

# Wichelstowe: New vision unlocks stalled site

Wichelstowe is an emerging new development to the south of Swindon. It originally secured consent in 2003 for 4,500 homes and 68,000m<sup>2</sup> of office space, but by 2008 the development had stalled having proven to be commercially undeliverable.

LDA Design was invited to review the original masterplan to improve design quality, transform viability and secure a significant financial receipt for the landowner, Swindon Borough Council. All of which needed to be achieved within the parameters of the consented scheme.

The LDA Design team successfully secured planning consent to vary conditions for an alternative masterplan. The revised plan delivered a £30 million infrastructure saving and much improved scheme viability through re-profiled phasing. This was supported by a strong marketable vision that recast Wichelstowe as a series of settlements within a remarkable landscape, helping to differentiate the site in the marketplace.

The result is consent for a commercially attractive and distinctive new neighbourhood with a range of homes to suit different ages and budgets. Delivery of the first phase has commenced on site.



**Client**  
Swindon Borough Council

**Location**  
Swindon, Wiltshire

**Partners**  
Hydrock

**Services Used**  
Planning, Masterplanning, Environmental Planning,  
EIA Coordination, Landscape Architecture

**Area**  
6 ha

**Schedule**  
2010 - 2013

<sup>1</sup> Concept design for the district centre

<sup>2</sup> Sociability of the centre is anchored by a community hall and pub

