

**LAND AT CLACKERS BROOK, EAST MELKSHAM**

**DEVELOPMENT BRIEF**

**DRAFT JUNE 2004**

## **CONTENTS**

## **PAGE**

### 1. INTRODUCTION AND PURPOSE

### 2. PLANNING POLICY FRAMEWORK

### 3. SITE APPRAISAL -

- Location
- Landscape
- Public Rights of Way
- Agriculture
- Historic Environment
- Ecology
- Noise
- Utilities

### 4. DEVELOPMENT OBJECTIVES -

- Housing Mix
- Affordable Housing
- Education
- Community Facilities and Local Centre
- Public Open Space and Recreation

### 5. URBAN DESIGN PRINCIPLES -

- Urban Design Form
- Parking
- Materials
- Energy Efficiencies
- Safety
- Road and Street Hierarchy and Access
- Movement
- Walking
- Cycling
- Public Transport
- Open Space
- Drainage and Flood Risk Mitigation

### 6. INFRASTRUCTURE AND SERVICES - :

- Water Supply
- Surface Water Drainage
- Foul Drainage
- Gas

- Telecommunications
- Electricity
- General Information

## 7. PHASING AND IMPLEMENTATION

- Comprehensive Development
- Phasing

## 8. PLANNING OBLIGATIONS

## 9. CONCLUSIONS

- Contact Details

## **FIGURES**

FIG 1.1 SITE LOCATION

FIG 1.2 CONCEPT PLAN

FIG 5.1 URBAN CORE/TYPICAL DESIGN CHARACTERISTICS

FIG 5.2 MEDIUM DENSITY/TYPICAL DESIGN CHARACTERISTICS

FIG 5.3 SEMI RURAL/TYPICAL DESIGN CHARACTERISTICS

FIG 5.4 PHASING PLAN

## **1. INTRODUCTION AND PURPOSE**

- 1.1 A site with a net development area of 22.5 hectares is allocated to the east of Melksham for 750 dwellings and other uses together with associated infrastructure, under Policy H6 of the West Wiltshire District Local Plan First Alteration (DLP). The site location is shown in figure 1.1 below. The East Melksham allocation is one of two strategic allocations contained in the DLP relied upon by WWDC to provide new housing, facilities and infrastructure. A Development Brief is required for the site.

### **FIG 1.1 SITE LOCATION**

- 1.2 This draft Development Brief has been prepared by West Wiltshire District Council, the developers, the East Melksham Consortium and Consultants. The Development Brief will be the subject of consultation. Once adopted, the East Melksham Development Brief will provide “Supplementary Guidance” to the DLP.
- 1.3 This Brief comprises a written statement and associated plans and illustrations for potential developers, the public and others concerning the planning framework and specific requirements for the East Melksham development. It will be a material consideration in the determination of all planning applications submitted in respect of the East Melksham allocation.
- 1.4 The Development Brief describes the proposals and their implementation. A Concept Plan for East Melksham forms part of the Development Brief (fig 1.2) and indicates the broad disposition of the proposed land uses.

### **FIG 1.2 CONCEPT PLAN**

- 1.5 Whilst the District Council seeks a comprehensive outline planning application, supported by a Master Plan which develops the principles of the Concept Plan, together with supporting explanatory text and related plans, it is accepted that this may not be achievable at the outset. In the event that an outline application does not cover the entire site, the District Council will, nevertheless, expect the objectives set out in Policy

H6 in relation to community infrastructure, transportation, landscaping etc to be achieved. A detailed Design Statement in order to develop the urban design forms to be used will also be required. Any application will be accompanied by an Environmental Impact Assessment (EIA).

### **The Scope of the Brief**

The Development Brief:

- i) Identifies the main characteristics of the site,
- ii) Identifies the environmental factors which have been taken into account during the preparation of the Concept Plan,
- iii) Sets out the development and design objectives on which the Concept Plan is based,
- iv) Identifies the areas to be developed for housing, recreation, education, and community facilities,
- v) Establishes the principle of access to the site and circulation within it for vehicles, pedestrians, cyclists and equestrians,
- vi) Identifies the management and principles required in respect of the Clackers Brook linear park,
- vii) Identifies the treatment required for Snarlton Lane for cyclists and pedestrians and equestrians and residents access.
- viii) Indicates where new strategic landscaping will be required,
- ix) Explains how the site be served by the necessary infrastructure and services,
- x) Outlines the proposed phasing of the development and
- xi) Sets out the issues which will be the subject of future planning obligations.

- 1.6 Consultation on the brief will be between 25 July and 17 September 2004. All responses should be sent to Mark Russell at West Wiltshire District Council. The Council will consider the responses received and make any revisions necessary before adopting the document as supplementary planning guidance.

## **2. PLANNING POLICY**

- 2.1 The East Melksham development will have regard to the Government's principles of sustainable development. These are set out in Planning Policy Guidance Notes 1 (General Policy & Principles), 3 (Housing) and 13 (Transport). In particular, this Brief requires the implementation of development which helps to reduce car dependence by facilitating greater walking, cycling and public transport use. It also requires the implementation of a high quality and well-designed scheme.
- 2.2 Section 54A of the 1990 Planning Act requires that, where the development plan contains relevant policies, applications for development which are in accordance with the plan shall be allowed unless material considerations indicate otherwise. The development plan covering East Melksham comprises the adopted Wiltshire Structure Plan 2011 (January 2001) and the adopted West Wiltshire District Plan 1<sup>st</sup> Alteration (June 2004). The development plan covers the period 04/1991 to 03/2011.
- 2.3 This Brief relates to the land identified for comprehensive development south of the A3102, East Melksham at Foresters Park and north of Snowberry Lane. The East Melksham strategic site is allocated for residential development and associated uses in Policy H6 of the adopted DLP. The full policy wording of Policy H 6 and its supporting text is set out below.

