

NEXT STEPS

Investigate ways to improve physical links between the town centre and out of town business and employment areas through reviewing findings of local transport and parking strategies and public transport planning. Undertake a more detailed study with businesses and employees to identify opportunities which would attract them into the town in greater numbers.

The masterplanning process should seek to create the right environment in the town centre, promoting uses that are active throughout the day and evening and a high quality environment that will attract town centre businesses.

The masterplanning process should promote flexible business space in new town centre development and the re-use of appropriate town centre buildings capable of adaptation for small and medium size businesses. In certain areas it should be a priority to promote the design of buildings which are "long life - loose fit" and particularly are not residential use in perpetuity.

Ensure future planning documents are capable of securing funding for improvements local transport network, local skills and training through setting out S106 requirements.

IMPLEMENTATION

To be brought forward by key landowners/developers through the masterplan process and development of individual sites.



Movement

Being able to move around Trowbridge in a sustainable way will be increasingly important over the next few years. Therefore, enhancing existing footpath and cycle networks and making the best of the existing public transport network will be essential. It is recognised that given Trowbridge's location residents will still want to use their cars for some journeys so measures to encourage the use of greener vehicles in the town centre should be explored. Guiding principles are set out below and these are detailed more fully overleaf.

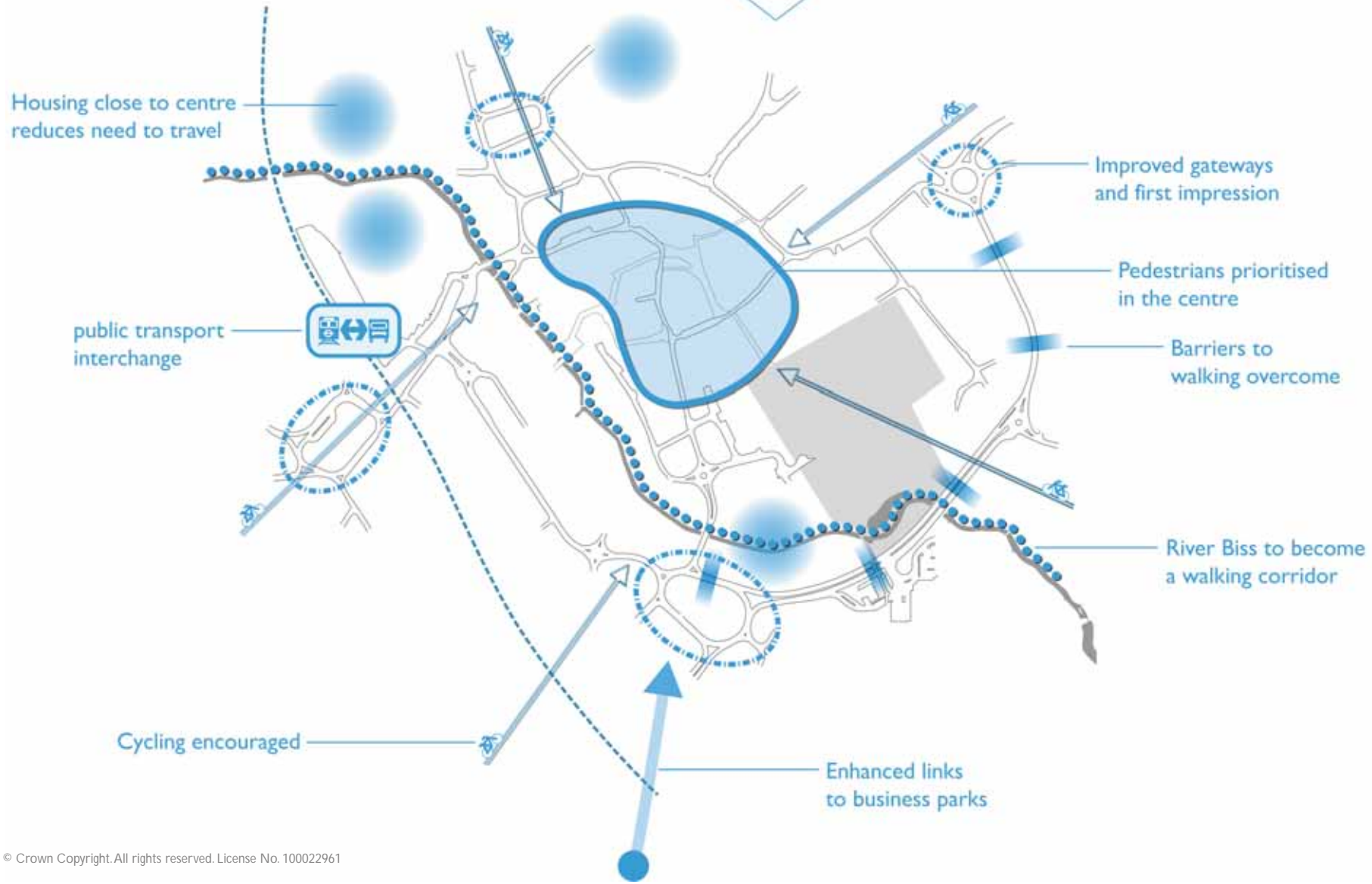
Guiding Principles

- Improve the gateways and approaches to the town centre.
- Integrate new development.
- Make the best use of existing infrastructure.
- Manage car park supply and demand.
- Promote good linkages.
- Improve the town centre pedestrian environment.
- Encourage healthier, more active and sustainable transport modes.
- Reduce travel and increase town centre

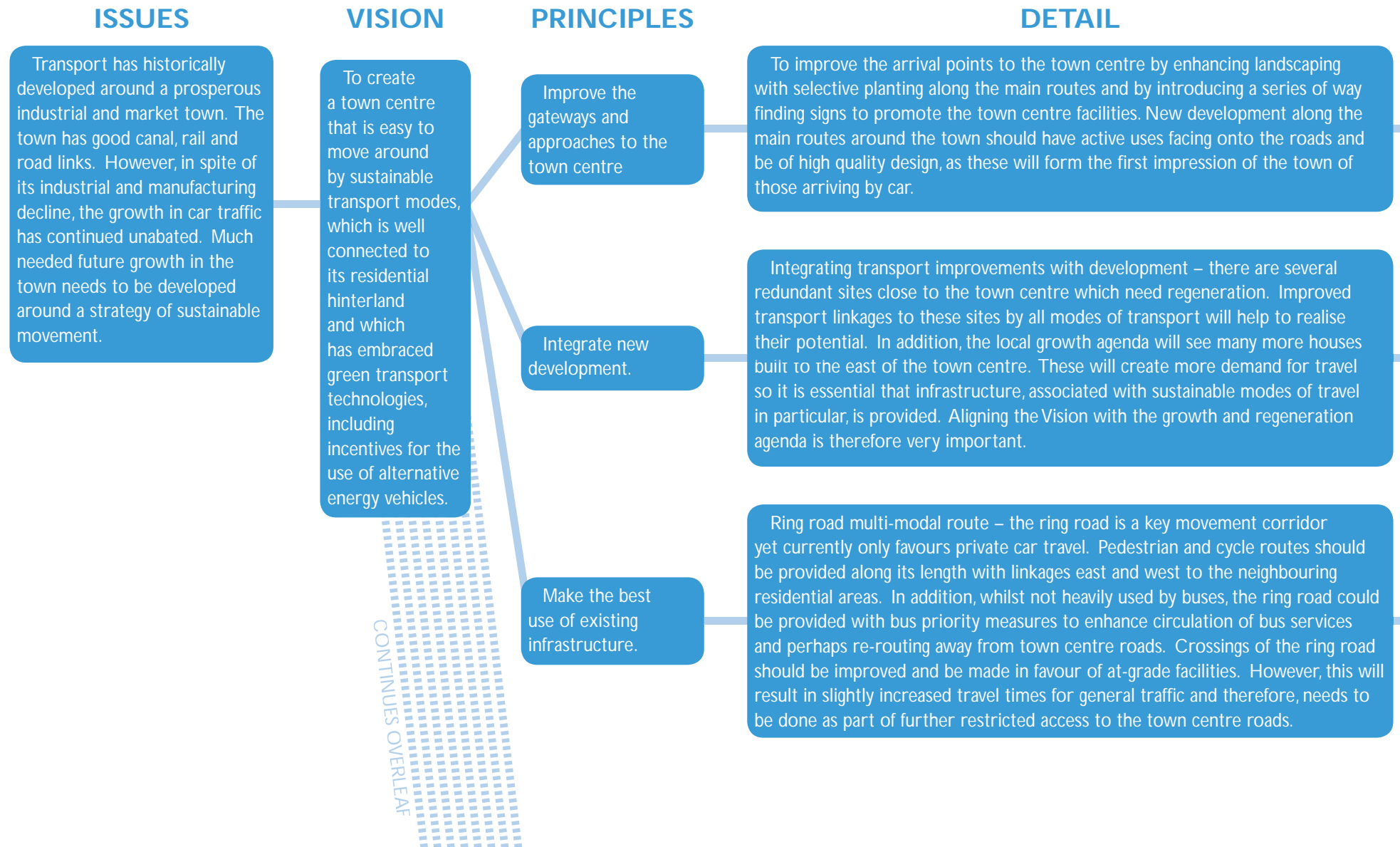
activity.

- Make better use of the railway.
- Embrace future technologies.

Green Travel Plan to promote public transport and reduce congestion
Manage car parking to reduce impact of car on the centre



Actions for masterplan - Movement



NEXT STEPS

Develop opportunities through the masterplan supported by a clear landscaping strategy.

Ensure that the integration is progressed through the LDF and planning briefs for individual sites. An overarching masterplan will ensure co-ordination of plans.

Through design options, test the viability and demand for the implementation of this measures.

IMPLEMENTATION

Masterplanning process.

LDF, masterplan for Trowbridge, and partnerships with developers and land owners.

Wiltshire Council highways department in conjunction with design engineers.

CONTINUES OVERLEAF

Manage car park supply and demand.

Car parks – currently the town is well served with parking yet access to some of the car parks require travelling through the centre of the town. All car parks should have access restricted to ‘from the ring road’ only (or Wicker Hill, Church Street and Union Street to the west). Long stay parking should be moved further from the town centre encouraging ‘Park and Walk’ amongst commuters. Short stay parking aimed at visitors and shoppers should be maintained closer to the town centre. The need for disabled parking will remain in the town centre.

