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SUMMARY AND CONCLUSIONS

8.1 Summary and Conclusions

This report sets out the design development of the Masterplan for Lotmead Farm Villages. A thorough understanding of the context has helped to identify the key design drivers. By drawing on lessons from local, national and European best practice, we identified 6 key ingredients that make a great village, as allocated for development in the adopted Local Plan.

This analysis has influenced the development of a holistic masterplan for the Site that we believe will provide a high quality, sustainable living environment and an asset to Swindon. It incorporates:

- A focal point for activity**  
- A walkable (and cycle friendly) network of streets**  
- Connections to existing settlement**  
- Draw influences from the landscape context**  
- Neighbourhood distinctions**  
- Innovative, sustainable design**  

INGREDIENTS OF A GREAT VILLAGE

The two village centres, along with the associated public spaces, form strong focal points for community facilities and social interaction. Additionally there are a variety of spaces for community use spread throughout the Site, providing local focal points as well as neighbourhood and village-wide spaces for recreation.

The street hierarchy provides a framework for the movement network, which prioritises pedestrians through green, walkable streets and shared spaces. Dedicated greenways and green links provide greater permeability for pedestrians and cyclists, encouraging people to travel sustainably and to enjoy the outdoors as part of their daily routine.

The village centres are self sufficient to a degree given the provision of local shops and services. However, the wider movement network also provides access to the existing major centres and employment areas providing the new communities with access to a variety of additional facilities. The development incorporates new strategic transport routes connecting the Site into the wider New Eastern Villages framework, including by public transport and also the wider footpath network.

The landscape context has heavily influenced the masterplan. This fulfils a variety of functions / purposes, including: minimising the visual impact of the development; bringing the rural local character into the development; retaining habitats and enhancing biodiversity.

The masterplan subdivisions are defined by various factors including: natural boundaries, key infrastructure and influences from landscape features, creating 6 neighbourhoods with distinct characteristics, each based around areas of 5 minute walkability and with access to village centre facilities. The characteristics of each draw from good examples of townscape precedent locally and elsewhere, to establish a strong sense of place

The masterplan will introduce a range of house types, innovative public realm solutions and integrates sustainable drainage as a key feature of the streets and spaces. Sustainability is a priority in the delivery strategy, which makes best use of the existing infrastructure and utilises the Site's built and natural assets through phased development starting with the area close to the existing Site access and facilities at Lotmead Farm.

These key ingredients are also closely linked to the 10 principles from the New Eastern Villages Planning Obligations SPD, Oct 2016 (shown below). The Masterplan and the development encompasses the 10 principles and applies them in a way that is appropriate to the Lotmead Farm Villages and the special characteristics of the Site.

