

WELCOME



Welcome to our second public consultation event for the proposed development of our land off Bradford Road, Rudloe. The purpose of this event is to provide you with the opportunity to view the finalised proposal which we will be submitting to Wiltshire Council for consideration.

Please take a little time to read the exhibition boards and provide us with your feedback using one of our Comment Forms. If you have any questions, please speak to one of the people manning the exhibition.

Who is Hannick Homes?

Hannick Homes is a family owned company based in Swindon. Since its establishment in 1979, Hannick Homes has completed a large number of residential developments within Wiltshire.



Residential projects include developments within the towns of Swindon, Cirencester, Devizes, Calne, Cricklade, and the villages of Shrivenham, Ashton Keynes and Purton. Employment projects include developments at Hopton Trading Estate near Devizes and town centre developments within Swindon.

The continued family ownership, and thus hands on control, remains at the foundation of the business, and through that control comes the ability to create bespoke designs appropriate to each development's local environment. This ability to consider design on a site by site basis sets Hannick Homes apart from the field, where standardisation is the key word amongst larger house building firms. Hannick Homes combines the best of both traditional and modern building methods, materials and craftsmanship with a personal and caring approach which has led to the receipt of several prestigious awards.



OUR PROPOSAL



We will be submitting an outline planning application for a mixed use development comprising the following :

- 1.2 hectares of employment land
- Up to 88 dwellings
- Landscaping and open space (including a children's play area)

HOUSING

The density of housing will be relatively low, with dwellings benefiting from generous sized gardens. The housing will take the form of detached, semi-detached and a small number of short terraces, thus reflecting the character of the local area.

The majority of parking will be 'on plot', with a minimum of 2 spaces per 2-3 bedroom dwellings and a minimum of 3 spaces per 4+ bedroom dwellings. Additional spaces will also be made for visitor parking. The heights of dwellings will not exceed 2.5 storeys.

SITE ACCESS AND IMPACT ON LOCAL HIGHWAY NETWORK

The residential part of our proposals will be accessed off Bradford Road. This access will incorporate a ghost island right turn lane on Bradford Road.

Traffic modelling shows that a residential development of this scale is likely to generate around 51 two-way vehicle movements during the morning peak hour (8.00am – 9.00am) and 55 two-way vehicle movements during the evening peak hour (5.00pm – 6.00pm). This represents a modest increase in traffic flows which will not unduly impact on the local highway network.

OUR PROPOSAL

EMPLOYMENT

The proposed area of employment land will allow for the expansion of the existing premises of Bath ASU and Pharmaxo.

Bath ASU is a local pharmaceutical manufacturing company which specialises in the aseptic compounding and distribution of injectable drugs. The company currently supplies around 200 NHS and private hospitals in the UK and also exports to countries such as Denmark and Ireland.

Pharmaxo (within the same group) is a specialist pharmaceutical and homecare services provider specialising in Bath ASU's injectable drug portfolio.

The companies currently employ more than 75 staff at their existing premises in Rudloe, including pharmacists, chemists, biologists and technicians. They are an important contributor to the local economy, with a large proportion of their staff (approximately 80%) living within 10 miles of its premises.



Bath ASU and Pharmaxo intend to use the land to construct new purpose-built buildings to meet the needs of their ongoing expansion, but will also make some additional employment space available for other companies. Bath ASU believes that there is currently a demand for purpose-fitted employment space to meet the specialised requirements of biotechnology and communications companies and therefore intends to create a 'technology hub' at this location. It is anticipated that in the region of 60 additional jobs could be created by this proposal, with the jobs comprising a similar mix of professional and technical grades already present within the company.

The new employment buildings will be designed to assimilate with the existing buildings in Fiveways Trading Estate. The ridge heights of the buildings are likely to be about 7.6 metres, which is lower than that of an average 2 storey dwelling. The plans also incorporate a landscape buffer along the northern and western boundaries of the proposed area of employment to help screen it from existing and new housing.

Vehicular access to the new area of employment will be from an entrance off Park Lane. There will also be a footpath link between the area of employment and the new housing, thus providing new residents and existing employees living within Rudloe easy access to their places of work.



PUBLIC OPEN SPACE & PUBLIC REALM

At the heart of the development there will be a semi-formal public square with housing fronting on all 4 sides. This area will also contain an equipped children's play area. The public square will be overlooked by dwellings, thus helping to provide natural surveillance and a sense of 'ownership'.

