



**DRAFT DEVELOPMENT BRIEF**  
**GROUNDWELL PARK &  
RIDE SITE**  
**CRICKLADE ROAD, SWINDON**  
**ON BEHALF OF SWINDON BOROUGH COUNCIL**

## DOCUMENT VERIFICATION

Client: Swindon Borough Council  
Job number: A113779  
Status: Draft

Project: A113779 Groundwell Park & Ride  
Document title: A113779 development brief\_draft v4.indd  
Date: July 2020

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# GROUNDWELL PARK & RIDE SITE

CRICKLADE ROAD, SWINDON

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# 01 INTRODUCTION



Site entrance at Cricklade Road

**This document has been prepared on behalf of Swindon Borough Council to provide a development brief for the re-use or redevelopment of the Groundwell Park and Ride site, Cricklade Road, Swindon.**

It provides an excellent opportunity for reuse or redevelopment of a site in the north of Swindon, benefitting from strong road and public transport links and well located to existing homes, jobs and facilities.

The purpose of this brief is to encourage appropriate reuse or redevelopment of this brownfield site. The reuse of this site for park and ride is acceptable from a planning perspective. The remainder of the information provided within this document is intended to give an introductory brief and guidance for planning applications for the sites redevelopment. The brief provides a summary of the site's features and sets out further technical information that could be required to assess a future planning application.



Figure 01: Aerial view

# 02 THE SITE

## LOCAL CONTEXT AND CHARACTER

Swindon has excellent road and rail connections to the rest of the UK and continues to attract a wealth of inward investment to the town.

The site is located in the north of Swindon, approximately 3.5 km from Swindon Town Centre. It lies adjacent to one of the main 'gateways' to Swindon, just to the south of the A4311 junction with A419 (T) linking Swindon to Cirencester to the north and the M4 Corridor to the south.

The site is bound to the west by A4311-Cricklade Road and to the north by the Groundwell Industrial Estate. A private sports club is adjacent to the site's east and south boundaries.

Cricklade Road is mainly mixed use in character through its extent. It is well located to facilities, including local centres, public open space, sports facilities and schools.

There are good public transport links serving the site, including bus stops at Cricklade Road and Alton Close. Pedestrian access to the site is good with existing roadside footpaths and two pedestrian crossings on Cricklade Road. The site also adjoins Swindon's cycleway network.