APPLICATION OF THE KEY PRINCIPLES

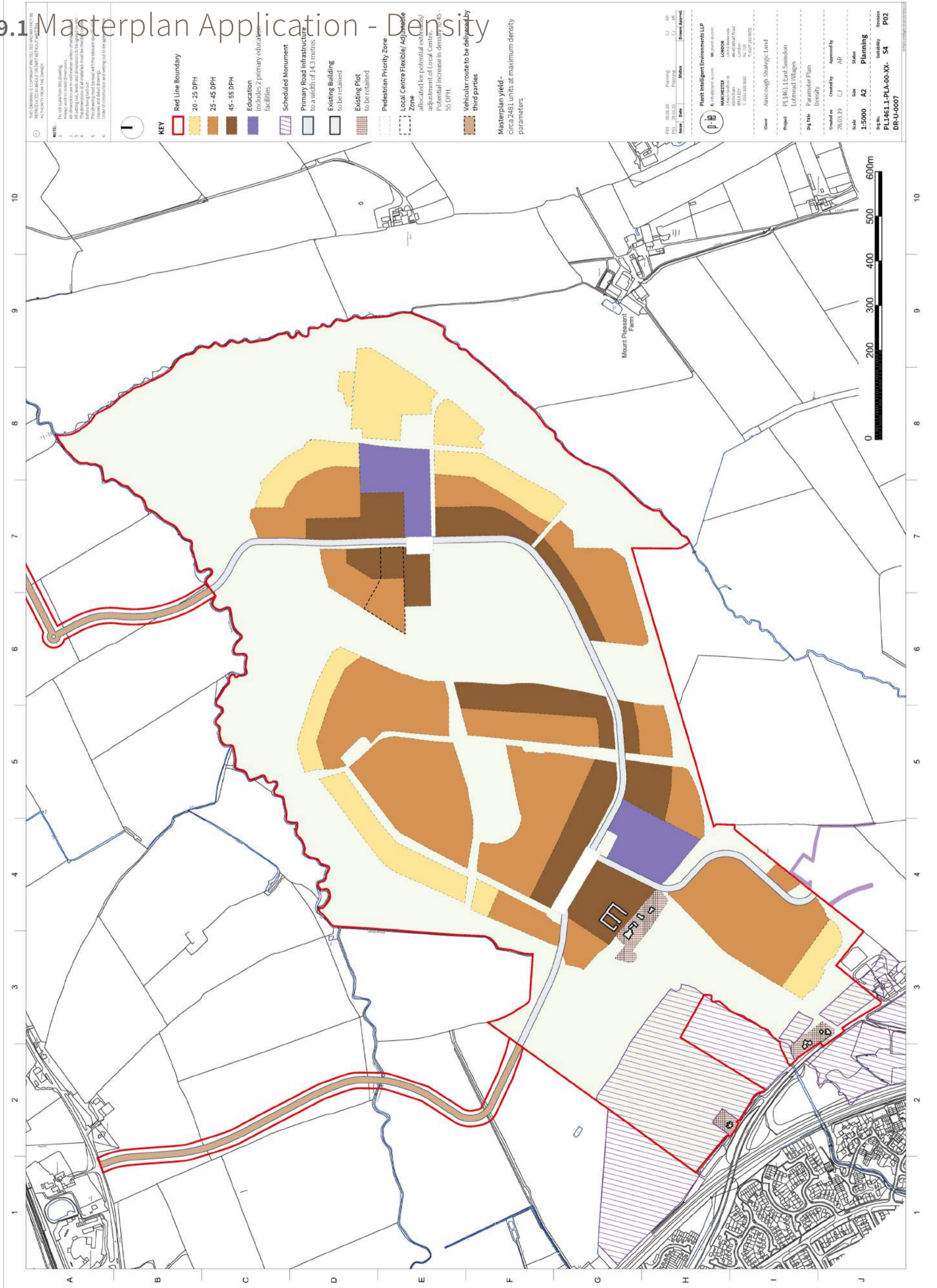
- ✓ **High Quality Sustainable Development** - to improve the image of Swindon, enable inclusive communities and address climate change by the provision of high quality, well designed and sustainable development.
- ✓ **Infrastructure** - to meet the infrastructure needs for and arising from the growth of Swindon (including health and community needs) in a timely and co-ordinated manner and being adequately funded.
- ✓ **Economy** - to meet the needs of local businesses and the forecast growth in the local economy, and to enhance Swindon's position as the UK's best business location.
- ✓ **Housing** - to meet the Borough's housing needs by the provision of well-designed sustainable housing, at sustainable locations and at a range of types and densities according to local needs and circumstances, and that promotes the effective use of land.
- ✓ **Education** - to meet the need for education provision arising from the anticipated growth in population and to enable an improvement in skills and qualifications, particularly through the provision and support of tertiary education opportunities.
- ✓ **Community and Health** - to promote healthy lifestyles and to meet the need for community and health facilities arising from growth and demographic change in the Borough.
- ✓ **Transport** - to support Swindon's growth through the provision of a comprehensive and sustainable transport network that is efficient, safe, affordable, accessible and easy to understand, and offers a genuine choice of modes.
- ✓ **Culture and Leisure** - to enable the provision of cultural and leisure facilities commensurate with Swindon's size and growth in population and realise Swindon's potential as a regional leisure destination.
- ✓ **Green Infrastructure** - to provide an attractive and inspirational environment to live, work, learn and play, by the provision of a far-reaching network of connected and multi-functional green spaces linked to the wider countryside.
- ✓ **Natural, Built and Historic Environment** - to ensure that development respects, enhances, and conserves the best of the existing built, historic and natural environment in the Borough.

