



# CHIPPENHAM NEIGHBOURHOOD PLAN\_

Chippenham Town Council

## Housing Design Topic Paper

### Appendix 13



## POLICY OBJECTIVE(S)

- Ensure that housing growth is sustainable and supported only where key infrastructure is built first - including social, transport and green infrastructure.
- Secure a high quality of design for new housing development, using a design code for specific areas of the Town, and encouraging self-build, use of local materials and innovative housing design.
- Ensure that all new housing development is carbon neutral.

## A. INTRODUCTION

1. The Government are currently focused on raising the design standards of new residential development, recognising that for too long there have been flaws in the planning system relating to the delivery of high quality and sustainable housing. This position is reflected in the revised National Planning Policy Framework (NPPF) 2021, and the National Design Guide and National Model Design Code, which sets out the Government's vision for good design to be used across the planning process from initial policy development, to scheme design, to decisions and implementation.
2. The Chippenham Site Allocations Plan allocated land for 2625 new homes in Chippenham. These have almost all now been subject to planning approval and many have been built. However, in the Review of the Local Plan, Wiltshire Council has indicated that it is likely that Chippenham will be the location for further housing growth.
3. Wiltshire Council has been testing the total scale of housing growth over the plan period 2016 to 2036. The current assessment (Regulation 18 draft, January 2021) indicated that the emerging strategy for Chippenham had an overall housing requirement of 9225 dwellings, which, after accounting for existing allocations, completions and permissions, left a residual requirement of 5100 dwellings to plan for. In addition to this, a 'brownfield target' for 2021-2031 of an additional 240 dwellings was included as an estimated amount of development that would come forward in the first part of the Plan period.
4. Chippenham has grown significantly in size in recent decades. Past land allocations led to the development of many housing estates, each with their own character. On the whole, the Neighbourhood Plan's Housing Topic Group reflected that more recent past development in Chippenham by volume housebuilders has been mediocre and uninspiring in terms of its design, and poor in terms of its eco-credentials. The Group considered it vital that the threshold is raised and that new housing is of high quality design incorporating: energy efficient measures, contemporary architecture using the latest technology and materials, the necessary infrastructure to provide all the facilities that will be required by future occupiers, and a strong sense of place and

identity. The Group felt that lessons could be learned from the past that could be used to develop policies for the housing that would be required under the Reviewed Local Plan to 2036.

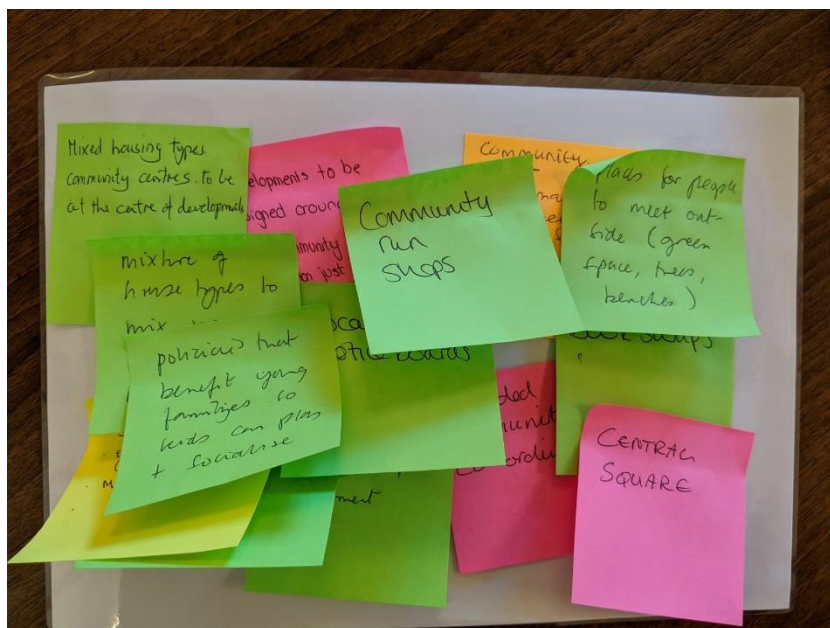
5. At the time that the Topic Group reflected on proposals for new large scale housing development at the edge of Chippenham, the Local Planning Authority had not yet allocated sites. It was likely that the Neighbourhood Plan would either come into force before the Reviewed Local Plan had been adopted, or nearly at the same time. The sites allocated in the Chippenham Site Allocations Plan 2017 had already received planning permission at the time that the Neighbourhood Plan was being prepared. Therefore, it was necessary for the Neighbourhood Plan to consider new largescale housing development before any sites had been identified and agreed in an adopted plan.
6. The Steering Group appointed the Housing Topic Group to work with the local community to identify good design practice from existing housing estates in Chippenham that could be carried forward into the new developments. The Topic Group held three public workshop events on housing design in early 2020. It decided to prepare a design guide that set out the clear expectations of what should be provided on residential developments, right through from large scale major strategic residential development right to minor residential development.
7. This Topic Paper considers evidence gathered by the Housing Topic Group at the housing workshops and recommends an approach for the Neighbourhood Plan. Because of the uncertainties in the quantum and location of housing allocations in the emerging Local Plan, this Paper considers new housing estates in general terms. The Neighbourhood Plan will set out the criteria for site masterplans in a design guide. This approach is general and flexible and will be able to accommodate a range of housing developments without being overly prescriptive.
8. The recommendations in this Paper are carried forward into the 'Chippenham Design Guide'.

## B. METHODOLOGY FOR EVIDENCE GATHERING

9. The Neighbourhood Plan Housing Topic Group identified three housing estates in Chippenham that represented different types of housing/ages and therefore had different characters:
  - Hill Rise - an older estate built in the 1950s for social housing
  - Charter Road - a 1980s estate with a mix of social and private housing
  - Pewsham - a newer 1980s/1990s estate of mainly private homes
10. Leaflets describing how the community could participate in developing this policy via three housing workshops, were distributed by the Topic Group to 1,100 individual residences over the three areas. A copy of the leaflet is set out in **Annexe 2** at the end of this Paper.
11. Public focus groups were held on 8, 22 and 29 February 2020. The events were held on Saturday mornings so that people in work could attend. The activity was split over two parts: first was a SWOT analysis (Strengths/Weaknesses/Opportunities/Threats) of the estates where the participants lived, and the second was a quick response exercise where all participants were asked for their views on a range of planning topics relating to housing development. The full results are set out in **Annexe 1** at the end of this Paper. **Figure 1** shows photographs from one of the housing workshops held.

**Figure 1 - Photographs from the Charter Road Housing Workshop, Town Hall, 8 February 2020**





12. The attendance at each session was relatively low, although the 1,100 leaflets had been delivered directly to homes. The number of attendees is shown for the individual events. The Topic Group members attended each event but only responded during one session, unless they had actually lived in the different neighbourhoods when they responded according to each of their residential experiences.
13. Both the National Design Guide (2019) and National Model Design Code (2021) were produced subsequent to the preparation of the housing workshops by the Topic Group. Therefore whilst the workshops were not explicitly structured round the ten characteristics of well-designed places referred to in the National Design Guide, the bespoke topics covered within the workshops cover very similar ground.
14. The main results of the consultation are summarised in Section C of this Paper in **blue** highlighting.

## C. EVIDENCE AND RECOMMENDATIONS FROM HOUSING WORKSHOPS

### Activity 1: Carrying Good Practice Forward into Residential Development Schemes and the Need for Masterplanning (SWOT Analysis)

#### Masterplanning in Wiltshire

15. The Core Strategy introduces the concept of using masterplanning in combination with legal agreements to ensure that mixed use strategic sites will focus on ensuring an appropriate phasing of development so that jobs are provided in a timely manner alongside new homes.<sup>1</sup> Core Policy 2 requires development on strategically important sites to follow the requirements in the development templates which set out the infrastructure requirements to inform the masterplanning of the strategic site allocations.

16. Core Policy 2 states:

*‘Masterplans will be developed for each strategically important site in partnership between the local community, local planning authority and the developer, to be approved by the council as part of the planning application process. At mixed use sites development will be phased to ensure employment land, and its appropriate infrastructure, is brought forward during the early stages of development’.*

17. Core Policy 3 states:

*‘All new development will be required to provide for the necessary on-site and, where appropriate, off-site infrastructure requirements arising from the proposal. Infrastructure requirements will be delivered directly by the developer and/or through an appropriate financial contribution prior to, or in conjunction with, new development’.*

It goes on to state:

*‘Planning conditions and planning obligations (largely through section 106 agreements) will be sought to mitigate the direct impact(s) of development, secure its implementation, control phasing where necessary, and to secure and contribute to the delivery of infrastructure made necessary by the development.’*

And it will be delivered by:

*‘Liaison through the area boards with town and parish councils and appropriate local stakeholder to identify community infrastructure requirements help establish local priorities as well as develop/implement mechanism for administering monies*

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<sup>1</sup> Wiltshire Core Strategy (2015), para. 4.23.

*collected through Community Infrastructure Levy (CIL) and planning obligations in accordance with national and council policies.'*

18. Core Policy 57 requires major developments to ensure that they are accompanied by a detailed design statement and masterplan.
19. Whether this approach will be followed in the review of the Local Plan is not clear at the time of writing. The Core Strategy has set out infrastructure requirements in the development templates based on the Infrastructure Delivery Plan in place at that time.
20. Chippenham Town Council is seeking clarification from the Local Planning Authority on how infrastructure requirements and expenditure, including via the Community Infrastructure Levy, will be collected and allocated. At the time of writing, the Local Plan review is still in its early stages and these matters have not yet been revealed.
21. The NPPF contains a requirement for plans to set out contributions expected from development.<sup>2</sup> In this instance, for the reasons set out above, the Neighbourhood Plan will only set out broad requirements for new development, and will work collaboratively with the Local Planning Authority to ensure that the policies do not undermine the delivery of either the Neighbourhood Plan or the Reviewed Local Plan, probably in the formulation of Development Templates for the individual housing allocations. After the Neighbourhood Plan is made, the Town Council will work closely with applicants to secure good quality design proposals.

## SWOT analysis

22. The first consultation activity in each session asked participants to discuss the strength and weaknesses of their current neighbourhoods and to consider what opportunities the new housing development could offer in a SWOT analysis. The full response is replicated in **Annexe 2**.
23. The principles that will be discussed in this section have been developed in this SWOT session. The principles will be expressed under headings that will summarise the community views, consider relevant Wiltshire Council evidence and planning policy, and will conclude with proposed wording for the Neighbourhood Plan Design Guide.

## Local Centre Community Views

24. Communities that have a public central area are most desirable. The central area should provide for varied opportunities for people to meet, accommodate their recreational and wellbeing needs, and provide basic services.
25. Local Centres should be designed around the main public open space in the estate and should follow the principles for parks, set out below. Local Centres should also offer opportunities for local shops, cafes, pubs, takeaways, pharmacies and other

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<sup>2</sup> NPPF, 2021, Para. 34.



services to succeed. Community hub buildings are also required to allow people to meet in clubs, classes and for celebrations. Space should be provided that will allow small-scale community enterprises to become established.

### **Evidence and Policy**

26. Core Policy 3 requires new development provide for necessary on-site infrastructure arising from the proposal. This will require liaison through the area boards with town and parish councils and appropriate local stakeholders to identify community infrastructure requirements help establish local priorities as well as develop/implement mechanisms for administering monies collected through Community Infrastructure Levy (CIL) and planning obligations in accordance with national and council policies.
27. Core Policy 49 protects existing community facilities and sets out a test for proposed changes of use.
28. **What the Guide should contain:**
  - **Provide a Local Centre at the heart of the estate with the following elements:**
    - The main estate park according to the provisions set out elsewhere in this policy;
    - Buildings for necessary community services such as a pharmacy, shop, small businesses, etc. (Primarily A class uses);
    - Provide a multi-purpose community hall;
    - Ownership of multi-purpose Community Hall will be handed over to Chippenham Town Council before the first house is occupied;
    - Use tree and landscape planting to set out a hierarchy of spaces;
    - Provide a bus shelter;
    - Provide secure cycle parking;
    - Provide a limited number of public car parking spaces according to Wiltshire's parking standards;
    - Provide unallocated land for small-scale business start-ups large enough to accommodate two shipping containers or similar-sized structure/s. The land shall be kept in a tidy and pleasant state until take-up and be capable of being connected to necessary utilities. The land will be expected to be used for A and B classes, and change of use will only be allowed according to the tests set out in Core Strategy Policy 49.
  - Provision of the Local Centre will be complete before the occupation of the 100<sup>th</sup> dwelling.

## **Housing**

### **Community Views**

29. Housing estates should accommodate mixed communities where all members live side by side without social differences being apparent. Houses types should be mixed, tenure blind, and generally low rise. A proportion of new houses should be built so that they can accommodate people's needs as they age. A proportion of



houses should also be provided that offer “level living” so that people who find stairs difficult can be comfortable in their homes. Where flats are provided, they should have balconies so that residents can get fresh air. All public areas should be overlooked and there should be no dark passageways or footways.