| Policy,<br>Paragraph |  |
|----------------------|--|
| H6                   | <p data-bbox="362 369 688 401"><b>Land East of Melksham</b></p> <p data-bbox="362 438 1390 506"><b>A site with a net developable area of about 22.5 hectares is allocated to the east of Melksham for 750 dwellings as defined on the Proposals Map.</b></p> <p data-bbox="362 537 1117 569"><b>The development of this site will require the following:</b></p> <ol style="list-style-type: none"> <li data-bbox="362 604 1390 705"><b>1 The provision of a 1.84 ha (4.5 acres) site for a new primary school and appropriate infrastructure contributions in accordance with the requirements of the Local Education Authority (see Policy S2);</b></li> <li data-bbox="362 737 1390 837"><b>2 The provision of a new community building on a 0.5 ha (1.2 acres), site for additional community facilities and local shopping (see Policy CF5);</b></li> <li data-bbox="362 869 1390 1010"><b>3 The provision of a recycling mini-bank station of approximately 10 square metres, suitably located on the land allocated for additional community facilities to make recycling convenient for the local community;</b></li> <li data-bbox="362 1041 1390 1108"><b>4 The provision of affordable housing to meet local needs (see Policy H2)</b></li> <li data-bbox="362 1140 1390 1241"><b>5 The provision of approximately 4.5 hectares (11 acres) of public open space within the development including a fully equipped children's play area and formal sports provision (see Policy R5);</b></li> <li data-bbox="362 1272 1390 1373"><b>6 The retention of important existing trees and hedgerows and the provision of additional tree planting and landscaping, involving the planting of native species;</b></li> <li data-bbox="362 1404 1390 1505"><b>6a The provision of adequate bunding and the planting of denser trees and shrubs to create a noise and visual barrier between the site and the distributor road;</b></li> <li data-bbox="362 1537 1390 1604"><b>7 The provision of an integrated footpath and cycleway network connecting to the existing network;</b></li> <li data-bbox="362 1635 1390 1808"><b>8 The provision of a distributor road and roundabouts linking Snowberry Lane to Sandridge Road to serve the new development, including an appropriate crossing at Clackers Brook and connection with both roads as required by the County Highway Authority (see Policy T4);</b></li> <li data-bbox="362 1877 1390 1908"><b>8a The provision of a road of sufficient standard between Sandridge</b></li> </ol> |

|        |  |
|--------|--|
|        | <p>Road and the roundabout junction south of Snarlton Farm, and the provision of adequate adjacent land to enable future upgrading to dual carriageway, as part of a possible future Melksham Eastern Bypass as required by the County Highway Authority (see Policy T4D);</p> <p><b>9 The provision of traffic calming measures within the development and locality as approved by the County Highways Authority;</b></p> <p><b>10 The provision of bus stops and shelters at appropriate locations to serve the new development;</b></p> <p><b>11 The provision of a surface water attenuation lake to be designed as an amenity feature to meet the requirements of the Environment Agency;</b></p> <p><b>12 The provision of a landscaped floodplain corridor including a riverside walk along Clackers Brook to meet the requirements of the Environment Agency (see Policy R8 and R11A);</b></p>   |
| 3.2.29 | <p>The District Council considers that further development to the east of Melksham is now appropriate. It is proposed to allocate a site with a gross area of about 37.9 hectares and a net developable area of 22.5 hectares, south of the A3102, east of the existing built up area at Foresters Park, and north of Snowberry Lane for about 750 dwellings. The development will require a new community building, a new primary school, a recycling mini-bank station, a fully equipped and fenced children's play area, provision of additional local shopping and other community facilities, plus a substantial area of public open space, and a landscaped floodplain for Clackers Brook.</p>   |
| 3.2.30 | <p>The District Council recognises that such a substantial expansion to the town will increase pressure on the existing community facilities and it is essential that such a large development proposal has an adequate and appropriate range and quality of community facilities. A site of 1.84 ha (4.5 acres) is proposed within the development to provide a new primary school. This would include provision for the relocation of the existing primary school on the A3102 Calne Road, which experiences problems of isolation from the town and is situated along a busy main road. <i>A contribution towards the provision of the school will be sought by the Local Education Authority proportionate to the pupils directly arising from the development. A new community building will be provided within the development to meet a variety of community needs. The building will be located centrally in the development on a site of about 0.5 ha (1.2 acres), together with the other community facilities and shopping.</i></p> |
| 3.2.31 | <p>The development will provide a reasonable mix and balance of house types and sizes to cater for a range of housing requirements, including affordable housing to meet local needs. To achieve this target, the Council's preferred approach is for the transfer at no cost of an appropriate quantity of serviced land to a Registered Social Landlord selected by the Council <i>and the transfer of a commuted sum covering the build costs of the units by the developer to the Council. However, other arrangements will be considered.</i> The size and nature of the site is such that the provision of affordable housing could be</p>   |



