

# Swindon

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## Comment text:

**Related subject:** South Swindon & East Swindon

I have attached a worked proposal for ward boundaries covering the South Swindon Parish area, the neighbouring wards in East Swindon, and the neighbouring communities wards. My proposal is intended to show a configuration of wards within the numerical constraints which best conform to the natural boundaries and existing communities, and to show where it is necessary to go across Parish boundaries to best achieve this.

## Attached Documents:

- south-swindon-boundary-proposal.pdf
- appendix-1---marlowe-avenue-area-masterplan-vision-and-design-guide.pdf

## **Proposal for Ward Boundaries in South Swindon**

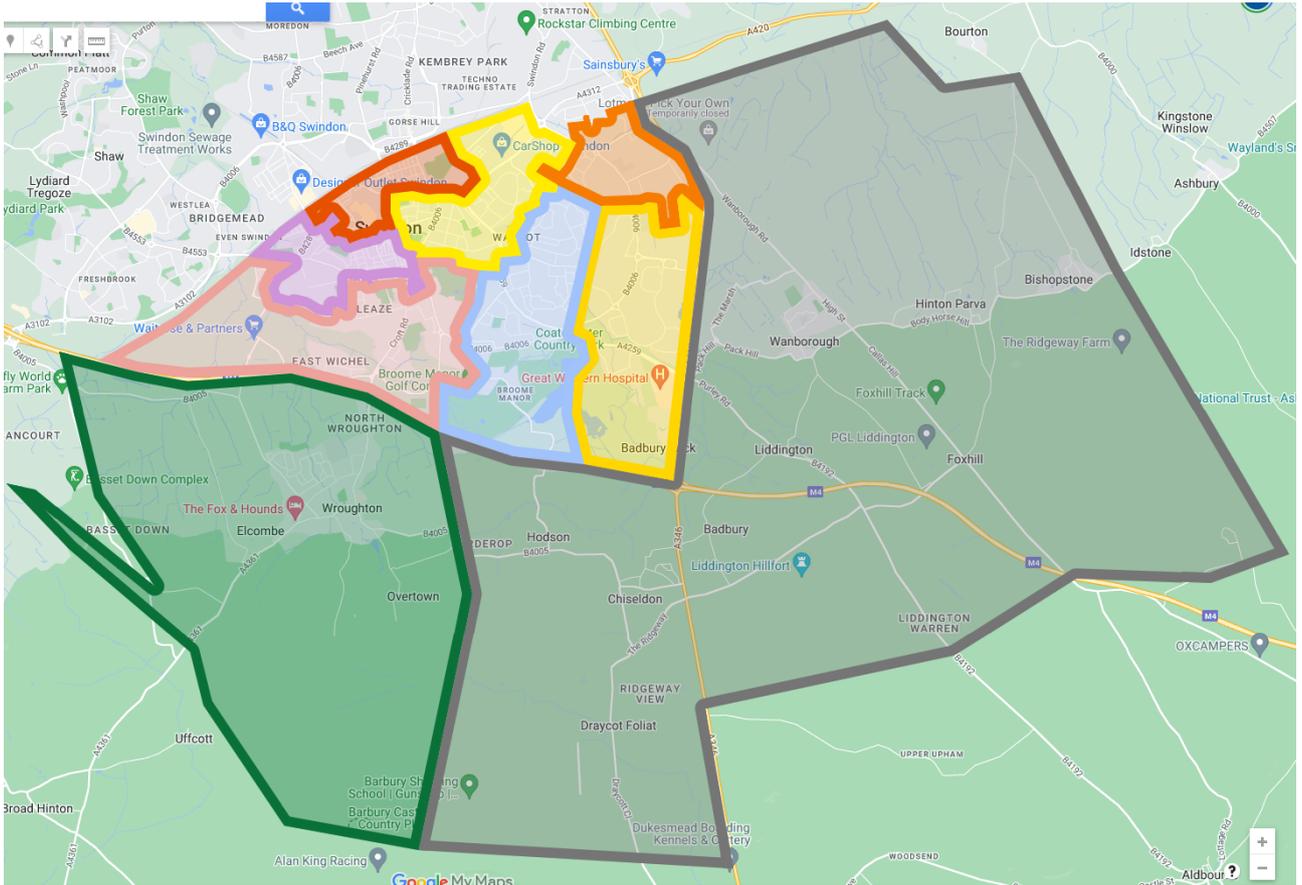
This proposal focuses on creating ward boundaries principally in the area covering South Swindon Parish Council, Nythe Eldene & Liden Parish Council, and Covingham Parish Council. By necessity several aspects of the proposal cross the border into neighbouring parish council areas, and this will inevitably mean that these proposals will need to be compatible with proposals from others which cover the same areas.

The aim of this proposal is to create a number of wards which avoid splitting natural communities, attempts to group communities with those that have easy physical connections, and which avoid creating unnatural or difficult to visualise boundaries (such as by splitting continuous roads at a mid-point).

Swindon Borough Council is likely to trigger a Community Governance Review with respect to parish boundaries within the next year. The current parish boundaries are relatively young, with South Swindon Parish, Nythe, Eldene & Liden Parish, West Swindon Parish and others only being created in 2017 in a previously unparished part of the borough. As such there are a number of anomalies where parish boundaries split natural communities or ignore natural boundaries in ways which are contrary to good community governance. Many of these anomalies are likely to be discussed and many will be resolved at the upcoming Community Governance Review.

With this in mind, while it is important to use parish boundaries to guide ward boundaries in principal, there are a number of places where adhering to parish boundaries is likely to be the least favourable of a number of different boundaries, and cementing these anomalous boundaries in a Borough Council ward review is not favourable.

## Overview

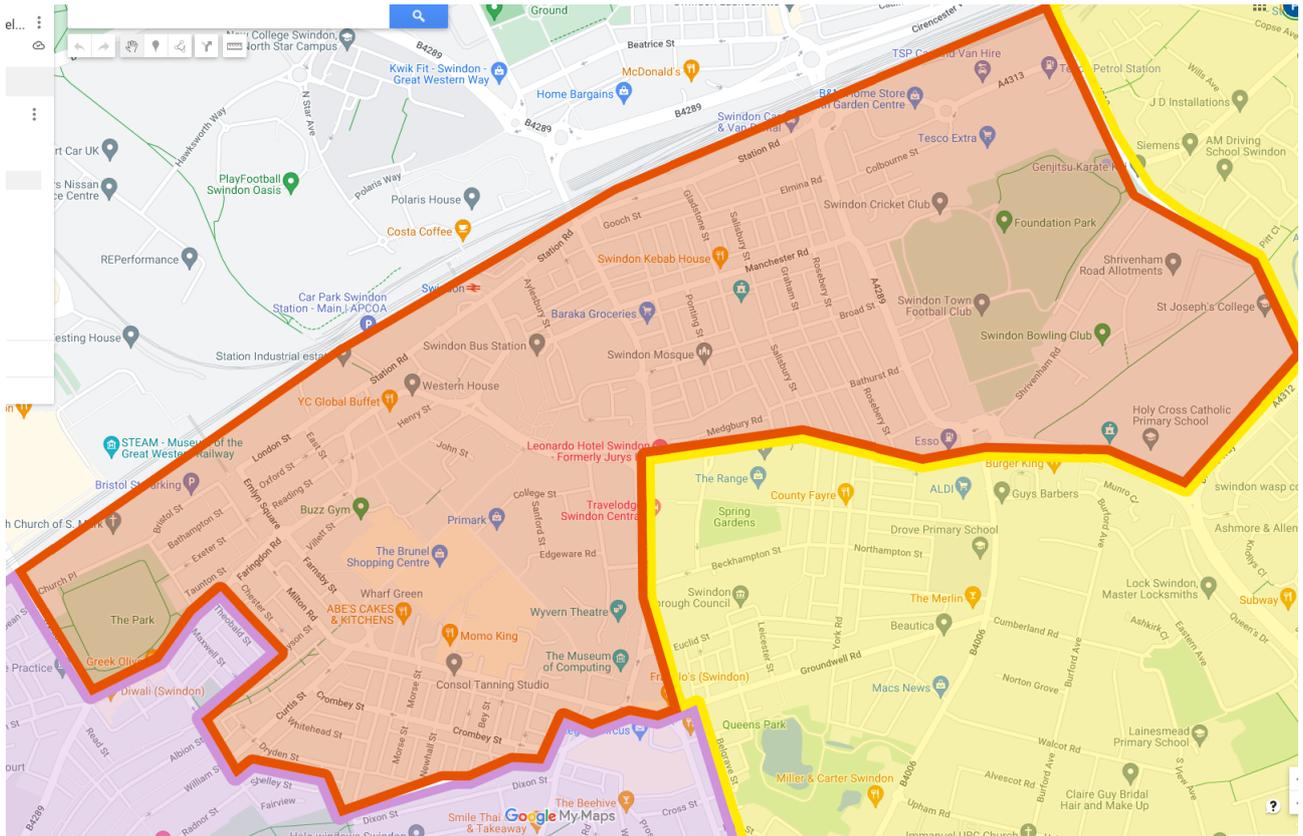


The above map provides an overview of the wards covering South Swindon Parish, Nythe, Eldene & Liden Parish, Covingham Parish, and the rural Parishes of Wroughton, Chiseldon, Liddington, Wanborough & Bishopstone. Please note that while particular care has been taken in mapping the 7 urban wards, the southern and eastern boundaries of the two rural wards are more approximate; please take these boundaries as conforming to the outer boundary of the Borough of Swindon.

The proposal is to create 2 wards covering the rural areas south and east of the town, returning a total of 4 councillors. The central part of the proposal introduces 5 wards predominantly covering South Swindon Parish communities, returning a total of 15 councillors. East Swindon is divided into 2 wards returning 5 councillors, with boundaries covering a mix of Parishes.

This proposal does not cover areas to the North or West of the town. West Swindon conforms well to proposals for 2 wards returning 6 councillors without overlapping with the boundaries in this proposal. The North of the town has many possible arrangements and this submission will leave it to those with a closer knowledge of the communities in question to make proposals covering this area.

## **Ward 1: Central – 3 councillors**



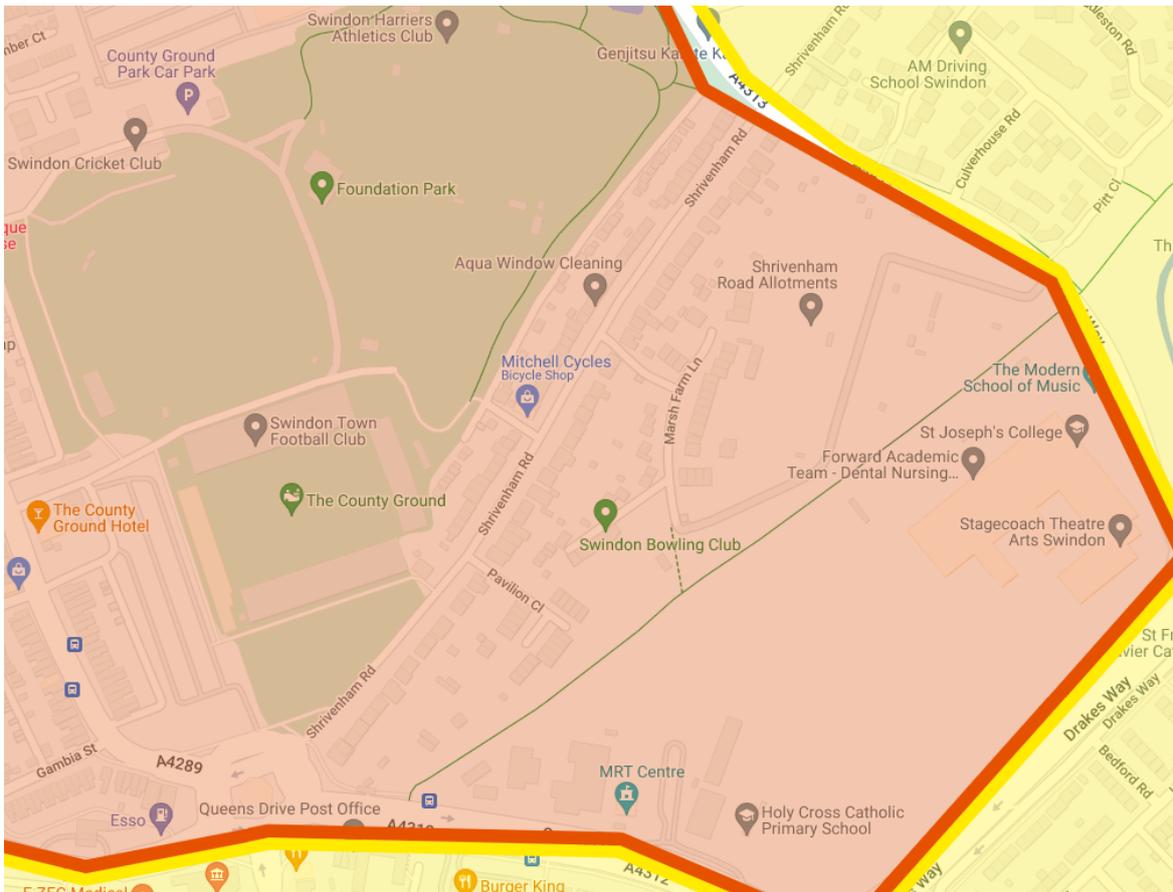
The current Central ward is too large and it is necessary for parts of it to be transferred to neighbouring wards in order to bring it within an appropriate elector range.

This part of town has areas of increased need, high levels of council housing, and pockets of deprivation which cause it to have an above-average casework load compared to other wards, and as such it would be beneficial for this ward to return 3 councillors.

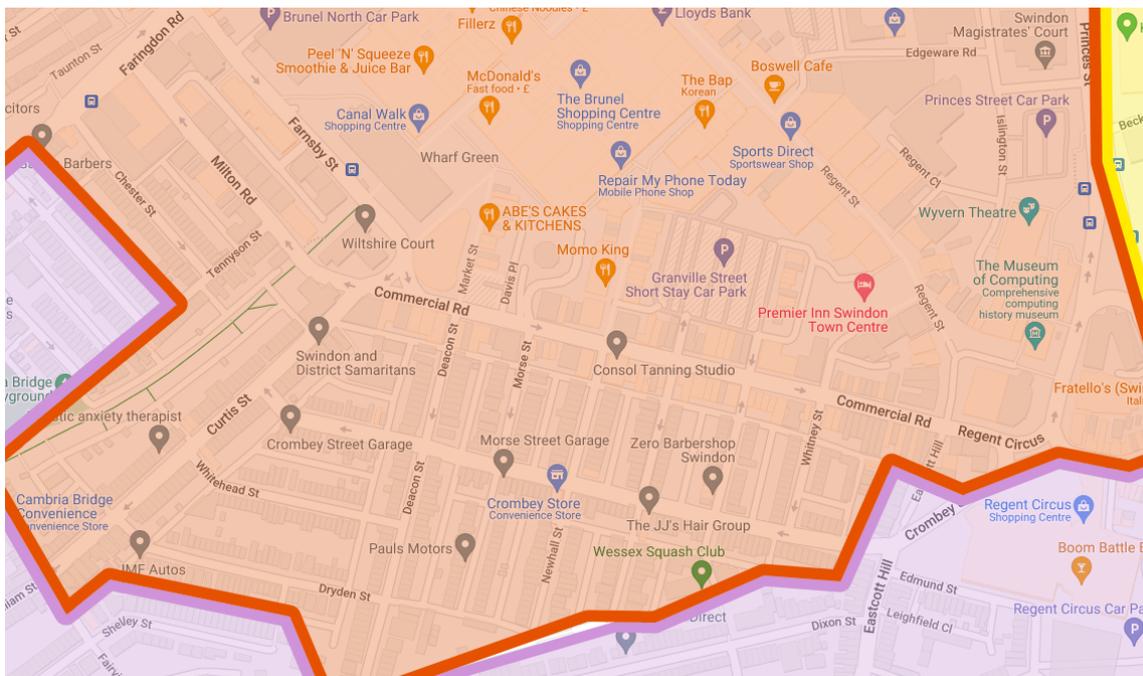
The proposal is for this ward to comprise:

- 1) All of Polling Districts CEB
- 2) All of Polling District CEC
- 3) The following streets only from Polling District CED: Lower Shrivensham Road, Marsh arm Lane, Farmhouse Lane, Pavillion Close.
- 4) The following streets only from Polling District ETB: Crombey Street, Commercial Road, Curtis Street, Deacon Street, Dowling Street, Dryden Street, Morse Street, Newhall Street, Stanier Street, Whitehead Street, Whitney Street.

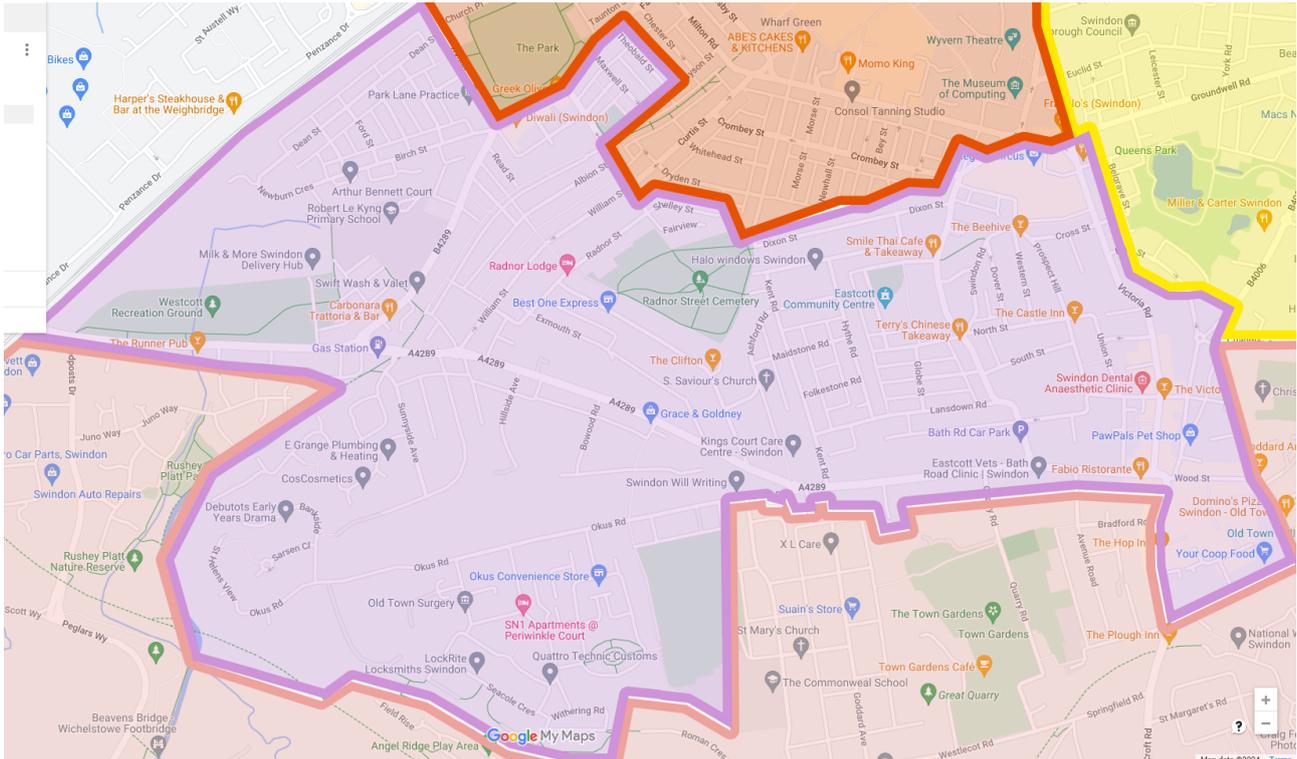
With regards to (3); Shrivensham Road is blocked at the halfway point by Ocotal Way, providing limited community links between the upper and lower parts of the road. Lower Shrivensham Road is only accessible by car from the south, via the Magic Roundabout. The dominating feature of the Lower Shrivensham Road area is also the County Ground and the associated Foundation Park. Therefore it makes sense for the lower part of Shrivensham Road to be grouped with the Central community.



With regards (4), the Crombey Street area has an affinity with the Town Centre area, and this proposal brings greater coherence by bringing the small but increasing number of residences along the north side of Commercial Road into a fuller residential area, rather than the current situation of being a narrow isolated “spit” of houses between one ward and a commercial estate.



## **Ward 2: Eastcott & Kingshill – 3 councillors**



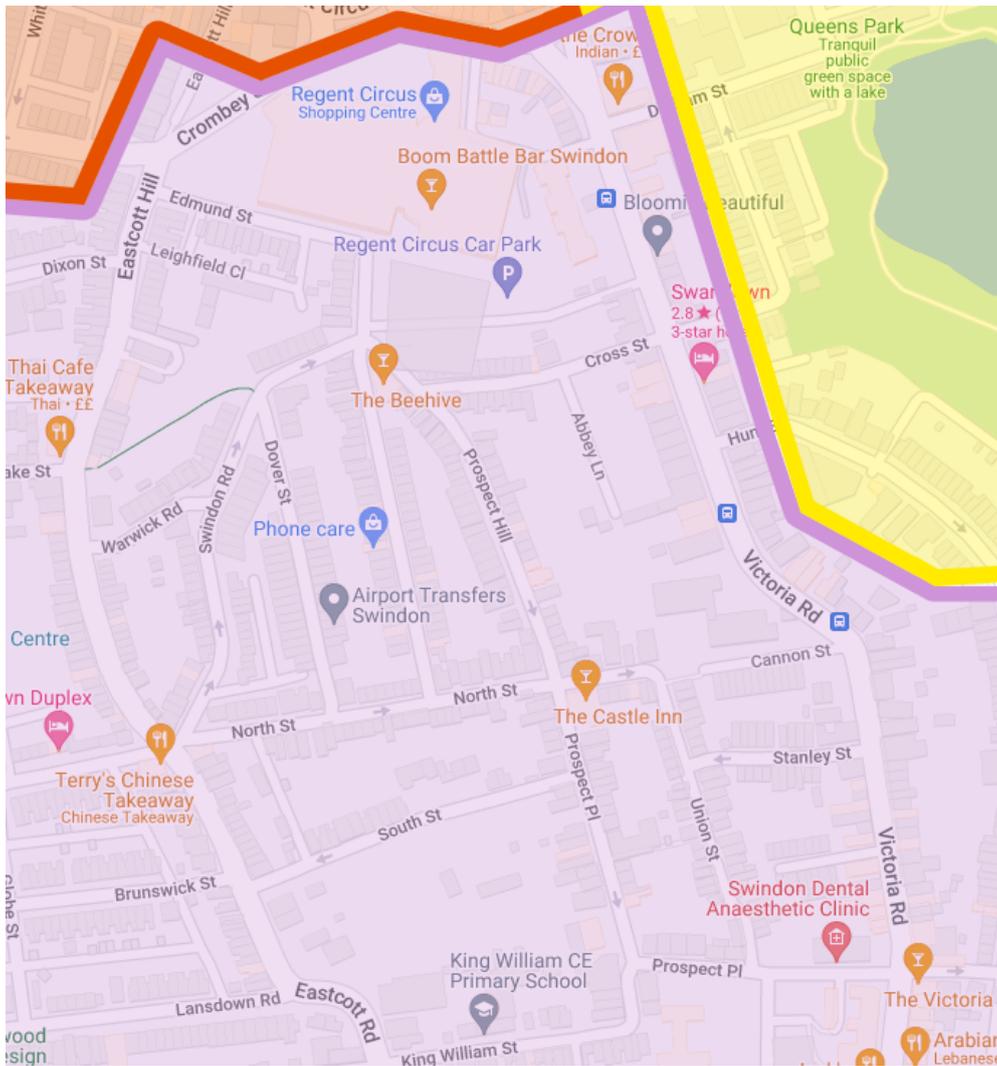
This ward comprises the core part of the existing Eastcott Ward, but exchanges a number of parts along the southern and eastern part of the existing ward with the proposed neighbouring wards.

A number of existing Polling Districts are divided as part of this proposal in order to ensure that communities are grouped together as much as possible and to provide legible boundaries.

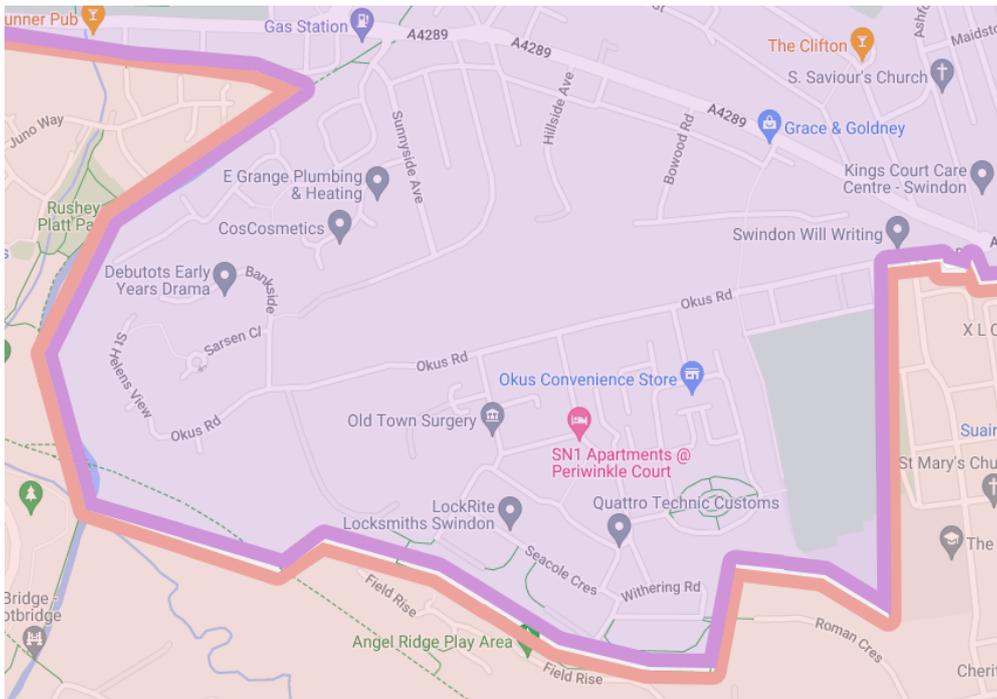
The proposal is for this ward to comprise:

- 1) All of Polling District ETA
- 2) All of Polling District ETC
- 3) All of Polling District ETE
- 4) The following streets from Polling District ETB: Dixon Street, Eastcott Hill, Edmund Street, Leighfield Close, Rolleston Street, Savernake Street, Warwick Road, Victoria Road, Byron Street.
- 5) The “Okus” area from Polling District OTA, comprising the following streets: Bacon Close, Bankside, Celsus Grove, Chain Court, Curie Avenue, Florey Court, Galen View, Okus Road, Pasteur Drive, Portlan Avenue, Sarsen Close, Seacole Crescent, St Helens View, Tithe Barn Crescent, Tuke Walk, Withering Road, Yersin Court.
- 6) The following streets from Polling District OTC: Bath Road, Oxford Gardens.
- 7) Polling District CEA excluding the “Rushey Platt” area; streets to be included: Dean Street, Newburn Crescent, Birch Street, Nelson Street, Butterworth Street, Park Lane, Jolliffe Street, Westcott Place, Farringdon Road, Chester Street, Theobald Street, Cambria Bridge Road, Cambria Place, Albion Street, William Street, Joseph Street, Marlborough Street, Read Street, Andover Street, Shire Court, The Moorings, Wootton Bassett Road.

With regards to (4), these streets are necessarily included to prevent two unnatural boundaries- one half way along Victoria Road, and one at the junction of Eastcott Hill and Eastcott Road (which is a single continuous street). Splitting either road at the mid-point would not be legible or easily understood by residents.

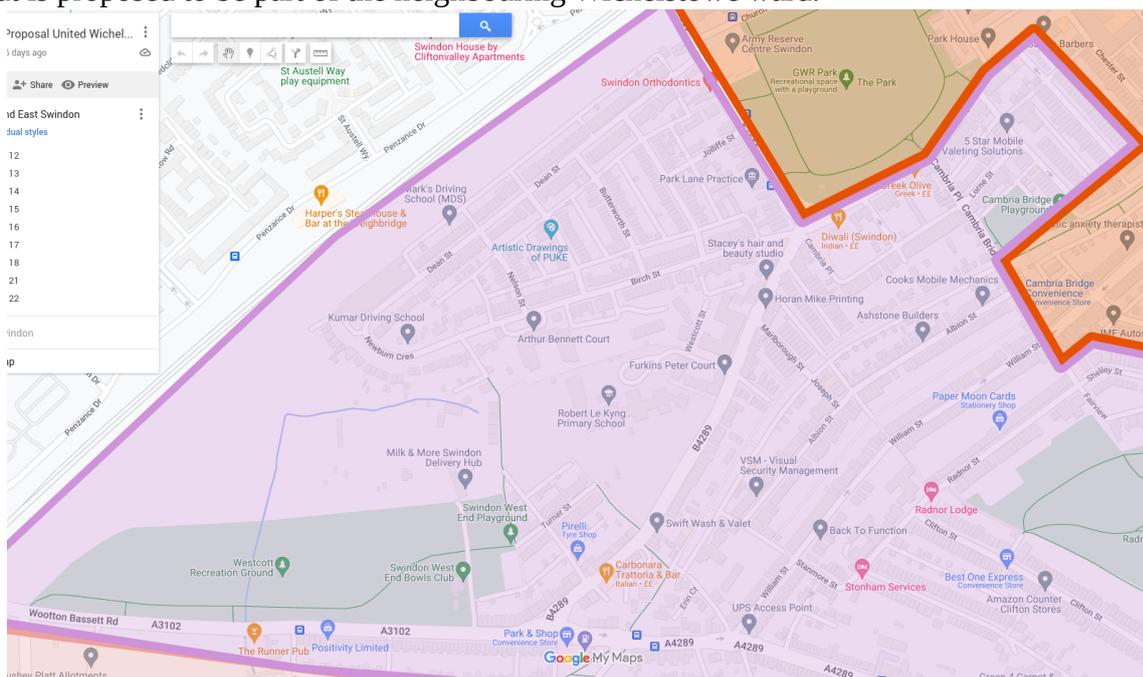


With regards to (5), the Okus area is a coherent and self-contained community with no particular stronger links to the rest of the existing Old Town ward than to the Eastcott ward, and it can therefore be moved between these two wards as required to bring these wards within elector range numbers. The Okus area has natural links with the Kingshill area to the north with a number of pedestrian routes. The number 22 bus is also the main bus route for both areas.

