

Welcome

Thank you for coming today

We are here today to listen to your views and comments on our current proposals.

If you would like to find out more please take a look at the exhibition boards. We will be here from 4pm to 8pm.



1 | Welcome

Why are we here?

Hollins Strategic Land are in the process of preparing an outline planning application for a development of approximately 85 homes on a site at Restrop Road, Purton.

This exhibition is part of the consultation process and seeks to obtain views of the local community about the proposed development in advance of the finalisation and submission of the planning application.

You are invited to put forward suggestions about the draft layout and design proposals on display. These will be taken into consideration by Hollins Strategic Land in finalising their proposals.

Comments about the proposed development should be made in writing on the feedback forms provided at the exhibition or in writing by 11 March 2019 to:

Hollins Strategic Land
Suite 4
1 King Street
Manchester
M2 6AW

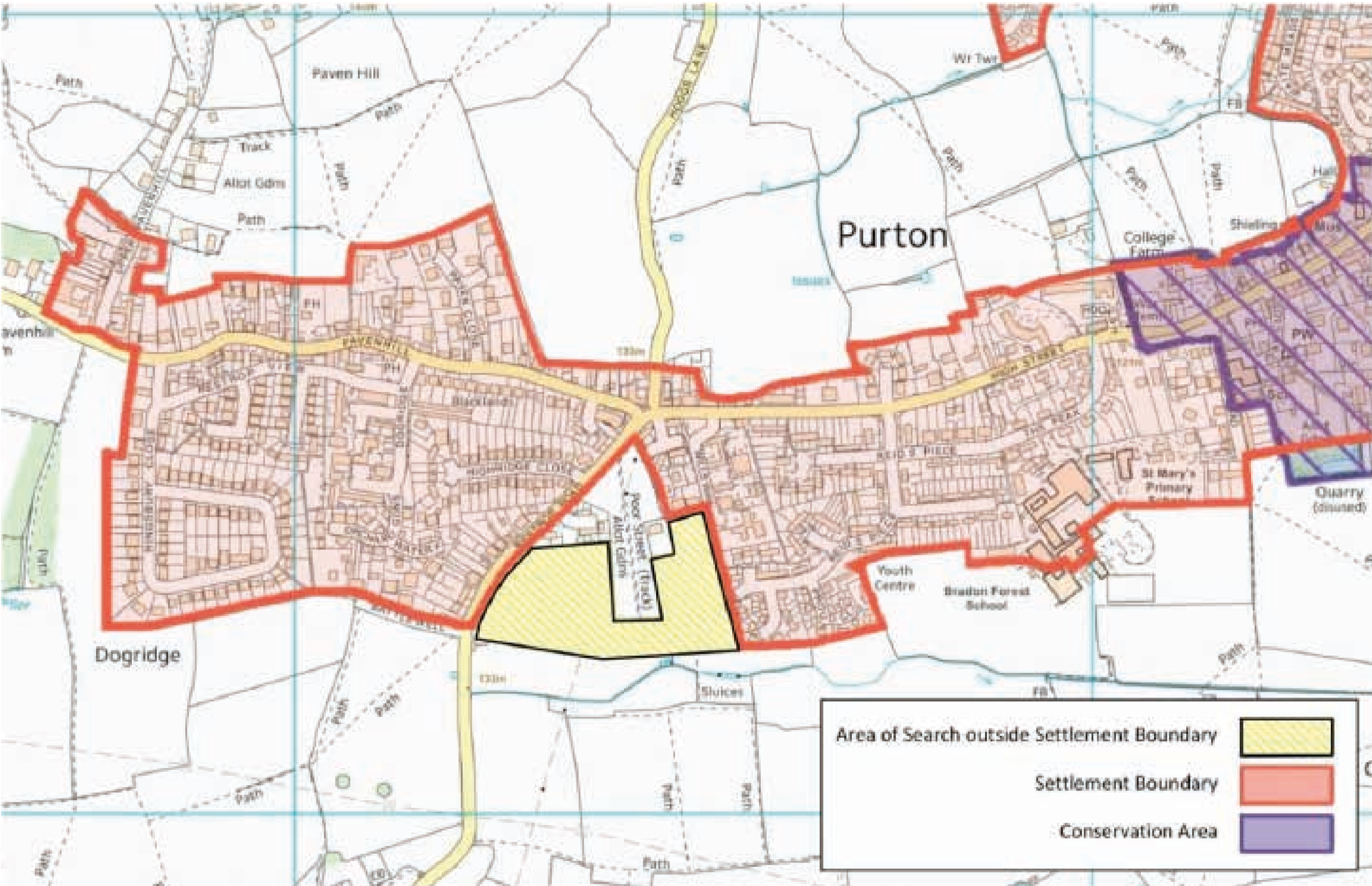
Email: consultation@hsland.co.uk



Site Location

2 | Purton Neighbourhood Plan

Extract from Purton Neighbourhood Plan



Map 12 - Area of Search plan from the Purton Neighbourhood Plan

The Wiltshire Core Strategy allows proposals for housing development outside an existing settlement boundary to be brought forward in a Neighbourhood Plan. The Purton Neighbourhood Plan identifies an area for homes as shown on the above plan extract. The Council have assessed potential sites around the village based on their proximity to services and facilities. The Neighbourhood Plan has also undertaken a designation process and considered a range of site options for further development. It was found that the most sustainable location for new development outside the village boundary is the land off Restrop Road.

