

Chippenham Design Guide

Annexe 1 of Chippenham
Neighbourhood Plan

Submission Version
June 2023



CHIPPENHAM
NEIGHBOURHOOD
PLAN

Chippenham Town Council

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Credits

Figure 1 - Uxcester Garden City, URBED, <http://urbed.coop/wolfson-economic-prize>

Figure 2 - Duchy of Cornwall

Figure 3 - Chippenham Landscape Setting Assessment Report Ref: 4646.006, TEP, 2014,

Figure 4 - [Cycle Infrastructure Design, Local Transport Note 1/20](#),

Department for Transport, 2020, Figure 3.2

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Front and back cover: Great Mead, Chippenham

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Section One

Introduction and Requirements

Chippenham has grown significantly in size in recent decades. Past land allocations have led to the development of many housing estates, each with their own character. The Chippenham Neighbourhood Plan Housing Topic Group felt that lessons could be learned from the past to prepare policies for the housing that would be required under the [Wiltshire Reviewed Local Plan](#) in the period up to 2038.

This Guide has been prepared by the Housing Topic Group based on evidence gathered in public consultation events held in early 2020.

This Design Guide and the accompanying Neighbourhood Plan Policy H2, applies to all new residential development requiring full, reserved matters or outline planning permission. This includes Strategic Housing Allocations which may incorporate commercial, leisure, community or retail infrastructure to support the residential use. This Guide does not apply to development requiring householder planning consent, such as home extensions or commercial development which does not form part of a wider mixed-use scheme with housing.

The Neighbourhood Plan shall implement the recommendations within the [National Planning Policy Framework \(NPPF\)](#) as follows:

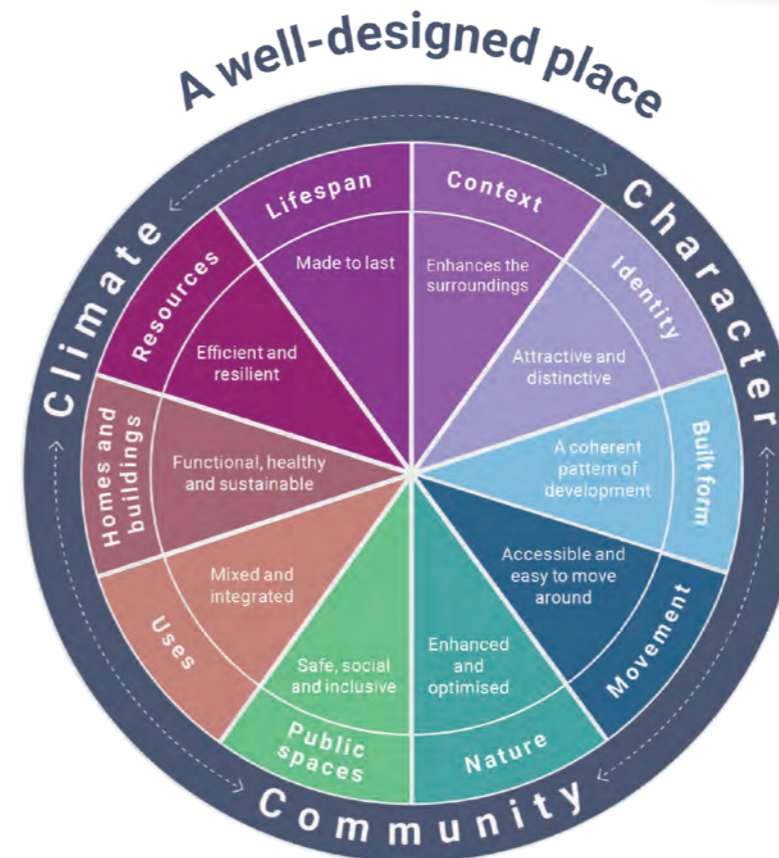
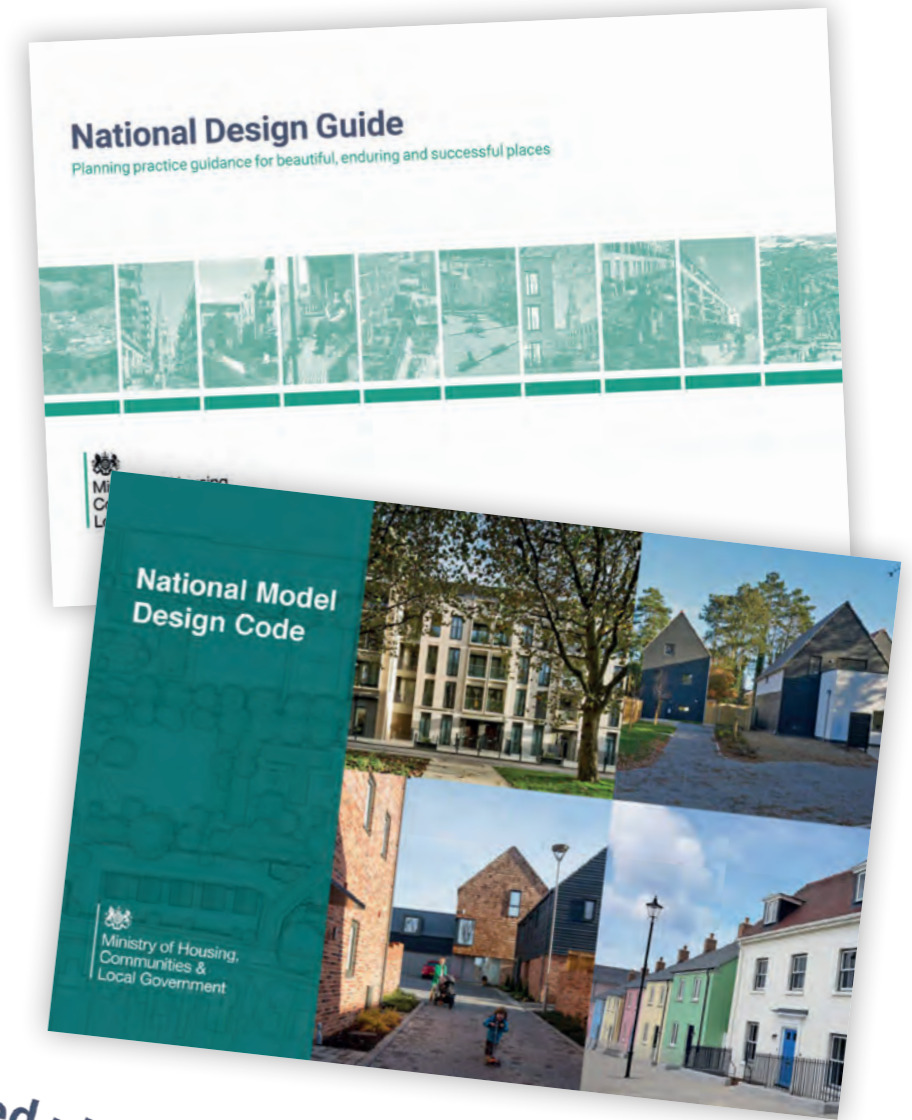
- a) The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.¹
- b) Plans 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 plans can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development.²
- c) To provide maximum clarity about design expectations at an early stage, design guides and codes should be prepared, consistent with the principles set out in the [National Design Guide](#) and [National Model Design Code](#) and which reflect local character and design preferences. These provide a 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. All guides and codes should be based on effective community engagement and reflect local aspirations for the development of their area.³

¹ National Planning Policy Framework, MHCLG, 2021, para. 126

² *Ibid.* para. 127

³ *Ibid.* paras. 128-129

Work on producing this Guide commenced prior to the publication of the National Design Guide (2019) and National Model Design Code (2021). Whilst this Neighbourhood Plan Design Guide is not explicitly structured using the ten characteristics of well-designed places referred to in the National Design Guide, it does provide guidance on the majority of these characteristics, rather under its own bespoke headings.



The ten characteristics of well-designed places set out in the National Design Guide

This Guide recognises that there will be varying spatial and infrastructure requirements depending on the scale of new residential development being applied for. It therefore uses three categories of development throughout, which are based on existing national classifications⁴.

All Development	Major Development	Large Scale Major Development
Minor development (1-9 dwellings) or Major development	10+ dwellings	200+ dwellings

For residential development which is also located within Chippenham Conservation Area, this Design Guide should be read in conjunction with Neighbourhood Plan Policy TC4 and the Chippenham Conservation Area Character Appraisal (Annexe 2 of the Neighbourhood Plan). The Appraisal provides detailed explanations of the different character areas in the town and forms part of the design context for development proposals. It should also be used in conjunction with the [Chippenham Conservation Area Management Plan SPG](#), which has development guidelines and enhancement proposals for each specific character area, plus general design guidance which requires consideration of:

- maintaining or enhancing the positive views identified in the Appraisal
- eliminating or reducing the negative views identified in the Appraisal
- the relationship of the proposal to its site, and wider setting
- the density of the proposal in relation to existing and neighbouring uses
- the impact of the development in close view
- the materials used, and how they relate to surrounding buildings
- whether the architecture of a building is suitable for the uses it contains
- how the architecture presents itself to the viewer
- what contribution, if any, the proposal makes to the public realm
- the impact of the proposal in views and distance

⁴ Major Development is defined in the NPPF as 'For housing, development where 10 or more homes will be provided or the site has an area of 0.5 hectares or more'.

Section Two

Existing Housing Design in Chippenham

In order to provide guidance on the design of new residential development in Chippenham it is essential to understand existing housing design in the town. This is so that new housing both assimilates with, and complements, existing housing, and so that the 'best' local design examples can be taken forward and used in new housing design.

An understanding of existing housing design in Chippenham comes from a) comprehending the history of the town's built form, and b) analysing different neighbourhoods to identify good design elements that can be used in new housing design. These two elements are explored in further detail in the following sections.

The Built Form of Chippenham: A Brief History

The character of Chippenham is defined by the town's arrangement of open spaces, the massing of buildings, their uses, architectural styles and materials. This character is special due to the extraordinary variety of residential design. The town differs from many other cities and towns, where a single, or fewer, development forms and architectural styles dominate. To understand why Chippenham has this variety, one needs first to appreciate the history of its built environment.