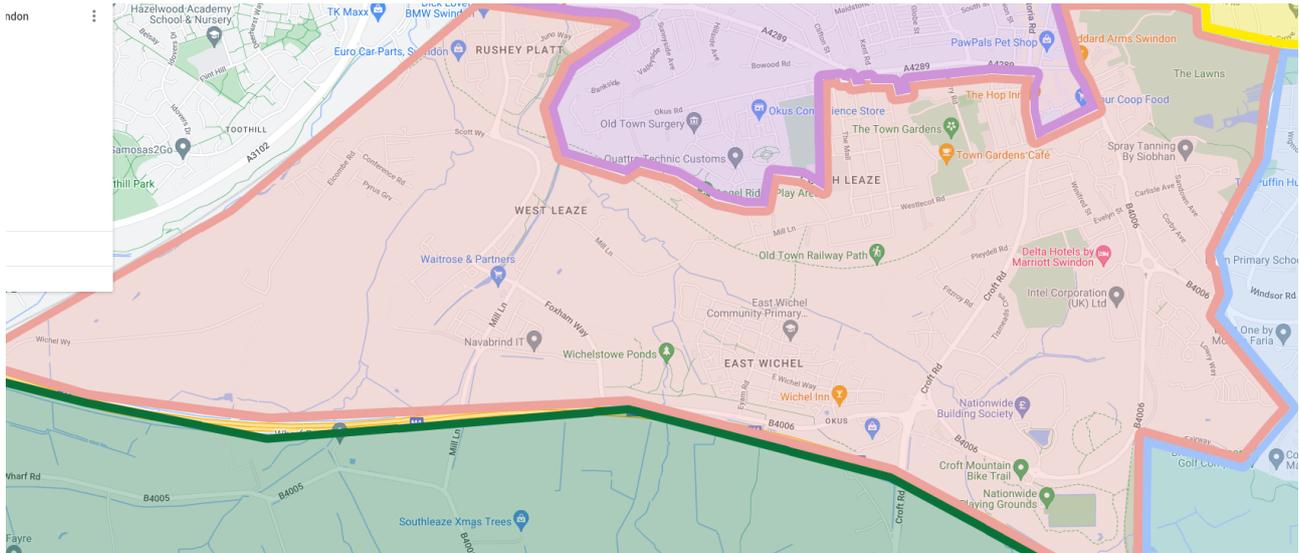


The streets in (6) are included primarily to create a more legible ward between Eastcott and Okus, and to bring Bath Road into a single ward. The number of electors is small enough, however, that these streets could appear in either neighbouring ward without affecting the viability of the proposal.

With regards to (7), the Westcott area is a convenient part to remove from Central to bring that ward within number limits, and Eastcott is the most natural ward to move these into as other options would require crossing the natural boundary of the railway line. The boundary between the existing Eastcott and Central wards at Radnor Street is already indistinct, and this proposal has several natural boundaries such as GWR Park which are more legible. Wootton Bassett and Kingshill Road being in a single road is also positive. Rushey Platt is excluded from this ward as it is a distinct area that is proposed to be part of the neighbouring Wichelstowe ward.



### **Ward 3: Wichelstowe & Croft – 3 councillors**

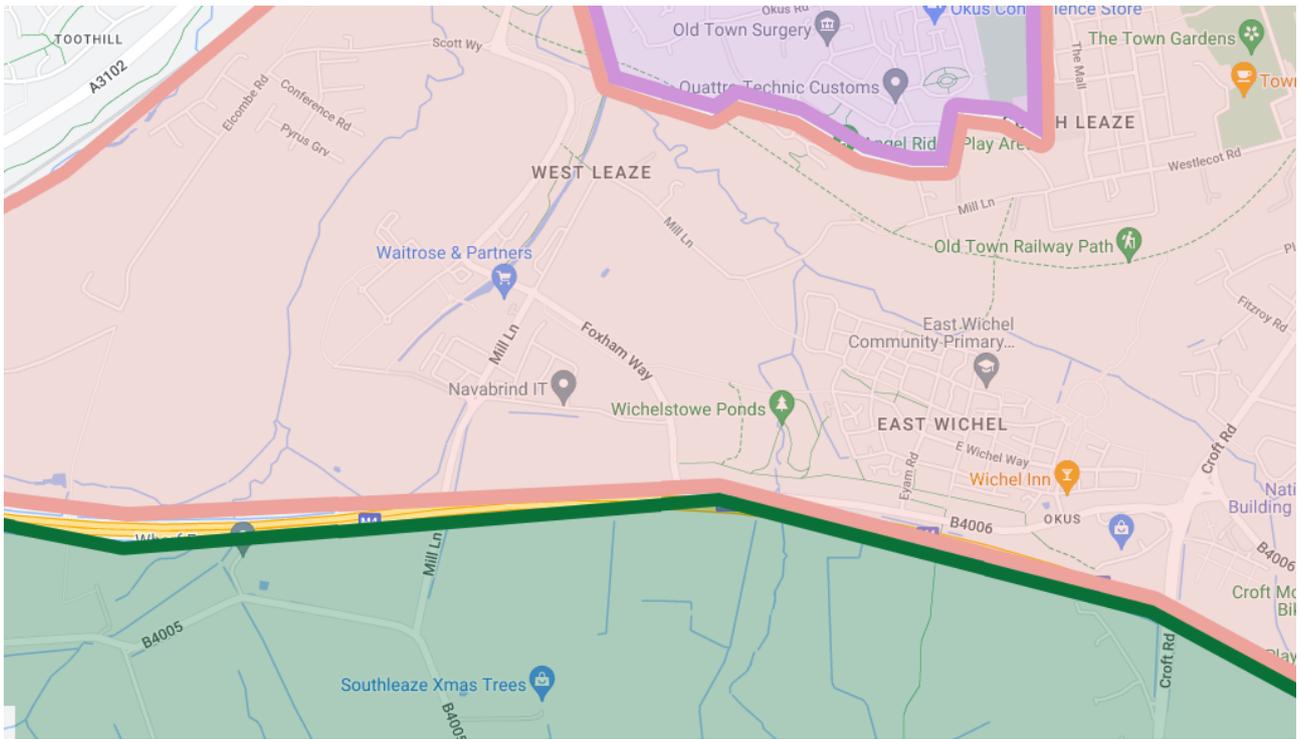


One of the main motivations for this ward proposal is to bring the Wichelstowe community into a single ward. Wichelstowe is comprised of a fully-built district known as East Wichel which is part of South Swindon Parish and currently part of the existing Old Town ward. The remaining parts of the Wichelstowe estate have only recently started construction. Middle and West Wichel will contain the main district centre, community and retail facilities for the whole estate, including Wichelstowe's secondary school and sixth form. Wichelstowe has a coherent road network and strong pedestrian links throughout, and is served by several bus routes that link East Wichel to Middle Wichel. The existing arrangements, by which Middle and West Wichel are part of Wroughton Parish, are historic and relate to ancient parish boundaries which predate both the M4 motorway and the Wichelstowe estate. It is likely that Wichelstowe will form part of a single parish following a future Community Governance Review. This proposal puts the ward boundary in line with the natural boundary of the M4.

The proposal is for this ward to comprise:

- 1) All of Polling District WWB
- 2) All of Polling District OTB
- 3) All of Polling District OTD
- 4) The following streets from Polling District CEA, comprising the "Rushey Platt" area: Daniel Close, Dartmoor Close, Fry Close, Fullerton Walk, gold View, Juno Way, Ludgershall Road, Beacon Close, Sword Gardens, Redbridge Close, Rhine Close, Tidworth Close.
- 5) The following streets from Polling District OTC: Ambrose Road, Avenue Road, Bowling Green Lane, Bradford Road, Croft Road, Devizes Road, Fitzroy Road, Glenwood Close, Grovelands Avenue, Homeleaze, Lethbridge Road, Liley Close, Louviers Way, Nicholas Court, Penfold Gardens, Pleydell Road, Quarry Mews, Quarry Road, Ripley Road, Riverdale Close, Riverdal Walk, Springfield Road, The Shearings, Tismeads Crescent, Wyvern Close
- 6) The following streets from Polling District OTA: Belmont Crescent, Commonweal Road, Field Rise, Goddard Avenue, Mill Lane, Roman Crescen, The Mall, The Marlestons, The Quarries, Westlecot Road, Wichelstok Close.

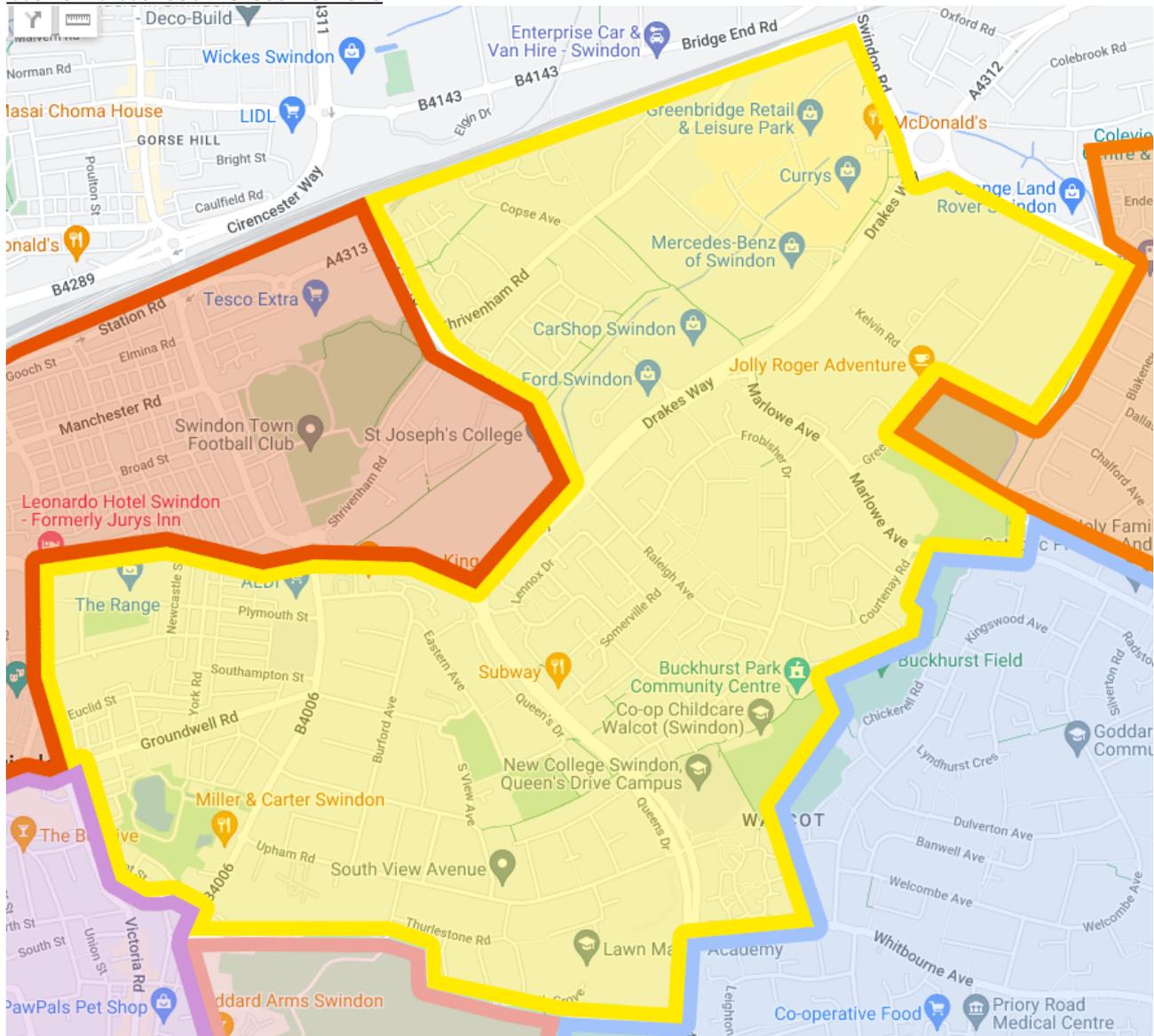
With regards to (1) and (2), the area of Wichelstowe is a single coherent community with a shared identity, shared facilities and transport links, and the division between two parishes is a historic anomaly that predates the estate's construction.



With regards (4), Rushey Platt is a stand-alone suburb with no strong links with Central or Eastcott wards or with any other parts of the town. However once West Wichel has been built there will be a close proximity between entrances to the Rushey Platt estate and the nearest extent of Wichelstowe. The entrance to the estate on Redposts Drive is proposed to become a bus corridor into Wichelstowe, which would provide a shared public transport link. Children in Rushey Platt are likely to be educated in the Middle Wichel schools, and the Wichelstowe district centre will be the nearest facilities to residents.



## Ward 4: Walcot – 3 councillors



This ward is centred on the twin suburbs of Walcot West (“Old Walcot”) and Walcot East, which currently form part of the existing Walcot & Park North ward.

This ward contains elements which cross the boundary between South Swindon Parish and Stratton St Margaret Parish.

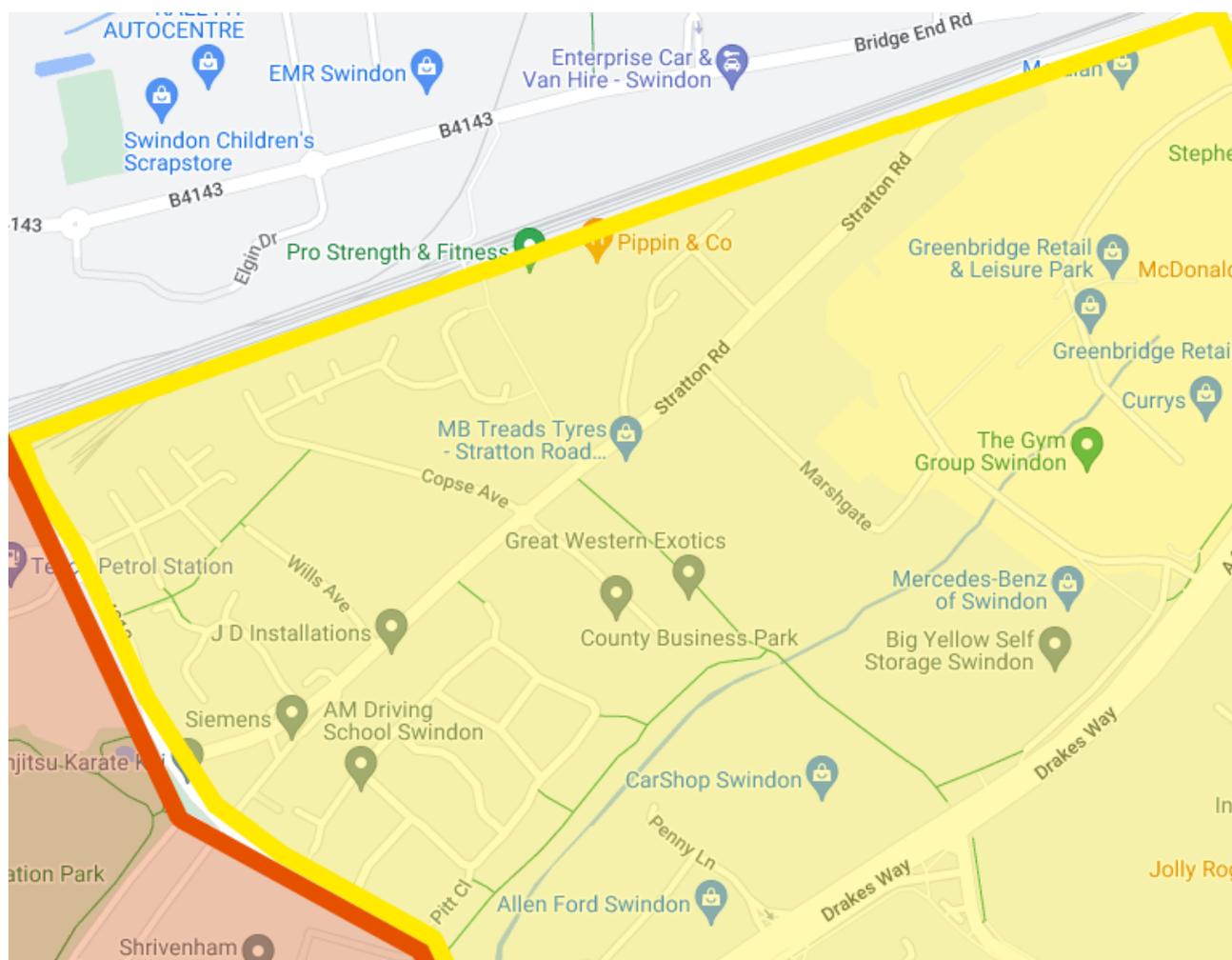
The proposal is for this ward to comprise:

- 1) All of Polling District WPA
- 2) All of Polling District WPB
- 3) All of Polling District WPC
- 4) All of Polling District ETD
- 5) The following streets from Poling District CED: Ocotal Way, Upper Shrevenham Road, Culberhouse Road, Eddleston Road, Pitt Close, Selwood Close, Wheatcroft Way, Farriers Close, Briar Fields, Wills Avenue, Sopse Avenue.
- 6) The following streets from Polling District SMC: Stratton Road, Greenbridge Road, Kelvin Road, Crampton Road, Smiths Lane, Twickenham Close.

With regards to (1), (2), and (3), the two Walcot estates have a long history of shared identity and in sharing electoral divisions.

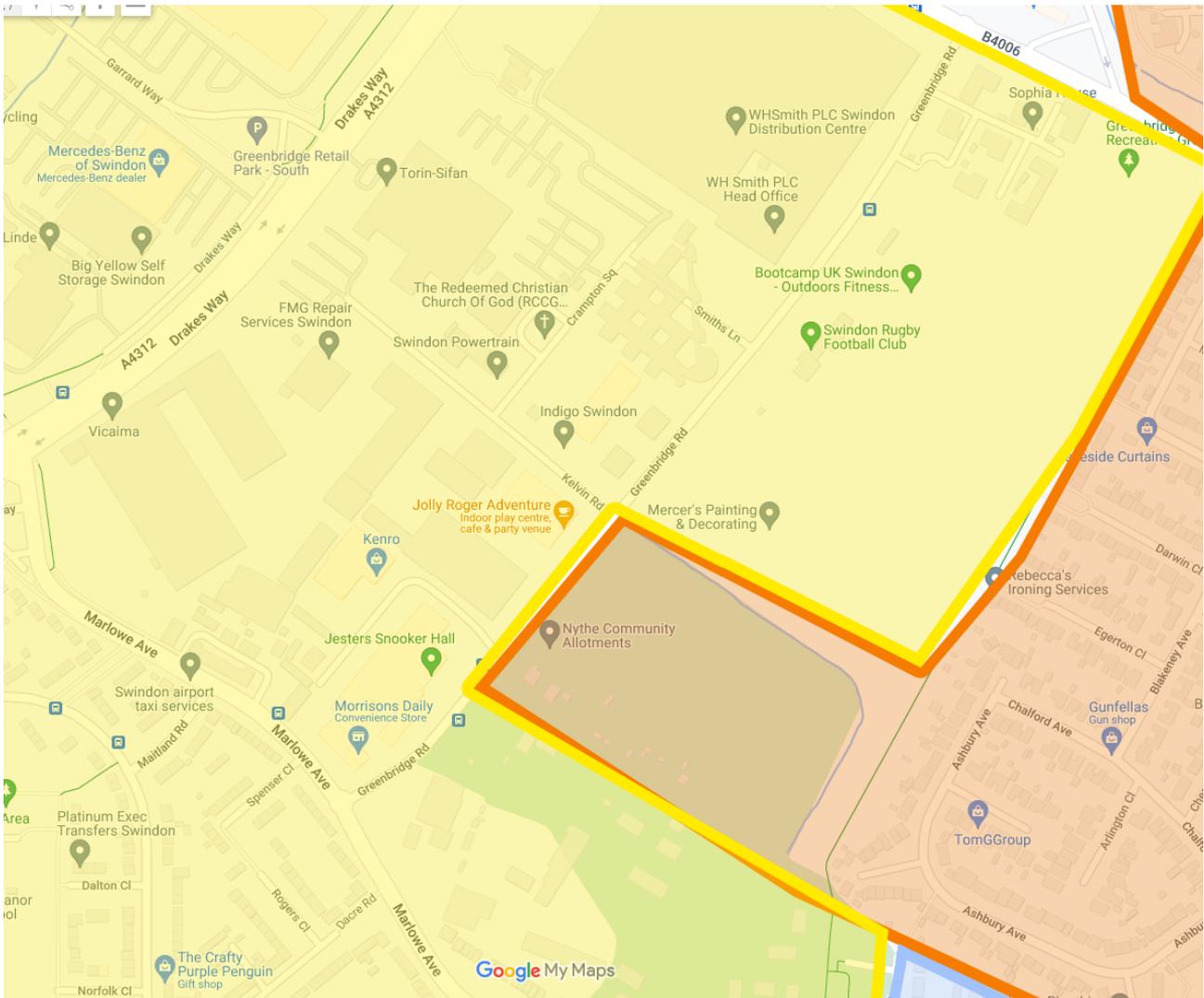
With regards to (4), this proposal brings the area around Queens Park into a single ward. Uniting both sides of Drove Road into a single ward is positive and many in Walcot West would treat the facilities on Drove Road, in particular the primary school, as part of their natural community. The York Road area is a relatively self-contained community with minimal links to Eastcott to the south beyond the facilities included in this electoral district (such as the Catholic Church and school on Groundwell Road, which is well used by the community in this area). The number 17 bus runs the length of Groundwell Road and into Walcot West.

With regards to (5), the Ocotal Way and Upper Shrivvenham Road area has few natural affinities with neighbouring wards to the south. This proposal unites Upper Shrivvenham Road with Stratton Road, which currently has an incongruous ward boundary in the middle of a thoroughfare and which separates this area from one of the only neighbouring residential areas with a shared identity.



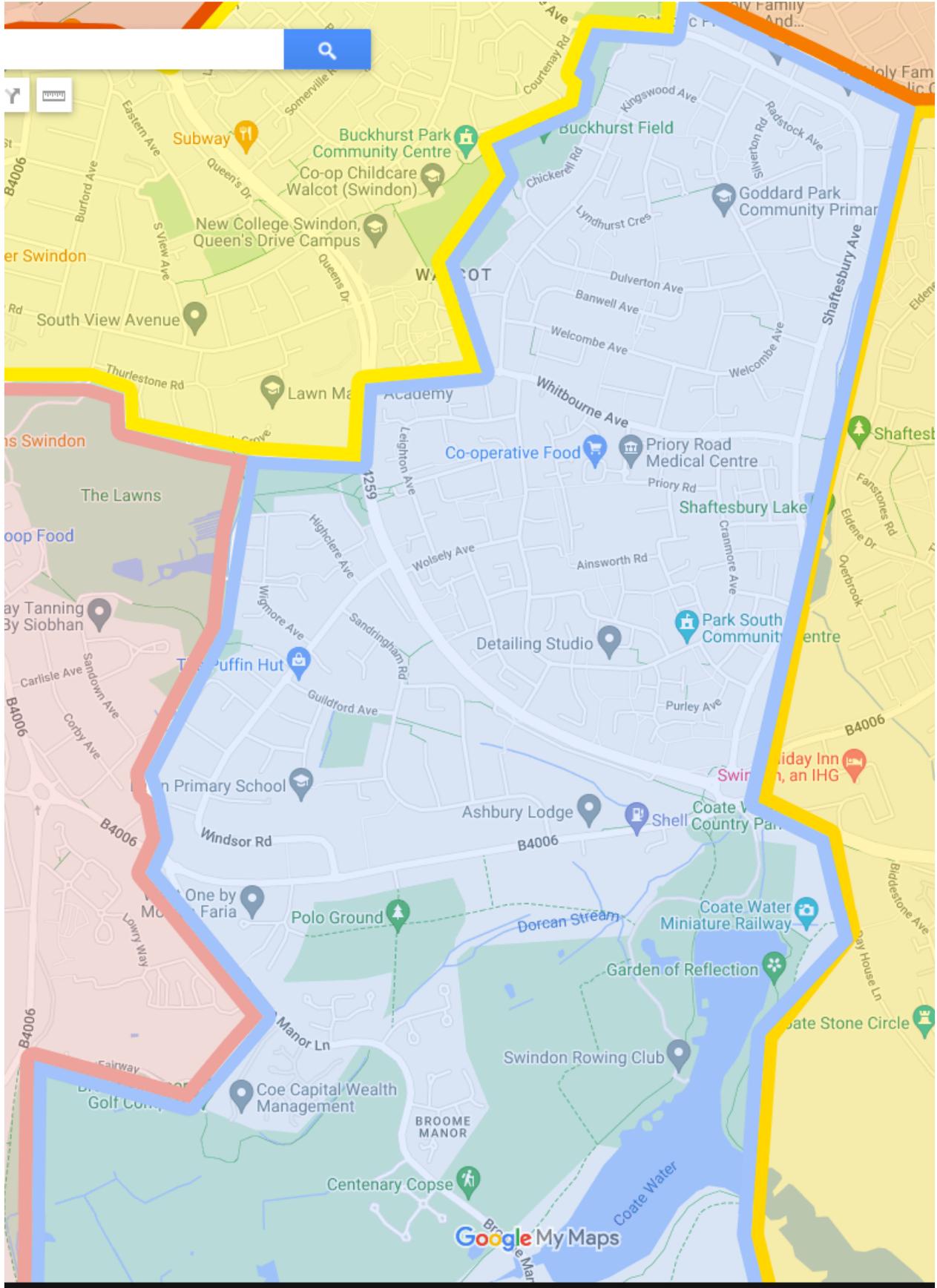
With regards to (6), in addition to what is mentioned above, this area unites the Marlowe Avenue area into a single ward. Swindon Borough Council is treating this area as a single regeneration area, and has launched a community consultation (attached to this submission) regarding a masterplan for this area and for enhancing shared facilities. The area around Marlowe Avenue itself, and the new Oakfield Development, form part of South Swindon Parish and Walcot & Park North Ward the new developments off Greenbridge Road form part of Stratton St Margaret Parish, despite having no

natural or physical links with the rest of this parish and being separated from the nearest parts (Upper Coleview and Lower Stratton) by substantial road infrastructure.



In connection between (5) and (6), this proposal also creates a single coherent “Greenbridge area”, with the Retail Park as a natural focal point. The northern boundaries of this ward as the railway and Swindon Road/Dorcan Way provide a coherent and easily understood boundary without dividing residential areas.

**Ward 5: Parks and Lawn – 3 councillors**



This ward brings the Park North and Park South communities together, after previously having been split between two wards (Walcot & Park North and Liden, Eldene & Park South respectively), along with the neighbouring Lawn area. The southern extent of the ward includes the sparsely populated Broome Manor Lane area which currently forms part of the same ward as Lawn, bringing the ward boundary to the M4 motorway.

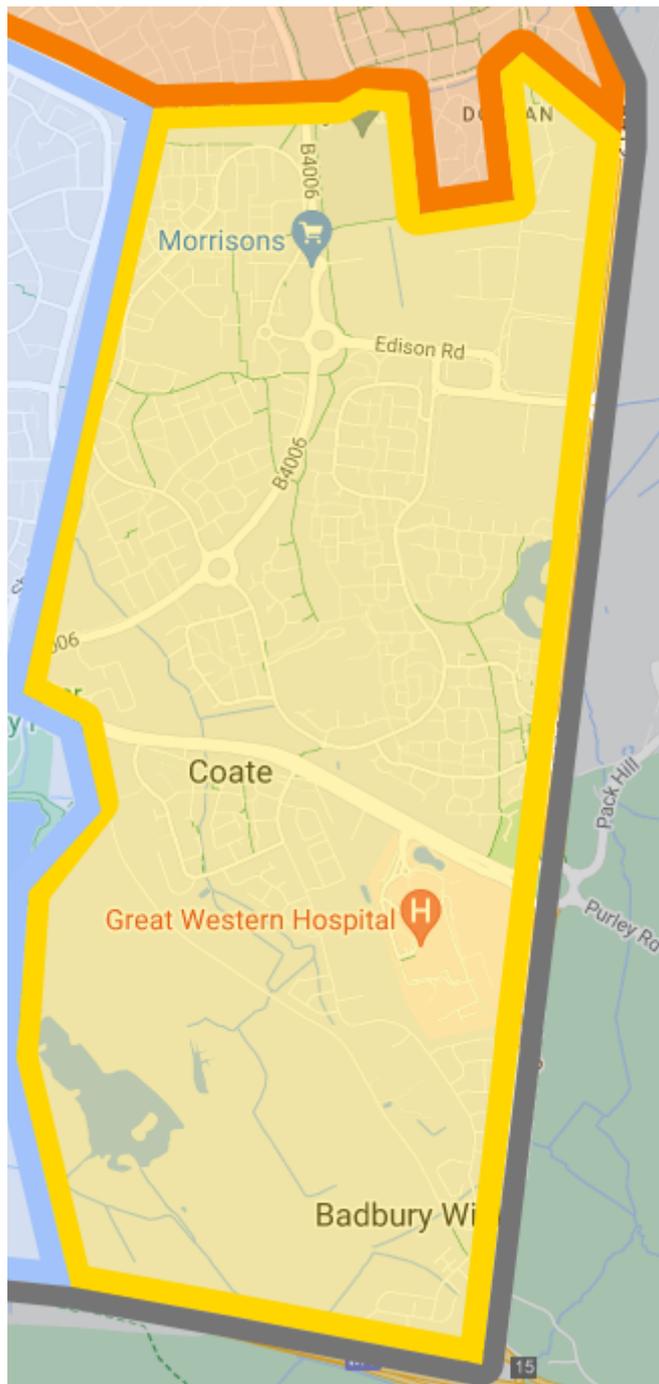
The proposal is for this ward to comprise:

- 1) All of Polling District WPD
- 2) All of Polling District LEA
- 3) All of Polling District LEB
- 4) All of Polling District CLA
- 5) All of Polling District CLD

With regards to (4) and (5); Lawn currently sits in the Chiseldon & Lawn ward, which is a disparate ward with a mix of disconnected rural and suburban communities and which splits across two Parishes (South Swindon and Chiseldon). This arrangement predated the creation of South Swindon Parish. A clear aim of any proposal to this review should be to resolve the issue of Lawn and Chiseldon being part of the same ward, which splits across natural boundaries (the M4), electoral boundaries (parliamentary constituencies), and natural communities. Lawn is currently in the same ward as Badbury Park, and this proposal separates the two. Lawn has no natural connection with Badbury Park; it is not physically near to it, it is not easily possible to walk between the two, there are no public transport connections, and no shared facilities.