Promote good linkages.

Linkages – these need to be improved if cycling and walking is to be encouraged. Recent development in the town centre have not considered pedestrians and cyclists well and opportunities have been missed to open up new links. However, with the opportunity of further new development in the town, linkages for pedestrians and cyclists should be identified at an early stage. Routes to the station, along the River Biss, through the Bowyers site and east to the urban extensions should be identified. All should provide direct, safe and obstruction-free passage to key destinations in the town centre.

Enhance the town centre.

Town centre environment – the town centre environment is already of a high quality. However, it could be further enhanced for pedestrians and cyclists by allocating more space away from the car. Traffic on Castle Street and Fore Street in particular, currently acts to sever the town centre environment. Measures could be put in place to reduce the dominance of traffic on these streets. Creating more space for pedestrians in the town centre will help to animate the space and provide the opportunity for greater activity and events to take place.

In conjunction with the on-going parking study, ensure that parking is managed so as to grow the economy of the town but reduce the environmental impacts on car use.

Consultants to produce supplementary Parking Strategy for Trowbridge.

As part of the masterplanning process, the opportunities to land swap some of the car parks should be considered.

Masterplanning.

Through the masterplanning process, ensure that existing links are exploited and new links are identified through potential regeneration sites. These should then be included in site development briefs.

Masterplanning and urban design.

Following the implementation of Phase 4 of the town centre traffic management scheme, look at further benefits that can be accrued from the reduced levels of town centre traffic.

Wiltshire Council and design engineers.



A Smarter Travel Initiative could be introduced throughout the town. The promotion of low carbon vehicles through parking management, improvements to public transport interchange and to the pedestrian and cycle routes throughout the town would all be publicised under a "Smarter Travel" promotion.

Wiltshire Council, Trowbridge Town Council and key stakeholders to work together to promote Smarter Travel Initiative.

Through the LDF and masterplanning process, encouragement should be given to mixed use development that includes residential elements in the town centre.

LDF and masterplanning.

The LTP2 proposals to enhance the railway station environment should be progressed alongside local redevelopment.

Wiltshire Council in partnership with Network Rail and local landowners.

The town should demonstrate an openness to introduce new technologies that enable it to grow sustainable. Technological 'fads' should be avoided but technological trends should be embraced.

Identify technology opportunities and hold local stakeholder debate. Link with providers.



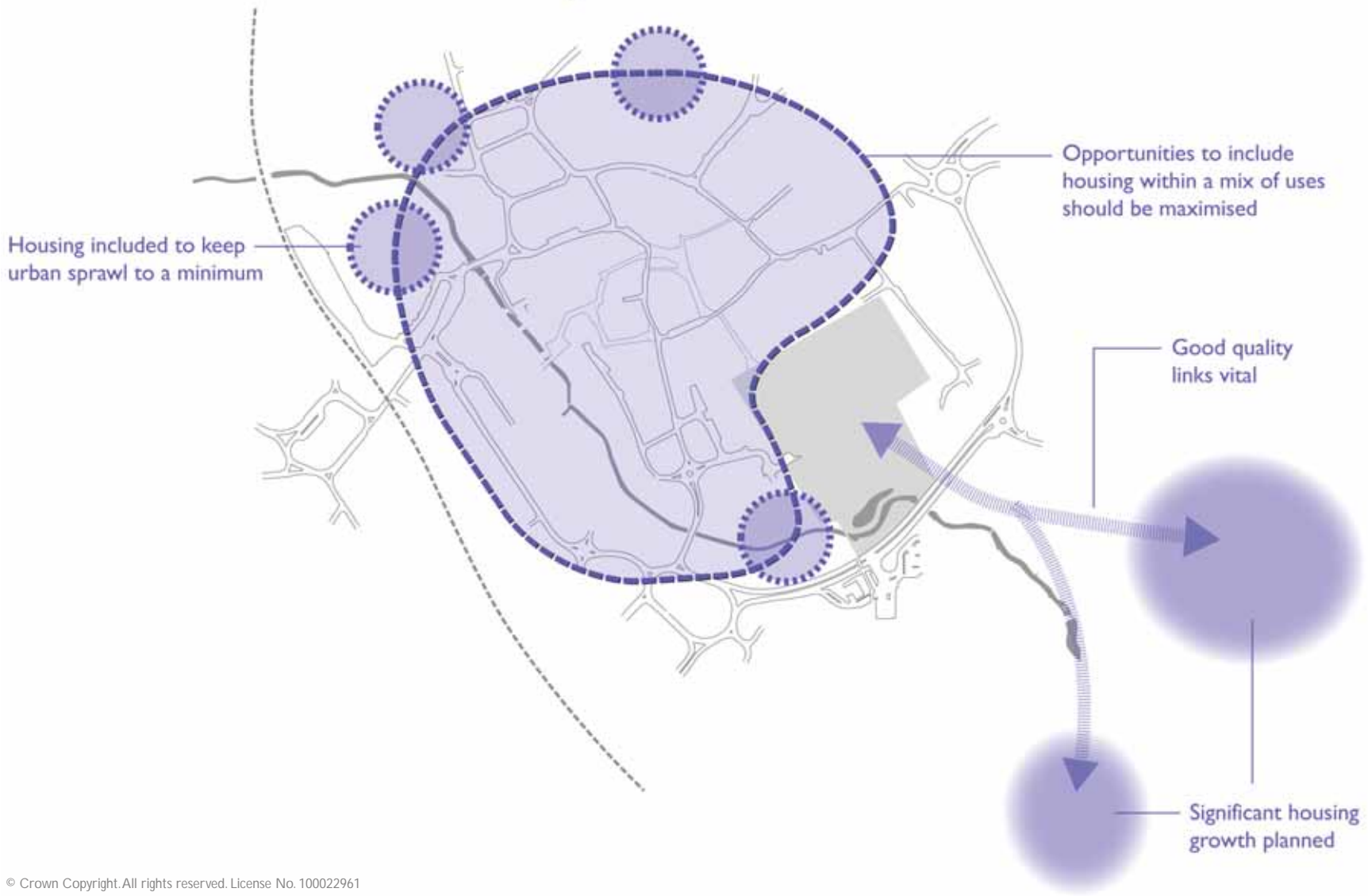
Housing

Trowbridge has been identified as a location capable of accommodating significant housing growth by the former RSS plan and the emerging Wiltshire Core Strategy. Approximately 50% of the 6,000 homes allocated to Trowbridge have already been consented, and consultation on the Core Strategy suggests that residents believe that Trowbridge is capable of supporting additional housing and that the target for new housing should therefore increase. The growth of Trowbridge would help to support the delivery of improved infrastructure and facilities which are much needed, and help town centre vitality. It will be important to ensure that housing growth is accommodated sustainably, and meets the needs of local people.

Guiding Principles

- Sustainably accommodated housing growth to the south and east of Trowbridge and on the key opportunity sites throughout the town centre.
- A mix of housing types and tenures to cater for Trowbridge's needs, in particular, securing more affordable housing (to be provided in line with Wiltshire's Core Strategy affordable housing targets).

Increase in shopping, community, employment, education and leisure all needed to support housing growth



Actions for masterplan - Housing



NEXT STEPS

Develop guidance for housing locations and design through masterplanning process and potentially further more detailed work.

Review Trowbridge housing needs and set out requirements for mix of housing in the masterplan, based on the requirements from the Core Strategy affordable housing requirements where appropriate. Opportunities for new housing on previously industrial land around the town centre should be explored.

Ensure new housing is accompanied by appropriate infrastructure through setting out appropriate requirements in the masterplan, particularly including details of pedestrian, cycle and public transport links between new housing growth at south and east of Trowbridge and the existing town centre.

IMPLEMENTATION

Through the masterplan process and potentially through more specific development briefs for the areas of planned housing growth to the south and east of Trowbridge.

Early engagement with the Homes and Communities Agency (HCA) could help to unlock vacant sites close to the town centre through advising on options for decontamination and funding. The Masterplan should indicate which sites are suitable for housing and seek to involve the HCA throughout the process.

Through the masterplan process.