Early History

Chippenham was initially a Saxon settlement, situated where St. Andrew's Church is today. The town then expanded, based on its position as a river crossing, to enable an east-west trading route and development of industries such as the woollen trade, and dairy and meat products.

The first buildings would have surrounded the Market Place, to enable trading to take place there. Centrally located in the Market Place was the 'Butchers Shambles' for the slaughter and sale of meat. As the town grew in prosperity, merchant's houses were built in the streets connecting with the Market Place - initially St. Mary Street and the High Street. Early industries such as silk works, tanneries and works related to manufacturing and construction would have been developed between the central core and the River Avon, where Timber Street, Wood Lane, Gladstone Road and Westmead Lane exist today.

The town was almost entirely contained within the bend of the River until the coming of the railways in the early 19th Century.

Due to this vastly forested locality, almost all of the buildings in Medieval Chippenham would have been timber framed, with infilled panels usually comprising of wattle and daub plaster. The use of stone would have been rare, reserved only for the most prestigious buildings. Several timber framed buildings can still be seen today, such as the Yelde Hall and several in St. Mary Street and the Causeway. There are many more in these streets that still have this construction internally but have been re-fronted during later periods.

Georgian Chippenham

The central area of the town would have been developed to benefit from the passing trade from the busy east-west route, including an increase in the number of coaching inns. This would also have led to early forms of retail, with buildings in the High Street containing shops and businesses at ground floor levels and residences above.

The resulting growth in prosperity of Chippenham enabled the buildings in the central area to be upgraded, influenced by the fashionable classical style of nearby Bath. Buildings were either demolished and rebuilt, re-fronted in stone, or simply rendered over to hide their unfashionable medieval origins. This can be clearly seen in St. Mary Street where some houses with faux classical facades have oddly positioned windows attesting to their medieval origin.

Facades to buildings would usually have been in Ashlar Bath Stone, with flanking and rear walls in rubble stone or brick. Despite the abundance of the 'Chippenham Brick', a red brick produced locally, the only prominent example of its use in this period is at Zealy's House in St. Mary Street, probably the most stylish and elegant residence in the town.



The medieval Yelde Hall, Market Place



Numerous buildings were re-fronted in the Georgian period, St. Mary Street



Avonbridge House formed part of the Nestlé factory, Bath Road



Much of Victorian Chippenham is of high townscape quality. The cottage style housing and narrow lane were designed to impart a rural ambience, The Hamlet



Mix of fine villas faced in Bath Stone creating a strong building line, Marshfield Road



Fine villas fronted in Bath Stone and containing original features such as sash windows, stained glass and timber doors, Marshfield Road



A local landmark, Brunel's Viaduct

Pre-1914

The Great Western Railway reached Chippenham in the 1830s, creating a burst of prosperity and enlarging the town beyond the River Avon to the north and west, with substantial new industries linked to the railway. The market was moved from the Market Place to where Borough Parade is today, and a new cheese (Neeld) hall, and Town Hall were built adjacent. Other industries, such as for food production (Nestlé, Hygrade), were positioned adjacent to the Avon, downstream of the town centre. The railway also created the town's single most prominent local landmark - Brunel's viaduct.

Residential development was mostly along the arterial roads leading out of the town, but also at a new district to the west named 'Landsend' built around 1900. This incorporated John Coles Park - the finest open space in the town. The attractively laid out streets contain modest but elegant houses in semi-detached and terraced forms, using a combination of stone and brick and in some cases Arts and Crafts style fenestration, doors and porches. Roofs are slate or clay tiles in various profiles.



Chippenham's expansion during the Victorian period provided housing for the new middle classes, with attractive front facades in Bath Stone. Houses were often set in groups of terraces, St. Paul Street



1930s/40s suburban detached housing with attractive Arts & Crafts styling, Yewstock Crescent West

Between the Wars

During this period Chippenham continued to grow, with residential expansion further out along the arterial routes out of the town. Houses of this period were typical of the new suburban style, detached and semi-detached, with larger gardens. Styles varied – sometimes art deco with curved bays, others mock-medieval with half timbering. Materials of this period were brick and/or render, with stone being rare.



Art-Deco style Inter-War houses are attractive where original window features have been retained, Deansway



Front gables and reconstituted stone provide strong uniformity and rhythm in the streetscene to private development, Queens Crescent

Post-1945

The most profound influence on the post-war development of Chippenham was the effect of the motor car. The A4 Great West Road became increasingly congested where it passed through the town, requiring highway changes which were not always to the benefit of its environment. An invasive one-way system was imposed west of the railway viaduct through Landsend, and a roundabout created around the Shambles in the Market Place.

The availability of family motoring also affected the growth of the town. Substantial residential estates, including Council housing, were built in all directions around the town's perimeter. This development was of lower density (with bungalows often included), the suburban sprawl only made possible by families having greater mobility by owning at least one motor car. In the 1960s/1970s a number of private housing schemes were developed, including at Monkton Park and Queens Crescent. The latter, built between 1963-1984, also contained Council housing.

The architectural style of this housing was similar to that described above for the Inter-War period, but usually plainer with lesser architectural detailing. Reconstituted stone now joined the palate of available materials. This looked fine when new, but has weathered badly over time in many cases and now has a drab appearance.



Cepen Park estate features cul-de-sacs, on-plot parking, and green corridors. Detached or semi-detached two storey houses are usually in a Post-Modern style and faced in brickwork, Aintree Drive

1980s/1990s

During this period two retail centres, Emery Gate and Borough Parade, were built, expanding the town centre plan away from its linear form. A new relief road system - Pewsham Way and Avenue La Fleche - enabled town centre improvements prioritising pedestrian over vehicular use. Less positive was the start of out of town retail parks to the west and north of the town.

Further large scale residential expansion occurred, with Pewsham and Cepen Park estates being built, to the south and west respectively by volume housebuilders. The planned form of these estates broke away from the rigidity of 1930s and 1950s suburbia with the creation of more organic layouts featuring curves and cul-de-sacs, in a search for individual character and a 'village' feel. This was also evident in the Post-Modern architectural style, which attempted to mirror earlier periods, often with houses placed at irregular angles to each other and the street.



A range of building heights and varied roofscape creates interest in the streetscene in a higher density development, Great Mead

Early 21st Century

An effect of the decline in town centre retail during this period was an increase in residential development in the town centre and its periphery, with flatted developments becoming popular again. There was also an increase in specialist housing here, notably retirement and care homes. This returned to beneficial use some prominent derelict sites such as the old police station, Vauxhall garage and the Hygrade factories.

On the periphery of the town, at North Chippenham, Rowden Park and Hunters Moon, large new residential estates, reliant on the private car, are being built by volume housebuilders. Design is dictated by 'standardised' house types, with detached or semi-detached houses usually being two storeys in height, in a pastiche historic style, and faced in reconstituted stone, render or brick.

This period saw a handful of more bespoke insertions, such as the development of the old Cattle Market site for more 'eco-friendly' housing at Great Mead. Here, houses and flats, often faced in timber cladding, were built at higher densities, in a well landscaped, people-friendly layout. Notable was the range of building heights, which differed from the relatively uniform two storey housing development of the Post-War period.

Retirement apartments have become popular on the periphery of the town centre, The Causeway

Identifying Good Design in Existing Neighbourhoods

With a population of well over 40,000 residents, it was not possible for the Neighbourhood Plan to consider all Chippenham neighbourhoods in the preparation of this Design Guide. Instead, the Neighbourhood Plan Housing Topic Group selected three residential estates as the basis for identifying good and bad design components: Hill Rise, Charter Road, and Pewsham.

These three areas were chosen because they represented different types/ages of housing estate i.e. an older estate of mainly social housing, a slightly newer estate with a mix of social and private housing, and finally a newer estate of mainly private homes.

The Neighbourhood Plan Housing Topic Group wanted to find out from communities living on these three estates how they felt about where they lived, and what were the good and bad points relating to the design of their neighbourhood. Community workshop events were held by the Topic Group in February 2020 and were used to identify how urban design could lead to better outcomes for residents. These events are the foundation of this Design Guide. Please refer to Appendix 13 for further details about the results from the housing design workshops.



Flyers advertising housing workshops leafleted to residents on Hill Rise, Charter Road and Pewsham



One of three housing workshops attended by the community in February 2020, Chippenham Town Hall



Houses are typically sited within a green and spacious layout, Hill Rise



Strong building line of two storey semi-detached houses, with architectural uniformity and porches creating rhythm in the streetscene, Hill Rise



The large open green spaces can appear rather austere and lack interest, Heathfield



Larger semi-detached properties benefit from garages or driveways to the side, Elmwood

Hill Rise

Hill Rise was built in the 1950s as a predominantly social housing area. However, many of the homes have subsequently been purchased under the right to buy scheme. It is built around a hill, with a large open grassed amenity area at its centre and it was, until recently, located on the edge of Chippenham.

Hill Rise contains uniformly designed two storey houses in groups of terraces, predominantly with pebbledashed or rendered facades and concrete tiled roofs. There is little in the way of architectural detailing to facades. Some houses on the estate are non-traditional (Reema) houses, built of prefabricated reinforced concrete.

There are strong building lines, with houses set back from the highway containing front gardens, often enclosed by low boundary hedging. The estate has an architecturally uniform, and spacious, character and appearance.

Design strengths of the estate, arising from community feedback, include that houses and gardens are of a decent size, with a familiar architectural style, and a familiar street layout and urban form. Trees are valued in the public realm. The public open spaces are also valued but a design weakness cited was poor maintenance.