### Evidence and Policy

30. Core Strategy Strategic Priority 3 seeks to deliver a range of housing types and sizes to help meet local needs for different groups of the population in a sustainable manner, including many new homes meeting the needs of an ageing population.<sup>3</sup>
31. Core Policy 45 requires that new housing, both market and affordable, should be well designed to address local housing need incorporating a range of different types, tenures and sizes of home to create mixed and balanced communities:  
  
*‘Housing size and type, including any distinction between flats and houses, will be expected to reflect that of the demonstrable need for the community within which a site is located. The Wiltshire Strategic Housing Market Assessment identifies the housing needs of Wiltshire. Any variation to this will need to be justified through the production of new, sound evidence from either an updated Strategic Housing Market Assessment or other credible evidence source.’*
32. The Neighbourhood Plan will be producing evidence on housing mix. However, for this policy, the form of housing should reflect community needs for mixed, low rise and tenure blind properties. Also, housing should be designed to so that it can meet the needs of residents over the long term and do not require significant modifications to meet changed circumstances.
33. Core Policy 57 requires that new development takes account of the needs of potential occupants, through planning for diversity and adaptability, and considering how buildings and space will be used in the immediate and long term future.
34. Technical housing standards - nationally described space standard provides a useful guideline on room sizes for new estates.
35. **What the Guide should contain:**
  - Provide housing to meet the mix identified in the housing needs assessment.
  - Houses types shall be mixed in style and tenure, tenure blind, geographically spread out through the development, and generally low rise.
  - Comply with at the least the minimum standards set out in ‘Technical Housing Standards - Nationally Described Space Standard’

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<sup>3</sup> Wiltshire Core Strategy, page 30.

## Sustainable Transport

### Community Views

36. A good housing estate has safe and attractive walking routes into the town centre, the railway station, schools and local amenities. It is important that local footpaths and cycle ways connect to wider networks, including those to the countryside to allow for recreational sustainable travel. Walking and cycling is a “social leveller” where all residents participate equally. It is important that routes are green and natural, allowing for biodiversity and creating a sense of peace and tranquillity, but are also safe and overlooked in the day and night-time.

### Evidence and Policy

37. Core Policy 61 requires new development to be designed to reduce the need to travel, particularly by private car and to encourage the use of sustainable transport alternatives. Transport assessment must demonstrate that visually impaired and other disabled people, pedestrian and cyclists are prioritised when designing schemes.
38. The Local Transport Plan 2011 - 2026 seeks to provide a sympathetically designed, high quality and well maintained network of walking and cycling routes.<sup>4</sup> Strategic Objective SO2 seeks to provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail. Strategic Objective SO 12 seeks to support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their transport impacts. Strategic Objective SO 13 seeks to reduce the need to travel, particularly by private car.
39. New strategic developments should contain well-considered and well-linked walking and cycling routes that should follow desire lines to allow for efficient routes between the estate and key destinations. The routes should be attractive, safe and should be landscaped to increase biodiversity thus becoming a part of the estate’s Green Infrastructure. The walking and cycling routes should be segregated from motorised traffic and should accommodate people with mobility difficulties. The routes should be established and ready before the first house is occupied.
40. **What the Guide should contain:**
- **In support of any outline or full planning application, provide details of the full footpath and cycle network, making provision for the following:**
    - Ensuring that the network is accessible to people of all ages and abilities;
    - Is designed based on desire lines from the estate to key destinations such as the Local Centre, railway station, town centre and schools, offering the most efficient and safest routes;
    - Makes provision either directly or through a commuted payment for off-site route improvements, where required, to key destinations;

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<sup>4</sup> Page v.

- Routes shall be well-designed, made of durable materials that require minimal maintenance, and be of sufficient width to segregate cars, cyclists and pedestrians.
- Planning conditions will be applied that require the networks to be in place and functional before the first dwelling is occupied.
- Where the allocation is delivered in phases, the overall site masterplan shall indicate how each phase will have the footpath and cycle network provided and ensure that the same standards will be applied over the entire allocated site.

## Rat running

### Community Views

41. Traffic flow in housing estates should discourage rat-running by preventing traffic from using the estate as a quick route to key destinations. This can be done by using a hierarchy of streets ending with a circular overall street patterns that does not allow traffic to cross, for instance by providing only one entrance/exit, or a crescent where the entrance and exit are near to one another. However, footpath and cycle networks should not follow this principle and should set out routes that closely follow desire lines to key destinations.

### Evidence and Policy

42. Core Policy 57 requires a high standard of design for all new developments. The public realm, including new roads and other rights of way, should be designed to create places of character which are legible, safe and accessible.
43. What the Guide should contain:
  - Estate roads shall be designed in such a way that rat running through the estate is not possible.

## Bus stops and services

### Community Views

44. Bus stops should be provided in housing estates within a reasonable walking distance from all houses. A balance needs to be struck between access to bus stops from all homes, and the need to keep routes streamlined and quick. Key destinations are the town centre, the bus station and the railway station.

### Evidence and Policy

45. Core Policy 61 places public transport below walking and cycling in the hierarchy of transport uses but above private cars.
46. Core Policy 63 seeks to achieve a major shift to sustainable transport in Chippenham.
47. The Local Transport Plan 2011 - 2026 seeks to provide a sympathetically designed, high quality and well maintained network of walking and cycling routes.<sup>5</sup> Strategic

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<sup>5</sup> Wiltshire Local Transport Plan 2011-2026, Page v.

Objective SO2 seeks to provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail. Strategic Objective SO 12 seeks to support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their transport impacts. Strategic Objective SO 13 seeks to reduce the need to travel, particularly by private car. The LTP affords buses a high priority for investment.<sup>6</sup>

48. The Local Transport Plan 2011-2026, Public Transport Strategy sees that providing bus infrastructure in new development is an opportunity to provide attractive and financially sustainable public transport to new developments.<sup>7</sup>

49. **What the Guide should contain:**

- **Make provision for bus stops and shelters for all parts of the estate so that every house is located within xx from the nearest bus stop.**
- **A bus shelter will be provided at the Local Centre.**
- **Applicants are expected to demonstrate that they have made all reasonable attempts to work with private bus operators and Wiltshire Council to provide frequent bus services to the town centre and railway station.**

## Parking

### Community Views

50. On-street parking can be detrimental to the free flow of traffic and can cause hazards for pedestrians and cyclists. Wherever possible, new housing development should ensure that each dwelling has sufficient parking on-plot for its own needs, and there should be sufficient off-street parking for deliveries and visitors. Where on-street parking cannot be avoided, low walls or other barriers should be put in place that prevent parking on privately owned land such as front gardens. Some free parking should be provided in the Local Centre.

### Evidence and Policy

51. Core Policy 64 comments upon residential parking standards:

*'The provision of car parking associated with well designed new residential development will be based on minimum parking standards. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in the majority of new residential development. Reduced residential parking requirements will be considered where there are significant urban design or heritage issues, where parking demand is likely to be low or where any parking overspill can be controlled.'*

52. This policy does not conform to local opinion and experience where a shortage of on-plot parking has led to on-street parking. The consequence noted by community members is that parking occurs on pavements causing difficulties for pedestrians and

<sup>6</sup> Wiltshire Local Transport Plan 2011-2026, page 67.

<sup>7</sup> Wiltshire Local Transport Plan 2011-2026, Public Transport Strategy, Table 2.1.

cyclists, causes congestion was moving traffic weaves between randomly parked cars, and causes friction in the community in general. The Neighbourhood Plan will take a different approach and will seek to achieve higher than “minimum” standards in order to avoid on-street parking.

53. The Wiltshire Local Transport Plan 2011-2026 Car Parking Strategy sets out residential parking standards in Policy PS6. Policy PS6 is silent on whether car parking should be provided on-street or off-street and says that a minimum parking standard for residential development has been prepared. PS6 states that there will be a presumption for unallocated communal parking provision.
54. Table 4.1 of the Parking Strategy states for that for residential areas, on-site provision should be accommodated on unrestricted sites.
55. Table 7.1 of the Parking Strategy provides details of the minimum number of spaces, reproduced below:

Table 7.1 Minimum parking standards (allocated parking)

| Bedrooms        | Minimum spaces                        |
|-----------------|---------------------------------------|
| 1               | 1 space                               |
| 2 to 3          | 2 spaces                              |
| 4+              | 3 spaces                              |
| Visitor parking | 0.2 spaces per dwelling (unallocated) |

Source: Wiltshire Local Transport Plan 2011-2026, Car Parking Strategy

56. **What the Guide should contain:**

- Ensure that all development provides parking to at least the minimum standards
- Parking provision shall be off-street, and preferably, on-plot.
- Street layouts shall seek to discourage on-street parking. Where parking is provided on-street, this shall be in allocated bays so that traffic can flow freely.
- On-street parking shall be designed so that private garden boundaries are respected and that parked cars and their passengers do not stray onto private land.

## Parks

### Community Views

57. Parks should be available for all residents because they play an important role in allowing people to meet and socialise, and to exercise and stay healthy. Parks should serve multiple purposes and should have a variety of areas so that different activities are segregated. Important activities and functions include: dog walking, dog free areas, children's play, sports and exercise, seating areas, walking paths, picnic areas, contemplation and enjoyment of views. In addition, parks should be designed so that community events such as park runs, keep fit and festivals can take place in them. Parks should have adequate lighting, litter/dog bins, and if possible, public toilets and community notice boards.

### Evidence and Policy

58. Core Policy 52 requires new development to make provision for accessible open spaces in accordance with the requirements of the adopted Wiltshire Open Space Standards. The Open Space Standards are under review at the time of writing.
59. **What the Guide should contain:**
- Provide at least one major public park for the allocated site in accordance with the Wiltshire Open Space Standards.
  - Pocket parks that serve more local needs shall be provided in addition to the major public park.
  - The Park shall be located within or adjacent to the Local Centre.
  - The park will serve multiple purposes with segregated areas for separate activities such as: dog walking, dog free areas, children's play, sports and exercise, seating areas, walking paths, picnic areas, contemplation and enjoyment of views, and shall be designed so that community events such as park runs, keep fit and festivals can take place.
  - Parks shall have adequate lighting, litter/dog bins, community notice boards and if possible, public toilets.
  - Parks shall be adequately landscaped to include trees and planting in a manner that is attractive but easy to maintain. Tree planting shall include orchard trees and native planting to provide food for people and fauna.

## Growing food

### Community Views

60. Opportunities to grow food are popular and should be available in a range of ways. Houses should have some garden space for growing food. Allotments are popular but sometimes they are too large and can be daunting - smaller but more numerous allotment plots would allow more people to become involved in growing their own food. Orchard trees could be used in landscaping schemes to provide food for people and birds/animals.

## Evidence and Policy

61. Core strategy glossary includes allotments under “Green Infrastructure”. There is currently no Wiltshire Green Infrastructure strategy, though one is being prepared at the time of writing. Core Policy 52 requires development to make provision for green infrastructure and requires its provision and measures for its long term management.
62. **What the Guide should contain:**
  - **Provide allotment space in half-size plots.**
  - **Ownership of allotments will be handed over to Chippenham Town Council before the 100th dwelling is occupied.**

## Trees and Hedges

### Community Views

63. Trees and hedges add greenery and structure to housing estates and shall be carefully planned within the overall design to create a hierarchy of spaces. Veteran trees shall be protected wherever possible. Tree and hedge screening shall be used to deaden the noise from busy roads. Hedges shall be used where possible instead of fences to increase biodiversity. Orchard planting on private land shall be encouraged to provide food for people and fauna.

## Evidence and Policy

64. Core Policy 50 requires all development to incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development and to seek opportunities to enhance biodiversity. Major development in particular must include measures to deliver biodiversity gains through opportunities to restore, enhance and create valuable habitats, ecological networks and ecosystem services.
65. Core Policy 57 requires the retention and enhancement of existing natural features such as trees and hedges.
66. Delivery of Core Policies 50 and 57 will require that trees and hedges are incorporated into landscape plans in a manner that will encourage biodiversity. For instance, veteran trees can provide roosting sites for bats and birds, and hedges can be planted in a range of local species to provide nesting sites and food for birds and invertebrates.
67. **What the Guide should contain:**
  - **A tree survey will be required in support of landscaping plans to show the location of all trees and assess their value in terms of the amenity they provide, their health, and longevity and will identify important specimens.**
  - **Landscaping plans will be required that will describe how important trees will be protected.**
  - **A landscape strategy will be required that clearly delivers the Design Code principles.**



## Lighting

### Community Views

68. Outdoor lighting from street lights or private gardens should be positioned in such a way so that it does not cause light pollution in the countryside or disturb wildlife.

### Evidence and Policy

69. Core Policy 50 requires all development to incorporate appropriate measures to avoid and reduce disturbance of sensitive wildlife species and habitats throughout the lifetime of the development. This policy can be delivered by ensuring that lighting strategies mitigate against light disturbance to wildlife.
70. Core Policy 51 requires development to protect, conserve and where possible enhance landscape character. Core Policy 57 requires new development to respond to the value of the natural and historic environment, relating positively to its landscape setting.
71. It is likely that most if not all of the strategic allocations in the review of the Local Plan will sit on the edge of the Chippenham settlement. It will be necessary for lighting strategies to mitigate light pollution into the wider countryside.
72. **What the Guide should contain:**
- **A lighting strategy will be required that demonstrates that light from the development will not cause harm to the wider landscape and local fauna.**
  - **The lighting strategy will demonstrate that footpaths, footways and cycle paths are properly lit to ensure safety after dark.**

## Maintenance of the public realm

### Community Views

73. Poorly maintained public realm can be very detrimental to a community, and it is important that robust management arrangements are put into place from the outset. Management of the public realm should ideally be located with a single responsible body and fragmented accountability should be avoided. It is equally important that all parts of the community have the same management arrangements in place: it is undesirable for parts of the community to pay for support (and receive a good service) whilst other parts of the community have no support and must volunteer to maintain communal areas. Social housing, particularly for the elderly, should be easy to maintain.

