

# WELCOME

Welcome to the Rawlings Green public exhibition and thank you for taking the time to attend today. Our team wishes to use this event as a forum to update local residents and businesses about the progress that is being made towards advancing plans for development at Rawlings Green. Key members of the team are here today to answer any questions you have and discuss the proposals with you.

The boards show how the site is being assessed and analysed, respecting the various constraints and existing features that are present such as the flood plain, trees and hedgerows, and the Listed farmhouse.

We have presented two options today as a way to focus and stimulate debate about what the site can deliver for Chippenham. The town is set to grow and change over the lifespan of the next Local Plan with new homes, businesses and plans for a new station square set to help make Chippenham a larger and more prosperous community over the next two decades.

We hope that after today you will be better informed about the site, its brief history in the planning system, the emerging proposals and what to expect over the coming year.

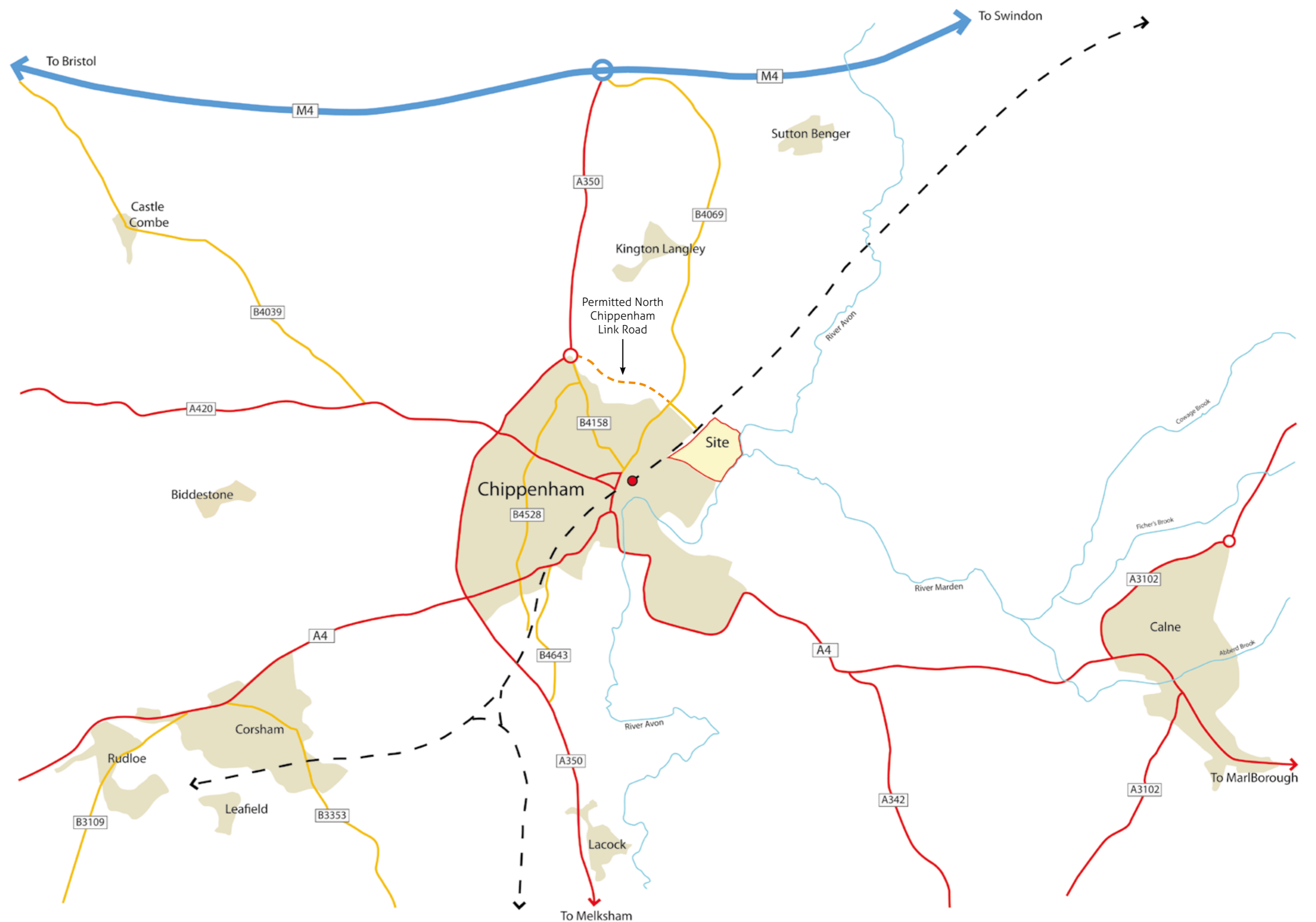
Copies of the presentation boards are now available to download from the Framptons website, and you can find a feedback form online as well as paper copies in the hall today.

[www.framptons-planning.com/projectsandconsultations/](http://www.framptons-planning.com/projectsandconsultations/)

Over the coming months the project team will discuss the results of today's event with local Councillors, business groups and community groups to ensure that all relevant stakeholders have the chance to fully contribute to the proposals.

Rawlings Green comprises about 50 hectares of agricultural land at East Chippenham. Its boundaries are defined by the urban edge of Chippenham (Monkton Park) to the south west, the railway line to the north west, the River Avon to the south east and existing field boundaries to the north east. Rawlings Farmhouse, a Grade II listed building, is located on the site and will be retained.

Chippenham town centre, Chippenham rail station, Wiltshire College, Abbeyfield secondary school and Parsonage Way Industrial Estate are all within 2km of the site.



Site Location Plan



Context Plan



# PLANNING CONTEXT

In 2012 a site allocation was secured for a mixed use development, including approximately 700 dwellings and new employment space, in the Wiltshire Core Strategy (WCS) which commenced the public examination process in February 2012.

Since 2012, the landscape of the national planning system has changed significantly. In Spring 2012, the Government published the National Planning Policy Framework (also known as the NPPF or 'The Framework'), and this changed the context in which all Local Plans were produced and assessed. Around this time, the government also removed all regional plans, such as the Plan for South West England, further changing the purpose and function of Local Plan's.

Significantly, in 2009 Wiltshire became a unitary authority, changing the statutory area which must be encompassed within a Local Plan to that of the whole county. For Wiltshire this means the government must effectively approve four local plans simultaneously. These factors have, quite understandably, caused much delay in the plan making process.

However through the above changes, the strong merits of Rawlings Green have persisted. During the technical preparing

of the site, through the Local Plan process, meetings were held with key stakeholders, including Chippenham Town Council and the Chippenham Vision Board, and various consultants have worked with officers at Wiltshire Council who continues to support the site as a "preferred location" for the necessary expansion of Chippenham. The attitude of planning officers towards the site remains positive.

