



LOTMEAD FARM VILLAGES DESIGN AND ACCESS STATEMENT WITH STRATEGIC DESIGN CODE

NOVEMBER 2019

DOCUMENT CONTROL		
Project	East Swindon	
Client		
Title of Document	Design and Access Statement	
File Origin	PL1461.1-ID-005-03	
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Issue		Status:
		Status:
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Executive Summary



This Design and Access Statement (DAS) and Strategic Design Code sets out the details of the proposals for the development at Lotmead Farm, Swindon. The proposed development forms part of the New Eastern Villages, one of five strategic urban extensions identified to fulfil Swindon's ambitious agenda for growth, providing new homes, services and infrastructure. The proposals for the Site comprises of an outline planning application for redevelopment to provide mixed use village centres, two primary schools and up to 2,500 residential units. Full details of the initial access onto Wanborough Road are provided (which will serve a limited number of dwellings in the first phase only, together with wider public transport, cycle and pedestrian access), together with indicative details of the primary access routes to the A420 and linkages to the Southern Connector Road.

The vision is to create sustainable new communities where the people of Swindon and beyond will aspire to live. The unique qualities of the Lotmead Farm villages are recognised and have been drawn upon, to inform the development proposals. The Site benefits from an already established leisure and employment destination with the farm at the heart and these will be retained. A thorough understanding of the context and identification of key drivers has helped develop a sensitive approach to the masterplan, respecting the existing site features and drawing on these and the rural village context to define the character of the development.

This is combined with 6 ingredients of a great village which have been identified through studying a range of local, national and European precedents:

- 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

The illustrative masterplan is supported by a series of guiding principles and structuring elements and underpinned by landscape, movement and masterplan frameworks, along with a logical delivery and phasing strategy.

Within each village, the masterplan defines individual neighbourhoods, approximately based on 5 minute walkability, each with their own unique characteristics shaped by the Site features. The neighbourhoods are:

Lotmead village

- Wanborough Green
- Lotmead Farm
- The Meadow

Lower Lotmead village

- Southern Parkland
- Northern Parkland
- EasternCanal Edge

Sustainability is a theme that runs through all aspects of the proposals, Section 6 provides an overview of how the scheme fulfils key sustainability criteria.

The resulting masterplan ties together all the key strands and has led to a scheme which is aligned with planning policy and sets a high standard of design for Swindon's largest urban extension.

The design principles outlined within the DAS are then supported by a Strategic Design Code, delivered to protect the key structural elements of the masterplan.

1.0

INTRODUCTION

1.1 Scope and Purpose

OVERVIEW

This Design and Access Statement and Strategic Design Code has been prepared on behalf of Ainscough Strategic Land (ASL), to support the associated planning application for the development of land at Lotmead Farm, East Swindon. The statement has been prepared by Planit-IE, with input from Turley, PBA, The Urbanists and EDP.

East Swindon has been identified by Swindon Borough Council within planning policy as a sustainable location for a large scale, mixed-use urban extension of about 8,000 new homes with associated retail, employment, education and leisure. The wider New Eastern Villages development will act to significantly strengthen Swindon's role as a regional strategic location and a desirable place to live, work and visit.

As one of the largest sustainable urban extension in the UK, successful delivery of the New Eastern Villages will require all stakeholders to work together closely to achieve a high quality, cohesive development, of which the Lotmead Farm site forms a key part.

SCOPE AND PURPOSE

This statement is set out in accordance with the Town and Country Planning (Development Management Procedure) (England) (Amendment) Order 2013. The statement should:

- Explain the design principles and concepts that have been applied to the following aspects of the development:
 - Amount
 - Layout
 - Scale
 - Landscaping
 - Appearance

'Demonstrate the steps taken to appraise the context of the development and how the design of the development takes that context into account in relation to its proposed use'

The statement above outlines the development of the masterplan including a thorough understanding of the context detailing: the physical constraints of the Site that may impact on future development, the factors influencing the design and the ambition that has shaped the proposals.

This statement outlines the development of the masterplan including a thorough understanding of the context detailing: the physical constraints of the Site that may impact on future development, the factors influencing the design and the ambition that has shaped the proposals.

We have analysed the immediate Site context as well as the surrounding environment in order to fully inform the design proposals. The wider study area encompasses the existing urban edge of Swindon and its surrounding villages / settlements.