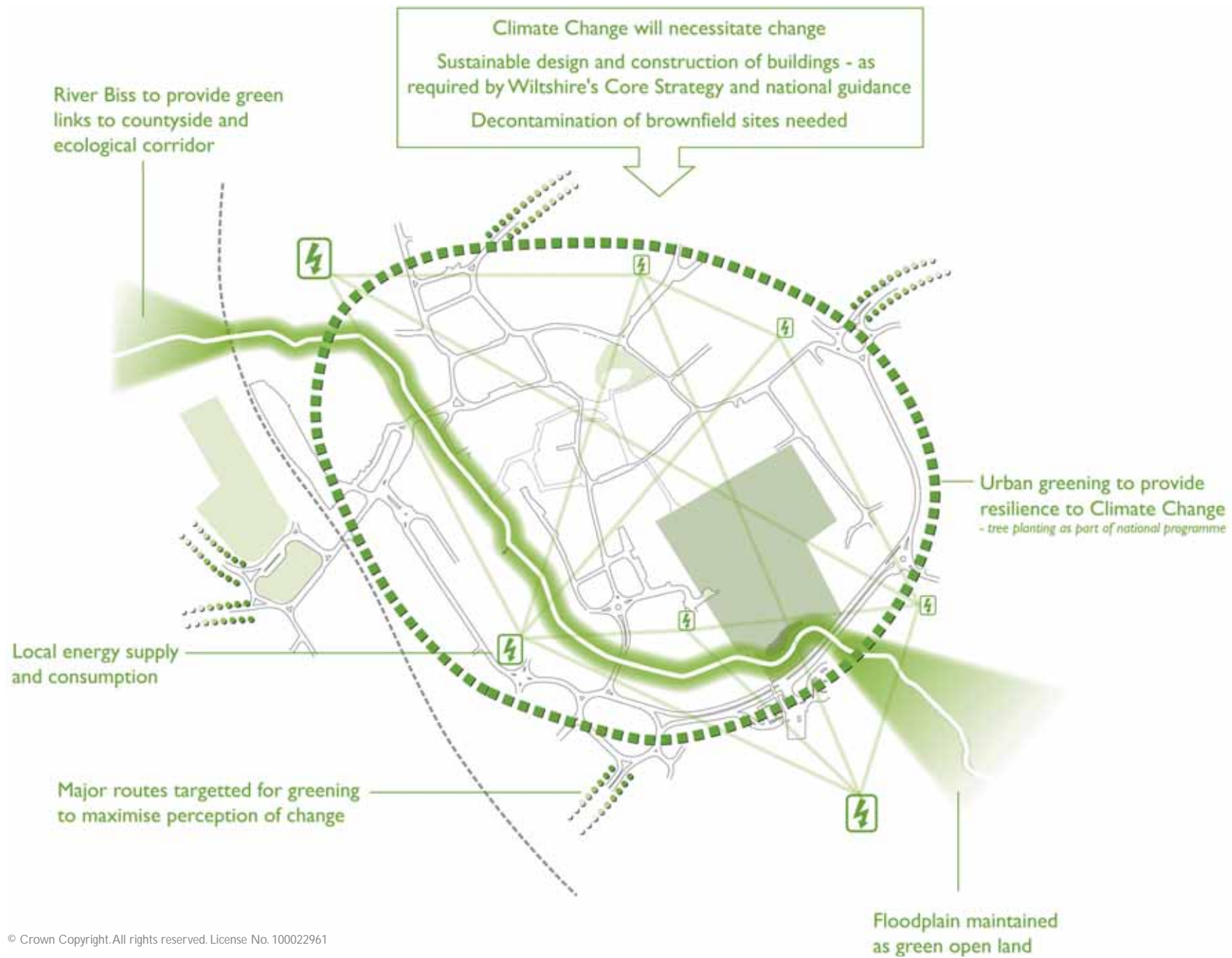


Environment

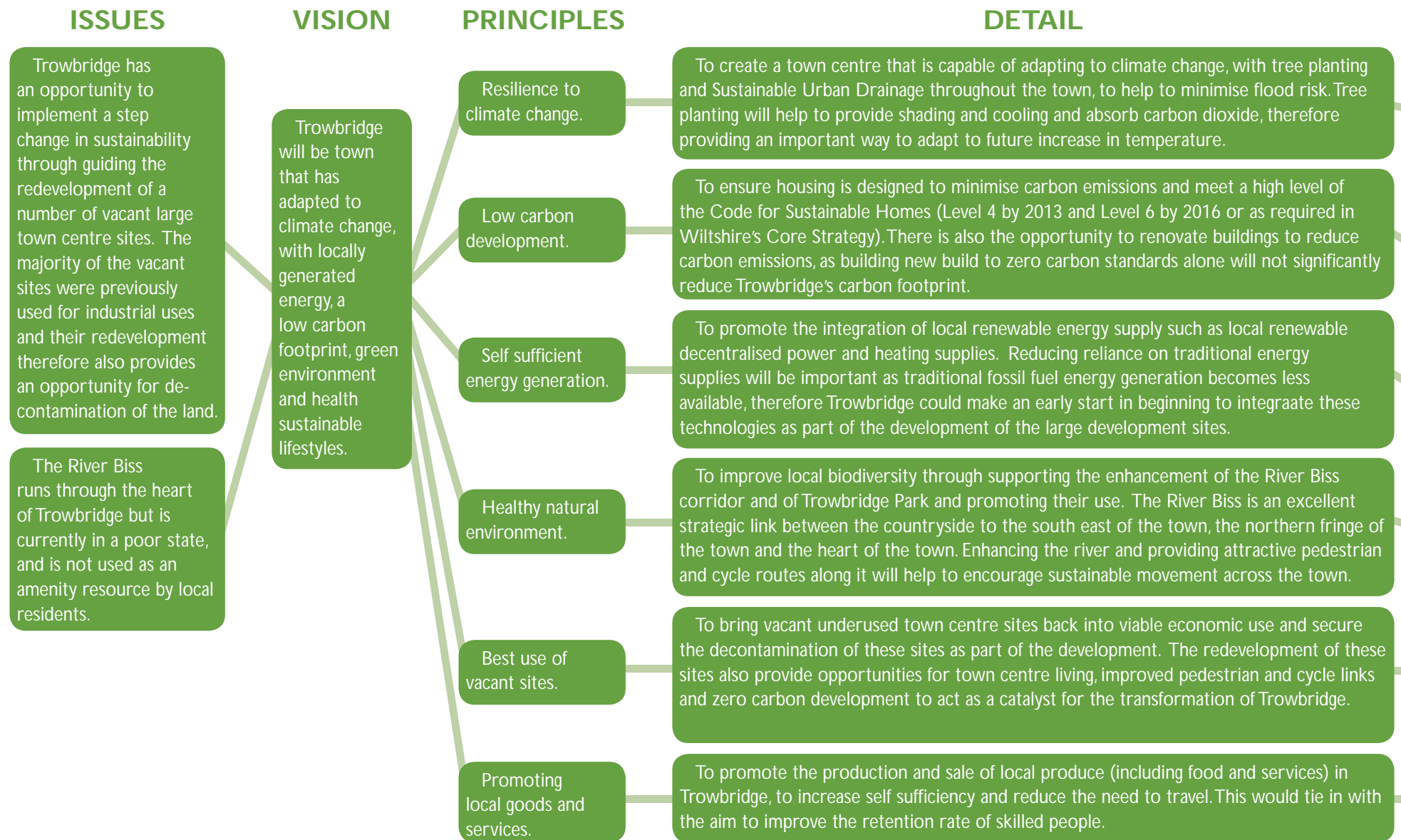
Trowbridge has a number of environmental assets which are currently undervalued, particularly the River Biss and Trowbridge Park. There are also significant swathes of vacant land which will be redeveloped over the coming years which represent a significant opportunity to introduce renewable energy generation and low carbon development to put Trowbridge at the forefront of sustainable development. It is recognised that particularly in the current economic climate the cost of implementing sustainably designed schemes may be slightly higher, but over the long term their increased outlay will pay back through energy savings and improving the profile of the town, therefore a careful balance should be sought. A list of guiding principles is set out below and these are detailed in the following pages.

Guiding principles

- Resilience to climate change.
- Low carbon development.
- Self sufficient energy generation.
- Healthy natural environment.
- Best use of vacant sites.
- Promoting local goods and services.



Actions for masterplan - Environment



NEXT STEPS

Investigate opportunities for branding and promoting sustainable local initiatives in Trowbridge to look to promote wider sustainability objectives. Opportunity to tie Trowbridge to overarching council sustainability objectives, or to introduce town wide sustainable movements such as the Transition Network, or One Planet Sutton. Initiatives can look at promoting retrofitting homes to reduce carbon emissions, promotion of local goods and services, allotment caretaking (as part of the temporary use of vacant sites), support of decentralised energy network, care and management of the natural environment and promotion of sustainable movement.

Opportunity for the Council to lead by example through the refurbishment of their properties integrating sustainable technologies and renewables wherever possible and taking the lead in setting up a wider renewable energy network. Also potential for caveats to be included in the sale of Council land to require future developments to use best practice sustainability techniques and renewable energy generation.

Investigate potential for implementation of decentralised energy in Trowbridge, particularly looking at where and how local energy schemes can be implemented.

Level 2 SFRA for the town required to inform riverside development opportunities.

Test potential options for viable re-use of sites

Consider options for promoting local through masterplanning and other council initiatives.

IMPLEMENTATION

Transforming Trowbridge, Wiltshire Council, – can be tied into the masterplan but it would be a separate action. Potentially would involve the cooperation of several organisations and community champions.

Energy consultants already appointed to inform the LDF and masterplanning process.

Level 2 SFRA required to inform LDF and masterplanning process.

Test through the masterplanning process.

Masterplan and other council initiatives.

6. Transforming Trowbridge - Area Framework

Introduction

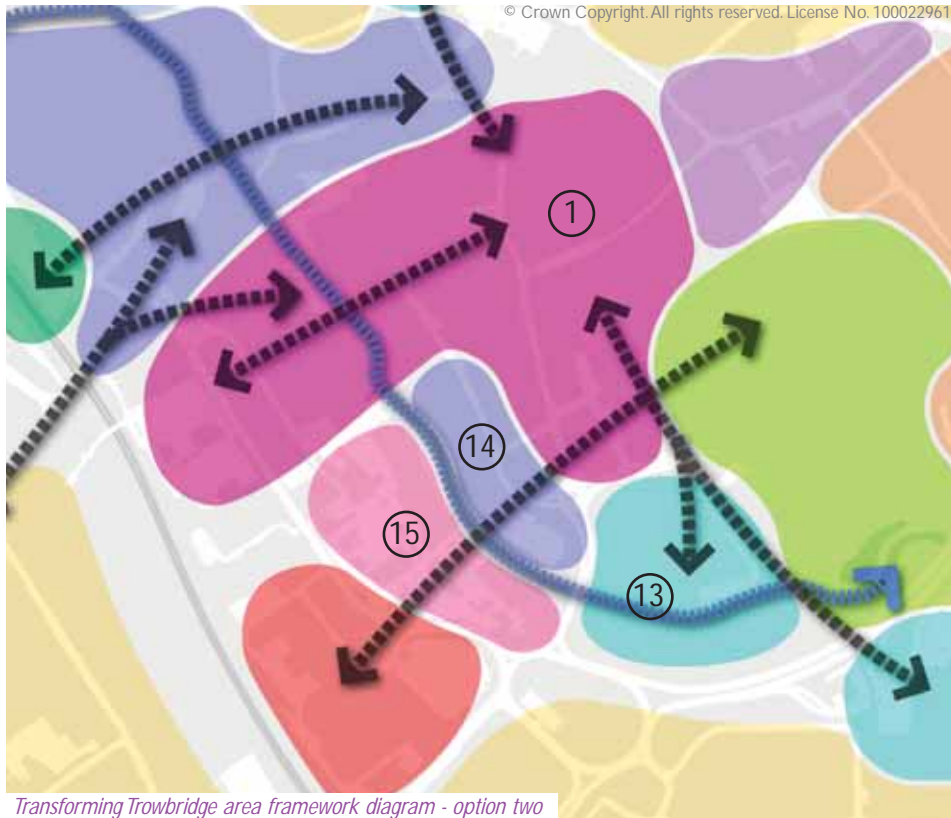
This section of the report provides a breakdown of Trowbridge on an area-by-area basis and provides a vision for each zone in terms of land use and character. The key function of this approach is to assist in providing appropriate advice as to the suitability of schemes for particular areas and particularly to identify where proposals may be inappropriate for a given site.