The Examiner for the Neighbourhood Plan confirmed that it covers development needs over the next seven years only (up to 2026). The village boundary is evolving and may change through the emerging strategic plans. The Examiner also noted that the Area of Search could accommodate more homes than Policy 14 of the Neighbourhood Plan as it is not a strict allocation. In principle, the Area of Search represents a general location which is acceptable for some development.

Existing Site Context Photos



Viewpoint 1 - Taken from footpath at north entrance off High Street, towards the site



Viewpoint 2 - Taken from public footpath lying south of site, north of stream, towards the site



Viewpoint 3 - Taken from Restrop Road, looking north towards the site



3 | Community Matters

The Neighbourhood Plan recognises the issues and objectives that are most important for the local community. Hollins have looked closely at those relevant to the site to ensure development proposals take account of local issues and so tangible benefits can be put forward that the community want.

Transport

We recognise concerns regarding the growing impact of traffic through Purton village and on the surrounding rural roads. Traffic related to the two schools is a significant contributor to the problem. The Parish also recognises the need to improve pavements, paths and dedicated cycle-ways to encourage more people to walk and cycle safely.

The Neighbourhood Plan policies are:

Policy 2: To improve road safety

Opportunities to improve pedestrian and traffic safety will be sought for the road junction and parking area at Lower Square at the junction of the High Street, Station Road and Church Street. Works funded by local parish Community Infrastructure Levy money and other sources will be directed to implementing works that improve pedestrian and traffic safety at this junction.

Policy 3: Footpaths

New development shall retain and protect the quality and attractiveness of existing Public Rights of Way (footpaths and bridleways) but where this is not possible, compensation measures will be sought to improve rights of way. Footpaths in new developments shall provide links to existing pedestrian routes where appropriate.

Environment

We recognise local concerns about preserving important views and protecting highly valued heritage sites including Ringsbury Camp and Bury Hill Camp.

The Neighbourhood Plan policies are:

Purton Policy 4: Ecological Enhancements

Proposals for new development should seek to identify and implement ecological enhancements wherever possible.

Purton Policy 5: To protect key local landscapes

Protect locally important views. Any development in designated areas will be required to maintain the quality of these distinctive public views.

Purton Policy 6: Settlement Identity

Development should not lead to the coalescence of the neighbouring settlements, Purton and Swindon, in order to retain the rural quality and value of these settlements and their setting.

Purton Policy 7: Flooding

Any development proposals shall demonstrate assessed flood risk and how any necessary flood mitigation measures would prevent the flooding of this land and any other land that would be affected by the development.

Housing

The Neighbourhood Plan recognises the need to provide existing and future residents with the opportunity to live in a decent home that meets their needs whilst also retaining the rural and historic character of the villages.

The Neighbourhood Plan policies relevant to the site are:

Purton Policy 14: Development outside settlement boundary at Restrop Road

Land identified as an area to accommodate a site for up to 40 smaller homes including affordable housing, houses for first-time buyers, smaller properties for those who wish to downsize and also properties suited to older persons including bungalows.

Proposed development should:

- respect the character and setting of heritage assets in the vicinity of the site including the Grade II* Restrop House and the Scheduled Monument at Ringsbury Camp;
- provide strategic landscaping to the western and southern edges of the site which retains and reinforces existing hedges and trees;
- create a green area adjacent to the Restrop Road so that development is set back from the road;
- not prohibit a potential future road connection to

the remainder of the site or road connection to the rear of the Schools;

- protect and preserve biodiversity and the landscape setting of the village in accordance with Wiltshire Core Strategy Core Policies 50 and 51; and opportunities for ecological enhancement/gain will be sought and incorporated within proposed developments;
- mitigate the impact of traffic with measures to reduce the speed of traffic on Restrop Road where it enters the villages to calm traffic and improve road safety; and
- include safe cycling and walking routes not only to the village centre(s) but also, where possible, to the existing leisure and play facilities.