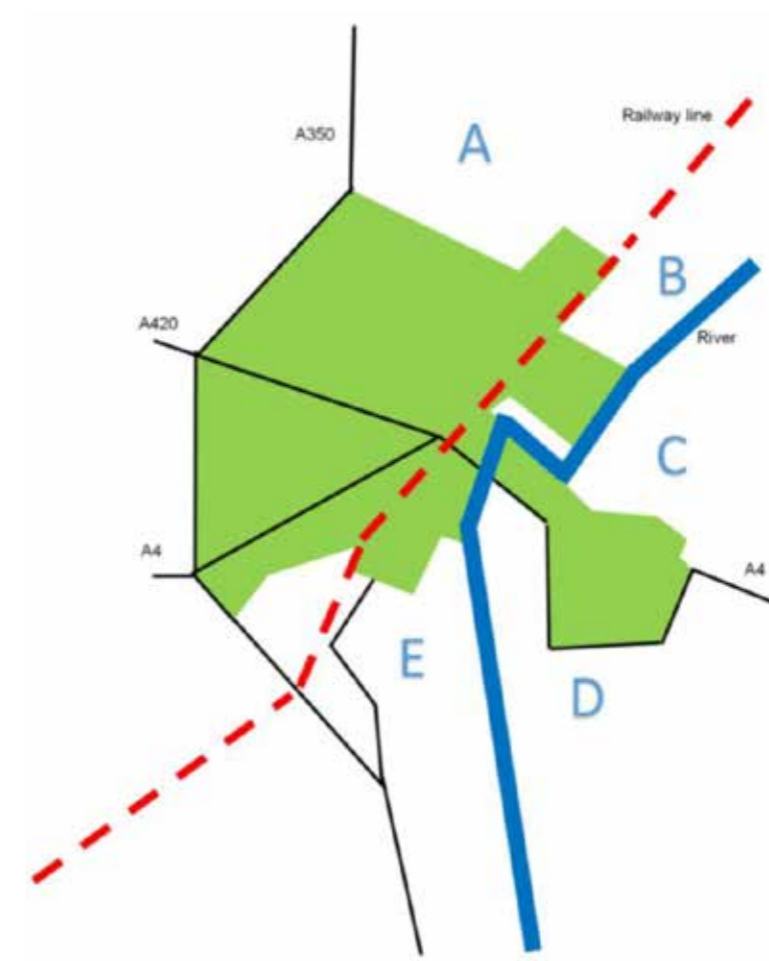
In 2013 the Local Plan Examination in Public began positively. However, in a formal letter of December 2013, the Planning Inspectorate (central government) became concerned as to whether the Council had considered all reasonable alternatives to the allocated proposals for Chippenham. In order to avoid further delays to the county level plan, the Planning Inspector advised that such alternatives to growth be considered through a new Chippenham Site Allocations document, called a Development Plan Document (DPD).

A summary of key stages are set out below:

- April 2014 – The Proposed Modifications removes all Chippenham allocations from the Core Strategy, including Rawlings Green, following the Planning Inspector's procedural letter referred to above.
- May 2014 – Consultation on the Schedule of Proposed Modifications commences.
- May 2014 - Wiltshire Council holds a workshop to discuss the Chippenham Site Allocations DPD and comment on the site selection criteria.
- September 2014 – Wiltshire Core Strategy: the Rawlings Green team confirmed their commitment to the project.
- Oct 2014 onwards – Further survey work, including the two new access roads, bridges and earth works. Early discussions regarding the future of the pylons that dissect the site.

- Dec 2014 – Summer 2015 - Wiltshire planning officers continue to work on a Chippenham Site Allocations Plan to be adopted in summer 2015

Chippenham Site Allocation Strategy sets out the strategic options for growth open to Chippenham, including Rawlings Green at Point B.



- A = North Chippenham (750 homes) & Barrow Farm (500 homes)
- B = Rawlings Green (700-800)
- C = East Chippenham or Chippenham 2020 (2,000-2,500 homes)
- D = South West Chippenham or Rowden Park Garden Village (1,000)
- E = Hunters Moon (450)

## Recent Progress

In April 2013 – Wiltshire Council formally entered into a common statement with the land owner to agree that the site is "available, suitable and achievable." and agreed the headline structure, content and timetable that an application could take. This document remains part of the evidence base of the Core Strategy.

Last week the Planning Inspector sent a formal letter to Wiltshire describing Rawlings Green as "...as reasonably well located to the existing [...] town and there is no evidence to indicate that [...] [a masterplan on the site] would not provide an effective means of ensuring that considerations and constraints affecting the site cannot be resolved...". [some wording removed in the interests of brevity] These positive words provide our team with the confidence to progress an outline application in Spring 2015.



Chippenham town centre



Attractive green parkland within Chippenham town Centre



Chippenham Rail Station



# THE EXISTING SITE

A comprehensive analysis of the site has been undertaken and the findings have been evaluated to identify key opportunities and constraints relevant to the development of the site. This will ensure that the proposals for Rawlings Green are responsive to predominant site features and the local context, aiding the creation of a development with a strong sense of place.

## Topography

- The land at Rawlings Green rises gently westwards from the River Avon which lies at approximately 46m AOD, towards the London to Bristol railway line and the Parsonage Way Industrial Estate in the north west at approximately 70m AOD.

Rights of Way within the site itself which offer excellent opportunities for recreation and informal activity.

- The local area is considered conducive to walking and cycling, presenting a good opportunity for encouraging travel by these sustainable modes for short distance trips.

- It is acknowledged, however, that improvements to the bus service provision will be required to ensure bus services with sufficient frequency of service and appropriate routeing are available to make bus use attractive and meet demand.

- The majority of the key services likely to be used on a day-to-day basis, including existing primary and secondary schools and the town centre, are within 2km walking distance and therefore can be considered to be within walking distance of most properties.

## Access and Movement

- There is a comprehensive network of footways, footpaths (public rights of way) and cycle routes within the vicinity. The National Cycle Network route 403 runs to the south of the site, and there are Public

- Chippenham Rail Station provides access to regular and frequent rail services which provide the opportunity to travel longer distances by public transport.

## Water and Drainage

- The River Avon flows along the application site's eastern boundary. The River Marden forms a confluence with the River Avon at the midpoint of the application site's eastern boundary. There are a number of drainage ditches which flow east across the site and drain into the River Avon.

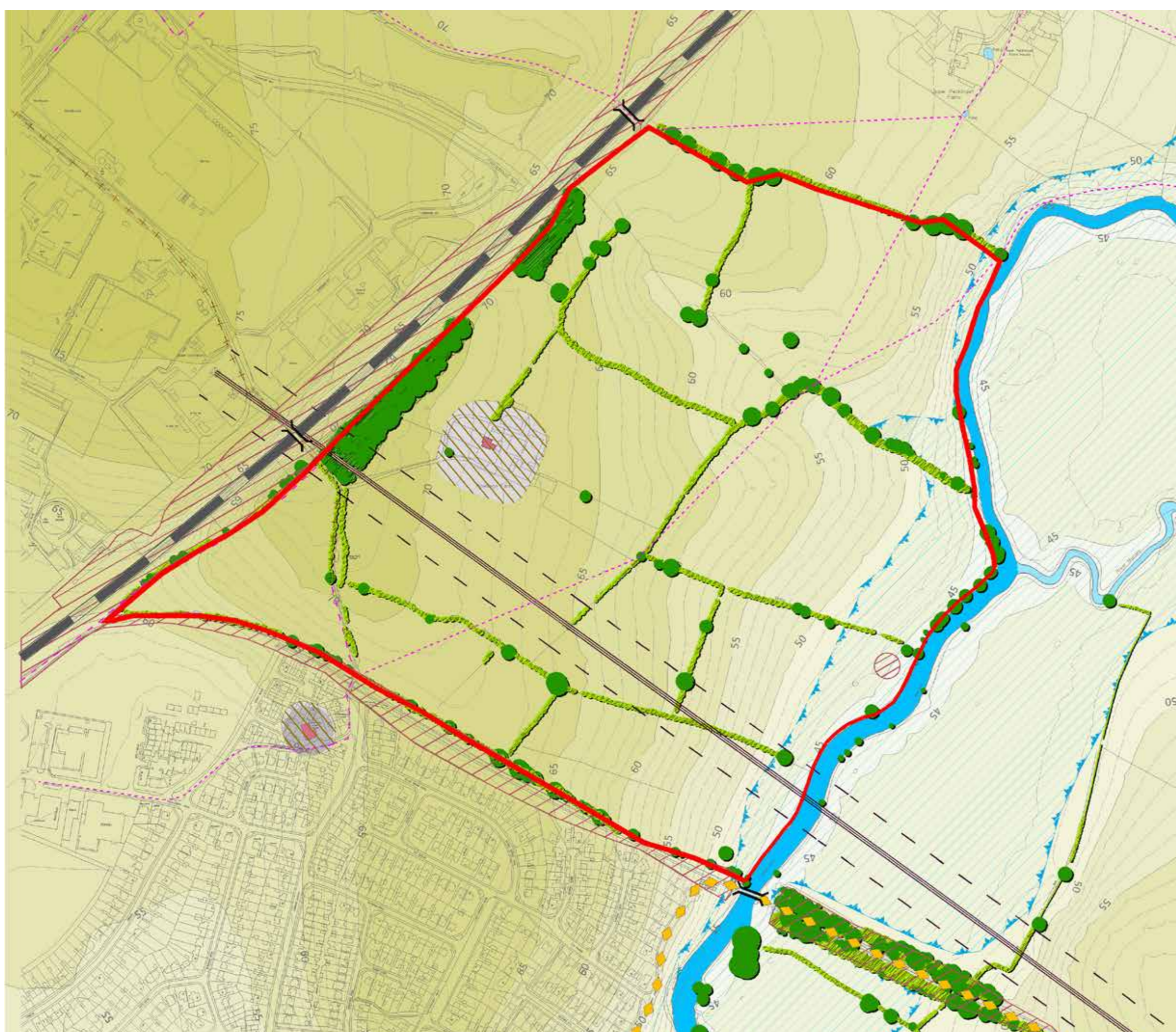
- The extent of fluvial flooding from the River Avon and River Marden is limited on the western bank (Rawlings Green) due to the natural lie of the land. The majority of the site is protected by being on higher ground above the flood plain.