The approach defined for each area is also intended to act as an agreed baseline for the development of a more detailed spatial masterplan which will consider block structure and street networks, detailed movement issues and deliverability.

This section identifies two options for a core group of site in the town centre, largely stemming from the options available for St Stephen's Place and the options which flow from this. In other respects the surrounding sites and issues over key routes and connections remain the same.



Transforming Trowbridge area framework diagram - option one



Transforming Trowbridge area framework diagram - option two

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Town centre | Civic |
| Professional / business services | Business |
| Professional / business and higher density housing | Transport |
| Mixed - enterprise / evening economy / housing | Park |
| Industry | Housing and business |
| Retail / commercial | Housing - suburban |
| Leisure | |

1. **Town centre** – retail and service core
2. **Stallard Street/Wicker Hill/Fore Street** – professional/service/higher density housing (northern part)
3. **Station** – Transport interchange
4. **River Way** – industrial area in transition
5. **Broad Street** – residential
6. **Sainsburys** – edge of town food retail
7. **East Trowbridge** – residential
8. **Roundstone Street** – professional/service
9. **Polebarn Road** – residential/professional/service
10. **Ashton Mill** – mixed industrial/service
11. **Trowbridge Park** – open space
12. **Tesco** – edge of town food retail
13. **Cradle Bridge** – Riverside opportunity site
14. **Castle Street/Court Street** – mixed use enterprise/evening economy/residential
15. **Riverside** – leisure/service
16. **County Hall** – civic
17. **West Trowbridge** – residential
18. **Bryer Ash business park** – business

1. Town centre – retail and service core

EXISTING

The existing town centre of Trowbridge has grown gradually westwards from the original core area of Fore Street, first into the Shires shopping centre and more recently with the development of the Shires Gateway scheme on the western side of Bythesea Road. This effectively gives three complementary shopping areas – the fine-grain historic core which acts as the eastern ‘anchor’; the large format retail boxes which act as the western ‘anchor’ and the covered shopping area of the shires which provide a range of local and national retailers.

ISSUES

The main issue facing the town centre is that of east-west movement. The recent development of the Shires Gateway has highlighted the acute lack of good pedestrian connections west from the Shires entrance with people having to wend their way through a decked car park and then cross a busy road.

There are two principle options which should be considered in tackling this:

Option 1 - Remodel Asda: In the event that Asda seem likely to remain on the site for the foreseeable future, investment could be made to improve the east west pedestrian connection through the creation of a new route from the Shires entrance, across the front of the Asda store and continuing past the job centre to Bythesea Road; or

Option 2 - Re-locate Asda: It may be possible to relocate Asda to the Cradle Bridge site, releasing the present area for new development. In this situation the aim should be to create a retail environment which establishes strong east-west links in a street-based model, overcoming the barrier effect of the existing car park and providing a much stronger relationship with the river corridor.

In either situation, it would be helpful to seek the long term removal of the petrol filling station as this creates a very car-dominated environment.

The future of the Cradle Bridge site will also have a significant bearing on the eastern end of the town centre, and particularly the Castle Place shopping centre. If a food store were to be

located at this side of town (see options for site 14) then it would be desirable to see the redevelopment of the shopping centre and car park to create a more street-based scheme which can properly link the new development with the Fore Street area. It would also provide a previously missed opportunity to establish a stronger relationship between the town centre and the park and open up new direct walk routes from more remote locations such as Tesco and the housing areas beyond.

The Shires is a major element of infrastructure and also accounts for a large share of the town centre shopping. It is likely that it will remain in its current form for the foreseeable future. However, as and when development options are considered, they should focus on the establishment of a street-based character which relates to the river and one which will allow for more gradual and piece-meal adaptation in the future.

VISION

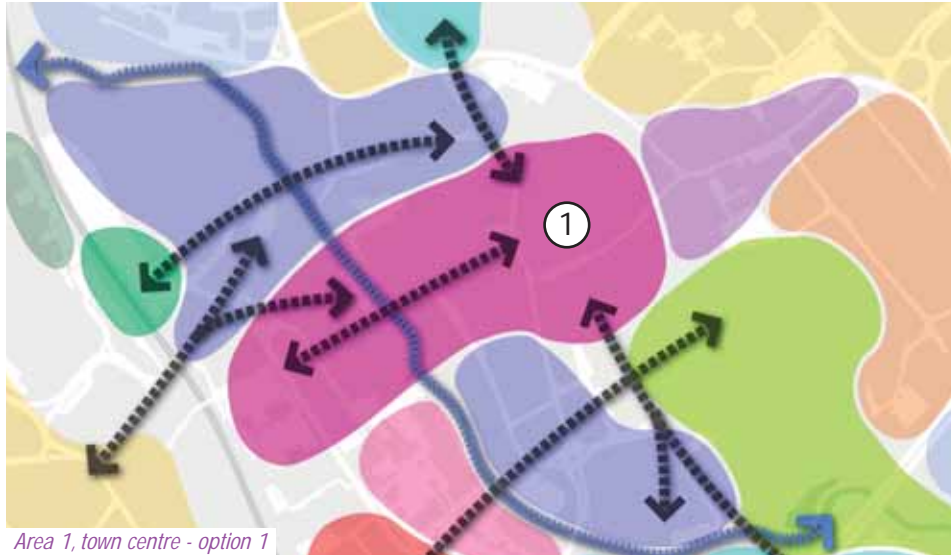
- A strong retail centre with a principle east-west access and a strong retail circuit including Fore Street, the Shires

and Shires Gateway;

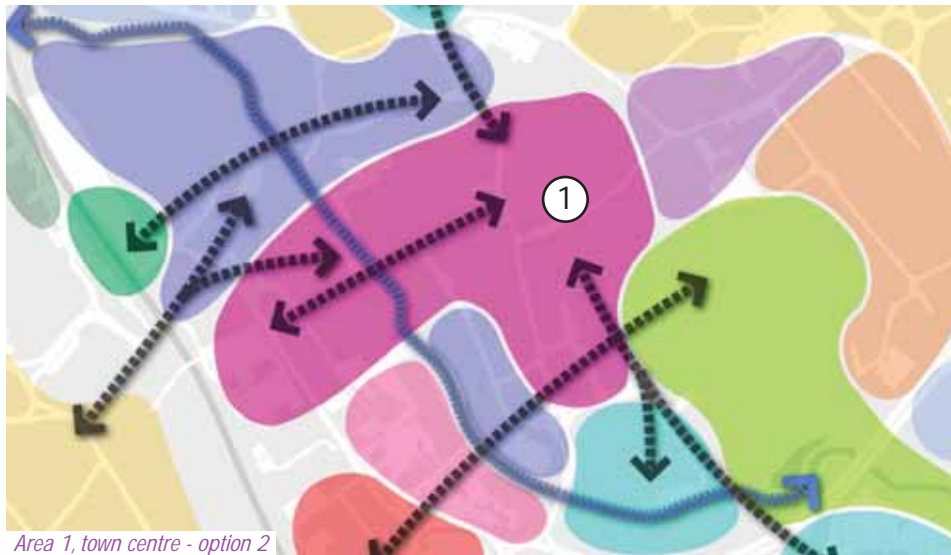
- A positive relationship with the river corridor, including new pedestrian routes and active use of the space for bars and cafes;
- A significant reduction in the barrier effect created by the existing decked car parking, either through redevelopment as a street-based retail area or through more gradual remodelling.

KEY PROJECTS

- Establish whether the Asda store should move to the Cradle bridge site or not;
- Create an appropriate vision for the regeneration of the Asda site and the Castle Place site;
- Establish strong east-west connections;
- Prioritise the creation of a strong relationship with the river.



Area 1, town centre - option 1



Area 1, town centre - option 2



2. Stallard Street/Wicker Hill/Fore Street – professional/service/housing

EXISTING

This site contains the former Bowyers factory and a number of businesses along Wicker Hill and Fore Street beyond the northern edge of the town centre. The site is bounded by the historic route along Stallard Street, into Wicker Hill and eventually Fore Street which is a mixed area, heavy with traffic but blessed with many interesting and characterful historic buildings. A number of premises on Wicker Hill are already home to professional and service businesses whilst on the Stallard Street end there are a number of vacant and underused buildings associated with the former Bowyers site. The area also contains a significant public space around the river crossing, although this is weakly defined by some of the buildings and badly affected by the impact of highways engineering.

The Bowyers site closed in 2008 after 203 years in Trowbridge. The removal of this major food processing use leaves a collection of older buildings accompanied by a much larger areas of modern factory building and large areas of open hard standing.

The older elements of the Bowyers complex have potential for creative redevelopment and re-use. The remaining buildings have little merit as business premises and even less as architectural specimens.

ISSUES

The Bowyers part of the site benefits from being close to the station and close to the town centre. It also has a long frontage onto the river, although it largely turns its back on this at present and the uses on the opposite bank are industrial in nature. Although previously designated as an employment site the northern part of the Bowyers site has the potential and the capacity to deliver a substantial amount of housing whilst providing jobs into a more focussed corridor along Stallard Street. This area could provide new space for business and professional services in the historic buildings at the southern side of the site where they would have both excellent access and good visibility.

Due to the former industrial character of the Bowyers site it is likely to require remediation work to bring it to a suitable standard for modern development.

The development of the wider area needs to balance the impact of heavy traffic with aim of providing an important east-west pedestrian connection and making best use of an impressive array of historic buildings.

The area around the bridge is severely compromised by the existing highways arrangement, and particularly the servicing to the northern side of the Shires. The two storey row of modern buildings running east from the river may provide a good development opportunity, and would be particularly beneficial if the servicing could be re-planned and the river frontage opened up to more active use.

VISION

- A new area of predominantly residential development on the part of the Bowyers site to the north of the listed buildings. This area is on the edge of the town centre providing both affordable and private housing in a mix of unit types;
- A thriving business quarter on the edge of the town centre characterised by a strong stock of historic buildings along

the main streets;

- A strong frontage onto the river, including the creation of a riverside walk;
- The provision of an improved connection through the area linking Innox Road with the town centre; and
- A strong east-west corridor with clear wayfinding and high quality public realm linking the station with the historic core of the town.
- A revitalised public realm including the creation of a clearly defined public space around the bridge over the river and improved relationship between the activities and the river.