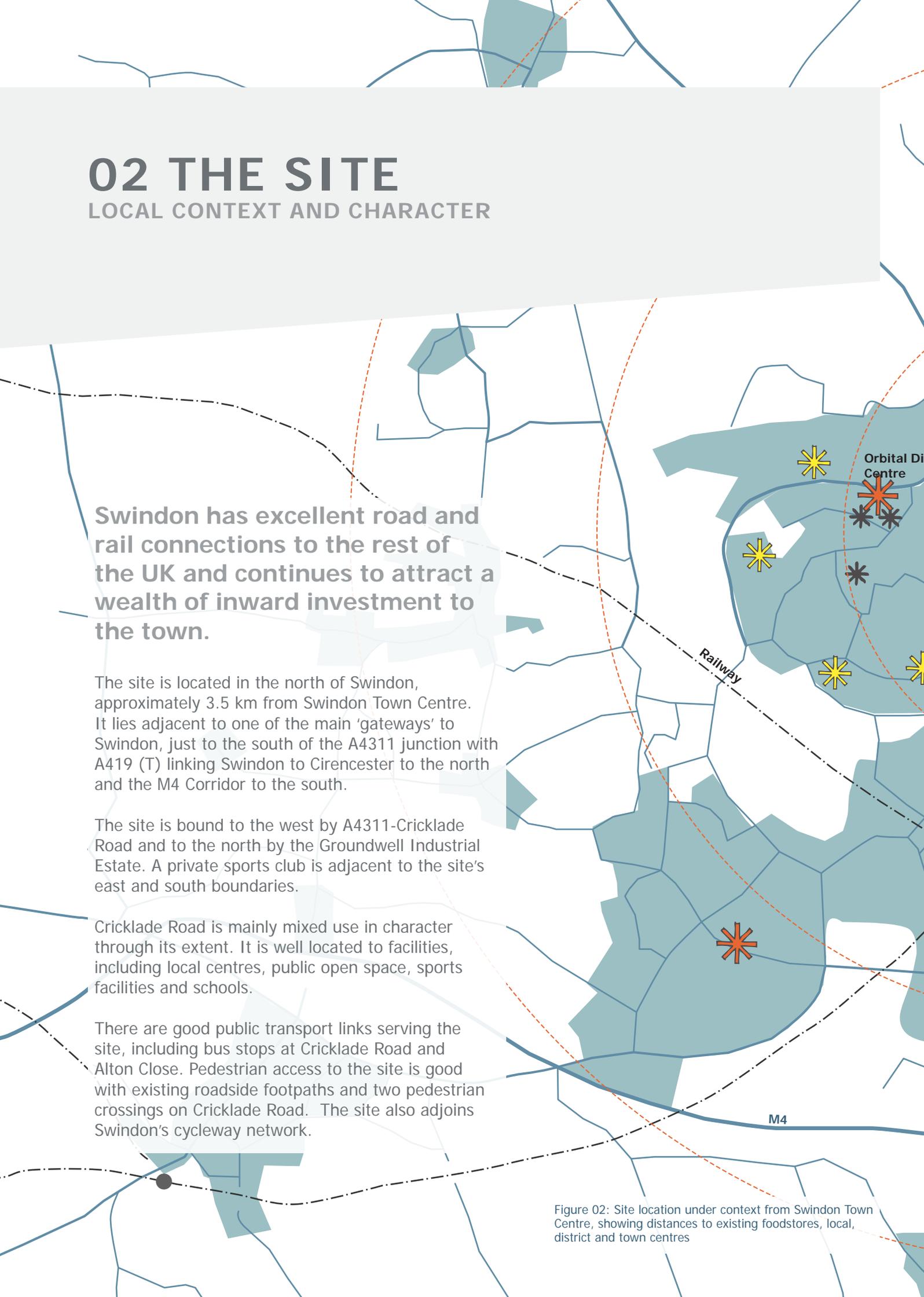
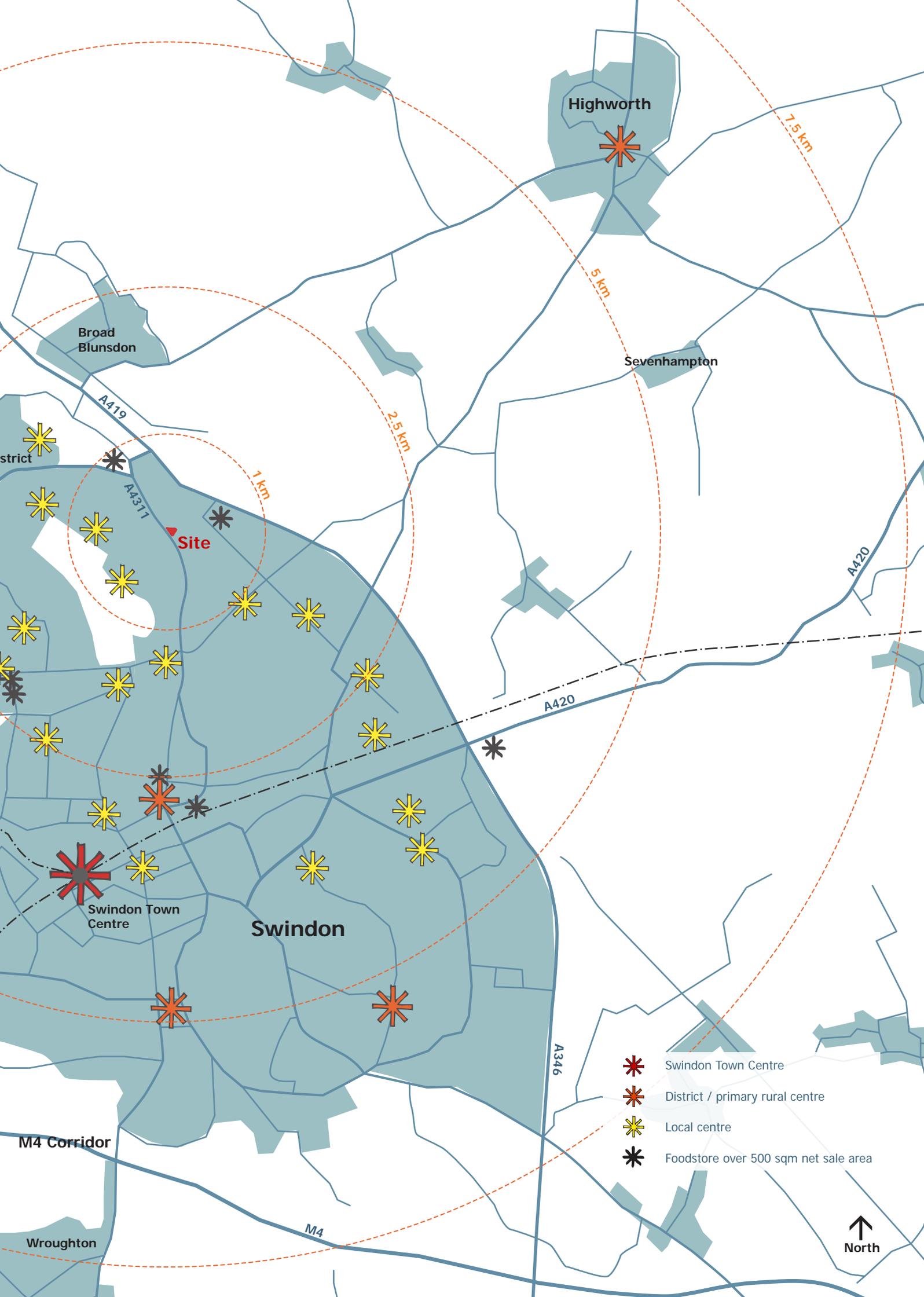