## Landscape and Ecology

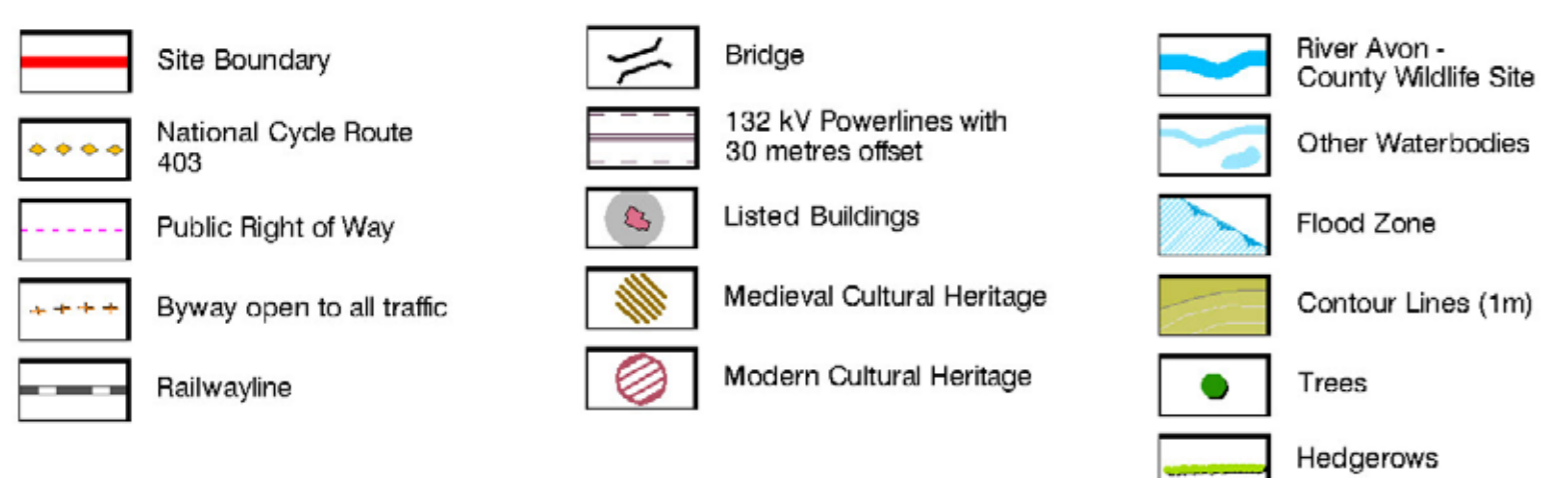
- The robust woodland edges to the site along the southern and western boundaries provide strong green frameworks to screen and filter views in and out of the site towards the industrial works and railway corridor to the west, and the existing residential area to the south.

- The woodland offers an attractive boundary to the proposed development and would be retained to ensure biodiversity levels are maintained in the local area.

- Existing vegetation within the site such as trees and hedgerows will be retained where possible, to provide colour, interest and diversity throughout the site. The vegetation also offers natural screening, division between proposed properties and links for wildlife.



Constraints and Opportunities plan



Listed farmhouse



Site on Western bank of River Avon



# VISION

The Vision for Rawlings Green is to create a distinct community where people will aspire to live. It will accommodate a mixed use development that is fully integrated with the town – physically, socially and economically. Designed to reflect the aspirations of the town, the Rawlings Green development will help to deliver improved connectivity for the area. The development will provide strong green infrastructure, particularly along the River Avon, which responds to the landscape characteristics of the site, and help to create a distinct place by the river that promotes sustainable ways of living.



Objectives for the development are:

## Fully Integrated with the Town

- Provide a mix of uses to encourage an active and vibrant new community to complement the established core within Chippenham.
- Provide new and improved high quality links, both visual and physical.
- Provide a new and vibrant neighbourhood centre that serves both new and existing residents and employees of the town; helping to boost the local economy, identity and profile of the town.
- Provide new educational facilities and links with surrounding schools as focuses for the community.
- Provide a distinct new place which responds sensitively to the local context and historic character of Chippenham.

## Deliver Improved Connectivity

- Provide direct and easy connections to the town and surrounding areas for pedestrians and cyclists, public transport and other public/private vehicles.
- The development will be accessible and permeable and minimise the need to travel by locating facilities within walking distance.
- Explore the opportunity for the development to provide a direct linkage between the northern and southern parts of Chippenham, potentially helping to relieve congestion in the town centre.
- Maximise visual linkages throughout the development and to the town, and combine these key views with primary movement networks.

## Green Infrastructure

- Implement a robust and connected multi functional green infrastructure network that is strongly integrated with the river and primary movement routes.
- Provide a generous amount of high quality public spaces that promote healthy living and are linked by safe and direct pedestrian and cycle linkages.
- Provide a green environment that provides social and community benefits for residents but also enhances biodiversity and ecology.
- Maximise the setting of the River Avon to create a distinct sense of place and identity for the development.
- Retain and enhance the river as a primary structuring element of the proposed development.
- Use the river to create an extended parkland stretching along the banks to the town centre.

## Sustainable Ways of Living

- Maximise the opportunity to promote and implement long term sustainable technologies and ways of living.
- Provide open spaces that encourage sustainable living and a sense of community pride and ownership, incorporating a network of nodal spaces that encourage social interaction.
- Provide a development which can benefit the new and existing communities of Chippenham.



# MASTERPLAN CONCEPT 1

The emerging concept masterplan illustrates how the site can be developed to create a high quality new neighbourhood that responds to the existing context of the site and promotes healthy, happy living for all ages.

## Overview of proposals

- Approximately 700 - 800 new homes, Retirement living and care home facility.
- Provision of new Primary School and additional employment opportunities.
- Centrally located neighbourhood centre incorporating the listed building.
- Generous amounts open space which incorporate wider movement links.
- Main access points taken from Parsonage Way (via new railway bridge) to the north and Darcy Close to the south.
- Sustainable energy generation.

## Key Benefits

- A distinct new place would be created, which responds sensitively to the local context and historic character of Chippenham.
- Introduction of additional new homes which would include a range of sizes and types from starter homes to large family housing. This would include an element of affordable housing.
- Provision of retirement living and a care home facility would provide new homes and support for the elderly community within Chippenham.
- The development will provide an educational facility to serve the new and existing community.
- A vibrant mixed use neighbourhood centre would provide new local shops, facilities and amenities in an easily accessible location for the nearby community.
- The development will minimise the need to travel through the provision of an accessible development, with local facilities being located within walking distance.