### Evidence and Policy

74. Core Policy 52 requires development to put measures in place to ensure appropriate long-term management of any green infrastructure directly related to the development.

**75. What the Guide should contain:**

- **Provide a long term management plan to demonstrate how all communal and public infrastructure will be well maintained over a period of at least 25 years.**

## Safety

### Community Views

76. All foot and cycle routes, public areas, passageways and out-door hallways should be overlooked and there should be no areas where people can remain unobserved.

### Evidence and Policy

77. Core Policy 57 requires new development to be designed to incorporate measures to reduce any actual or perceived opportunities for crime or antisocial behaviour on the site and in the surrounding area through the creation of visually attractive frontages that have windows and doors located to assist in the informal surveillance of public and shared areas by occupants of the site.
78. The delivery of Core Policy 57 will require careful design to ensure that all public areas including movement corridors and public areas will be overlooked to provide an actual and perceived feeling of safety for residents.
79. **What the Guide should contain:**
- **All footpath and cycle ways, public spaces and passage ways within developments shall be overlooked and there shall be no areas where people can remain unobserved.**

## Views

### Community Views

80. Streets and buildings should be laid out and positioned so that there are views from the development into the countryside. Roads, footpaths and cycle paths should give clear sight lines to the Local Centre.

### Evidence and Policy

81. Core Policy 50 requires development to enhance local distinctiveness by responding to the value of the natural and historic environment, relating positively to its landscape setting and the existing pattern of development and responding to local topography by ensuring that important views into, within and out of the site are to be retained and enhanced.
82. The strategic developments must be designed to maximise the opportunities of local topography and to create new view lines within the developments whilst also allowing a visual link to the surrounding countryside.

**83. What the Guide should contain:**

- The Landscape Plan will ensure that views into the countryside from the development are evident from the Local Centre if possible.
- The Landscape Plan provide views of the Local Centre from most internal routes within the estate

## Building Standards

### Community Views

84. New buildings should seek to anticipate changes required to accommodate climate change so that they must not be retrofitted later. All homes should be warm and comfortable without excessive cost. Opportunities to avoid resource use should be maximised such as allowing for outdoor clothes drying, the capture of rain water for garden use, solar power, ground and air source heating, passive solar gain, etc. New development should avoid adding to surface water flooding and should avoid the use of impermeable paving. Where flooding may occur, consideration should be given to adopting building designs that have a “sacrificial” ground floor containing storage and utility facilities, whilst locating the habitable rooms in upper storeys. New homes should have adequate capacity for electric vehicle charging.

### Evidence and Policy

85. Core Policy 57 requires new development to maximise the opportunities for sustainable construction techniques, use of renewable energy sources and ensuring buildings and spaces are orientated to gain maximum benefit from sunlight and passive solar energy, in accordance with Core Policy 41 (Sustainable Construction and Low Carbon Energy).
86. In February 2019 at a meeting of full council, Wiltshire Council resolved to acknowledge there is a climate emergency and seek to make the county of Wiltshire carbon neutral by 2030. In July 2019 Wiltshire Council's cabinet also pledged to make Wiltshire Council carbon neutral by 2030. Chippenham Town Council also declared a climate emergency in 2019.
87. Wiltshire Council's policies are being prepared at the time of writing, and the stance in Core Policy 57 is likely to be strengthened and elaborated. The Neighbourhood Plan will seek to accommodate the revised Wiltshire Council stance and its policies will be flexible to allow for subsequent policy changes in this regard.
88. Core Policy 67 requires new development to include measures to reduce the rate of rainwater run-off and improve rainwater infiltration to soil and ground (sustainable urban drainage).
- 89. What the Guide should contain:**
- New dwellings shall be constructed to high environmental and thermal standards so that they maximise opportunities for naturally occurring energy sources whilst avoiding the production of carbon.

- Sustainable urban drainage systems shall be incorporated into the development and all external surfaces within individual housing plots shall be permeable where possible.
- Designs that make imaginative use of form and massing, for instance by reserving lower floors for non-habitable rooms in order to anticipate flood events, would be supported.
- Each dwelling shall have provision for electric vehicle charging.

## Development Phasing

### Community Views

90. Local Centres, parks, foot and cycle networks and landscaping should be provided at the earliest phases of development so that the emerging community learns to use the facilities and encourages new residents to do likewise. All phases should link well together so that it is not apparent which occurred first and last, and so that design and density are alike across the entire allocation.

### Evidence and Policy

91. Core Policy 3 sets out how planning conditions and obligations will be sought to mitigate the direct impact(s) of development including controlling phasing where necessary.
92. What the Guide should contain:
  - Full and Outline planning applications will include a full site Masterplan which will contain the following, as a minimum and in accordance with other policies in the Development Plan:
    - Full proposals for a Local Centre;
    - Full footpath and cycle network designs and specifications, including off-site provision and improvements identified elsewhere in the NDP;
    - Long term Management and Maintenance plan
    - Tree Survey
    - Landscape Plan
    - Lighting Strategy
    - Provisions that the Masterplan will be delivered through all phases of the development.
  - Before the first dwelling is occupied, the following elements of the Masterplan will be delivered:
    - Walking and cycling network for the first phase of the development where the development is phased;
    - Allotment management plan agreed with Chippenham Town Council;
  - Before the 100<sup>th</sup> dwelling is occupied, or before the second phase of the development, whichever occurs first, the following will be delivered:
    - Off-site footpath and cycle network improvements;
    - Completion of the Local Centre
    - Ownership of the Community Hall and Allotments will be transferred to Chippenham Town Council

- Reserved Matters Applications, S. 73 applications and proposed changes to development or land use within the strategic allocation sites will be expected to adhere to the provisions of the original planning permission containing the site Masterplan. Any changes to the site Masterplan will only be allowed in exceptional circumstances that can prove that the provisions were not possible to be delivered or unviable to be delivered. Where changes are proposed, suitable alternatives that provide equal outcomes will be required.

## Activity 2: Detailed Considerations

93. 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.<sup>8</sup>
94. Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood planning groups can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development, both through their own plans and by engaging in the production of design policy, guidance and codes by local planning authorities and developers<sup>9</sup>
95. To provide maximum clarity about design expectations at an early stage, all local planning authorities should prepare design guides or codes consistent with the principles set out in the National Design Guide and National Model Design Code, and which reflect local character and design preferences. Design guides and codes provide a local framework for creating beautiful and distinctive places with a consistent and high quality standard of design. Their geographic coverage, level of detail and degree of prescription should be tailored to the circumstances and scale of change in each place, and should allow a suitable degree of variety.<sup>10</sup>
96. Core Policy 57 of the Wiltshire Core Strategy requires a high standard of design in all new developments, including extensions, alterations, and changes of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality. Applications for new development must be accompanied by appropriate information to demonstrate how the proposal will make a positive contribution to the character of Chippenham.

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<sup>8</sup> National Planning Policy Framework, 2021, para. 126

<sup>9</sup> National Planning Policy Framework, 2021, para. 127

<sup>10</sup> National Planning Policy Framework, 2021, para. 128

97. The focus groups undertook a quick-response activity where participants were asked to write down their thoughts and suggestions regarding a number of aspects of built design:

|                |                    |                           |                   |                      |
|----------------|--------------------|---------------------------|-------------------|----------------------|
| Climate change | Nature             | Scale and Density         | Safety            | Streets and Movement |
| Community      | Play               | Social Justice and Equity | Landscape Setting | Green Spaces         |
| Built Design   | Affordable Housing | Retail and Services       | Materials         |                      |

98. They were asked to think about where they lived and how their experiences of their own neighbourhoods should be translated as design policies for the new housing estates. The responses were noted and then analysed. The raw data is provided in **Annexe 2**.
99. Core Policy 57 requires major developments to be accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.
100. This Neighbourhood Plan policy provides local detail based on Chippenham experience to enable scheme designers for strategic housing allocations to meet the requirements of Core Policy 57.
101. The text below highlighted in **blue** summarises the main points raised by the participants.
102. **Development's relationship with the Chippenham landscape**
- **The footpath and cycle network within an estate will have strong links to the existing footpath and cycle network to town and countryside.**
  - **Development will be designed so that its scale, design, landscaping and light emissions do not have a harmful impact upon the wider landscape.**
103. **Scale, siting and built form**
- **The overall development shall be designed around a Local Centre and park with a radiating footpath and cycle network connecting into the existing Town footpath/cycle network. The hierarchy of spaces/places shall reflect that walking and cycling will take priority over the use of cars for local journeys across the development. The ease of driving and parking cars shall be subsidiary to the ease of walking and cycling when establishing the overall placement of land uses and their relationship to one another.**



- Generally, taller buildings, structures, and landmark buildings shall be encouraged to be sited at or near the Local Centre to provide a focal point and distinctive character for the development.
- Site access for cars shall not allow a route through the estate to enable rat running.
- Though most homes will be expected to have private rear gardens, a large park shall be located within the Local Centre.
- All homes shall have as a minimum room sizes and storage space that complies with the Government's "Technical housing standards - nationally described space standard".
- Apartment blocks may be provided but shall not exceed 4 storeys in height and all apartments shall have as a minimum one balcony that is large enough to accommodate a small table and chairs and a clothes drying rack. Apartment blocks may have subterranean parking and bin storage.
- Building styles and sizes will be mixed throughout each neighbourhood area and repetition in building styles will be avoided in favour of mixed schemes that accommodate different forms, rhythms and colours.
- Some houses shall be provided to offer "level living" for older people and people with mobility difficulties. These houses shall be available as both market and affordable properties.
- A signage strategy will be prepared and implemented that waymarks routes across the development and wider to facilitate walking and cycling.

#### 104. Materials and finishes

- External wall finishes shall be of durable materials such as brick and stone, with a more limited amount of render. The quality of each building shall be similar on all faces and not only on the street face.
- Where less durable materials are used, for instance wood cladding, the design shall allow for the material to be replaced when necessary without excessive cost.
- High quality contemporary designs are welcomed, though traditional styles are locally valued.
- Hard surfaces outside buildings such as tarmac, cement and paving shall be limited in favour of permeable surfaces and soft landscaping.
- Locally sourced materials shall be used if possible to reduce road miles travelled and to reflect the local geology.

#### 105. Boundary treatment and trees

- Veteran trees shall be retained and protected. In the unlikely event that this is not possible, they shall be replaced with a tree of 'xxx standard' of similar species.
- Where possible, walls and fences shall be avoided in favour of boundary hedges and tree planting.
- Tree and hedge species shall be carefully selected to reflect local species and/or orchard species in the case of trees, and shall be selected for their ability to improve local biodiversity.
- Where major new roads may cause noise disturbance to neighbouring residential development, tree and hedge planting shall be used as one of a range of measures to mitigate the noise and improve amenity.
- Tree and hedge boundaries shall be planted where they can provide habitats and networks for fauna to improve biodiversity. Where possible, these boundaries shall be linked to provide a wider wildlife network through the developed area.
- Where walls and fences are necessary, there shall be routes and tunnels incorporated for small animals to move between gardens and parts of the developed area.

#### 106. Sustainable design

- New homes shall be built of durable materials and shall be warm, comfortable and inexpensive to maintain and be draught proof, and offer natural ventilation.
- Technologies that reduce heating and running costs in homes whilst avoiding unnecessary carbon creation shall be used instead of older technologies wherever possible. New housing development shall include as many such technologies as possible. These can include, but are not restricted to: ground and air source heating, high levels of wall and roof insulation (preferably to standards exceeding the minimum requirements set out in Building Control Regulations), double and triple glazed windows, and draught-proof windows and doors, natural ventilation, orientation to manage solar gain, solar roof panels, outdoor clothes drying, rainwater catchment for gardens and toilets, etc.
- All new homes shall have capacity to generate electricity from solar panels on roofs. Solar panel technology is quickly changing and prices are reducing. It is not possible to determine which technology is best and most viable and therefore a hierarchy of preferences is set out: (1, highest) solar tiles; (2) inset solar panels with colour matched roofing material; (3) solar panels with colour matching roofing material; (4, lowest) no solar panels on roofs. Roof

design shall seek to provide the highest priority solar capacity on roofs of all buildings.

- Green roofs will be encouraged for large buildings such as community halls, spaces for small enterprises (A and B classes), garages and garden buildings.
- Car charging points shall be available for all dwellings and shall also be made available in public areas such as in the Local Centre or designated parking bays.
- Battery storage shall be provided on each estate that has sufficient capacity to retain unused locally generated energy for later use by residents. This can either be within individual dwellings or for groups of dwellings.
- Trees will feature in all estate design as a means for providing shade and cooling for homes, people and animals.
- All dwellings will be designed to accommodate on-site recycling of waste materials to accommodate prevailing waste collection regimes, to allow for waste materials to be sorted and stored in an unobtrusive manner.
- Prefabricated buildings may offer an opportunity to provide well insulated sustainable homes at an affordable price but should be well designed.