Hill Rise

Good Design Feature	Resulting Design Principle	
Big, open, public spaces	Provision of a main park	14
	Incorporation of green and blue infrastructure in design	D1, D2
	Well designed parks and public open spaces	C1-C6
Decent sized houses and gardens	New dwellings will comply with at least the minimum size standards set out in 'Technical Housing Standards - Nationally Described Space Standard'	I5
	Rear gardens of a regular shape, and a size that is at least equal to the ground floor footprint of the dwelling	I3
Trees make area look less austere, define routes and create a hierarchy of spaces	Retention of ancient, veteran and mature trees of ecological, arboricultural or amenity value on the site	E7
	Parks and public open spaces that include trees and planting in a manner that is attractive but easy to maintain. Tree planting to include orchard trees and native planting to provide food for people and animals.	C1
	Tree lined, grass verged, avenues or boulevards which link into parks and public open spaces	D2
Small but well used allotments	Provision of allotments on site, with small plots of 125 square metres at a ratio of 1 plot per 10 households for the development	D1
Poor Design Feature	Resulting Design Principle	
Poor maintenance of public spaces	Secure long term management of green spaces and community infrastructure	D4, D5, J3, L1
Public spaces difficult to maintain	Parks and public open spaces that include adequate landscaping in a manner that is attractive but easy to maintain	C1, D6
Litter along routes	Parks and public open spaces shall provide adequate infrastructure including lighting, litter/dog bins, benches and community notice boards	C1, C6

Charter Road

Good Design Feature	Resulting Design Principle	
Within walking distance of town centre, railway station, health centre and schools	15 Minute Neighbourhood and Radiating Network Model to underpin masterplans. Development shall incorporate new walking and cycling infrastructure in accordance with 15 Minute Neighbourhood.	12, 13, F2
	Hierarchy of spaces/places shall reflect that walking and cycling will take priority over cars for local journeys	7
	Developments shall be holistically planned so that residents can gain access to local services and recreation by foot or cycle	8
Green spaces and open feeling	Designs should identify and promote opportunities for walking, cycling and public transport	F1
	Provision of a main park	14
	Incorporation of green and blue infrastructure	D1, D2
	Provision of tree and hedge boundaries	E1
Street pattern avoids rat running	Well designed parks and public open spaces	C1-C6
	Street layout shall avoid rat running by highway design and creating permeability	F11
Tenure blind housing	Development will be tenure blind	H1
Play park	Provision of children's play area in main park	C5
Dog toilet	Provision of dog litter bins in parks and public open spaces	C6
Veteran trees	Retention of ancient, veteran and mature trees of ecological, arboricultural or amenity value on the site	E7
Poor Design Feature	Resulting Design Principle	
Shortage of affordable housing	Support for innovative approaches to affordable housing	H4
Poor maintenance of social housing and public spaces	Secure long term management of green spaces and community infrastructure	D4, D5, J3, L1
No local centre	Local centre to be incorporated at heart of masterplan	B1-B7
Poor design of some buildings (dark corridors, austere, monotonous, rabbit warren)	Architecture and materials shall contribute to local distinctiveness. 'Look-a-like' and standardised house types will not be tolerated	K1
	Affordable housing designed with a standard of internal and external amenity that is consistent with open market housing in the development	H2
Footpath to hospital not lit at night	Provision of adequate lighting in parks and public open spaces	C1
Poor cycle access	15 Minute Neighbourhood and Radiating Network Model to underpin masterplans. Development shall incorporate new walking and cycling infrastructure in accordance with the 15 Minute Neighbourhood.	12 13 F2
	Hierarchy of spaces/places shall reflect that walking and cycling will take priority over cars for local journeys	7
	Developments shall be holistically planned so that residents can gain access to local services and recreation by foot or cycle	8
	Designs should identify and promote opportunities for walking, cycling and public transport	F1
On-street parking congestion due to commuter parking	Parking shall be on plot and in accordance with local parking standards	G1
	On-street parking shall be provided in bays that enable the free flow of traffic	G4

Charter Road

Charter Road, a development built in the 1980s, contains a mix of affordable homes, flats, social housing and a warden controlled older person flatted complex. It is located close to the town centre, with a mix of traditional and some more modern housing design features. Charter Road is the single vehicular access point into the estate, which terminates in a number of cul-de-sacs and linked walkways.

Houses are generally two storeys in height and located to the west of Charter Road, with long L-shaped and crescent shaped flatted blocks extending up to three storeys in height and located to the east of Charter Road. Building lines are not always obvious, with flatted blocks set within landscaped grounds, sometimes fronting on to the street, other times fronting on to landscaped areas. There is some design uniformity in terms of facades being constructed of stone/reconstituted stone. For the most part, parking is on-street or in designated parking areas. A large amount of open space and mature trees are prevalent on the estate, with nearby access to the countryside.

Design strengths of the estate, arising from community feedback, include the incorporation of green open spaces and trees, easy walking distance to town centre facilities, a mix of housing that is also tenure blind, and a street layout that prevents rat running. Design weaknesses, arising from community feedback, include the design of some of the buildings (austere, monotonous, dark corridors), poor condition and lack of maintenance of some of the buildings and spaces, lack of any local centre, heavy on-street parking, and lack of cycle access.



Poor design where blocks neither front on to, nor follow, the building line of the street, Charter Road



Reconstituted stone on building facades contributes to the distinctive character and appearance of the estate, Charter Road



Parking forecourts are common, Royal Close



The unbroken massing and uniform fenestration of flatted blocks creates an imposing visual barrier to the adjoining open space, Charter Road



Community garden which utilises the generous open space and mature trees available, Royal Close



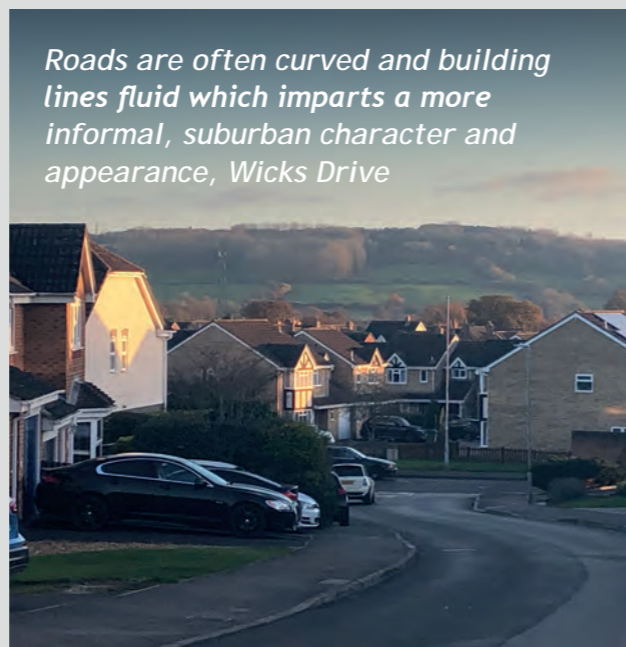
Houses are often sited around cul-de-sacs, with individual houses usually having driveway or garage parking. Note the tree'd backdrop retained to the A4, Tudor Close



Houses are generally faced in brickwork, with mock-Tudor styling being a common feature, Bishop Close



Staggered building lines sometimes result in blank side elevations being exposed to the public realm, Monks Way



Roads are often curved and building lines fluid which imparts a more informal, suburban character and appearance, Wicks Drive

Pewsham

Pewsham, a large estate built in the 1980s and 1990s, was selected because the design of the estate was different again to the other areas - typically cul-de-sacs are formed off primary routes which converge on a local centre at the heart of the estate comprising of a public house, shops and a community centre.

There are a mix of housing types at Pewsham, predominantly larger three and four bed detached and semi-detached homes, but with some smaller affordable homes and social housing. Houses generally have brick facades and tiled roofs, with some post-modern detailing. Buildings lines are generally fluid, with houses staggered to follow the curves of cul-de-sacs.

Parking is usually on-plot, in the form of driveways or individual garages. Arterial green corridors and footpaths cross the estate, with noticeable areas of woodland remaining around the edges of the estate to the A4.

Design strengths of the estate, arising from community feedback, include the incorporation of a local centre, the varied housing mix, open spaces and parks, views into the countryside, and accessibility to services on foot. Design weaknesses, arising from community feedback, include inadequate provision of bus services, insufficient on-street parking in some areas, and loss of front gardens for parking.

Pewsham

Good Design Feature	Resulting Design Principle	
Accessibility on foot to local services and amenities	15 Minute Neighbourhood and Radiating Network Model to underpin masterplans. Development shall incorporate new walking and cycling infrastructure in accordance with the 15 Minute Neighbourhood.	12, 13, F2
	Hierarchy of spaces/places shall reflect that walking and cycling will take priority over cars for local journeys	7
	Developments shall be holistically planned so that residents can gain access to local services and recreation by foot or cycle	8
	Designs should identify and promote opportunities for walking, cycling and public transport	F1
Open spaces. Some semi wild spaces with good biodiversity	Well designed parks and public open spaces	C1-C6
	Provision of wildflower planting in some grassed areas in parks/public open spaces	C1
	Incorporation of green and blue infrastructure	D1, D2
A "proper" park with a children's playground	Provision of a main park	14
	Provision of children's play area in main park	C5
Parks are well maintained, litter free, play area, community notice board, picnic benches	Parks and public open spaces shall provide adequate infrastructure including lighting, litter/dog bins, benches and community notice boards	C1, C6
Provides for dog walking community	Provision of a main park that includes dog walking area	C6
Local centre	Local centre to be incorporated at heart of masterplan	B1-B7
Views into countryside	Preservation and enhancement of important views from within the town to the countryside	A1, A2
Safe environment	Building layouts designed to achieve views and active frontages over parks and public open spaces	C2
	Submission of Lighting Strategy that sets out how lighting on the site can provide a safe environment for residents and visitors	A5
	Blank side elevations of buildings on to the public realm not acceptable. Houses should properly turn corners with active frontages on to the public realm.	K9
Poor Design Feature	Resulting Design Principle	
Poor bus services	Bus services must be well planned and located. The location and quality of bus stops should be specified in masterplans	F7
	Applicants to demonstrate working with private bus operators and Wiltshire Council to provide frequent bus services to the town centre and railway station	F8
Insufficient off-road parking	Parking shall be on plot and in accordance with local parking standards	G1
Rooms of new houses too small	New dwellings will comply with at least the minimum size standards set out in 'Technical Housing Standards - Nationally Described Space Standard'	I5
Hard surfacing of front gardens	Permeable pavements or gravel should be used. Where more than two car parking spaces are positioned parallel to one another soft landscaping should be incorporated	K10, I4
	At least half the width of the frontage of a dwelling should be soft landscaped	G2

Raising the Game: High Quality Housing Design for the Future

Looking to the future, the emerging Wiltshire Local Plan focuses projected housing and economic growth in Wiltshire towards Chippenham, as a principle settlement, primarily because of its proximity to the M4, access to a recently improved A350 corridor and excellent railway links.

