



Dear Councillor

We write to you regarding our revised proposals for 39 Retirement Living apartments and 4 retail units on land to the rear of 8-13 High Street, Calne which are due to be submitted shortly.

As you will undoubtedly be aware, this will be our 2nd application for the site. Careful consideration of the previous delegated Officer refusal, Town Council objection, Conservation Officer's comments and more recent pre-application advice have helped inform this revised application. We hope that you will agree that our amended proposal has looked to respond positively to concerns raised and as a result has enabled a scheme that now sits very comfortably with its neighbours and is respectful of its setting within Calne Conservation Area. We would like to take this opportunity to provide you with details of our revised proposals and how we have listened to feedback. We have also included in the centre spread the proposed site layout and elevation drawings for your perusal, which clearly demonstrate the positive amendments made.

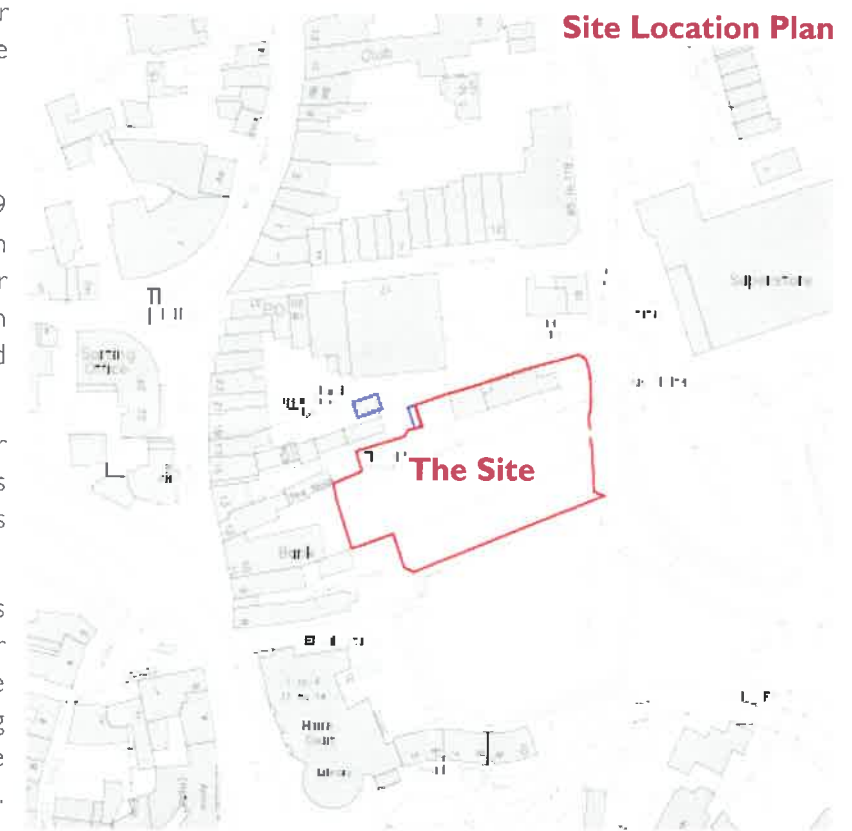
We hope you find this information of interest and should you have any questions or wish to discuss the proposals with us further please do not hesitate to contact us on **0800 294 1304** or email **naomi@consulolimited.co.uk** and our team will be happy to assist.

What are we proposing?

Our revised scheme would still look to provide 39 Retirement Living apartments (a mix of 27 one bedroom and 12 two bedroom units) and 4 retail units - as per our previous application. Our retail unit floor space provision is actually greater than that previously proposed and would help deliver these much desired units in the town centre.

Access to our site would be off The Pippin, with 17 car parking spaces proposed for the apartments and 3 spaces for Lloyds Bank. A designated bin storage collection area is also located off The Pippin to facilitate ease of collection.

A comprehensive landscaping strategy is proposed across the site to include several areas of amenity space for our residents and a public piazza fronting The Pippin - see landscaping plan in the centre spread. These landscaping proposals would greatly improve the visual impact of the site and have a positive visual impact on the Conservation Area.



Key Benefits...