#### **107. Inclusive design**

- Local Centres will enable local services to be established that meet the day to day needs of the entire community such as (but not limited to): doctor's surgeries; pharmacies; retail and services; and meeting places, such as community halls and restaurants and cafes.
- All housing development shall be tenure blind so that mixed communities are created. Building styles and materials shall not relate to tenure. Affordable housing shall be geographically dispersed throughout the development and not be clustered together.
- Houses shall allow for people to remain in them for their lifetimes and shall therefore anticipate changes in resident's mobility and be warm, comfortable and manageable without the need for subsequent modification.
- All homes shall be provided with superfast broadband.
- All members of the community shall have equal access to the footpath and cycle network and the Local Centre.
- All development shall be accessible to all members of the community regardless of their mobility level.
- Innovative approaches to affordable housing such as co-housing will be welcomed.

## 108. Green Infrastructure

- Parks will provide a range of distinct spaces for a variety of activities and to accommodate an increase in biodiversity. Wide open green spaces are not considered to be suitable for the main Local Centre park.
- Planting in the Local Centre park shall be varied and shall include larger tree species, a wide range of local species, and orchard planting to provide interest and food for people and animals. Wildflower planting in grassy areas would be welcomed.
- Parklands shall wherever possible link together through the hedge, footpath and cycle networks to create functional wildlife corridors.
- Allotments will be provided on each strategic housing allocation site with small plots of 125 square metres.
- Where Sustainable Urban Drainage Systems are required on a large scale, these shall be incorporated into the design of local green infrastructure so that they also serve a recreational purpose, for instance by incorporating walking paths, or landscaped pond areas.
- Robust management plans shall be submitted and implemented for all parks and for incidental green spaces and landscaped areas. Planting shall be easy to maintain and shall not lead to detritus on, or impediments to, footpaths, cycle ways and roadways.
- Green infrastructure will provide for play and recreation facilities and opportunities for people of all ages. Imaginative play ideas that can be enjoyed by all will be welcomed such as adventure trails, fitness trails, and MUGAs.
- Parks in Local Centres will be expected to provide a range of activities including sports, active recreation, passive recreation, and dog free areas. The areas can be demarcated by using landscaping and boundaries and shall be joined to the local footpath and cycle network.
- Provision of green infrastructure in new development will be expected to be accompanied by detailed and long term management arrangements that will ensure that it remains in good condition for a minimum of 25 years.

## 109. Sustainable Transport

- Walking and cycling paths shall be designed to take precedence over roads for cars and the walking and cycling network shall form the basic framework for the entire development.
- Walking and cycling paths shall always be clearly segregated from one another, and from cars and other motorised traffic.

- Walking and cycling paths shall be of sufficient width to allow a pedestrian with either a pram or walking assist and a cycle to pass one another comfortably.
- On-site walking and cycling paths shall link to key destinations such as the Local Centre, schools, the town centre and the railway station. Where poor links have been identified either in this NDP or through other evidence, commuted sums will be required from the development to improve links to a standard where the overall journey is more attractive by walking and cycling than by the car.
- Walking and cycling paths will have landscaped edges that support the creation of a wildlife network linking to other green spaces in the development and that create a sense of tranquillity and a quality open air experience
- Walking and cycling networks will be overlooked and well-lit for their entire lengths.
- Secure cycle parking will be provided at the Local Centre, and all parks (including small parks).
- All dwellings will incorporate safe cycle storage areas, either private or communal.
- A bus shelter will be required at each Local Centre.
- Bus stops will be provided to allow easy access by foot for all homes in a neighbourhood linking to the Local Centre, the town centre and the railway station.

#### 110. Parking

- Parking of domestic vehicles shall be on-plot wherever possible.
- The Wiltshire Parking Standards shall be used as a minimum standard and new development shall seek to avoid demand for on-street parking.
- Where on-street parking is necessary, it shall be provided in bays that enable the free flow of traffic to continue.
- Sufficient space shall be provided to accommodate delivery vans/lorries and privately owned vans/lorries whilst enabling the free flow of traffic to continue.

## D. DISCUSSION

111. As can be seen from Section C of this paper much useful local evidence was gathered from the three housing workshops, and taking into account planning policy considerations, the Neighbourhood Plan Housing Topic Group were able to put together recommendations for the content of the Chippenham Design Guide, referred back to in Neighbourhood Plan Policy H2 on Housing Design.
112. The Steering Group, Planning Consultant and Head of Planning at the Town Council further refined the Design Guide on completion of the Topic Group phase, mainly to incorporate thresholds relating to the number of dwellings for design criteria to apply to, given the Topic Group were keen that the Design Guide should apply to all residential development in Chippenham and not just largescale major development.
113. Wiltshire Council Spatial Planners also reviewed a draft of the Guide in 2020 and made some helpful suggested amendments which have been incorporated, mostly where they considered further explanation/clarification was required and advising of the scope for regulation through the planning system of certain elements proposed in the Design Guide. They also advised including within Neighbourhood Plan Policy H2 a requirement for major residential development to meet points criteria set out in Building for Life, a design tool recognised by the NPPF for creating well-designed homes and neighbourhoods. The Steering Group agreed that Policy H2 could be strengthened through this additional requirement.

## E. CONCLUSION

114. Chippenham will likely be a focus for major residential development in the Emerging Wiltshire Local Plan. The Neighbourhood Plan Steering Group were keen to avoid some of the past mistakes and raise the design quality of new housing development in the town, with approved and built volume housebuilding located on the outer edges of the town achieving mediocre design quality.
115. Design Guides are advocated in the NPPF, the National Design Guide and National Model Design Code as an effective tool for providing a local framework for creating beautiful and distinctive places with a consistent and high quality standard of design.
116. Neighbourhood Plan Policy H2 and the accompanying Chippenham Design Guide, has been developed by the local community through evidence gathered at public workshops based on the good and bad design aspects of existing housing estates in Chippenham, and the design features the community wishes to see in new residential development. It accords with design policies in the Wiltshire Core Strategy and realises the ambitions of the NPPF that neighbourhood planning groups can play an important role in identifying the special qualities of an area and explaining how this should be reflected in development through their own plans.

## **ANNEXE 1 - FULL RESULTS FROM HOUSING WORKSHOPS**

### **ACTIVITY 1: SWOT ANALYSIS**

#### **Charter Road Housing Workshop 8 February 2020**

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|---|
| <b>Event</b>  |
| <b>8 February 2020</b><br><b>10.00 - 12.30</b><br><b>Charter Road estate</b><br><b>Event held in Chippenham Town Hall</b>   |
| <b>Attendance</b>   |
| 3 residents of Charter Road Estate<br>8 representatives of the CNDP Steering Group and working groups   |
| <b>SWOT</b>   |
| <b>Strengths</b>  |
| Close to town centre and railway station (walking distance)<br>Green spaces and open feeling<br>Play park<br>Dog toilet<br>Community garden (but not used very much)<br>Netball court (teenagers like it because it is unobserved by adults)<br>The street pattern is a cul-de-sac so there is no rat running<br>Tree preservation orders around veteran oaks with fences. One hollow oak also has bench around which is nice<br>Mix of housing types - diverse<br>Tenure blind housing<br>Phone box is still available for emergency calls – safety<br>Bus stop into town<br>Walking distance to health centre<br>Not high density and is low rise<br>Trees and greenery<br>Junior and primary schools within walking distance |
| <b>Weaknesses</b>   |
| 1960s/70s build in poor condition with lack of maintenance<br>Built one/two bed flats for elderly but there is a shortage of social rented housing and now also going to mothers and children – these flats are too small for them<br>Lack of policing  |



|  |
|--|
| <p>Badly maintained by Green Square, Town Council.</p> <p>There is a service charge for maintenance for privately owned areas. It is left to community groups to organise and maintain their areas and this is proving to be unreasonable and undeliverable.</p> <p>Footpath to hospital is not lit at night – frightening and steep</p> <p>There is no Local Centre. A local resident tried to set up a Local Centre in a room provided by Green Square but nobody used it and it stopped.</p> <p>Flats in the centre of the estate are “nasty” – dark corridors, austere, monotonous, rabbit warren, not well maintained</p> <p>No community involvement in management issues (no consultation)</p> <p>Commuters park on the streets to avoid paying parking charges near station and town centre. This clogs roads for residents who often cannot find parking spaces during the day.</p> <p>No good cycle access.</p> <p>Footpath into town floods</p> <p>Drug use on estate</p>   |
| <p>Opportunities (for new development)</p> <p>Lighting should not disturb wildlife</p> <p>Village centre for new development, with parks, village hall, play areas, shop</p> <p>No rat running because one way in-out</p> <p>Social housing should be easy to maintain including gardens</p> <p>Residents parking near train station BUT no charge to residents (also must be cost neutral for Wilts Council)</p> <p>Cycling is a social leveller and should be encouraged</p> <p>Design for people who are losing their mobility – ramps, higher sockets, lower light switches, lower cupboards, etc.</p> <p>More single storey bungalows with no stairs (including up to entrance doors) with manageable gardens</p> <p>Portion of affordable housing for elderly and mobility impaired designed specifically to enable independence</p> <p>Make all properties suitable for all ages to grow and change in lifestyle so that buildings do not need to be modified</p> <p>Allotments (but with small plots) closer to home</p> <p>Bungalows should be on flat land so no need for stairs to front</p> <p>Local Centre to be designed into the scheme as its heart with open space, seating, shelter, town square</p> <p>Phasing should ensure that the community hub and facilities are provided in an early phase of the development so that the community starts building up usership from the start.</p> <p>Try to avoid piecemeal development on large housing estates that lack internal coherence.</p> <p>Cycle and footpaths should be segregated from traffic on routes to key destinations</p> <p>Encourage bus services (require bus stops)</p> <p>Plans to put in place long term maintenance provision that does not fall to voluntary organisations to run</p> <p>Retain views</p> <p>Manage lighting regarding long distance views, landscape and wildlife</p> <p>Retain a sense of openness through scale and density and house design.</p> <p>Energy efficiency and self-generating energy, good insulation, good windows, homes should be warm and comfortable without excessive cost</p> |

|   |
|---|
| Housing associations should improve communications with residents<br>Flats with communal spaces<br>Bigger rooms and smaller gardens<br>Outdoor spaces for clothes drying<br>Flats should have some access to the outdoors, even if only balconies.<br>There should be convenient and attractive options for health and wellbeing such as gym space, park runs, keep fit (will help engender a sense of community)<br>Public art |
| Threats   |
| Ran out of time and did not do this part of the exercise.   |

### Additional correspondence received

A Charter Road resident sent an email letter to the Steering Group because she could not attend.

This is copied here.

I do have a couple of thoughts to share about living on the Charter Road Estate, something I have done for over 20 years now.

Overall I feel that the situation on the Estate has changed for the better in many ways in recent years, there seems to be less “trouble” and things like the Wildlife garden and the work that Mr Mobley does with the gardens by the road into town are wonderful and give a better feel to the estate, as does the landscaping that Sovereign did around the flats at the end of the road.

The one problem that remains and continues to grow is parking. I am sure that you have heard more about this than any other issue. The fact that the whole estate is now a free parking site Monday to Saturday for people shopping and working in town is getting worse and worse. Residents are getting more and more frustrated with the congestion and with being unable to find places to park themselves.

I could tell you of a number of incidences of drivers being threatened or having their vehicles vandalised and this is only going to get worse. Just trying to manoeuvre down the main road during working hours is a challenge, especially for large vehicles trying to access the Wessex Water site.

I do not know what the solution would be, when the double yellow lines were painted at the top of the road it just pushed town parkers further into the estate. I remember the situation before those double yellows, people parked right up to the main road which was even more dangerous than it is now. I think if more yellow lines were added it would just push people further down and lead to even more confrontation with residents.

I would fully support the idea of some form of resident’s parking permits, but I guess it’s unlikely to happen just for Charter Road as I am unaware of any such schemes in this area?

Other than the parking, the condition of the road surface is shocking, so many potholes that I guess we should be thankful for the congestion as it slows drivers down so they can’t damage their vehicles driving faster!

So those are my thoughts regarding Charter Road.

With respect to more building in the area, I'm all for it as there are so many people needing homes, however it does need to come with some additional leisure facilities in the town. Young people have no more facilities really than they did a generation ago, and yet there are so many more of them in town these days. No wonder they just seem to hang around.

A letter was received before the event from another Charter Road resident

Living in Ivyfield Court is idea for us with easy access via the footpath down to the A4 and the crossing lights to the shops. It would be helpful to make the footpath smoother for us elderly people and its drain at the bottom is liable to flooding.

Please keep the woodland at the top of the Ivy House grounds. Apart from aesthetic beauty and a wildlife corridor, it deadens the noise from the traffic on Bath Road.

There is obviously space to extend housing to the east of Chart Road estate but to do so would cause traffic using Charter Road to increase beyond viability and would need an exit on to the Avenue de Fleche east of the town centre.

A footbridge across the river east of the town that does not get flooded would increase pedestrian access and allow access to the newly planted are alongside Pewsham Estate as a recreational facility.

It would be advantageous to the town to see abandoned development of the old police station site in Wood Lane and also the sites on Cocklebury Road – the old college and the old Telephone exchange. The image of the town when emerging from the train station is decidedly uninteresting. Car parking charges in the town centre are not helpful for businesses – driving customers to out of town supermarkets.

