Planning Policy Context

- 3.1 The planning policy context for the proposal is provided by national and local planning policy guidance.
- 3.2 The development plan for Wiltshire comprises the Wiltshire Core Strategy (WCS) (adopted January 2015), which remains the principal statutory planning document guiding development across the county. In line with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning decisions must be made in accordance with the development plan unless material considerations indicate otherwise.
- 3.3 The principle of the development, the site's suitability as a location for a large scale housing led mixed use development, the ecological significance of the site and the required mitigation, and the transport assessment of the site have already been considered and endorsed through the grant of the OPP. Consequently, and in line with the NPPF guidance to provide a concise assessment, only the policies deemed to be relevant to this RM application need be assessed.
- 3.4 Core Policy 3 Infrastructure Requirements: requires development to provide or contribute toward essential infrastructure. The submitted proposals include internal roads, footways, cycle links, public open space, sustainable drainage infrastructure, landscaping and biodiversity measures. The development also integrates with the wider Ashton Park masterplan through connections to adjoining development parcels, green infrastructure and active travel routes. As such, the scheme provides the infrastructure necessary to support future residents and accords with the requirements of Core Policy 3.
- 3.5 Core Policy 41 Sustainable Construction and Low Carbon Energy: seeks to reduce carbon emissions through sustainable design and construction measures. The Design Compliance Statement confirms that the development will deliver highly energy-efficient homes and includes commitments relating to sustainability and active travel. The layout promotes walking and cycling, thereby reducing reliance on private vehicles. Modern construction methods and compliance with prevailing Building Regulations will ensure that the dwellings achieve high standards of energy performance. The development therefore supports the objectives of Core Policy 41.
- 3.6 Core Policy 43 Providing Affordable Homes: seeks delivery of affordable housing to address identified local needs. 30% of the proposed dwellings will be affordable housing, comprising a mix of Affordable Rent and Shared Ownership homes distributed throughout the site. The affordable homes are designed to be tenure blind and form part of a cohesive neighbourhood. The proposal therefore accords with Core Policy 43.
- 3.7 Core Policy 45 - Meeting Wiltshire's Housing Needs: requires new housing developments in Wiltshire to deliver a locally appropriate mix of house types, sizes and tenures that reflects evidenced housing needs and helps create balanced, sustainable communities. The proposed development includes two, three, four and five-bedroom homes; Affordable Rent properties and; Shared Ownership properties. These are arranged across detached, semi-detached and terraced forms. Together with the wider OPP area, this variety will promote a balanced community and increase housing choice across the development.
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- 3.8 Core Policy 50 - Biodiversity and Geodiversity: requires development to protect and enhance biodiversity interests. The development retains significant landscape features and incorporates biodiversity enhancement measures across the site. These include the provision of nesting bricks, hedgehog highways, bat features, pollinator-friendly planting and a strengthening of the wider green infrastructure network. The integration of SuDS features and additional planting areas will provide ecological benefits and habitat creation opportunities. Accordingly, the proposal is compliant with Core Policy 50.
- 3.9 Core Policy 51 – Landscape: seeks to protect and enhance landscape character through sensitive design. The Reserved Matters proposals have evolved from the approved masterplan framework and respond directly to the site's landscape context. Existing green infrastructure is retained wherever possible and supplemented with additional planting, buffering and landscape corridors. Lower-density development is focused around site edges, helping the development transition appropriately into adjoining open spaces and green infrastructure areas. The proposals therefore accord with Core Policy 51.
- 3.10 Core Policy 52 - Green Infrastructure: promotes the retention and enhancement of Wiltshire's Green Infrastructure Network. The scheme incorporates a comprehensive landscape strategy, retains existing green infrastructure assets, enhances ecological corridors and provides meaningful public open space. The Design Review Panel specifically emphasised the importance of connecting to green infrastructure, and the final layout responds positively through enhanced pedestrian links, visual connections and active frontages overlooking open spaces. The proposal is therefore fully consistent with Core Policy 52.
- 3.11 Core Policy 57 - Ensuring High Quality Design and Place Shaping. This represents the principal design policy within the Development Plan. The Design Compliance Statement demonstrates that the layout has evolved through an iterative design process informed by technical constraints, Design Review Panel feedback and approved outline parameters. The resulting development exhibits:
- A clear street hierarchy.
 - Strong active frontages.
 - Legible movement routes.
 - Well-defined public spaces.
 - Appropriate density variation.
 - High quality landscape integration.
 - Strong surveillance of streets and open spaces.
 - Distinctive character areas.
- 3.12 Particular weight should be attached to the fact that the Design Review Panel recommendations concerning permeability, green infrastructure integration, PRow connections and placemaking have been directly incorporated into the scheme. The proposal therefore demonstrates full compliance with Core Policy 57.
- 3.13 Core Policy 60 - Sustainable Transport: seeks to reduce the need to travel and encourage sustainable transport choices. The development provides a connected and permeable movement network with direct pedestrian and cycle connections throughout the site and into adjacent development parcels. Existing movement corridors are retained and enhanced, enabling residents to access surrounding facilities by sustainable means. The layout prioritises