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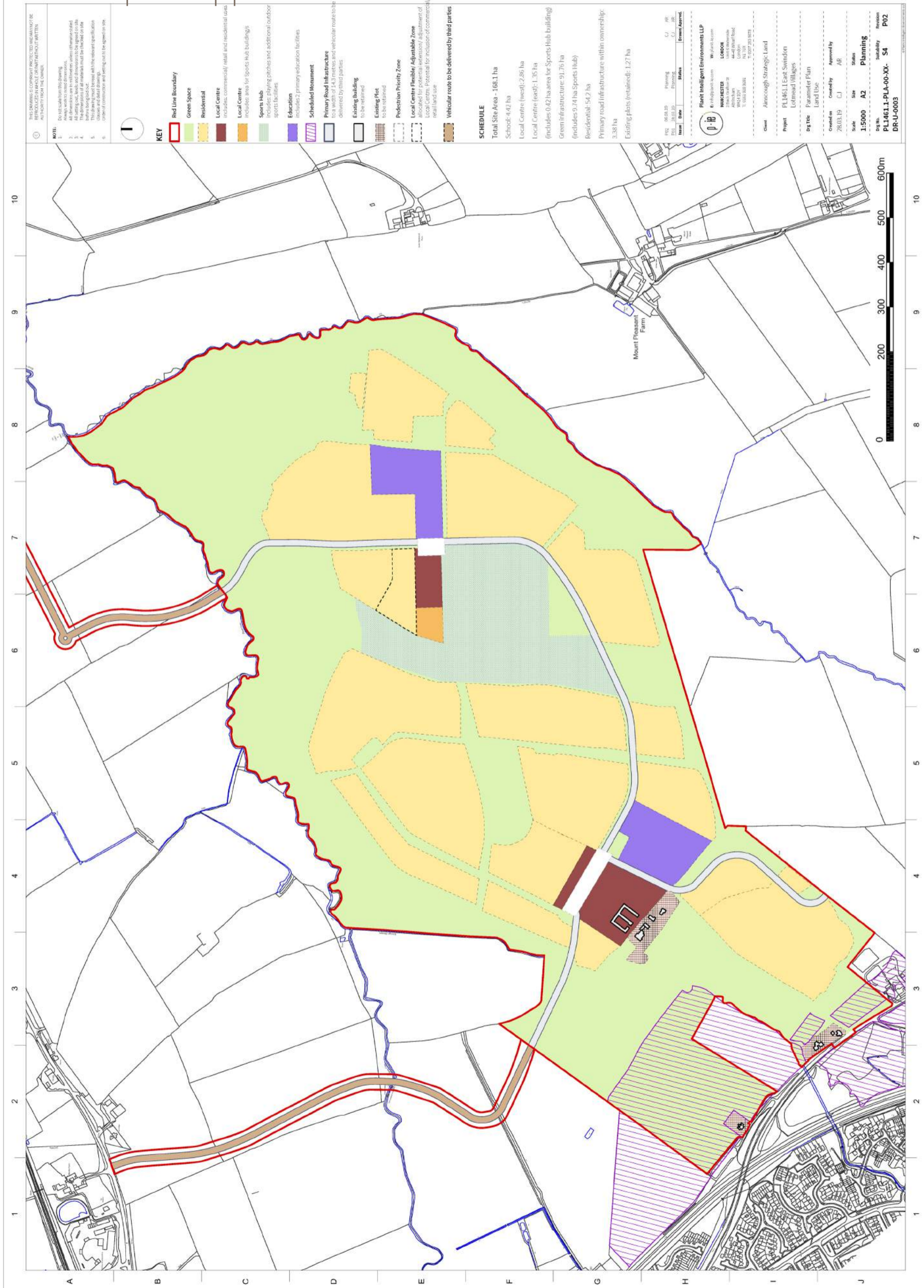
APPENDIX