Figure 02: Site location under context from Swindon Town Centre, showing distances to existing foodstores, local, district and town centres



Highworth

Broad Blunsdon

Sevenhampton

Site

Swindon

Swindon Town Centre

M4 Corridor

Wroughton

-  Swindon Town Centre
-  District / primary rural centre
-  Local centre
-  Foodstore over 500 sqm net sale area



## 02 THE SITE | SITE DESCRIPTION



Figure 03: Site access and views

The site is roughly triangular, with an area of 1.71 ha, sloping gently downwards to east.

It is laid out as a park and ride, with a significant frontage onto Cricklade Road.

The site is currently not in use, with trees and shrubs of little ecological importance growing on hard surface. Trees surround the site, providing good levels of screening.

On Cricklade Road, there is an existing (currently disabled) traffic light that controlled access/egress to the site and an egress only (buses) further south on Cricklade Road reflecting the former park and ride use.

There is also a possible future vehicle access through Crompton Road, that links the Groundwell Industrial Estate to the north of the site. This is considered suitable only for a future commercial use and/or limited to service only.

### SITE OWNERSHIP

The site is owned by Swindon Borough Council.



① Existing Access/Egress: Cricklade Road



② Disabled Traffic Light Junction



③ Existing Access/Egress: Cricklade Road



④ Bus Egress: Cricklade Road



⑤ Access to existing cycleway from Cricklade Road



⑥ Existing cycleway around the site



⑦ Aerial view of the site from the southeast



⑧ View of the site looking north



⑨ Arkwright Junction to North of Site

## 02 THE SITE | SITE FEATURES SUMMARY

The site is characterised by laid out tarmac, edges well landscaped, good access/ egress, accessibility by all forms and a mixed use area location.