The Strategic Design Code has been developed to support the design principles set out within the Design and Access Statement. The Strategic Design Code has been developed to provide a strategic and flexible development framework highlighting and protecting the key structuring elements of the masterplan fundamental to achieving a distinctive and characterful new place.

These elements include key strategic infrastructure, landscape structure, character areas and movement patterns, rather than detailed design features of the built form and public realm that should be addressed at the Detailed Planning stage.

DESCRIPTION OF DEVELOPMENT PROPOSALS

Comprehensive redevelopment of the Site, comprising of an outline planning application for demolition and/or conversion of the existing farm and office buildings on Site (as necessary), and redevelopment to provide:

- Up to 2,500 residential units (Use Class C3);
- 1,765 sqm of community/retail uses (Use Classes D1/D2/A1/A2/A3/A4);
- 3,000 sqm of business/employment use (Use Class B1 – including the retention of 1,500 sqm of floorspace at Lotmead Business Park);
- Two 2 FE Primary Schools (Each school will consist of 2.2 ha of land);
- Open space, landscaping and other green infrastructure (including SUDS);
- Access onto Wanborough Road to serve the first phase of the development, and
- Indicative primary access onto the A420 and linkages into the future southern connector road.

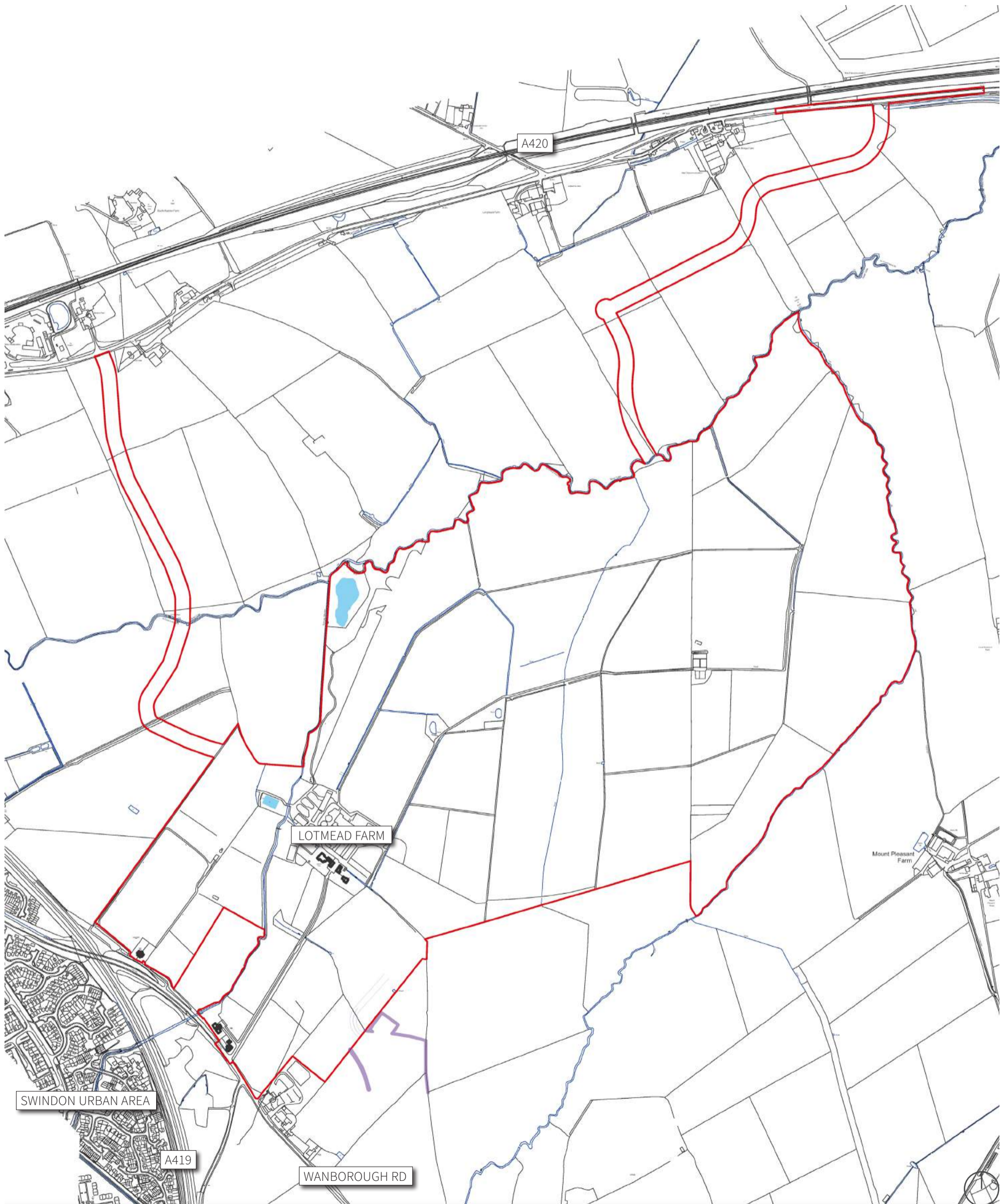


FIGURE 1.2 MASTERPLAN APPLICATION BOUNDARY

1.2 The Site

SITE OVERVIEW

The Site, which extends to 169 ha, is located to the east of the A419 and south of the A420, East of Swindon. It comprises the Lotmead and Lower Lotmead villages of the proposed Swindon New Eastern Villages urban