## Pewsham Housing Workshop 22 February 2020

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| <b>Event</b>   |
| <b>22 February 2020</b><br><br><b>10.00 - 12.30</b><br><br><b>Pewsham Estate</b><br><br><b>Event held in Café Spero</b>  |
| <b>Attendance</b>  |
| 24 members of the public<br>7 members of the steering group  |
| <b>SWOT</b>  |
| <b>Strengths</b>   |
| <ul style="list-style-type: none"> <li>Safety, safe environment</li> <li>Accessibility on foot to local services and amenities</li> <li>Bus service (early)</li> <li>Countryside</li> <li>Open spaces – some semi wild spaces with good biodiversity</li> <li>Doesn't feel urban and not always suburban</li> <li>Views into countryside</li> <li>Easy access to Wiltshire and Berkshire Canal</li> <li>Good primary and secondary schools within walking distance</li> <li>Nurseries within walking distance</li> <li>Flat terrain</li> <li>Take away and pub</li> <li>Free car park</li> <li>Pharmacy</li> <li>20 Local Centres</li> <li>Accessibility – M4, train services</li> <li>Mix of housing – size and type</li> <li>Mix of tenure – mixed sense of community</li> <li>Don't segregate people in community</li> <li>Sense of community</li> <li>Pub/surgery/Tesco/school all around a free car park with access to the park</li> <li>A "proper" park with a children's play ground</li> <li>Community of dog walking</li> <li>Pleasant and friendly to walk for recreation</li> <li>Parks are well maintained, litter free, paths need to be joined, play area, community notice board, picnic benches</li> <li>Cost of houses is less expensive than other towns but accessible by car and train</li> </ul> |

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| Can walk to the train station (half hour walk)  |
| Weaknesses  |
| <p>Bus route does not serve the whole estate and not frequent. The route still follows the 1985 pattern of development so half the estate is not served</p> <p>No longer a half hour bus service and Sunday service – overall service reduced</p> <p>Bus services were cut back due to financial constraints – they were not profitable</p> <p>Most people using buses are older and have bus passes (therefore less profitable)</p> <p>About half of audience has used the bus recently</p> <p>No petrol station</p> <p>Insufficient off-road parking</p>  |
| Opportunities (for new development)   |
| <p>But route to serve whole estate</p> <p>Sustainable drainage – not tarmac drives</p> <p>Collect rainwater – underground – gardens</p> <p>Solar panels</p> <p>Trees - the right trees in gardens that preserve views and can sustain wind</p> <p>Hedges</p> <p>Maintenance of green infrastructure</p> <p>Rooms big enough for furniture – new houses' rooms are too small</p> <p>Use ground floors for storage, utilities, “sacrificial” for flood events</p> <p>Supermarkets to include “fuel”</p> <p>Each property to have a plot parking for all cars</p> <p>Where on-street parking is only option, put walls/barriers onto front gardens so street parkers don't go into front gardens</p> <p>Sufficient electric charging for cars</p> <p>Hedges not walls – biodiversity</p> <p>Build houses to zero carbon now so they don't need to be retrofitted</p> <p>A certain amount of level living for people with mobility issues</p> <p>Hospital space</p> <p>Infrastructure, facilities and shops to be in place in early phases of development</p> <p>Upgrade hospital – acute, A&amp;E, maternity unit</p> <p>Living in town centre</p> <p>Jobs located near estate – part of the mix</p> <p>Town centre no longer meets local needs to people go elsewhere – parking in town centre needed</p> <p>Facilities for young people</p> <p>Town centre rents too high for small businesses</p> <p>New housing needs to relate to town centre</p> |
| Threats   |
| <p>People are tarmac their front gardens for car parking</p> <p>Lack of hospitals locally - must drive to Bristol or Bath</p> <p>Town centre shops owned by pension funds who keep raising rents</p>  |

## Hill Rise Housing Workshop 29 February 2020

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| <b>Event</b>  |
| <b>29 February 2020</b><br><b>10.00 - 12.30</b><br><b>Hill Rise housing estate</b><br><b>Event held in St Paul's Church Hall</b>  |
| Attendance  |
| 9 members of the public (some of whom were otherwise involved in the NDP)<br>7 members of Topic Group   |
| SWOT  |
| <b>Strengths</b><br>Familiarity – people have lived here for a long time<br>Has been added to over the 1900s, 1940s, 1950s, 1960s<br>Private owned areas<br>Greensquare housing areas<br>Big open spaces (though not interesting and very level)<br>Decent sized houses – gardens large enough to grown own vegetables<br>Familiar house style – traditional<br>People understand “the rules” around these houses<br>The houses all take a similar form: street with a footpath, amenity grass, boundary, front garden, house, and back garden – feels “cosy”.<br>Trees change the dynamic of the street – subdivide space<br>Trees in the public real can be retained and managed (whereas trees in private gardens are lost)<br>Trees make it look less austere<br>Trees can define routes and create a hierarchy of spaces<br>Cricklade – trees in pots taken care of by children at primary school who then developed a relationship with the trees<br>Used to have a fish and chip shop which made a difference – people met there when they queued on Friday Night<br>Grocery (co-op)<br>Former take away and coffee shops in the area so won't need to go into town<br>Can walk everywhere<br>Easy access to the road network<br>Small but well used allotment – long waiting list |
| <b>Weaknesses</b>   |
| The shop was sold to provide access to a housing development when the Rugby Club moved  |
| <b>Opportunities (for new development)</b>  |
| Incidental places where people can meet are important – meet your neighbours  |



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| <p>Must have a cluster of shops and food so that the neighbourhood can create a self-supporting structure and social cluster</p> <p>Community spaces are needed</p> <p>Places for a youth club</p> <p>Places like Café Spero take the place of public services that are lost</p> <p>Community facilities are only successful when there is somebody to run and manage it.</p> <p>Focal square in hierarchy of space</p> <p>Allotments – traditional plots are very large – look at new models with smaller plots</p> <p>Plant edible landscaping</p> <p>The green spaces are opportunities to better define the spaces, create routes, focal points, recreation and play</p> <p>Temporary buildings (i.e. shipping containers) can kick-start community activity</p> <p>Better maintenance of green spaces, footpaths and verges</p> <p>Where households share management costs for their area, will use peer pressure to keep neighbours in line and tidy. Consider how people pay to maintain public space – shift and redefine how responsibility is taken</p> <p>Links to the countryside for existing and new estates</p> <p>Linking green infrastructure that is well maintained</p> <p>Need to NOT feel like “I am walking through a housing estate” – even in urban area must feel natural – trees, country track, managed, green</p> <p>Quiet tranquillity, sight lines, design routes</p> <p>Need to retain sense of overlooking and safety, also manage lighting – needs to be useable after dark</p> |
| <p>Threats</p> <p>Poorly maintained community spaces are depressing</p> <p>Green spaces managed within context of fragmented ownership – Green Square, Town Council, Wiltshire Council – often difficult to get consistent approach</p> <p>Create new green spaces focused on ease of maintenance rather than user interest</p> <p>“orphan” public land is not maintained – land must belong to the houses</p> <p>Put footpaths/cycle paths adjacent to the road so “ownership” of green is associated with the houses</p> <p>Kids leave rubbish along routes</p>  |

## ACTIVITY 2: SESSIONS ON DETAILED THEMES - POST IT NOTE RESPONSES

| 8 February 2020<br>Charter Road Estate              | 22 February 2020<br>Pewsham Estate                              | 29 February 2020<br>Hill Rise Estate  |
|---|---|---|
| <b>CLIMATE CHANGE</b>                               |   |   |
| Design for homes                                    |   |   |
|   |   |   |
| Ground source heating                               | Zero carbon building and operation                              | Build with sustainable materials, insulation and use solar tiles for roofs. |
| Ground heat pumps                                   | Capture of water  | No gas.   |
| No solar panels on roofs they make houses look ugly | Solar panels  | Electric vehicle charging points.   |
| All dwellings should have sustainable heat sources  | Rainwater catchment areas in estates with good drainage systems | PV Solar mandated for all housing – same for heat pumps, no gas boilers.    |
| High insulation levels                              | Good insulation   | Capacity for electric vehicles.   |
| Solar roof tiles instead of panels                  | Collection and use of rainwater to flush toilets                | High standards of insulation.   |
| Vehicle charging points                             | Green/ sustainable materials                                    | Green housing.  |
| Air source heat pumps (cheaper than ground source)  |   | Solar roof tiles  |
| Ventilated to avoid condensation                    |   | Car charging points   |
| Charging points                                     |   | Cycle paths.  |
| Solar panels  |   | Recycled rainwater  |
| Battery storage                                     |   | Insulate beyond regulations.  |
| Ground source heat pumps                            |   | Homes as eco-friendly and efficient as possible.                            |
| Solar panels  |   | Simplicity of design of homes – help extend longevity.                      |
| Double/triple glazed                                |   | Electric car points   |
| Triple glazed                                       |   | Heating in houses   |
| Well insulated – sustainable products               |   | Orientation of purpose – large windows in houses.                           |
| Well insulated & designed to carbon neutral;        |   | Recycle rainwater and groundwater.  |

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| Houses to be well insulated                           |  | Ability to work from home.   |
| Highly insulated houses and other buildings           |  | Ground source heat pumps.  |
| Car charging points                                   |  |  |
| Solar roof tiles                                      |  |  |
| Building Regs   |  |  |
| Solar power – non visual                              |  |  |
| Triple glazed   |  |  |
| Insulated walls                                       |  |  |
| Alternative heating                                   |  |  |
| Draught proof houses                                  |  |  |
| Net zero carbon development                           |  |  |
| Transport   |  |  |
| Traffic free zones                                    | Car charging points to encourage electric cars | Make it easier to use active travel than get in/ own their own cars. |
| Encourage public transport (provide it!)              | Parking on estates issue. Look at solving.     | Electric vehicle charging points.                                    |
| Exercise bikes that generate electricity              |  | Better public transport.   |
| Easy routes to encourage cycling and walking          |  | Cycle lane.  |
| Public transport                                      |  | Car share and capacity for electric cars.                            |
| Cycle paths   |  | Affordable public transport.   |
| EV charging points                                    |  | Safe pedestrian and cycle routes.                                    |
|   |  | Public Transport.  |
|   |  | Extend electrification of rail through Chippenham to Bristol.        |
|   |  | Carbon – space for trees and electric car spaces.                    |
| Trees   |  |  |
| Plenty of trees planted (perhaps a min no. per house) | Shade – natural                                | Tree planting  |
| Areas designed to be beneficial to local wildlife     | Trees/ hedges/ food growing                    | Developments need more trees for carbon capture.                     |
|   | Plenty of trees planted                        | Also keep in mind habitats, and not just carbon.                     |
|   | Planting trees etc. to absorb carbon.          | Carbon – space for trees and electric car spaces.                    |
| Recycling   |  |  |

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| Enforced recycling   | Collection of clothes and permanent bins.   | Recycling  |
| Central. Easy recycling point for food, paper, packaging and cardboard         |   |  |
| Better recycling – local points within walking distance and frequently emptied |   |  |
| Flooding   |   |  |
|  | Adaptation – floods and hot weather   | Flooding issues  |
|  | Plenty on open ground to soak up water  | Build for the future, not on flood plains. Invest more now to save tomorrow. |
|  | Do not build on flood plans   |  |
|  | Not building on flood plains  |  |
|  | Better sewerage: Connections, not build on top of existing ones, not to overload.               |  |
|  | Access for flood barriers and implement proactive measures.                                     |  |
| Energy generation  |   |  |
| On-site energy generation  | Less polluting fuel sources   | Renewables – photovoltaic.   |
| Other  |   |  |
|  |   | Consider local employment opportunities.                                     |
| <b>NATURE</b>  |   |  |
| Landscaping schemes (public and domestic)                                      |   |  |
| Shrubs   | Trees   | Trees  |
| Panting to attract birds, bees etc.  | Ponds   | Edible planting  |
| Trees  | Fencing to include gaps for animals to travel from garden to garden, wildflowers and waterways. | Bees and birds friendly planting.  |
| Trees  | Gardens designed to encourage nature  | Garden spaces.   |
| Central water pond features  | Gardens to include wild areas   | Wild and maintained areas.   |

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| Bat boxes on all developments                              | Hedgehog routeways wild areas  | Open.  |
| Bird boxes on all developments                             | At the outset: cooperate with the landowner and try to keep wildlife corridors intact. | Ensure green spaced nature friendly and not just grass (trees, wildflower verges etc.)             |
| Hedgehog tunnels   | More gardens not just tarmac/ bricked.   | Try and keep good links to countryside.  |
| Encourage wildlife with edge planting                      |  | Plant trees and hedges.  |
| Variety of traditional planting of hedges                  |  | Animal pathways between spaces.  |
| Time maintenance to avoid nesting season                   |  | Tree lined streets.  |
| Policy that requires % of trees on development site        |  | Houses to be built with bird and bat boxes and bee bricks.   |
| More (appropriate) trees in development                    |  | Retain a proportion of existing trees as focal points to build green spaces and corridors.         |
| Trees  |  | Build green corridors to bisect development and link to the countryside.                           |
| Bees and insect hotels on trees                            |  | Preserve existing hedgerows and trees.   |
| Plan for networks for biodiversity                         |  | Work with schools– gain ownership from the young.  |
| Trees. More trees!   |  |  |
| Nature included in masterplan – spaces for people to enjoy |  |  |
| Appropriate species of trees in gardens (pre planted)      |  |  |
| Parks and public open space                                |  |  |
| Wildlife friendly areas (e.g. wildflowers for bees etc.)   | Also, more waste bins to prevent rubbish.  | Open spaces that encourage its use. So fenced off play areas, sitting areas outside. Some shelter. |
| A mix of tended and untended areas                         | Litter picking provided through community action.                                      | Planting trees – easy maintenance ones.  |
| Wildlife garden  | Flower meadows   |  |
| Green open spaces  | Not just lawns – trees, community gardens to grow food.                                | Wildlife habitats to be included in development places and light touch                             |