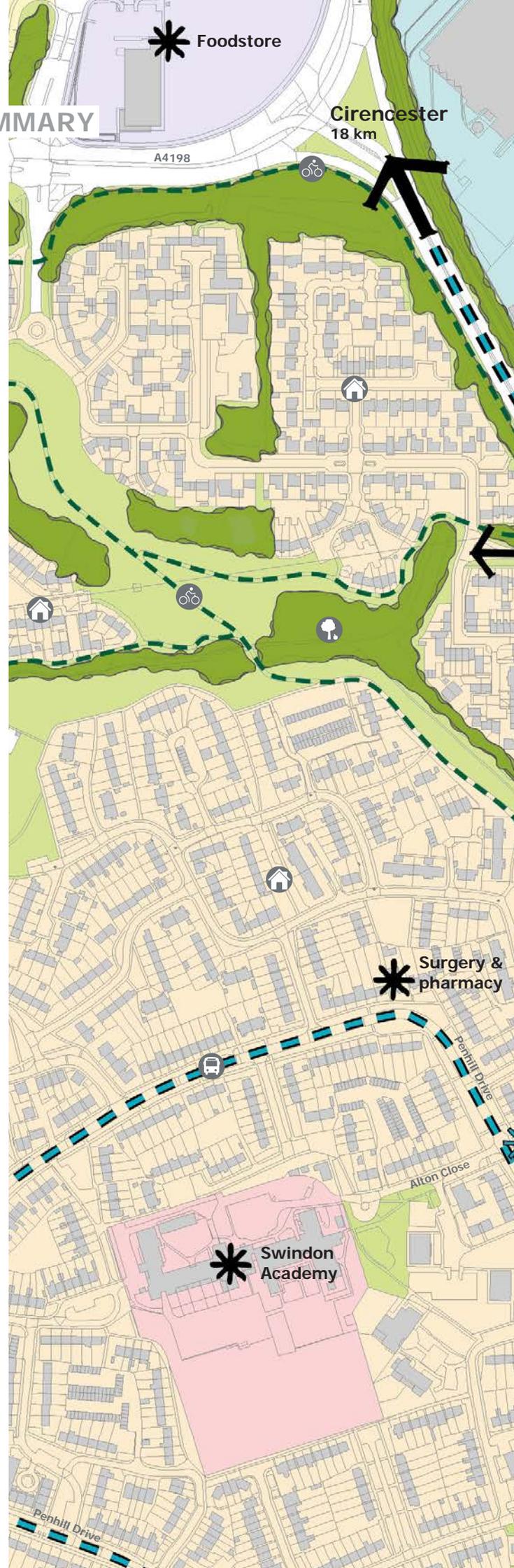
The site occupies a transitional location between a residential area to the west and south, and an industrial zone to the north and east. As such, it has potential of being redeveloped for either residential or commercial uses.

The nearby residential areas provide the site with its infrastructure of schools, green areas and other facilities. Cricklade Road guarantees good accessibility to the site, creating 'road related' opportunities. Groundwell Industrial Estate uses could be complemented by the introduction of warehouses, self-storage, trade-counter and/or offices.

WYG's Transport Feasibility Study assessed that the site is well served by bus routes, connected to Swindon Cycle Network and linked to existing pedestrian paths and roadside footpaths. Vehicular connections to Swindon Town Centre to the south and the gateway to the north is direct through Cricklade Road.

Ramboll's Preliminary Ecological Report assessed that the site's ecological value is limited. The treed area on the west boundary of the site is considered of local biodiversity importance, with trees within this area identified with a Tree Preservation Order ('TPO'). A 'greenway' lies to the south and east.

Figure 04: Site context analysis





**Groundwell Industrial Estate**

**Groundwell Industrial Estate**

**Shops and local services**

**Private Sports Club**

**Swindon Town Centre**  
3.5 km

A419

A419

Arkwright Road

Compton Road

Hargreaves Road

Hyde Road

Cricklade Road

Grafton Road

Corsham Road

Durnford Road

Queensfield

Duchess Way

Access/egress for traffic

Egress (buses) only

Opportunity for access

Bus stop

Bus stop



# 03 POLICY CONTEXT

The following planning policies and guidance are of relevance for the redevelopment proposals for the Groundwell Park & Ride site, Cricklade Road, Swindon. A future planning application will need to consider:

- Swindon Borough Local Plan 2026 (adopted March 2015);
- Emerging Swindon Local Plan 2036 (proposed submission version December 2019);
- Supplementary Planning Documents;
- The Community Infrastructure Levy (adopted April 2015);
- The National Planning Policy Framework (NPPF 2019);
- The Planning Practice Guidance.

## LOCAL POLICY

The starting point for the determination of any planning application is the adopted development plan. For Swindon Borough Council, the relevant development plan document is the Swindon Borough Local Plan 2026, adopted in March 2015.

The Local Plan Policies Map confirms the site is situated within the Swindon Urban Area. There are trees with a TPO along the western and northern boundaries and the site is adjacent to a strategic green corridor.