Development Concept plan

- |   |  |   |   |  |
|---|--|---|---|--|
| <b>1</b> Primary vehicular access point | <b>5</b> Neighbourhood Centre with retained listed building and village square | <b>8</b> Care Home  | <b>12</b> Riverside park with recreational sports pitch and natural play    | <b>14</b> Anaerobic digestion facility               |
| <b>2</b> Non-vehicular access point     | <b>6</b> Primary School  | <b>9</b> Retirement living  | <b>13</b> Termination Tower (allowing undergrounding of electricity cables) | <b>15</b> Energy Centre                              |
| <b>3</b> Footpath/cycle links           | <b>7</b> Employment  | <b>10</b> Rawlings Green - public open space with play facilities | <b>16</b> Retained hedgerow   | <b>17</b> New bridge linking site with Parsonage Way |
| <b>4</b> Residential                    |  | <b>11</b> Drainage feature  |   |  |

- A new link from Cocklebury Road to Parsonage Way will benefit residents of Monkton Park, reduce traffic flows on Cocklebury Road, and bring wider benefits to surrounding roads in the town centre and beyond.
- Connected and multifunctional green infrastructure will respond to the distinct character of the river and adjoining public open space, creating a new sense of place.
- A generous amount of high quality public space would be provided throughout the development. This would include provision of new play and recreational facilities which are linked by safe and direct pedestrian and cycle routes.
- The development will embrace the concept of sustainable living. This could include the use of modern technologies to provide sustainable energy generation for the new community.



# MASTERPLAN CONCEPT 2

The site could be developed in a number of ways and the masterplan design team are exploring a second concept masterplan option which places land uses in alternative locations. The two options will continue to be tested and evolved to ensure that the best design is proposed when the planning application is submitted.

## Overview of proposals

Masterplan concept 2 comprises the same main elements as masterplan concept 1, but with the following changes to its layout:

- Employment development focussed towards the northern boundary
- Retirement and care home facilities are positioned on the western boundary where residents are located closer to the mixed use neighbourhood centre
- The proposed link road through the development follows a different alignment to the south of the proposed primary school
- Listed farmhouse forms part of Care Home rather than local centre.

- 1 Primary vehicular access point
- 2 Non-vehicular access point
- 3 Footpath/cycle links
- 4 Residential
- 5 Neighbourhood Centre with village square
- 6 Primary School
- 7 Employment
- 8 Care Home incorporating listed building
- 9 Retirement living
- 10 Rawlings Green - public open space with play facilities
- 11 Drainage feature
- 12 Riverside park with recreational sports pitch and natural play
- 13 Termination Tower (allowing undergrounding of electricity cables)
- 14 Anaerobic digestion facility
- 15 Energy Centre
- 16 Retained hedgerow
- 17 New bridge linking site with Parsonage Way



Development Concept plan



Green space integrated with the river creates an attractive riverside character



Example of housing in Monkton Park



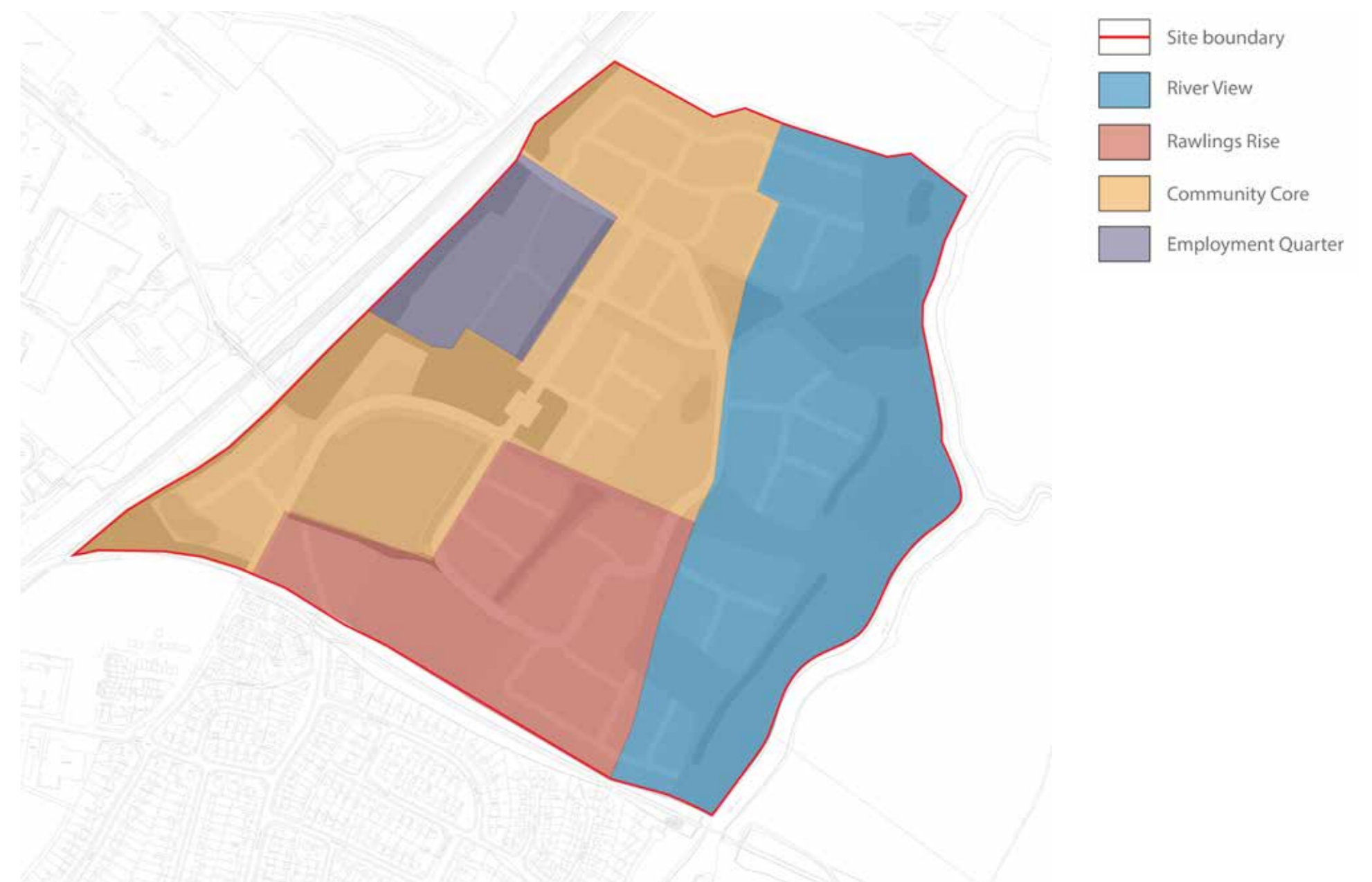
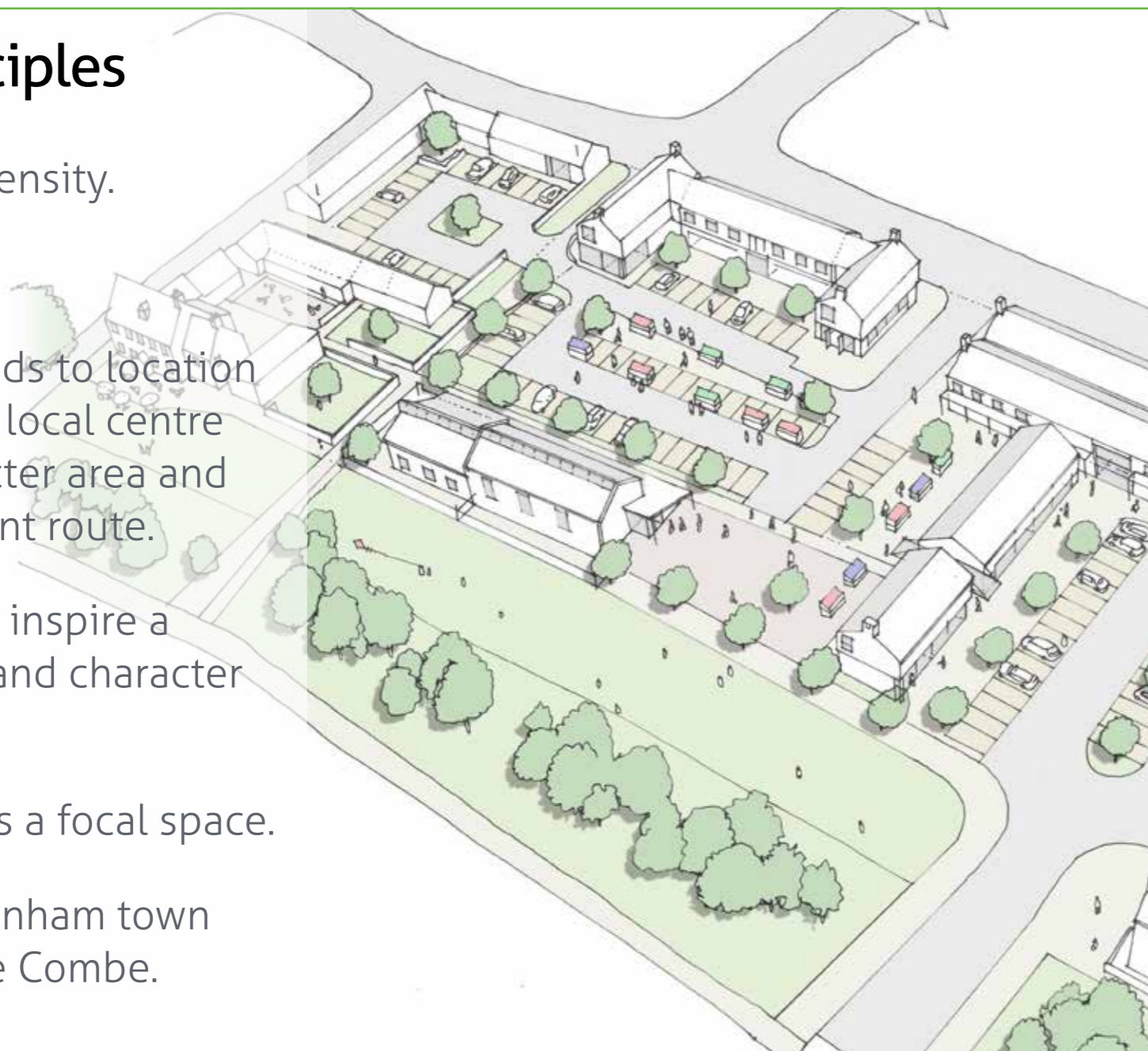
# PLACEMAKING