A larger, more informal, area of public open space will be located along the north eastern edge of the development. This area will incorporate ecological enhancements such as native tree planting and areas of wildflower meadow, whilst also allowing for areas of informal play. Additional landscape planting in the form of native tree species will also be provided around the periphery of the site.

Great care has been made to ensure that the internal road layout does not dominate the scheme. Through the use of shared surfaces, vehicle speeds will be reduced and it will feel like a much safer environment when walking or cycling. There will be good pedestrian and cycle links to adjoining areas, such as Skynet Drive and the proposed employment area.

ISSUES RAISED & OUR RESPONSES

Over the past 18 months we have consulted widely to help us get a good understanding of the issues of most concern locally. Outlined below is a summary of the key issues raised.

1. SCHOOL PARKING

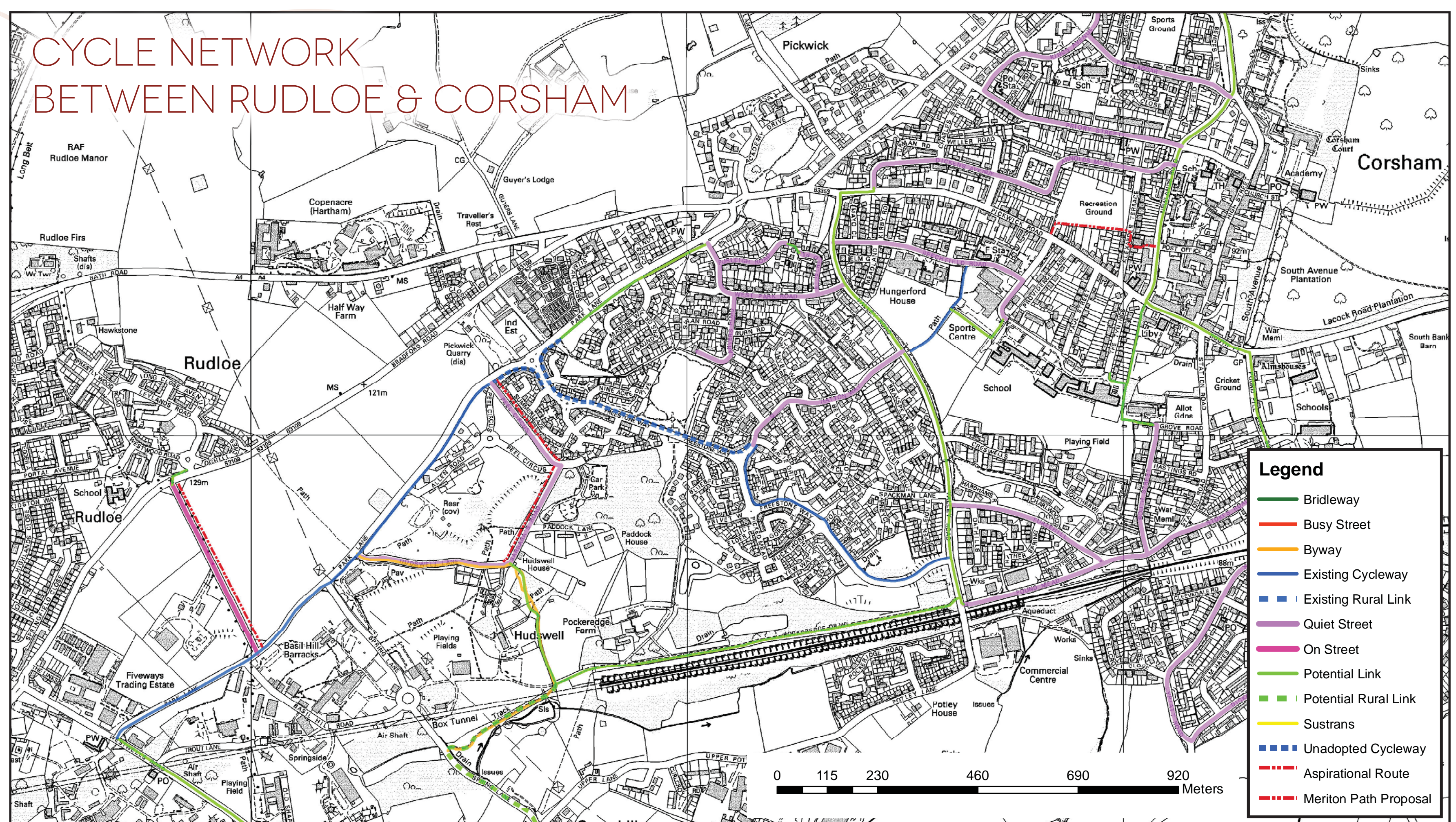
We have been made aware of local concerns with regard to parking by some parents on Bradford Road, particularly during pick up and drop off times. Although this is an existing issue which our proposals will not exacerbate, we have nonetheless tried to make provision to help alleviate this. Our scheme makes provision for at least 12 parking spaces for use by school parents. Parking spaces will be provided in lay-bys at the entrance of the development and there will be additional parking spaces available for use by parents beside the central square.