KEY PROJECTS

- Creation of a new route linking the station with Wicker Hill;
- Establishment of a strong block plan across the redeveloped parts of the area to create street-based development;
- Development of new housing on the northern part of the Bowyers site with an appropriate mix of units types and tenure to meet local needs;
- Refurbishment of the historic buildings at the edge of the Bowyers site to deliver business/enterprise space and new public realm;
- Integration with proposals for a new transport interchange at the station and proposals for the wider Bowyers site; and
- Review of the existing uses and ownerships of the buildings immediately to the east of the river to establish a model for regeneration and renewal.

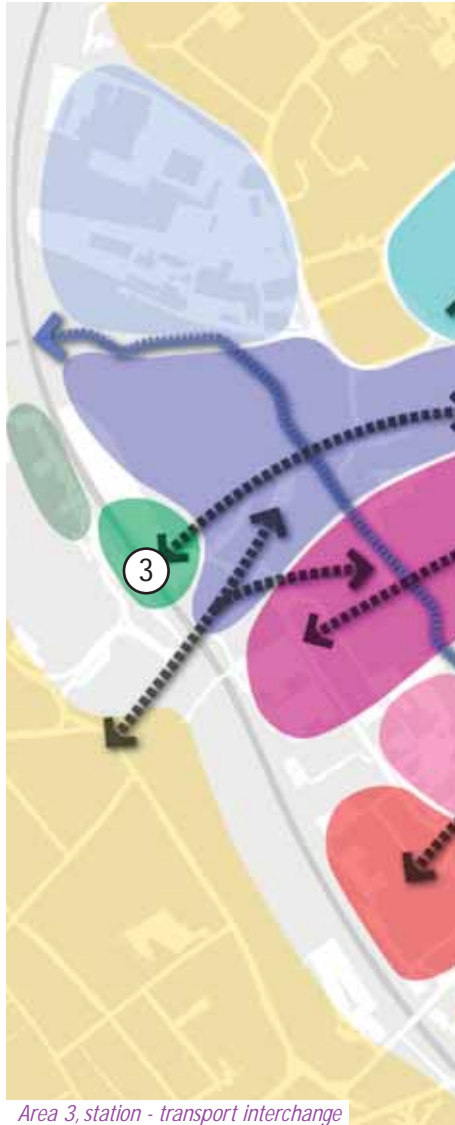
RATIONALE

- The approach of considering some residential development in the northern part of the Bowyers Site recognises the fact that there is very little potential for large scale employers to be attracted to the town centre, and that housing may represent the most appropriate viable use.
- Balancing this, the main route is a key approach to the town and is relatively heavily trafficked. It is therefore important to ensure that it maintains a strong commercial/business character and that it is recognised as a location which would not be best suited to residential development.



Area 2, town centre - Stallard Street, Wicker Street, Fore Street

3. Station – Transport interchange



Area 3, station - transport interchange

EXISTING

The present station environment is very weak, approached from either side through areas of car parking. The station itself comprises relatively modern buildings on the western side of the line but has otherwise very modest facilities. The approach to the town centre from the station is poor, with the natural inclination being to walk through the Shires car park. Contrary to this, a clear and direct route could be established through the southern part of the Bowyers site which would provide an attractive and direct route to the Fore Street core of the town

ISSUES

The existing station is not integrated with bus services in the area. The existing availability of land presents an opportunity to overcome this through creating a transport interchange which would provide better linkages and hence promote public transport use. The area around the station needs to be attractive and the routes into the town centre clear and well-defined. This is vital to create a strong positive impression for the town. Whilst there should be a good case to make for some

retail around the station area, this should primarily be focussed at meeting small scale convenience needs and should not include a significant food store element.

VISION

- A new transport interchange integrating bus, rail and taxi provision;
- A strong built form and public realm which establishes a clear positive image for Trowbridge; and
- A clear route from the transport interchange to the town centre, including the establishment of a clear new route linking to Wicker Hill as part of any proposals for the Bowyers site.

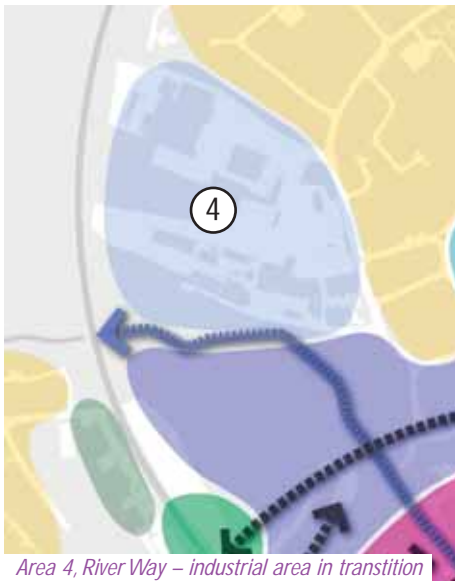
KEY PROJECTS

- Undertake a feasibility study to demonstrate how this would be achieved, and the level of integration that can be expected between the bus and rail services; and
- Review of the land ownership issues.

RATIONALE

- An attractive and efficient transport interchange will promote public transport use, and particularly facilitate integrated trips which link train use with bus or bicycle.
- An attractive point of arrival in Trowbridge is an important asset for businesses located in the town, particularly in terms of establishing positive perceptions for visitors.

4. River Way – industrial area in transition



Area 4, River Way – industrial area in transition

EXISTING

River Way is an area of Trowbridge which has a long history of heavy industrial use. The historic maps of the area reveal that this has been the location of a significant gas works, but that there has also been a woollen mill and a Malthouse. Whilst the built form of the area is very fragmented, some historic industrial buildings do remain in use. E J Shanley and Sons waste reclamation centre is located in the north of this area, having a significant impact on its surroundings, both in terms of the use on the site and also due to the frequent heavy lorries.

ISSUES

Due to the historic and current patterns of use the site is likely to be heavily contaminated, rendering any redevelopment project very expensive. In addition, the Shanleys site is likely to prove difficult and costly to relocate due to the embedded nature of the business and the cost of finding an alternative suitable site.

Although the site has a long frontage onto the river, it fails to take advantage of this, and turns away from the water. New employment development to the south east of Trowbridge which is in proximity of the A350 may provide an opportunity

to move some of the industrial uses currently located in the town centre.

VISION

- This will be an area in transition, with anti-social heavy industry uses gradually being replaced by cleaner businesses and uses, particularly on sites south of River Way;
- The move to cleaner industries and uses will be accompanied by an improved relationship with the river;
- Measures should be encouraged to reduce the impact of the Shanley's site in the short/medium term; and
- As the site has many complex constraints including contamination, level changes and existing businesses a phased approach to development is likely to be required. The masterplan should identify how phases may come forward in a way which creates a cohesive urban form rather than piecemeal development.

KEY PROJECTS

- Establishing a long-term approach to the gradual de-industrialisation of the area;
- Focus on the areas south of River Way as the primary target for regeneration

and more hospitable uses facing onto the river corridor; and

- Ongoing liaison with Shanleys and the other businesses regarding long term options and potential to relocate outside the town centre.

RATIONALE

- This area is both complicated and expensive to tackle due to the existing and historical uses on the site. Although close to the town centre it does not have the fundamental impact of some of the key sites and therefore cannot be regarded with the same high priority.
- Despite this, there will be some pressure for change, including opportunistic proposals for small parcels of land. This will not produce cohesive long-term results and so it is considered that there will be need for a strategy which can demonstrate how development may proceed on a phased basis but ultimately deliver a unified urban area.

5. Broad Street – residential

EXISTING

The Broad Street area is dominated by traffic and provides the principle gateway to the town centre for much of the northern half of Trowbridge. The closure of former industrial uses, including the Ushers Brewery has released significant areas of land, some of which has already been taken up by housing development and some which has been left as open space and brought into use as car parking and bus layover space.

ISSUES

The existing gyratory system is a significant element of road infrastructure and presents a poor quality pedestrian environment. On the other hand, the recent development to the south of Broad Street and on the Back Street site demonstrates a suitable scale and grain for new development.

VISION

- A significant remodelling of the road network in the area to remove the gyratory effect and return more streets to a simple two-way flow to improve the pedestrian environment;
- Continued gradual development of the area for town centre housing; and
- Priority given to the creation of good

quality north-south pedestrian links

KEY PROJECTS

- Investigation of the technical and cost implications of removing the gyratory system; and
- Review of the long term parking strategy, including an assessment of whether the existing surface car park can be removed so that the site can be released for development.

RATIONALE

- The existing gyratory arrangement facilitates higher traffic speeds and creates a more hostile environment for pedestrians and cyclists. Re-engineering these roads to conventional two-way streets will create a more humane environment.
- Improvements to the public realm, including greater priority for pedestrians will promote walking for short trips and reduce car use in the town centre.



Area 5, Broad Street – residential

6. Sainsburys – public realm improvements



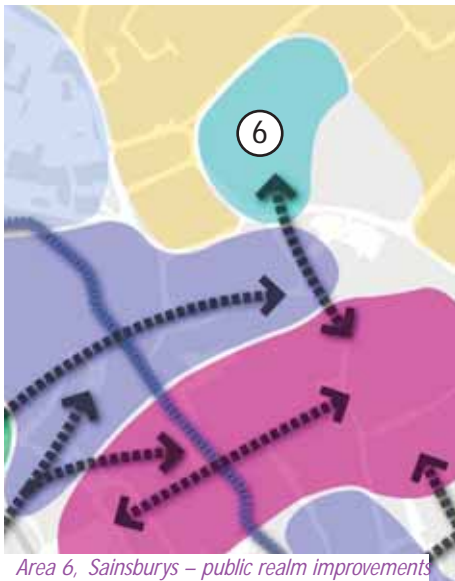
EXISTING

At the time of writing a substantial new Sainsbury food store is being developed on the site. Additional residential development is also planned, but not yet under construction.