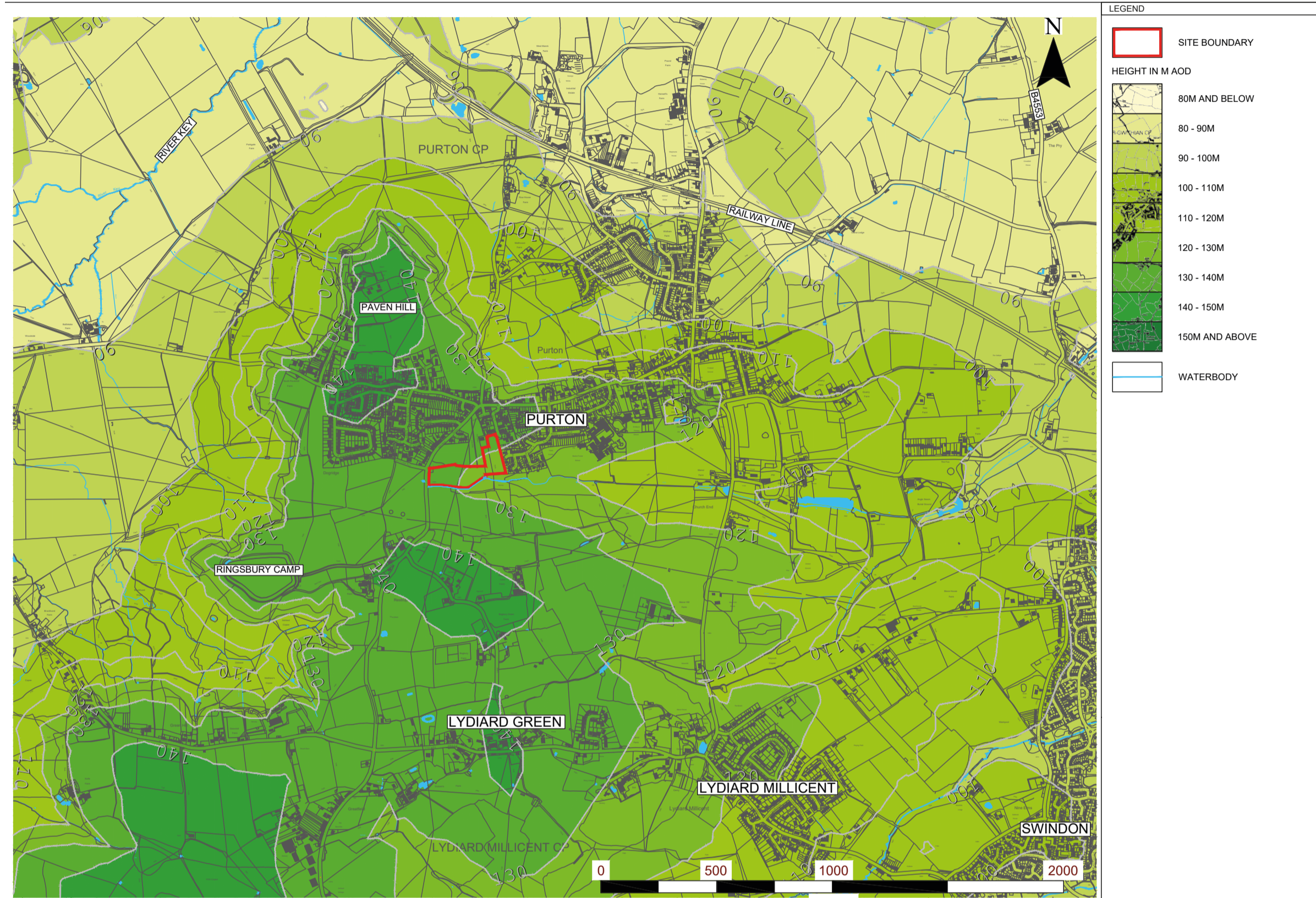
Hollins Strategic Land have sought to acknowledge the issues important to the local community whilst also complying with the policies of the Neighbourhood Plan.

The proposal seeks to accommodate local housing need both now and in the long term future, whilst ensuring the quantum of development proposed is able to deliver tangible community benefits. These include the provision of a link road connection through the site to the local School, alongside improvements to pedestrian footways and a new gateway scheme to help reduce traffic speeds and welcome new visitors to the village.