|         |   |
|---------|---|
|         | easily integrated into the overall development  |
| 3.2.32  | <p>Around 4.55 ha (11.2 acres) of public open space will be required in accordance with the Council's adopted standards. This will include formal sports provision in the form of playing pitches, a fully equipped and fenced children's play area and other play facilities as required. Additional tree planting and structural landscaping will be required along all the boundaries, particularly along the distributor road and the A3102. <i>The planting will be native species, characteristic of the local area, in order to enhance the biodiversity value of the development.</i> This will strengthen existing hedgerows and establish a firm boundary to the town. The floodplain of Clackers Brook provides an excellent opportunity for extending the existing walkway along the river (<i>Policies R8 and R11A</i>). The floodplain of the brook should be landscaped in accordance with Environment Agency requirements as an amenity feature and in addition to the public open space required by Policy R5. Landscaping should include adequate safety provision to minimise the risk of accidents in the water environment without jeopardising the recreational value, nature conservation value and the visual appeal.</p> |
| 3.2.33  | <p>The site will be accessed via the provision of a distributor road and roundabout linking the A3102 Sandridge Road to Snowberry Lane. Clackers Brook will need to be crossed to a standard as required by the County Highway Authority and the Environment Agency. Snarlton Lane will be closed to traffic from the distributor road. A connection will also need to be made to link Snarlton Farm to the distributor road. The County Highway Authority is investigating the potential for that part of the distributor road between Sandridge Road and the roundabout junction south of Snarlton Farm to form part of a possible future Melksham Eastern Bypass. The development will therefore provide at this point a road of sufficient standard and adequate adjacent land to enable future upgrading to dual carriageway.</p>  |
| 3.2.33a | <p>Within the development the provision of traffic calming will need to be provided to standards as required by the County Highways Authority. It is intended that this area of new housing should be fully integrated with the adjacent community. To this end, footpath and cycleway links will be provided to integrate the new development with the existing settlement. In the same way, the provision of bus stops and shelters at appropriate locations within the development will link the new housing to the rest of the town. These should be provided in accordance with the requirements of the County Highways Authority.</p>   |
| 3.2.34  | <p>Developers are advised to contact the Environment Agency at an early stage to discuss and agree surface water disposal requirements associated with the proposed development. Surface water should be taken to an attenuation lake to be designed as an amenity feature in addition to the public open space required by Policy R5. Developers are advised to contact Wessex Water at an early stage to resolve foul drainage problems.</p>  |
| 3.2.34a | <p><i>A development brief will be prepared for this area in conjunction with consultees including the Environment Agency and the developers. It will include detailed advice on the distribution, phasing and densities of the development, highways and transportation matters, provision of educational facilities, local shopping, recreation and public open space, affordable housing, amelioration of flood risk problems, surface water disposal and foul drainage, landscaping and design guidance.</i></p>   |

## Other Relevant Local Plan Policies

|      |                                       |
|------|---------------------------------------|
| C1   | The Countryside                       |
| C7   | Protected Species                     |
| C9   | Water Environment                     |
| C14  | Archaeology                           |
| C31a | Design                                |
| C32  | Landscaping                           |
| C33  | Recycling                             |
| C34a | Resources                             |
| C35  | Light Pollution                       |
| C36  | Noise                                 |
| C40  | Tree Planting                         |
| R1   | Recreation                            |
| R4   | Open Space in New Housing Development |
| R5   | Recreation Land                       |
| R8   | Green Space Networks/Country Parks    |
| H1b  | Phasing                               |
| H2   | Affordable Housing                    |
| H24  | New Housing Design                    |
| T4D  | New Distributor Road                  |
| T9   | Bus Services                          |
| T10  | Car Parking                           |
| T11  | Cycling                               |
| T12  | Footpaths and Bridleways              |
| SP6  | Local Shopping                        |
| CF1  | Community Facilities                  |
| S2   | Education                             |
| U1   | Infrastructure                        |
| U2   | Surface Water Disposal                |
| U3   | Flood Risk Assessment                 |
| I1   | Resources                             |
| I3   | Disabled Access                       |

### **3. SITE APPRAISAL**

#### **Location**

- 3.1 The site is located on the eastern side of Melksham. It lies to the south of the A3102 and north of Snowberry Lane. The development area is subdivided into two parts by Snarlton Lane. A further natural break in the development south of Snarlton Lane is created by Clackers Brook and its associated floodplain which runs in an east-west direction parallel to Snarlton Lane.
- 3.2 The adjoining built-up area is predominantly residential and nearby facilities include a supermarket and public house on Sandridge Road, a health centre on Snowberry Lane and a primary school off the Queensway. A green open space runs along the Clackers Brook into the centre of Melksham.

#### **Landscape**

- 3.3 The Clackers Brook flows in a westerly direction to join the River Avon in Melksham. The site consequently consists of the gently rolling valley sides of the Clackers Brook and an unnamed tributary which flows into it from the north east. Shallow ridges created by the two watercourses produce a degree of enclosure and subdivision. Snarlton Lane crests the most prominent of these ridges, exceeding 45 metres in the northern corner of the site. The landform combines with local landscape features and vegetation to produce a restricted visual envelope. There are very few significant views beyond the immediate environs of the site.

#### **Public Rights of Way**

- 3.4 A number of formal footpaths cross the site running generally in an east-west or north-south alignment linking to Snarlton Lane, Snowberry Lane, Ingram Road and Sandridge Common Road. Along the western boundary of the site there are “de-facto” footpath links to Westbury View and Snowberry Lane. Snarlton Lane becomes a bridleway and private access track eastwards from Snarlton Farm.

## **Agriculture**

- 3.5 The site comprises a mix of agricultural and equestrian uses with the majority of the land down to pasture. Land to the south of Snarlton Lane is occupied by a dairy unit. Land to the north of the lane is occupied by several agricultural and equestrian users. 70% of the site is low grade agricultural land or non-agricultural uses. Approximately 16% of the site is considered Grade 2 agricultural land and a further 14 % is believed to be Grade 3a.
- 3.6 Six agricultural/equestrian enterprises are affected by the development proposals. The effect of the development on agricultural production will not be significant and only limited changes will be required to the running of these enterprises. The impact on farm businesses will be negligible. It is considered that in planning policy terms the impact on the agricultural units and land would not be significant.