ISSUES

The plans for the store, which are currently being implemented, show a large retail unit which is orientated to face away from the town centre, towards a large car park to the north east. Whilst a walkway is provided back into the site with frontage from two retail units this is unlikely to provide the kind of quality environment which will promote linked trips into the town centre as part of a Sainsbury shop.

In terms of the wider public realm the scheme provides a very poor elevation onto Conigre and the Upper Broad Street - essentially offering blank elevations and service yards to face onto key public routes. The very rectilinear shape of the rear of the store is interspersed with incidental planting.



Area 6, Sainsburys – public realm improvements

To ensure that the potential for linked trips is maximised it is very important that the two secondary retail units in the scheme are actively used, and investment is required in the public realm and crossings including Manvers Street to create a strong link from the store to Fore Street.

VISION

- Given that the store is due to open shortly, it would be reasonable to expect that it will remain in its present form for a considerable time. However in the longer term, improvements to the public realm linking the entrance of Sainsburys and the town centre should be made to encourage Sainsburys shoppers to use the town centre shops.

KEY PROJECTS

- Public realm investment including improved pavements and crossings to establish a strong link from the store to the town centre.

RATIONALE

- The Sainsburys store is likely to attract mainly car-based trips, and the orientation of the store away from the town centre towards the car park and the poor quality of the pedestrian link is likely to discourage shoppers from also visiting the town centre. A significant improvement in the quality of the public realm is therefore necessary to overcome this and promote the idea of linked trips.

7. East Trowbridge – residential

EXISTING

The eastern side of Trowbridge town centre includes a wide selection of residential areas, ranging from the new development around Brewery Walk, through the attractive historic area around The Halve to the attractive suburban streets east of County Way.

ISSUES

For this area, the principle issue is that of east-west connections into the town centre. Those streets to the north of Roundstore Street/Hilperton Road have reasonable access to the town. However, those outside County Way and south of Hilperton Road are severely cut off, with extremely limited access. The roundabout at the end of County Way is a major contributory factor due to the pedestrian underpasses and the lack of at-grade pedestrian facilities.

VISION

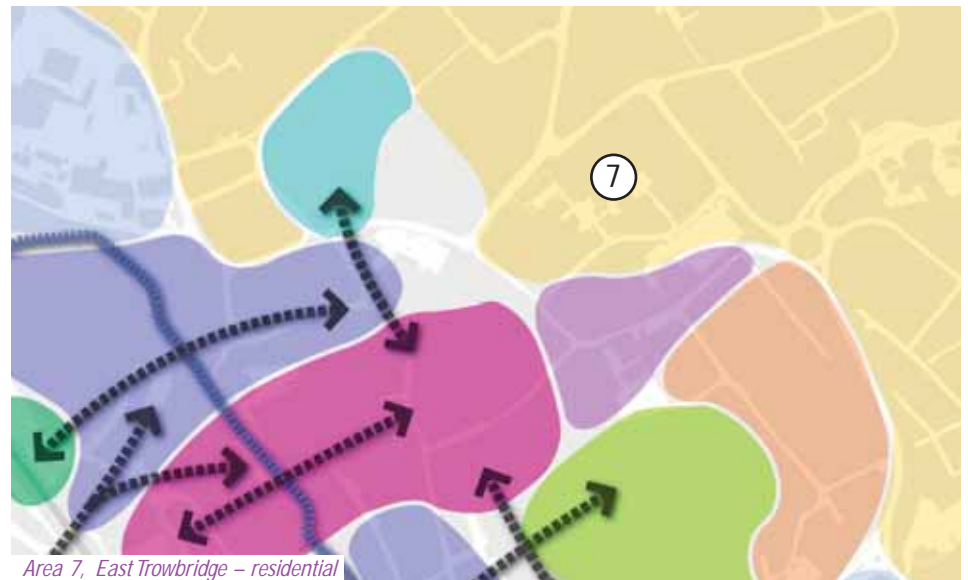
- Residential neighbourhoods which have better access to the town centre; and
- An reduction in the impact of the car to create a better pedestrian realm.

KEY PROJECTS

- Consideration of ways in which additional road crossings can be providing to link across County Way; and
- Investigation of alternative designs for the roundabout junction to provide a more pedestrian and cycle-friendly environment.

RATIONALE

- Reducing the dominance of the car will have a beneficial impact on the character of the area, promoting the use of walking and cycling and creating a more attractive gateway to Trowbridge from the eastern approach.



Area 7, East Trowbridge – residential

8. Roundstone Street – professional/service



Area 8, Roundstone Street – professional/service

EXISTING

Roundstone Street is a mixed area, including a significant number of impressive historic buildings. It is populated by a range of uses, from solicitors and other professionals at one end of the spectrum through to take-aways and marginal retail uses at the other. It used to be the principle approach into Trowbridge from the east, but its narrowness, coupled with the gradual shift of the town centre towards the west and the development of County Way has reduced its role in the shape of the town.

ISSUES

The retail uses in this area are very secondary, whilst professional services and other business appear strong. Given the gradual shift of the town centre to the west, it seems that this area will continue to be marginal for retail and so there should not be an unrealistic requirement to retain this use when others might fare better.

The relatively large square and public parking in the middle part of Roundstone Street, coupled with the edge-of-town nature of the area does make it a sensible location for takeaways and restaurants,

although clearly one would wish to see a quality of shop front and presentation commensurate with the historic buildings.

VISION

- A mixed edge-of-town area including and range of professional functions and local services; and
- A strong public realm to assist in creating better links into the town centre for areas east of County Way.

KEY PROJECTS

- Establish planning policy which permits existing retail premises to switch to service/office use or residential use.

RATIONALE

- As this is a very marginal area for retail and the centre of gravity of the town centre is likely to remain in the west it is unreasonable to expect any significant renaissance of retailing here. However, it is an area which could accommodate a growth in small scale employment, particularly in professional services and small business sectors. This will help Trowbridge to retain a significant employment level in the town centre, supporting the vibrancy and quality of the shopping and leisure.

9. Polebarn Road – residential/professional/service

EXISTING

Polebarn Road is a relatively quiet street, isolated from the town centre by the park and cut off from the adjoining residential areas by County Way. The area is predominantly residential although there are some interesting exceptions to this including a Magnet showroom and the local police station.

ISSUES

The severance which has occurred due to the imposition of County way is perhaps most easily observed in this area, with terraces stopping abruptly, only to continue on the other side of the road. Whilst a pedestrian underpass still links Polebarn Road with West Ashton Road and an informal link is clearly well used between the two halves of Ashton Street this sense of separation lends a very quiet cul-de-sac feel to this part of town. This quiet residential feel makes the presence of a large Magnet retail unit all the more surprising.

VISION

- Protection of the strong architectural heritage and gradual extension of the residential character as and when sites become available; and
- Establishment of stronger connections

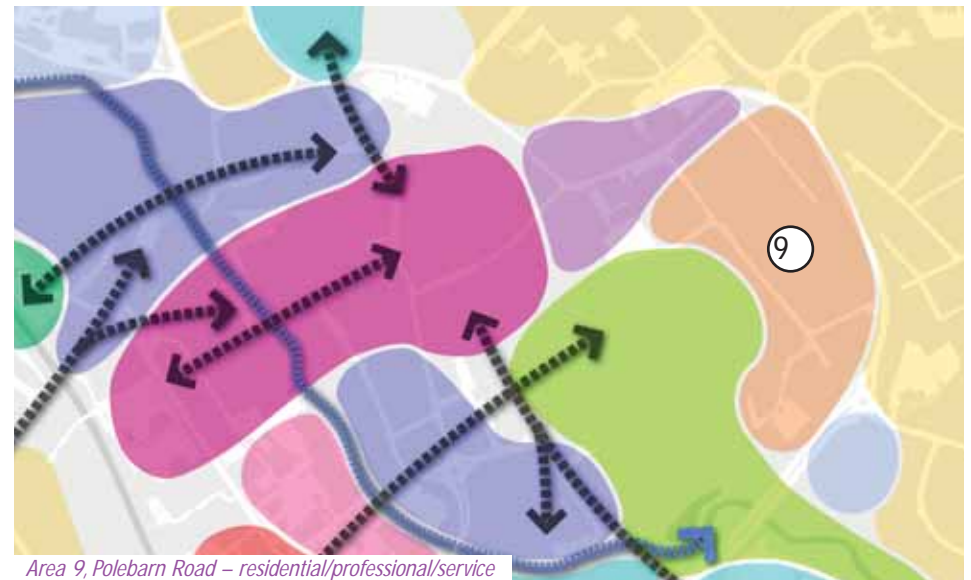
to the outlying residential areas to encourage more people to use Polebarn Road as an access to the town centre.

KEY PROJECTS

- Review the pedestrian network in conjunction with the other projects in the area; and
- Highlight the potential and parameters for residential development on anomaly sites, particularly the existing Magnet retail building.

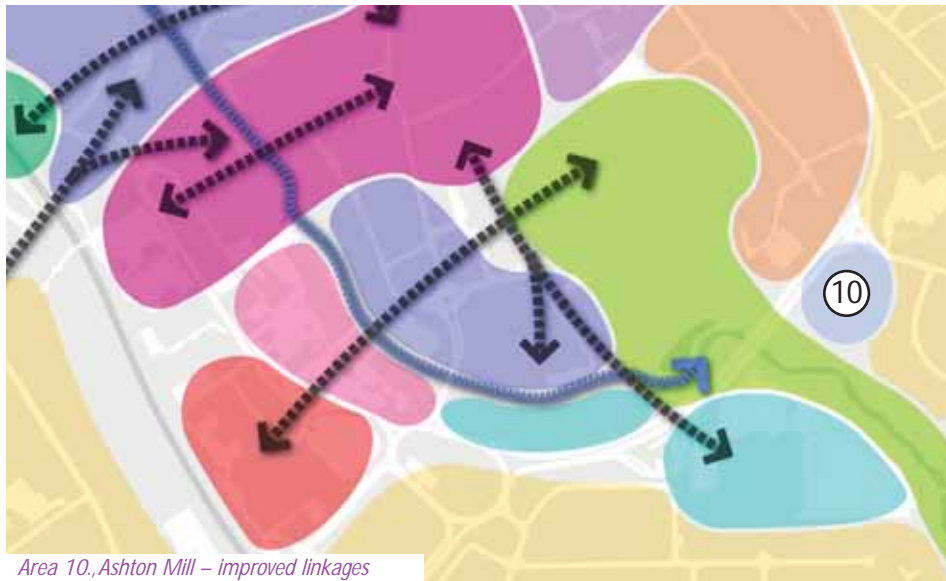
RATIONALE

- This is an area which is relatively isolated from the rest of the town centre and lacks the high level of through traffic and visibility which might make it suitable for commercial uses.
- The Magnet site at the southern end of Polebarn Road remain an anomaly. Its replacement with housing would reduce the number of large vehicle movements in the area and help to create a more unified and cohesive streetscape and pedestrian network.