Chippenham is currently seeing a new phase of residential expansion at its peripheries with housing estates being built out at North Chippenham, Rowden Park and Hunters Moon. Layouts of these estates are dictated by the car, which has priority over walking/cycling routes. Permeability and connectivity with the existing built form of the town is often poor. The lack of a heart or focus, local centre or local facilities for the community to access by foot within new estates is notable. There is often repetition of the same faux traditional forms and 'standardised' house types, creating a monotonous built form and an overall lack of character and distinctiveness. Too often parks and open spaces are left-over, indistinct and randomly shaped marginal areas of grassland, which are poorly overlooked and poorly managed.

This differs greatly from the central Chippenham areas, which as described earlier, are of high townscape quality and benefit from considerable variety and distinctiveness. There is no reason why contemporary architectural styles should not be used in housing design in Chippenham, and/or incorporated alongside traditional ones. The same applies to building heights - a mixture of one, two and three storeys would be preferable to uninterrupted two storey built form.

Section Three of this Design Guide sets out detailed design principles for new residential development, building upon that variety and distinctiveness evident in existing housing design in Chippenham, and created from the 'good design principles' that the local community considered should be used by developers in planning future residential development, and by planners in assessing such development.



'Look-a-like' residential estates on the periphery of the town are often car dominated and 'standardised' house types make for architecturally uninspiring design, Hunters Moon



Contemporary architectural forms can be appropriate in a Conservation Area setting where high quality and sympathetic design is used, Baydons Lane

Section Three

Design Principles

Masterplanning, Site Layout and General Design Principles

1. All new housing development is required to be of high quality design which reflects the uniqueness of the site and its immediate surroundings. A high quality, architect-led design shall be prepared in an open and collaborative way and shall be readily apparent to non-planners and professionals alike.

Masterplanning:

The [Wiltshire Core Strategy](#) introduces the concept of masterplanning⁵. 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.’

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 explain:

‘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.’

It states that this will be delivered by:

‘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 mechanism for administering monies collected through Community Infrastructure Levy (CIL) and planning obligations in accordance with national and council policies.’

This Design Guide sets out masterplanning principles for strategic housing development that may be allocated by the Wiltshire Local Plan Review, and which will continue to add to Chippenham’s housing supply. The Guide applies equally to smaller windfall developments in the Neighbourhood Plan period.

2. For development of 1-49 dwellings a site plan, plus a Design and Access Statement, are required⁶.
3. In addition to the above, for development of 50 or more dwellings a site masterplan will also be required. It is strongly advised that the Applicant carries out public consultation on the masterplan prior to any formal planning application submission.

⁵ [Wiltshire Core Strategy](#), Wiltshire Council, 2015, para. 4.23

⁶ [National Planning Practice Guidance](#), MHCLG, Making an Application, 2021, para. 22

For Major Development:

4. Masterplans, and Design and Access Statements, shall address the following matters as set out in subsequent sections of this Guide:
 - a. The site’s relationship to town and country
 - b. Local centres
 - c. Parks and public open space
 - d. Green and blue infrastructure
 - e. Boundary treatments
 - f. Sustainable transport
 - g. Parking
 - h. Inclusive design principles
 - i. Domestic building design principles
 - j. Commercial and community infrastructure design principles
 - k. Architecture and building materials
 - l. Development phasing
5. Once the masterplan, or site plan, has been agreed either in outline or full planning permission, all aspects of it are to be delivered, unless there is good justification for not doing so.
6. The development should engender a ‘sense of place’ with its own distinct identity, but one which also complements local character.
7. 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.
8. Developments shall be holistically planned so that residents can gain access to local services and recreation by foot or cycle. Design and Access Statements shall demonstrate how the development links to existing retail, leisure and community uses via new and/or existing walking routes and/or cycle paths.
9. Apartment blocks should be provided in higher density locations but shall not exceed 4 storeys in height above ground level. They may have subterranean parking and bin storage.
10. All apartment blocks of three storeys or more shall have lift access to the upper floors, whilst ground floor apartments in all apartment blocks shall provide level access to occupiers.
11. School provision is to be considered by the local authority and where included within a masterplan shall be built and be operational before at least 50% of the development is occupied. This is so that necessary infrastructure is in place in a timely manner and at the start of the formation of the new community.

For Large Scale Major Development (in addition to the requirements listed for Major Development):

12. The masterplan shall be designed around two key complementary concepts: the Radiating Network Model and the 15 Minute Neighbourhood.

Radiating Network Model:

A radiating network model, or a model based on 'new garden city' design principles, is one in which a local centre (with retail, community and leisure uses) and a main park are located towards the centre of the development. A footpath and cycle network radiates out from the local centre, connecting into the existing town and countryside public rights of way (PROW) and cycle network in clear and direct routes (please refer to Section F for further details on the design of new footpaths and cycle paths). Figures 1 and 2 demonstrate how a radiating network model might be implemented in practice.

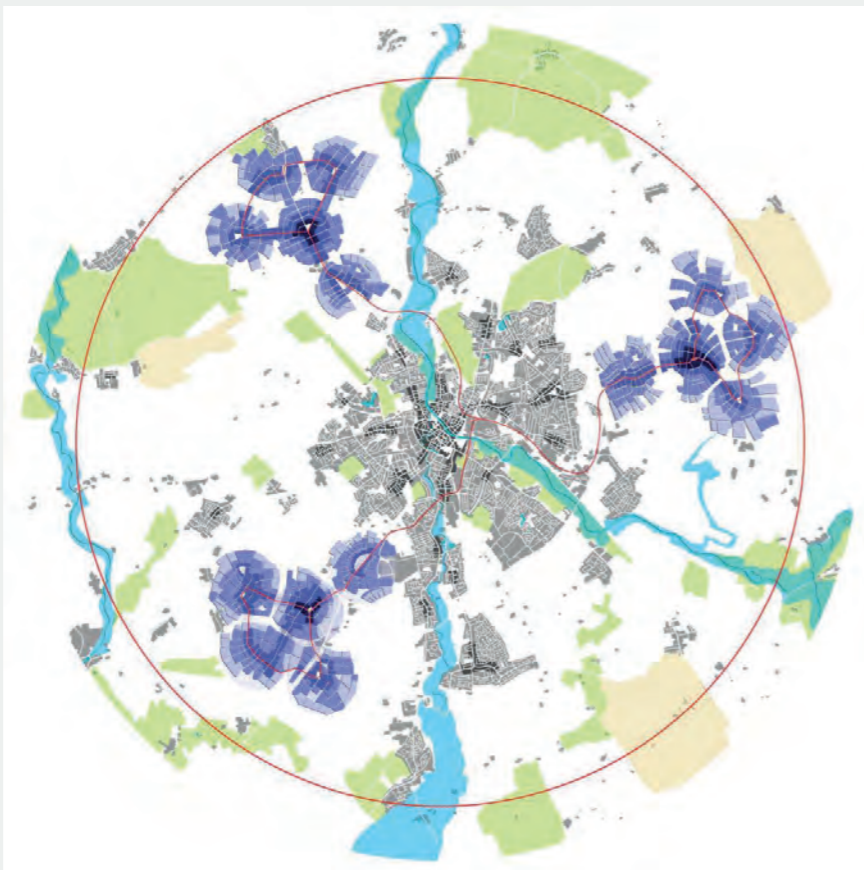


Figure 1: Uxcester - an award winning design by URBED for a fictional garden city



Figure 2: Masterplan for urban extension with routes radiating out from the local centre and park which are located at the heart of the development, Poundbury



A main park and local centre should be located at the heart of new development, Pewsham Park

The 15 Minute Neighbourhood:

A 15 Minute Neighbourhood is a residential urban concept in which most daily necessities can be accomplished by either walking or cycling from residents' homes. It is based on the 15 Minute City concept initially proposed by French-Colombian scientist Carlos Moreno, and subsequently popularized by Paris mayor Anne Hidalgo.

Moreno's 2021 article⁷ introduced the 15 Minute City concept as a way to ensure that urban residents can fulfil six essential functions within a 15-minute walk or bike from their dwellings: living, working, commerce, healthcare, education and entertainment.

The framework of this model has four components: density, proximity, diversity and digitalization. These four components, when implemented at scale, would form an accessible place with a high quality of life. Density and proximity in the 15 Minute City would reduce the space and time necessary for activity. Diversity, in terms of mixed-use development and multicultural neighbourhoods, would improve the urban experience and boost community participation in the planning process. Finally, digitalization is a key aspect of the 15 Minute City, where a 'Fourth Industrial Revolution' has reduced the need for commuting because of access to technology like virtual communication and online shopping.

⁷ [Introducing the '15-Minute City': Sustainability, Resilience and Place Identity in Future Post-Pandemic Cities](#), Moreno, Carlos; Allam, Zaheer; Chabaud, Didier; Gall, Catherine; Pratlong, Florent, *Smart Cities*. 4 (1): 93-111, 2021

A. The Site's Relationship to Town and Country

13. The street network shall be masterplanned following the Radiating Network Model and 15 Minute Neighbourhood. There shall be a clear hierarchy of streets comprising a high street, primary streets, secondary streets, local streets and tertiary streets. High streets and secondary streets shall be at the centre of public life and support a wide range of activity. They should prioritise pedestrian and cycle movement while making it easy to get to their edges and beyond by public transport.
14. A main park will be provided to meet the identified green infrastructure, sport and recreation needs of the development. The size and provision of the park and its infrastructure will be determined by Wiltshire Council Open Space Standards.
15. Generally, taller buildings 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.
16. Views of taller buildings shall be minimised from the countryside public right of way network as far as possible unless they serve an iconic or landmark function. This will increase density in the local centre, where more services will be available, and will also visually emphasize its importance.



Woodland to the east of Chippenham

The green spaces outside the town are important local features that make Chippenham an attractive place to live and work.