2. TRAFFIC SPEED ON BRADFORD ROAD

Traffic speed on Bradford Road appears to be a concern locally. In recognition of this, we are currently in discussions with Wiltshire Council to try to secure a reduction in the speed limit on the road. Furthermore, we also plan to construct a pedestrian crossing close to the proposed entrance to the development, thus helping school children and others to cross the road safely. Wiltshire Council is advising us on the most suitable design for the crossing.

We are also currently working with Wiltshire Council to determine if additional signage or other measures could be used to change motorists' perception of the road and thus further encourage a reduction in traffic speeds (for example vehicle activated school safety signs and vehicle activated speed limit signs).



3. SKYNET DRIVE

We are aware that Corsham Community Area Network has been working over recent years to improve cycle links between Rudloe and Corsham, and as part of this process they have been trying to establish a cycle path on Skynet Drive. We have investigated the status of Skynet Drive and can confirm that it is a private road under the ownership of the Ministry of Defence, and therefore should not be used by the general public. At present Wiltshire Council is not prepared to take ownership of this road due to the sub-standard design of the Skynet Drive/Bradford Road junction. Hannick Homes is prepared to make the necessary land available to improve this road junction, thus facilitating the possibility of it being adopted by Wiltshire Council and allowing its future use by cyclists and pedestrians.

ISSUES RAISED & OUR RESPONSES

4. PROVISION OF AFFORDABLE HOUSING TO MEET LOCAL NEEDS

Provision will be made for up to 40% of all the dwellings to be affordable/low cost to meet the needs of people within the local area. This will include low cost 'starter' homes to help young people from the local area start on the property ladder, and also a proportion of dwellings rented at a discounted rate. The affordable housing will be well integrated and indistinguishable from the market-rate housing.