EXISTING BUILDINGS AND USES

Established in the 1950's as a traditional dairy farm, Lotmead diversified and opened its gates to pick your own visitors during the mid 1980's and has since grown to include some popular family attractions plus the everyday activities of a real working farm. It represents a unique setting in which to bring forward a village community.

Existing site Features

The Site is largely open farmland, but also comprises:

- Lotmead Farmstead, including dairy farm buildings;
- Lotmead 'Pick Your Own', which comprises various fruit and vegetables, a farm shop / café with outside seating area, animal and bird sanctuary / farm and children's play area;
- Lotmead Business Village – renovated farm buildings offering business accommodation, and Lotmead cottages.
- Traction engine, runway.

extension, which are allocated to accommodate residential development, village centres, and two primary schools.

The site includes the buried remains of a former Roman town which is a scheduled monument (SM) of national importance.

The Site is bordered to the north by open countryside and the River Cole, to the south and east by open countryside and to the west by Wanborough Road, from which pedestrian and vehicles currently access the Site.

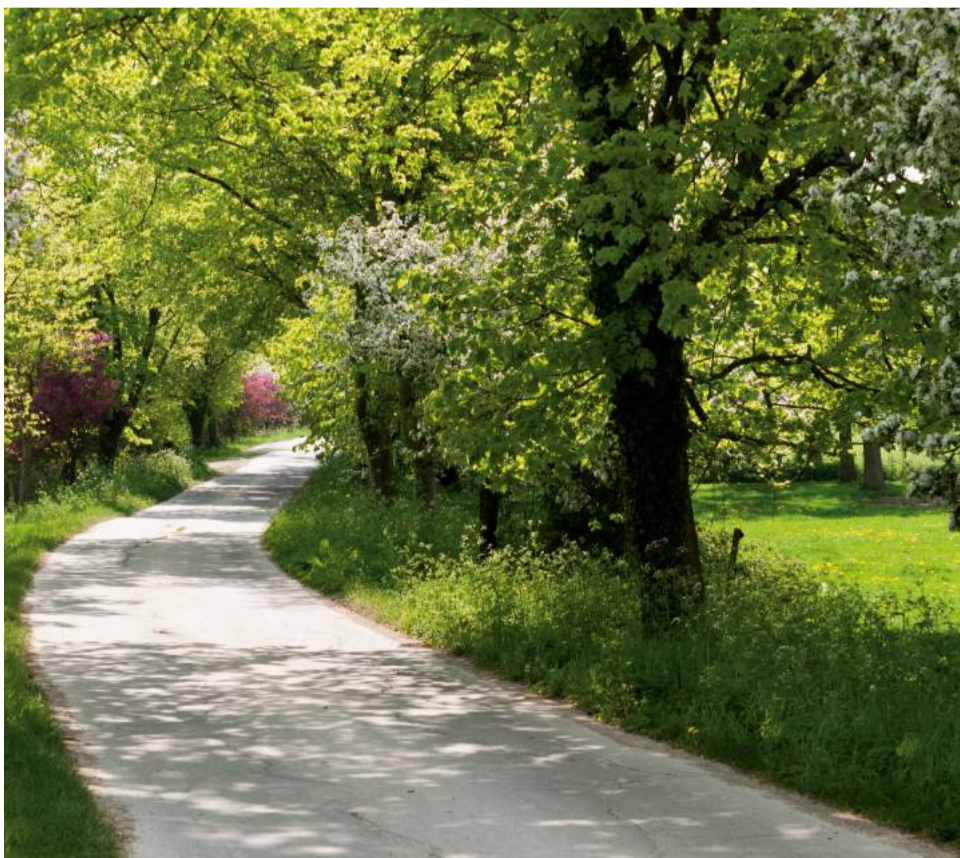
In terms of topography, the Site is predominantly flat open landscape. The Site includes a network of watercourses including the River Cole, Dorcan Stream and a number of ponds. Parts of the Site fall within flood zones 2 and 3 (areas of higher risk of flooding) as shown later in this report.