Lawn's connection to Parks is not necessarily any stronger or more natural, but it has the advantage of proximity and strong pedestrian links, and of shared facilities (with Cavendish Square providing the nearest mid-sized retail, nearest church, and nearest public library). It is also not clear that Lawn has stronger connections with neighbouring communities in other directions, with the possible exception of the Pipers area of the current Old Town ward.

## Ward 6: Dorcan – 3 councillors



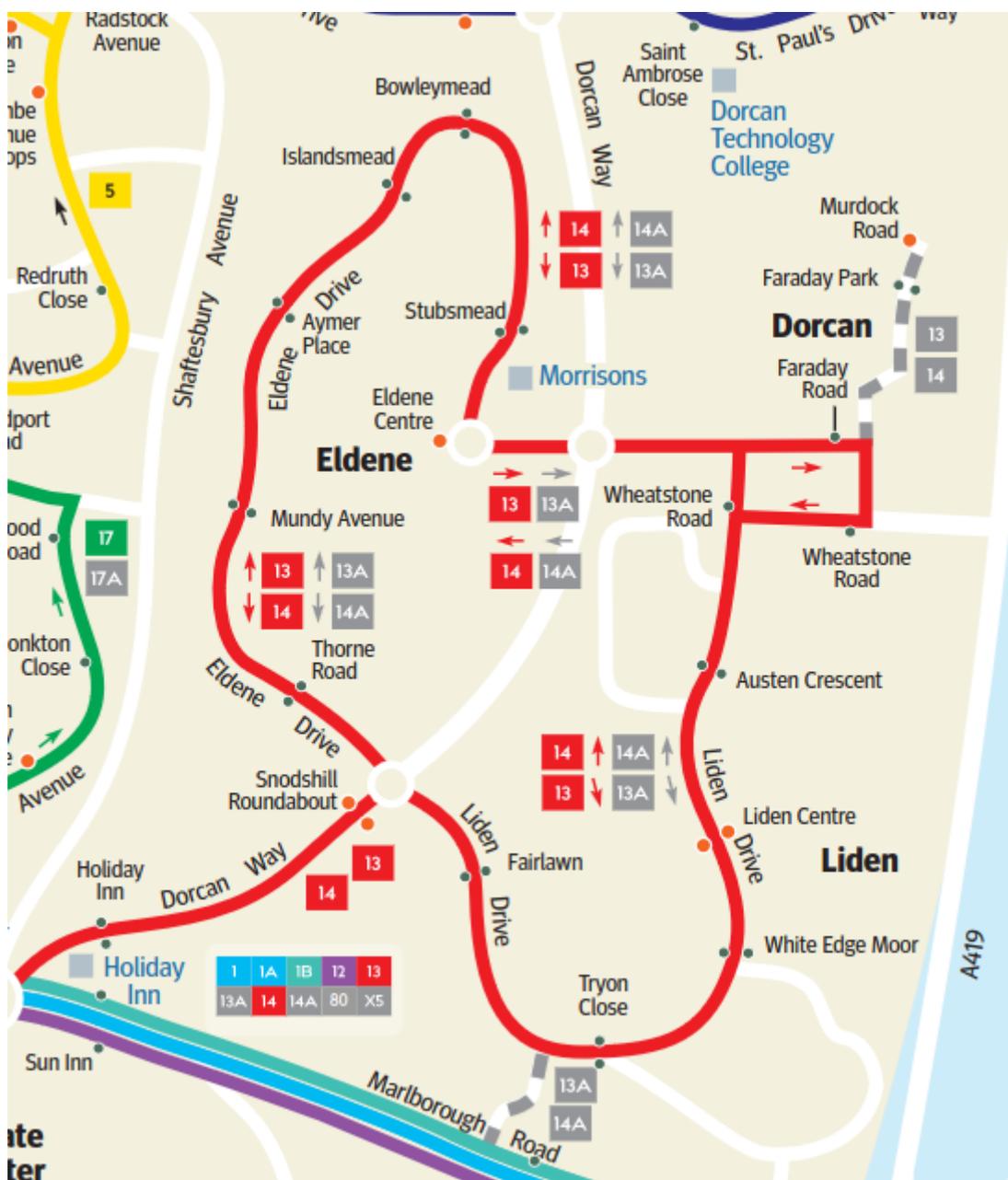
This ward brings together the suburb of Eldene (wholly within the current Liden, Eldene and Park South ward), Liden (partially within Liden, Eldene & Park South ward, partially within Covingham & Dorcan ward) and Badbury Park (currently within Chiseldon & Lawn ward). It spans two parishes- South Swindon (Badbury Park) and Nythe, Eldene & Liden (Eldene and Liden). It also includes a small anomalous part of what is currently Ridgeway Ward, Liddington Parish.

The East Swindon area is a part of town where following parish boundaries is not possible due to the constraints of elector numbers. However a number of natural community boundaries and affinities and historic compromises provide an alternative to following parish boundaries whilst still maintaining coherent communities.

The proposal is for this ward to comprise:

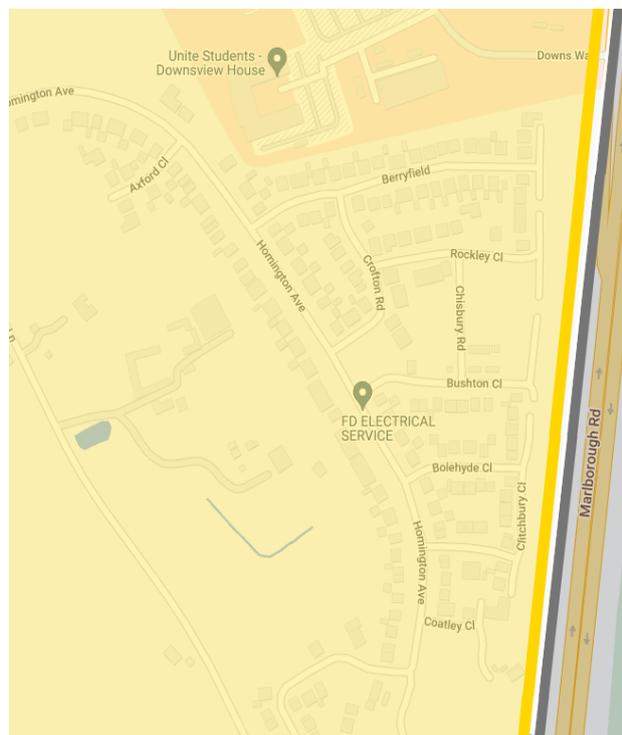
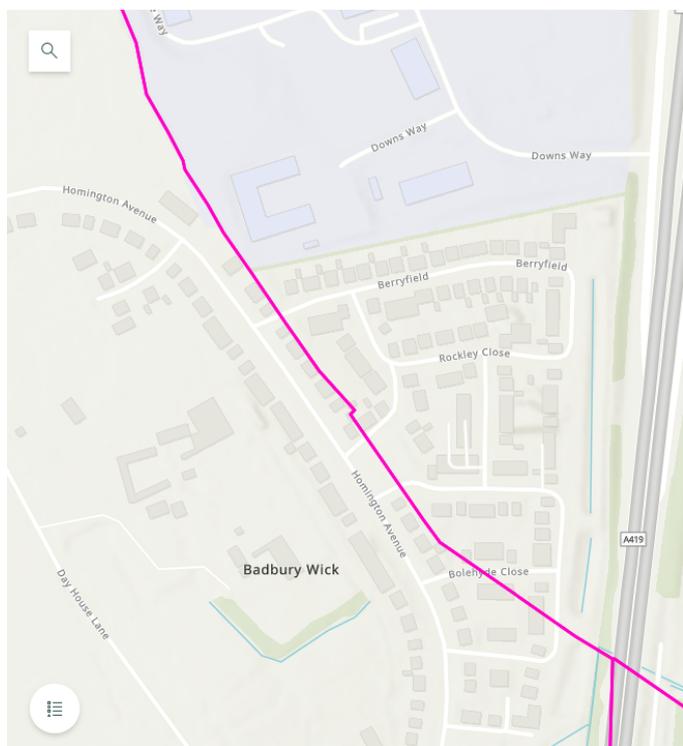
- 1) All of Polling District LEC
- 2) All of Polling District LED
- 3) All of Polling District CDE
- 4) All of Polling District CLC
- 5) All of Polling District RWF

With regards to (2) and (3), this proposal ends the existing situation which has Liden split between two wards. Regarding (1), Liden and Eldene together form a naturally paired community; the main roads (Eldene Drive and Liden Drive) form a single circuit through the joint estate, the bus route (numbers 13 and 14) travel through both estates, a network of walkable and cycle routes permeate the two estates, and both are centred on the “Dorcan” area at the northern part of the ward (encompassing the employment land at Dorcan Industrial Estate, the Morrisons supermarket and neighbouring facilities, the Dorcan swimming pool and leisure complex, and Dorcan Academy secondary school).



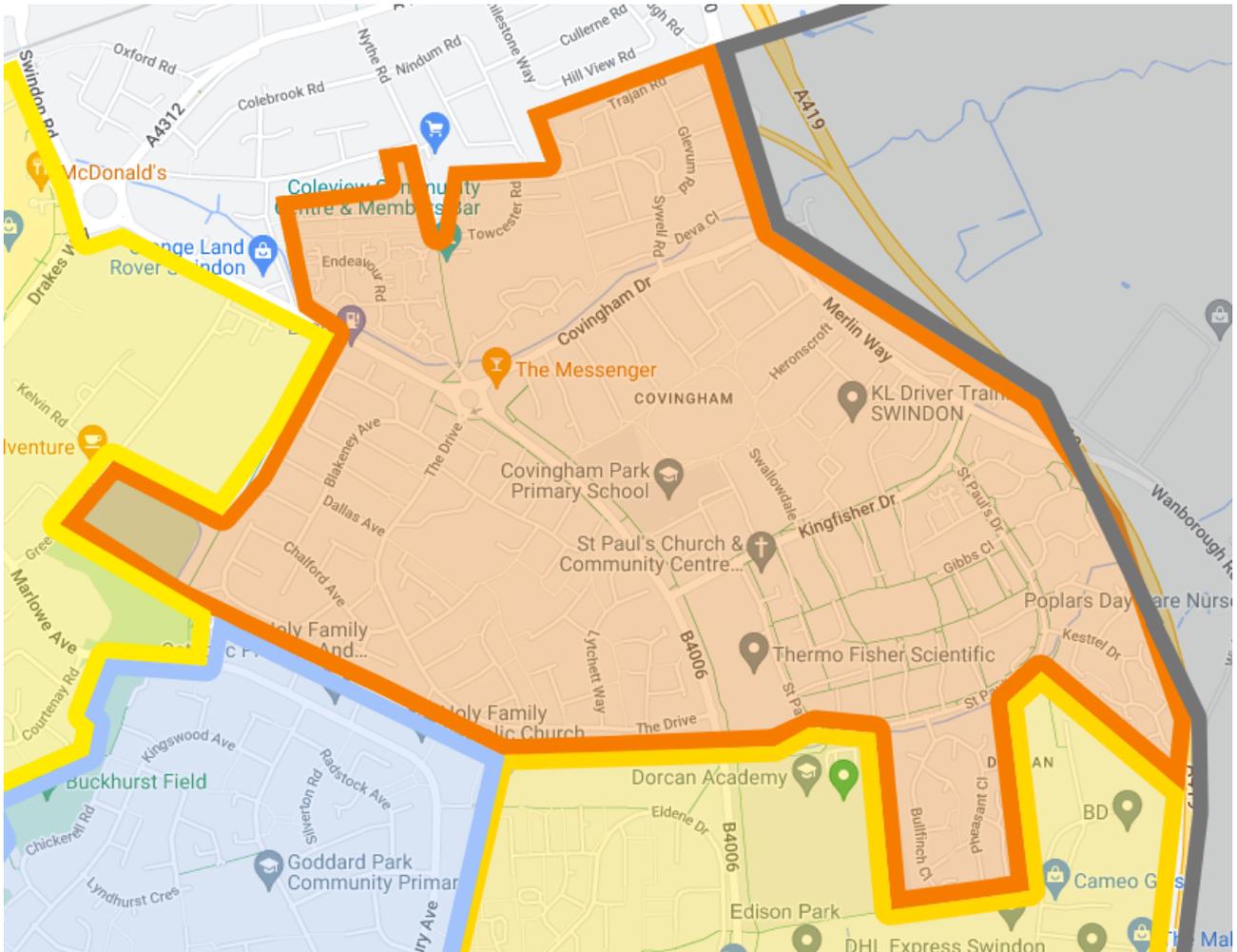
With regards to (4), Badbury Park currently sits within the Chiseldon & Lawn ward, and has limited natural affinity with any of the other parts of this ward. There are no links between Badbury Park and the rural parts of the ward, and there are no strong links between Badbury Park and Lawn (from which it is separated by a considerable distance, has poor transport links, and does not share any facilities). While Badbury Park is relatively self-contained as a community, it has the benefits of proximity with Liden and strong walking links via the crossing on Marlborough Road to Liden Drive.

With regards (5), RWF is a small historic part of the ancient parish of Liddington which predates the construction of Badbury Park, the Great Western Hospital, or the A419 road. The main inhabitants of this polling district are a small collection of residential streets in almost the exact midpoint of the Badbury Park estate; five of these small streets are bisected at random points mid-row by the parish/ward boundary. These houses have no physical link to the rest of the parish without driving through the rest of Badbury Park, and the polling place for this Polling District is in Badbury Park Community Hub. A small additional number of houses in this Polling District (“Brook Road”) are also located near to Marlborough Road behind Woodbine Terrace. In both cases, this anomaly will almost certainly be resolved at the next Community Governance Review where they will be best incorporated with the rest of Badbury Park.



Regarding the proposed name for this ward; “Dorcan” is suggested as a well-recognised term for this part of town. The proposed ward will not only contain Dorcan School, Dorcan Industrial Estate and Dorcan Leisure Centre, but the main thoroughfare is Dorcan Way, and the Dorcan Stream (for which all of the above are named) rises in Badbury Park and flows through Liden and Eldene.

## **Ward 7: Covingham & Nythe – 2 councillors**



This ward represents the existing Covingham & Dorcan ward, but without the CDE Polling District covering a part of Liden (which this proposal has placed in a ward with the rest of Liden, reunifying the estate in a single ward).

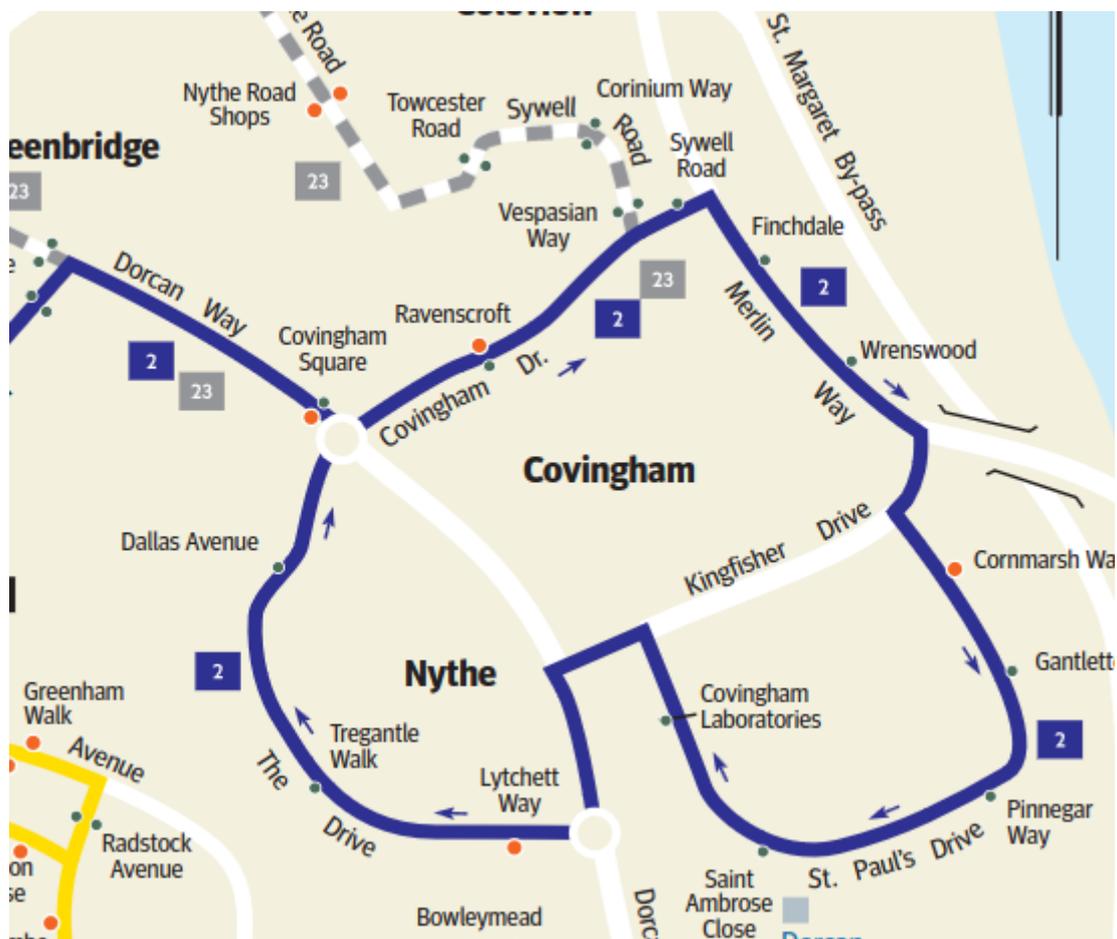
This proposed ward crosses several Parish boundaries; Covingham (Covingham Parish), Nythe (Nythe, Eldene & Liden Parish) and Lower Coleview (Stratton St Margaret Parish). However in all cases the arrangements exist in the current existing ward, have been in place for a considerable amount of time and are well understood by residents.

The proposal is for this ward to comprise:

- 1) All of Polling District CDA
- 2) All of Polling District CDB
- 3) All of Polling District CDC
- 4) All of Polling District CDD
- 5) All of Polling District SMG

With regards to (2), (3) and (4), Covingham and Nythe have a long history of being viewed as a “dual estate”. The main roads through both estates (The Drive in Nythe, Kingfisher Drive through to Covingham Drive in Covingham) form a single circuit, and the bus route serving the area (the number 2) loops through this circuit. Covingham & Nythe have been in the same Borough ward from before Nythe, Eldene & Liden Parish was established, and Nythe has greater links (both

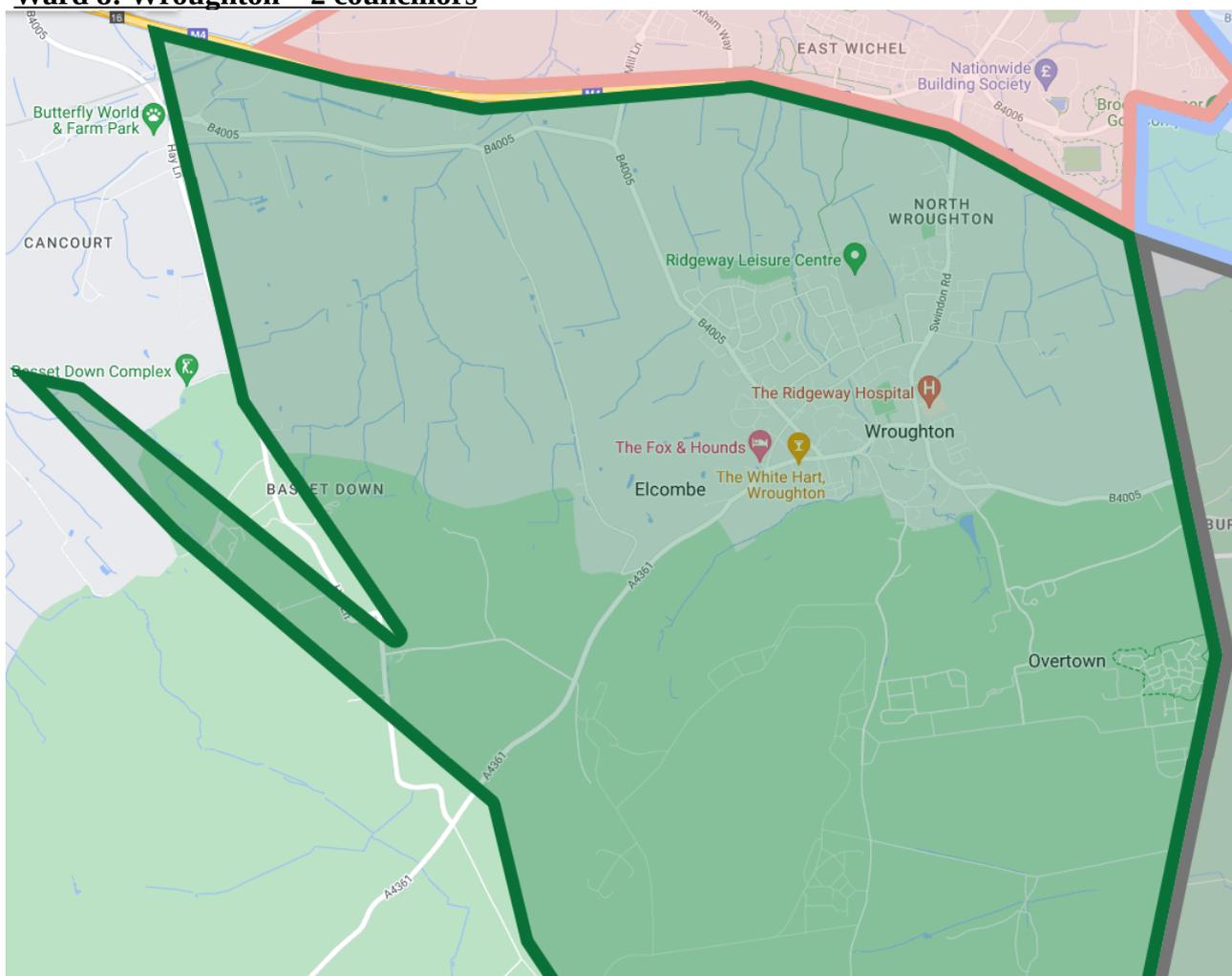
physical and in terms of community) with Covingham than it does with the other parts of its parish. Covingham Parish by itself is too small to be a single member ward, and there is no community that it is better paired with than Nythe.



With regards to (1), Covingham and Nythe together do not have enough electors to qualify as a two member ward. Lower Coleview is currently a part of the Covingham & Dorcan ward and has been part of the same ward as Covingham for a number of years. Lower Coleview already has its own Parish ward, meaning that including Lower Coleview in this proposal will not require additional changes at the Parish level. While Lower Coleview clearly has greatest affinity with the rest of Coleview to its north, it has clear links with Covingham too; the streets in question mostly have vehicular and pedestrian access to Covingham Drive, the nearest bus route for these residents is the number 2, and they are closely located to the Covingham Village Centre pub and retail area. In the other direction, Coleview Community Centre is the nearest community centre to most of the residents of that part of Covingham north of Covingham Park (the nearest community facilities within Covingham itself being St Paul's Church to the south of the estate). While it may be preferably in abstract to find a solution which brings Lower Coleview into the same ward as the rest of Coleview, this is the least disruptive compromise to create East Swindon wards within viable numbers.

With regards (5), this is a polling district containing no residents which is currently within the existing St Margaret & South Marston ward but is part of the Nythe, Eldene & Liden Parish. It contains only allotments operated by a community group. If it were inhabited, it would be better placed within the proposed Walcot ward, forming part of the Marlowe Avenue area. It isn't material to this proposal which ward this section of land should be in due to the absence of voters, so I have chosen to follow the parish boundary instead.

## Ward 8: Wroughton – 2 councillors



This ward covers the existing Wroughton & Wichelstowe ward and the existing Wroughton Parish, without the Wichelstowe estate.

The proposal is for this ward to comprise:

- 1) All of Polling District WWA
- 2) All of Polling District WWC
- 3) All of Polling District WWD
- 4) All of Polling District WWE
- 5) All of Polling District WWF

The removal of Wichelstowe from this ward, bringing the ward from a 3 member to a 2 member ward, is motivated by the desire to see a single ward containing all of the Wichelstowe estate, which is a single coherent community with a distinct identity and shared services. The priority of having Wichelstowe in a single ward takes priority over maintaining the existing parish boundaries, which are historic and predate the conception of the Wichelstowe development. As it is not possible to create a ward within viable numbers which include all of Wroughton Parish plus East Wichel, the movement by necessity is in the other direction.

The result is a ward which follows the natural boundary of the M4 motorway, which is clear and easily understood by residents.



- 1) All of Polling District CLN
- 2) All of Polling District RWA
- 3) All of Polling District RWB
- 4) All of Polling District RWC
- 5) All of Polling District RWD
- 6) All of Polling District RWE

With regards to (6), this is a small anomalous part of what is presently South Swindon Parish, but which is currently in the existing Ridgeway Ward. It is a small number of houses at “Meadow Way” which is part of South Swindon Parish as a result of the ancient parish boundaries which predate the building of the M4 motorway and A419. As vehicular access to these houses is not possible from the rest of the South Swindon Parish without passing through Liddington, it is likely that this anomaly will be resolved in a future Community Governance Review.

The name of this ward is proposed to be “Ridgeway” in line with the existing ward. The ancient roadway, the Ridgeway, runs though all of the parishes which form part of this ward, including Chiseldon.

### **Appendix: Estimated Elector numbers**

#### **Ward One (3)**

|                      |      |
|----------------------|------|
| Central CEB          | 2199 |
| Central CEC          | 5374 |
| Part of Central CED  | 304  |
| Part of Eastcott ETB | 1110 |

**Ward 18 Total** **8987**

#### **Ward Two (3)**

|                      |      |
|----------------------|------|
| Eastcott ETA         | 1724 |
| Eastcott ETC         | 2001 |
| Eastcott ETE         | 751  |
| Part of Old Town OTA | 1649 |
| Part of Old Town OTC | 217  |
| Part of Eastcott ETB | 465  |
| Part of Central CEA  | 2036 |

**Ward 15 Total** **8843**

#### **Ward Three (3)**

|                      |      |
|----------------------|------|
| Old Town OTB         | 1300 |
| Wroughton WWB        | 2296 |
| Part of CEA          | 378  |
| Old Town OTD         | 2286 |
| Part of Old Town OTC | 1651 |
| Part of Old Town OTA | 1130 |

**Ward 14 Total** **9041**

|                         |      |
|-------------------------|------|
| <b>Ward Four (3)</b>    |      |
| Walcot & Park North WPA | 2413 |
| Walcot & Park North WPB | 1754 |
| Walcot & Park North WPC | 1793 |
| Eastcott ETD            | 2138 |
| Part of Central CED     | 1063 |
| Part of St Margaret SMC | 457  |

**Ward 16 Total 9618**

|                            |      |
|----------------------------|------|
| <b>Ward Five (3)</b>       |      |
| Walcot & Park North WPD    | 3325 |
| Park South LEA             | 2151 |
| Park South LEB             | 1347 |
| Lawn & Badbury Park<br>CLA | 2664 |
| Lawn & Badbury Park<br>CLD | 3    |

**Ward 17 Total 9490**

|                            |      |
|----------------------------|------|
| <b>Ward Six (3)</b>        |      |
| Eldene LEC                 | 2759 |
| Liden LED                  | 1909 |
| Liden CDE                  | 1595 |
| Lawn & Badbury Park<br>CLC | 1914 |
| Liddington RWF             | 254  |

**Ward 13 Total 8431**

|                       |      |
|-----------------------|------|
| <b>Ward Seven (2)</b> |      |
| Nythe CDB             | 1974 |
| Covingham CDC         | 2794 |
| Covingham CDD         | 421  |
| Lower Coleview CDA    | 1530 |
| Nythe SMG             | 0    |

**Ward 12 Total 6719**

|                       |      |
|-----------------------|------|
| <b>Ward Eight (2)</b> |      |
| Wroughton WWA         | 36   |
| Wroughton WWC         | 2770 |
| Wroughton WWD         | 2793 |
| Wroughton WWE         | 355  |
| Wroughton WWF         | 502  |

**Ward 21 Total 6456**

**Ward Nine (2)**

|                            |      |
|----------------------------|------|
| Chiseldon CLB              | 1941 |
| Badbury RWA                | 99   |
| Liddington RWB             | 376  |
| Wanborough RWC             | 3876 |
| Bishopstone RWD            | 548  |
| Lawn & Badbury Park<br>RWE | 30   |

**Ward 22 Total**                      **6870**

**Marlowe Avenue Renewal Area**  
Masterplan Vision & Design Guide

Appendix 1

**DRAFT 08.02.2024**

February 2024

# Contents

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# 1.0 Introduction

- 1.1 Purpose of the Document
- 1.2 Policy Guidance
- 1.3 Instructions for Use
- 1.4 Structure of the Document



## 1.0 Introduction

### 1.1 Purpose of the Document

This Masterplan Vision & Design Guide has been prepared to shape the upcoming phases of the Marlowe Avenue Renewal Area regeneration. It is designed to assist those involved in the future development of the neighbourhood by providing information and guidance to ensure alignment with the development objectives and key principles outlined in the following pages. The purpose is to demonstrate how individual developments can contribute to a cohesive and sustainable neighbourhood, avoiding piecemeal and incongruous additions and changes.

The Marlowe Avenue Renewal Area Masterplan Vision & Design Guide is the result of a year-long collaborative effort involving Swindon Borough Council, Mæ and LUC. The development of this masterplan vision has been driven by a series of engagement sessions with stakeholders and a public consultation to ensure its appropriateness in shaping the neighbourhood's future.



Right:  
Illustrative collage of the vision for the Marlowe Avenue Renewal Area.