Chippenham sits within beautiful countryside, and homes at the edges of the town benefit greatly from views into it, and easy access by foot and cycle to the recreational opportunities that the countryside has to offer.

Equally important is how the countryside relates to Chippenham and it is key to ensure that long distance views of Chippenham from the countryside and views of the countryside from Chippenham, are enhanced or protected.

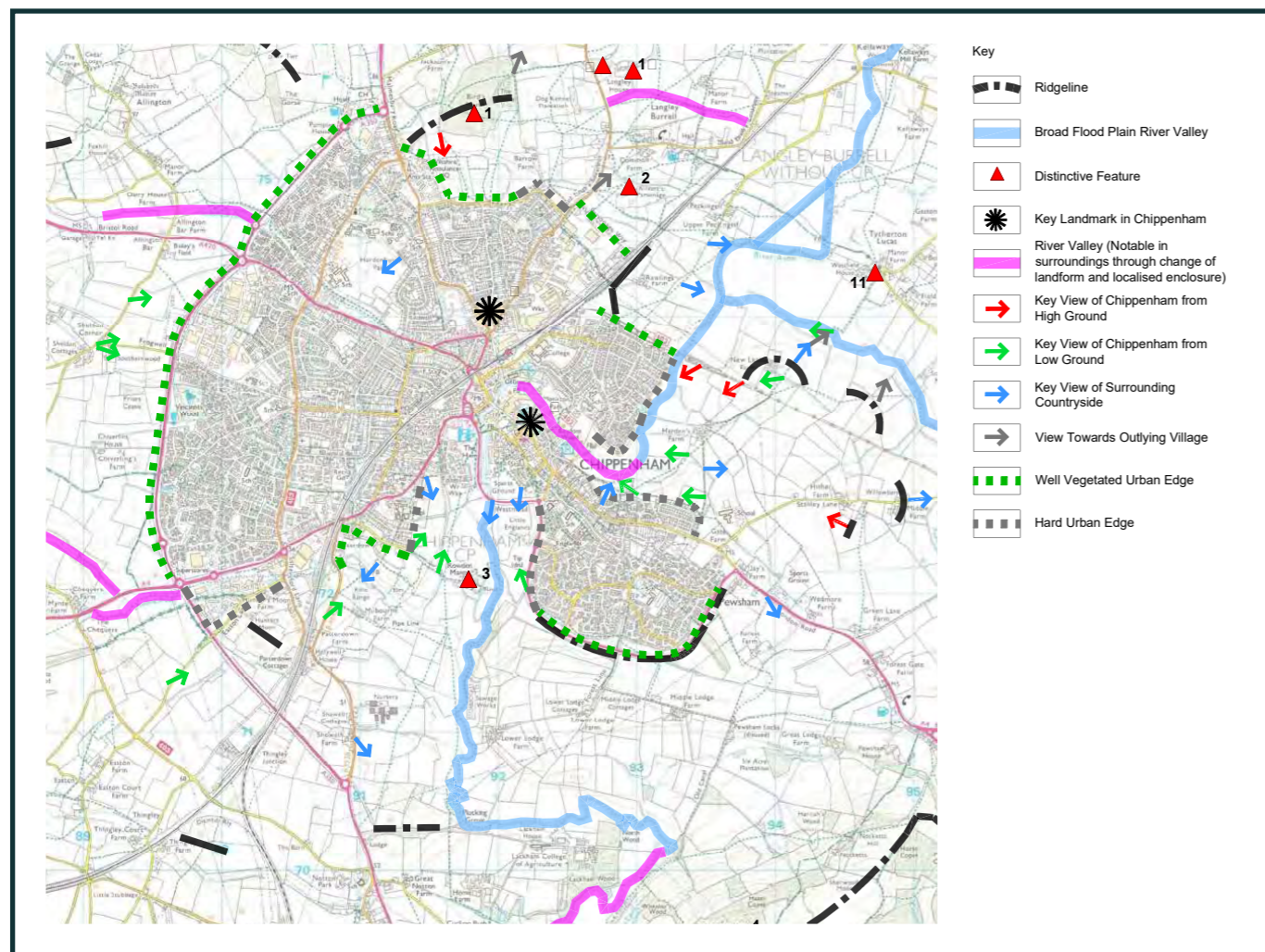


Figure 3: Protection of Key Views Associated with Chippenham and its Countryside Setting

For All Development:

A1. Key views in Chippenham and its surrounding countryside were evidenced on Figure 8 of the Chippenham Landscape Setting Assessment Report⁸ for the Chippenham Site Allocations Plan. These views are reproduced on Figure 3 and remain relevant. There are also important longer distant views of the town and its setting from higher ground on the limestone ridge to the east and south east (including for example from Naish Hill)⁹. New development shall preserve or enhance these views.

⁸ Chippenham Landscape Setting Assessment Report Ref: 4646.006, TEP, 2014, Figure 8

⁹ Chippenham Site Allocations Plan - Site Selection Report, Wiltshire Council, 2015, p. 24

For Major Development:

A2. A Landscape and Visual Impact Assessment (LVIA) shall be prepared for any development adjacent to the countryside or that might be visible from public vantage points in the countryside. The LVIA shall address the following as a minimum:

- How important views from within the town to the countryside, as identified on Figure 3, are preserved or enhanced.
 - How important views from the countryside to the town, as identified on Figure 3, including those longer distance views from higher ground located outside of the Neighbourhood Area, are preserved or enhanced.
 - How new views from the development to the countryside could be created from key vantage points in the local centre and the main park.
 - How views of the development from public vantage points in the countryside mitigate any impacts upon the visual enjoyment of the countryside for walkers, cyclists and equestrians.
- A3. The creation of harsh new urban settlement edges fronting countryside will be avoided. New settlement edges will be screened with effective dense new native tree planting (deciduous and evergreen) that will protect existing rural views from the countryside towards Chippenham and the rural character of the countryside during all times of the year. Breaks in the tree line will be necessary where important long distance views of the countryside from the town, and the town from the countryside, have been identified through a LVIA.

A4. A Landscape Strategy will be required for developments that provide a park or other green infrastructure, including footpaths and cycle paths of longer than 100m.

A5. A Lighting Strategy shall be prepared that sets out how lighting on the site can simultaneously provide a safe environment for residents and visitors, whilst minimising light pollution into the countryside.

B. Local Centres

For Large Scale Major Development:

B1. A local centre shall be provided at the heart of the development forming a focal point and strong identity for the development. It will be designed to encourage the community to meet, interact and facilitate activity, being a vibrant hub during the day and in the evening.

B2. The local centre shall be of a sufficient size to ensure that residents' day to day needs are met without the need to drive. It shall be accessible for all and located in accordance with the 15 Minute Neighbourhood.

B3. A pedestrian and cycle friendly environment will be created where vehicular hardstanding and car parking is kept to a minimum and preferably located to the rear of any blocks.

B4. Careful consideration should be given to how buildings and spaces in the local centre are used, considering where more active (and noisier) spaces should be located so as to avoid creating potential conflict between users and adjacent residents.

B5. Buildings and spaces shall be designed with flexibility in mind.

B6. The local centre will contain the following elements:

- a. Buildings of 3-4 storeys in height. Single storey buildings will be avoided.
- b. Buildings which contain smaller non-residential units at ground floor, with active frontages, and residential or office uses on upper floors. Upper floor uses will have a main entrance on the front elevation of the building.
- c. Wide boulevards which can accommodate public footways and segregated cycleways, which allow easy pedestrian access to buildings, and which allow room for street tree and shrub planting, street furniture such as bench seating, and external seating areas for cafes etc. High quality paving materials will be used to define pedestrian areas.

- d. The main park, according to the provisions set out elsewhere in this Design Guide.
- e. Bus shelter(s).
- f. Buildings for necessary community services and health and wellbeing such as shops, a pharmacy, medical centre or GP surgery, dental surgery, educational facilities and/or small businesses.
- g. Buildings and spaces where members of the community can meet each other including:
 - i) external public spaces with regularly spaced bench seating to help those with mobility difficulties to walk more easily between places.
 - ii) buildings and spaces which accommodate cultural and/or recreation/leisure uses such as cafes, restaurants, drinking establishments, indoor sport or fitness uses.
- h. A multi-purpose community hall.
- i. Tree and landscape planting to set out a hierarchy of spaces.
- j. Secure cycle parking.
- k. Blue badge parking.
- l. A limited number of public car parking spaces, with electric vehicle charging.
- m. Service accesses and refuse storage provision that are located to the rear of blocks to keep the street edge clear.
- n. Gateway buildings which bookend the local centre and define entry/exit to it.
- o. Places where dogs can be safely tethered.

B7. Provision of the local centre will be complete before the occupation of the 100th dwelling, or 50% of dwellings being occupied, whichever is the lower figure.



C. Parks and Public Open Space

For Major Development:

C1. Parks and public open space will be provided in accordance with at least the minimum Wiltshire Open Space Standards. They will be expected to provide the following as part of the scheme:

- a. Adequate infrastructure including lighting, litter/dog bins, benches, community notice boards and where viable public toilets.
- b. Adequate landscaping including 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 animals. Wildflower planting should be provided in some grassed areas.

C2. Building layouts will be designed to achieve views and active frontages over parks and public open spaces, in order to allow natural surveillance for the purpose of safety and social cohesion.

C3. Parks and public open spaces should have a 'planned' or distinctive shape and be well structured according to their use(s) and purpose(s). Structured open space will help to achieve a visually well-connected movement network and an appreciable street and space hierarchy.



Distinctive buildings of contrasting scale, form and detailing can be used to appropriately emphasise and appear integral to public open space by following its shape, The Crescent, Salisbury

C4. Buildings should either enclose or form a backdrop to parks and public open spaces. They should be of a markedly different and distinctive architectural scale, form and style to the architecture of buildings elsewhere in the development. This should add appropriate stature and legibility to these external spaces as the focus for community recreation and meeting.

C5. Landmark buildings fronting on to parks and public open space shall be used to mark entrances to key streets and to help bring a strong degree of legibility, orientation and interest especially along linear open space. For example, taller buildings can be used at street corners and project forward into the space with enhanced facing materials/ finishes and distinctive building elements such as bay windows.