5. CAPACITY OF LOCAL SCHOOLS AND GP SURGERIES

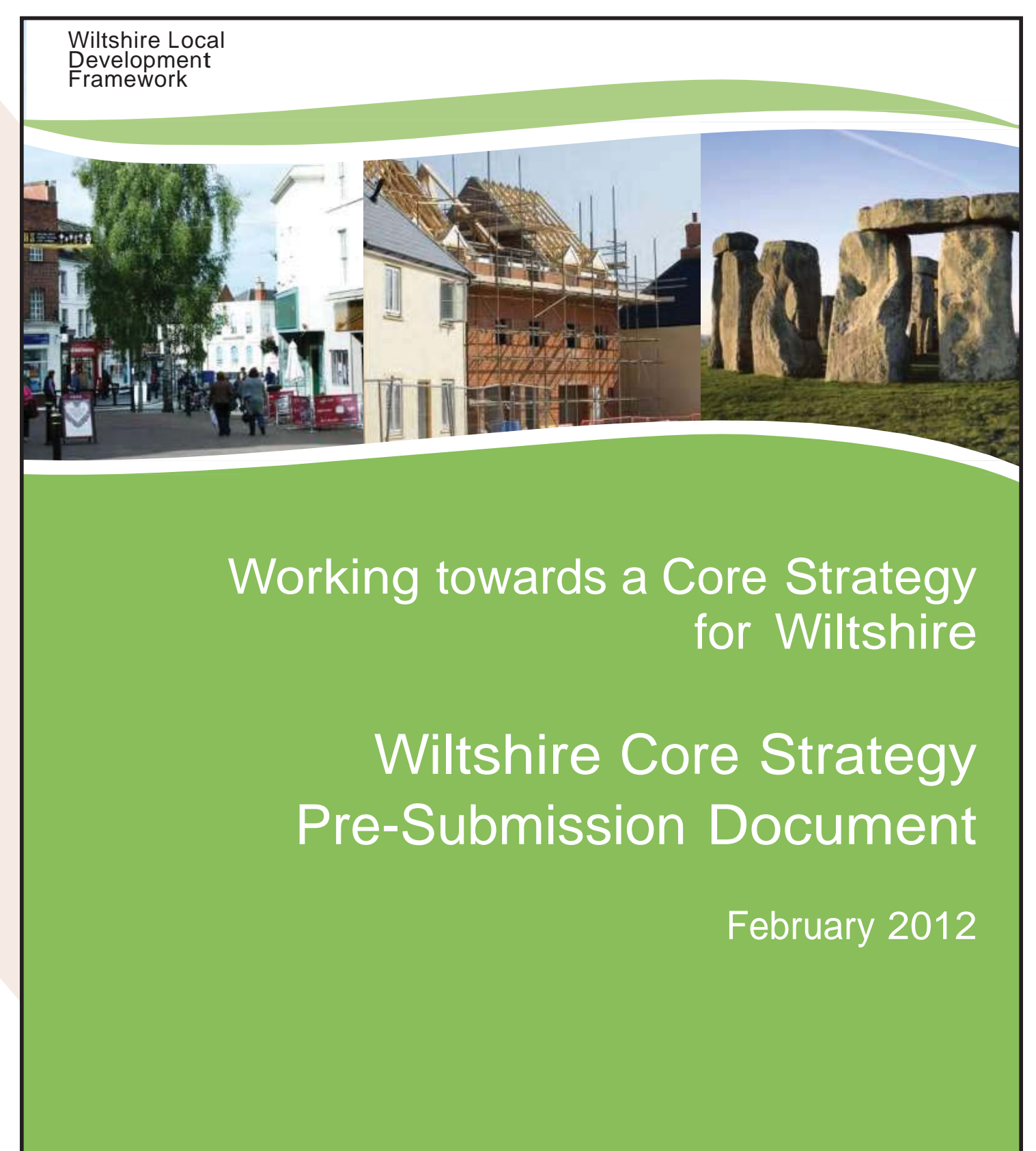
A number of people at the previous consultation event questioned whether there was sufficient capacity at local schools and GP surgeries. We are currently liaising with Wiltshire Council (Local Education Authority) and Wiltshire Clinical Commissioning Group (responsible for commissioning primary healthcare services) and will provide financial contributions to fund the expansion of such facilities where required.



6. PRINCIPLE OF DEVELOPMENT & USE OF GREENFIELD LAND

At the last consultation event a small number of local residents stated that there should be no housing development within the Rudloe/Corsham area. Whilst we respect people's views, we feel it is also important to note that the principle of future development within this area has already been established through Wiltshire Council's emerging local plan (the Wiltshire Core Strategy). This plan identifies a need for at least 475 dwellings and 6 hectares of employment land within the Corsham area over the period 2013-2026. It is not a question of if development should take place, but rather where it will take place and how it should be designed.

A number of comments were also received suggesting that all future development should be located on brownfield land (i.e. previously developed). Wiltshire Council is of the view that a combination of brown and greenfield land will be required to meet the future development needs within the Corsham area. Wiltshire Council has a target of approximately 35% of future development taking place on brownfield land



NEXT STEPS...

WHY THIS LOCATION?

It is our view that this site represents an appropriate and sustainable location for employment and residential development. The site adjoins the existing 'village edge' of Rudloe and is bounded by development on three sides. It is well located in respect of existing employment areas (e.g. Fiveways Trading Estate, Ministry of Defence facilities, etc.), and is also located close to Corsham Primary School (Broadwood Site), the Community Centre and the local shop in Rudloe.

The residential part of the scheme will provide a broad mix of house types to meet a range of needs locally (both affordable and market rate), whilst the new employment space will provide exciting employment opportunities locally for both professional and non-professional people. Given Bath ASU's commitment to staff training, there will also be the opportunity for local people who gain employment at the company to 'up-skill' and further advance their careers.

We are also aware of the aspiration within the local community to improve pedestrian and cycle links between Rudloe and Corsham and we are currently examining ways in which we can facilitate this.



What Happens Next

We will review all feedback received during this consultation event and provide a summary of the key points made to Wiltshire Council within our planning application. As part of the determination process for the planning application, Wiltshire Council will also consult with local residents and invite you to submit comments on our proposals. These comments will be taken into consideration when the Council determines the planning application.

We intend to submit an outline planning application in October. If the planning process runs smoothly we anticipate commencing construction on this site in late 2014, with the first houses being available mid-late 2015.

Thank you for taking the time to attend this consultation event.
Please complete a comments form and place in the box provided.