The development at Rawlings Green will have a distinct character and identity that is inspired by the existing context of the site, Chippenham and the surrounding area. Four Character areas are proposed, which will comprise a variety of scales and densities that are appropriate to the site and local context. This variety will also help achieve a distinct character with a strong sense of place.

## Community Core

### Character Principles

- High - medium density.
- Formal character.
- Character responds to location of the mixed use local centre within the character area and primary movement route.
- Rawlings Farm to inspire a distinct identity and character for the area.
- Rawlings Green is a focal space.
- Draws on Chippenham town centre and Castle Combe.

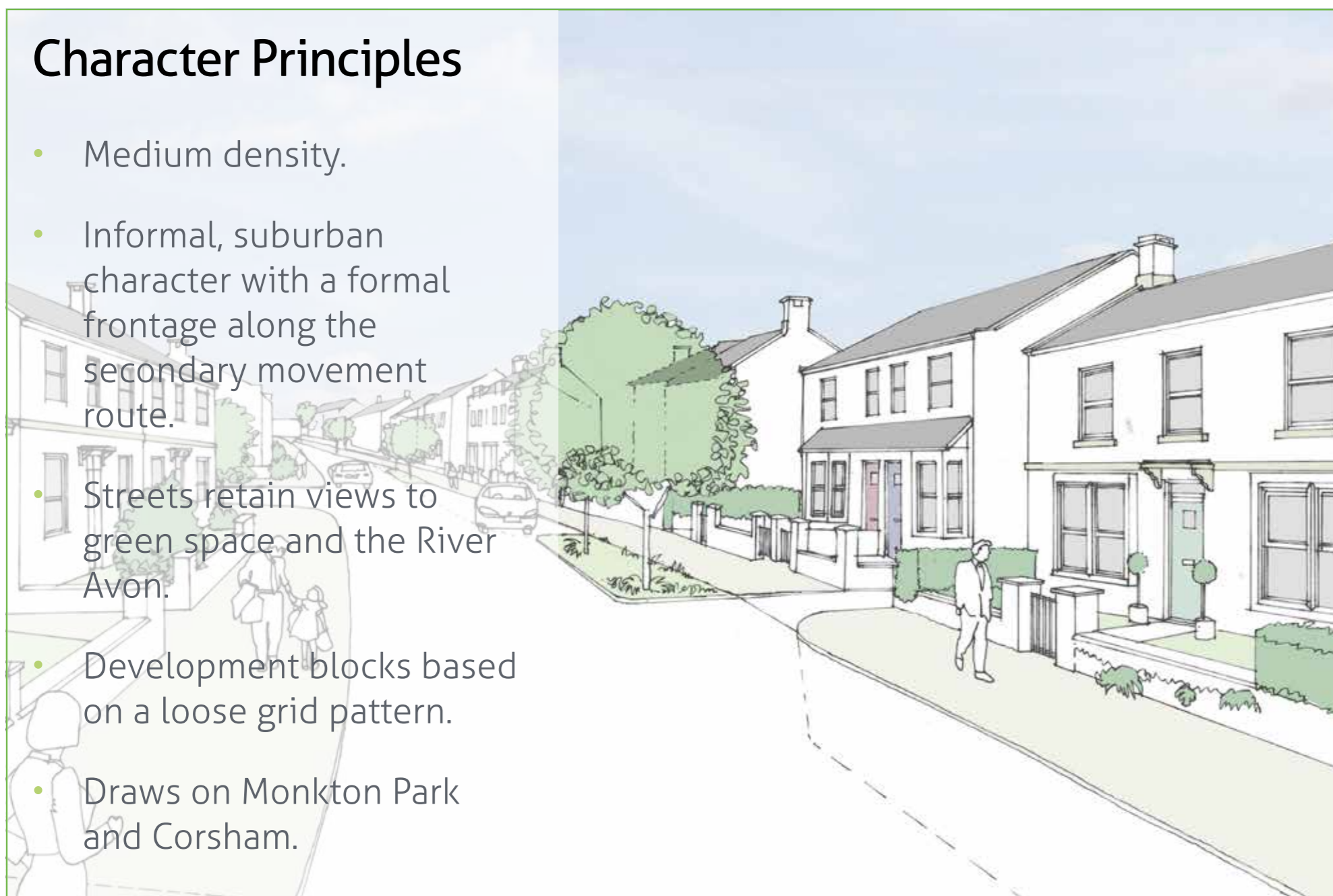


Proposed character areas location plan

## Rawlings Rise

### Character Principles

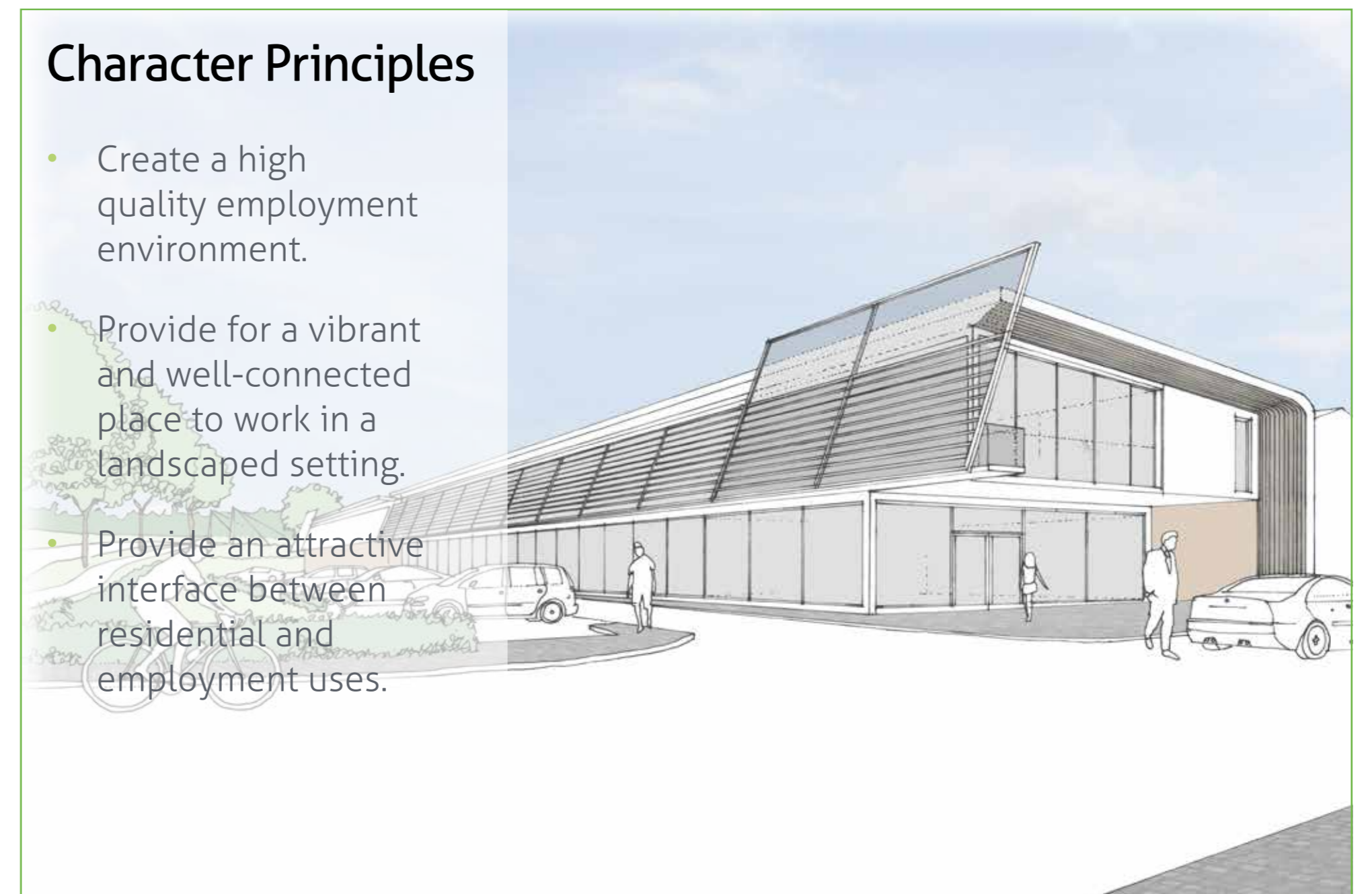
- Medium density.
- Informal, suburban character with a formal frontage along the secondary movement route.
- Streets retain views to green space and the River Avon.
- Development blocks based on a loose grid pattern.
- Draws on Monkton Park and Corsham.



## Employment Quarter

### Character Principles

- Create a high quality employment environment.
- Provide for a vibrant and well-connected place to work in a landscaped setting.
- Provide an attractive interface between residential and employment uses.



## River View

### Character Principles

- Low - medium density.
- Informal 'green' edge character.
- Development blocks are permeated by significant amounts of open space and green corridors.
- Character responds to the setting of the River Avon.
- River Park as a focal space.
- Draws on Monkton Park.