pedestrian movement and establishes direct links to future community facilities and active travel routes. Accordingly, the proposal complies with Core Policy 60.

- 3.14 Core Policy 61 - Transport and New Development: requires developments to be designed to encourage sustainable travel and provide safe access arrangements. The development incorporates an integrated road hierarchy, pedestrian-friendly streets and logical connectivity throughout the site. The design allows convenient access for residents while ensuring that movement is safe, legible and efficient. The proposals have been developed in accordance with approved access principles established at outline stage. The proposal therefore accords with Core Policy 61.
- 3.15 Core Policy 64 - Demand Management: encourages measures that reduce reliance on private motor vehicles. The application promotes walking and cycling through the delivery of an interconnected street network and multiple active travel routes. Residents will benefit from direct links to open spaces, community facilities and surrounding neighbourhoods. The proposal therefore supports modal shift and sustainable travel behaviour in accordance with Core Policy 64.

NPPF 2026 National Development Management Policies (NDMPs) Assessment

- 3.16 The August 2026 NPPF introduces National Development Management Policies (NDMPs) which form part of the statutory development plan and are directly relevant to the determination of residential development proposals. The following assessment focuses on those NDMPs most applicable to the RM submission.
- 3.17 NDMP DM1: Presumption in Favour of Sustainable Development. The NPPF confirms that sustainable development remains the fundamental objective of the planning system. Decision-makers should approve proposals that accord with the development plan and promote the economic, social and environmental objectives of sustainable development.
- 3.18 The proposals deliver:
- 205 new dwellings within an approved strategic urban extension.
 - Affordable housing integrated throughout the development.
 - Public open space and green infrastructure.
 - Active travel connections.
 - Biodiversity enhancements.
 - Sustainable drainage infrastructure.
 - High-quality placemaking and design.
- 3.19 The scheme therefore makes a positive contribution towards all three dimensions of sustainable development and fully accords with NDMP DM1.
- 3.20 NDMP DM2 seeks to ensure development promotes healthy communities, active lifestyles, community interaction and safe environments.
- 3.21 The submitted layout has been designed around:
- Walkable neighbourhood principles.
 - Direct pedestrian and cycle routes.
 - Overlooked public open spaces.
 - Convenient access to future community facilities.