Area 9, Polebarn Road – residential/professional/service

10. Ashton Mill – improved linkages



Area 10, Ashton Mill – improved linkages

EXISTING

Existing mixed industrial area, focussed around the Knees Agricultural Machinery manufacturing facility. The building itself is an interesting mill building which is a significant landmark on a prominent site.

ISSUES

This is a relatively isolated area of manufacturing and industrial space. However, it has good visibility, interesting historic buildings, riverside setting and good transport access. Whilst there is no intention to disrupt existing uses it is likely that the site could sustain a number of other possibilities in the long term if the site became vacant. Therefore, in the longer term, it may be appropriate to consider how the uses in the building will diversify and perhaps become more open to public access. Sites such as Salts Mill in Saltaire, Bradford, demonstrate how buildings such as this can accommodate both ongoing studio/business use as well as providing gallery, restaurant and retail space. In this event, the frontage relationship with the river corridor is likely to offer rich potential for integration.

VISION

- Retention of the existing uses within the site; and
- Improved relationship between the site and the river corridor.

KEY PROJECTS

- None

RATIONALE

- The existing uses represent a viable approach for the present, and the Vision for Trowbridge should support the continued presence of a range of employment on the site.
- For the longer term, the location and format of the building would suggest that there is potential for it to be opened up and for uses to be diversified. However, this is not a high priority given the out-of-centre location and established existing uses.

11. Trowbridge Park – open space

EXISTING

Trowbridge park is one of the prime assets of Trowbridge town centre. It combines open park areas, formal gardens, children's play areas and sports provision to provide a superb resource for the local community.

The Park's biggest weakness is in its access and setting. The main link from Fore Street into the park is narrow and offers little signal to the casual visitor of the space which lies beyond the buildings. The buildings themselves largely turn their backs on the park, with perhaps the Castle Place shopping centre and car park being the most significant missed opportunity.

ISSUES

Although the park is a continuation of the river corridor, County Way creates a significant barrier and sense of severance. As housing for Trowbridge expands to the south and east it would be attractive to think of this corridor as a strong walking/cycling route into the town centre. However, it will need significant improvement to achieve this.

The Royal Mail sorting office site on the northern side of the park may provide

a long term development opportunity which could both create a new access way into the park but also provide an element of active frontage and definition.

VISION

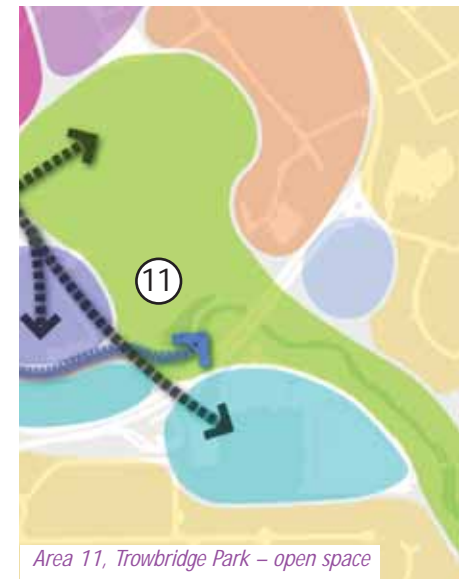
- A park which continues to provide the highest standard of open space and leisure provision for the town centre;
- Improved linkages with the town centre including some elements of active frontages which will take advantage of the parkland setting; and
- Attractive links with the river corridor extending to the south east, promoting the opportunities for walking and cycling into the town centre.

KEY PROJECTS

- Proposals for the river corridor, delivered as a component of the off-site improvements delivered with any major new housing scheme; and
- Consideration of the park access and setting in any of the surrounding projects which share a boundary with the park.

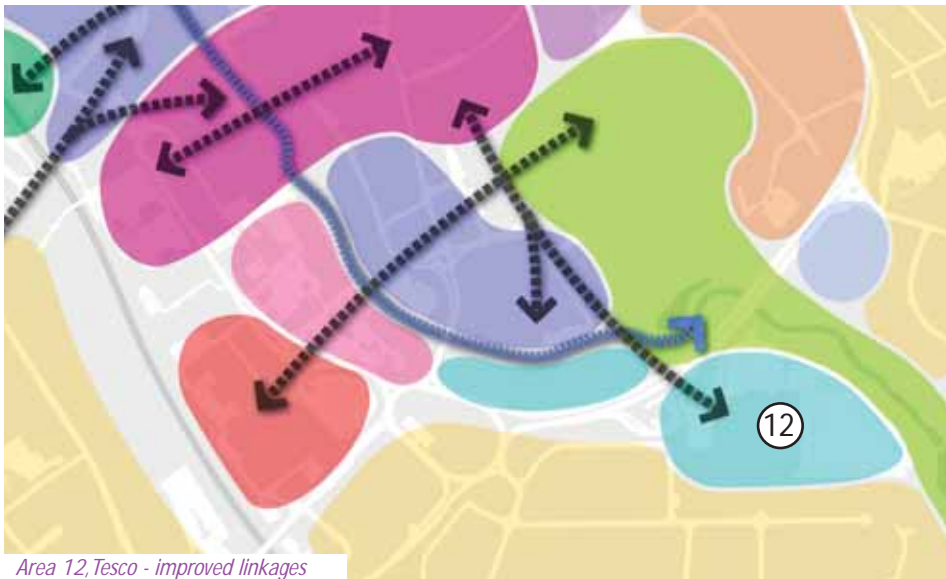
RATIONALE

- Improved access and stronger frontages will reinforce what is already a major asset for Trowbridge, promoting greater public access and improving key pedestrian links from the south into the town and from the park along the river corridor.



Area 11, Trowbridge Park – open space

12. Tesco – improved linkages to town centre



Area 12, Tesco - improved linkages

EXISTING

The Tesco store to the southern side of County Way is a large format store, although as it has been built in a series of phases over time it is perhaps not as well configured as a more modern unit. Its very broad range of stock and long opening hours, coupled with convenience of access by car means that it is very attractive to people travelling in from the edges of the town. For some people it effectively replaces the functions of a town centre for the kind of short convenience shopping trips that happen at lunch or as part of a daily commute.

ISSUES

The scale of the store and ease of access makes it attractive. However, given the significant distance from the town centre and the barrier created by County Way it would be reasonable to assume that there is a very low proportion of those shopping at Tesco who also then walk into town as part of a linked trip. By providing such a wide offer, the store effectively drains vitality away from the town centre (as is the case with all out-of-centre stores such as this).

This area also includes a substantial pedestrian bridge over County Way, providing access from the housing to the south into the town centre. The quality of pedestrian environment created here is poor, and likely to discourage people from walking, particularly outside daylight hours.

VISION

- Improved connections from the store to the town centre, including potentially at-grade road crossings.

KEY PROJECTS

- Creation of a new at-grade pedestrian network including a crossing of County Way.
- Other options for improving linkages should be explored through the masterplan process.

RATIONALE

- Improved links from the town centre to Tesco and the surrounding housing will promote walking and cycling, particularly facilitating linked trips into the town centre.

13. Cradle Bridge – Riverside opportunity site

EXISTING

The area known as Cradle Bridge comprises sites on either side of the river, with a slim site bounded by the river and County Way and a more rounded site inside the river with frontage onto the park. The northern site is presently clear awaiting further proposals, whilst the southern site is home to some redundant manufacturing buildings. Both have previously been the subject of a planning application for a foodstore.

ISSUES

The sites together benefit from considerable frontage onto the river and also onto the park. In addition they have excellent access by car.

There are essentially two options for this area, interlinked with the retail centre in area 1 and particularly the option to relocate the existing Asda store adjacent to the Shires.

Option 1 - In the event that the existing Asda store remains in its present location it would be appropriate to extend the organic growth of the Castle Street / Court Street area to provide mixed use development which can accommodate a range of enterprise, leisure and housing.

Further detail on this approach is included in the proposals for area 14.

Option 2 - In the event that the Asda store is removed from its existing location a new store could be provided on the main part of area 13 north of the river whilst site to the south could include elements such as petrol filling station and a hotel. This scenario should trigger the project to redevelop the existing Castle Place shopping centre and car park to create a significantly better connection to the High Street and frontage into the park to ensure that the food store is properly linked with the town centre and not seen as an isolated project.

Any food store development in this area should not be permitted to proceed without establishing a sensitive urban design approach that creates active frontages to the park, integrates residential development and is orientated towards the town centre rather than towards County Way.

The area to the south of the river is crossed by a major underground sewer running broadly east-west. This is a major element of infrastructure which

will need to be relocated as part of any development scheme, requiring either a strong commercial proposition or some element of cross funding or subsidy.

VISION - OPTION 1

- A mixed use area characterised by buildings which are suitable for a wide range of uses and draw on the character of the historic mill quarter; and
- Creation of strong frontages onto the park and the river.

KEY PROJECTS - OPTION 1

- Relocation of the sewer within the southern area to permit development; and
- Establishment of a strong block structure and design code, integrated with area 14.