There are established uses which already exist in the south west of the Site, close to Swindon's urban edge. The southern area of the site area benefits from existing vehicle and pedestrian access from Wanborough Road.

Part of the former roman settlement of Durocornovium, a Scheduled Monument (SM), is located either side of the Wanborough road site access. The Scheduled Monument (SM) falls within the red line planning application boundary of the Site.

Vehicular access to the first phase of development will be from Wanborough Road. This is an established existing access road which currently serves Lotmead Business Village (a range of renovated Victorian farm buildings offering business accommodation) and Lotmead Farmstead (which includes dairy farm buildings and agricultural structures) which are situated circa 0.5km north east of Wanborough Road itself.

EXISTING SITE USES



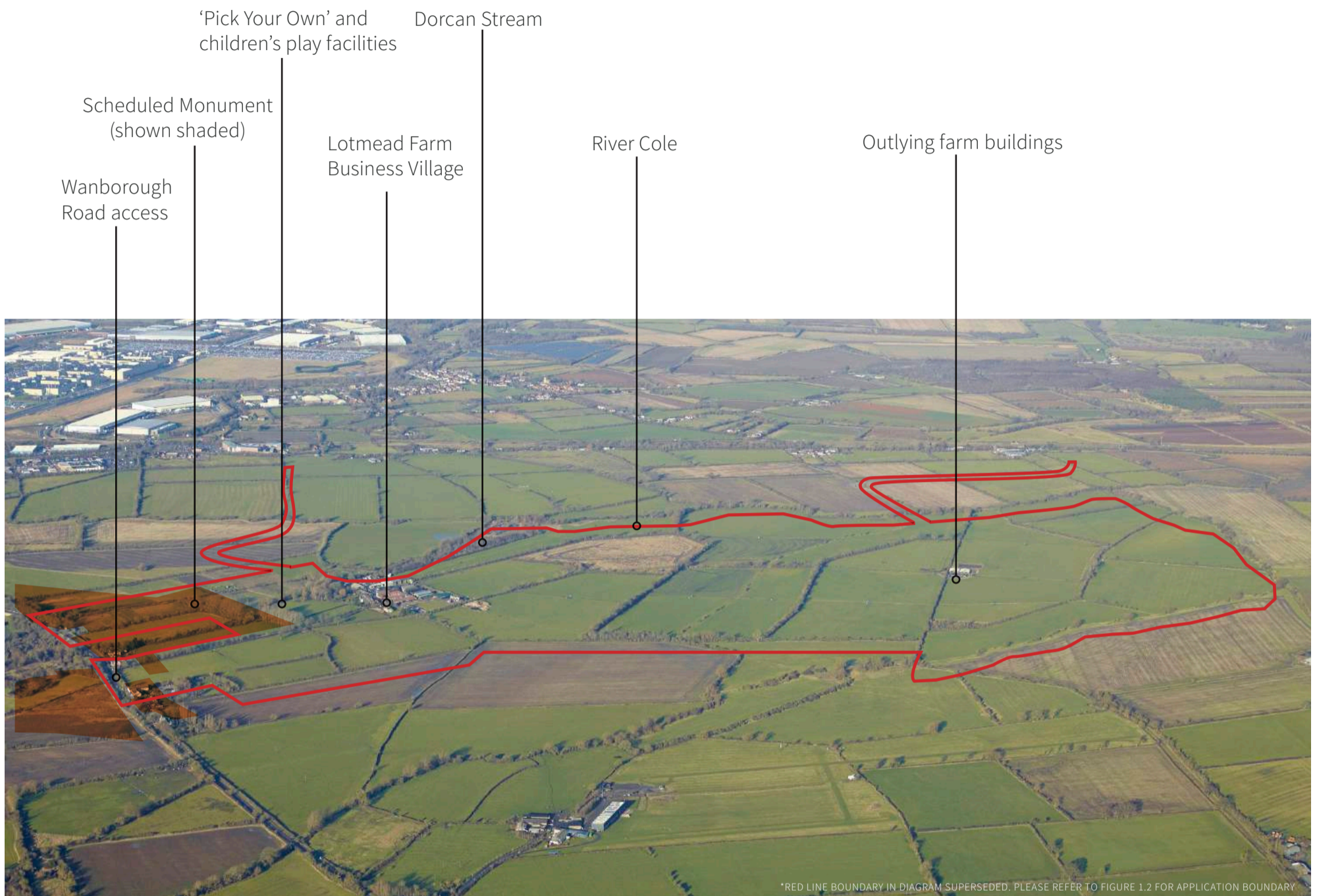
THE AVENUE (LEADING FROM WARNBOROUGH ROAD TO LOTMEAD BUSINESS VILLAGE)