Orchard trees should be planted in parks to provide food for people and animals



Housing designed with active frontages over public open space, Signal Way



Community notice boards should be installed in new parks, Argyll Drive

For Large Scale Major Development (in addition to the requirements listed for Major Development):

- C6. Development will be expected to provide the following parks and public open space as part of the scheme:
- At least one main park of a size that is at least in accordance with the minimum Wiltshire Open Space Standards.
 - A main park that is located as part of the local centre to take advantage of linked trips to shops and community facilities.
 - A main park (and local centre) that will become the community's main meeting place, with its good access to public transport and walking/ cycling infrastructure, and unique identity.
 - A main park that will serve multiple purposes with segregated areas for 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. It shall be designed so that community events such as park runs, keep fit and festivals can take place. Wide open and featureless green spaces are not considered to be suitable for the main park.
 - Pocket parks that serve more local needs in the interest of good urban design and neighbourhood amenity.



Main parks in new housing development should serve multiple purposes, Monkton Park



Pocket parks should serve local amenity needs, Signal Way

D. Green and Blue Infrastructure

Provision of new green and blue infrastructure as advocated in Wiltshire Council's [A Green & Blue Infrastructure Strategy for Wiltshire](#) will be an important design feature of new housing developments in Chippenham.

For All Development:

- Green (and blue where appropriate) infrastructure shall be used to connect all parks and public open spaces through the hedge, footpath and cycle networks to create functional wildlife corridors in accordance with Neighbourhood Plan Policy GI3.
- Green infrastructure should be incorporated along major spine routes in the form of tree lined, grass/wildflower verged, avenues or boulevards which link into parks and public open spaces to create functional wildlife corridors in accordance with Neighbourhood Plan Policy GI3.
- Where Sustainable Drainage Systems (SuDS) are required, these shall be incorporated into the design of local green and blue infrastructure so that they also serve a recreational purpose e.g. landscaped pond areas.
- Developers must engage with the Town Council at an early opportunity to discuss and potentially secure the long-term management of green spaces in the public interest.
- Robust management plans for all parks, amenity green spaces and landscaped areas shall be submitted either with the planning application or by way of condition, and once agreed shall be fully implemented. Provision of green and blue infrastructure in new development will be expected to be accompanied by detailed and long term fully funded management arrangements that will ensure that it remains in good condition for a minimum of 25 years.

- Planting shall be easy to maintain and shall not lead to detritus on, or impediments to, footpaths, cycle ways and roadways.

For Large Scale Major Development:

- Allotments will be provided on site, with small plots of 125 square metres at a ratio of 1 plot per 10 households for the development.



SuDS incorporated into green infrastructure have recreational, ecological and flood alleviation benefits, North Chippenham



Allotments provide important green spaces for growing food, recreation, biodiversity and physical/ mental wellbeing, Cricketts Lane Allotments

E. Boundary Treatments

Related to green and blue infrastructure is the landscaping used on private and public spaces, and how linear planting and boundary treatments can help connect wildlife networks and delineate the public realm from the private realm. Where good practice images are shown in this Section, they relate to boundary treatments only and are not an endorsement of the overall design quality of these schemes.

For All Development:

E1. Tree and hedge boundaries shall be planted where they can provide habitats and enhance biodiversity. These boundaries should link together to provide a wider green corridor network for wildlife through the developed area in accordance with Neighbourhood Plan Policy G13.

E2. For robustness and longevity masonry walls, of at least 1.8m in height, will be required as the form of boundary treatment between rear gardens and the public realm. Hedge or shrub planting should be included in front of these walls to soften their appearance and reduce their impact on the streetscene.

E3. Front boundary treatment should be formed using either low railings, hedging or low masonry walls depending on the character of the area. There will be some exceptions to this rule, where the predominant character of the estate already comprises of open plan frontages. Front boundary treatment should be sited across, and well forward of, ground floor residential windows to provide privacy and defensible space for residents and deter casual access up to windows by the general public.

E4. Each wall and fence shall incorporate at least one 13cm x 13cm hole for hedgehogs and other small mammals to pass through in accordance with Neighbourhood Plan Policy G11.

E5. 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.



Lack of front boundary treatment/ defensible space can result in 'left over' spaces in front of buildings which are neither used for public or private amenity, Queens Square



Timber fences used to enclose rear gardens present a low quality form of boundary treatment on to the public realm, Windsor Close



Low front boundary hedging can successfully define the boundary between public and private realm, North Chippenham



Hedges offer visual and ecological advantages over traditional fenced or walled boundaries. Low maintenance flowering and/or fruiting hedges are preferred



Housing development designed without soft landscaping creates a visually stark and 'urban' environment devoid of wildlife habitats, Lower Field



A mature retained tree has informed the layout of housing, becoming the focal point of a small public square, Hunters Moon



Gaps in fences enable movement of small mammals between rear gardens

- E6. Where major new roads may cause noise disturbance to neighbouring residential development, tree and hedge planting, landscaping and other noise attenuation shall be used as one of a range of measures to mitigate the noise and improve household amenity, particularly in rear gardens.
- E7. Ancient, veteran and mature trees or trees and hedgerows of ecological, arboricultural or amenity value on the site should be retained in accordance with Neighbourhood Plan Policy GI4 and can provide an important focal point or landmark within residential development. A tree survey in accordance with British Standard BS5837 will be required where there are existing trees on, or adjoining, the site. The tree survey shall 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.

F. Sustainable Transport

For All Development:

- F1. Designs for housing development should identify and promote opportunities for walking, cycling and public transport.

For Large Scale Major Development:

- F2. Large scale major developments in Chippenham shall incorporate new walking, cycling and public transport infrastructure in accordance with the 15 Minute Neighbourhood so that incoming residents will have an attractive alternative to using their cars for local journeys.



Traffic free cycle path in new housing development, London



Shared pedestrian and cycle paths should only be provided where it is not possible to provide segregated routes, Easton Lane

- F3. Development proposals shall provide details of the wider footpath and cycle network that will be:
- For cycle paths, designed according to the principles and standards of Local Transport Note (LTN) 1/20 and in accordance with Neighbourhood Plan Policy T1. Paths for cyclists and pedestrians shall be clearly segregated from one another, and from motorised traffic on urban streets.
 - Continuous and without breaks and provide priority over motorised traffic at all conflict points.
 - Accessible to people of all ages and abilities.
 - Designed based on desire lines from neighbourhoods to key destinations such as the local centre, railway station, town centre and schools, offering the most efficient and safest routes. Figure 4 demonstrates how trip patterns can be used to inform desire lines and has symbiosis with the Radiating Network Model.
 - Able to provide off-site improvements to the network where these are necessary to create links, or entire new routes, from the development to key destinations (this may be provided through commuted payments).
 - Landscaped to support the creation of wildlife networks linking to other green spaces in the development, creating a sense of tranquillity and a quality open air experience.
 - Overlooked and well-lit for their entire lengths.
- F4. Where the overall development is delivered in phases, the 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 site.
- F5. Within larger sites it will be necessary to plan a network of cycle routes that connect all parts of the development. The opportunity of designing a wholly new highway network means there should be a presumption in favour of providing a densely spaced network.

- F6. Proposals will be required to provide a signage strategy that waymarks footpath and cycle routes across the development and into the surrounding sustainable transport network. Please refer to Neighbourhood Plan Policy T5 for further details.
- F7. Bus services can take the place of cars for local journeys but to be an attractive alternative they must be well planned and located. For new developments, the location and quality of bus stops should be specified in masterplans. Where existing bus stops are to be accessed by residents of new development they should be improved.
- F8. Development proposals shall make provision for bus services and:
- Make provision for bus stops and shelters in accordance with the requirements of Neighbourhood Plan Policy T2.
 - Bus shelter(s) shall 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. This may also require capital improvements at Chippenham Bus Station to help create an attractive alternative to the private car.
 - On new bus routes, kerbside parking restrictions should be implemented to ensure that there is always sufficient carriageway width to allow buses travelling in opposite directions to pass each other without needing to give way.
 - Include details of the respective responsibilities for provision and maintenance of bus stops and bus shelters of Wiltshire Council, Chippenham Town Council (and bus companies and the developers of new estates in some circumstances).
 - Use toughened glass rather than perspex/plastic for new or improved bus shelter windows.