## 1.0 Introduction

### 1.2 Policy Guidance

The Marlowe Avenue Renewal Area Masterplan Vision & Design Guide provides a framework for informing and evaluating planning submissions for any development taking place within the renewal area. It is essential to read this document alongside national and local planning guidelines to ensure that prospective developments align with the objectives outlined in previously approved documents. The key references used to shape the Masterplan Vision & Design Guide are as follows:

#### Draft Swindon Borough Local Plan 2036

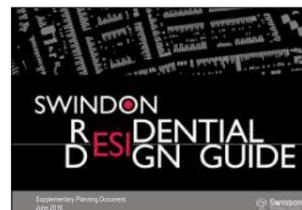
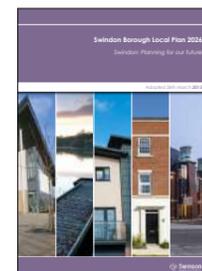
The Swindon Borough Local Plan outlines policies and strategies to address the challenges facing the area between 2015 and 2026. The Swindon Borough Local Plan Policy SD1 (Sustainable Development Principles) expects development proposals to:

- be of high quality design;
- promote healthy, safe and inclusive communities;
- respect, conserve, and / or enhance the natural, built and historic environments;
- assess and address the impact of climate change through mitigation and / or adaption measures;
- provide or contribute to the assessed local and borough wide infrastructure and service requirements;
- contribute to the retention of jobs and growth of the local economy and complement Town Centre regeneration;
- be accessible by walking, cycling and/or public transport; and,
- use land and resources (such as water, energy, minerals and waste) in an efficient and effective way

Policy SD2 (The Sustainable Development Strategy) seeks to realise development opportunities within Swindon's urban area.

#### Swindon Residential Design Guide SPD

The Swindon Residential Design Guide outlines fundamental design principles for residential developments within and around Swindon. Its aim is to create distinctive, high-quality environments by providing guidance and requirements related to Context & Character, Layout, Form, Function, Amenity, and Public Realm Quality. The guide adopts a comprehensive approach to ensuring the successful design of houses, streets, and public spaces.



### 1.3 Instructions for Use

The Marlowe Avenue Renewal Area Masterplan Vision & Design Guide does not aim to be prescriptive; instead, it establishes qualitative benchmarks that allow room for innovative and high-quality design.

The Marlowe Avenue Renewal Area Masterplan Vision & Design Guide can be interpreted as a report of two halves. The Introduction and Analysis sections of the document have been prepared to inform and support the development principles of the Marlowe Avenue Renewal Area. These principles are subsequently set out in the masterplan Vision and Design Guide sections.

The purpose of this document is to provide a framework for development. Some elements are non-negotiable and should be adhered to. They provide a fixed framework for development. On the other hand, advisory elements offer flexibility in design decisions. While encouraged, their adoption allows for greater creative freedom. Implementing these principles collectively contributes to a more cohesive masterplan.

The Design Guide section refers to the National Model Design Code and translates the principles articulated in the Masterplan Vision into precise criteria that will shape and guide development rules. The Design Guide is organised into chapters that define key principles starting at a broader, macro level, covering site-wide guidelines, and progressively delving into specifics, including built form and land use for individual character areas. The degree of control within the design guide is indicated by statements of intention, using terms like “**must**” to denote mandatory compliance, “**should**” to signify strong encouragement but optional compliance, and “**could**” to suggest possible best practice options for implementation. For the non-mandatory statements, it is expected that if proposals deviate from the statements of intention then they should demonstrate alignment with the broader masterplan vision.

### 1.4 Structure of the Document

#### 1.0 Introduction

This section provides an overview of the primary themes and objectives of this document. It accomplishes this by explaining the document's purpose, its alignment with planning policy, and its practical applications.

#### 2.0 Analysis

To establish a coherent masterplan for the area, it must be based on a thorough analysis of the current and surrounding context. This segment encompasses research on nearby transportation connections, land usage, opportunities, constraints, and an assessment of emerging developments within the renewal area, which have informed the masterplan vision.

#### 3.0 Vision

A vision for the neighbourhood has been formulated to represent the area's future potential, while also defining guidelines for transportation networks, development zones, and areas slated for public realm improvements.

#### 4.0 Design Guide

The design guide outlines and illustrates the principles future developments must adhere to in order to align with the overarching masterplan vision. It is organized into site-wide principles and those specific to distinct character areas. The guide details the approach to layout and identity, appearance and character, as well as scale and massing considerations.

#### 5.0 Summary

The final part of the document combines all of the elements from the previous sections, creating a summary of the document in the format of an illustrated masterplan.

## 2.0 Analysis

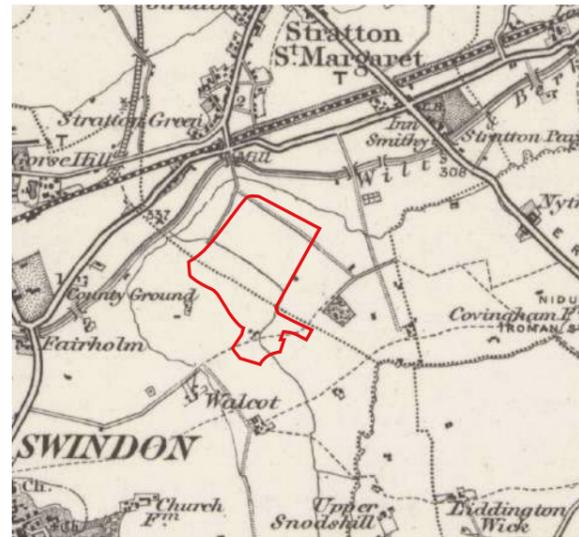
- 2.1 Historical Context
- 2.2 Baseline
- 2.3 Site Context
- 2.4 Emerging Development
- 2.5 Opportunities & Constraints
- 2.6 Engagement and Public Consultation



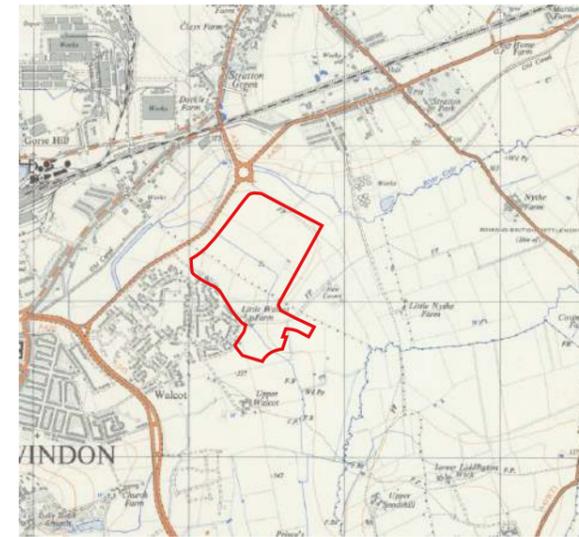
## 2.0 Analysis

### 2.1 Historical Context

The development history of the site began in the 1960's when Swindon was designated as a town for the overspill of London. The Marlowe area expanded rapidly with farmlands acquired for housing development (private and council estates), including North Park and Nythe. Perhaps the most significant change then came with the opening of the iconic W.H.Smith Distribution Centre in 1966 and the expansion of the adjacent Greenbridge Industrial Estate. Since the 2010s, the introduction of various new housing developments, including Greenbridge Square, Crampton Road and most recently, Nationwide's Oakfield Estate, has further increased the residential presence in the area. Ongoing transformations are anticipated with planning applications for residential development on the W.H.Smith and Rugby Club sites, contributing to the evolving character of the area.



1885 - 1900

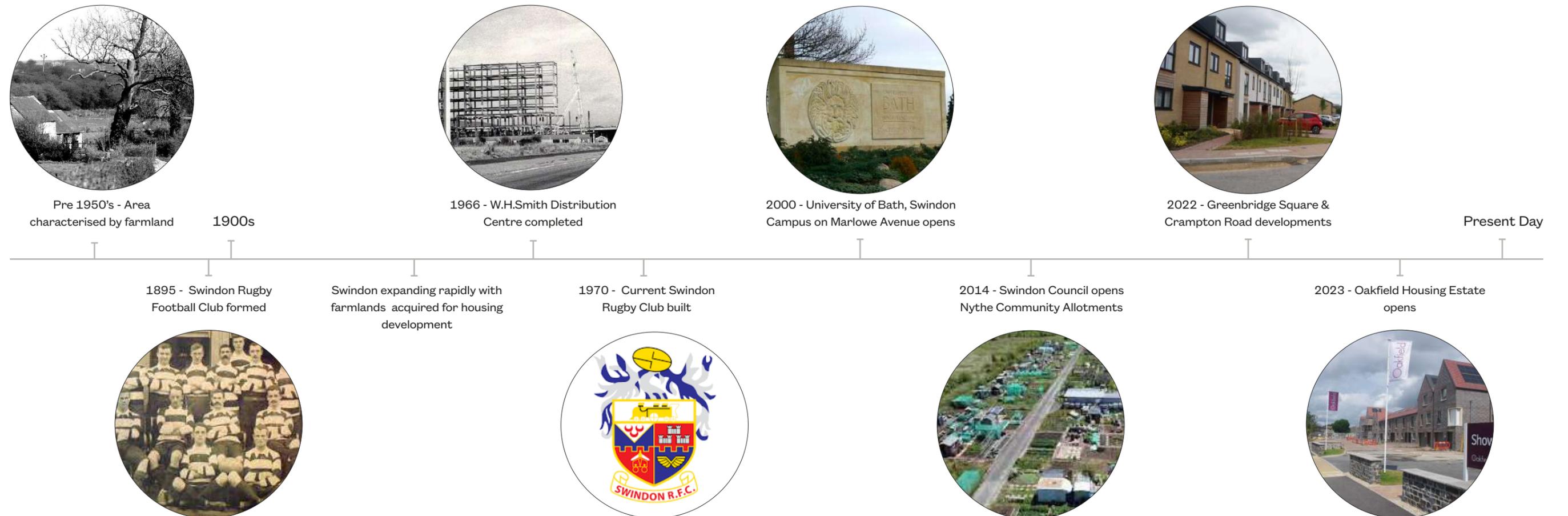


1937 - 1961



2018

Below:  
Historic timeline of the area



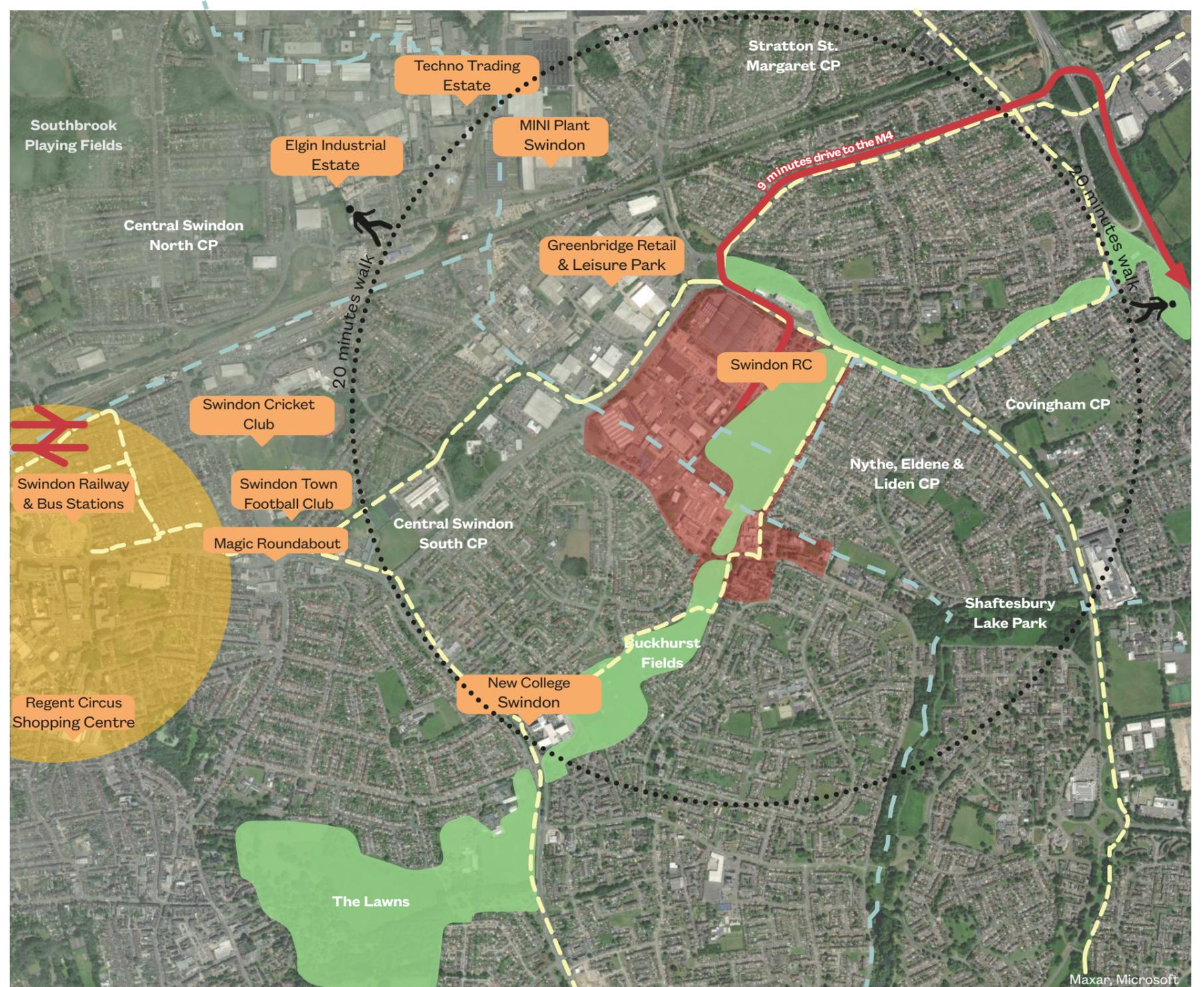
## 2.0 Analysis

### 2.2 Baseline

#### Wider Context

The Marlowe Avenue site is located approximately ten minutes drive to the east of the centre of Swindon, and straddles three Parish Councils (Central Swindon South; Nythe, Eldene & Liden; and Central Swindon North). It is amply provided with public transport routes, roads and intermittent cycleways, although it is generally considered to be an area reliant on vehicular journeys as opposed to walking.

The 'green corridor' that bisects the existing site, forms a key link in the wider chain of green spaces, that runs from Bruddel Wood and 'the Lawns' in the south, up to Covingham Country Park in the north (and the Green Belt beyond). This series of spaces provide public open space to a significant number of residential areas, whilst also forming an interconnected corridor for wildlife and nature.



#### Key

- Renewal Area
- Existing Green Corridor
- Train Station
- City Core
- Council Parish(CP) Boundaries
- Cycle Routes

## 2.0 Analysis

### 2.2 Baseline

#### Existing Site

The Marlowe Avenue Renewal Area site is comprised of a number of areas, including:

1. Greenbridge Retail & Leisure Park
2. WHSmith Distribution Centre, a local landmark, occupying a large site in the northern corner of the site (outline application consented for residential development in 2020);
3. Twickenham Close, an established residential development, south of Dorcan Way;
4. Greenbridge Square Residential Area (completed 2023);
5. Crampton Road Residential Area (completed 2022);
6. Swindon Rugby Club and playing fields;
7. Greenbridge Industrial Estate, to the west of the site including numerous large commercial units, covered by multiple ownership and occupancy agreements;
8. Nythe Community Allotments (established 2014)
9. Marlowe Avenue Housing Estate, including flats and houses in Ringwood Close, Clevedon Close and George Selman Gardens;
10. Greenfield spaces referred to as the 'Remaining Land' between Greenbridge Road and the eastern boundary of the site;
11. Marlowe Avenue Housing, No's 21-65 (completed 2012)
12. Local shops & businesses (including Morrisons; hairdressers; takeaway; and betting shop)
13. Oakfield Project building (due for completion 2025)
14. Oakfield Residential Area (due for completion 2024)
15. Buckhurst Field, public open space to the south of the site.

As indicated by the list above, the area has a number of competing land uses, with residential areas positioned adjacent to industrial units, busy roads, and somewhat under-used green spaces. Recreationally, the site is predominantly frequented by dog walkers; for exercising; and those using the sports fields associated with Swindon Rugby Club.

#### Key

— Site boundary



## 2.0 Analysis

### 2.2 Baseline

#### Movement

The site area is surrounded on three sides by roads, with the busy Dorcan Way and Drakes Way to the north and west, and Marlowe Avenue to the south. Greenbridge Road centrally divides the site, providing access to the: WHS Distribution Centre; Greenbridge Road Industrial Estate; Swindon Rugby Club; and Greenbridge Square housing. The area is well-served by public transport, with numerous bus stops located on the surrounding roads.

Cycleways provide connections to the wider Swindon network, although only around the perimeter of the site. The site takes approximately 10 mins to walk across, but pedestrian routes are limited to pavements alongside roads and pathways across the public open spaces. The South Swindon Green Trail crosses the site to the south, following Marlowe Avenue, whilst there is a fragment of Public Right of Way (PRoW) located off the junction of Greenbridge Road and Marlowe Avenue.

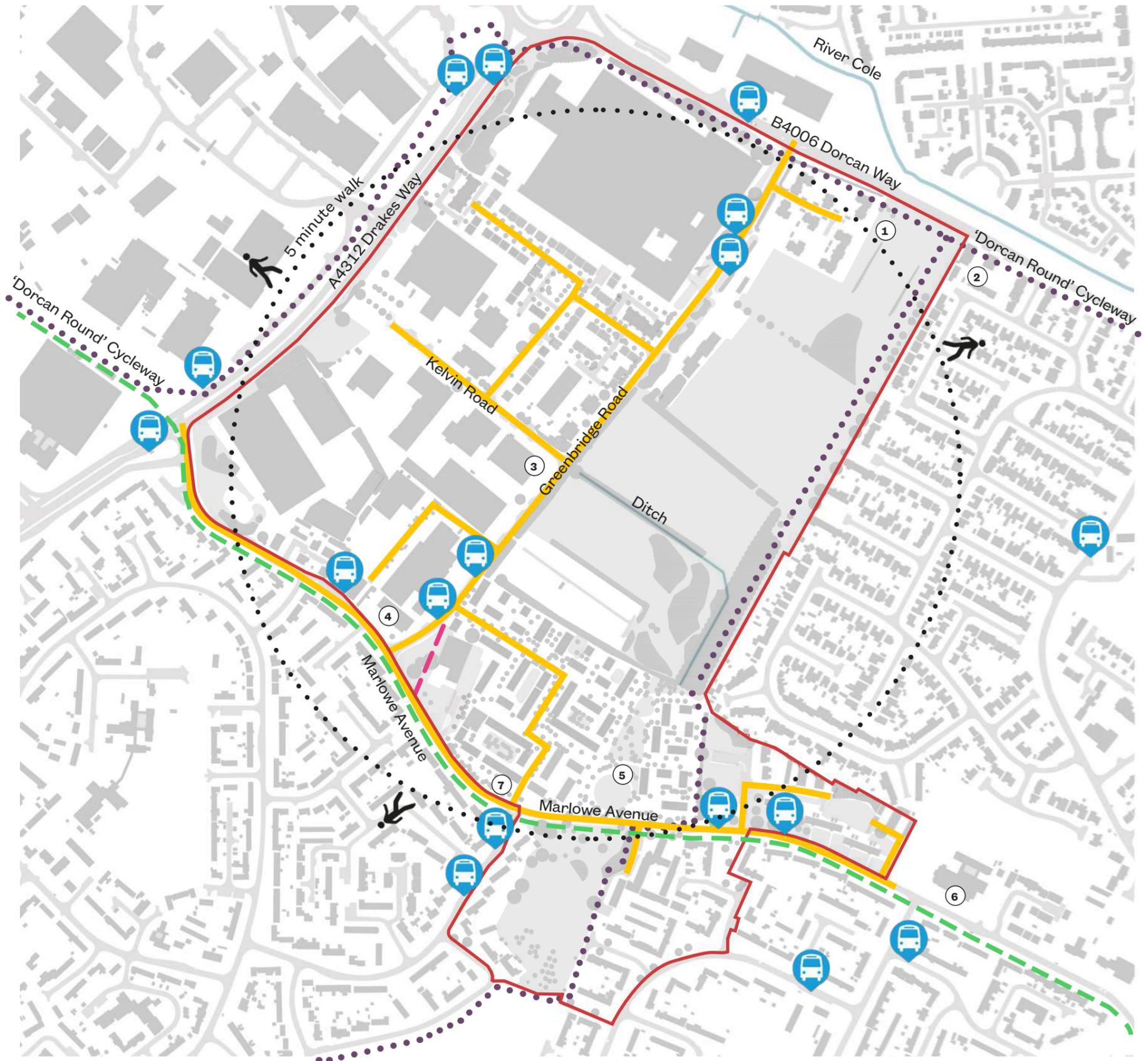
The indications are that users of the local area are predominantly reliant on cars and buses, particularly in light of the relatively small number of shops and facilities in the immediate area, some of which are listed on the adjacent plan.

#### Notes

1. Dorcan Way Play Park/ Greenbridge Recreation Ground
2. Garage/ local shop
3. Jolly Roger Adventure soft play
4. Local shops (inc. Morrisons supermarket)
5. Oakfield play area & green gym
6. Holy Catholic Primary School
7. Co-wheels car club - Little Walcot Lane

#### Key

- Site boundary
- Buildings
- Primary roads
- PRoW
- ⋯ Cycle lane
- 🚌 Bus stops
- - - South Swindon Green Trail



## 2.0 Analysis

### 2.2 Baseline

#### Green Infrastructure

A high-level representation of the existing green infrastructure (GI) of the site is shown on the adjacent plan. This indicates the fairly unbalanced distribution of woodland; trees; hedgerows; planting; and grassland across the site. Areas with added significance (including Tree Preservation Order (TPO) trees and community planting areas), are identified in the list below.

The strongest existing assets include: the mature hedgerows along Greenbridge Road; woodland and scrub within the public open space; and mature trees around the site perimeter and Marlowe Avenue, in the vicinity of Buckhurst Field and Ringwood Close. Areas of public open space are characterised by expanses of amenity grass, and are currently managed by a number of adjoining church parishes.

Numerous new trees and areas of planting have been recently introduced, associated with the Greenbridge Square and Oakfield residential developments. Overall, there are some fairly strong GI components, but collectively they do not form a cohesive framework.

#### Ash Trees

There are a considerable number of Ash trees (*Fraxinus excelsior*) on site, including some of the larger tree specimens. Ash-dieback caused by the fungus *Hymenoscyphus fraxineus*, seriously compromises the long-term viability of this species, and therefore a key consideration going forward will be succession planting. Whilst the future for the Ash trees on site is bleak, it should in turn present an opportunity for replanting with climate-resilient species.

#### Notes

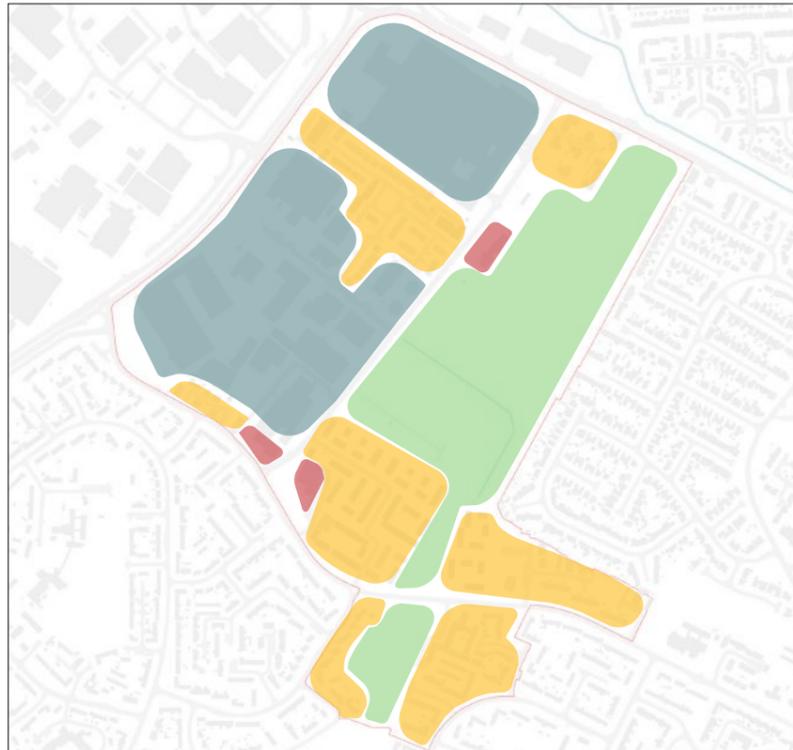
1. 3no. TPO groups G1; G2; & G3 (Norway Maples & Willows)
2. Hedgerow along Greenbridge Road
3. Memorial oak tree for 75<sup>th</sup> anniversary of VE Day by Stratton St Margaret Parish Council, 2020 (note: tree is actually dead)
4. Parish tree planting, c. 2023
5. Ash trees
6. Commemorative planting for 100<sup>th</sup> anniversary of WW1 by Stratton St Margaret Parish Council, 2018
7. Hedgerow field boundaries
8. Community Forest planting, c. 2017
9. Woodland planting (potentially Community Forest), c. 2007
10. Mature trees along Marlowe Avenue
11. Buckhurst Field's 'Tiny Forest', 2022



## 2.0 Analysis

### 2.2 Baseline

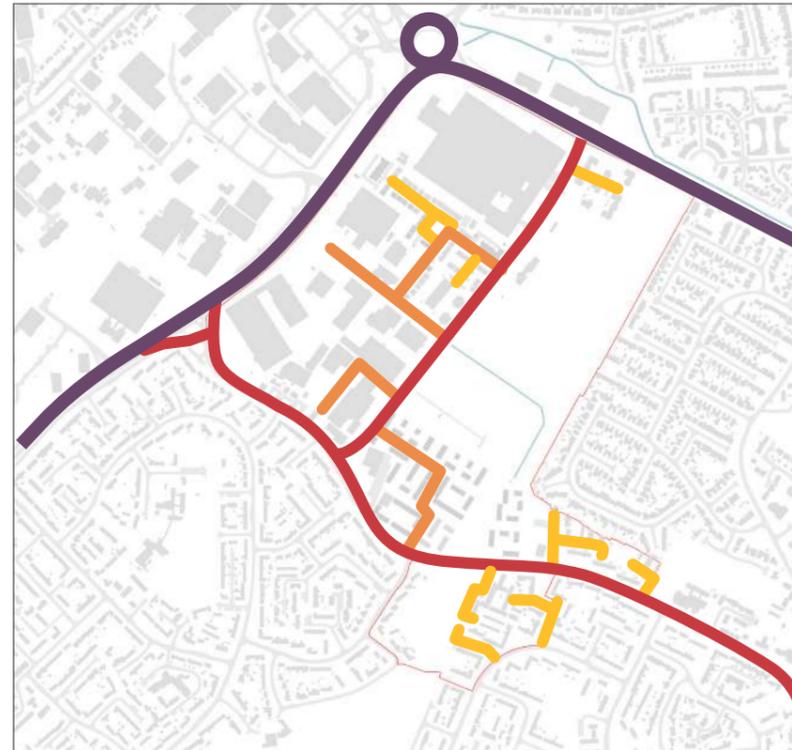
#### Further Baseline Studies



**Existing Land Use**

**Key**

- Residential
- Commercial/Industrial
- Open Space
- Local amenities



**Road Hierarchy**

**Key**

- A-Road
- Primary road
- Secondary Road
- Tertiary Road



**Access to facilities**

**Key**

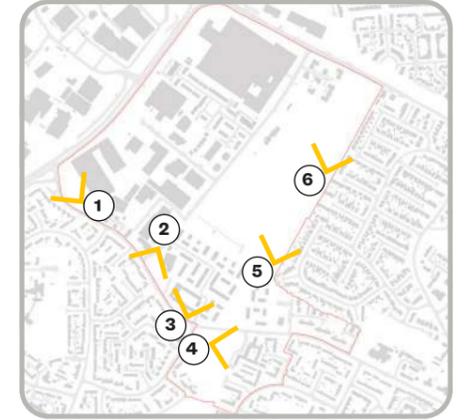
- Local equipped area for play
- ⋯ ≤ 250m radius
- Multi Use Games Area
- ⋯ ≤ 500m radius
- Primary Schools
- ⋯ ≤ 800m radius
- ⋯ Health Care
- ⋯ ≤ 1000m radius
- Pharmacy
- Shops/supermarkets
- Skatepark

\* Radii are based on minimum distances required to facilities as per Swindon Accessibility Criteria

## 2.0 Analysis

### 2.3 Site Context

The following two pages include site photographs, taken in June 2023. They are intended to provide an overview of the primary areas and existing features across the Marlowe Renewal Area.



1. View towards Drakes Way at corner of industrial estate. TPO trees to rear



2. Greenbridge Road & Marlowe Avenue junction



3. Oakfield residential development nearing completion



4. Ringwood Close housing estate, with mature trees to foreground



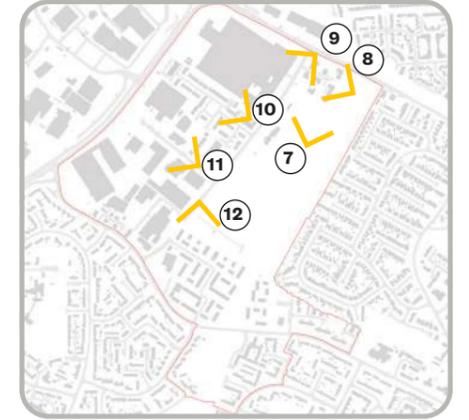
5. Semi-mature woodland along existing cycleway (predominantly Ash)



6. Fields and path between Northfield Way and Dorcan Way play space

## 2.0 Analysis

### 2.3 Site Context



7. View towards Swindon Rugby Club Clubhouse. WHS Distribution Centre to rear



8. View from Dorcan Way play space towards Twickenham Close & W.H. Smith Distribution Centre



9. W.H. Smith Distribution Centre on Greenbridge Road



10. Recently completed Greenbridge Square residential development by Keepmoat



11. View along Kelvin Road within Greenbridge Industrial Estate



12. Nythe Community Allotments & car park

## 2.0 Analysis

### 2.4 Emerging Development



- ① **WHSmith Site**  
Approved outline planning permission
- ② **Greenbridge Square**  
Completed
- ③ **Crampton Square**  
Completed
- ④ **Swindon Rugby Club**  
Emerging scheme (July 2022)
- ⑤ **Oakfield**  
Under construction

## 2.0 Analysis

### 2.5 Opportunities & Constraints

Opportunities are numerous, whilst constraints including the preservation of existing assets, are a positive factor in shaping the development of the area. An interesting pattern of potential development parcels and connections has emerged. The 'heart' of the Renewal Area will be the new Rugby Club, which should be the focus of community activity. Alongside this, and the associated areas of improvement, a green corridor and adjoining links, provide the opportunity for an enhanced green infrastructure framework that integrates existing features, including trees, scrub and hedgerows.