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|  |   | maintenance to ensure full integration.   |
| Nature trails for adults and young people  | Green spaces  | Maintain links to green spaces and the green spaces themselves.                                     |
| Cut back overgrowth – make tidy  | Trees   | The ‘village green’ or community space – a square.  |
|  | Hedges  |   |
|  | More planting trees/ hedges. Bushes, flowers for bees and wildlife. | Spaces to sit in natural spaces.  |
|  |   | Find ways to incentivize residents to have a stake in natural areas.                                |
| Growing food   |   |   |
| Communal orchards  | Community gardens to grow food                                      | Small allotments.   |
|  |   | Edible landscapes.  |
|  |   | Pocket gardens.   |
|  |   | Refer to history and what was there before – i.e. my house was on the site of an old orchard.       |
| Water and rivers   |   |   |
| Avoid pollution of local water courses   |   |   |
| Improving the riverside in Chippenham especially downstream from the Town Bridge |   |   |
| Areas to absorb water run-off instead of concrete everywhere                     |   |   |
| Travel   |   |   |
|  |   | Create wildlife corridors (plants as well as animals) – dual function as footpaths and cycle paths. |
|  |   | Green lanes leading from countryside to town centre.  |
|  |   | Dog walking paths and easy walking children.  |

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|  |  | Keep open access to both banks of river Avon.                                      |
|  |  | Trees to help create space and route hierarchy.                                    |
| <b>SCALE AND DENSITY</b>   |  |  |
| <b>Building design</b>   |  |  |
| Bigger rooms, smaller gardens  | Build up and have sacrificial downstairs areas in the case of flooding | Mix of scale and density – avoid uniformity.                                       |
| Larger rooms   |  | No 360-degree views of houses (at least one view not directly onto another house). |
| Apartments – still large rooms, not too high, mix of types, central community  |  |  |
| Houses of reasonable size for comfortable living   |  |  |
| No more than two storey  |  |  |
| Cellars  |  |  |
| Subterranean bin storage area  |  |  |
| Rooms large enough for purpose – bedrooms  |  |  |
| <b>Outdoor space</b>   |  |  |
| Bigger rooms, smaller gardens  | Communal gardens   | Gardens reasonable size in proportion to the house size.                           |
| Gardens should be a reasonable size perhaps designed in proportion to house sizes (to ensure gardens cater for families) | Houses and gardens equally scaled.                                     | Space between buildings  |
| Space between dwellings  | Big green spaces   | Space to breathe around built environment – not load of homes crammed in.          |
| Green areas  | Smaller gardens  | Smaller gardens and better-quality open spaces                                     |
| Views  |  |  |
| Underground parking for flats  |  |  |
| Small gardens with hard surfaces   |  |  |
| Open space around buildings  |  |  |

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| Green buffers between estates/developments  |   |  |
| Open community spaces   |   |  |
| Transport   |   |  |
| Lots of parking   |   | Roads not long and straight.   |
| More than one parking space per housing unit  |   | Break up parking areas with buildings or trees.  |
| Strategic design principles   |   |  |
| Town centre densification   | Low rise but mixed/ level up to 3 levels.   | Have a good mixture of house sizes.  |
| Brownfield sites maximizing available space   | Variety of house sizes and garden sizes   | Mixed sizes of building  |
| Mixed size  | Vertically houses up to 2 stories only.   | Design for the people who will live there, not to cram as many little units as possible. |
| Low density   | Appropriate mix but avoid were it has been done badly – i.e. avoid making it look like Swindon!         | Mix it! Some areas dense, some areas sparse.   |
| Low density   | Apartments not above three stories  | Designed for residents not for the developer.  |
| Mixed types of housing (to prevent ghettoization)   | Apartments and communal green space.  | Variety of 1, 2 and 3 story properties.  |
| Mixture of bungalows on level ground  | Build houses that because are not match boxes if given larger gardens then conservatories may be built. | No more than 2 story houses or apartments.   |
| Housing that meets the needs of the range of population – from low income to wealthy, high density to low density. Not necessarily all mixed together. demographically tailored |   | Variety of styles and heights to look non-uniform – mixing it up.                        |
| Mixed house sizes   |   | Bungalow land can look very bland.   |
| Low density low rise  |   | Max 3 story (flats or townhouses).   |
| Two storey housing  |   | No high rise   |
| No buildings higher than 3 storey   |   | Low rise flats with balconies and shared gardens   |



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| Nearby schools   |  | A mix of density so that a sense of hierarchy can be developed.                      |
|  |  | Horizontal scale to be considered as well as high density.                           |
|  |  | Occasional 4 story element to create focal point.                                    |
| <b>SAFETY</b>  |  |  |
| <b>Road Layout</b>   |  |  |
| No 'dead ends' that encourage fly tipping                        | Wider roads and access to firefighters                 | Ensure roads are wide enough   |
| No dead ends in developments                                     | Off road parking to avoid crossing between parked cars | Consider speed controlling measures if necessary.                                    |
| Refer to Police expert on design for safety and crime prevention | Speed limit e.g. 20mph                                 | Prioritise pedestrian walking safety.  |
| Fire Service   | Safety warnings.                                       | No unused 'dead ends'  |
| Policing patrol on foot not just drive through                   | Speed restrictions                                     | Enough good space to park cars so not inhibiting visibility walking and driving.     |
| Planned with safety in mind – policing routes, public visibility | Speed bumps  | Traffic calming  |
|  | Speed limits   | Roads designed to reduce speed of traffic without humps and chicanes.                |
|  | Fire access (car-free roads_                           | 20mph zones and traffic calming designed in to not be obvious.                       |
|  | Safe walking/ cycling                                  |  |
|  | 20 mph speed limits                                    |  |
|  | Enforce – has rules/                                   |  |
| <b>Lighting</b>  |  |  |
| Good lighting  | Lighting in the streets                                | Good lighting (lower level).   |
| Well-lit shared paths (that do not disturb bat routes)           | Good street lighting                                   | Well lit   |
| Good lighting  | Good street and walkway/ cycleway lighting.            | If you have to have street lighting it must be designed to minimize light pollution. |
| Well-lit stairwells  | Better lighting  | Well-lit streets   |
| Natural light  | Street lighting  |  |
| Good lighting  | Flood lighting on pathways through secluded areas      |  |

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| Adequate street lighting along pathways  | Lighting  |   |
| Light bright without dark corners  |   |   |
| Well-designed estates with lighting on pedestrian streets at night                       |   |   |
| Footpath and cycle network   |   |   |
| Adequate cycle and footpaths   | Wider pavements with cycle lanes.               | No blind areas.   |
| Good footpaths, dry walkways (no flooding)   | Segregated walkways and cycle ways.             | Wide enough pavement.   |
| Well-lit pathways (not overbearing)  |   | Wide foot paths on both sides of all roads  |
| Links to other topics but proper cycle lanes, paths and visitor parking to avoid hazards |   | Cycle lanes designated  |
|  |   | Well-lit at all times of darkness.  |
|  |   | Lit (but not over-lit) footpaths and routes   |
|  |   | Not enclosed walkways   |
|  |   | Ensure footpaths have a degree of visibility from other houses.                               |
|  |   | Foot paths and cycle networks separate from main roads.                                       |
|  |   | Well-lit and overlooked spaces and routes.  |
|  |   | Small pedestrian walkways. Should have a clear view through to the other end. No blind spots. |
|  |   | Clear definition of pedestrian routes, car routes, cycle routes (not necessarily physical).   |
| External space within residential development  |   |   |
| Open environment   | Fences high and to 2m at the back of properties | Build in a community feel. Onward not outward looking. Where people look out for each other.  |

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| Well-lit external spaces  | Use the best materials possible not make do.  | Space for kids to play safely.  |
| Open spaces   |   | At the very least, a small space in and around entrance to homes and groups of houses.  |
| Open sight lines  |   |   |
| Door entries to flats   |   |   |
| CCTV  |   |   |
| Locking systems, key entry  |   |   |
| <b>COMMUNITY</b>  |   |   |
| <b>Local Centre</b>   |   |   |
| Information screen in High Street advertising community events in Town              | Pub or coffee shop  | Doctors   |
| Local notice boards   | Organised community events  | Dentists  |
| Developments to be designed around a hub/Local Centre rather than just built ad hoc | Fund raising for charity linked to schools.   | Pharmacy  |
| Community run shops   | Meeting places – pub/ coffee shop/ community halls/ mixed generations   | Community ground – play football with kids.   |
| Central square  | Community encouraging organised to meet people and also people can meet. Coffee shop, community hall, gym, pub, music venue/ halls. | Post office.  |
| Places for people to meet outside (green space, trees, benches)                     | Hub – GP, shop, pharmacy, school, businesses.   | Pub   |
| Book swaps  | Community open spaces/ hall. Encourage youth clubs, older people's clubs, mums and tots.  | Small shops and cafes/ restaurants.   |
| Policies that benefit young families with kids – can play and socialize             | Good notices boards to post into what's on etc.   | Schools and nursery   |
| Mixture of house types to mix young and old/rich and poor                           | Local Centre to be part of developer's responsibility when planning on estate.  | Have some kind of central focal point which could be parks or pubs and community halls. |
| Mixed housing types   | Pub in part of community  | Have somewhere people can meet (coffee shop etc.).                                      |

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| Local Centre's to be at centre of development | Good bus service – people stay in touch.  | Schools and nursery   |
|   | Plan in a central hub area similar to Pewsham with school, medical, community hall and business areas close by to prevent people having to travel away from Chippenham to work. | Local services in a centre  |
|   | Build in 'closes' as opposed to by roads.   | Doctors surgeries.  |
|   |   | Schools   |
|   |   | Village green.  |
|   |   | Need community focal points – pub, village hall, café, shops.   |
|   |   | Have a centre   |
|   |   | A village square.   |
|   |   | Who pays for the overseeing?  |
|   |   | If including a school, ensure it has facilities and space that can be used by community.  |
|   |   | Community gardens   |
|   |   | Natural meeting places to talk to people – few shops-chippy etc. Pub, microbrewery, post office, evening classes, birthday parties etc. |
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|   |   | Involve one another in design process.  |
|   |   | Build centre facilities at the start. No more s106 agreements which can be brought out by developers.                                   |
|   |   | Provide covered open sided meeting places   |
|   |   | Focal events places – schools and shops.  |
|   |   | Community events  |
| Community Hall                                |   |   |

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| Funded community co-coordinator                       | Something for people to meet – Local Centre and pub.                            | Local Centre   |
| Local Centre/village halls as part of development     | Have a community hall and a pub for people to meet.                             |  |
| Sponsored community hall                              |   |  |
| Events committee (council supported)                  |   |  |
| Maintained by Council                                 |   |  |
| Equipped playgroups                                   |   |  |
| Community hall  |   |  |
| Built design  |   |  |
|   |   | Front doors that are next to each other.                       |
|   |   | Design areas that allow for incidental contacts                |
|   |   | Parking in pairs to encourage incidental meetings              |
| <b>PLAY</b>   |   |  |
| Play activities                                       |   |  |
| “Play” equipment for OAPs                             | For adults – bowling/ tennis courts   | Football areas sufficiently away from houses to control noise. |
| Skate parks   | Green open space/ sport/ swimming pool  | Dog walking  |
| Dog free segregated play areas                        | Green open spaces plus some children equipment. Cycling routes. Skate boarding. | Green spaces   |
| Shelters  | Dog walking   | Children’s football areas                                      |
| Bins  | Tennis courts.  | Great play areas with picnic and barbeque areas.               |
| Access to play areas such as open areas for football  |   | MUGAS  |
| MUGA  |   | Bike tracks (e.g. BMX, Scooters)                               |
| Play area for mums and tots away from MUGA            |   | Gym  |
| Plenty of parks designed for children of various ages |   | Multi-use areas  |
|   |   | Skate parks  |
|   |   | Flower shows   |

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|   |  | Food growing and kitchen gardens – and lead onto cooking classes.                         |
|   |  | Safe play areas for young kinds associated with small groups of homes                     |
| Play venues   |  |   |
| Adventure trails through parks                          | Open space   | Lots of smaller spaces rather than one formalized space.                                  |
| Wildlife areas  | Parks put in by developers                               | Parks – equipment and safe areas free of cars.  |
| Bring nature into the developments                      | Pub  | Good access to parks, also to recreational grounds for adults (tennis courts for example) |
| Interesting landscaping to walking                      | Cycle paths.   | Areas for other activities like football.   |
| Play parks with equipment                               | Open spaces  | Safe child play areas which are dog free.   |
| Nature walks  | Playgrounds  | Play areas enclosed by houses, not roads.   |
| Parks with things for kids to do                        | Pubs   | Park routes – so routes to spaces for this to happen.                                     |
| Adventure parks   | Local Centre   |   |
| Central play areas in open green space – visible        | Access to countryside and footpath network.              |   |
| Local Centre at the centre of development               | All weather (and perhaps covered) play areas.            |   |
| Play areas for young kids                               | Riverside walks  |   |
| Good access to sports facilities in other parts of Town | Park   |   |
|   | Play area  |   |
|   | Green space  |   |
|   | Play parks   |   |
|   | Community halls  |   |
|   | Safe walking/cycling routes                              |   |
|   | Green space with areas for sports of all kinds and ages. |   |
|   | Keep play areas for children separate.                   |   |
| Management  |  |   |
| Play equipment (well maintained)                        |  | Maintained play equipment.  |