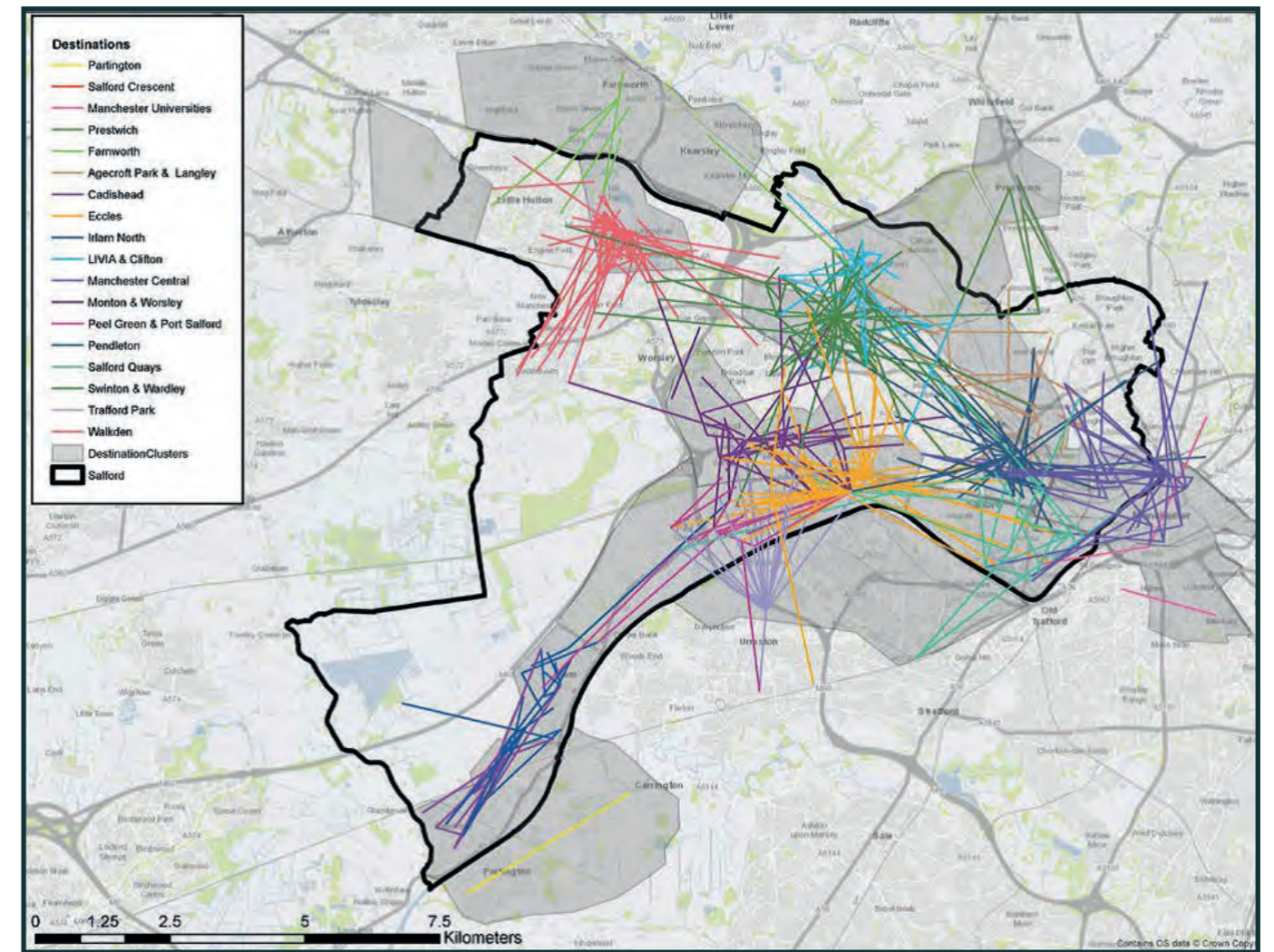


Figure 4: Analysis of Existing Trip Patterns Using Survey Data, Greater Manchester



Signalised cycle crossing gives priority to cyclists over motorised traffic at road junctions, Waltham Forest



New housing development should deliver frequent bus services which connect to key public transport hubs such as Chippenham Railway Station



Bus shelters in residential development provide protection in inclement weather and should be durable and vandal proof

F9. Cycle paths shall be located so that boarding, alighting or waiting bus passengers are not put at risk from collision with passing cyclists.

F10. Particular attention needs to be paid to meeting the requirements of those with reduced mobility to enable them to access public transport. This includes the width of routes for wheelchairs and mobility scooters. Please refer to Neighbourhood Plan Policy T4 for further details.

F11. A masterplan that is designed to be as permeable as possible will prevent 'rat running' by ensuring that a wide variety of route options are provided. New development should ensure that it does not create 'rat running' opportunities elsewhere within the town. Estate roads shall be designed in such a way that 'rat-running' through the estate is not possible. This can be done by ensuring that local streets and tertiary streets are designed to physically slow down traffic and priority is given to walkers and cyclists. Complementary measures may also include any of the following:

- Mode filtering through Traffic Regulation Order (TRO) exemptions
- Vehicle restricted areas (including HGV bans)
- Bus gates and other modal filters
- Turning bans (with exemptions for cyclists)
- One-way streets (with two-way cycle access)
- Time based restrictions to access or kerbside parking

G. Parking



Development which contains rear courtyard parking is successful in areas with strong 'urban' character. Benefits include removal of vehicles from the street and creation of a strong building line, Bakehouse Close

For All Development:

The Neighbourhood Plan seeks to encourage the maximum use of walking, cycling and public transport, but recognising that there will always be demand for private vehicles and a need to accommodate vans and lorries. Therefore, it is necessary and realistic to provide car and van parking in all new neighbourhoods.

Poorly designed parking can lead to on-street congestion which detracts from the overall design harmony of a neighbourhood and leads to a sense of an untidy and poorly designed environment. The Neighbourhood Plan makes provision for parking but seeks to ensure that it does not detract from the overall functionality and design of the road network including those parts of the network used by walkers and cyclists.

- G1. To ensure free flow of traffic and prevent a car dominated streetscene the parking of domestic vehicles in new development shall be on-plot for the majority of dwellings and in accordance with the parking standards set out in the [Wiltshire Local Transport Plan 2011-2026 Car Parking Strategy](#) or any subsequent revisions of the Local Transport Plan.
- G2. In order to prevent a visually stark, car dominated, streetscene on-plot parking spaces to the front of dwellings should be avoided in favour of parking spaces to the side. On-plot parking spaces to the front of a dwelling will only be acceptable where at least half the width of the frontage of that dwelling is also soft landscaped and enclosed by front boundary treatment. Tandem parking spaces should be avoided for ease of access.
- G3. Where it is not possible to achieve on-plot parking in development of higher density/urban character, allocated on-street parking spaces or suitable shared parking courts shall be provided. Shared parking courts should be discretely located, generally at the rear of development, so as not to detract from the streetscene. These courts should be directly overlooked by habitable rooms of more than one dwelling. Tandem parking spaces should be avoided for ease of access and courts should be of a shape and size that provides adequate manoeuvring and ease of turning in and out of bays.



In some older housing developments on-street parking is unavoidable, Ivy Road

G4. Where on-street parking is necessary, it shall be provided in bays that enable the free flow of traffic to continue. Close attention needs to be paid to situations that might interfere with the smooth running of bus services. 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.

G5. Sufficient space shall be provided to accommodate the activities of delivery vans and lorries to facilitate the free flow of traffic.



Long rows of parking bays sited in front of houses should be avoided as this has a negative impact on the streetscene, North Chippenham

H. Inclusive Design Principles

Chippenham's housing types and sizes are mixed throughout, and this is highly valued by the community. It is important that future housing development continues to provide design that enables all members of the community to have equal access to a good quality environment. New 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 avoiding the need for subsequent modification. The types and sizes of housing (housing mix) for Chippenham is set out in Neighbourhood Plan Policy H1. New housing development will be expected to comply with the standards and provisions of that policy.

For All Development:

- H1. All housing development shall be tenure blind so that mixed communities are created and building styles and materials shall not relate to tenure.
- H2. Affordable housing shall be designed with a standard of both internal and external amenity (garden size, parking provision, landscaping etc.) that is consistent with open market housing in the development.
- H3. Affordable housing shall be geographically dispersed throughout the development and not be clustered together.
- H4. Innovative approaches to affordable housing such as co-housing will be welcomed.

For Major Development:

- H5. Some houses shall be provided to offer 'level living' for older people and people with mobility difficulties. The quantity of level living houses shall be determined by consulting the latest evidence on housing need for Chippenham. Proposals shall justify the amount of level living housing provided. These houses shall be available as both market and affordable properties.



Affordable housing (left) is not discernible from market housing (right) and therefore tenure blind, Great Mead



Bungalows are in high demand in Chippenham, Monkton estate

I. Domestic Building Design Principles

The next phase of Chippenham's growth could create sizeable extension(s) to the existing urban area. This growth will occur at a time when climate and ecological emergencies have been declared and the need for sustainable development is more important than ever. The Neighbourhood Plan seeks to ensure that new development in Chippenham is as energy efficient and sustainable as possible. Neighbourhood Plan Policies SCC1 and SCC2 require new housing development to be carbon neutral and sustainably constructed respectively. New homes must be built of durable materials and be comfortable, draught proof and inexpensive to maintain.

For All Development:

11. New housing developments shall include technologies that reduce heating and running costs in homes whilst avoiding unnecessary carbon emissions. 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, draught-proof windows and doors, natural ventilation, orientation to manage solar gain, solar roof panels, outdoor clothes drying, and rainwater catchment for gardens and toilets.
12. 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 be prescriptive on which technology is best and most viable in every case. Planning applications will be expected to demonstrate that the best available technology for solar energy generation has been used in the design of the scheme.
13. For new homes, including affordable homes, provision shall be made for the following sustainability measures as a minimum:
 - a. Energy generation which shall meet all or most of the demand created.
 - b. Battery storage 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.
 - c. Electric vehicle charging infrastructure, in accordance with Neighbourhood Plan Policy T3.
 - d. Superfast broadband.
 - e. On-plot external storage for houses i.e. a shed or garage space for safe storage of bicycles.
 - f. Safe communal cycle storage areas for flats/apartments.
 - g. Rear gardens of a regular shape, and a size that is at least equal to the ground floor footprint of the dwelling and which can therefore accommodate space to grow food, garden shed/cycle store, water butt, rotary clothes line, sitting out area table/chairs, play space for children, space for refuse bins and tree planting.
 - h. Reuse of rainwater for gardens and toilets.





Communal cycle storage for flats integrated into a corner building, Cowleaze



Detached structure specifically for communal cycle storage, Cowleaze



Water butts installed in a rear garden are an inexpensive means of harvesting rainwater and can conserve water supply and reduce water bills



Communal clothes dryer for use by residents occupying flats, Charter Road



Green or brown roofs can be low maintenance and provide a wildlife habitat, reduce surface run-off, provide shade, remove heat from the air, and reduce temperatures of the roof surface, St. Mary Street



Missed opportunity to provide flatted development with walk-on balconies, Signal Way

14. Natural features and sustainable drainage systems (SuDS) shall be incorporated within new homes to reduce climate change impacts and localised flooding. These may include, but are not limited to:
 - a. Tree planting within rear gardens as a means for providing shade and cooling for homes, people and animals, in accordance with the requirements of Neighbourhood Plan Policy GI4 and the Chippenham Tree Planting Guide.
 - b. Rainwater harvesting e.g. water butts.
 - c. Areas of soft landscaping or rain gardens. External hard surfaces should be kept to a minimum but where they are necessary they shall comprise of permeable materials.
 - d. Green or brown roofs on buildings or outbuildings such as sheds/stores.
15. New dwellings will comply with at least the minimum size standards set out in [‘Technical Housing Standards - Nationally Described Space Standard’](#).
16. All flats/apartments above ground level shall have as a minimum one balcony. It will need to be demonstrated that this is large enough to accommodate a small table and chairs and a clothes drying rack.
17. All ground floor flats/apartments shall be configured to provide individual terrace/sitting out areas, which shall be located to the rear or side of the building.