The green buffer surrounding the perimeter of the site should be bolstered, whilst long-reaching views out to the east are preserved and enhanced. The green corridor and public open space can be truly multi-functional, providing a range of benefits, including: health and wellbeing; biodiversity & climate resilience; flood prevention; and helping bring the local community together. Promotion of safe (well-lit), attractive walking and cycle routes can facilitate the objective of reducing car reliance and the creation of a 'walkable neighbourhood'.

#### Notes

1. Green link and play space identified on WHSmith site outline planning proposals
2. GI Enhancement opportunities for Greenbridge Rd inc. Tree avenue planting; shared cycle route; and traffic calming interventions
3. Refresh existing play space which is exposed & sterile
4. Green corridor - providing: recreation & fitness opportunities; ecological habitat creation; flood-prevention; and shared pedestrian/cycle routes
5. Green link into Greenbridge Estate (using SBC-owned land), creating artery into future mixed-use development parcels
6. Rugby pitches: provide 'green' (undeveloped) opening along corridor
7. Ditch: enhancement/ SuDS possibilities
8. Connect-up mature tree clumps to provide extensive GI Buffer
9. Exg. Woodland: management and succession planting. Opportunities to open-up glades/seating/trail to animate edge to existing cycle route
10. Future green connection north, crossing Dorcan Way, along River Cole
11. 50% enlargement of existing allotments, with potential community growing space
12. Views, including prospect of Liddington Hill/North Wessex Downs AONB: preserve/enhance views through placement of GI/landform
13. Tree groups covered by Tree Protection Orders
14. WW1 commemorative planting retained/ potentially reshaped
15. Community forest planting retained/ potentially reshaped
16. New cycle lane, connecting existing routes
17. Rugby club to double as community hub providing range of potential facilities and resources
18. Retain/ integrate mature existing trees into any future development
19. New play space will be required as part of any new residential development
20. Consideration of potential new access to Industrial Estate off Drakes Way to manage interface of residential and industrial uses



#### Key

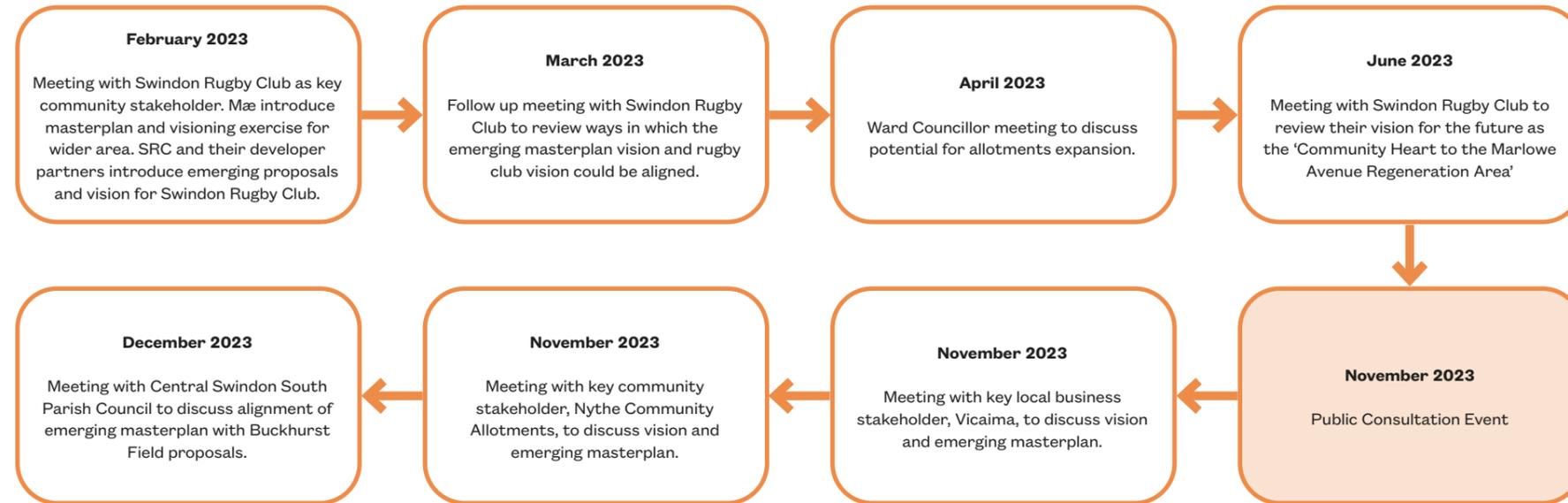
- Site boundary
- Potential areas for development/enhancement
- Green links
- Improved connections
- ||| Landscape buffer
- SuDS/blue infrastructure
- Potential new cycle lane
- Play (existing; proposed; potential)
- ★ Potential community hub/ facility

## 2.0 Analysis

### 2.6 Engagement and Public Consultation

#### Public Engagement Timeline

The Marlowe Avenue Renewal Area Masterplan Vision and Design Guide has been developed with the active participation of a broad range of stakeholders, including local community groups, residents and businesses. A programme of in-person and virtual meetings, workshops and events were conducted to discuss possibilities, coordinate ideas, and formulate a vision that aligns with the community's aspirations for the area.



Photograph from Public Consultation event held on 16/11/2023 at Swindon Rugby Club

#### Key Feedback

The following key themes and messages were received through the consultation and have helped inform the vision and strategy. Following local engagement, the design guidance in Section 4.0 has been strengthened to ensure it reflects the feedback and aspirations of the local community. For detailed feedback from the public consultation event, please refer to the appendix.

|  |   |  |  |  |
|--|---|--|--|--|
|  <p><b>Masterplan Support</b><br/>Recognition for the strategic importance of the area, the potential for redevelopment and the need for a holistic vision.</p>                             |  <p><b>Marlowe Avenue Neighbourhood</b><br/>Interest in ways in which the Marlowe Avenue neighbourhood might be enhanced through landscape improvements and potential redevelopment.</p> |  <p><b>Cycling</b><br/>Strong support for enhanced cycle provision and new Greenbridge Road cycle route.</p>  |  <p><b>Walkability</b><br/>Emphasis on walkability in the new neighbourhood, advocating for improved paths on Greenbridge Road.</p>   |  <p><b>Drainage Issues</b><br/>Particular concerns regarding flooding of existing rugby pitches and need for appropriate drainage measures.</p> |
|  <p><b>Businesses &amp; Employment</b><br/>Ensure existing Greenbridge Quarter businesses are safeguarded. Explore measures to support young entrepreneurs through business incubators.</p> |  <p><b>Green Corridor</b><br/>Strong community attachment to the existing fields, emphasising its role in local activities, health, and well-being.</p>                                  |  <p><b>Swindon Rugby Club</b><br/>Positive sentiments about rugby club expansion and support for a hub for social and community events. Preference to retain commemorative planting instead of providing a third all-weather pitch.</p> |  <p><b>Allotments</b><br/>Support for allotment expansion while retaining existing fruit trees, with interest in a community hub.</p> |  <p><b>Lighting</b><br/>Concerns about anti-social behaviour. Strong encouragement for new lighting along walking and cycling routes.</p>       |

# 2.0 Analysis

## 2.6 Engagement and Public Consultation

The main public consultation event was held at Swindon Rugby Club on November 16th, 2023. Approximately 60-75 people attended the event, including local residents, councillors, and nearby businesses. Six boards (shown below) were used to present the emerging vision and to facilitate discussions with the existing community. The boards were also displayed on Swindon Borough Council's website and people were encouraged to email or leave feedback through an online form.

### Marlowe Avenue Renewal Area Masterplan Introduction

Swindon Borough Council is working with Mae Architects and LUC Landscape Architects to draw up a masterplan vision for the Marlowe Avenue Renewal Area. The area is shown outlined in red on the plan opposite. This plan shows the area as it currently exists - the other boards in this exhibition show the emerging masterplan proposals for your review.

The masterplan is intended to help guide the design of future developments in the area. If individual sites are developed in a piecemeal way, without consideration to what is happening nearby, the area will lack a sense of place. We want to make sure the area becomes a vibrant and sustainable neighbourhood that people can be proud of.

This consultation is to help us better understand the masterplan area through its community. We are very interested to hear your views - both about the area as it currently exists and how you think our masterplan can improve it.

Thinking about the area as it currently exists, please could you use the post-it notes provided to add comments to this board. We've asked some questions below as prompts. You can stick them between the questions on the plan opposite.

**What do you like about, and how do you use this area?**

**What could be improved in your local area?**

Mae LUC Swindon  
Marlowe Avenue Renewal Area Masterplan, Public Consultation, 06/10/2023

### Marlowe Avenue Renewal Area Masterplan Masterplan Areas & Principles

The masterplan focuses on five key areas, as set out below and in the diagram on the right. Each board in this exhibition provides further information about a specific area along with an opportunity for you to share your views. As an overview, the masterplan areas are:

**Greenbridge Quarter**  
Currently known as Greenbridge Industrial Estate, Greenbridge Quarter will be a dynamic and vibrant mixed-use neighbourhood. The masterplan will support existing thriving businesses but also encourage new mixed use and residential development, including new maker spaces for local start-ups. Shops and cafes will provide walkable amenities for the wider neighbourhood. Over time, new housing such as family homes, serviced apartments and flexi-work units will be delivered to create a vibrant neighbourhood where residents can live, work and socialise.

**Greenbridge Road**  
As the main transport artery that runs through the site, Greenbridge Road will be updated to improve green infrastructure and encourage further development across the wider neighbourhood. A purpose built cycle lane will be added alongside traffic calming measures to encourage active travel through the area. As development comes forward on adjacent sites, the masterplan will encourage active ground floors with appropriate lighting to improve safety for pedestrians along Greenbridge Road.

**Greenbridge Central**  
Home to Swindon Rugby Football Club and the Myba Community Aidsments, Greenbridge Central will form the community heart of the wider neighbourhood. The Rugby Club facilities will be improved and opened up for community use. The existing allotments will be expanded by up to 50%. An area for community growing will also be provided. Alongside these community facilities, family homes and small apartment buildings will create a diverse neighbourhood with direct access to the Green Corridor.

**Green Corridor**  
The Green Corridor will provide quality public open space for all residents of the neighbourhood. A winding path for dog walkers & joggers, natural play features for children, habitat creation for wildlife, and sports pitches for local teams. As part of a wider network beginning at The Laines, the Green Corridor will promote health and wellbeing with direct access to nature and formal play opportunities, for local people.

**Marlowe Avenue Neighbourhood**  
The existing housing at Marlowe Avenue will be regenerated through improvements to the landscaping. Pedestrian and active travel routes will be introduced to bring the area into the wider neighbourhood. In the future, new self-help homes could be delivered where the existing garages are or to the north of Hatherleigh Court. This would help to utilise the area, reducing opportunities for anti-social behaviour and creating a more family-friendly neighbourhood.

**Masterplan Principles**

- Vibrant Neighbourhood**: Access to amenities and community facilities will be in walking distance from all residents of the neighbourhood. Active travel will be encouraged with low-carbon or zero-carbon options for energy, taxis and transport.
- Access to Nature**: Residents will have direct access to nature and green space along the Green Corridor. This will improve the quality of life for residents and encourage a sustainable environment for future generations.
- Housing for Everyone**: The Marlowe Avenue Renewal Area will offer a range of housing tenure and typologies to create a sustainable environment for residents to reach their full potential.
- Sustainable Employment**: Creating employment opportunities through refurbishing existing buildings will help to make the most of the industrial estate. Access to employment within the neighbourhood will create a sustainable place to live.

Mae LUC Swindon  
Marlowe Avenue Renewal Area Masterplan, Public Consultation, 06/10/2023

### Marlowe Avenue Renewal Area Masterplan Greenbridge Quarter

The board envisages how the Greenbridge Industrial Estate might regenerate over time into a thriving mixed-use neighbourhood - Greenbridge Quarter. Considering the patchwork of site ownerships in this area, the masterplan acknowledges that development may come forward in a piecemeal way. It will support the long-term future of successful existing businesses, but will also support the delivery of high-quality mixed use residential development in line with the masterplan guidance. We welcome all feedback and encourage you to add comments using post-it notes below.

**What do you think of our proposal?**

**What would you like to see as part of the masterplan for this area?**

**Area Key:**

- Primary Street
- Secondary Street
- Existing Cycle Route
- Proposed Cycle Route
- Existing Bus Stop
- Gateway / Market
- Community Thrust
- Greenbridge Central Development
- Self-Private Use Space
- Existing Wayleave
- Green Infrastructure Improvements
- Marlowe Avenue Neighbourhood
- Existing Cycle Route
- Existing Bus Stop

Mae LUC Swindon  
Marlowe Avenue Renewal Area Masterplan, Public Consultation, 06/10/2023

### Marlowe Avenue Renewal Area Masterplan Greenbridge Central

The masterplan proposes that new residential development around Swindon Rugby Club could be established to support a new sustainable neighbourhood and deliver much needed affordable housing. Swindon Rugby Club are hoping to bring forward a detailed planning application for Greenbridge Central and have worked in consultation with the masterplan team to ensure their proposals respond to the principles of the masterplan. Central to their proposals will be a revitalised and enhanced clubhouse that will support wider activities and be a focal point of the community. A separate consultation process will take place in due course, offering an opportunity for you to comment on the detailed proposals for this area. In the meantime, we welcome your feedback and comments on the masterplan - please use the post-it notes provided to tell us your views.

**What do you think of our proposal?**

**What would you like to see as part of the masterplan for this area?**

**Area Key:**

- Primary Street
- Secondary Street
- Existing Cycle Route
- Proposed Cycle Route
- Existing Bus Stop
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- Marlowe Avenue Neighbourhood
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- Existing Bus Stop

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Marlowe Avenue Renewal Area Masterplan, Public Consultation, 06/10/2023

### Marlowe Avenue Renewal Area Masterplan Green Corridor

The Green Corridor is a vital resource running through the entire length of the masterplan area. It will be essential for improving the ecology and biodiversity of the area. New landscaping, trees and greenery will be installed, natural play features will be dotted along the route and new trees will be planted. We are keen to hear your feedback on our proposals for this area and would like to hear your suggestions for how the masterplan proposals could be improved.

**What do you think of our proposal?**

**What would you like to see as part of the masterplan for this area?**

**Area Key:**

- Primary Street
- Secondary Street
- Existing Cycle Route
- Proposed Cycle Route
- Existing Bus Stop
- Gateway / Market
- Community Thrust
- Greenbridge Central Development
- Self-Private Use Space
- Existing Wayleave
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- Existing Cycle Route
- Existing Bus Stop

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Marlowe Avenue Renewal Area Masterplan, Public Consultation, 06/10/2023

### Marlowe Avenue Renewal Area Masterplan Marlowe Avenue Neighbourhood

The area indicated in blue on the drawing opposite has been identified by Swindon Borough Council as having development potential for new affordable homes. The garage sites on Ringwood Close and in George Salman Gardens could offer the opportunity for well-affordable housing. Of course, this would mean the loss of garages, but it would improve safety and surveillance of areas that have the potential for antisocial behaviour and offer much needed new homes. We would like to hear your thoughts on whether you would welcome new homes in this area? We would also like to hear whether you currently make use of the garage and whether there are any areas that feel unsafe? We are keen to get as much feedback as possible from residents living in this area and have indicated some questions below as prompts. Please use the post-it notes provided to give us your comments.

**How do you feel about the current neighbourhood?**

**Area Key:**

- Primary Street
- Secondary Street
- Existing Cycle Route
- Proposed Cycle Route
- Existing Bus Stop
- Gateway / Market
- Community Thrust
- Greenbridge Central Development
- Self-Private Use Space
- Existing Wayleave
- Green Infrastructure Improvements
- Marlowe Avenue Neighbourhood
- Existing Cycle Route
- Existing Bus Stop

Mae LUC Swindon  
Marlowe Avenue Renewal Area Masterplan, Public Consultation, 06/10/2023

## 3.0 Vision

- 3.1 Masterplan Principles
- 3.2 Vision Objectives
- 3.3 Masterplan
- 3.4 Spatial Framework
- 3.5 Area Types



### 3.0 Vision

#### 3.1 Masterplan Principles



##### Walkable Neighbourhood

Access to amenities and community facilities will be in walking distance for all residents of the neighbourhood, encouraging active travel and placing less reliance on cars for everyday tasks and errands.



##### Access to Nature

Residents within the neighbourhood will have direct access to nature and open space along the Green Corridor, improving their quality of life and strengthening links to the wider green space network.



##### Housing for Everyone

The neighbourhood will be inclusive and diverse with a range of housing tenures and typologies creating a sustainable environment for residents to reach their full potential.



##### Sustainable Employment

Revitalise the industrial estate by creating new employment opportunities alongside nurturing existing businesses, establishing a sustainable place to live and work.

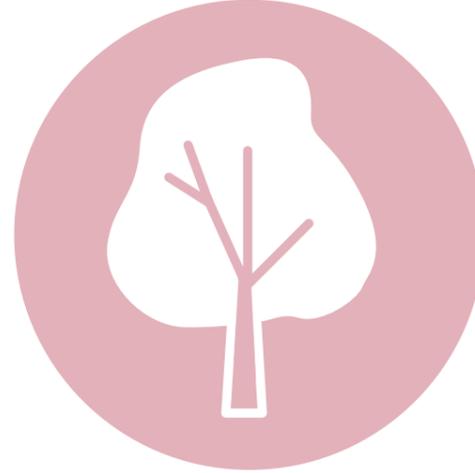
### 3.0 Vision

#### 3.2 Vision Objectives

The Vision for the Marlowe Avenue Renewal Area is underpinned by its delivery of the following components or objectives. Whilst these largely apply to all Area Types introduced later in this document, some will be more applicable to particular areas than others - these will be identified on the Area Type pages.



**Sustainability & Innovation**  
Sustainability enhancements including energy efficiency, net zero alignment and climate resilience



**Appreciation of Existing Assets**  
An appreciation of the existing area, its natural, topographical, historical and heritage features



**Sense of Place/Identity**  
A characterful place with safe, well-lit streets and a strong community spirit



**Mix of uses & facilities**  
Sustainable development that is adaptive to emerging residential development and supportive of existing thriving businesses.



**Health & Wellbeing**  
Physical and mental health are a key consideration, including provision of community, leisure & fitness facilities, food-growing & access to nature



**Connective Green Infrastructure**  
Enhancements to green infrastructure to support SuDS (inc. flood mitigation) and Biodiversity Net Gain, while retaining the character of green spaces



**Active Travel**  
New routes and connections that promote walking, cycling and access to public transport, whilst successfully integrating parking



**Play**  
Delivery of statutory play spaces & informal, flexible play opportunities with focus on natural play

### 3.0 Vision

### 3.3 Masterplan

#### Movement Network

The transportation network within the masterplan should promote active travel wherever possible and decrease the dependency on vehicular transportation within the neighbourhood.

Proposed new sections of the cycle route supply additional connections through the site area, while the Green Corridor will provide a significant walking and cycle link from Marlowe Avenue to Dorcan Way.

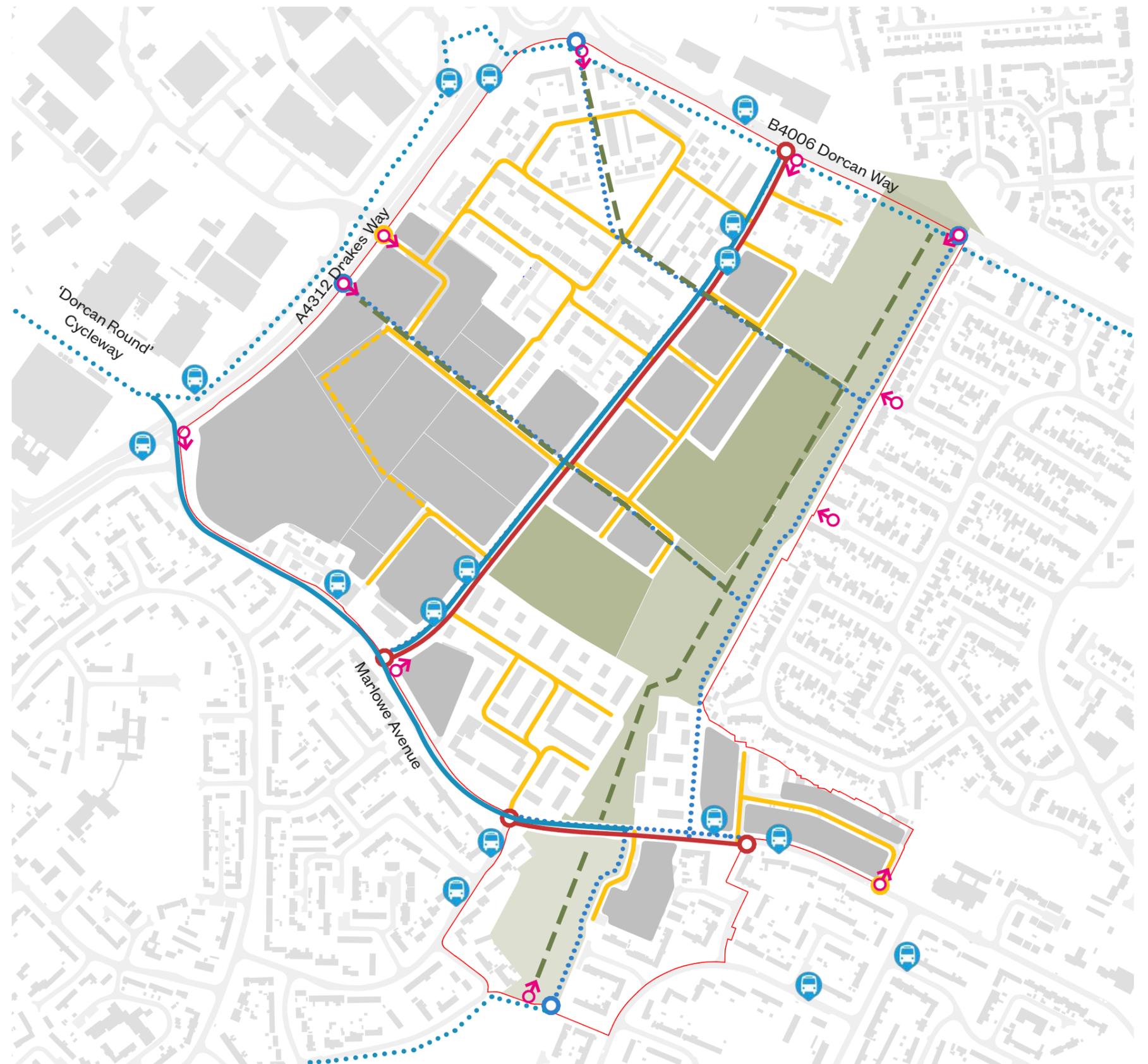
Primary, secondary, and tertiary roads should be located to support the desired parcel layout, keeping in mind the development hierarchy and block structure.

New and enhanced gateways and links could provide increased permeability into and through the site.

New development should also consider its impact on the use of public transportation. New bus routes and improvements to existing bus stops should be considered where appropriate.

#### Key

- Primary Street
- Secondary Street
- Tertiary Street
- ⋯ Existing Cycle Route
- Proposed Cycle Route
- - - New Key Pedestrian/ Shared Route
- 🚌 Existing Bus Stops
- ↔ Main Gateways/ Links
- Development Parcel
- Public green space
- Semi-public green space



## 3.0 Vision

### 3.3 Masterplan

#### Building Heights

Building heights should be informed by the immediate context with additional height encouraged along Greenbridge Road, Marlowe Avenue and Kelvin Road, establishing strong street edges, active frontages and passive surveillance of key routes.

#### Key

- 1-3 Storeys
- 2-3 Storeys
- 3-4 Storeys



### 3.0 Vision

### 3.3 Masterplan

#### Green Infrastructure Network

The Marlowe Avenue Renewal Area already contains a selection of high-quality green infrastructure assets, most notably the Green Corridor. Future development must ensure that key biodiversity assets are retained and enhanced, with new connections contributing to a cohesive and robust green infrastructure network.

#### Notes

1. Enhanced connections north to Covingham Country Park via River Cole.
2. Green infrastructure enhancement opportunities for Greenbridge Rd including tree avenue planting.
3. WW1 commemorative planting retained/ potentially reshaped
4. Green corridor - providing significant opportunities for green infrastructure enhancements and biodiversity net gain, including: ecological habitat creation; flood mitigation; tree and scrub planting; and wildflower meadows.
5. Rugby pitches: maintain 'green' (undeveloped) opening along corridor
6. Green link into Greenbridge Estate, creating artery into future mixed-use development parcels
7. Stream/ditch: enhancement/ SuDS possibilities
8. Connect-up mature tree clumps to provide extensive GI Buffer
9. Tree groups covered by Tree Protection Orders
10. Community forest planting retained/ potentially reshaped
11. Existing Woodland: management and succession planting. Opportunities to open-up glades/seating/trail to animate and make safer edge to existing cycle route
12. Retain/ integrate mature existing trees into any future development
13. Enhanced connections south via Buckhurst Field to Phleuret Park, Bruddel Wood and The Lawns.

#### Key

- Green space
- Strengthen existing connections
- Proposed connections



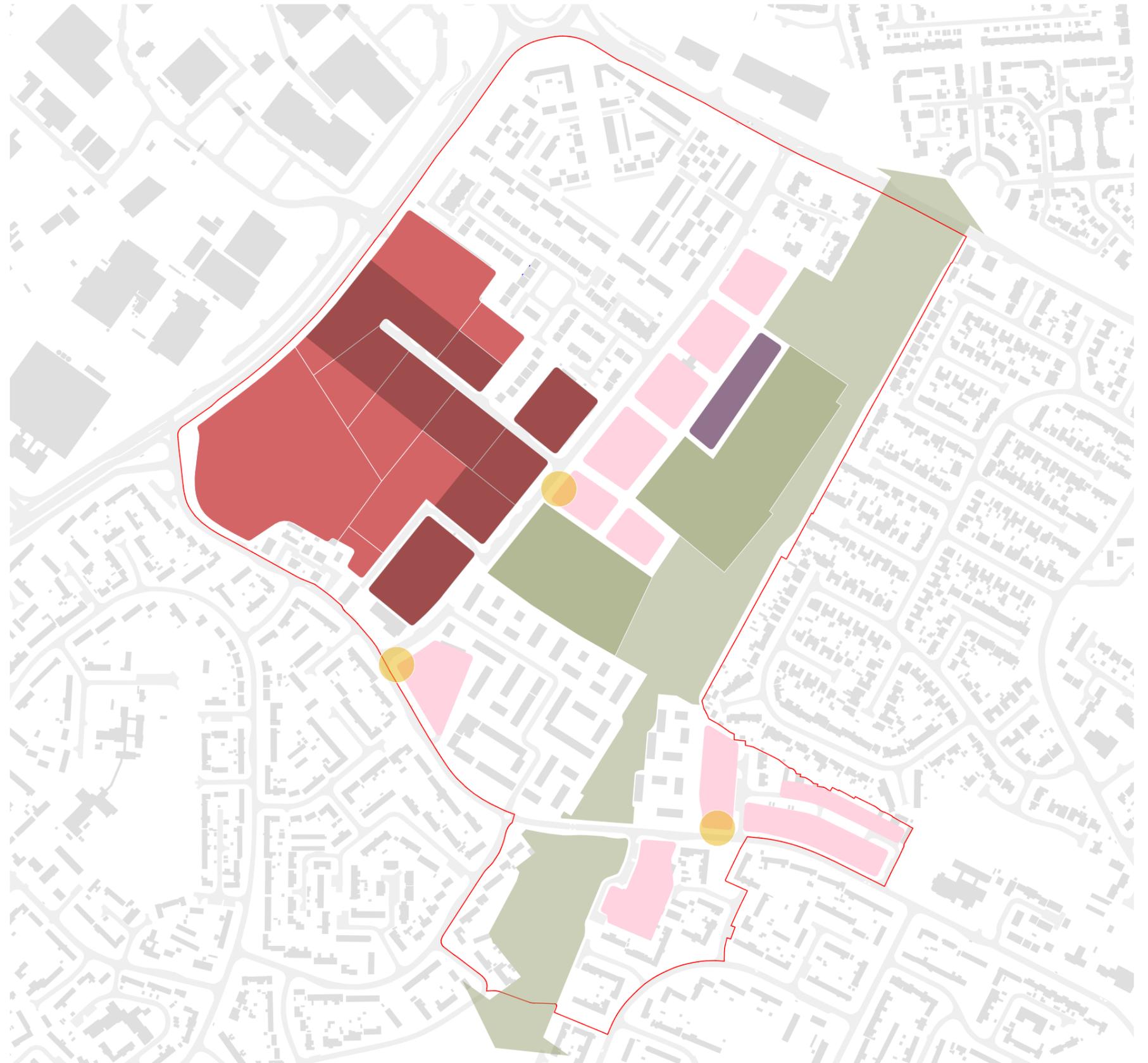
### 3.0 Vision

### 3.3 Masterplan

#### Land Use

Residential development should be centred around the new community facilities located at Swindon Rugby Club. This will also help establish a building line along Greenbridge Road, giving definition to the street and improving safety through activity and overlooking.

Mixed-use development will continue to be located within the Greenbridge Industrial Estate, now known as Greenbridge Quarter. As plots come forward for redevelopment, those fronting Greenbridge Road and Kelvin Road should contain mixed uses at ground floor, with residential-focused development on secondary and tertiary routes.