- Natural surveillance of streets and open spaces.
 - Integrated play and recreational opportunities.
- 3.22 The Design Compliance Statement demonstrates that public spaces, movement corridors and key nodes are actively overlooked, increasing actual and perceived levels of safety. The proposal therefore supports community cohesion and healthy living consistent with NDMP DM2.
- 3.23 NDMP DP1 Achieving Well-Designed Places requires development to function well, add to the overall quality of an area, establish an attractive and distinctive sense of place and create safe, inclusive environments.
- 3.24 The proposals strongly reflect these objectives through:
- A clearly defined street hierarchy.
 - Active frontages.
 - Corner-turning buildings.
 - Distinct character areas.
 - Varying densities.
 - Strong landscape integration.
 - Landmark buildings at key nodes.
 - Retention and enhancement of existing green infrastructure.
- 3.25 The Design Review Panel comments were incorporated into the design evolution process, particularly regarding permeability, frontage treatment, green infrastructure integration and placemaking. The resulting scheme creates a legible and attractive neighbourhood fully aligned with NDMP DP1.
- 3.26 NDMP DP2 Design of Homes promotes the delivery of high-quality residential environments that provide good living conditions for future occupants.
- 3.27 The proposed development provides:
- A wide range of dwelling types.
 - Appropriate private gardens.
 - Good levels of natural surveillance.
 - Convenient access arrangements.
 - Integrated parking solutions.
 - Attractive street scenes.
 - Access to open space and landscape features.
- 3.28 The housing mix includes detached, semi-detached and terraced properties, helping create a balanced and mixed community whilst offering a range of accommodation suitable for different household needs.
- 3.29 Accordingly, the proposal complies with NDMP DP2.
- 3.30 NDMP TR1 Promoting Sustainable Transport seeks to maximise opportunities for walking, cycling and public transport use whilst reducing reliance on private vehicles.
- 3.31 The Reserved Matters proposals incorporate:
- A permeable movement network.
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- Multiple pedestrian links.
 - Cycle connectivity.
 - Connections to adjacent development phases.
 - Improved links to green infrastructure.
 - Direct access to future community facilities.
- 3.32 Pedestrian movement has been prioritised throughout the layout and forms one of the central design principles identified within the Design Compliance Statement.
- 3.33 The scheme therefore accords with NDMP TR1.
- 3.34 NDMP TR2 Highway Safety and Access requires development to provide safe and suitable access for all users and avoid severe residual transport impacts.
- 3.35 The proposal:
- Uses the approved access strategy established at outline stage.
 - Delivers a legible hierarchy of streets.
 - Incorporates parking to adopted standards.
 - Provides safe pedestrian and cycle routes.
 - Integrates traffic-calming through street design.
- 3.36 The movement strategy creates a safe environment for all users whilst maintaining connectivity across the wider Ashton Park development. Consequently, the proposal complies with NDMP TR2.
- 3.37 NDMP CC1 Climate Change Mitigation and Adaptation requires planning decisions to support the transition to a low-carbon future and improve resilience to climate change.
- 3.38 The proposals support climate objectives through:
- Energy-efficient new dwellings.
 - Sustainable travel infrastructure.
 - Extensive tree planting.
 - Green infrastructure enhancement.
 - Integrated SuDS features.
 - Nature-based solutions within public open spaces.
- 3.39 These measures contribute to carbon reduction, urban cooling, ecological resilience and long-term environmental sustainability.
- 3.40 NDMP HO2 Housing Mix and Choice encourages developments to provide a suitable range of housing types, tenures and sizes reflecting community needs.
- 3.41 The proposed development includes:
- Two, three, four and five-bedroom homes.
 - Affordable Rent properties.
 - Shared Ownership properties.
 - Detached, semi-detached and terraced forms.

- 3.42 This variety will promote a balanced community and increase housing choice across the development. The proposal therefore satisfies NDMP HO2.
- 3.43 NDMP HC1 Promoting Healthy Communities seeks the provision of accessible open space, opportunities for recreation and environments that support healthy lifestyles.
- 3.44 The proposals include:
- Public open space.
 - Landscape corridors.
 - Walking routes.
 - Connections to wider green infrastructure.
 - Opportunities for informal recreation.
 - Future access to community facilities.
- 3.45 These features create a healthy living environment and help support long-term wellbeing.
- 3.46 NDMP NE1 Conserving and Enhancing the Natural Environment requires developments to minimise environmental harm whilst seeking opportunities for biodiversity enhancement.
- 3.47 The scheme incorporates:
- Retained landscape features.
 - Biodiversity enhancements.
 - Bird and bat nesting opportunities.
 - Pollinator-friendly planting.
 - Hedgehog highways.
 - Ecological connectivity measures.
- 3.48 The development will therefore deliver measurable environmental gains consistent with the objectives of NDMP NE1.
- 3.49 NDMP W1 Flood Risk and Sustainable Drainage requires developments to appropriately manage flood risk and surface water runoff.
- 3.50 The proposals integrate sustainable drainage infrastructure throughout the development and use SuDS features as part of the wider landscape framework. These components perform both engineering and placemaking functions and contribute to the creation of attractive green spaces. The development therefore accords with NDMP W1.