# SPACES AND PLACES

The existing landscape character found at Rawlings Green has had a leading influence on the proposed masterplan both in terms of built form and open space. A number of key landscape principles are outlined below.

Key to the landscape strategy is the aspiration to incorporate the River Avon with the Rawlings Green development and generate a strong connectivity with the local centre and wider landscape.

To ensure the success of a new neighbourhood which responds and relates to the local environment found at Chippenham, a number of key landscape principles have been outlined:

- Retain existing landscape assets – ensuring the development responds to ecologically valued and visually beneficial existing landscape assets including hedgerows, mature hedgerow trees and individual trees.
- Provide purposeful and functional open spaces - at a range of scales and for a range of uses and users ensuring a landscape network which benefits Rawlings Green and is relevant to the local Chippenham community.
- Preserve a green corridor along the River Avon – creating a riverside park at the edge of the proposed scheme reinforcing links from the centre of Chippenham.
- Create a village green to act as a central nucleus with excellent links to the rest of the scheme.
- Attenuation – Provide a network of swales and meadows to aid water attenuation required throughout the site which positively enhances the landscape.
- Enhance local ecology – through providing new and enhancing existing wetlands, mature hedgerow trees, waterways and meadows.



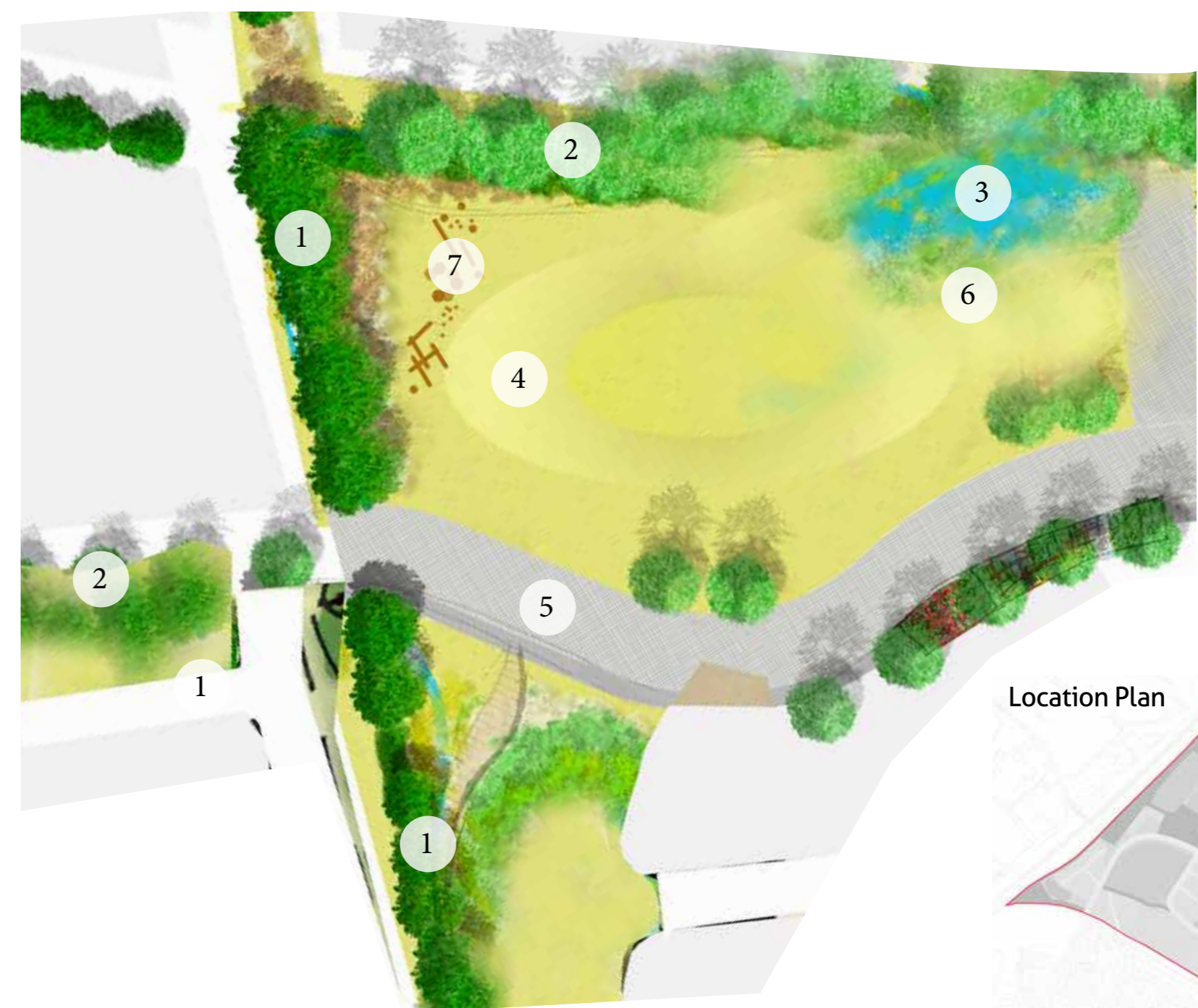
**Key Connections**

- The site is linked to Chippenham town centre by a strong green corridor situated on the edge of the River Avon.
- Dissecting the southern edge of the development boundary is a cycle and heritage link to the wider countryside.
- Both connections play a pivotal role in connecting the development to the nearby local centre and wider landscape.