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| Maintained play equipment   |  | Allow play areas in schools to be used by community outside school areas.   |
| Policed by wardens  |  | Best kept village/ estate/ area.  |
| Planning protection for green spaces (no loss to future development)  |  |   |
| <b>SOCIAL JUSTICE AND EQUITY</b>  |  |   |
| Design of housing estates   |  |   |
| No discernible difference in the look of private/social/affordable  | Mixed housing/ generation – not monocultures of executive detached or flats/ social ghettos. | Ensure types of houses are well integrated (e.g. private and affordable) and design them to it is not clear what is social etc. |
| Accessible shops and play areas for all   | Mix of house sizes.  | 'Posh cul-de-sacs' create resentment.   |
| Same criteria for social and private housing – enforced by planning consent                                       | Single level housing.  | Have external appearances/ design similar for affordable and executive homes.   |
| Mix housing types   | Flexibility to live in areas where all family generations could choose.                      | No difference in quality.   |
| Make all dwelling designs to allow for disabled   | Mixed housing – social/ private/ rental  | Mixed tenures in a single area.   |
| Good Wi-Fi access to all houses   | Mixed development - not all houses of the same type in one place.                            | Mix property types and social types.  |
| Involvement of special interest groups in planning application consultations e.g. disabled groups, old age groups | Good mix of housing to enhance community value.  | Don't segregate private and social housing and outside facilities.  |
| Mobility access built in for ageing population  | A mix of social and other housing. Bungalows need to be thought about.                       |   |
| Mixed development (different social classes)  | Community interaction might help in Local Centres to defuse social issues.                   |   |
| Green infrastructure  |  |   |
| No segregation of usability of spaces/services  | Mixed with green space to provide balance  | Not just one open space – a number of slightly smaller open spaces accessible to all  |

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| Every open and public area should be available to all with no discrimination    | Social housing and private housing should be mixed appropriately to lessen any area being an ivory tower, with good mixed play areas and green areas so children mix. | Footpaths and other facilities in multiple areas.                                      |
|   | Plenty of open space/ parks.  | Mixed employment including skilled and professional to break the commuting dependency. |
|   |   | Have more but smaller local green spaces of quality.                                   |
|   |   | Free events – i.e. green spaces, clubs, park runs etc.                                 |
| Affordable housing  |   |  |
| Encourage a higher than normal proportion of social housing in each development | Affordable housing should be for first time buyers not buy to let   |  |
|   | No impact on house prices.  |  |
| other matters that foster social justice and equity                             |   |  |
| No fees for use of services   | Fee secure.   | No fees for facility use.  |
| Social charter  |   |  |
| Investment in community cohesion  |   |  |
| Plan for equal access to all housing types                                      |   |  |
| Equality in terms of access to renewable energy generation and EV charging etc. |   |  |
| LANDSCAPE DATA  |   |  |
| linkages to the countryside   |   |  |
|   | Good rural footpaths to link villages and town. Keep footpaths maintained to encourage use and use good signage.  |  |
| views into/out of Chippenham  |   |  |
| Highest key point of development a specific feature                             | I like the view of the space and hills between Pewsham and the rest of the estates  | Need some long sight lines in all locations.   |



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| Not imposing on skyline   |  | New estates should be camouflaged so that their impact on surrounding landscape is minimal.                  |
| Design to use contours  |  | Long sight lines use the typography well.  |
| Open sight lines  |  | A combination of sight lines to focal areas.   |
| Don't interfere with existing landscapes  |  | Sight lines in and out of estates.   |
| Identify sensitive areas to be protected and views e.g. towards Bremhill, Derry Hill, the White Horse at Cherhill |  | Orientate housing to have a mix of looking out to countryside and in from countryside at different angles.   |
| Small hills like tumuli   |  | Make use of views where possible   |
| Sympathetic site planning so as not to ruin views   |  |  |
| Built design  |  |  |
| Nowhere that has 360 degree views into other buildings  | Landscaped to avoid overgrown and unmanned for weeds and plants.                                   | Variety of roof materials using traditional stone and clay tiles with plenty of trees to break up the vista. |
| Not 'row upon row'  | Ensure edge of countryside housing is increasingly blended with native tree screening.             | Use the natural landscape – don't flatten it.  |
| Development should be sympathetic to the surroundings   | Low level building   | Use existing trees and hedgerows to bring countryside into development – site lines out to country.          |
| Green space is important  | Trees  | Build around existing trees.   |
| Sun into back garden  | Local build material sympathetic to surroundings   |  |
| Maximise solar gain   | Encourage level walks  |  |
|   | Maintenance free planting and use of undergrowth, trees, hedges to enable view of the countryside. |  |
|   | Good to see trees, have bedroom windows, able to walk dog in countryside, without acting in car.   |  |

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|  | Sympathetic buildings materials  |  |
|  | Choice and use of landscaping techniques to blend in.  |  |
|  | Trees screening buildings  |  |
|  | More trees and bushes to shelter the estates from winds. Helps nature and maybe the estate less of an impact on the countryside.                       |  |
| The value of the landscape   |  |  |
|  | Walks by the river   |  |
|  | Close to the wildlife surroundings.  |  |
|  | Make more use of river for walks   |  |
|  | Country pubs   |  |
|  | Wildflower meadows   |  |
|  | Paths through woods  |  |
|  | Important to feel space and touch nature that can be walking in minutes. To walk among trees, shrubs, wildflowers, blackberries, se birds and animals. |  |
| BUILT DESIGN   |  |  |
| house types  |  |  |
| Don't have just blocks of social housing – integrate throughout with the private housing   | More apartments  |  |
| Ensure similar look & design for all homes in an estate so you can't easily differentiate private, social, affordable housing etc. should all look well integrated | Mixture of houses/ flats   |  |
| design of houses   |  |  |
| Traditional designs, not so much glass   | A mixture of houses ad low-rise flats (max 3 floors) and built larger to allow for family increase flats to have large balconies.                      | Try and have some variation in houses, but not to the extent it takes away from other aspects of the |

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|   |   | development (green spaces, trees etc.)   |
| Not glass/Box town  | New house design ideally – garage on the ground added to the house but with utility and WC room. The rest of the building use up roof spaces. | We don't want Ticky Tacky.   |
| Not boxes   | Some single level/ mixed  | Distinct areas.  |
| Mixed designs but with a consistent 'look'  | Flood resistant   | Different areas different designs. Create village atmosphere, each with own identity.        |
| Attractive  | Permeable grounds   | Build in community variety of colour, style and design.                                      |
| Some to be of a theme – matching the local character e.g. 'marina', 'Georgian', 'arts & crafts' | Trees/ hedges   | Contemporary design that reflect the history of the local area.                              |
| High quality like Stirling Prize entries  | Interior of houses should be wider and not tiny!  | Not plain boxes.   |
| Best of traditional for the modern age  | Natural ventilation   | Today's contemporary is tomorrows historic.  |
| Design for longevity  | Insulation  | Variation of design and materials.   |
| Built design to be sympathetic to existing  | Shading for hot summers.  | Large doors and passages so disabled can live anywhere and expensive retrofitting is voided. |
| Not all the same  | Better use of roof spaces.  | Build community/ villages.   |
| Mixed designs – old and new   | Houses with garage/ utility on ground of building   | Refer to Stirling prize nominees for inspiration.  |
| Mix of materials, all local space, not cramped  | Don't build on floodplain!  | Not all the same. Different styles to compliment neighbours.                                 |
| Less wood cladding  | Trees, hedges, grass, parking.  |  |
| Think about light pollution in relation to commercial and shop design                           | Good mix of housing not all of the same type in one place.  |  |
| Accept that climate resilient design may look different   | Build on the 'vernacular' not modern.   |  |

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| Modern high quality design with a nod to Wiltshire  | Variation should reflect best practice in other areas or seek input from local architectural students to propose ideas.           |  |
| Easy long term maintenance (wood cladding looks bad after 2 yrs.)                                       | Check soil building on no subsidence level, flood plains. After bungalows or adaptable for elderly. Ground that can absorb water. |  |
| Variety of styles – natural   |   |  |
| Build design to encourage diversity but not segregation   |   |  |
| South facing roofs to enable maximum solar panel energy generation                                      |   |  |
| Mixed design with a nod to local architecture   |   |  |
| <b>AFFORDABLE HOUSING</b>   |   |  |
| Built design  |   |  |
| Affordable housing should be to same standard as private, as it will often move into the private sector | Encourage local architecture students to link with housing trusts who have begun to win awards in this area.                      | Same as every other house.   |
| Same as “unaffordable” housing  |   | Mixed in with private housing.   |
| Not identifiable  |   | Must be mixed within other housing.  |
| In mixed developments   |   | Some blocks or flats for old or young.                                       |
| Ensure all affordable housing includes access to the internet & electric car points                     |   | Similar designs, so it’s not obvious what is affordable and what is private. |
| Affordable housing mixed in with other types in practical ways  |   | Integrate the different house tenures.                                       |
| Similar design to other homes   |   | Good proportion of affordable housing.                                       |
| Various sizes to cater for elderly, families etc.   |   |  |
| Integrated throughout developments  |   |  |
| Affordable mix and tenure   |   |  |

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| Range of 1, 2, 3, 4, 5 bedrooms                               | Limited tenure.  | Mixed tenure – owned and rented for sale.  |
|   | Mixed tenures to suit mixed generations and mixed incomes  | Full range (1, 2, 3 and 4 bed houses, flats, bungalows).   |
|   | Apartments rented/ shared  | Mixed sizes and types in any one community.  |
|   | Build affordable houses with better durable materials that lasts more than 10 years guarantee and not keep quick build houses. | Flats, bungalows, houses – a mixture.  |
|   |  | Affordable housing should be mixed, Maybe more small flats in small groups.  |
|   |  | Planting environment to be designed to mature with the development and disguise difference between affordable housing and owned. |
|   |  | Overlook public spaces.  |
|   |  | Easy to maintain - More likely to look better for longer.  |
| mechanisms to protect affordable housing                      |  |  |
| Make moving house easier for those whose circumstances change | What is affordable housing?<br>What safeguards to stop speculators buying to let?  |  |
| All housing should be affordable                              | Government housing cost control?   |  |
| Policed and maintained by Housing Association                 | Affordable stay as affordable so on market as council housing used to be. People on affordable move on – not sell at profit.   | Affordable housing to be integrated and maintained   |
| Element of warden controlled/supported                        | Affordable houses for first time buyers – not for private landlords to rent out.   |  |
| More not less on new build estates                            |  |  |
| More self-build projects to make houses more affordable       |  |  |

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| Policies that insist on proper proportion of affordable houses (no get outs)  |   |  |
| <b>RETAIL AND SERVICES</b>  |   |  |
| Local services which are valued   |   |  |
| Local pub – to be guaranteed income for specified period  | Essential services  | Nursery  |
| Community run shops as well as commercial   | Variety   | Live and work  |
| Local doctors surgery   | Schools.  | Hops   |
| Local shops   | Food store, hairdressing, takeaway,   | Microbrewery rather than a pub.  |
| Local Centre  |   | A community hub  |
| Pub   | Well-lit walking and cycle routes   | Bus route.   |
| Green space   | Mixed employment included, skilled and professional   | Incorporate some local retail services as a focal point – shop pharmacy etc. |
| Local employment  | Hive where a community has shops and services that are independent, and rates are affordable. | Good transport services (e.g. a bus stop on the estate).                     |
| There should be some convenience retail outlet within reasonable walking distance e.g. 800m   | Accessible infrastructure.  | Definitely need more focal points and to replicate 'village' environments.   |
| Local shops – perhaps one for every number of houses built. Also consider whether existing developments can benefit when determining location of shop in plan | Bus services, doctors, pharmacy, food, petrol.  | Small shops, doctors, dentists (medical centre)                              |
| Doctor's surgery  | Retail services.  | Café/bar   |
| Pub with food   | Estate amenities within walking distance.   | Sufficient space to increase number of shops and classrooms in the future.   |
| A general corner shop where everyone knows my name  | Car parking available.  | Doctors, dentists, shops all needed.   |
| Local doctors surgery   | Walking distance.   | Chemists, schools, pubs, cafés.  |
| Less coffee shops, more shops with goods  | Nice mix – chemist, food store, hairdresser, doctor and bus service.                          | Workspaces for small or single person businesses.                            |

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| Free parking at doctors/hospitals etc.   | Essential services in centre of housing.  | Make space for 3D printing, and space for arts and crafts.   |
| More blue badge parking spaces   | Regular bus service   | Good levels of public transport.   |
| Local café   | Doctor's surgery within walking distance.   | Self-employment with some workspaces or allow some businesses to be run from home.                                   |
| Plan for local shops but so as not to harm town centre                               | More schools.   | Really good internet access.   |
| Well-designed shops and facilities (attractive buildings)                            | Essential service – doctors' surgery and chemist and Local Centre, food shop plus schools.          |  |
| A local centre – low rated   | Local services to encourage walking.  |  |
| For low income residents to be able to change electric, gas, television license etc. |   |  |
| Easy access, more paths  |   |  |
| Town Centre  |   |  |
| Good connectivity with town centre so it isn't worsened by 'out of town' shopping    | Bus service every 15 mins to dissuade buying cars   |  |
|  | Creation of communities that people travel to.  |  |
|  |   |  |
|  |   | Local shop   |
|  |   | Café   |
|  |   | Small rentable office spaces for sole traders or SMEs.   |
| Mechanisms to protect and encourage retail and services                              |   |  |
| Local shops as development starts – developer sponsored                              | Bus services at beginning of development  | Shops to be built at the outset. Doctors surgeries and schools to be in place for first occupants.                   |
| Local school before housing is occupied  | In place at beginning, including shops, doctors, chemist, bus service. All within walking distance. | Shops can be an issue if they are small and nobody wants to run them. Consider the economies of having a local shop. |

