



Tadpole Farm

Urban Extension, Swindon

Project details

Project

Concept plan, masterplan and planning application for sustainable urban village delivering 1695 homes on 200ha site the edge of Swindon.

Client

Crest Nicholson

Team

NEW Masterplanning,
D2 Planning,
RPS Landscape,
SK Transport

Date

August 2008 and on-going

Contact

Kenny Duncan
Projects Director
Crest Strategic Projects

Overview

NEW Masterplanning was appointed by Crest Nicholson in 2008 to prepare a concept plan and strategy leading to a planning application for a 200ha site on the northern edge of Swindon. The scheme had stalled and a new masterplan was considered necessary for the site.

Tadpole Farm is on the edge of Swindon, and is clearly defined by hills, ridges and floodplain. It has good access by public transport to Swindon town centre but is also on the edge of the Cotswolds. Our concept exploited this potential to create a sustainable 'urban village', delivering lower density family housing, meeting the social, economic and environmental objectives of the Council.

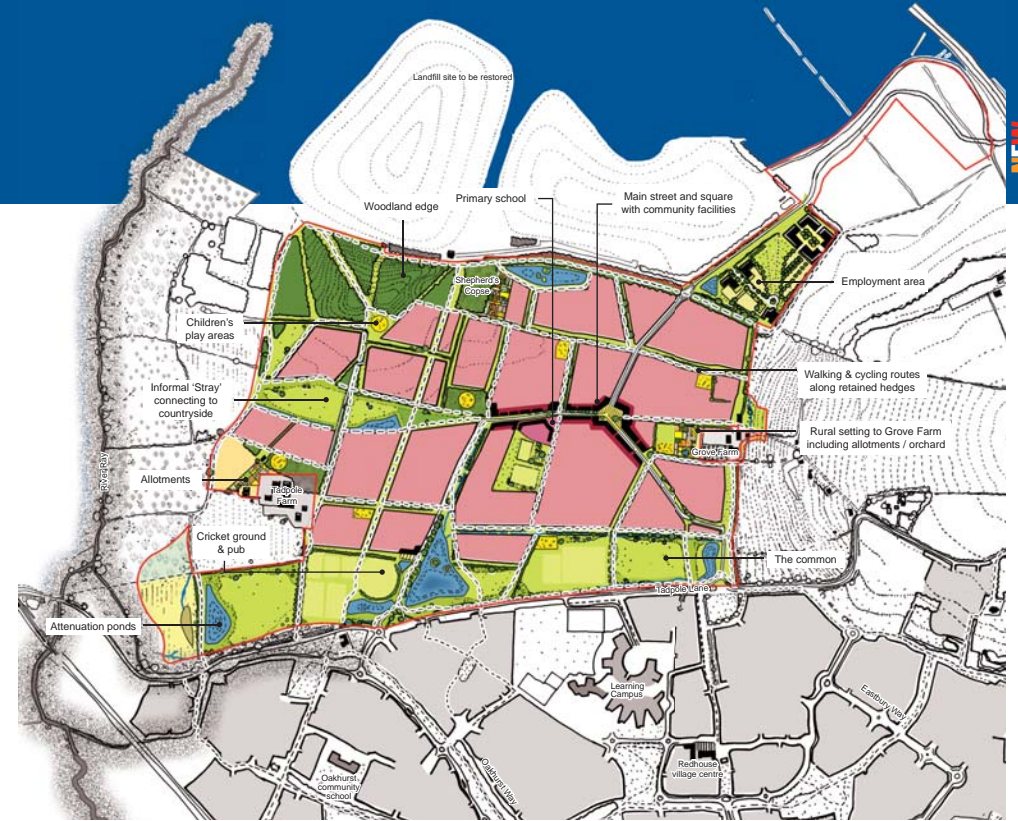
Our masterplan included a large green 'common' between the development and existing housing, allotments and retention of farm buildings, woodland walks and a traditional 'High Street' as part of the wider village concept. We undertook specific market research for Crest to establish the range of house types, dwelling sizes and plot sizes which would differentiate Tadpole Farm from other urban extensions, relate to the desirable market towns around Swindon, and maximise sales values from the site. We also prepared detailed proving layouts to help Crest assess the financial viability of the proposals.

Representations were submitted to the Core Strategy which led to the site being identified as a preferred growth option. We led community engagement exercises as part of the pre-application discussions, presented to officers and members and prepared the Design & Access Statement and Design Code to inform the quality of future development.

The planning application for 1695 homes, 5ha of commercial space and a range of community facilities was submitted on 8th November and a decision expected early 2012.

Key outputs:

- Housing concept plan
- Masterplan
- Planning application
- Design & access statement
- Design code
- Proving layout
- Community engagement
- Viability appraisal



Illustrative masterplan



CGI high street view



CGI View to listed farm house



Extract of 1:500 proving layout



Sustainable urban extension to Swindon