## **Historic Environment**

- 3.7 There are no Scheduled Monuments within the site or its immediate vicinity. There is no Conservation Area near the site and neither are there any Listed Buildings on the site. The closest Listed Buildings include 399-410 The Spa, Bowerhill Lodge Farm and Woolmore Farm. There are no overriding archaeological constraints to development of the Clackers Brook Strategic Site.

## **Ecology**

- 3.8 There are no overriding ecological constraints to the development of the site. Its ecological interests have been assessed and the important ecological interest within the site is the riverine habitat of Clackers Brook. This will be safeguarded and enhanced as part of the development. The development proposals should take account of ecological interests and where necessary mitigation measures will be agreed with English Nature. There are no statutory sites of nature conservation importance within 2km of the site. The only non-statutory sites of nature conservation importance within 2km are Eighteen Acre Plantation and Conigre Mead Wiltshire Wildlife Trust Reserve. The proposed development at Clackers Brook is unlikely to have any significant impacts on these two sites.

## **Noise**

- 3.9 Potential noise sources adjoining the site are identified as being road traffic noise from the proposed distributor link road.

## **Habitats**

- 3.10 The most valuable features/habitats within the site are the mature trees and hedgerows, particularly any which may be identified as important under the Hedgerow Regulation (1997) and the Clackers Brook and its environs. These features are considered to be of some local nature conservation value.
- 3.11 Consideration should be given to retaining, where possible, the important hedgerows and mature trees within the structural landscaping of any Scheme.

## **Utilities**

- 3.12 There are public foul sewers and pumping stations within the adjacent recently built development off Snowberry Lane and Blackmore Road, within Snarlton Lane, and to the east along Sandridge Common Road. Parts of the system, particularly in Snarlton Lane are already at capacity. The site is crossed by HV electricity cables and there are water and gas mains and telecommunication cables within the adjacent development areas.

## **4. DEVELOPMENT OBJECTIVES**

4.1 The development objectives for the Clackers Brook strategic site are as follows:

- to provide a sustainable development well related to existing town centre facilities, employment areas and other facilities;
- to deliver about 750 dwellings and associated facilities and infrastructure by 2011.
- to provide a range of dwelling types and sizes including 1,2,3,4 & 5 bedroom properties;
- to provide up to 30% of affordable housing to meet local needs;
- to phase the development in accordance with the DLP;
- to provide a site for a new primary school and appropriate infrastructure contributions in accordance with the requirements of the Local Education Authority;
- to provide for local shopping and community facilities, including a new community building;
- to provide for re-cycling waste at the local centre;
- to provide accessible public open space with fully equipped children's play areas and formal sports pitch provision in accordance with the Council's standards;
- to provide additional tree planting and landscaping, including a green corridor/riverside walk along Clackers Brook;
- to provide a surface water drainage system for the site in liaison with the Environment Agency to address any potential flood risk and where possible, or reasonable, to reduce the risk of flooding downstream;
- to provide a foul drainage system for the site which will ensure that the site can be adequately drained and, where possible, or reasonable, to improve existing deficiencies in the existing system adjacent to the site.
- to provide an integrated cycleway and footpath network within the development, connecting to the existing footpath and cyclework system;
- to provide a distributor road linking Snowberry Lane with Sandridge Road;
- to ensure safety for all users of the public highways by the design and provision of traffic calming measures;
- to ensure accessibility to public transport;

- to limit the need to travel by private car by encouraging increased use of accessible public transport, cycling and walking;
- to facilitate easy movement through the development, particularly for pedestrians and cyclists;
- to facilitate a good quality of life for local residents;
- to respect the local identity and create a sense of place and community in the new development;
- to design a development with a network and hierarchy of streets and open spaces;
- to provide a high quality of design in the development incorporating the principles outlined in 'Secured by Design';
- to provide necessary infrastructure.
- to provide opportunities for water recycling.
- to promote sustainability and reduce energy consumption by providing housing, which will achieve the BREEAM ECO Homes "Good" standard throughout. A number of dwellings will achieve the "Very Good" standard.
- to protect, and where possible, enhance the natural environment, including trees, hedges and retention of wildlife habitats.

### **Housing Mix**

- 4.2 The development of the site will comprise a mix of housing types and sizes including an element of affordable housing in accordance with Policies H2, H6 and H24. The aim is to achieve a mixed and balanced community providing a broad range of accommodation to meet the requirements of Melksham and West Wiltshire generally.

### **Affordable Housing**

- 4.3 In keeping with the Adopted DLP the development will provide for up to 30% Affordable Housing. The tenure mix will range from low cost market housing and discounted market housing through to Intermediate and Social Rented provision, the latter being likely to be provided through Registered Social Landlords. The tenure division will be a matter of negotiation between the applicant and the Council as and when the Outline Planning Application is determined and the S106 legal agreement is concluded. The Council will

expect that the Affordable Housing is mixed through the development and designed in such a way that it is indistinguishable from other housing.

## **Education**

- 4.4 The development will include a new 7 class primary school to serve the children from the new housing. In progressing the outline planning application the Council will wish to carefully investigate the possibility of re-locating the Forest and Sandridge VA CE Primary School to the site by accommodating a larger school of up to 13 classes. In addition to investigating the school transfer, it is anticipated that the potential for providing a community school (ie a school that can be used outside school hours by the community at large) should to be considered.