**Riverside park**

- The riverside park acts as a continuation of the green corridor linking the heart of the proposed development with the town centre.
- In keeping with the local landscape characteristics a strong relationship with the river is maintained.

## Village Green



At the heart of the development The Green provides a calm and relaxed space for use by the community. Elegant in design, this new space is framed by existing vegetation combined with new tree planting. Subtle earth mounding and grass planting creates a space which is flexible and has the capacity to accommodate a range of formal and informal community events.



1	Existing trees and hedges	4	Subtle 'dish' with village green	7	Incidental play equipment
2	Proposed semi mature trees	5	Shared surface paving		
3	SUDs attenuation areas	6	Wetland and marginal planting		

**Community spaces**

- A series of green spaces are linked by the proposed boulevard within the development.
- At the heart of the development a market square creates a new focus for the community.

**Water links**

- The close relationship with the River Avon plays an integral role in the landscape design of the development.
- A series of linear suds features and basins reinforce the positive relationship of the landscape to the water.

**Existing and proposed green connections**

- Proposed green corridors are planted in order to generate an informal Green Infrastructure network.
- The Green Infrastructure helps define spaces and adds to the connectivity of the site.

**Proposed Boulevards**

- Reinforcing the Green Infrastructure, tree lined boulevards maximise circulation throughout the development.

## Riverside Park



The Riverside Park creates a broad expanse of parkland. The new parkland continues the sequence of riverside parks and spaces which links Chippenham town centre to Rawlings Green. Bold swathes of native wildflower meadow planting are crossed by a network of footpaths. Alongside the built edge of the development a broad swathe of areas of wet grassland and balancing ponds makes a positive feature of the surface water attenuation requirements for the site. A series of informal play events will be provided along the length of the park while there is the capacity to provide a formal sports pitch within this area.



1	Existing trees
2	SUDs
3	Wetland planting
4	Proposed tree planting
5	Wildflower planting
6	Mown footpath
7	Pillbox
8	Coppice
9	River Avon
10	Sports pitch
11	Incidental Play

LINK TO CHIPPENHAM TOWN CENTRE

LINK TO CYCLE NETWORK



# ACCESS & MOVEMENT, & DRAINAGE

The proposals will provide attractive and direct pedestrian and cycle linkages throughout the development that reflect key desire lines within the site and to Chippenham town centre, promoting sustainable forms of transport and reducing dependency on the car. The drainage proposals provide a robust and responsible water management strategy providing an easily maintainable system incorporating amenity and biodiversity benefits.

## Access & Movement

### Vehicular Access

The vehicular access strategy for Rawlings Green incorporates two points of vehicular access from the existing highway network:

- A new link from Monkton Park to the south of Rawlings Green – the link will connect with Cocklebury Road; and
- A new road bridge link across the railway (Great Western Main Line) to the northwest of Rawlings Green, to connect with Maud Heath's Causeway (B4069) and a new roundabout junction.

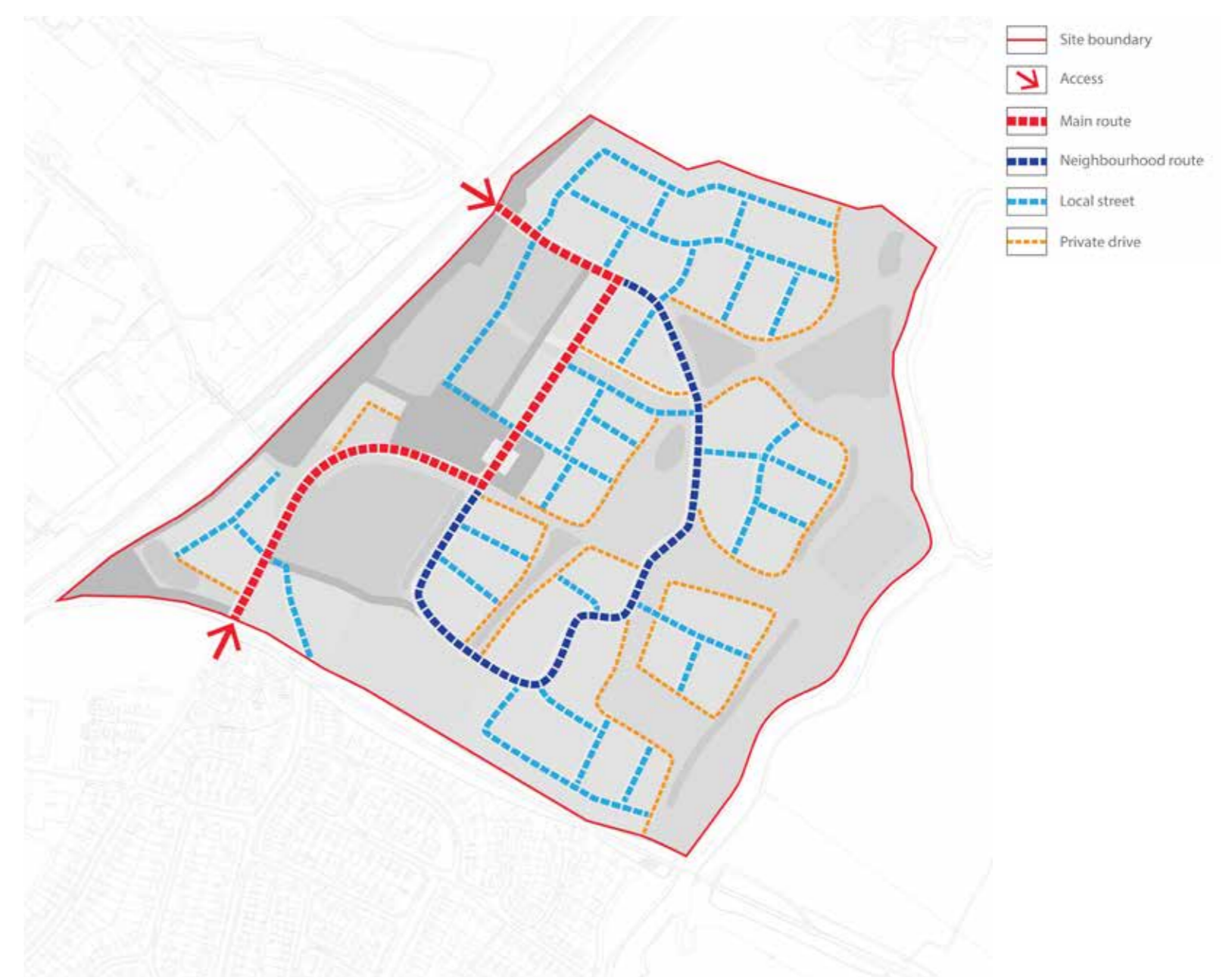
### Walking and Cycling

Rawlings Green will have a comprehensive network of walking and cycling routes and facilities. Connectivity with the existing built environment and existing pedestrian and cycle routes, including Public Rights of Way, will be integral to the development at Rawlings Green. The linkages will tie into the existing network to maximise permeability for future residents and employees, as well as providing enhancements to the existing network, benefiting current users.