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|   | Retail services available once homes are completed. Also accessible by foot/bus.                 | Local Centre – can be difficult to run and maintain. |
|   | In place when development finished.  |  |
| <b>RETAIL AND SERVICES</b>                                  |  |  |
| <b>Walls, windows and doors</b>                             |  |  |
| Natural stone   | Make builders look at alternative.   | Small mix of materials – stone, brick and render.    |
| An element of traditional materials. A nod to local history | Natural stone or similar.  | Mix of materials and not just brick.                 |
| Variety of material styles                                  | Local stone or bricks – not wood.  | Varied materials                                     |
| Bright glass  | Build stone/ brick.  | Local types to last.                                 |
| Natural looking   | Local stone.   | Ground not all tarmac – include gravel and paving.   |
| Local stone   |  | Mix of materials but not overloads.                  |
| Attractive stone (more like Bath)                           |  | Mix of materials – brick, timber and stone.          |
| More use of renewable wood                                  |  |  |
| Natural looking   |  |  |
| Variety (but not just different coloured bricks)            |  |  |
| Brick walls – not render                                    |  |  |
| Stone work OK   |  |  |
| Less plastic on exteriors                                   |  |  |
| Proven – not new fads                                       |  |  |
| <b>Rooves</b>   |  |  |
|   | Cotswold stone or similar roof.  |  |
|   | Solar roof/ tiles  |  |
| <b>Sustainability</b>                                       |  |  |
| Re-use materials  | Sustainable  | Well insulated.                                      |
| Local materials, wood and stone                             | Must have solar panels, underground water catchment.   | Triple glazing.                                      |
| Recycled materials  | Ground source water pumps.   | Solar roof tiles                                     |
| Concrete substitute (concrete = very high carbon)           | Establish local historical material types but seek innovation to determine lower carbon emitted. | Local materials                                      |



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| Living roofs                                 | Use solar tiles to reduce extra copper for electrical supply  | More sustainable use of materials                           |
| Pre-fabricated sustainable homes             | Insulation better   | Energy efficient.   |
| Traditional, low maintenance                 | Not ugly – e.g. solar panels.   | As eco-friendly and energy efficient as possible.           |
| Long life products                           | Wash away less with tarmac if flooding increasing so use other materials  | Low carbon materials.                                       |
| More wood in construction (more sustainable) | Materials that fit in that area environmentally friendly and good for wild animals such as hedgehogs' highways through gardens.   | Innovative  |
| Better insulated buildings                   | Eco-building for sustainability   | Safe materials.   |
| Sustainable products                         | Solar panels  | Sustainable materials – natural materials.                  |
| Sustainable construction materials           | Solar panels  | Environmental consideration – recycled.                     |
|  | Car charging points   | Carbon neutral.   |
|  | Water collection facility   |   |
|  | Well insulated homes  |   |
|  | Prefabricated building made off site and transported to housing developments ready to erect. Use better insulation materials too! |   |
|  | Sustainable/ flood resistant  |   |
|  | Zero carbon design  |   |
|  | Insulation double glazing   |   |
| Overall development                          |   |   |
| Area and existing sympathetic                |   | Use material cleverly to create focal points and hierarchy. |
| Not all dwellings identical                  |   | Not only 2 or 3 styles in a development.                    |
| Integrated                                   |   | Prefabricated, factory-built houses.                        |
| Variety                                      |   |   |

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| Mixture of materials can be nice e.g. stone, brick and render used at Birds Marsh, but ensure similar materials used throughout the estate so all homes are in keeping |                                       |   |
| More light   |                                       |   |
| Variety of materials, not rows all the same  |                                       |   |
| Ensure not just bricks used (i.e. often non-road facing areas in Persimmon estates)  |                                       |   |
| <b>STREETS AND MOVEMENT</b>  |                                       |   |
| walking and cycling  |                                       |   |
| Cycle ways separate from roadway   | Step free walkways                    | Include good size cycle paths   |
| Footpaths distinct for pedestrians   | Car-free routes                       | Pathways for easy access to other areas. Well lit. Wide of parents with buggies and toddlers. |
| Direct access to town centre   | Walking/cycling prioritized over cars | Cycle paths separated from roads.   |
| Open, wide, lit pathways   | Wider pavements                       | Cul-de-sacs, footpaths access everywhere  |
| Wide pathways (two buggy pass)   | Walkways and roads                    | Wide pavements  |
| Wide enough paths, ensure accessible to everyone (prams, disabled)   | Wider pavements                       | Cycle paths.  |
| Footpaths not grass verges only  | Cycling routes                        | Clear definition of spaces.   |
| Cycle paths  | Good cycle paths                      | Segregated cycle routes   |
| Good walking routes to bus stops   | Pavements wide enough for cycle path  | Design to make it easier to walk and cycle and harder to drive.                               |
| Wide shared paths or preferably separate cycle paths   | Good pathways                         |   |
| Lit walkways   |                                       |   |
| Cycle path connections   |                                       |   |
| Cycle lanes  |                                       |   |
| bus  |                                       |   |
| Bus stops throughout development with real time information  | Public transport access               |   |
| Good bus stops   | Public transport                      |   |

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| Direct access to town centre   | Bus walking system.   |   |
| On a bus route   | Bus service   |   |
|  | Regular bus services  |   |
|  | Better bus services well maintained   |   |
|  | Good bus service.   |   |
|  | Good bus services   |   |
|  |   |   |
|  | Good bus service  |   |
| cars   |   |   |
| On-street EV charging points (for people with no off-street parking) | Car parking can be issue on estates, house and visitors.  | No rat runs   |
| Underground cellar parking   | Double parking should not be allowed.   | Streets kept clear of cars and wheelie bins.  |
| Keep parking off streets   | Not allowing cars parking over the pavement   | 20 miles per hour speed limit.  |
| Off-street parking   | No parking on pavements   | Don't create rat runs or too large cul-de-sacs - Queens Crescent is a good example of how to do it.           |
| Electric charge points   | Stop parking on the pavements so people can walk safely and push prams without having to pass by on the road. | Streets should be well lit  |
| Designated parking off-street for each property                      |   | Plenty of visitor parking areas/ bays to avoid streets becoming clustered with cars.                          |
| Traffic calming  |   | Charging points off road parking  |
| Policed speed limits   |   | Think about electric car charging points.   |
| Allocated parking spaces   |   | Wide roads  |
| Car parking off-street   |   | Crescents not cul-de-sacs.  |
| Wide roads   |   | Legible and understandable 'street' hierarchy   |
| EV charging points for all houses                                    |   | Integrating of imaginative spaces/ roads for parking.   |
| Off-street parking   |   | Wide roads and wide footpaths. Not clogged with parked vehicles including vans and HGVs not parked overnight. |

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| Vehicle charging  |   |   |
| Adequate visitor parking  |   |   |
| Less parking more public transport  |   |   |
| Keep parking off streets  |   |   |
| <b>GREEN SPACES</b>   |   |   |
| dogs  |   |   |
| “Dog only” spaces   |   | Separate areas for dogs.  |
| Dog free  |   |   |
| Separation of dog walkers from green spaces that may be used for picnics etc. |   |   |
| Play areas – dog free   |   |   |
| Fences around green space dog walking area                                    |   |   |
| play and sport  |   |   |
| Child safe  |   | Green spaces that help create a sense of play, a focal point.   |
| Space for teenagers to chill  |   | MUGAs.  |
| “Football” areas (grassy)   |   | Play parks for children (well maintained equipment)   |
| Basketball/netball (like in USA one end only)                                 |   |   |
| MUGA  |   |   |
| open space  |   |   |
| Open land for public enjoyment and views, surrounded by houses (dog free)     | Nature areas and play areas/ parks                                  | Mixed foliage and trees.  |
| Small ‘green’ space for sitting and admiring the view                         | Benches   | Lit paths.  |
| Open with good access   | Bins  | Green spaces should be multi-functional – recreational, wildlife, SUDS, social community space.                             |
| Mix of flowers and grass  | Make most of Chippenham riverscape/ river Avon.                     | Ensure all developments have a good proportion of green spaces and ensure those spaces are made use of (parks, trees etc.). |
| Well-kept green spaces with paths, seating, trees, play areas                 | Riverside though Chippenham such an asset – why isn’t it developed? | Try and have green spaces throughout developments   |

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|   |  | so they are accessible to everyone.  |
| Not just one large space but also have smaller green spaces throughout developments | Must be incorporated into new estates.   | More spaces like John Coles Park   |
| Adequate facilities such as parks, bins, benches etc.                               |  | Green spaces should have mix of vegetation, with large and small trees, hedges and shrubs. |
| A central square  |  | More invention in green spaces (trees, hedges). Like John Coles Park and not Monkton Park. |
| Open sight lines from all areas   |  |  |
| Well integrated green spaces throughout the development                             |  |  |
| Incorporate environmentally/habitat beneficial areas (trees, wild flowers etc.)     |  |  |
| Good paths  |  |  |
| management  |  |  |
| Well maintained   |  |  |
| Lit at night  | Green spaces to have plenty of bins for rubbish  | Maintained good footpaths.   |
| Policed (park keeper)   | Available to everyone and maintained.  | Need to be properly maintained   |
| Adequate litter bins and dog bins   | Maintenance to be continuous – not just for 12 months  |  |
| Properly managed  | Lovely things to ae but should be well lit and policed by random patrolling to deter vandalism and anti-social activities. |  |
| Well maintained   | Parks to be provide and funded by developers.  |  |

## **ANNEXE 2 - LEAFLET FOR HOUSING DESIGN WORKSHOPS**

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# CHIPPENHAM NEIGHBOURHOOD PLAN\_

Chippenham Town Council



## We need your help!

Do you like where you live?

Can you help us to advise the planners?

What would you do differently if you could  
have designed your neighbourhood?

Chippenham Town Council is developing a Neighbourhood Plan that will set out the local planning policy for the town. You can find out more information on the progress of this project on our website [www.chippenhamneighbourhoodplan.org.uk](http://www.chippenhamneighbourhoodplan.org.uk).

Various topic groups have been set up to undertake research that will help define the policies for the Neighbourhood Plan. The Housing Topic Group have identified three housing estates in Chippenham: Charter Road, Pewsham and Hill Rise, and they would like to speak to residents in these areas to understand what makes these estates a good place to live.

Please come along to one of our events and give your views. All events run from 9.30am (for a 10am start) to finish at 12.30 pm. Refreshments will be provided.

| Date of event | Estate       | Location of event      |
|---------------|--------------|------------------------|
| 8 February    | Charter Road | Chippenham Town Hall   |
| 22 February   | Pewsham      | Café Spero, Wood Lane  |
| 29 February   | Hill Rise    | St. Paul's Church Hall |

If you have any questions, please give us a call on 01249 446699 or email us on [neighbourhoodplan@chippenham.gov.uk](mailto:neighbourhoodplan@chippenham.gov.uk)



## **What is a Neighbourhood Plan?**

A Neighbourhood Plan is a document written by the local community, the people who care and know the area, setting out planning policies which are subsequently used to determine planning applications. They are a means of ensuring the local community gets the types of development it wants and needs.



## **Why is it necessary?**

Wiltshire Council is reviewing its Local Plan and currently estimates that there will be a need for a 43% increase in homes in Chippenham Housing Market Area up to 2036. This would mean between 1800 and 5000 new homes, depending on Wiltshire Council's overall development strategy\*. Many of these homes will be located on the outskirts of Chippenham. To date the community has had little influence over housing applications, the Neighbourhood Plan is here to change that.

## **What will our new communities be like?**

Planning regulations will not allow the Chippenham Neighbourhood Plan to influence how many new houses will be allocated within the Chippenham Town Boundary, but we CAN determine how new housing developments will be designed. We cannot resist growth but we can make sure it is as good as it can be. The people who move into the new homes will become part of our community. Let's be sure that they live in healthy, happy and well-designed neighbourhoods, whilst meeting the needs of the communities that already exist.

\* Wiltshire Local Plan Review APPENDIX 4, Chippenham Housing Market Area- Assessment Summary, Cabinet Version, April 2019

## What do we need from you?

Please help us understand what makes a good place to live and what we need to do to ensure that mistakes of the past are not repeated. We want your views so that we can develop housing design policies that address:

- Climate change
- Nature
- Scale and density
- Safety
- Community
- Play
- Social justice and equity
- Landscape setting
- Built design
- Affordable housing
- Retail and services
- Materials
- Streets and movement
- Green spaces



Come along to one of the three very interactive events where participants will be asked to share their views.

We will take the information from all the events to produce a report which we will use as evidence for our housing design proposals for the Chippenham Neighbourhood Plan.



**CHIPPENHAM  
TOWN COUNCIL**  
Improving the quality of town life



**CHIPPENHAM  
NEIGHBOURHOOD  
PLAN\_**  
Chippenham Town Council