#### Key

- Mixed-use development, predominantly non-residential uses
- Mixed-use development, predominantly residential uses
- Residential development
- Community development
- Commercial development
- Public green space
- Semi-public green space

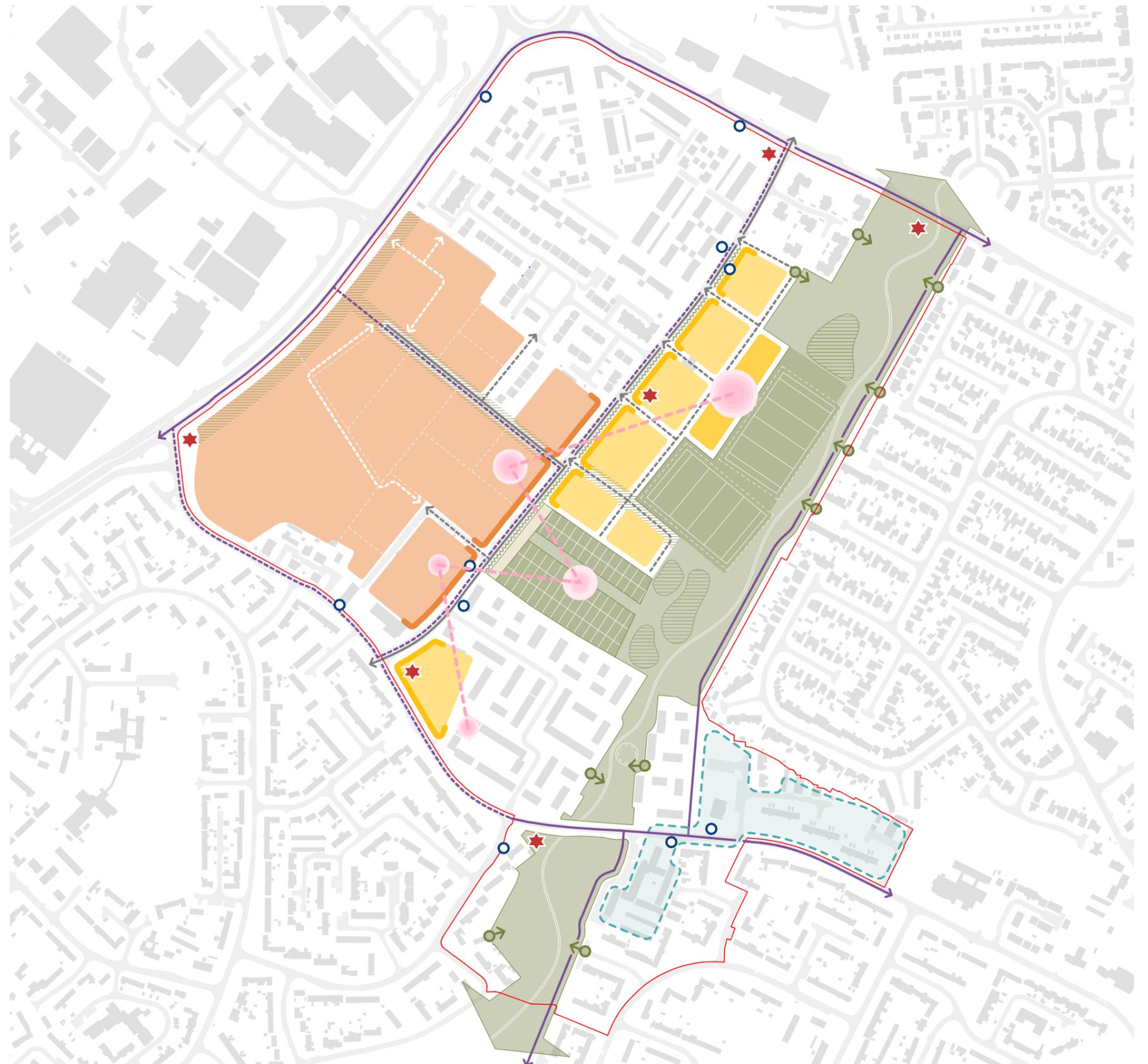
### 3.0 Vision

#### 3.4 Spatial Framework

The proposed spatial framework integrates character areas, transportation networks, building heights, green infrastructure networks, and land uses to establish a foundation for shaping the future development of the renewal area. This spatial framework is essential for guiding forthcoming proposals to ensure the creation of a cohesive neighbourhood.

**Key**

- Primary Street
- - - Secondary Street
- Existing Cycle Route
- - - Proposed Cycle Route
- Existing Bus Stop
- ↑ Pedestrian Connection
- ★ Gateway / Marker
- Community Thread
- Greenbridge Quarter Development
- Greenbridge Central Development
- Marlowe Avenue Neighbourhood
- Public Open Space
- Semi-Private Open Space
- Existing Community Planting



### 3.0 Vision

### 3.5 Area Types

The masterplan focuses on five key areas, as set out below and in the diagram on the right. As an overview, the masterplan areas are:

**Greenbridge Road**

As the main transport artery that runs through the site, Greenbridge Road will be updated to improve green infrastructure and encourage further development across the wider neighbourhood. A purpose built cycle lane will be added alongside traffic calming measures to encourage active travel through the area. As development comes forward on adjacent sites, the masterplan will encourage active ground floors with appropriate lighting to improve safety for pedestrians along Greenbridge Road.

**Green Corridor**

The Green Corridor will provide quality public open space for all residents of the neighbourhood. A winding path for dog walkers & jogging; natural play features for children; habitat creation for wildlife; flood alleviation to the local area; and sports pitches for local teams. As part of a wider network beginning at The Lawns, the Green Corridor will promote health and well-being with direct access to nature and fitness/ play opportunities, for the community.

**Greenbridge Quarter**

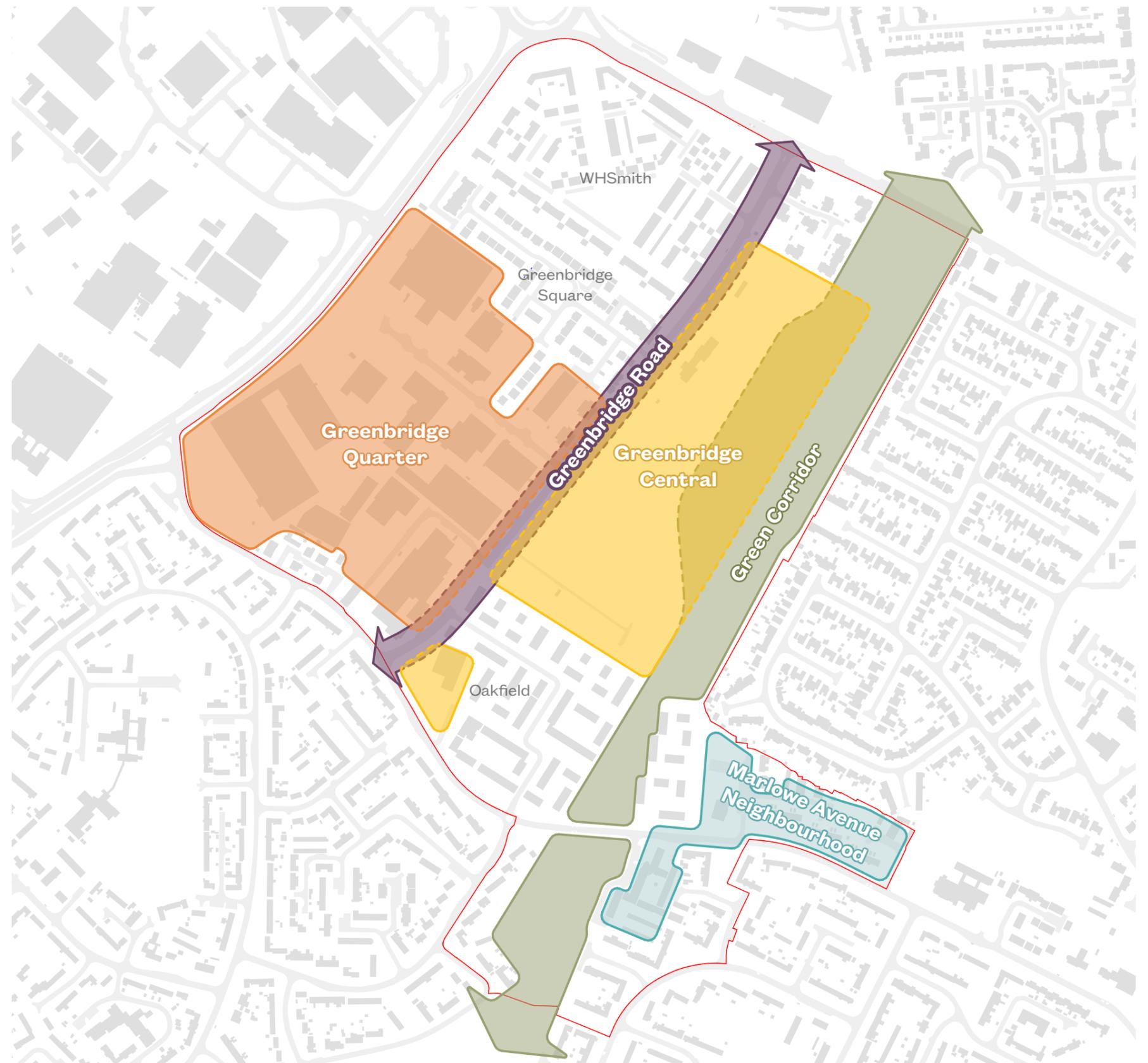
Currently known as Greenbridge Industrial Estate, Greenbridge Quarter will be a dynamic and vibrant mixed-use neighbourhood. The masterplan will support existing thriving businesses but also encourage new mixed use and residential development, including new maker spaces for local start-ups. Shops and cafés will provide walkable amenities for the wider neighbourhood. Over time, new housing such as family homes, serviced apartments and live/work units will be delivered to create a micro-neighbourhood where residents can live, work and socialise.

**Greenbridge Central**

Home to Swindon Rugby Football Club and the Nythe Community Allotments, Greenbridge Central will form the community heart of the wider neighbourhood. The Rugby Club facilities will be improved and opened up for community use. The existing allotments will be expanded by up to 50%. An area for community growing will also be provided. Alongside these community facilities, family homes and small apartment buildings will create a diverse neighbourhood with direct access to the Green Corridor.

**Marlowe Avenue Neighbourhood**

The existing housing at Marlowe Avenue will be rejuvenated through improvements to the landscaping. Pedestrian and active travel routes will be introduced to knit the area into the wider neighbourhood. In the future, new infill homes could be delivered where the existing garages are or to the north of Hatherleigh court. This would help to utilise the area, reducing opportunities for anti-social behaviour and creating a more family-friendly neighbourhood.



## 4.0 Design Guide

- 4.1 Sitewide
- 4.2 Greenbridge Road
- 4.3 Green Corridor
- 4.4 Greenbridge Quarter
- 4.5 Greenbridge Central
- 4.6 Marlowe Avenue Neighbourhood



# 4.0 Design Guide

## 4.1 Sitewide

Vision Principles primarily applicable to Area Type



High-quality housing, benchmarked against Oakfield development

Retention and integration of existing trees and green infrastructure **must** be prioritised

Community facilities **should** be at the heart of the site

Sports pitches and fitness opportunities **must** be provided for the community

Mixed use development, commercial and residential uses **must** be integrated



Opportunities for community growing **should** be provided

Habitat creation/ wildlife planting for BNG and access to nature **must** be provided

A safe walkable neighbourhood **should** be a key priority

Inclusive, shared route for cyclists & pedestrians (inc. dog walkers etc) **must** be provided

Incidental play opportunities **should** be provided throughout

## 4.0 Design Guide

### 4.1 Sitewide

#### MOVEMENT

##### Streets

A connected network of streets **must** be provided. Each street **should** have more than one connection to another street, in order to facilitate safe, active and efficient journeys. Streets **must** be designed to be inclusive. Path gradients **should** be shallower than 1:20 (5%), with seating provided at regular intervals. Pavement widths **should** be 1500mm width to allow for a wheelchair user and ambulant person to travel side-by-side. All streets **must** have appropriate lighting to increase pedestrian safety.

##### Services & Utilities

All new development **must** be accessible to emergency vehicles and ensure that adequate space and access is provided for refuse collection. Where applicable communal refuse collection points **should** be provided. Design of underground services associated with new development parcels **should** ensure that cabling and pipework are amalgamated into multi-use trenches where possible and positioned to minimise impact on tree planting (e.g. ideally located below road and footways).

##### Transport

With regards to public transport, the existing site is well served by bus stops, with baseline analysis indicating that almost all areas within the site boundary are within a 5 minute walk of a bus stop. However, indications are that there is still a strong reliance on the private car.

Active travel **must** be a fundamental consideration of any proposals within the Renewal Area in order to make journeys through the site by foot, bicycle or scooter more amenable. New sections of cycle path **should** be provided along Greenbridge Road in the form of a 2-way dedicated cycle lane, with painted cycle routes added to Marlowe Avenue as needed to connect up existing cycle routes.

##### Parking

Car parking provision **must** be provided in accordance with Swindon's Local Plan, this includes provision of sufficient disabled parking and electric vehicle charging bays. For all new residential areas this **should** equate to a ratio of 1:1.7 spaces per plot to align with the proposed Oakfield provision. Where possible consideration **should** be made for integration of parking into the built form (e.g. below ground or within the ground floor), so as to not visually detract the local area. Secure, integrated cycle parking solutions **must** be provided for all homes; businesses; and community/ public spaces (e.g. within the frontage or defensible space for convenience etc). Where provided as open-air cycle racks, they **should** be located in prominent, well supervised locations.

#### NATURE

##### Network of Spaces

Developments **should** aim to connect to the existing and wider green infrastructure. A robust framework of green infrastructure around development parcels **should** be provided to integrate the developments into their context and provide enhanced biodiversity, along with and health and wellbeing benefits for the community.

##### Open Space Provision

Open Space provision **must** be provided in accordance with SBC policy and guidelines. Residential developments **must** provide Local Equipped Areas of Play (LEAP) and Local Areas of Play (LAP) as required. Baseline studies indicate that if new residential areas are delivered within Greenbridge Quarter, a new LAP would be required as a minimum. A variety of open spaces **should** be considered across the Renewal Area, with a particular focus on Greenbridge Road and the Green Corridor.

##### Water/ SuDS

A fundamental element of all proposals within the Renewal Area **should** be working sustainably with water. SuDS **should** be designed and integrated into residential areas from the concept stage, and seek to manage water via: capture; retention; and subsequent slow-release (at 'greenfield' run-off rates). A preference for 'at surface' SuDS such as swales and rain gardens, can enhance water quality and biodiversity.

##### Flood Risk

The site is not designated as having flood risk, however, local flooding was a key issue identified at public consultation. As listed above, all new developments **must** include features to capture, store and slowly release surface water. In particular, the Green Corridor will have a primary role alleviating flooding in the area. The Environment Agency may need to be consulted with regards to drainage proposals within new developments.

##### Biodiversity/ Net Gain

All new areas of development **must** achieve a minimum of 10% biodiversity net gain (BNG), as per DEFRA's mandatory legislation. This target **should** be exceeded where possible. Removal of existing trees, hedgerows and open space **should** be carefully considered to ensure BNG can be delivered.

##### Street Trees

Retention of existing trees **should** be a priority as part of all new developments, with particular prioritisation of mature and high-grade specimens. Succession tree planting will be required to replace the numerous Ash trees on site which will likely succumb to Ash Dieback. Proposals **should** utilise a diverse range of tree species (native and non-native) that are adaptable and resilient to climate change, pests and diseases. Sufficient space and volume of rooting area **must** be provided to ensure trees can viably reach maturity. To provide a hierarchy

#### Illustrative Examples



Fig. 4.1.1 Oakfield Housing Development, Swindon

Key Elements:

- Communal garden spaces to get to know your neighbours
- Sustainable energy: Solar panels, air source heat pumps, and EV charging points
- Contemporary, characterful and high-quality housing



Fig. 4.1.2 Marmalade Lane, Cambridge

Key Elements:

- 'Co-housing' joint management of residents living environment
- Car parking kept to periphery, bins in communal stores, conserving space for people
- Re-imagining of townhouses and apartments traditional to locality

## 4.0 Design Guide

### 4.1 Sitewide

of trees, the following tree strategy **should** be followed: ‘primary’ large-sized trees **should** be located within open spaces and along key movement corridors, ‘secondary’ medium-sized trees **should** be located along residential streets and ‘tertiary’ small-sized trees **should** be associated with private gardens.

#### BUILT FORM

##### Blocks

The majority of built form guidance varies by area. New development **must** follow the block types specified for each area. All block types **should** encourage a clear separation between public and private space. Where applicable, development **should** seek to repair the existing surrounding block structure.

#### IDENTITY

##### The Base of the Building

Ground floors **should** have a clearly defined plinth in variation to the floors above. An example of this **could** be the use of a darker brickwork to ground floor of the development. Another example **could** be the use of textured brickwork for the first few courses that connect to the ground.

##### Thresholds

House typologies **should** have thresholds that are functional and provide opportunities for social interaction, for example through the inclusion of integrated doorstep benches. Entrances to houses **should** be clearly defined with canopies over front doors. Front doors **should** use colour to distinguish between properties. They **should** also include glazed panels for visibility and daylight. Entrances to apartment blocks and non-residential buildings **should** be clearly identified, with glazed doors and appropriate signage.

##### Variation in Frontages

Residential development **should** have minimal variation in frontages along the same street. Variation is acceptable when considering the wider area. Non-residential development will likely have more variation due to the requirements of different uses.

##### Detailing

Development **should** seek to use brickwork as the primary facade material. A palette of earthy tones such as red, grey and beige will help to establish variety whilst also remaining contextual to other emerging development. Brickwork **should** be laid in a variety of patterns to create visual interest, particularly on the plinth or around doors and windows. Dark grey roof tiles **should** be used on pitched roofs. Metalwork such as balustrades or handrails **should** compliment the materiality of the facade. Windows/ door frames **should** contrast with the facade colour.

#### Legibility

The renewal area **should** have an effective wayfinding strategy. New development **should** deliver appropriate signage, including street names, building names and house numbers. Key nodes of the masterplan will include maps with information regarding active travel routes and directions to key places such as the train station.

#### PUBLIC SPACE

##### Primary & Meeting Places

A number of primary spaces **should** form the public focus of the site wide development, namely Greenbridge Quarter and the central Rugby Club community facility, and the Green Corridor, with extensive opportunities for recreation and social interaction. Greenbridge Road **should** also have significant importance as a connective artery through the area. These spaces will be supported by more localised spaces (providing meeting places & play, etc), including:

- Potential communal space provided as part of the expansion of Nythe Allotments;
  - Greenbridge Quarter, local facilities including play & potential cafe outlet, etc; and
  - Marlowe Avenue Neighbourhood, semi-private communal gardens, with enhanced connectivity to adjoining spaces including Oakfield;
- Public areas **should** be multi-functional spaces that deliver a range of benefits including: opportunities for the community to interact; play; green infrastructure/ biodiversity net gain; and promote a healthy and active population.

#### USE

##### Efficient Land Use

Alongside the points covered in the area type guidance, in general, making more efficient use of land within the renewal area is encouraged. Sites **should** be utilised to achieve the maximum possible benefit taking into account relevant constraints and other considerations. This will help to facilitate the efficient use of resources and infrastructure.

##### Mix

A variety of uses is encouraged across the masterplan area. Achieving the right mix of activities can enhance daily activity levels in an area, decrease travel, promote sustainable methods of commuting, and boost the foot traffic for local businesses. This approach fosters sustainable and thriving communities. Each character area **must** incorporate a variety of tenures and types of housing, including specialised housing, live/work spaces, and custom-built units where feasible

#### Illustrative Examples



Fig. 4.1.3 New Islington, Manchester

Key Elements:

- The variation in brick colour helps to create a clearly defined plinth
- The plinth helps to create a consistent datum across the development
- A varied roofscape is created through orientation of roof pitch



Fig. 4.1.4 Hammond Court, London

Key Elements:

- The entrances are clearly defined using canopies
- Low level boundary treatments promote passive surveillance of the street
- Simple brick detailing defines plinth level and vertical rhythm of terrace

## 4.0 Design Guide

### 4.1 Sitewide

#### RESOURCES

##### Energy Hierarchy

Future developments within the Marlowe Avenue Renewal Area **must** prioritise energy reduction. This can be achieved by the use of renewable energy sources, efficient energy generation, and only as a last resort, the offset of carbon emissions. Developers **should** ensure that designs maximise energy efficiency through insulation, efficient appliances, and smart technologies. Renewable energy sources such as solar panels and ground/air source heat pumps **should** be integrated.

##### Energy Efficiency

All buildings **should** aim for the highest standards of energy efficiency. Architects and developers are encouraged to use passive design strategies to optimise natural heating, cooling, and lighting within buildings, minimising the need for artificial energy consumption.

##### Neighbourhood Energy

Development **could** promote the use of local energy systems within the neighbourhood, encouraging district heating and cooling networks where viable. Developments **should** consider shared energy resources, such as communal solar panels, to reduce individual energy footprints. Integrating energy-efficient street lighting and promoting the use of electric vehicles can further enhance the overall energy efficiency of the neighbourhood.

##### Embodied Energy

Future proposals **must** reduce embodied energy in construction materials by specifying sustainable, low-carbon materials sourced locally where possible. Development **should** also promote the use of recycled materials and products with lower environmental impact. Finally, proposals **should** consider life cycle assessments when selecting materials to minimise the overall environmental impact throughout the lifespan of the buildings.

##### Construction

New development within the masterplan area **must** use sustainable construction practices, such as minimising construction waste, recycling materials, and adopting environmentally friendly building techniques.

##### MMC

Where possible, proposals **should** promote the use of MMC techniques, such as prefabrication and modular construction, to improve construction efficiency and reduce waste. Future development **should** also encourage the adoption of innovative construction technologies and materials that minimise environmental impact. In general, developers **should** explore off-site construction methods to optimise resource use and enhance overall sustainability.

#### Water

Future development **must** prioritise water efficiency by incorporating rainwater harvesting systems and efficient irrigation methods in landscaping. Grey water recycling **could** be explored for greater water efficiency. Developments **should** aim for water-neutral or water-positive status, utilising sustainable drainage systems (SuDS) to manage surface water runoff. There **should** also be attempts to preserve existing water bodies and natural drainage features within the masterplan area.

#### LIFESPAN

##### Management Plan

A well-structured Management Plan is vital to ensure the longevity and sustainability of the Marlowe Avenue Renewal Area. Developers **must** create a comprehensive plan outlining the long-term management of the built environment. This plan **should** encompass regular maintenance schedules, green space management, waste disposal strategies, and energy-efficient practices. The Management Plan **must** be adaptable, considering the evolving needs of the community and embracing emerging technologies to enhance efficiency.

##### Participation

Active community participation is fundamental to fostering a sense of belonging and ownership among residents. Developers **must** engage with the local community throughout the planning, construction, and post-construction phases. Organise regular community meetings, workshops, and feedback sessions to involve residents in design and decision-making processes. Transparent communication channels, accessible information, and meaningful engagement will empower residents, ensuring that their diverse needs and aspirations are considered in the development's lifespan.

##### Community

Building a strong sense of community is at the heart of the Marlowe Avenue Renewal Area. Developers **must** deliver spaces that encourage social interaction, such as communal gardens, neighbourhood hubs, and multi-purpose spaces. Create opportunities for local businesses, cultural events, and recreational activities within the development. Promote inclusivity, diversity, and accessibility, ensuring that public spaces are welcoming to people of all ages and abilities. Additionally, support initiatives that enhance community well-being, such as educational programs, and support services. Building a resilient and connected community will contribute significantly to the development's enduring success.

#### Illustrative Examples



Fig. 4.1.5 Great Kneighton, Cambridge

Key Elements:

- Pedestrian-priority streets, balancing private and communal green space
- Landscape permeates through the site connecting the urban & rural surrounds
- Communal green spaces have been created to be inclusive and active



Fig. 4.1.6 West Gorton Community Park

Key Elements:

- Use of green space for different activities, community gathering, growing and play
- Multifunctional space with swales, rain gardens and bio-attenuation features
- Diverse mix of users including existing community, new residents, and workers from adjacent industrial/ commercial sites

## 4.0 Design Guide

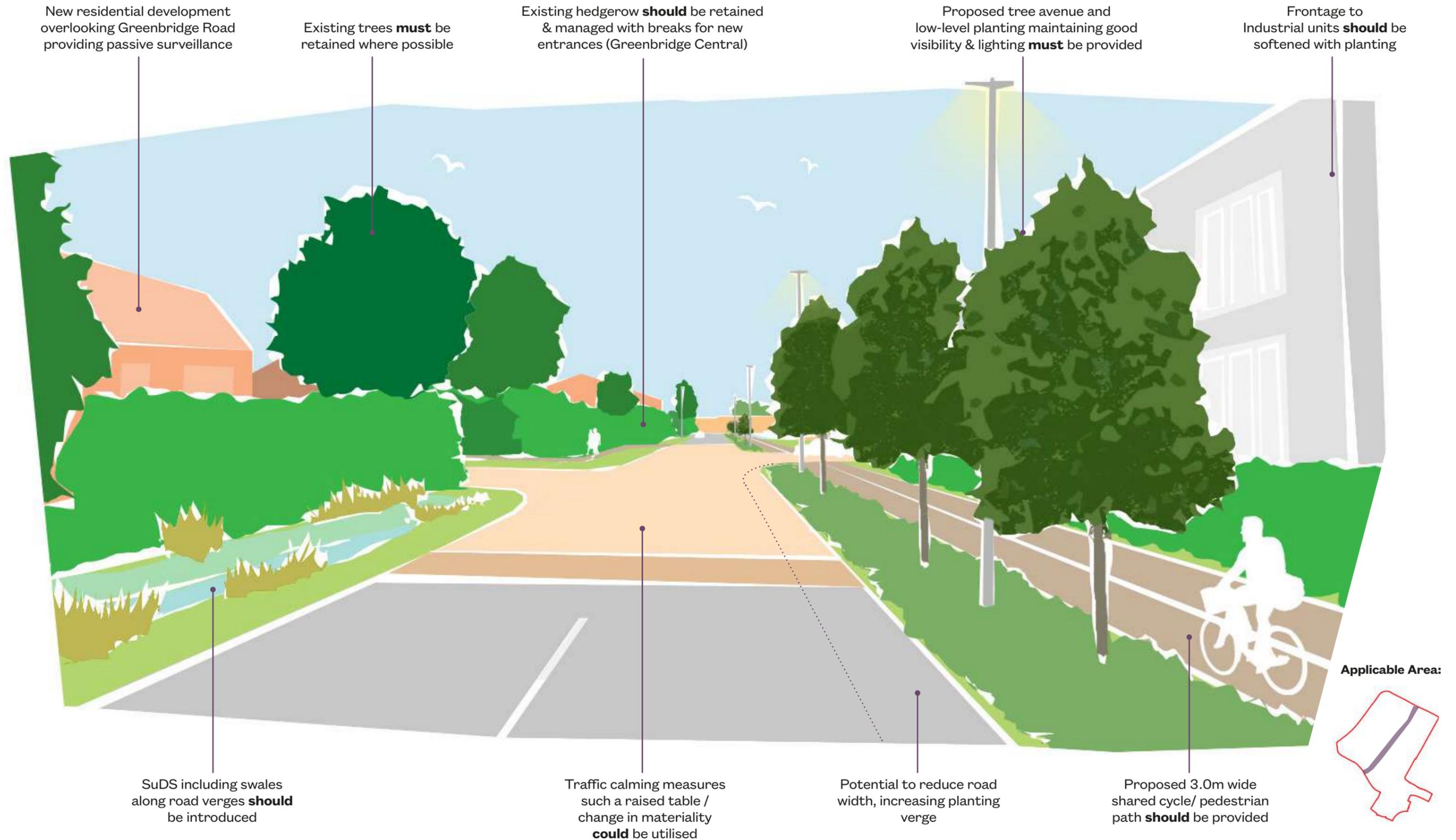
### 4.2 Greenbridge Road



# 4.0 Design Guide

## 4.2 Greenbridge Road

Vision Principles primarily applicable to Area Type



## 4.0 Design Guide

### 4.2 Greenbridge Road

#### MOVEMENT

##### Streets

A street hierarchy **should** be provided using Greenbridge Road as the primary street, albeit with the existing road potentially narrowed once if heavy vehicle access to the WHS Distribution Centre is no longer required. Secondary streets should feed off this main artery providing access to Greenbridge Quarter to the west and Greenbridge Central to the east. All streets **must** have appropriate lighting to increase pedestrian safety.

##### Highway, Junctions & Crossings

Designed in accordance with Swindon Borough Council guidance.

##### Transport

A new 3.0m width shared cycle route **should** be provided to promote active travel and increase connectivity. Existing bus stops **should** be retained, with SBC to ensure they are providing an appropriate service for the area. Refer to '4.1 Sitewide' for further design guidance.

##### Parking

Parking **must** not be provided along Marlowe Avenue.

##### Services & Utilities

Refer to '4.1 Sitewide' for design guidance.

#### NATURE

##### Network of Spaces

Opportunity for substantial green infrastructure enhancements along Greenbridge Road to create a 'green spine' through the wider site area. Proposals **must** include:

- Tree avenue, providing consistent design approach and softening of development to the west; hedges and planting providing a buffer to new built development.
- Retention/ management of existing assets, ie. mature trees and hedgerows, unless where required for removal to facilitate access into Greenbridge Central. And **should** also consider:
- SuDS in the form of road side swales/ rain garden planting

##### Water/ SuDS

SuDS/ swales **should** be incorporated into road verges where possible, with areas of planting used to capture surface water at source.

##### Biodiversity/ Net Gain

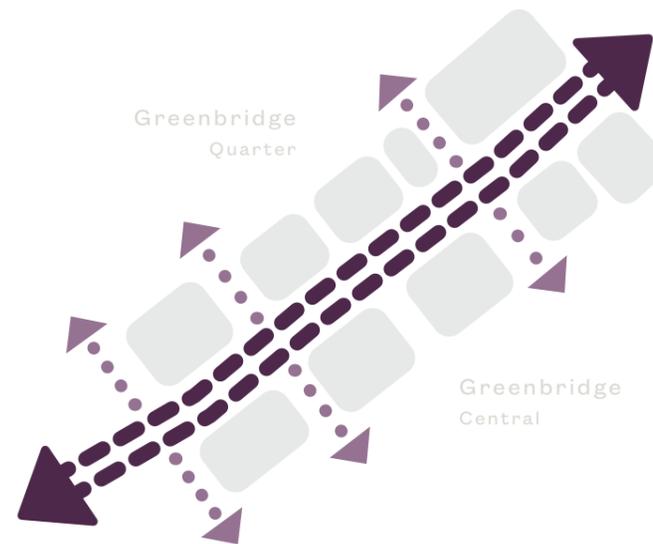
Retention and management of existing trees and hedgerows should be a primary consideration. Increased widths of verges, with relaxed mowing regimes; tree and shrub planting; and new species-rich hedgerow **should** be utilised to provide biodiversity net gain. Existing trees and new buildings should be fitted with ecological features.

##### Street Trees

A new primary tree avenue **must** be included as part of the enhancement works. Trees selection **should** prioritise use of native species and those that have known tolerance of: climate change; drought; pollution; pests; and diseases.



