



Chippenham

Sustainable urban extension

Project details

Project

Concept plan and masterplan for 1500 homes, employment and community facilities to create sustainable urban extension on the edge of Chippenham

Client

Crest Nicholson and Redcliffe Homes

Team

NEW Masterplanning
D2 Planning
Cooper Partnership
Peter Brett Associates

Date

February 2011 and on-going

Contact

Kenny Duncan
Projects Director
Crest Strategic Projects

Emma Jones

Project Manager
Redcliffe Homes

Overview

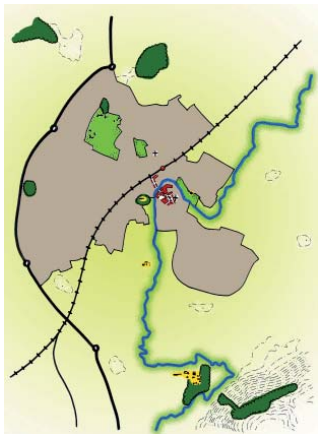
NEW Masterplanning were commissioned by Crest Nicholson and Redcliffe Homes to advise on a concept for land in their control on the southern edge of Chippenham. Our proposal includes 75ha of development including around 1500 homes, 30 hectares of employment, a primary school, local centre and community facilities.

The masterplan has been designed to deliver relatively low density family housing to reflect the market testing undertaken by Crest and Redcliffe, and a variety of options were subject to broad viability testing. At the heart of the concept is the creation of a new riverside park, using land within the Conservation Area and floodplain, to provide high quality walking and cycling links to the town centre and a resource for the whole town.

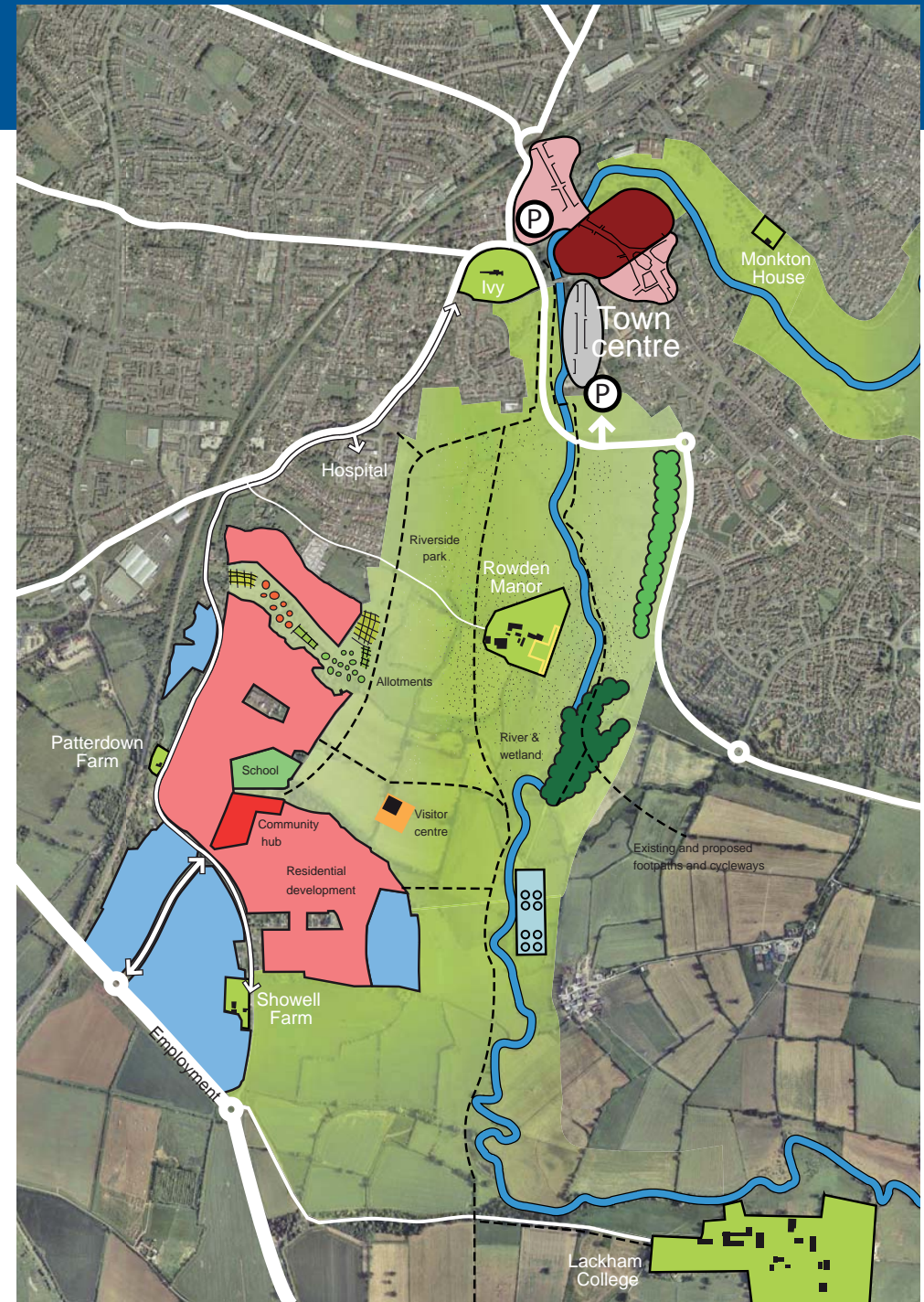
We prepared a Vision Statement to support the client's submission to the Wiltshire Core Strategy and presented the scheme to Chippenham Vision as part of the stakeholder engagement process. The proposals are now included as part of the Council's recent formal consultation on the Core Strategy.

Key outputs:

- Concept plan
- Masterplan
- Viability appraisal
- Community engagement
- Core Strategy Vision Statement



Chippenham's urban area



A mixed use masterplan, promoting employment, residential, education and leisure uses all within a green setting of the River Avon and providing good pedestrian and cycle connections to both the town centre, the college and the countryside to the south.