## SWINDON BOROUGH LOCAL PLAN 2026

Consideration of the following policies from the local plan may be required:

- EN1: Strategic green corridors (existing)
- HA1: Mix, types and density
- HA2: Affordable housing
- HA3: Wheelchair accessible housing
- EN3: Open space
- DE2: Sustainable construction
- EC3: The role of the centres and main town centre uses
- EC1: Economic growth through existing business and inward investment
- EC2: Employment land and premises (B-use classes)
- SD1: Sustainable development principles
- SD2: The sustainable development strategy

- DE1: High quality design
- TR1: Sustainable transport networks
- TR2: Transport and development
- IN1: Infrastructure provision
- IN2: Water supply and wastewater
- CM2: Active, healthy and safe lifestyles
- EN4: Biodiversity and geodiversity
- EN6: Flood risk
- EN7: Pollution
- SC2: Swindon's existing urban communities
- LN1: Local and neighbourhood planning

## **EMERGING SWINDON BOROUGH LOCAL PLAN 2036 - PROPOSED SUBMISSION DRAFT**

The local plan review seeks to guide development in the borough to 2036, setting out where 20,450 new homes could be built. The emerging local plan allocates the site for employment 'B' uses or other commercial use or residential development under draft Policy LA 6. This draft policy sets out the following site specific criteria:

1. The preservation of mature trees;
2. In the event that the site is developed for residential purposes, at least 0.3 ha of useable public open space would be required, to include a local level equipped play space;
3. An enhanced landscape buffer between the site and the industrial estate to the north. This creates an opportunity to create a linear green corridor along the site's northern edge to connect with existing green infrastructure corridors on neighbouring land;
4. Improved footpath and cycle track which runs along the southern edge of the site; and
5. In the event that access is proposed to be taken from the A4311, a transport assessment will need to assess impacts on the A4311 corridor. The existing signal controlled junction will need full replacement including MOVA/SCOOT.

### **SUPPLEMENTARY GUIDANCE**

The following supplementary guidance may need to be considered:

- Statement of community involvement in planning (2019)
- Travel plans SPD (2020)
- Swindon cycle parking standard (2017)
- Swindon residential design guide SPD (June 2016)
- Affordable housing position statement (2016)
- Inclusive design access for all SPD (2011)
- Parking standards guidance note (2007)
- Tree protection on development sites SPG (2004)
- Noise and residential development SPG (2004)

### **COMMUNITY INFRASTRUCTURE LEVY**

The site is within CIL Zone 2: Rest of the Borough (outside new communities). The adopted 2015 CIL charges (indexed linked) are as follows:

- Residential charges: £55 per square metre
- Retail charges: £100 per square metre
- Commercial charges: £0

# 04 DEVELOPMENT STRATEGY

## OVERVIEW

The site is in a mixed use area, occupying a transitional location which opens up many options for potential redevelopment. It has a good level of sustainable accessibility and existing access/egress through Cricklade Road. As such, it is considered that there is potential for the site to be redeveloped for either residential or commercial uses.

To assist the future redevelopment of the site, four indicative sketches setting out development potential for the site have been prepared:

- Options 1 and 2 show indicative layouts for residential development of the site.
- Options 3 and 4 show indicative layouts for commercial/employment development of the site.

These indicative layouts reflect the outputs from the site analysis and desk studies undertaken to inform this development brief. The desk studies comprise, in summary:

- **Ramboll's Phase 1 Environmental Site Assessment & High Level Flood Risk Appraisal (2019)**, which confirms the site lies in Flood Zone 1 (low probability) and there are no potentially significant sources of ground contamination at or in the near vicinity of the site.
- **WYG's Transport Feasibility Study (2019)**, which concludes the site benefits from good level of accessibility for pedestrians, cyclists and public transport users and that the main site access should be from Cricklade Road and a service access could be provided through Crompton Road.
- Trip generation analysis suggests that the residential and employment options are likely to overall provide a net traffic reduction against the extant use; the commercial option is likely to provide a net traffic reduction in the AM peak hour and an increase in the PM peak hour.
- Additional traffic on the road network to the extant position may require further technical assessments at the application stage.
- Car and cycle parking should be calculated in accordance with Swindon's parking standards. Fire and refuse collection access will need to be provided. Delivery and servicing arrangements should be designed that mitigates noise and other nuisance on local residents.
- **Ramboll's Preliminary Ecological Appraisal (2019)**, which identifies a broad-leaved wooded area of local level ecological importance located on the site's west.
- There are four trees specific individually on the site and one group of trees covered by TPO (No.33) 2010.