Interventions to Greenbridge Road should consider SuDS; reduced carriageway width; green infrastructure enhancements; shared cycle path and retention of existing vegetation



Greenbridge Road forms the key artery road into the Renewal Area. Green Infrastructure will be fundamental to operating successfully

#### Illustrative Examples



Fig. 4.2.1 Grey-to-Green. Sheffield

Key Elements:

- Brings colour, biodiversity and sustainability to the inner-city
- Offers calm refuge in an urban environment, encouraging active transport
- SuDS scheme captures and treats run-off at source



Fig. 4.2.2 Sauchiehall Street, Glasgow

Key Elements:

- People-friendly place, delivered in consultation with local community
- Continuous footways at the side streets reinforce pedestrian-priority
- Single grade pedestrian/cycle space to allow step free access

## 4.0 Design Guide

### 4.2 Greenbridge Road

#### BUILT FORM

##### Building Line

Development facing Greenbridge Road **must** have a continuous building line with minimal offset from the street to create a strong public presence.

#### IDENTITY

##### Boundaries

Development facing onto Greenbridge Road **should** have minimal set backs with building lines close to back of pavement.

##### Legibility

Upgrades to road signage **should** be included along with any development that faces onto Greenbridge Road.

#### PUBLIC SPACE

##### Primary

As the main route carrying traffic through the site, Greenbridge Road will be of significant importance to the success of the Marlowe Avenue Renewal Area. The linear space **should** be structured around retention of the existing hedgerows and trees, in combination with a new tree avenue and enhanced pedestrian/ cycle infrastructure. Numerous crossing points **should** be provided to reduce the dominance of vehicles and link Greenbridge Quarter with Greenbridge Central.

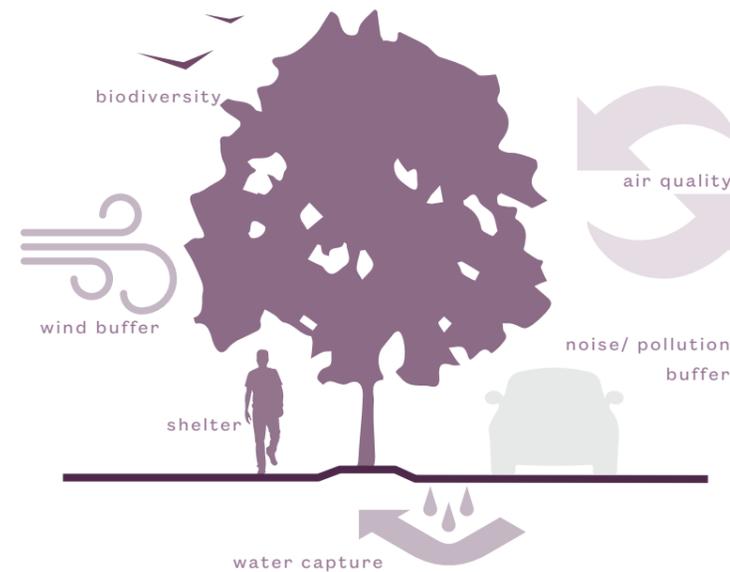
#### USE

##### Active Frontage

All development facing onto Greenbridge Road **should** have active frontages. Residential development **should** have main entrances and windows facing onto the street. This will improve the safety of the road and promote active travel through the site.



Upgrades to Greenbridge Road need to promote active transport, whilst accommodating existing site users including vehicles accessing Greenbridge Estate. Appropriate road widths and buffer to be provided



New street tree planting benefits include: buffer to wind, noise & pollution; improved air quality; biodiversity opportunities; water capture; and shelter/separation for pedestrian users

#### Illustrative Examples



Fig. 4.2.3 Agar Grove, London

Key Elements:

- Continuous building line with minimal offset from the street
- Planters in front of primary windows create defensible space/ privacy from street
- Design draws specifically on the built context of the area



Fig. 4.2.4 Caudale, London

Key Elements:

- Front doors, windows and balconies face onto the street to create active frontages
- Surveillance increased due to multitude of uses facing onto the primary route
- Minimal set backs from the path help to create a solid boundary

**4.0 Design Guide**  
4.3 Green Corridor



# 4.0 Design Guide

## 4.3 Green Corridor

Vision Principles primarily applicable to Area Type



Sports pitches - extend feeling of openness and green space

Corridor **must** provide flood mitigation

Existing LEAP **should** be overhauled, incorporating natural play and planting

Existing trees **must** be retained where possible

Landform and planting to soften interface with residential

Views of AONB **must** be kept open

Enhanced green links into housing areas **should** be provided



Integration of Community Forest planting **should** be a key consideration

Fitness/ trim trail **could** be included

Habitat creation/ wildlife planting **must** be delivered for Biodiversity Net Gain

Inclusive, safe, recreational shared route for cyclists, dog-walkers and community **must** be provided

Incidental play opportunities **should** be provided

Applicable Area:



## 4.0 Design Guide

### 4.3 Green Corridor

#### MOVEMENT

##### Transport

The Green Corridor **must** promote active travel, with the creation of an accessible, surfaced pathway, usable by cyclists and pedestrians including those undertaking leisure activities such as jogging; skating; and scooting. Connections spaced regularly along the length of the corridor should be provided to link the space to adjacent residential areas (existing and new); public transport; and the wider cycle network. Appropriate lighting **must** be located along the pathway to increase pedestrian safety. Refer to '4.1 Sitewide' for additional guidance on this item.

#### NATURE

##### Network of Spaces

The Green Corridor is the key asset within the Renewal Area for providing access to Nature. The corridor **should** consist of a network of landscape spaces and ecological habitats, including:

- Integrated existing assets such as trees & hedgerows
- Native wildflower meadow/ grasslands (providing Biodiversity Net Gain)
- Tree and scrub planting (using a diverse, climate-resilient plant palette)
- Riparian habitat associated with the existing ditch (see Water/ SuDS).

The Green Corridor **should** also operate as a central link in the wider chain of green spaces running from Covingham Country Park in the north to The Lawns, southeast of Swindon city centre.

##### Open Space Provision

As listed above, the Green Corridor will provide the majority of open space within the Renewal Area, with a mosaic of spaces connected via a new accessible pathway running from Buckhurst Field in the south, through Oakfield, up to Dorcan Way in the north. In addition to access to nature, the following elements **should** be considered for inclusion:

- Mown grass areas for sports and events
- Mix of incidental play features and LEAP, including natural play
- Re-design of exposed sterile existing LEAP play space and MUGA
- Fitness trail and features, promoting health & wellbeing.

Designs **should** preserve & enhance the open views to Liddington Hill/ North Wessex Downs AONB. A key feature should also be the sense that this area is more rural and natural in character, and an escape from the surrounding busy urban environment.

##### Water/ SuDS

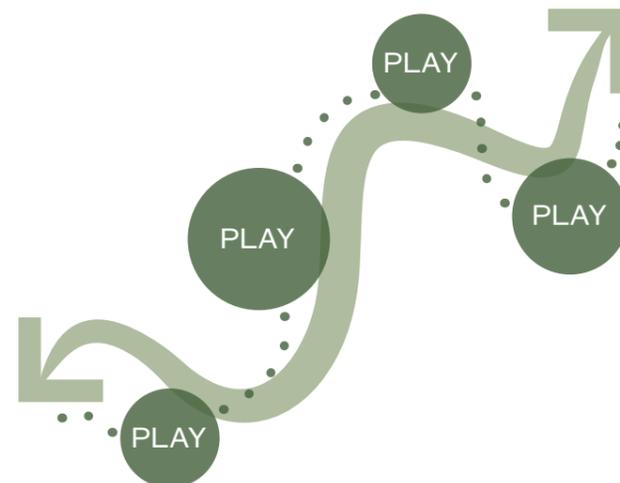
Opportunity to enhance existing ditch/stream, adding variation to the bank profiles (refer to 2.5 Opportunities & Constraints for location). Elsewhere SuDS such as localised depressions, rain gardens, scrapes and swales **should** be incorporated into the Green Corridor, providing flood mitigation to the area. A fully coordinated sustainable drainage strategy will be required linking new Greenbridge Central development and the Green Corridor.

##### Biodiversity

The Green Corridor is a key location for provision of BNG to meet new statutory requirements, and also potentially provides the opportunity to offset BNG from adjacent developments. In addition to the creation of a mosaic of different habitat types, proposals **should** maximise the use of ecological features such as bird/bat boxes, loggeries, deadwood features, and hibernaculars, etc. Planting **should** prioritise the use of native species and 'RHS Perfect for Pollinators' plants.

##### Street Trees

New tree species **should** be predominantly native and local to the area (these could include alder, birch, hawthorn; hazel; oak; and rowan). Where possible, areas of existing community forest **should** be integrated into the corridor, with new areas of scrub and informal tree planting adding traditional structure. Succession of existing Ash trees (that are predisposed to Ash dieback) **should** be a key management consideration. A new community orchard associated with the expansion of the allotments **could** also be included as part of future development.



**The Green Corridor should provide play along its length, with formalised play spaces, incidental play features, and opportunities for exploration and interaction with nature**

#### Illustrative Examples



**Fig. 4.3.1 Sowerby Park and Sports Village, North Yorkshire**

Key Elements:

- Meandering pathways & cycleways provide access for all to greenspace
- Promotes active transport, with safe attractive links across site
- Physical and health community benefits blend with biodiversity enhancements



**Fig. 4.3.2 Claypits, Glasgow**

Key Elements:

- Inner-city nature reserve providing unrivalled access to nature
- Industrial past, embracing colonisation of nature and wildlife
- New walkway and path network has connected the communities in the area

## 4.0 Design Guide

### 4.3 Green Corridor

#### BUILT FORM

##### Whether Buildings Join

Buildings are not allowed in the Green Corridor. Any pavilion structures must be lightweight, free-standing and have a community benefit.

##### Building Line

Development facing the Green Corridor **should** have a varied building line with breaks between buildings to create sight lines and access routes to public open space.

##### Height

Buildings are not allowed in the Green Corridor. Any community pavilion structures **must** not exceed 1 storey.

#### IDENTITY

##### Boundaries

Development facing onto the green corridor **should** interact with the public open space. Minimal setbacks are preferred with permeable boundary treatment.

##### Legibility

The Green Corridor will have wayfinding that highlights key walking routes and highlight access to the wider green corridor.



The Green Corridor is key location for delivery of BNG and also potentially provides the opportunity to offset BNG from adjacent developments

#### PUBLIC SPACE

##### Meeting Places

The Green Corridor **should** provide various informal opportunities for social interaction along its length including seating areas, open spaces, play and recreation features. Simple covered spaces and structures should be considered to provide shelter from the weather. Easy access to toilets and facilities at the nearby new Rugby Club **could** make the Green Corridor more accessible to a wider range of the community.

#### USE

##### Active Frontage

All development facing onto Greenbridge Road **should** have active frontages. Residential development **should** have main entrances and windows facing onto the street. This will improve the safety of the road and promote active travel through the site.



The Green Corridor forms an integral linkage in the chain of green spaces through Swindon

#### Illustrative Examples



Fig. 4.3.3 Galleons Park Natural Play, Greenwich

Key Elements:

- Dramatic transformation into natural play space as part of new development
- Bespoke play equipment works with natural fabric of the site
- Health & wellbeing benefits, inc. exercise, contact with nature, & stress reduction



Fig. 4.3.4 West Gorton Community Park, Manchester

Key Elements:

- 'Sponge' Park specifically designed to absorb excess run-off & reduce flooding risk
- Urban greenspace providing rich habitat for birds, insects, amphibians & plant life
- Ecosystem functionality, inc. absorption of excess nutrients/ pollution using 'rain gardens', helping mediate increased climatic fluctuations

**4.0 Design Guide**

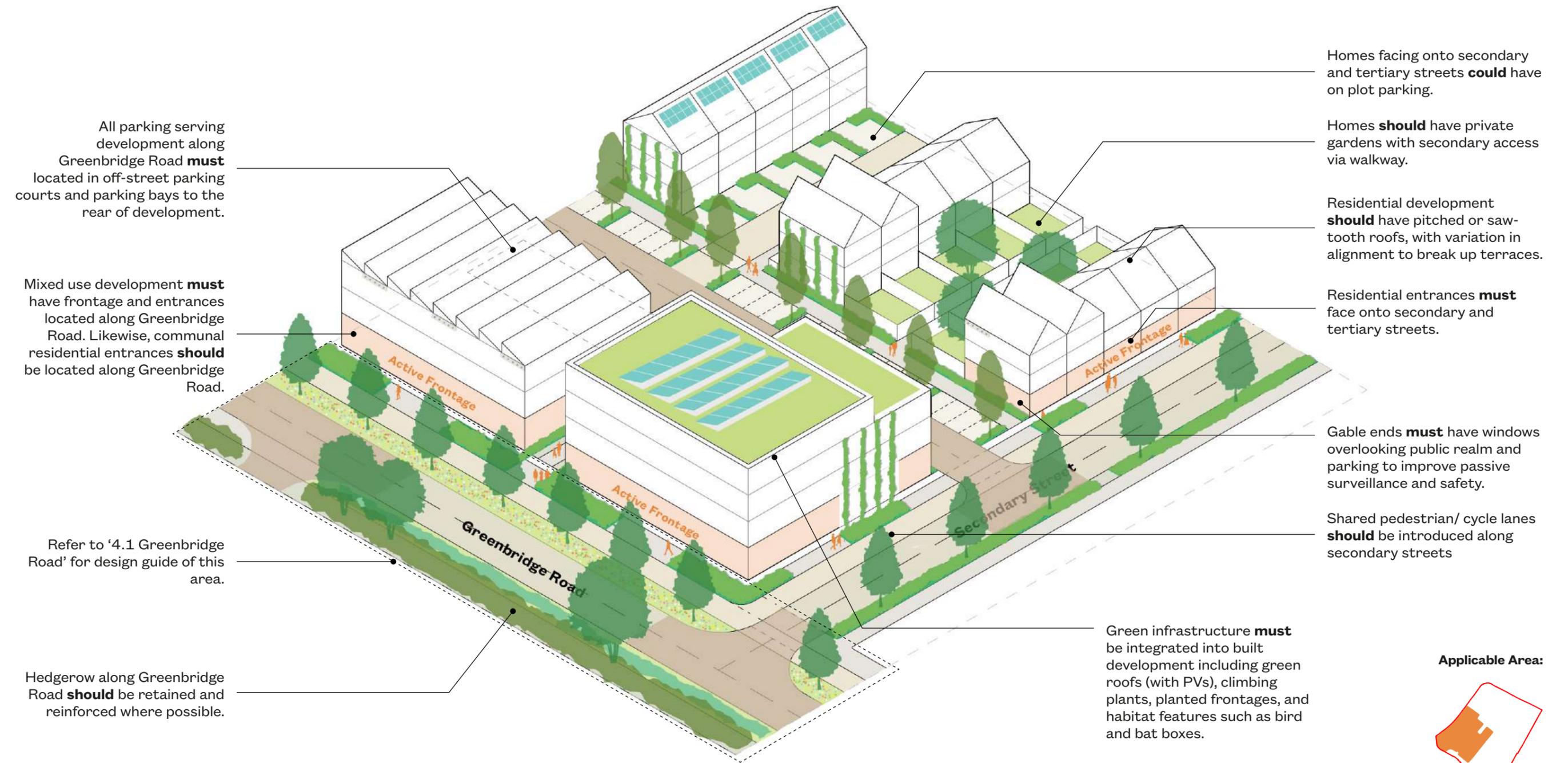
4.4 Greenbridge Quarter



# 4.0 Design Guide

## 4.4 Greenbridge Quarter

Vision Principles primarily applicable to Area Type



Applicable Area:



## 4.0 Design Guide

### 4.4 Greenbridge Quarter

#### MOVEMENT

##### Streets

A connected network of streets **must** be provided. Each street **should** have more than one connection to another street, in order to facilitate safe, active and efficient journeys.

A hierarchy **should** be provided using Kelvin Road as a secondary street leading off Greenbridge Road. A key consideration for Kelvin Road **must** be provision of green infrastructure to provide a robust, attractive, and pedestrian-friendly road. Local and tertiary streets will feed off providing access to businesses and residential clusters.

##### Highway, Junctions & Crossings

To be designed in accordance with Swindon Borough Council guidance.

##### Transport

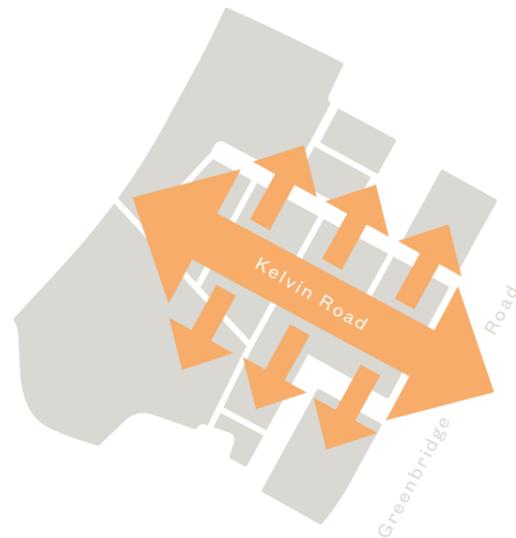
Refer to '4.1 Sitewide' for design guidance for this item.

##### Parking

Non-residential parking within Greenbridge Quarter **must** be located in off-street parking courts and parking bays to the rear of the development. Residential development located on secondary and tertiary streets **could** have on plot parking.

##### Services & Utilities

Refer to '4.1 Sitewide' for design guidance.



Kelvin Road forms secondary road off Greenbridge Road, with local streets feeding off providing access to businesses and residential clusters

#### NATURE

##### Network of Spaces

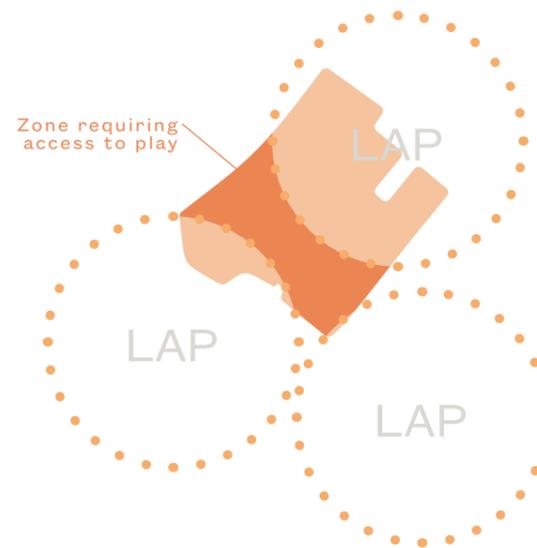
Greenbridge Quarter **should** include a variety of green spaces including: private and communal gardens associated with residential development; street planting and trees, with a particular focus on Kelvin Road; landscaped frontages to businesses; and integration of green walls and roofs wherever possible. Where developments face Greenbridge Road, they **should** seek to contribute toward and reinforce the green infrastructure proposals.

##### Open Space Provision

Greenbridge Quarter will have somewhat limited available area for open space, therefore what is provided must be maximised to its full potential. Strong pedestrian links to the nearby Green Corridor **should** be provided. Innovative, multi-functional spaces **should** be considered where possible, these might include parking spaces that double as play spaces (when not in use) or incidental play features along pedestrian paths.

To soften the interfaces between the potential mosaic of residential and commercial areas, infrastructure proposals including tree avenues, hedgerows, climbers and planting **should** be provided.

As part of any new residential development within Greenbridge Quarter a Local Area of Play (LAP) **must** be provided, this **should** include opportunities for natural play.



Future residential development with Greenbridge Quarter would require an additional LAP (local area of play)

#### Illustrative Examples



Fig. 4.4.1 Lovedon Fields, Kings Worthy

Key Elements:

- SuDS integrated into landscape
- Trees and planting used to soften parking courts
- Segregated pedestrian walkways



Fig. 4.4.2 Basing View, Basingstoke

Key Elements:

- Generous pavement widths
- Planting used to soften building frontages
- Verges provide separation from roads

## 4.0 Design Guide

### 4.4 Greenbridge Quarter

#### Water & SuDS

Surface water **should** be attenuated on-site, with use of green roofs, permeable surfacing and underground retention tanks. Where possible opportunities for SuDS **should** be integrated into the design, such as water butts for new houses, and rain garden/ bioswale strips to promote biodiversity in the area.

#### Biodiversity/ Net Gain

New development **should** seek to maximise biodiversity where possible with use of green roofs/ walls, planting and trees. Planting **should** prioritise the use of native and climate-resilient species, and those listed as 'RHS Perfect for Pollinator' plants. Opportunities for ecological features such as insect, bird and bat boxes **should** be incorporated into buildings and landscape design. Opportunity for wildlife connectivity across the site **should** also be encouraged e.g. wildlife gaps within fence lines.

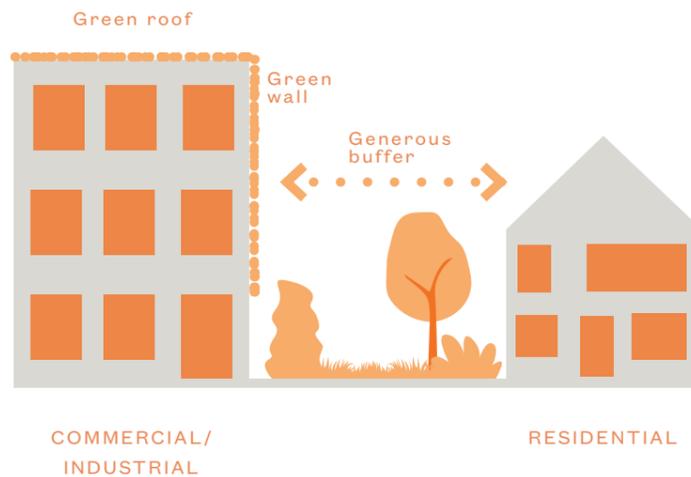
#### Trees

Existing trees **should** be kept wherever possible, whilst the three trees with tree protection orders (TPO) on the corner of Marlowe Avenue and Drakes Way **must** be retained. New developments should incorporate tree planting within hard & soft areas as 'tertiary' trees, with 'secondary' tree avenues connecting to Greenbridge Road.

#### BUILT FORM

##### Density

Residential development **should** achieve 50-70dph. Non-residential development should refer to guidance on storey heights for appropriate scale of built form.



Green infrastructure will be a key element to manage interface between adjoining land uses

#### Whether Buildings Join

Buildings **should** be joined on both sides where possible promoting terraces housing and perimeter blocks. Apartment blocks and other types of development can be detached where appropriate.

#### Types and Forms

Residential types **should** be houses and apartment buildings. Apartment buildings **must** be located along Greenbridge Road and other primary and secondary routes. Houses **should** be located on secondary and tertiary routes.

#### Blocks

Development proposals **should** aim to establish a traditional urban grain that prioritises public fronts and private backs. Mixed use development proposals **should** be formed as perimeter blocks, terraces and mews blocks as appropriate.

#### Building Line

Where possible, future development in Greenbridge Quarter **should** aim to repair the existing building line. Offsets from the street **must** be minimal with public access at ground floor.

#### Height

Residential development **must** be between 2-5 storeys tall, excluding roof pitches. Non-residential development **should** be between 6-15m to eaves or parapet height.

#### IDENTITY

##### The Base of the Building

Refer to '4.6 Sitewide' for design guidance for this item.

##### Thresholds

Refer to '4.6 Sitewide' for design guidance for this item.

##### Boundaries

Mixed-use development within Greenbridge Quarter **should** have minimal set backs that are part of the public realm. Residential development **should** have a small front garden with appropriate boundary treatment such as a brick wall or planting that can be used as defensible space.

##### Roofscape

A range of building heights and roof types within Greenbridge Quarter will help create a varied roofscape.. Residential development **could** use saw-tooth roofs where appropriate as a reference to the industrial past. Non-residential development **should** use flat roofs, saw tooth roofs and pitched roofs depending on scale and sustainability/plant requirements.

#### Illustrative Examples



Fig. 4.4.3 Anne Mews, Barking

Key Elements:

- Saw-tooth roofs, simple high-quality materials
- Large ground floor windows look out on to shared street
- Flexible space for cars to park & children to play



Fig. 4.4.4 Hackney Bridge, East London

Key Elements:

- Incubator/ meanwhile space to support start-ups & local people
- Industrial materials, re-purposing existing built infrastructure
- Opportunities for creative enterprises to flourish

## 4.0 Design Guide

### 4.4 Greenbridge Quarter

#### Windows

Greenbridge Quarter **should** have a variety of window sizes due to the mixed-use character of the area. Windows **should** have full brick reveals to give depth to facades.

#### Variation in Frontages

Refer to '4.1 Sitewide' for design guidance.

#### Detailing

Non-residential development in Greenbridge Quarter **should** use innovative materials where possible to distinguish itself from the residential development. Aluminium cladding or timber could be used to create variation across the neighbourhood (see fig. 4.4.4).

#### Legibility

Refer to '4.1 Sitewide' for design guidance.

### PUBLIC SPACE

#### Primary

Greenbridge Quarter is not envisaged to include primary streets or primary public spaces.

#### Local & Secondary

Kelvin Road **should** operate as a secondary street providing access into the Greenbridge Quarter neighbourhood. Swindon Borough Council owns the road and immediately adjoining land which provides the opportunity to create a cohesive design approach to the full extent of the road. Successive adjoining development plots can then be realised.

Design proposals for Kelvin Road **should** provide safe and convenient routes for active transport, potentially including a dedicated cycle lane; local shops and/or a cafe. Road speeds **must** be limited to 20mph. Home Zones **should** be considered, including pedestrian-priority shared surfacing, traffic-calming measures and one-way vehicle circulation. Consideration **must** be given to the safety of pedestrians and cyclists in close proximity to the vehicular traffic associated with existing non-residential uses.

#### Meeting Places

Consideration **should** be made for providing a public meeting space as part of Greenbridge Quarter perhaps linked to a local play area or new shops/ cafe. This **could** be in the form of a garden square enclosed by new development, with opportunities for seating, tree planting and sculpture.

### USE

#### Efficient Land Use

Working within existing ownership boundaries, creating infill development and utilising underdeveloped sites **should** be encouraged in order to optimise site capacity. This **should** also include developing over existing car park allocation where justified.

#### Mix

Greenbridge Quarter **must** be a mixed-use, economically sustainable neighbourhood. As the existing industrial estate transitions into more vibrant neighbourhood, flexibility **should** be given to encourage existing use classes and typologies to change over time. Existing thriving businesses **should** be safeguarded and retained. Retrofit and adaption of existing buildings should be encouraged to utilise embodied carbon. Along with residential uses (Use Class C), non-residential uses such as Use Class B and Use Class E are encouraged. New model building types **should** be provided such as business incubators to encourage young entrepreneurship in the area.

#### Active Frontage

Developments **must** have active frontages at ground floor to create interest and activity within the mixed-use neighbourhood. Where possible, residential development **should** have raised floor to ceiling heights at ground floor to allow for flexibility of uses such as workplaces or shops. Non-residential uses should be visually open with larger areas of glazing to activate and interact with the public realm. Main entrances **should** also face onto the street.

#### Housing for All

Residential development within Greenbridge Quarter **must** contain a mix of tenures and types to create a diverse neighbourhood suitable for residents who might also work in the area. This **should** include a combination of affordable housing, market sale housing, co-housing and private rented schemes. New developments **must** adhere to local plan requirements, guaranteeing that at least 30% of the new homes delivered are affordable. Development **must** be tenure blind in external appearance. Large groups of any single tenure **should** be avoided.

#### Type

Residential development **should** take the form of both houses and apartments. Terraced housing, town houses and apartment blocks are preferred. Live/work units, shared housing and co-housing **should** also be delivered in this area to further increase the diversity of the neighbourhood.



Meeting places should be included as part of any development proposals

### Illustrative Examples



Fig. 4.4.5 Paintworks, Bristol

Key Elements:

- A place where people want to work and live
- Integration of existing and new buildings
- Maintaining spirit of site's industrial past



Fig. 4.4.6 Baltic Triangle, Liverpool

Key Elements:

- Injected life back into former industrial space
- Activated streets with small-scale businesses, workshops, and cafés
- Area still allows for retained industrial uses to operate

## 4.0 Design Guide

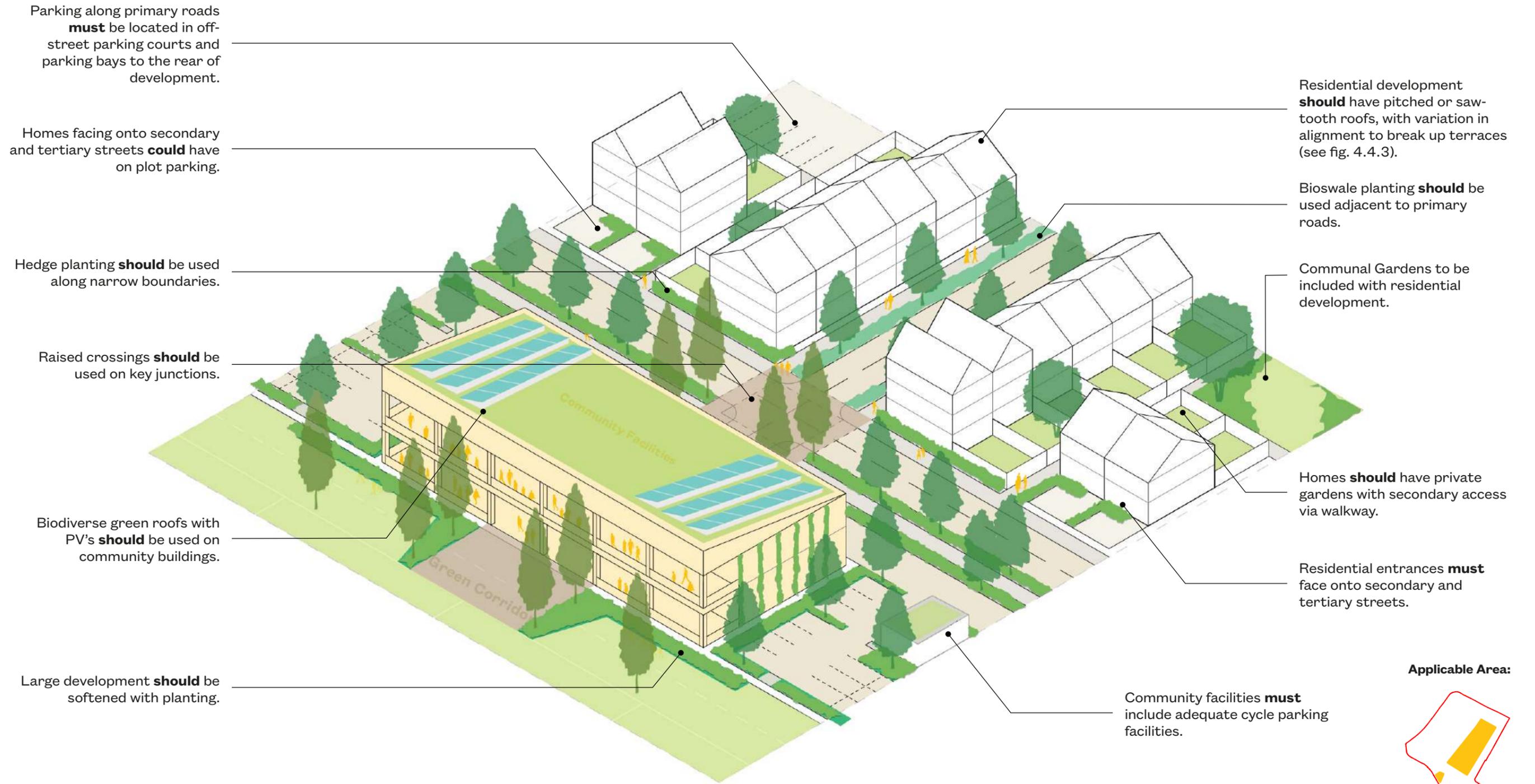
### 4.5 Greenbridge Central



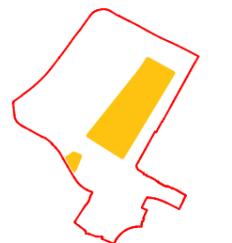
# 4.0 Design Guide

## 4.5 Greenbridge Central

Vision Principles primarily applicable to Area Type



Applicable Area:



## 4.0 Design Guide

### 4.5 Greenbridge Central

#### MOVEMENT

##### Streets

A street hierarchy **should** be provided using new secondary streets leading off Greenbridge Road - using the existing east-west field boundaries to inform their alignments. Use of raised tables at the junctions of Greenbridge Road **should** be considered to reduce traffic speeds into Greenbridge Central and announce this as a residential area, along with the location of the Rugby Club/ community hub. Local and tertiary streets will feed off, providing access to new residential development.