18. All dwellings shall be designed to allow for the unobtrusive and hygienic on-site sorting and storage of waste materials for recycling in preparation for collection by the Waste Collection Authority.
19. Refuse bins should be stored in the following locations, in order of preference:
- Within private amenity areas located to the rear of buildings, or areas not visible from the public realm, which allow for easy manoeuvring of refuse bins on collection days.
 - Within a bin storage area incorporated into external front or side walls of the building i.e. part of the building footprint.
 - Within an enclosed storage structure in an accessible and visually unobtrusive location. Consideration should be given to ensure that the lid of the bin(s) can be easily opened when 'parked' within the enclosure. Provision shall be made to minimise the visual impact of the enclosure through:

- Siting (not too close to entrances/windows or rising up behind street boundaries)
- Choice of enclosure materials (to match the host building/locality and/or of high quality)
- Screen planting (bushy shrubs or climbing plants)



Freestanding bin store structure can contribute to a tidy forecourt, Old Road



Space for commercial wheelie bin storage can be integrated into the building design, Queens Square

J. Commercial and Community Infrastructure Design Principles in New Housing Developments

Major housing-led or mixed-use developments will usually include commercial and/or community uses. Self-sufficient and flourishing new communities will only be successfully established if new housing-led or mixed-use developments are supported by essential employment, leisure, community and retail infrastructure.

For Major Development:

- J1. Commercial development provided on mixed-use sites shall make provision for the following sustainability measures to be incorporated on individual buildings or groups of buildings as a minimum:
- Energy generation which shall meet all or most of the demand created.
 - Battery storage that has sufficient capacity to retain unused locally generated energy for later use.
 - Electric vehicle charging infrastructure in accordance with Neighbourhood Plan Policy T3.
 - Superfast broadband.
 - Safe cycle storage areas for employees and visitors.
 - Reuse of rainwater for landscaping and toilets.
- J2. Green/brown roofs and walls will be encouraged for larger commercial buildings and community buildings such as community halls (Use Classes E and F).
- J3. A long-term management plan will be required to demonstrate how all communal and public infrastructure will be well maintained over a period of at least 25 years.

For Large Scale Major Development (in addition to the requirements listed for Major Development):

- J4. Commercial and community buildings in the local centre will provide a small amount of visitor parking in accordance with the parking standards set out in the Wiltshire Local Transport Plan or any subsequent revisions of the Local Transport Plan, with accompanying electric vehicle charging infrastructure in accordance with Neighbourhood Plan Policy T3.
- J5. Where employment land is provided as part of a development scheme, the scheme should include shipping containers or similar sized units to enable business start-ups or incubator units to become established, in accordance with Neighbourhood Plan Policy E2. Such shipping containers or units will be suitably modified, carefully sited and landscaping will be incorporated to ensure that they do not compromise visual amenity. The land shall be kept in a tidy and pleasant state until take-up and be capable of being connected to necessary utilities. The use class of the land will be expected to remain as such in the future.



Rapid electric vehicle charging points should be provided at all new commercial development, Lidl - Hungerdown Lane

K. Architecture and Building Materials

Chippenham benefits from a wide variety of different architectural styles. New developments in recent years have, and continue to use, standardised house types, creating a monotonous built form and an overall lack of character and distinctiveness. A proliferation of brick and render facades and sparse use of local stone is collectively and incrementally eroding a key valued characteristic and identity of the town and wider locality.

For All Development:

- K1. The architecture and materials of new development shall contribute to local distinctiveness by using the guiding principles set out in Paragraph 56 of the National Design Guide, which help to reinforce the existing character and identity of the place. 'Look-a-like' and standardised house types will not be tolerated. The design of schemes should be architect-led from conception through to construction to ensure that what is delivered on site is not 'dumbed down' or value engineered.
- K2. The architecture of development within conservation areas should reinforce the historic local vernacular. The architecture of development outside of conservation areas should take a contemporary approach, but one which also reinforces the local vernacular. This should be embedded through use of coherent forms, materials or design features. Variety and interest should also be sought.
- K3. Where the character of an existing site and its surroundings have few positive qualities to draw upon, the architecture and materials of new development should be used to create a new identity for the development centred on future sustainable lifestyles e.g. being climate resilient and/or enhancing ecology and/or sustainable construction methods such as modular or prefabricated buildings.
- K4. External finishes shall generally be of local stone facings and traditional slate and clay pantile roofs as these are the defining intrinsic characteristic of external walls and roofs respectively in Chippenham and its environs. Honey coloured Bath Stone is the most common local stone, but a few localised Victorian streets display the grey Somerset/Bristol Pennant stone. Natural and high quality reconstituted stone reflecting the characteristic local stone texture, coursing and colour should be comprehensively used with conviction as a defining feature throughout new development.
- K5. In Chippenham Conservation Area natural stone for facades and external walls and natural roof finishes (as opposed to concrete finishes) are required.
- K6. Brick and render external facing materials are not an intrinsic characteristic of Chippenham and should be used sparingly in any major development located within the existing built up area of the town. Buff brick is not a suitable substitute for stone. Brick elevations and external walls should be generally obscured from the streetscene and wider landscape settings, for example rear facades exposed on sloping sites.
- K7. Landmark buildings of a markedly different distinctive architectural scale, form and style should be used at entrances into the development and at secondary street junctions with primary streets to appropriately aid legibility and add variety and interest in the streetscene.
- K8. The quality of each building shall be similar on all faces and not only on the street face. Blank side elevations on to the public realm will not be acceptable and houses should properly turn corners with active frontages on to the public realm including at least two significant sized 'habitable' room openings at ground and first floor.



Height and massing of buildings, variation in roof forms, and gables paired to create a focal point and mark the entrance to a street are features which can help to create a distinctive character drawing upon local historic precedents, Trowse Newton, Norfolk



Missed opportunity to create corner-turner houses results in imposing blank side elevations to the street, Milbourne Way



Contemporary architecture which uses timber cladding, a pedestrian focused public realm and generous planting can be used to create an informal, rural character, Great Kneighton, Cambridge

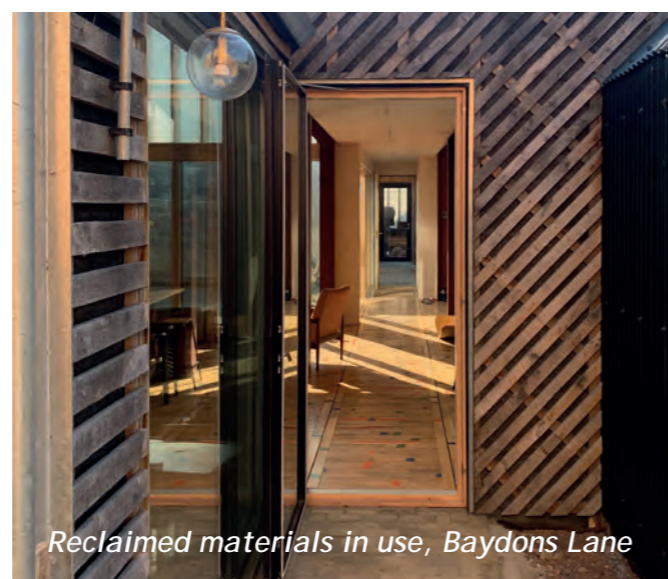


A varied material palette, combined with vertical and horizontal fenestration and surrounds, can impart balance, symmetry and interest to a building, Great Mead

K9. Where hard surfacing is required for on-plot parking, permeable pavements or gravel should be used instead of tarmac or non-permeable pavements. Where more than two car parking spaces are positioned parallel to one another, and visible from the public realm, soft landscaping should be incorporated to help visually break up expanses of hard surfacing.

K10. Re-used or recycled building materials, that are locally sourced are favoured in line with the provisions of Neighbourhood Plan Policy SCC2. Design and Access Statements or Sustainability Statements shall describe what steps were taken to source materials locally and shall demonstrate that locally sourced materials were prioritised in design decisions. Design and Access Statements or Sustainability Statements shall demonstrate that materials have been chosen using the following supply hierarchy, listed in order of preference:

- Not using the material (e.g. not painting or not adding trivial details which minimise usage at source)
- Local re-used/waste materials
- Re-used/waste materials from farther afield
- Recycled materials
- Local low toxicity and embodied materials
- Materials obtained from farther afield



L. Development Phasing

For Large Scale Major Development:

L1. Full and outline planning applications will include a full site Masterplan which will be accompanied by the following, as a minimum and in accordance with other policies in the Development Plan:

- a. Full footpath and cycle network designs and specifications, including off-site provision and improvements identified elsewhere in the Neighbourhood Plan.
- b. Full proposals for a local centre and main park.
- c. Long term Management and Maintenance Plan for green, community and public infrastructure.
- d. Tree Survey.
- e. Landscape and Visual Impact Assessment.
- f. Parameter Plans. These should include information on the proposed land use, building heights, areas of potential built development, structure of landscape and green infrastructure, access and movement and other key structuring and placemaking components.
- g. Lighting Strategy.
- h. Provisions that the Masterplan will be delivered through all phases of the development.

L2. Before the first dwelling is occupied, the following elements of the Masterplan will be delivered:

- a. Walking and cycling network, or for the first phase of the development where the development is phased; and for each subsequent phase.
- b. Allotment Management Plan agreed with Chippenham Town Council.

L3. Before the 100th dwelling is occupied, or 50% of dwellings are occupied, whichever is the lower number, or before the second phase of the development, whichever occurs first, the following will be delivered:

- a. Off-site footpath and cycle network improvements where required.
- b. Completion of the local centre and main park.
- c. Completion of the community hall.
- d. Ownership of the community hall and allotments will be transferred to Chippenham Town Council.



L4. Reserved matters applications, Section 73 applications and proposed changes to development will be expected to adhere to the provisions of the site masterplan approved under the outline planning permission. Departures will only be allowed where it can be demonstrated that the original proposal is no longer deliverable or where a better and more sustainable solution is offered. Departures must be fully justified and shall be widely consulted upon.



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

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