## **Community Facilities & Local Centre**

- 4.5 The Clackers Brook development will include a local centre, located south of Snarlton Lane to the west of the proposed distributor road. Within the local centre a Community hall will be provided. Provision will also be made in the local centre for retail and other facilities such as children's nursery, public house, doctor's and dental surgeries.

## **Public Open Space & Recreation**

- 4.6 The Clackers Brook scheme will include extensive areas of public open space and recreation land. Informal open space will be provided along the Clackers Brook corridor this forming an extension to the linear country park that extends in a westerly direction towards the town centre. The linear park comprises the floodplain of the brook and will be laid out so as to comply with the requirements of the Environment Agency. Formal open space taking the form of Playing Fields will be provided south of Snarlton Lane and to the east of the existing playing fields off Foresters Park road. Changing facilities will be provided. Provision will also be made within the development for children's play areas in the form of Local Equipped Areas for play (LEAPs), a Multi-Use Games Area (MUGA) adjacent to the school and a Neighbourhood Equipped Area for Play (NEAP)



## **5. URBAN DESIGN PRINCIPLES**

- 5.1 The Illustrative Concept Plan (fig 1.2) has been carefully developed to accommodate a wide range of environmental constraints identified by the ongoing baseline assessment work. The findings of the landscape, visual and ecological appraisals have had a particular bearing on the final layout, seeking to ensure that the allocation is sensitively assimilated into its surrounding landscape and urban fabric, whilst minimising potential adverse effects and maximising enhancement opportunities.
- 5.2 The development proposals seek to reflect the best of local distinctiveness found in and around Melksham both in terms of layout, three dimensional structure and materials, and consequently complies with the Council's Design Guidance - Principles. The Concept Plan protects and enhances the character of the area, retains and reinforces nature conservation assets and creates a robust appropriate landscape framework.

### **Urban Design Form**

- 5.3 In order to help establish a sense of place and community at East Melksham, the urban design principles require an urban form containing a complete range of densities from high at the core, passing through medium to low. The development will be divided into distinct residential neighbourhood character areas, each within its own character. A single uniform character housing estate, at a standard density, will not be acceptable
- 5.4 Densities and storey height will vary across the site from approximately 40 dwgs.per ha in and around the local centre and school, where 2.5 – 3 storey dwellings can be accommodated, to 30 dwgs. per ha on the periphery of the site where two storey houses will predominate. The average density will be 33 dwgs. per ha as set out in the adopted DLP policy.
- 5.5 The proposed character areas are shown in figs. 5.1, to 5.3. The character of each neighbourhood will be partly achieved by the composition of development. The urban core south of Snarlton Lane will contain the new primary school with community facilities and local shopping and will be the focus of activity. Buildings will assist the enclosure of spaces, and help achieve a varied townscape. Residential densities will typically

average 40 dwellings per hectare (dph). Pedestrian and cycle routes will permeate the core area and radiate to and from the primary school/local centre. Figure 5.1 shows the typical design characteristics to be incorporated and developed in the urban core south of Snarlton Lane.

#### **FIG 5.1 URBAN CORE TYPICAL DESIGN CHARACTERISTICS**

- 5.6 The medium density areas will typically be average 35 dph. Although strong building lines will be followed, open spaces and front gardens should ensure that soft landscaping is a dominant feature. There will be a mixture of 2, 2.5 and some 3 storey buildings. The medium density areas will provide a natural progression across the site between the higher density urban core and the semi rural edge. Figure 5.2 shows the typical design characteristics for a medium density area.

#### **FIG 5.2 MEDIUM DENSITY/TYPICAL DESIGN CHARACTERISTICS**

- 5.7 Densities will typically average 26 dph in the lower density areas, which is considered acceptable within the context of the overall average for the site of 33 dph. Development will adopt a varied building line, and soft landscaping will be a dominant feature along streets, in private gardens and public areas. Dwellings will be predominantly 2 storey and mostly detached. The spaces and views between dwellings will be important and contrasting gaps will be created by incorporating short terraces. Variety of built proportions will be important. Figure 5.3 shows the typical design characteristics for this area.

#### **FIG 5.3 SEMI RURAL/TYPICAL DESIGN CHARACTERISTICS**

- 5.8 Considerable importance is placed on achieving a good standard of urban design at the East Melksham development. Excellence and creativity in design will be encouraged to ensure that proposals are compatible with the best characteristics of the Melksham area. The overall objective will be to establish a sense of place and community throughout the whole of the development. Urban design principles will ensure a good quality development. Innovative contemporary building forms may be encouraged as well as more traditional design solutions.

- 5.9 Designs within individual character areas will need to demonstrate in detail how proposals have been informed by the wider context of Melksham and how the designs take forward and develop the typical design characteristics identified in this Development Brief. Each distinctive neighbourhood should contain a clear hierarchy of spaces such as squares, greens and courtyards linked by lanes and streets. The neighbourhood spaces should also be designed so as to form an overall structured whole.
- 5.10 The overall design solution illustrated in the Concept Plan (fig 1.2) sets the framework for the proposed development. Key buildings will be used as gateways providing a sense of arrival to individual areas and reference points for residents and visitors. Development plots are to be arranged based on perimeter block development to give a clear definition between the public realm and private defensible spaces. In each neighbourhood, buildings will mainly face directly onto the street or other public areas, such as play areas and communal parking areas. This will be important to create a positive relationship between public and private spaces and to create interest in the new public realm. This will also increase the amount of passive surveillance of the proposed public spaces, thereby reducing the potential for crime within the development. Use of cul-de-sac development will not be encouraged, though inner courts may be used accessed by appropriate openings in the street frontage.