##### Highway, Junctions & Crossings

Designed in accordance with Swindon Borough Council guidance.

##### Transport

Creation of a sustainable transport hub providing hire of a range of electric vehicles **should** be a consideration as part of the new Rugby Club community facilities offer. Refer to '4.1 Sitewide' for further design guidance.

##### Parking

Parking within Greenbridge Central **should** be provided by a combination of off-street parking courts, parking bays to the rear of development and on-plot parking such as driveways. Dedicated car parking for the Rugby Club **should** be provided in accordance with Swindon's Car Parking Standards, with adequate provision for disabled drivers. Secure cycle parking **must** also be provided for visitors to the Rugby Club.

##### Services & Utilities

Refer to '4.1 Sitewide' for design guidance.

#### NATURE

##### Network of Spaces

Greenbridge Central **should** be set within a strong framework of green infrastructure, integrating existing trees and hedgerows. Development parcels **should** be provided with instant character and a 'sense of place' when set within this context.

A varied network of: streets; small communal spaces; private gardens; allotments and food growing (associated with the expansion of Nythe Allotments); sports pitches and recreation grounds, will provide a blend of nature, leisure and community. Where developments face Greenbridge Road, they **should** seek to contribute toward and reinforce the green infrastructure proposals (covered under Section 4.2).

##### Open Space Provision

Greenbridge Central (adjoining the Green Corridor) will provide the

primary areas of open space to the local area. Incidental semi-public spaces **should** permeate new residential areas, with the new rugby pitches providing sports opportunities to the public. The area of allotments **must** be enlarged 50% to satisfy a demand for private plots. Consideration **should** also be made for provision of community space (incorporating existing fruit trees where possible), potentially an informal cafe and place for community growing groups to meet. A new local area of play (LAP) **should** be provided as part of the new residential parcels. In addition, provided in combination with delivery of the Green Corridor, the existing Local Equipped Area of Play (LEAP) **should** be reconstructed incorporating: planting; natural play; and better separation from Dorcan Way.

##### Water/ SuDS

Opportunity to enhance the existing ditch/stream, adding variation to the bank profiles (refer to 2.5 Opportunities & Constraints for location). Elsewhere SuDS such as rain gardens & swales **should** be incorporated into new developments, with 'blue' links to the Green Corridor. A well-considered sustainable drainage strategy will be mandatory for any new development. Features to capture surface water **must** be included where possible, including use of green roofs, permeable surfacing and underground retention tanks.

##### Biodiversity/ Net Gain

Development of Greenbridge Central will unavoidably result in a net reduction of greenspace, therefore proposals **must** maximise proposals to provide BNG. These **should** include tree & hedge planting (min. 5 species); green roofs/ walls; native planting; and creation of diverse wildflower meadows (min. 10 species). In particular, the proposed new Rugby Club building **should** have a diverse green roof. In addition to the above, ecological features such as insect, bird and bat boxes **should** be incorporated into building and landscape design.



Significant opportunities for provision of SuDS as part of future development

#### Illustrative Examples



Fig. 4.5.1 Van Gogh Walk, Lambeth

Key Elements:

- Use of raised tables & traffic calming measures
- Pedestrian priority, shared surfaces
- Materiality supports feeling that you are arriving in a collective space



Fig. 4.5.2 Bridget Joyce Square, London

Key Elements:

- Valuable flood mitigation and climate resilient performance
- Cleans run-off, slowing flow rates, whilst naturally irrigating the planting
- Multi-functional urban space integrates SuDS, play, artwork and access to nature

## 4.0 Design Guide

### 4.5 Greenbridge Central

#### Street Trees

Existing trees along Greenbridge Road and within field boundaries **should** be retained wherever possible. Streets within new residential developments **should** be lined with 'secondary' trees, with 'tertiary' trees proposed within private gardens. Additional fruit trees, that are accessible to the public **could** be proposed in proximity to the expanded allotments/ community garden.

#### BUILT FORM

##### Density

Residential development **should** achieve 40-60dph. Non-residential development should refer to guidance on storey heights for appropriate scale of built form. Any development **should** ensure that it does not impact on current services provision such as drainage and sewerage.

##### Whether Buildings Join

Houses **should** join on both sides to create terraces and continuous street frontage. Apartment blocks and mixed use buildings **could** be detached.

##### Types and Forms

Residential types **should** be predominantly houses. Apartment buildings **must** be located along Greenbridge Road to establish a strong street frontage. Mixed uses **should** be located at ground floor of apartment buildings.

##### Blocks

Development proposals **should** be formed as perimeter blocks, informal blocks and terraces, prioritising a traditional pattern of public fronts and private backs.

##### Building Line

Development within Greenbridge Central **should** have a more varied building line. Around 50-75% of the building line should contain built form, with breaks at appropriate intervals. A setback of 2-6m is encouraged, appropriate for a residential neighbourhood.

##### Height

Residential development **should** be between 2-4 storeys tall, excluding roof pitches. Non-residential development **should** be between 6-12m to eaves or parapet.

#### IDENTITY

##### The Base of the Building & Thresholds

Refer to '4.1 Sitewide' for design guidance.

#### Boundaries

Non-residential development **should** have minimal set backs from the street. Residential development **should** have small front gardens with driveways in front if required. Low level boundary walls or fences **should** be located between houses and the street. This will encourage neighbourly interactions but still demarcate private spaces.

#### Roofscape

The roofline of buildings **should** be consistent, with variations in height between neighbouring buildings limited to 1 storey. End of terraces and other key locations **should** have roof pitches perpendicular to the street, creating saw tooth profiles. Flat roofs and traditional pitched roofs **could** also be used. The variation of roof forms **should** match the neighbouring context of Oakfield.

#### Windows

Houses and apartment buildings **should** have vertically proportioned windows. Where the building has a brick facade, windows **should** include solid courses above and below the window with robust sills. Windows should have aluminium outer frames for aesthetics and durability. Non-residential development will likely have larger windows, creating more permeable and open façades.

#### Variation in Frontages, Detailing & Legibility

Refer to '4.1 Sitewide' for design guidance.

#### PUBLIC SPACE

##### Primary

Greenbridge Central is not envisaged to include primary streets, but will provide key public space associated with the new Rugby Club. Refer to Meeting Places for details.



Community space, providing the opportunity for an informal cafe and place for community growing groups to meet

#### Illustrative Examples



Fig. 4.5.3 The Grange, Blackpool

Key Elements:

- Community hub with shop, cafe, growing beds and events space
- Place to meet new people, learn new skills and improve health & wellbeing
- A facility for all ages, genders and backgrounds



Fig. 4.5.4 Lovedon Fields, Kings Worthy

Key Elements:

- High-quality residential development set within greenfield setting
- Brings nature right up to the window pane
- Community interaction: doorstep benches, overlooking terraces & shared surfaces

## 4.0 Design Guide

### 4.5 Greenbridge Central

#### Local & Secondary

New entry roads off Greenbridge Road following the alignment of existing vegetated field boundaries **should** operate as secondary streets providing access into the Greenbridge Central area. These streets should be generous in proportion and have a strong framework of green infrastructure. Design proposals **should** provide safe and convenient routes for active transport. Road speeds **must** be limited to 20mph. Home Zones **should** be considered, including pedestrian-priority shared surfacing, traffic-calming measures and one-way vehicle circulation.

#### Meeting Places

Multi-functional meeting/ public space **should** be provided, delivering opportunities for local people to meet and socialise; undertake sports and activities; and provide a location for community events to take place. Opportunities for a local shop and cafe **should** be considered along with a potential transport hub, and the other community facilities proposed as part of the Rugby Clubs' proposals.

#### USE

##### Efficient Land Use

Refer to '4.1 Sitewide' for design guidance.

##### Mix

Greenbridge Central will form the community heart of the renewal area. The community allotments **should** be enhanced to provide community planting. Likewise, Swindon Rugby Club **should** be enhanced to provide more facilities for the wider community. Future development **could** also include a 'mobility hub'. This would allow local residents to have access to rental bikes, parcel collection etc. In turn creating a sustainable place to live. Alongside these community functions, the neighbourhood **should** also include residential development.

##### Active Frontage

Residential development **should** have entrance doors and windows facing onto streets. Non-residential development **should** provide active frontages at ground floor, to enhance the street and create a vibrant neighbourhood.

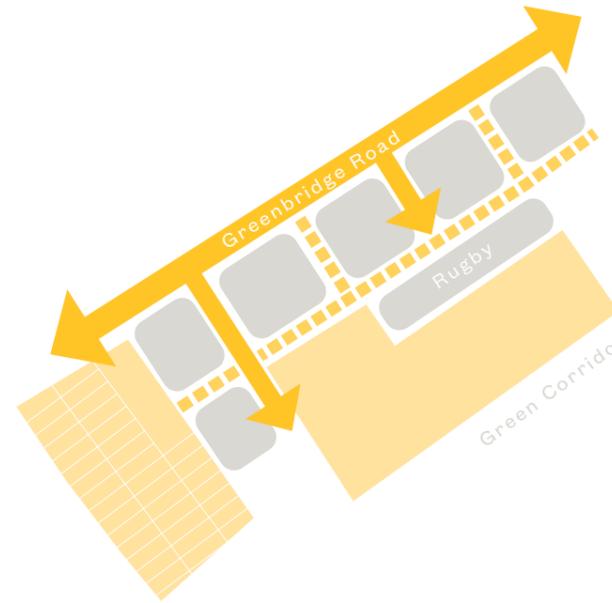
##### Housing for All

Housing **should** consist of a mixture of tenures including affordable housing and market sale housing. New developments **must** adhere to local plan requirements, guaranteeing that at least 30% of the new homes delivered are affordable. Development **must** be tenure blind in external appearance. Large groups of any single tenure **should** be avoided.

##### Type

Greenbridge Central **should** accommodate predominantly houses with apartment blocks used when increased density is required. Terraced,

semi-detached, corner houses, town houses, courtyard houses and apartment blocks are all appropriate for the area.



**Greenbridge Central will feed off Greenbridge Road with local streets providing circulation and access to residential development and the new Rugby Club**



**Active Frontages - entrance doors and windows facing onto main streets. Non-residential development to be 'activated' using: canopies, signage & lighting; trees & planting; cycle parking; and full-height glazing**

#### Illustrative Examples



**Fig. 4.5.5 Marmalade Lane, Cambridge**

Key Elements:

- Community and nature brought to the residents
- Balances private residences with beautiful public spaces
- Discreet integrated cycle and car parking



**Fig. 4.5.6 Golden Hill Community Garden, Bristol**

Key Elements:

- Has helped build a resilient supportive community
- Sets wellbeing and nature connection as top priority
- Financially viable, self-sustaining and accessible social enterprise

## 4.0 Design Guide

### 4.6 Marlowe Avenue Neighbourhood



# 4.0 Design Guide

## 4.6 Marlowe Avenue Neighbourhood

Vision Principles primarily applicable to Area Type



Communal Gardens to be included with residential development.

Homes **must** face onto secondary streets, with ample garden space

Larger storey apartment buildings **should** be located along Marlowe Avenue

Existing trees must be retained and integrated into future development

Local community **must** be consulted throughout any redevelopment



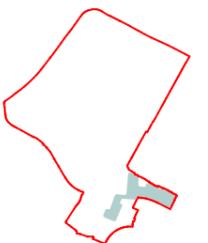
Boundary treatments **should** be complementary to adjacent developments

Marlowe Avenue **should** provide priority to cyclists

Improved junctions with traffic calming **must** provide safe pedestrian crossing

Greening/ biodiversity initiatives **should** introduced to the area

Applicable Area:



## 4.0 Design Guide

### 4.6 Marlowe Avenue Neighbourhood

#### MOVEMENT

##### Streets

A simple street hierarchy **could** be provided using a new tertiary street looping off leading off Marlowe Avenue providing access to existing retained housing and/ or new development.

##### Highway, Junctions & Crossings

Designed in accordance with Swindon Borough Council guidance.

##### Transport

New dedicated connections to the nearby cycle routes **should** be provided to promote active travel and increase connectivity. Refer to '4.1 Sitewide' for further design guidance.

##### Parking

The arrangement of parking within Marlowe Avenue Neighbourhood will be dictated by the extent of potential redevelopment. Consideration **should** be made for use of off-street parking courts. Secure cycle parking **should** be provided as part of any new development. Parking provision **should** be in line with Swindon's Car Parking Standards and ensure adequate provision of bays for disabled drivers.

##### Services & Utilities

Refer to '4.1 Sitewide' for design guidance for this item.

#### NATURE

##### Network of Spaces

Provision of private and communal greenspace **should** be a key consideration of any redevelopment proposals. New trees and planting, along with grass areas for play and socialising **should** be provided with clear, safe and accessible links to the Oakfield and the Green Corridor. Retention and integration of existing mature trees **should** be a key priority.

##### Open Space Provision

A LAP or small-scale natural features within communal gardens **should** be provided.

##### Water/ SuDS

Depending on the potential extent of redevelopment, SuDS features **should** be integrated into the area. These **should** include: porous surfacing; green roofs; and water storage. Small-scale rain gardens or swales **could** provide additional water attenuation and biodiversity gains.

##### Flood Risk

Refer to '4.1 Sitewide' for design guidance for this item.

##### Biodiversity/ Net Gain

Existing baseline is limited, therefore significant opportunities exist for provision of BNG including: new planting and meadow strips, insect/ bat/ bird boxes integrated into new buildings and mature trees.

##### Street Trees

New tree planting **should** use climate change resilient/ native trees. Removal of existing trees should be minimised.

#### BUILT FORM

##### Density

Any future residential development **should** be consistent with emerging surrounding residential development.

##### Whether Buildings Join

Development **should** be joined on both sides where possible promoting terraced housing. Apartment blocks **could** be detached where appropriate.

##### Types and Forms

The urban grain **should** be similar to the neighbouring emerging development at Oakfield.

##### Blocks

In order to relate to the emerging pattern of development, proposals **should** use perimeter blocks and terraced houses as block types.

##### Building Line

Development within Greenbridge Central **should** have a more varied building line. Around 50-75% of the building line should contain built form, with breaks at appropriate intervals. A setback of 2-6m is encouraged, appropriate for a residential neighbourhood.

##### Height

Residential development **should** be between 2-4 storeys tall, excluding roof pitches.

#### IDENTITY

##### The Base of the Building

Refer to '4.1 Sitewide' for design guidance.

##### Thresholds

Refer to '4.1 Sitewide' for design guidance.

##### Boundaries

Residential development **should** have small front gardens with driveways in front if required. Low level boundary walls or fences **should** form the

#### Illustrative Examples



Fig. 4.6.1 Oakfield, Swindon

Key Elements:

- Close proximity to the site providing useful relevant context
- Appropriate development scale with mixture of homes and flats
- Development formed of perimeter blocks



Fig. 4.6.2 Goldsmith Street, Norwich

Key Elements:

- Designs to reduce energy consumption
- Streets designed to prioritise the safety of pedestrians and cyclists over cars
- Private outdoor spaces on to communal green spaces for social interactions

## 4.0 Design Guide

### 4.6 Marlowe Avenue Neighbourhood

boundary between houses and the street, encouraging neighbourly interactions whilst demarcating private spaces.

#### Roofscape

Consistent with Greenbridge Central, development **should** aim to have a relatively consistent roof-line with variety achieved through different roof forms. A combination of saw tooth roofs and standard pitched roofs **should** be used to be consistent with other emerging development.

#### Windows

The windows of new housing development **should** be consistent with the approach to Greenbridge Central and Oakfield.

#### Variation in Frontages

Refer to '4.1 Sitewide' for design guidance.

#### Detailing

Refer to '4.1 Sitewide' for design guidance.

#### Legibility

Refer to '4.1 Sitewide' for design guidance.

### PUBLIC SPACE

#### Tertiary

Marlowe Avenue Neighbourhood **should** remain semi-private in character, with a potential new loop road off Marlowe Avenue used to provide circular access. Design proposals **should** provide safe and convenient connections for active transport. A Home Zone design **could** be considered including pedestrian-priority shared surfacing, traffic-calming measures and one-way vehicle circulation (10/15mph speed limit).

#### Meeting Places

Communal space(s) **should** provide local residents of Marlowe Avenue Neighbourhood to meet and socialise and neighbouring children with a safe place to play.

### USE

#### Efficient Land Use

Future development within the Marlowe Avenue Neighbourhood **should** utilise underused land, including the existing garages and leftover green spaces, ensuring any loss of existing parking is mitigated.

#### Mix

A continuation of the existing residential use is encouraged for this area. If deemed appropriate in the future, a small convenience store **could** be proposed as the ground floor use of an apartment block.

#### Active Frontage

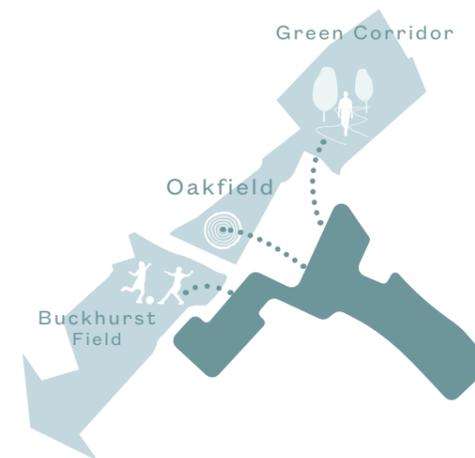
Residential development **should** have entrance doors and windows facing onto streets. In apartment buildings, communal uses such as a bike stores should be located at ground floor.

#### Housing for All

Where new residential development is proposed within the Marlowe Avenue Neighbourhood, an increase in the current amount of affordable housing **should** be provided. New developments **must** adhere to local plan requirements, guaranteeing that at least 30% of the new homes delivered are affordable. Market sale housing **could** also be proposed to diversify the neighbourhood. Development must be **tenure** blind in external appearance.

#### Type

This neighbourhood **should** include a mixture of houses and apartments to increase diversity of the area. Terraced housing and apartment blocks **could** be appropriate for the area.



Improved links to adjoining sport, play and recreation spaces will better integrate Marlowe Avenue Neighbourhood into the wider area



Existing mature trees should be retained where possible and integrated into any redevelopment proposals

### Illustrative Examples



Fig. 4.6.3 Southmere, Peabody Thamesmead

Key Elements:

- Creating desirable communal spaces to draw people together
- SuDS and BNG opportunities in underused grass verges
- Spaces for residents to safely sit, socialise and relax



Fig. 4.6.4 Beech Gardens, Barbican Estate

Key Elements:

- Landscape binds community together, bringing strong sense of pride
- Low maintenance, high impact horticulture into the urban environment
- Coherent communal spaces welcome interaction between residents and visitors

## 5.0 Summary

5.1 Illustrative Masterplan

5.2 Image Credits

5.3 Glossary



## 5.0 Summary

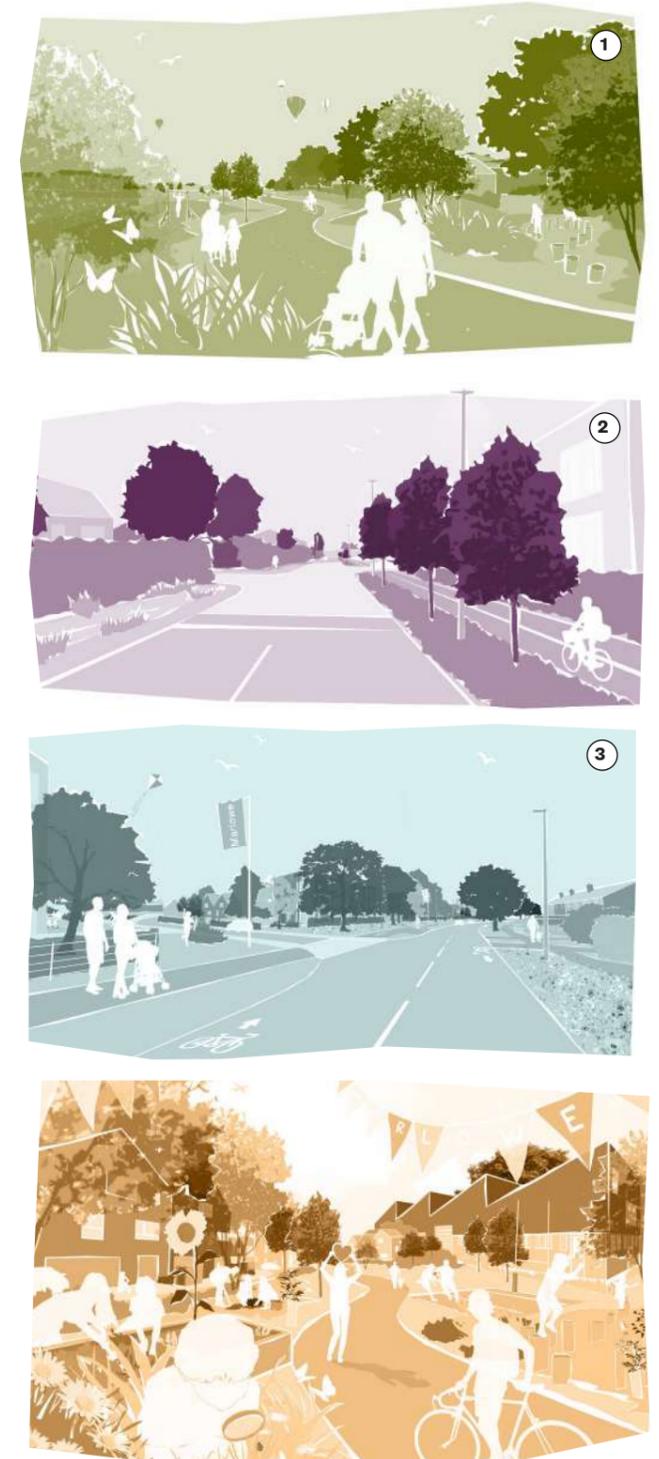
### 5.1 Illustrative Masterplan

The following illustrated masterplan encapsulates the vision and design guidance proposed for the Marlowe Avenue Renewal Area. The holistic masterplan incorporates movement and green infrastructure networks, development parcels that work with existing ownership boundaries and proposed land use requirements that promote the different character areas. The scheme presented is for illustrative purposes only and shows one way in which the Marlowe Avenue Renewal Area may evolve over time into a thriving and coherent neighbourhood, in line with the vision this document sets out

**End State Masterplan**



**Area Vision**



## 5.0 Summary

### 5.2 Image Credits

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| Page 07 | W.H.Smith building under construction | Swindon Libraries                        |
| Page 07 | Drone photo of allotments             | Nythe Community Allotments               |
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| Page 15 | Render of Greenbridge Square          | Greenbridge Square Planning Application  |
| Page 15 | Sketch of Crampton Road Housing       | Crampton Road Planning Application       |
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| Page 50 | Golden Hill Community Garden | the goldenhill community garden |
| Page 53 | Oakfield                     | gcp Chartered Architects        |
| Page 53 | Goldsmith Street             | Tim Crocker                     |
| Page 54 | Southmere                    | LUC                             |
| Page 54 | Beech Gardens                | barbicanprojects                |

## 5.0 Summary

### 5.3 Glossary

AONB - Area of Outstanding Natural Beauty  
BNG - Biodiversity Net Gain  
CP - Council Parish  
DPH - Dwellings Per Hectare  
EV - Electric Vehicle  
GI - Green Infrastructure  
LAP - Local Areas of Play  
LEAP - Local Equipped Areas of Play  
MMC - Modern Methods of Construction  
MUGA - Multiple Use Games Area  
PRoW - Public Right of Way  
PV's - Photovoltaics  
RHS - Royal Horticultural Society  
SBC - Swindon Borough Council  
SRC - Swindon Rugby Club  
SuDS - Sustainable Drainage Systems  
TPO - Tree Preservation Order

# Appendix

Summary of Public Consultation Feedback



## Appendix

### Summary of Public Consultation Feedback

| Housing Development  | Transportation & Infrastructure   | Environmental Concerns  | Business and Employment  | Community Facilities   | Noise and Safety Concerns   |
|--|---|---|--|--|---|
| Positive sentiment towards the overall vision, recognising its strategic importance and the sense of openness it brings to the area.   | Ensure bus routes serve proposed developments, especially along Greenbridge Road and Marlowe Avenue. Request changing bus stop locations for better service. bus stops to be sheltered. | Drainage issues to the north of the site including flooding risks and potential sewage issues. Suggestions to incorporate swales and attenuation areas in the green corridor to manage water drainage | Advocate for improving and expanding the existing retail offer in the area with a desire for independent outlets, not chain brands like Costa. | Residents oppose another supermarket, suggesting addressing schools and medical facilities. Residents want assurance on school places, medical facilities, and fear increased demand for services. | Highlight the need for safe, well-lit routes for women, expressing dissatisfaction with the existing cycle route.   |
| Nationwide haven't developed the Oakfield Project site, causing disappointment among locals for the delayed redevelopment.   | Interest in an east-west link across the area.  | Opposition to building on the field due to its importance for clean air, wildlife, and community activities   | Emphasise the need to promote local skills and businesses, ensuring the retention of the mixed employment area.                                | Request for Gym/Swimming facilities in Marlowe Avenue Renewal Area.  | Investigate potential clashes between overwhelmingly residential areas and industrial businesses, including noise issues.   |
| Concerns about the number of proposed houses and the need for affordable housing.  | Positive feedback on enhanced cycle provision and new cycle route along Greenbridge Road.   | Positive feedback about keeping the trees at the back of the land to the right of the club  | Safeguard existing businesses in the Greenbridge Quarter, including Jesters Snooker Hall, Jolly Roger soft play.                               | Positive sentiments about the expansion of the rugby club, favourable responses to the idea of a hub for social and community events like dancing, exercise classes, yoga, and coffee mornings.    | Address concerns about cycle paths intersecting with industrial entrances, ensuring safe and efficient transportation infrastructure.                                   |
| Caution against deviating from the proposal and creating high-density development.   | Request traffic calming measures on Greenbridge Road.   | Desire to see succession tree planting to replace lost Ash trees.   | Explore measures to encourage and support young entrepreneurs and makers, possibly through business incubators.                                | Support for allotment expansion with a desire to retain existing fruit trees located on the northern boundary. Interest in a community hub at allotments, with questions about management.         | Acknowledge the rise in anti-social behaviour in Greenbridge Industrial Estate following the Greenbridge Square development and propose measures to address this issue. |
| Questions about the existence and status of covenants on the land restricting development.   | Request improved access to Greenbridge Retail Park.   | Desire to protect specific areas like Buckhurst Park.   |  | Recommendations to prioritise upgrading the existing rugby club into a multi-sports facility and community hub before building more houses.  | Resident concerns about potential noise increase due to rugby pavilion relocation.  |
| Positive feedback for redevelopment of the Marlowe Avenue Neighbourhood. Suggestions to demolish existing buildings to create a new development similar to Oakfield.               | Emphasis on making the new neighbourhood walkable with better paths on Greenbridge Road.  |   |  | Strong community attachment to the field, emphasising its role in local activities, health, and well-being. Support for the Green Corridor proposals and enthusiasm for enhancing nature along it. | Concerns about anti-social behaviour in wooded areas, emphasising the need for landscaping and lighting to improve safety.  |
| Concerns about the state of disrepair in Blandford Court, and urgent investment needed in existing properties within the Marlowe Avenue Neighbourhood before further improvements. | Explore the addition of a new junction/site entrance off Drakes Way to reduce reliance on Greenbridge Road for industrial activities.   |   |  | Opposition to a third pitch and multi-sports pitch due to concerns about noise, popularity, and preference for open green grass.   |   |

## Appendix

### Summary of Public Consultation Feedback

| Housing Development   | Transportation & Infrastructure  | Environmental Concerns | Business and Employment | Community Facilities   | Noise and Safety Concerns |
|---|--|------------------------|-------------------------|--|---------------------------|
| Not many people use the garages within the Marlowe Avenue Neighbourhood and residents would prefer their removal. | Discuss the environmental argument for revisiting local employment that encourages cycling, especially in Walcot and Park North areas. |                        |                         | Concerns about the maintenance and management of the Green Corridor, especially if it spans multiple parishes.                               |                           |
|   | Concerns about parking issues for the rugby club and potential traffic problems in surrounding areas                                   |                        |                         | Requests for a bigger and better-equipped play area near the rugby club. Support for refurbishing the existing play area at Buckhurst Field. |                           |
|   |  |                        |                         | Interest in additional facilities along the Green Corridor like a MUGA, skate park, bandstand, with considerations for lighting and usage.   |                           |