Parameter Plans

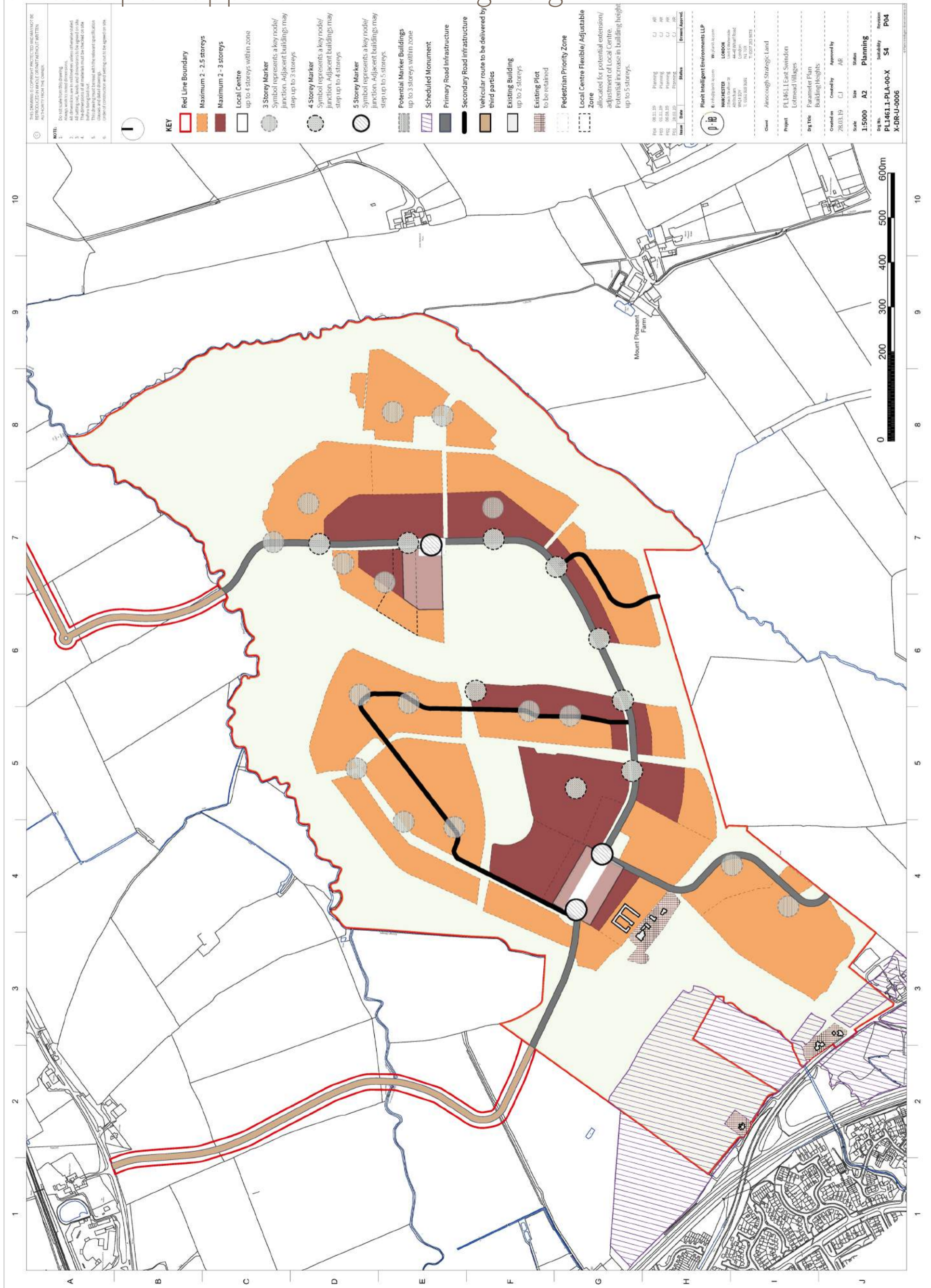
9.1 Masterplan Application - Density



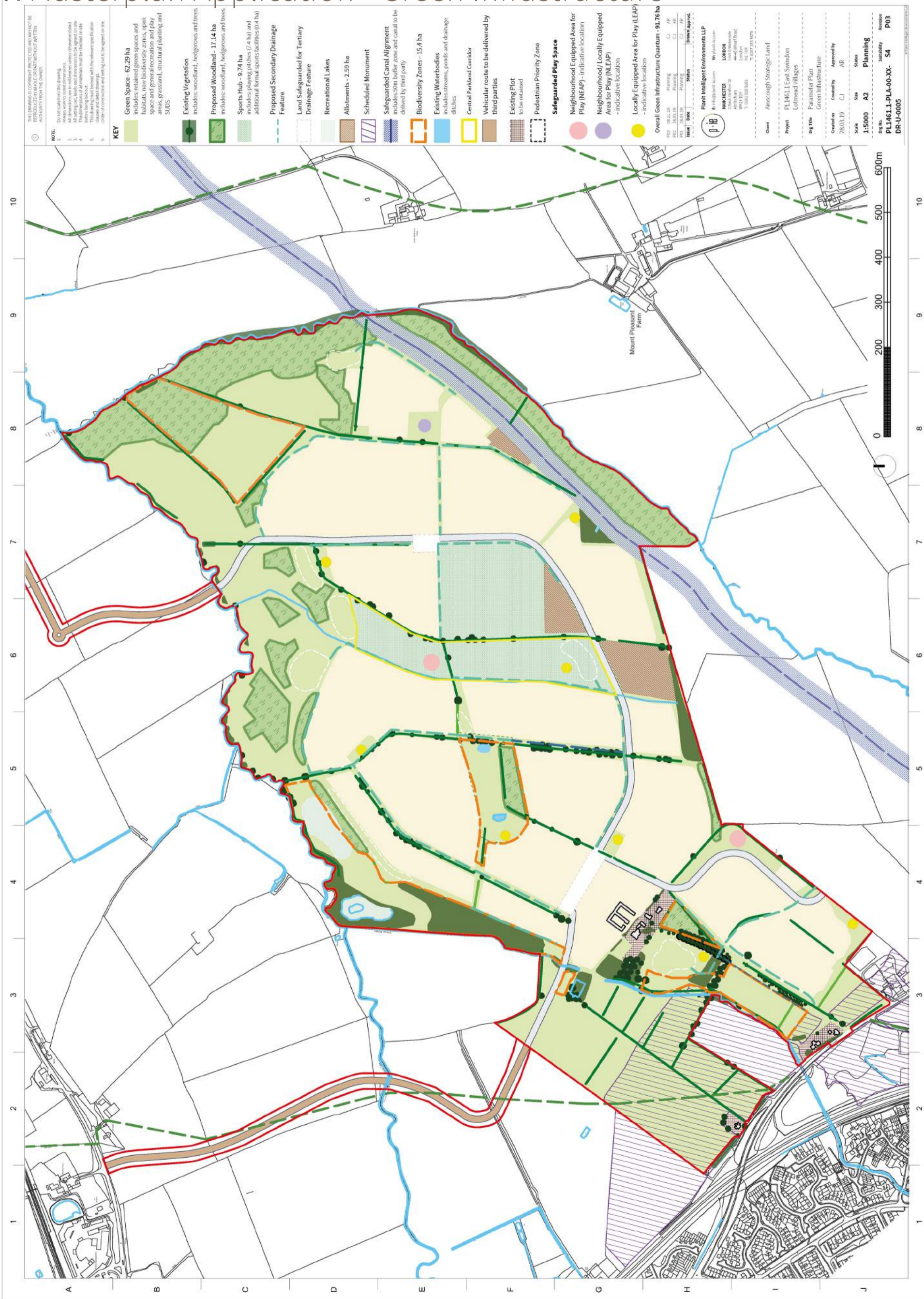