4 Response to Pre-Application Engagement

- 4.1 This section assessed the outcome of pre-application engagement and the extent to which the proposal has changed in response to this engagement.

The design has evolved through the outline process, stakeholder engagement and Design Review Panel feedback.

A Design Review Panel (DRP) was held in February 2026 during the evolution of the Phase 2 layout. The panel provided specific feedback on movement, green infrastructure integration, frontage treatment, place-making and the relationship with Public Rights of Way (PRoW). The submitted Reserved Matters proposals have been amended to reflect this feedback as set out in the table below.

DRP Feedback	Response in Submitted Proposal
Increase pedestrian and cycle connections, particularly between streets and open spaces, along the PRoW and from street ends into green routes. The PRoW should be a structuring element of the layout.	The layout has been designed around a highly permeable movement network with additional pedestrian connections linking into the BOAT/PRoW and wider green infrastructure. The movement strategy provides a comprehensive grid of pedestrian and cycle routes connecting homes with open spaces, the primary school and surrounding neighbourhoods.
Create strong active frontages along the spine road and establish a clear gateway and sense of arrival.	A strong, higher-density frontage has been retained along the spine road with limited interruptions. Buildings front the primary routes, creating active frontages and overlooking key spaces. Gateway features and focal buildings are incorporated at key junctions and vistas.
Ensure clear built containment and legibility of spaces.	Movement nodes and open spaces are overlooked by active corner-turning buildings, while focal plots terminate key vistas and reinforce wayfinding. The layout is arranged around a clear hierarchy of streets and spaces.
Integrate tree planting and SuDS within the street network.	The scheme includes opportunities for street trees, highway verge planting, rain gardens and SuDS features. The design incorporates attenuation areas, permeable surfaces and green infrastructure throughout the layout.
Ensure buildings positively address green spaces and avoid rear boundaries backing onto public areas.	Dwellings are orientated to front onto open spaces, hedgerows, PRoWs and movement corridors. The layout promotes active surveillance of public spaces and avoids defensive relationships with green infrastructure.
Strengthen visual and movement links to wider green infrastructure and terminate streets with views into green space.	Existing green infrastructure has been retained and enhanced through buffers, movement corridors and new planting. Streets and routes are aligned to create views towards landscaped areas and public open space.

- 4.2 In summary, the layout has been revised to provide a more permeable movement framework, additional connections to green infrastructure, stronger frontage treatment along principal

routes, focal buildings at key nodes, integrated SuDS and street tree planting, and improved surveillance of open spaces. These changes have directly shaped the submitted proposals and demonstrate how pre-application engagement has informed the final design.

5 Summary & Conclusions

- 5.1 This Planning Statement focuses on assessing how the RM submission for up to 205 residential dwellings has been devised to satisfy development plan policies, including the newly published NPPF National Development Management Policies.
- 5.2 The RM proposals for Ashton Park Phase 2 demonstrate comprehensive compliance with the relevant National Development Management Policies contained within the August 2026 National Planning Policy Framework. The scheme delivers significant housing benefits, affordable housing provision, high-quality placemaking, integrated green infrastructure, biodiversity enhancement, sustainable transport opportunities and climate-responsive design. Furthermore, the detailed design directly reflects the recommendations of the Design Review Panel and the principles established through the approved outline masterplan. Accordingly, the proposals accord with both the NDMPs and the overarching objective of achieving sustainable development.