### **Parking**

- 5.11 Garaging and parking should be accessible to the dwellings they serve. Car parking provided within the curtilage of properties should be located behind the building line to maintain frontage continuity. Provision for visitor parking on street will need to be an integral part of the urban design. Where car parking is grouped, care must be taken to ensure that visitors can readily identify the differences between public and private spaces. Smaller residential streets should be designed as links between the higher order routes. Shared parking courts should be located within the perimeter blocks and treated as separate spaces with houses used as to overlook the space.

## **Materials**

- 5.12 An important component in creating the character of the East Melksham scheme will lay not just in its proposed layout, but also in the use of materials and architectural details. The architectural styles and detailing, choice of materials need to be combined to create a distinct identity for the scheme and establish its quality. The residential development should use materials which reflect local finishes, in terms of colour, texture and detailing.

## **Energy Efficiency**

- 5.13 Research undertaken by the Government shows that land use planning can have a significant role to play in reducing energy consumption. The design of the development at East Melksham will have regard to the benefits of energy efficiency throughout the site. The District Council will require energy efficient housing and will aim to secure the “Good Standard” in accordance with the BREEAM ECO Homes assessment, throughout the scheme and will wish to secure an element of “Very Good” provision within the development.

## **Safety**

- 5.14 The scheme will be designed having regard to community safety issues. The development will incorporate the principles of “Secured by Design”, with the objective of restricting opportunities for crime. Consideration will also be given to the issue of fire safety in the design and layout of the development at the planning application stage.

## **Road and Street Hierarchy and Access**

- 5.15 A distributor road with a design speed of 30 mph will be provided to link Sandridge Common Road with the northern end of Snowberry Lane thus providing a through distributor road route between Sandridge Common Road and The Spa. The northern section of this distributor road will be designed so that, in future, it may be upgraded to form part of an “eastern bypass” to Melksham as shown in the Concept Plan and in accordance with the DLP Proposals Map. Adequate adjacent land will be provided as part of the development to facilitate this. Vehicular access to the development will be

taken from Sandridge Road and the new distributor road, as shown on the Concept Plan. Access between the development and Snarlton Lane will be restricted to pedestrians and cyclists. That part of Snarlton Lane to the east of the distributor road, and which will be severed by the distributor road will take access directly to the new road. Provision will be made for a bridleway crossing of the new distributor road where it crosses Snarlton Lane. At its northern end, the new distributor road will connect Sandridge Common Road via a new roundabout. At its southern end, it will connect to Snowberry Lane which has already been constructed to distributor road standard. Within the development, the road system should be designed to keep traffic speeds low and recognise the need for people to be able to circulate around the area and to provide priority for pedestrians.

### **Movement**

- 5.16 In accordance with national and local transport policy, emphasis will be placed on encouraging and developing sustainable methods of travel rather than relying on private car use. By controlling vehicles speeds within the development, effective use can be made of shared surfaces for pedestrians and cyclists. A network of routes for pedestrians and cyclists will link key features and areas within the site and offer direct linkages between facilities. In order for walking and cycling to be encouraged, urban footpaths and cycleways need to be attractive, secure and well lit at night with surveillance provided from adjacent housing. Pedestrian and cycle links are to be provided to existing housing to facilitate movement and provide access to the new facilities. Secured sheltered cycle racks should be provided at the primary school and local centre. The outline application should make provision to fund any necessary improvements for cyclists & pedestrians. Both the Clackers Brook open space corridor and Snarlton Lane will be utilised to provide safe pedestrian and cycle links towards Melksham town centre.
- 5.17 For safety the design speed of the road network which will be served by the Distributor Road and which will be within the development should be limited to a maximum of 20 mph. Traffic calming measures should be adopted throughout the development and may take several forms. Traffic can be calmed through road narrowing, changes in surface materials and levels, but equally the shape and form of streets themselves will

influence driver behaviour. Built form and natural features can be used to limit long views for drivers and therefore control vehicle speed. It is particularly important to integrate speed control features at the design phase rather than as an afterthought. For further information reference should be made to the Department of Environment Transport and Regions (DETR's) 'Places, Streets and Movement', the companion to Design Bulletin 32.

### **Walking**

- 5.18 The proposals must ensure that a preferred footpath network is identified between the development and the existing urban area which provides the most "friendly" environment for pedestrians, where possible avoiding routes alongside heavy trafficked carriageways but ensuring that such routes are sufficiently "overlooked" to provide a sense of safety and security for users.

### **Cycling**

- 5.19 Off-site, the developer will work with the Highway Authority to promote a cycle route network so that an attractive cycle routes are available between the site and the town centre, the employment areas at Bowerhill and Hampton Park and local schools, including George Ward Secondary School.

### **Public Transport**

- 5.20 The proposals must provide a route between Sandridge Common Road and Spa Road, as soon as is practical, so that it is usable by buses and will thus facilitate the introduction of a circular public transport route around the eastern sector of the town. In addition, the developer will be expected to make reasonable contributions towards the provision of an improved bus service for any improved circular route if this is demonstrated to be reasonably required. The development will provide bus shelters at strategic locations along the bus route to give greater accessibility for bus passengers. Housing will be generally within a radius of 400 metres of the nearest bus stop. Although this can be increased where the quality of the bus service merits a greater distance.