4 | Technical Considerations

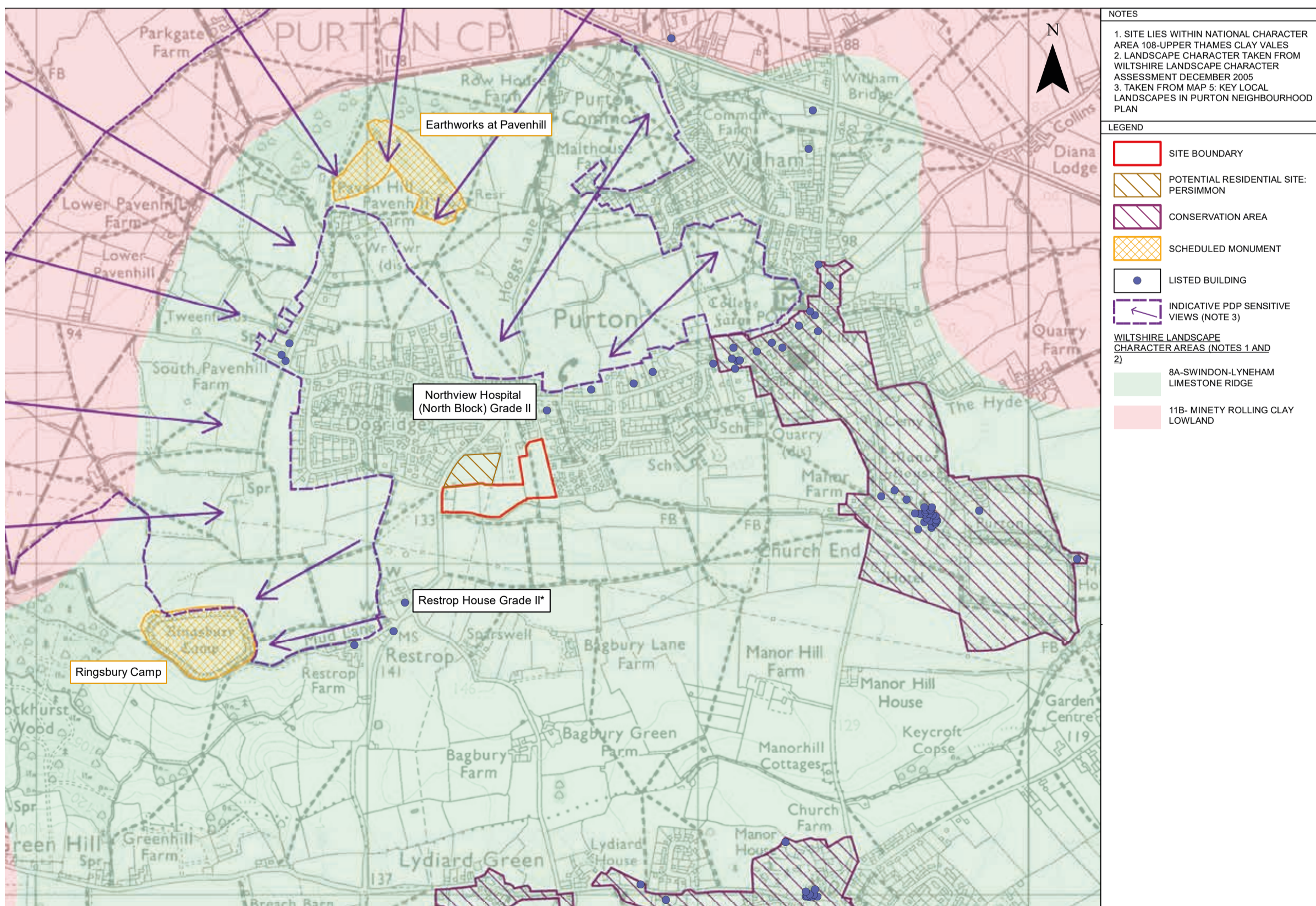
Topography



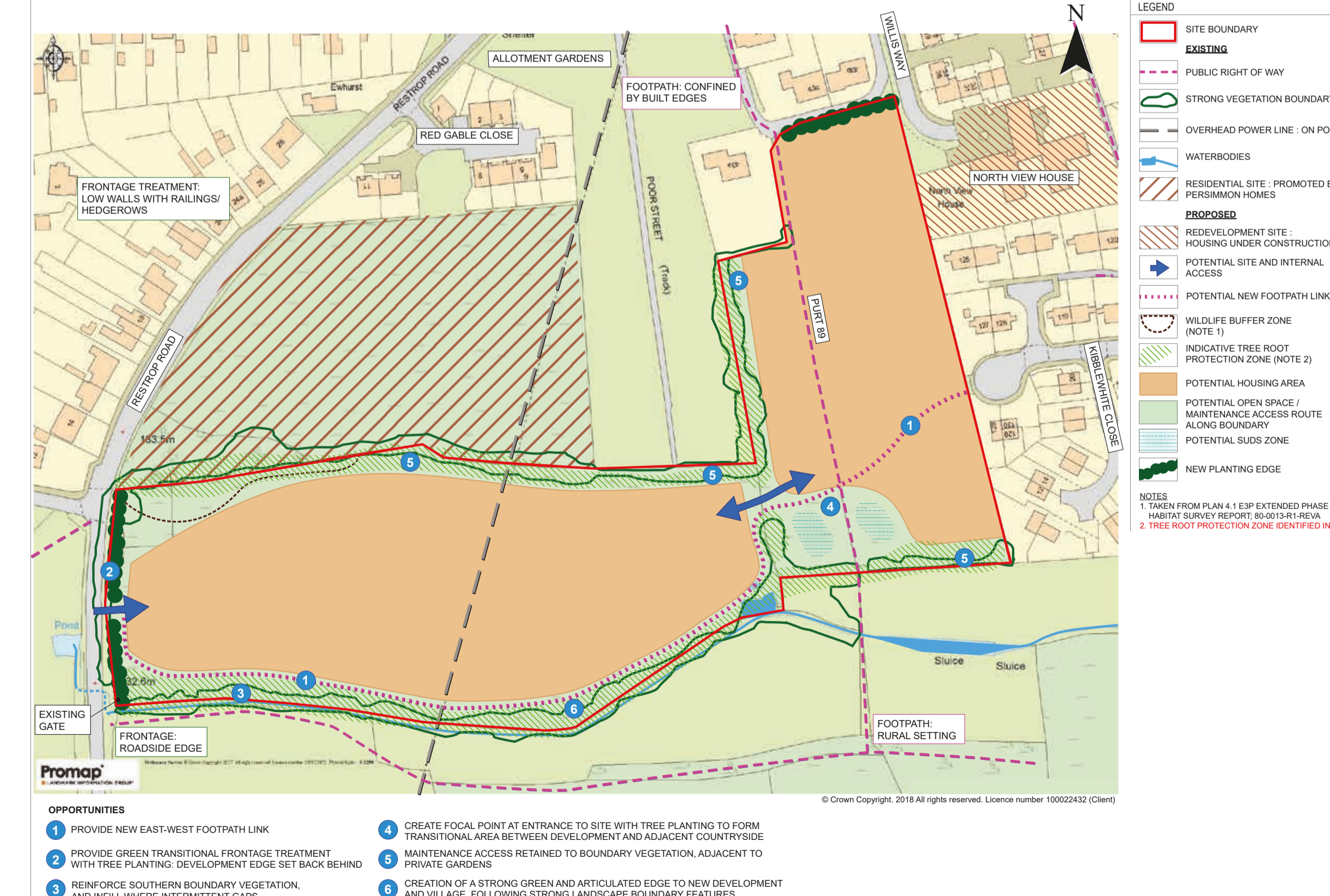
Landscape Context



Landscape Character and Designations

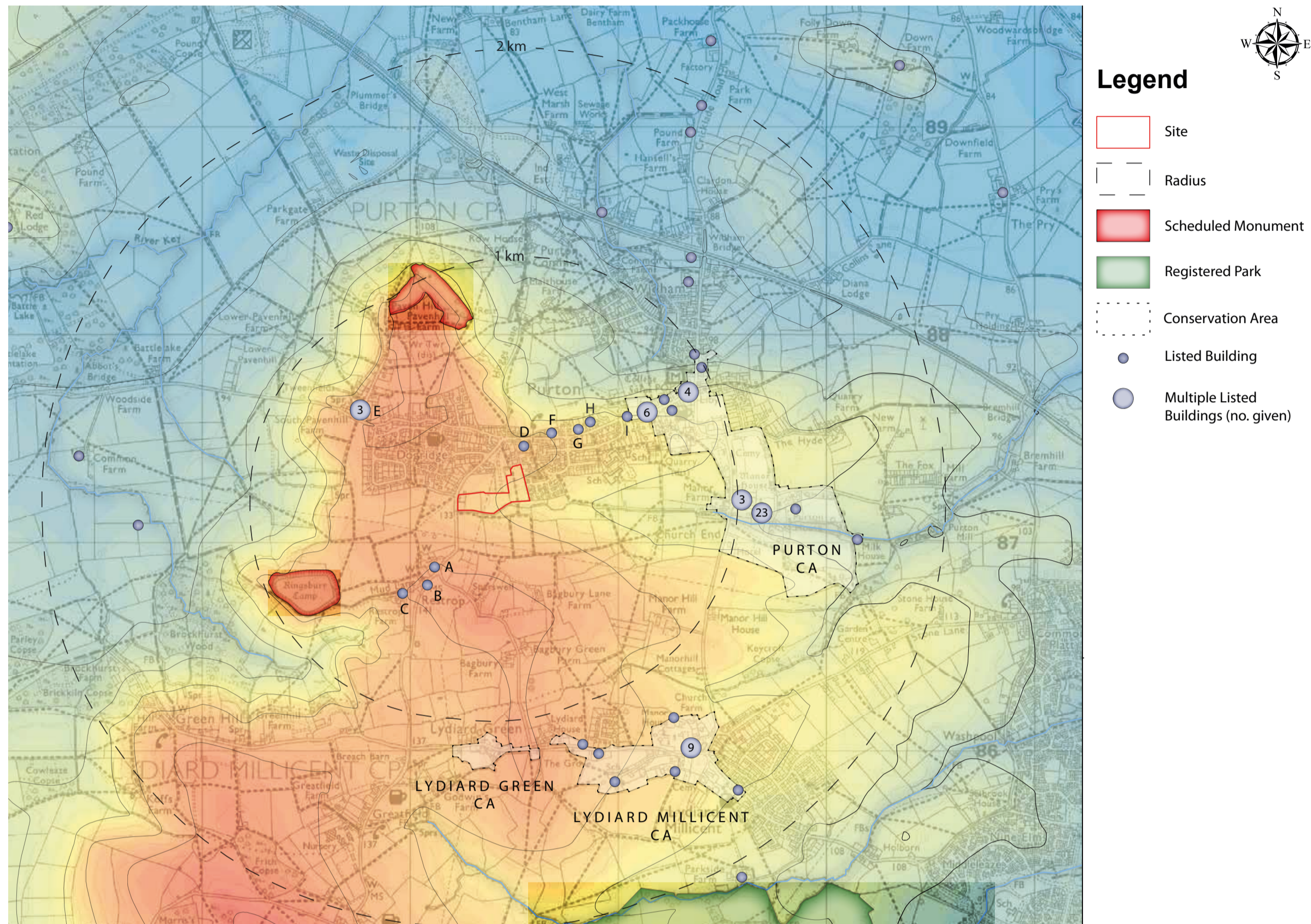


Landscape Opportunities and Constraints

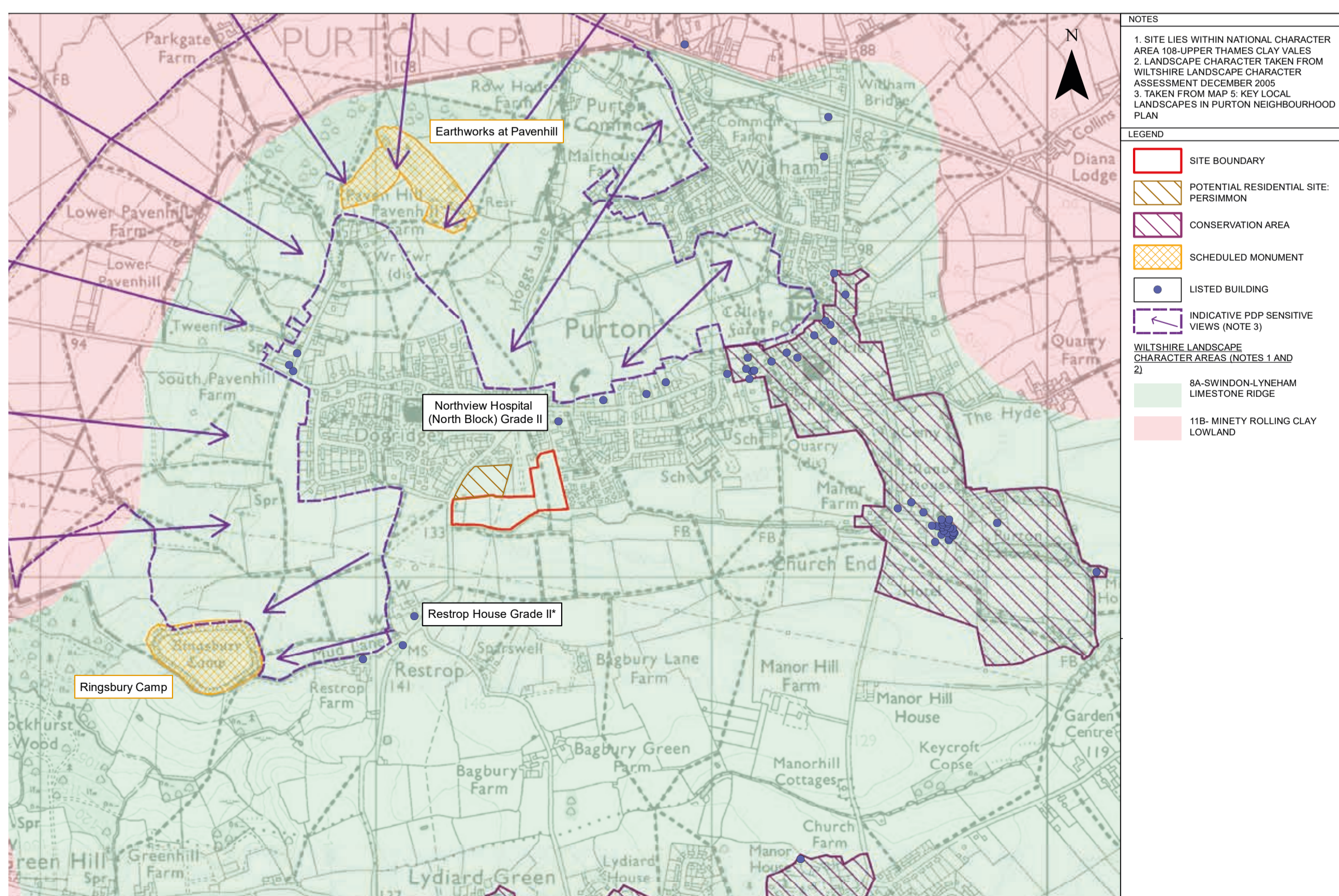


5 | Technical Considerations

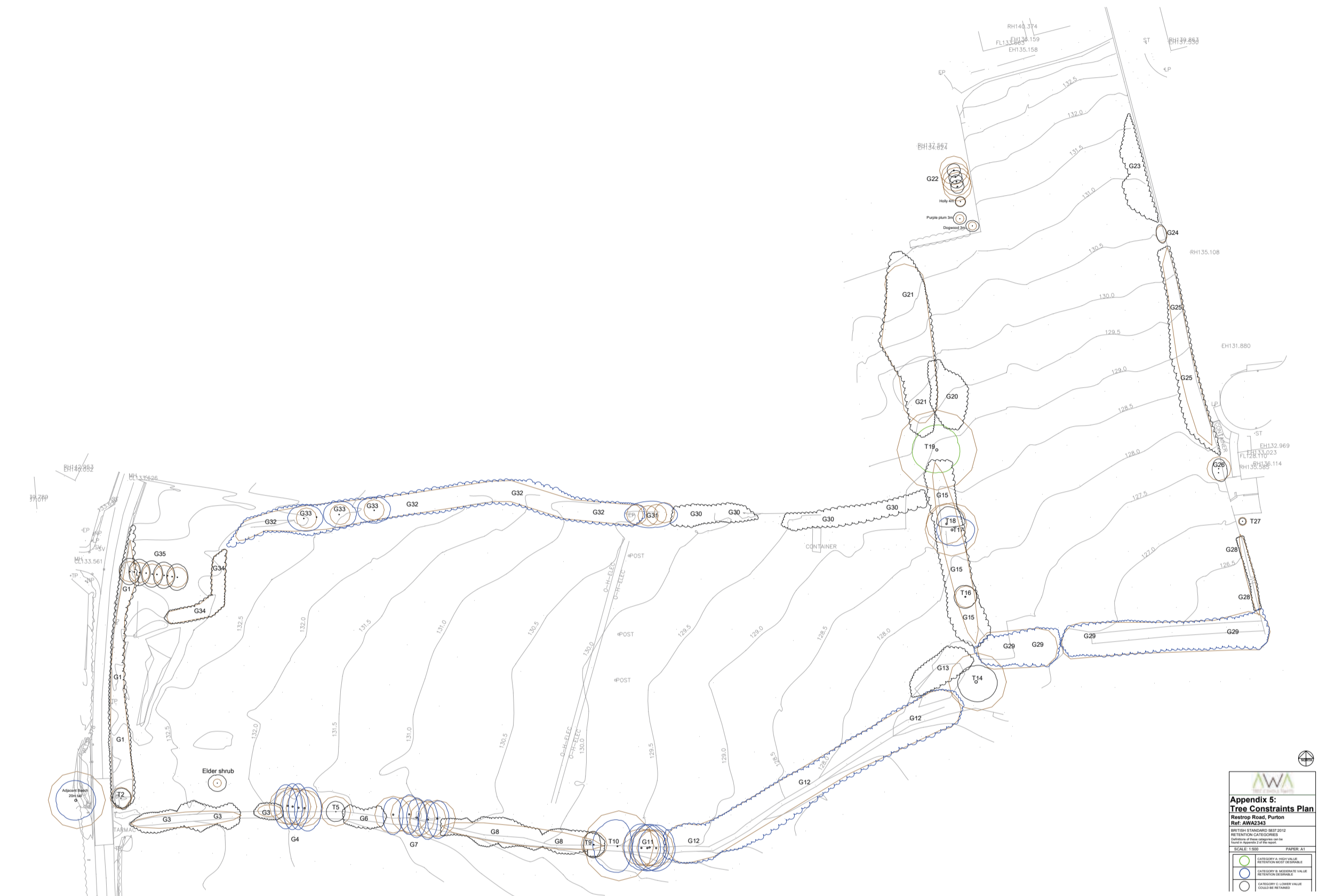