### Public Transport

There is the potential to introduce a new frequent, high quality, circular bus service for Rawlings Green. The new service would capitalise on the new route through the site from Cocklebury road to Parsonage Way, to provide a two-way circular route. The service would connect Rawlings Green with the town centre, Chippenham railway station and Wiltshire College, amongst other destinations.

### Street Hierarchy



Sustainable drainage feature



Pedestrian and cycle route adjoining the south west site boundary

### Public Transport



## Water and Drainage



A sustainable drainage strategy, involving the implementation of Sustainable Drainage Systems (SUDS), is proposed for managing the disposal of surface water runoff from the proposed development on the site. It is proposed that SUDS techniques, such as swales and balancing ponds, should be used with water flowing to

the various drains, ditches and watercourses located within the site.

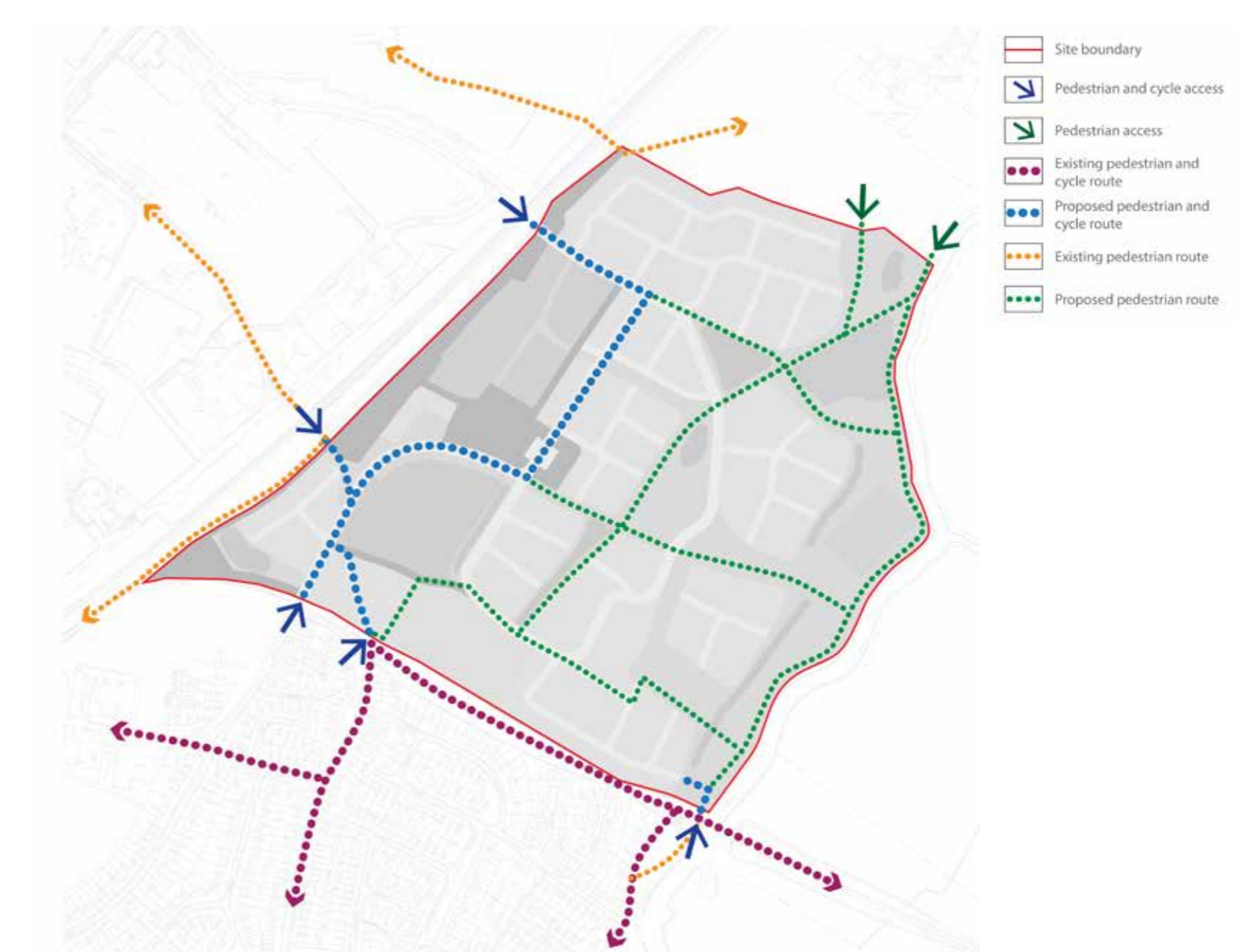
The drainage measures would ensure that for all events up to the 1 in 100 year event, including an appropriate allowance for climate change, the post development rate of

runoff would not exceed the pre-development situation.

The purpose of the proposed surface water drainage measures is to ensure, as far as is practicable, that surface water runoff from the developed site is managed in a sustainable manner to mimic the surface water flows arising from the site prior to the proposed development, while reducing the flood risk to the site itself and elsewhere, taking climate change into account.

For extreme events the natural topography would convey exceedance flows overland to the south and east in the direction of the River Avon. It is therefore considered that the proposed development would have adequate flood protection for extreme events over the lifetime of the development.

### Walk & Cycle





# NEXT STEPS

Following analysis of this public engagement event and other discussions with the Planning Department over the coming months, our proposals will form an outline planning application to be submitted in Spring 2015.

Once submitted, Wiltshire Council will announce receipt of the application as normal, and write to local residents and the local Parishes. Details will be made publically available on the Council's website:

[www.wiltshire.gov.uk/planning](http://www.wiltshire.gov.uk/planning)

Plans will continue to be available from the Framptons website throughout:

[www.framptons-planning.com/projectsandconsultations](http://www.framptons-planning.com/projectsandconsultations)

If the application is approved by the Planning Committee, further detailed applications would be applied for, known as "Reserved Matters", which may be submitted in phases to reflect the scale and variety of the site itself. These "reserved matters" applications will include details of individual houses, including what they look like.

The housing on the site will provide a good mix of quality homes in a range of sizes from 1-bed to 5-beds including a large proportion of affordable homes. Both the mix of affordable units and the types of homes (the numbers of bedrooms) are checked and approved by the Council at the Outline stage. Importantly by this stage, the total number of new homes proposed would have already been agreed and cannot increase. The two new access roads into Rawlings Green would have already been approved and will remain unchanged.

Typically the planning process lasts 13 weeks from the date of submission, including the application being discussed in public at a Planning Committee meeting.

The planning application will be accompanied by range of technical documents and reports, including:

- Planning Statement
- Design and Access Statement
- Highways and Transport Assessment
- Flood Risk and Drainage Assessment
- Archaeology Survey
- Protected Species Survey
- Landscape and Visual Impact Assessment
- Noise Assessment
- Tree survey
- Agricultural land assessment
- Listed building assessment

- Ground Condition Survey
- Energy and Sustainability Statement
- Statement of Community Involvement
- Economic Development Impact Report
- Lighting Assessment
- Air Quality Assessment
- Utilities and Services Survey
- Affordable Housing Statement

If the application is successful, there will be a legal agreement entered into with Wiltshire Council (called a Section 106 Agreement) which will secure the delivery of, amongst other things, affordable housing, public open space/ play facilities, contributions towards education facilities and local highway improvements as may be necessary.

Please note that, although plans are advanced, they could change from what is presented today prior to submission to Wiltshire Council.

We welcome your views on the latest masterplan options and would ask you to complete and return a comments form to assist the finalising of the application. A copy of the exhibition boards will also be available on the Frampton's website where you can submit comments: [www.framptons-planning.com/projectsandconsultations/](http://www.framptons-planning.com/projectsandconsultations/)