## **RESIDENTIAL OPTIONS: PROPOSED USE/AMOUNT/SCALE**

Two residential options are presented: a residential (Class C3) scheme which is estimated could provide circa 85-90 dwellings (based on factors such as average housing densities for brownfield sites and trip generation) and one combining Classes C3 (dwelling/houses) and C2 (care home).

Each residential indicative scheme option utilises the existing access/egress on Cricklade Road and provides pedestrian/cycle access to Crompton Road and onto the existing 'greenway' surrounding the site. A level of on-site open space is provided. It is envisaged that the trees at the north of the site will be retained and enhanced to create a buffer between the existing industrial uses and any proposed residential one.

## **COMMERCIAL/EMPLOYMENT OPTIONS: PROPOSED USE/AMOUNT/SCALE**

Owing to the existing uses on Groundwell Industrial Estate, possible employment uses would be either Class B1 (offices) or Class B8 (trade counters and/or storage and distribution units).

As for commercial uses, the likely options are Class A1 (food retail), Class A3/A5 (coffee drive-thru), Class D2 (gym) and Class D1 (day nursery).

An alternative access/egress to Cricklade Road is shown for the commercial option, together with service access provided from Crompton Road. It is considered undesirable to link these two accesses through the site.

Proposals for main town centre uses (Classes A1, A3, A5, D2 and B1) will be required to demonstrate compliance with the sequential approach and the impact test, where development is greater than 1,000 sqm for Use Class B1 and 600 sqm for Use Class A1.

## **DESIGN PRINCIPLES**

In all cases, whether the site is progressed for residential or commercial/employment, any redevelopment will need to respond to the site's attributes, constraints and to the Council's desire, as set out in the adopted and emerging local plans and other documents, for high-quality design, sustainable development principles including measures to deliver a carbon neutral development and biodiversity gain by:

- Ensuring that future development enhances the site and its surroundings.
- Ensuring future development is well designed using high-quality materials.
- Ensuring the protection and enhancement of green infrastructure, including the integration of existing visually or ecologically important trees and hedges.
- Ensuring the future development creates natural surveillance on public areas.
- Retaining or providing a safe vehicular and pedestrian access for future users of the site.
- Enhancing existing pedestrian and cycle paths and connections.
- Providing sufficient parking and appropriate servicing, refuse and emergency access arrangements for the future development.

# 04 DEVELOPMENT STRATEGY | INDICATIVE SKETCH



## Option 1: Residential

The layout shows a residential use development, proposing two public open spaces, the existing green area west of the site and a new one at east, integrated with the existing landscaping surrounding the site.

# 04 DEVELOPMENT STRATEGY | INDICATIVE SKETCH



## Option 2: Residential + C2 use

The layout shows a residential use development with a care home. It proposes two public open spaces, integrated with the existing landscaping.

# 04 DEVELOPMENT STRATEGY | INDICATIVE SKETCH



## Option 3: Commercial

The layout shows a commercial use development. Four units, buildings and plots, are arranged on the site. Proposed uses include a food store (A1), self-storage (B8), gym (D2), trade counter (B8), coffee drive thru (A3/A5) and day nursery (D1).

# 04 DEVELOPMENT STRATEGY | INDICATIVE SKETCH



## Option 4: Employment

This sketch proposes dividing the site, separating uses. Connected to the Industrial Estate it is proposed B8 classes while on the Cricklade Road front the focus is B1 classes. The layout shows how employment units, and its required car parking, could be arranged on the site.

# 05 NEXT STEPS

The following will need to be resolved in detail at the planning application stage:

- Proposed Use/Amount/Scale
- Access, Parking and Servicing
- Landscape, Trees and Biodiversity
- Drainage and Flood Risk
- Measures to promote sustainable development
- High quality design and materials
- Meeting the sequential approach and impact test, where relevant
- Affordable housing, open space and other infrastructure requirements, where relevant

Use of the Council's pre-application service is encouraged in order to help deliver a development that meets the Council's expectations, optimising the potential of the site and saving both time and money by removing uncertainties.

The Council's validation list setting out the likely content of any future planning application should be consulted.