5.21 A Travel Plan will be required to accompany the overall outline application. This will provide a guide to managing the travel of residents, workers and visitors to and from the development. It will serve as framework for promoting sustainable travel patterns and behaviour without reducing mobility or accessibility. To secure these objectives the developers should appoint a Travel Plan Co-ordinator who will manage the plan whilst the development is taking place. The role of the co-ordinator will be to:

- Promote a culture whereby walking and cycling to and from the development becomes increasingly attractive.
- Act as a central information point and ensure that Travel Newsletter is published.
- Be responsible for evaluating the efficiency of Travel and identifying new opportunities as they arise.
- Help integrate new employment and residential and school travel patterns.

5.22 The Travel Plan will only be effective if there is an identifiable transfer from single occupancy motor vehicle journeys to more sustainable modes of transport. A target will be agreed to achieve a transference from single occupancy motor vehicle journeys to alternative forms of transport by the year 2010, for journeys arising from the development.

5.23 In order for the Travel Plan to be successful, reviews will need to be undertaken at regular intervals to ascertain whether

- Reductions are being achieved.
- New/modified initiatives need to be considered. Any review of the Travel Plan will need to be undertaken in the context of not only the emerging development of the site but also other development proposals in and around Melksham which will inevitably interact with the development. Other, local and national initiatives may affect the range of opportunities which become available. Reviews therefore will need to be undertaken in consultation with the Local Authority and public transport providers.

## **Open Space**

5.24 Residential development at East Melksham will be required to make provision for recreational open space, comprising facilities for outdoor sport and children's play, in accordance with the District Council's standard set out in Policy R4 of the DLP i.e. 2.43 hectares per 1,000 population having regard to the detailed guidance contained within the Council's Open Space Supplementary Planning Guidance. The Council has adopted the recreation standard promoted by the National Playing Fields Association (NPFA) which comprises;

- Youth and Adult Use: 1.6-1.8 hectares per 1000 population;
- Children's Use: 0.2-0.3 hectares per 1000 population of equipped children's playgrounds, adventure playgrounds and other specific opportunity play facilities; and 0.4-0.5 hectares per 1000 population of casual or informal play space within housing areas.

5.25 This requires a total provision for the allocated site of about 4.55 ha based upon 750 dwellings. The Concept Plan has identified areas suitable for open space well in excess of that requirement. The District Council will wish to see the provision of changing facilities for the playing fields. The major new open spaces will include a linear park for the community and formal sports pitches, play provision and other informal recreation spaces. Toddlers' play space and provision for young children will also be accommodated throughout the site.

5.26 The minimum standard for children's use should be met at all times and in all circumstances. This type of open space should be within easy walking distance of homes and well integrated into the development. New children's play areas within the residential development will consist of the following as a minimum:

- A suitable safety surface which conforms to the current BSI safety recommendations;
- Secure fencing with self-closing gates to prevent animals gaining access;
- A range of play activities from toddler provision through to facilities for children of 12 years of age, subject to specific circumstances of the locality, and any other considerations.



- Appropriate provision for teenage recreation.

### **Landscape Framework**

5.27 It is envisaged that the Clackers Brook corridor will form an extension to the linear country park extending in a westerly direction by the existing open space towards the town centre. This will accommodate informal open space and provide an attractive feature in the development.

5.28 The landscape framework for the site includes the following elements

- A landscape buffer to the eastern edge of the development.
- Retention of the important mature trees and hedgerows.
- Landscaping within the Clackers Brook corridor.

5.29 Formal sports provision will be located adjoining the new primary school and south of Snarlton Lane where it will adjoin the existing playing fields as shown on the Concept Plan.

### **Drainage & Flood Risk Mitigation**

5.30 Drainage and flood risk at East Melksham has been assessed in detail and will be expected to comply with best practice Sustainable Urban Drainage Principles. In addition, as required by PPG 25 a Flood Risk Assessment will be sought as part of the outline planning application

## **6. INFRASTRUCTURE AND SERVICES**

- 6.1 Wessex Water, Transco, British Telecom and NTL and Scottish and Southern Electric have all been approached with regard to the feasibility of supplying the relevant services to the site. The availability of services is outlined below. Each will be provided in step with the phased development of the site.

### **Water Supply**

- 6.2 Wessex Water anticipates that the water supply for the mixed use scheme can be provided from the main located adjacent to the site.

### **Surface Water Drainage**

- 6.3 The surface water drainage proposals for the site should take account of best management practice promoted by the Environment Agency. A solution incorporating attenuation before discharge to the Clackers Brook is to be agreed. The development should not increase but should seek to reduce the incidents/extent of flooding downstream.
- 6.4 The outline planning application will need to provide details of all surface water proposals and the District Council will encourage and support rainwater “harvesting”. The details will be negotiated at the planning application stage.

### **Foul Drainage**

- 6.5 The proposals require a new foul mains drain to connect to the trunk foul sewer.
- 6.6 The proposals require a new foul sewer to connect to the existing sewer network. The foul sewerage system ultimately discharges to the town’s sewage treatment works. Wessex Water has confirmed that adequate capacity will be available sufficient to meet the demands of the new development which is in accordance with the Local Plan. The agreement of the Water Authority to the phasing of the development will be required to ensure that the additional demands on the system do not take place in advance of

adequate capacity being available through the Water Authority's programme of planned improvements to the system. The development should seek to rationalise the existing foul sewer systems in Snarlton Lane and Sandridge Common Road.

- 6.7 The foul sewerage system ultimately discharges to the town's sewage treatment works. Wessex Water has confirmed that adequate capacity will be available sufficient to meet the demands of the new development which is in accordance with the DLP.

### **Gas**

- 6.8 Transco have confirmed that some off-site reinforcement of existing mains and the provision of on site gas mains may be required to provide the site with an adequate gas supply.

