



East Wichel, Swindon

DPDS CONSULTING GROUP
 URBAN DESIGN, ARCHITECTURE, PLANNING,
 PROJECT MANAGEMENT AND LANDSCAPE

Project Description

East Wichel comprises the first 838 dwellings of the 4,500 unit Wichelstowe urban extension to be constructed in accordance with a set of Design Codes approved and adopted by the Local Authority. As well as the dwellings, East Wichel will also comprise a primary school, open space and some commercial floorspace defined as a local centre.

The Design Codes define the layout, appearance, materials, building heights, car parking standards, uses and public realm of East Wichel. Approximately 580 of the dwellings have detailed permission with some 300 already constructed. Both the client, the Local Authority and the developing community wish to see the local centre facilities constructed as soon as possible. However, discussions with the Local Authority and potential commercial operators identified that the approved Code layout was not ideally suited to the requirements expected of the local centre – land parcels were too small and its location set too far back from the bus route and bus stops. Before any detailed application could be submitted for the local centre land parcels, the Local Authority required that the Design Code layout be formally amended and approved following consultation with the East Wichel community.

The local centre is to now accommodate some 8 commercial units for A1, A2, A3, A4, A5, B1(a) and D1 uses with apartments above, a 380 sqm convenience store, a mix of 2 and 3 storey houses, private car parking, a separate commercial service area, a public square and an 18 space public car park set directly off the bus route, south of the primary school. A 4 storey focal landmark tower is an integral part of the centre frontage and prominent in the skyline. The local centre has been carefully designed to be visually interesting, while creating a safe, functional and attractive centre and space for the East Wichel community.

DPDS Involvement

- Preparation of detailed landscaping scheme for the application and the Design Code amendment;
- Presentation and explanation of the proposals to the local community and local councilors at a community meeting;



- Lead consultant in respect of amendments to the Design Code – working with the Local Authority and advising the client on the level and type of amendments acceptable;
- Preparation of the Design Code Amendment Document and public exhibition material for the public consultation exercise;
- Designing, preparing and co-ordinating the Reserved Matters application for the local centre development in accordance with the amended Code;



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| Client | Taylor Wimpey Oxfordshire |
| Business Sector | Retail and Residential |
| Approximate Contract Value | Confidential |
| Project Status | Detailed Planning |
| DPDS Key Personnel Involved | Nigel Henham Sarah Smith Patrick Griffiths Joanne Smithers |