- **39 one and two bedroom retirement apartments towards an identified need in Wiltshire's Housing Strategy & Calne Neighbourhood Plan**
- **Contributes to the Council's five year housing land supply**
- **Provision of 4 new retail units**
- **Sustainable, sympathetic, specialist accommodation that sits comfortably in its setting**
- **Maximises the use of previously developed land and reduces pressure on Greenfield sites**
- **Economic benefits of older people patronising local shops, services and facilities**
- **Due to its location, retirement housing reduces the need to travel by car**
- **Freeing up of family housing by older people looking to downsize an average 41 unit retirement development has been shown to generate 92 moves in the housing chain (Demos)**
- **A proposal that allows for independent living and reduces security worries for older people**
- **A scheme that provides companionship and a community which helps to reduce isolation and loneliness**

We have listened...

Following careful consideration of the previous refused application and giving considerable thought to detailed feedback from Calne Town Council, along with more recent pre-application advice, we have looked to rework our previous scheme and have made the following substantial changes:

Improving the relationship with the Conservation Area & Zion Chapel

Through careful redesign of the building to ensure it better reflects its setting within the Conservation Area and position adjacent to the chapel, we have managed to reduce the height, bulk and mass of the building. Specific attention has been paid to the north east elements that both the Officer and the Town Council identified previously as being "overbearing and not in keeping". In both the north east and south east elevations a recessed "fourth floor" has been proposed to reduced the perceived visual impact.

These changes have enabled us to achieve a much improved relationship with neighbouring properties and ensure our scheme would be a positive addition to the streetscene and respect the Conservation Area whilst not adversely affecting key views of the town centre. Indeed, our revised proposals now have a ridge height at a similar level or reduced when compared with the existing properties neighbouring the site. Please see The Pippin and Phelps Parade elevations in the centre spread which clearly illustrate the difference in scale and mass between the two applications.

A more modern design approach with a sympathetic materials palette

We have sought to completely revisit our original traditional design and in an effort to reduce the scale, bulk and mass of our proposals we have now employed a more modern design approach. This allows us to change from a predominantly gabled style roof to a flatter, low profile style roof and we have looked to simplify our colour palette to better respond to the local materials in the surrounding area.

This new design approach can be seen clearly in the centre spread where the previous design is compared with our new proposals. We hope you will agree that our revised approach is much more sympathetic than previously proposed.

Better definition and increased provision of public amenity

We have revised our proposals to include better definition and greater provision of public amenity on The Pippin and Phelps Parade elevations. We now propose a raised balustrated piazza area fronting The Pippin and through the insertion of a wall and ballustrade to the north east area we have been able to better define the boundary of the site. This hard landscaping, along with the soft landscaping proposed across the site, has helped ensure our revised proposals would be sympathetic and complementary, whilst also help with place shaping.

Revised bin collection proposals

Our original proposals attracted an objection from the Urban Design Officer regarding bin collection. Responding directly to these, our revised proposals now make provision for a designated bin collection storage area to the north eastern corner of the site. This would help facilitate ease of collection and overcome the previous area of concern.

Retail unit shop fronts redesigned

Our revised proposals still look to incorporate retail units as part of our scheme and offer a betterment on the existing provision and that of our previous scheme. Whilst reviewing the design of the proposals as a whole we have taken the opportunity to change the style of the shop fronts to better reflect the more traditional style of shop front in the area.

We hope that you will be able to review our substantially revised proposals favourably and enable the delivery of this much-needed specialist retirement accommodation. We believe this revised mixed-use scheme is sympathetic to the Conservation Area, is in line with the aspirations of the adopted Neighbourhood Plan and would be a positive addition to the local community and Calne town centre.

Below: PROPOSED ELEVATION (A)

Top - Revised proposed elevation

Bottom - Refused original elevation



**Right:
PROPOSED SITE LAYOUT
WITH ELEVATION
LOCATIONS A-C SHOWN**



Below Top : THE PIPPIN ELEVATION (B)

Left - Revised proposed elevation

Right - Refused original elevation



Below : PHELPS PARADE ELEVATION (C)

Left - Revised proposed elevation

Right - Refused original elevation