Heritage Assessment



Landscape Character & Designations



Tree Constraints



Site Access



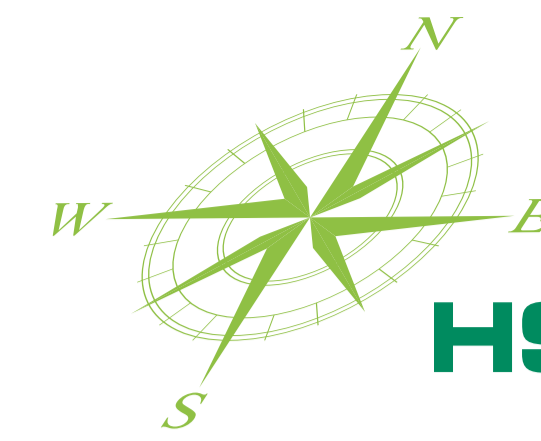


6 | Concept Layout



Key

- ① Wildlife corridors to protect and enhance biodiversity for existing habitats.
- ② Development set back from Restrop Road with green spaces.
- ③ Strategic landscaping on the western and southern edges retaining and reinforcing existing hedges and trees whilst preserving the landscape setting on the village.
- ④ Delivering significant infrastructure for a potential future road connection to the rear of the School.
- ⑤ Safe walking and cycling routes to the village centre.
- ⑥ A sensitively designed layout respecting the character and setting of Purton with no inter-visibility or effect on Restrop House or Ringsbury Camp.
- ⑦ New pedestrian infrastructure including footways and safe crossing.
- ⑧ An appropriate density of 85 homes with a mix of smaller starter homes, family homes and bungalows surrounded by 10,000 sqm of open spaces.
- ⑨ A potential new gateway scheme to help reduce traffic speeds and provide a welcome to new visitors.