### **Telecommunications**

- 6.9 British Telecom has confirmed that it is able to service the site.

### **Electricity**

- 6.10 Electricity has confirmed that the site can be provided with an adequate electricity supply. Some off-site supply reinforcement may be required.

### **General Information**

- 6.11 The following general requirements are specified for the development.

- All cabling and pipes should be underground and installed in phase with the development.
- All above ground service installations are to be enclosed wherever possible within appropriate brick structures or buildings and designed as part of the development. The exact location and appearance will be agreed at the detailed planning application stage.
- No underground cables or services will be laid beneath or in close proximity to the

canopy of existing or proposed trees, unless specifically agreed with the Council beforehand.

- No service trenches or excavations will be carried out within 5 metres of the rear boundaries of existing properties without notification and agreement with the developer.
- All below ground servicing to new residential commercial and community buildings will be laid within allotted service margins adjacent to roads and public highways.
- Where possible the utility providers should co-ordinate service provision to control on site disruption during the construction phases.

6.12 All relevant service can be provided to the site.

## **7. PHASING AND IMPLEMENTATION**

### **Comprehensive Development**

- 7.1 The District Council seeks a comprehensive outline planning application supported by a Master Plan, which develops the principles of the Concept Plan, together with supporting explanatory text and related plans. If, however, it can be demonstrated that this is impracticable at the outset, the District Council will require that any application demonstrates how the development of the remaining area can be facilitated and specifically how the requirements specified in Policy H6 will be provided.
- 7.2 The District Council will require the relevant planning application(s) to be accompanied by an Environmental Impact Assessment (EIA) and Transport Assessment (TA).

### **Phasing**

- 7.3 The phasing of development will be co-ordinated with the District and County Councils, the developers and other relevant agencies. Development will occur in line with an agreed programme for the provision of social, educational facilities, open space and landscaping, highways, public transport and pedestrian and cycling facilities and all supporting infrastructure.
- 7.4 In order that housing occupations can take place from Easter 2006, it is anticipated that the outline planning application will be made for the East Melksham scheme in 2004. This will include the provision of housing and the infrastructure and facilities so that subsequent details can be submitted and a start to works to proceed where necessary.
- 7.5 It is expected that residential development will take place in three broad phases comprising some 250 dwellings each (approximately). The general direction of development is shown in Fig 5.4. The residential phasing will provide a mix of housing types throughout the development at all times.

- 7.6 It is expected that the areas of the allocation north and south of Snarlton Lane will include a mix of housing types comprising the full range of 1, 2, 3, 4 and 5-bedroom dwellings.

**FIG 5.4 : PHASING PLAN**

## **8. PLANNING OBLIGATIONS**

8.1 The scale of development permitted within each phase will be controlled so that facilities and infrastructure are provided in step with occupations. This will be secured by legal agreements. These agreements will:

- i) Determine the trigger points at which each of the component parts of the development are to be provided or handed over to a managing body, such as the school.
- ii) Specify the parties that are responsible for managing or maintaining facilities once they have been developed.
- iii) Identify the level and nature of any fair and reasonable planning obligations to be provided as part of the development.

8.2 The aspects of the development which will be controlled by condition will include:

- Details of the house types.
- Details of the housing mix.
- Landscaping.
- Details of the shopping provision.
- Provision and details of the pedestrian and cycle facilities on site.
- Provision and details of the distributor road and roundabouts linking Snowberry Lane to Sandridge Road.
- Provision and details of surface water attenuation.
- Provision and details of infrastructure required to serve the development.

8.3 The further issues that will need to be covered within legal agreements, most likely to be under the terms of either Section 106 of the Town & Country Planning Act 1990 or Section 278 of the Highways Act 1980, are as follows:

- Primary school provision, specification and timing.
- Secondary school contributions and timing.
- New community building and related site.
- Site for additional community facilities.
- Affordable housing provision including definition of range of housing types and categories, means of provision and timing.
- Bus stops and shelters.
- Pedestrian and cycle facilities connections off-site which may be found to be necessary and their timing, funding.
- Open space, both formal and informal, including the level of provision, timing and future management, including the provision of a landscaped floodplain corridor and riverside walk.
- Provision of land to facilitate the future dualling for the distributor road linking Snowberry Lane to Sandridge Road.
- Potential design of surface water attenuation lake as an amenity feature.
- Green Travel Plan, its scope and monitoring provisions.
- Public Art.



## **9 CONCLUSIONS**

- 9.1 This Development Brief provides a framework which will require a better quality of new development at East Melksham. It is, therefore, intended to encourage innovation.
- 9.2 In order to optimise success all parties involved at East Melksham should adopt a positive approach to the challenge and opportunities the development represents.
- 9.3 This version of the Development Brief will be subject to public consultation and a revised version will be prepared following consideration of all comments received. These should be addressed to the District Council, the relevant contact details follow.

### **Contact Details**

- 9.4 For further information about this Development Brief, the site or the planning policies that apply to it please contact, in the first instance either;

#### **Planning: Local Authority**

West Wiltshire District Council  
The Planning Department  
Bradley Road  
Trowbridge  
Wiltshire  
BA14 0RD

Contact: Mark Russell  
Telephone: 01225 776655

#### **Planning & Development**

Pegasus Planning Group  
6-20 Spitalgate Lane  
Cirencester

Gloucestershire

GL7 2DE

Contact: Stephen Bawtree/Mark Fox

Telephone: 01285 641717

- 9.5 To submit comments on this Development Brief, please write to West Wiltshire District Council. The period for consultation submissions begins on 25 July 2004 and extends to 17 September 2004.