PICK YOUR OWN



LOTMEAD BUSINESS VILLAGE



ATTRACTIONS AT LOTMEAD FARM



PETTING ZOO



DAIRY FARM



WILDLIFE AND HABITATS



ATTRACTIONS AT LOTMEAD FARM



FRESH PRODUCE AT THE FARM SHOP

HOW TO NAVIGATE THIS DOCUMENT

This is an extensive and detailed document, which sets out a narrative as to the design ambitions, precedents and considerations that have shaped the Lotmead Farm Villages masterplan vision. Each chapter of the document has been colour coded, and the focus of each briefly explained below:

1.0 INTRODUCTION	
SCOPE AND PURPOSE	Provides an overview of the document content and the description of the development.
THE SITE	Sets out the key components of the Site and considerations to inform the masterplan.
2.0 UNDERSTANDING THE CONTEXT	
PLANNING POLICY CONTEXT	Sets planning policy context and the strategic ambition for Swindon-wide growth, including the Eastern Villages.
SWINDON AREA CONTEXT	<p>Sets out the influencing factors in the area surrounding the Site, including Swindon. This includes:</p> <ul style="list-style-type: none"> - Landscape character - Landform and flooding - Environmental designations - Land use - Open space - Heritage - Movement networks - Urban structure - Visual impact
SUMMARY	Draws together the outcomes of the contextual analysis to set out the key messages that should inform the preparation of the masterplan proposals for the Lotmead Farm villages.
3.0 WHAT MAKES A GREAT VILLAGE?	
THE AMBITION / OPPORTUNITY	An overview of European, national and local case studies.
LOCAL TOWNSCAPE STUDY	Townscape analysis of the surrounding villages to identify positive characteristics that can influence the development.
WIDER PRECEDENT STUDY	Drawing on national and European best practice to inform the proposals.
THE KEY INGREDIENTS	Identification of the key physical factors which help to create a great village, learning from a range of selected case studies.

4.0 DEVELOPING THE MASTERPLAN	
THE SITE - MASTERPLAN DRIVERS	Sets out the driving elements which have shaped the masterplan proposals. This includes: <ul style="list-style-type: none"> • Ecology, landscape and heritage • Site visibility • Drainage and flood risk • Existing buildings and infrastructure
VISION	The guiding principles to articulate the vision for Lotmead Farm Villages.
GUIDING PRINCIPLES AND STRUCTURING ELEMENTS	Explains the guiding principles and elements which have structured the proposals.
THE ILLUSTRATIVE MASTERPLAN	Presents the illustrative masterplan, a potential manifestation of the masterplan parameters.
THE MASTERPLAN FRAMEWORK	A description of the consultation process and masterplan parameters.
MOVEMENT FRAMEWORK	Indicative movement framework illustrating street hierarchy.
LANDSCAPE FRAMEWORK	Indicative green infrastructure framework illustrating space hierarchy.
DELIVERY AND PHASING	A suggested phasing strategy for delivery of the masterplan.
5.0 THE NEIGHBOURHOODS	
DEFINING THE NEIGHBOURHOODS	The detailed design principles defining the character of each of the neighbourhoods.
6.0 SUSTAINABILITY	
Sets out the key sustainability principles of the Masterplan.	
7.0 STRATEGIC DESIGN CODE	
A set of overarching design principles which seek to protect key structural masterplan elements and ensure a holistic approach to the delivery of high quality development	
8.0 SUMMARY AND CONCLUSION	
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9.0 APPENDICES	
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