7 | Local Benefits

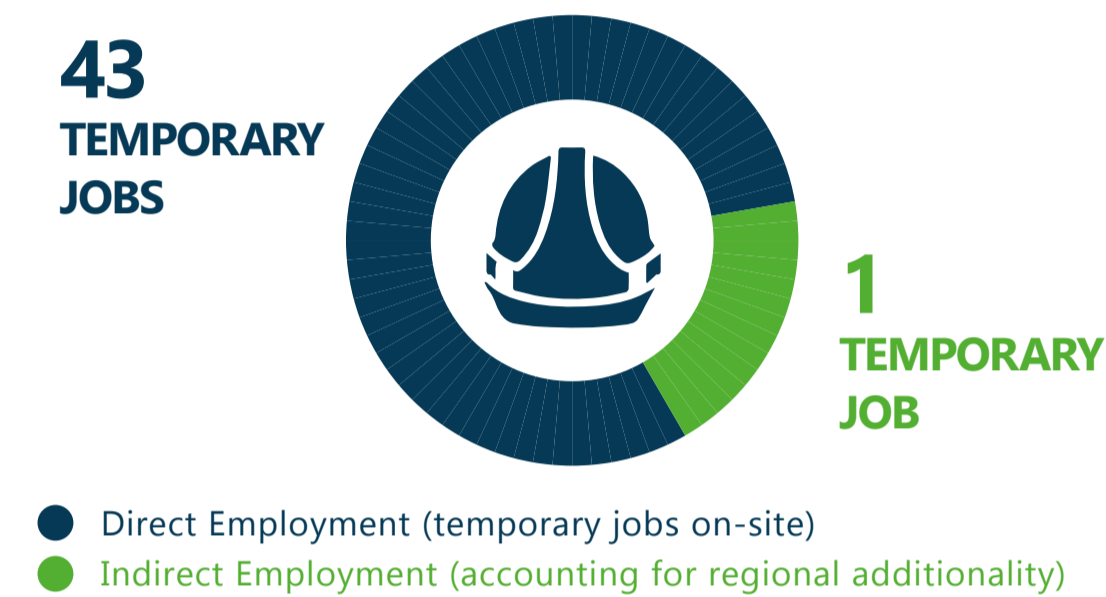
Community Benefits

- an attractive village gateway proposal which delivers a design-led sustainable development of new family homes of varying sizes, types and tenures that is in keeping with the current character of the village and respecting local vernacular;
- affordable homes for local people with negotiable tenure split (discounted market and social rented dwellings or smaller starter homes) for those who are first time buyers, on lower wages or older people wishing to downsize;
- high quality play/open spaces, public realm and associated safe footpaths and the opportunity to create new ecological habitats and planting;
- new landscapes and green areas to preserve the setting of the village and protect existing wildlife
- National policy sets out that Parish Councils can receive 25% of Community Infrastructure Levy (CIL) payments. The indicative figure likely to arise from this development would be £135,000. This can be put towards further community benefits as the parish sees fit.
- bus pass provision for new households to encourage bus travel between Purton and Swindon and help reduce reliance on the private car.
- new footway provision along Restrop Road, a new footway to Reids Piece and a new road connection from Restrop Road up to Reids Piece.
- new speed reduction signage on Restrop Road

Economic Benefits

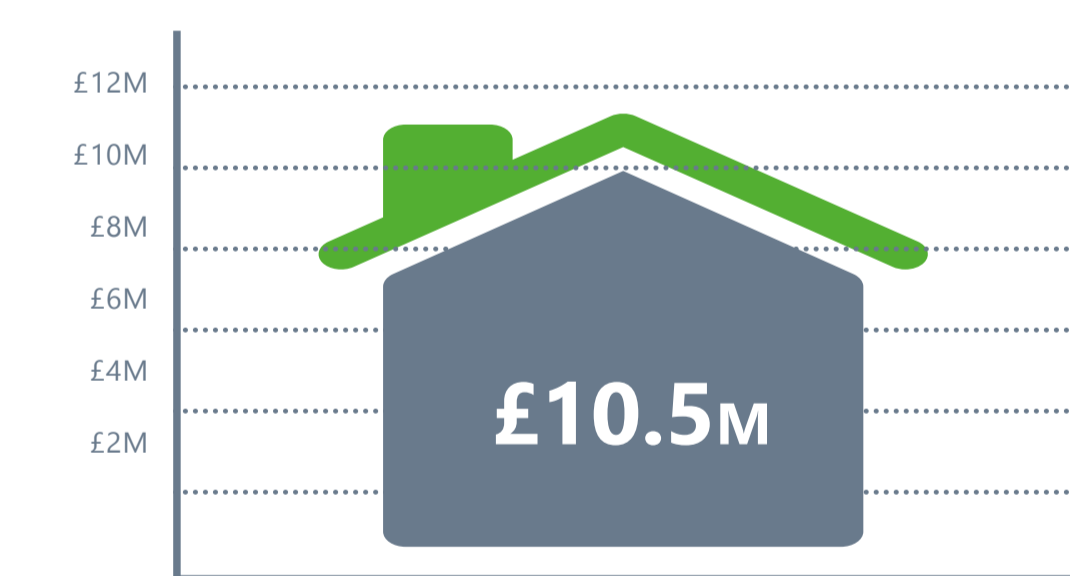
85 new dwellings will contribute to local economic growth and Wiltshire County Council revenues thereby contributing to investment in local services and facilities.

CONSTRUCTION BENEFITS:



Direct Employment
Estimated to directly create 43 temporary construction jobs on-site over the 2-year build period.

Indirect Employment
1 temporary job could be supported across the region through construction and supply chain wages over the 2-year build period.



ECONOMIC BENEFITS:



Economic Output
Expected additional GVA to the local economy p.a:
£4.1m - Construction GVA
£1.0m - Operational GVA



Additional Resident Retail and Leisure Spending
£500,000 – Additional resident retail and leisure spending in the area.

6 WORKERS



Induced Service, Retail and Other Employment
6 Workers – New local retail (3) and leisure (3) jobs as a result of new resident spending.



One off spend on new home products
Estimated spend of £425,000 on home furnishings and other new home goods.

METHODOLOGY NOTES:

- Construction cost provided.
- Construction jobs calculated through regional turnover to employment ratio
- Construction GVA calculated through an amalgamation of regional turnover to GVA ratio and as a proportion of spend on construction labour wages
- Construction jobs refer to temporary jobs over the life of the construction project, HCA Additionality Guide used for indirect / direct multipliers
- Expenditure benefits derived from Household Expenditure survey (by region, private rental sector residents) discounted by 8.8% to account for assumed local migration based on Census 2011 figures
- GVA derived from permanent employment multiplied by average regional GVA per head, discounted to net present value (GVA accumulation 'persistence factor' assumed for 10 years)
- Spend for new home products assumes £5,000 per household
- Council Tax based on UK average
- New Homes Bonus payments derived from MHCLG calculator using UK average Council Tax payments

LOCAL AUTHORITY BENEFITS:



New Homes Bonus Payments
£438,000 – New homes bonus payments to Wiltshire County Council over a 2 year period.



Additional Council Tax Revenue
An additional Council tax revenue of £107,000 per year.