9.2 Masterplan Application - Land use



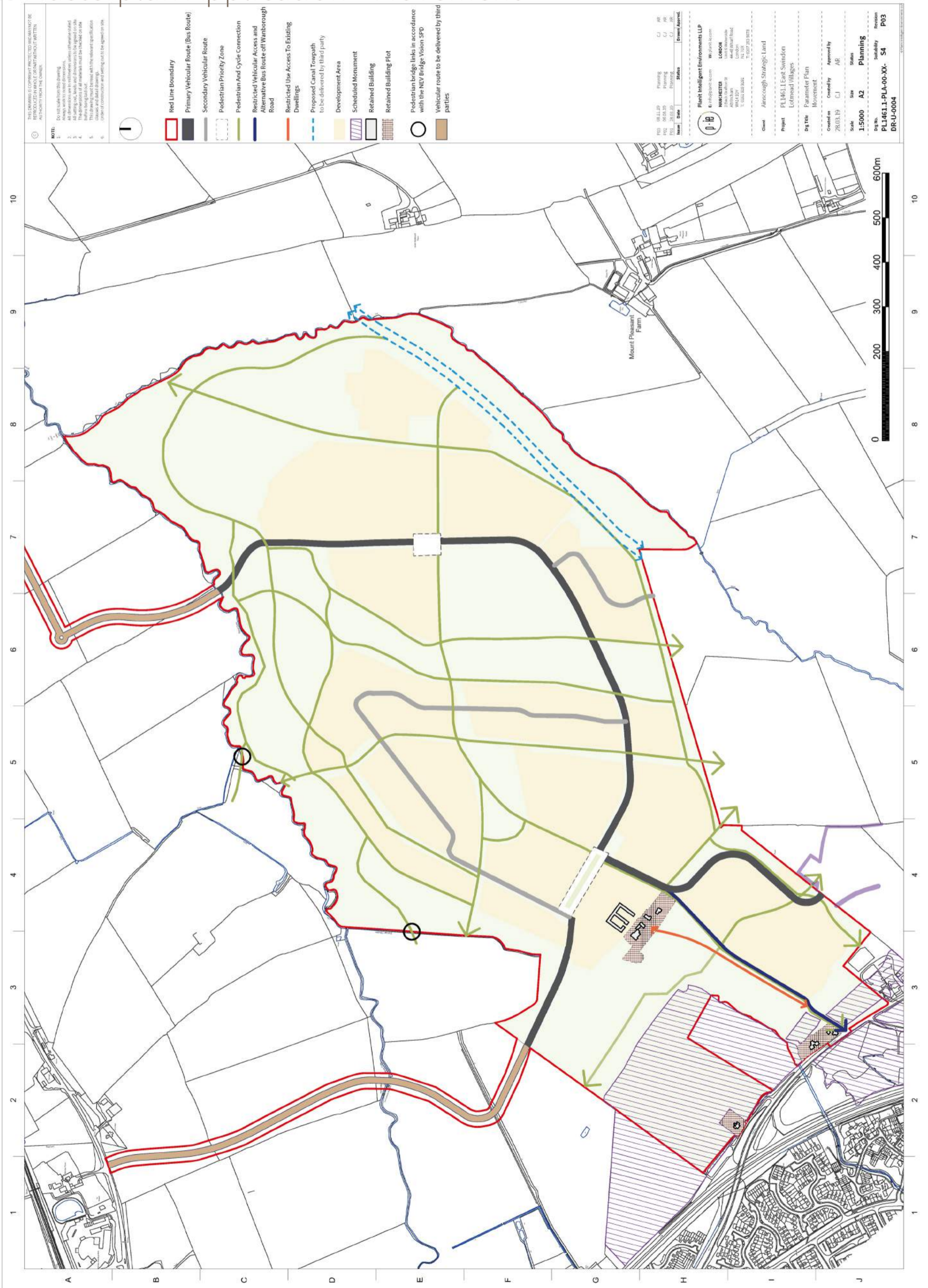
9.3 Masterplan application - Building Height



9.4 Masterplan Application - Green Infrastructure



9.5 Masterplan Application - Movement



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