VISION - OPTION 2

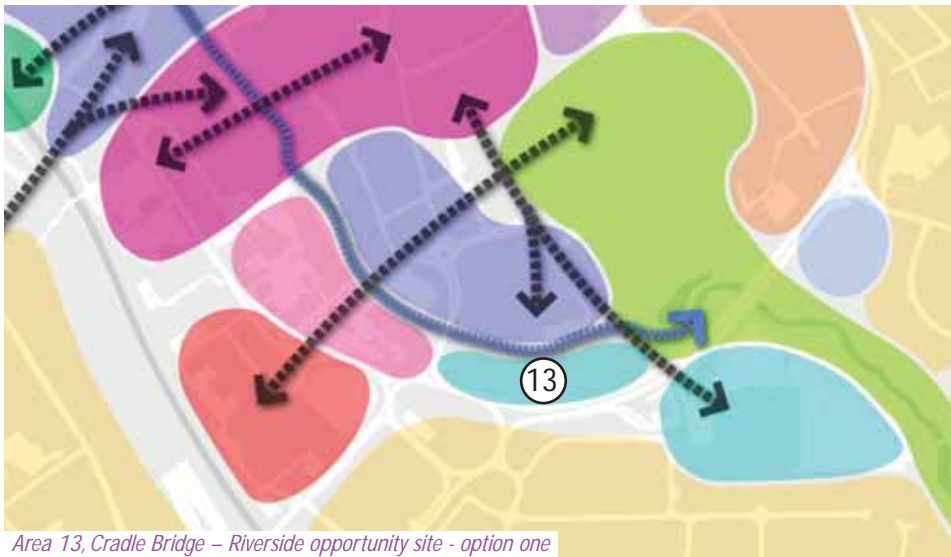
- A new food store development linked closely to the town centre;
- A scheme which creates good quality active frontages, particularly towards the park and which is orientated towards the town centre; and
- Development which maximises the use of the river.

KEY PROJECTS - OPTION 2

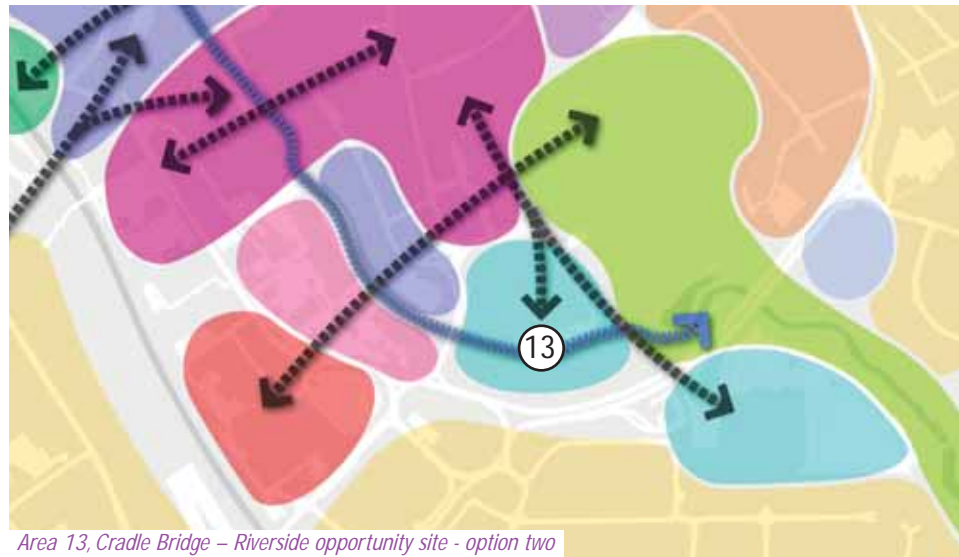
- A capacity study to assess the detail issues around delivering a foodstore in an appropriate design;
- Discussions with Asda as to the potential for them to close their existing store; and
- Relocation of the sewer within the southern area to permit development.

RATIONALE

- Due to the western growth of the town centre it is considered that town centre-style retail development would be inappropriate on this site as it would elongate and dilute the main retail core.
- Whilst it may be acceptable to consider an edge-of centre use such as the relocation of the Asda food store, this is predicated on the subsequent improvement of the existing Asda site to benefit the town centre and also on the creation of much stronger pedestrian linkages to the Cradle Bridge area to ensure that the problems experienced with the new Sainsbury's store and Shires Gateway scheme are not repeated.



Area 13, Cradle Bridge – Riverside opportunity site - option one



Area 13, Cradle Bridge – Riverside opportunity site - option two

14. Castle Street/Court Street – mixed use enterprise/evening economy/residential

EXISTING

This area is the part of Trowbridge which perhaps best demonstrates the industrial character of the historic town. The mix of retained mill buildings, workshops and courtyards provides a series of robust spaces which are suitable to a wide range of uses and the scale of the buildings is strongly urban in character.

The existing buildings are occupied by a spectrum of small businesses ranging from creative industries through to workshops. The unpretentious character of the area means that it is relatively affordable and so provides a starting point for new enterprises. It is also home to a number of existing restaurants and cafes and there is the potential for this to be nurtured and grown as a more mature evening economy quarter, particularly given the potential for the riverside frontage and the significant increase expected in the resident and working population.

ISSUES

The area does have a number of sites which have been cleared and are now typically used for parking – these fragment the character of the area but do offer potential for intensification.

The area has weak connections to the town centre, particularly due to the way in which the Shires shopping centre cuts off the original route of Court Street, closing it with a service yard and providing only a small back door into the shopping centre. The mill buildings also largely turns away from the river corridor, despite the walkway. The area has the potential to deliver new connections which could be particularly strong if this includes new river crossings into area 15.

Land ownership is likely to be fragmented in an area such as this, meaning that any development or regeneration is likely to be an organic and gradual process.

VISION

- The Castle Street/Court Street area has the potential to become a thriving mixed use quarter, providing space for enterprise and creative industries;
- The river frontage should gradually be opened up with existing and new buildings taking advantage of the setting; and
- The area should become the focus for evening economy activities linked in with the leisure proposals for area 15, including opportunities to establish

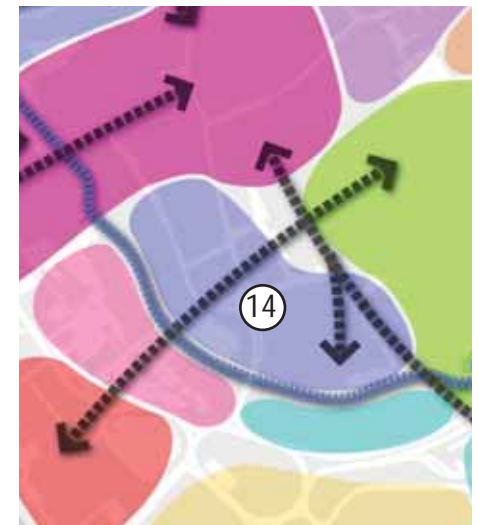
water-front bars and restaurants.

KEY PROJECTS

- Establishment of a clear block structure and design code for the area which will deliver flexible, adaptable spaces rather than tightly defined single-use buildings;
- Establishment of a working group of landowners and potential developers to implement plans; and
- Integration with the approach for area 13, dependant on the outcome of proposals for the existing Asda site.

RATIONALE

- The Castle Street/Court Street area has a mix of building stock, existing uses and available development land which makes it a very attractive proposition for gradual intensification and improvement. Its location between the town centre and the river also suggests that it could provide an ideal setting for evening economy uses, mixed with office/studio space and town centre apartments to create a very vibrant feel. The proposal to locate larger scale leisure development immediately across the river will complement this approach.



Area 14, Castle Street/Court Street – mixed use enterprise/evening economy/residential

15. Riverside – Leisure/service



EXISTING

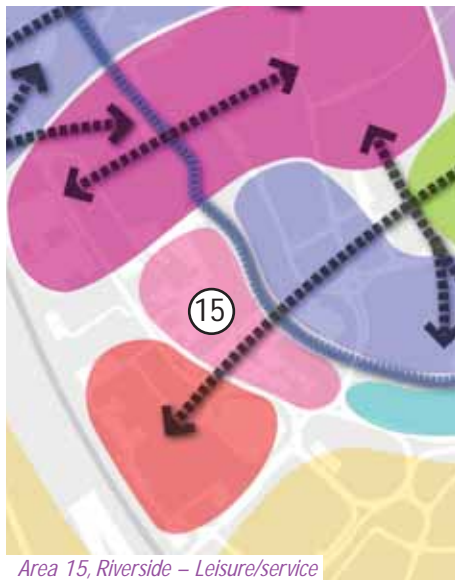
The Riverside site lies between County Hall and the river corridor. It includes a number of sites in relatively low intensity use, many of which are given over to council services such as providing the depot site for the mobile libraries. The existing library building at the southern end of the site is likely to be removed and the library service relocated into the Civic Campus across the road.

ISSUES

Despite its proximity to the town centre the site has very weak connections with the rest of the town and takes no advantage of the riverside setting.

The northern part of the site is backed onto by the Asda site. A combination of the raised store and the falling ground levels mean that the store presents a significant dead elevation on this side and is dominated by the store servicing area.

As with area 13 this site is crossed by a large underground sewer which runs on a curving path approximately parallel to the river. This will need to be moved prior to any major redevelopment and will be a substantial cost.



VISION

- The Riverside area has the potential to establish a new leisure quarter for Trowbridge, including sports and leisure facilities as well as more commercial leisure opportunities such as a cinema and bowling alley. This approach will be complementary to the more organic evening economy proposals for the Court Street/Castle Street area and both will relate closely to the river corridor; and
- The site will open up new east-west connections from County Hall into the town including new river crossings. To achieve this it will need to include a street-based block plan and avoid creating areas which are dominated by blank frontages or vehicles.

KEY PROJECTS

- Relocation of the sewer to facilitate development;
- Relocation of the existing council services and other uses to deliver sites;
- Establishment of a strong block plan to agree the approach to routes and connections; and
- Integration with the proposals for the other riverside sites.

RATIONALE

- The existing riverside area is substantially in public ownership. It has the potential to deliver a significant area for new development including major leisure uses including the provision of a new leisure centre.
- The leisure centre project would be driven by the public sector, giving a greater degree of control over the design, and particularly the network of streets and spaces. It will also provide the critical mass necessary to tackle key issues such as the underground sewer which crosses the site.
- The Riverside area has the potential to unlock significant new connecting routes which will anchor the Civic Centre more closely into the town centre. This is important both for public access to the Civic Centre, but also recognises that the Civic Centre is a key employment location which could benefit the town centre if links are improved.

16. County Hall – civic

EXISTING

The original County Hall building, completed in 1940 is a distinguished and imposing structure. However, it has a relatively poor outlook, with no direct visual or pedestrian link with the town centre. It is also lumbered with a now-dated extension block to the south which provides significant additional office space. The setting and approach to the building is also dominated by the large surface car park.

ISSUES

In the context of the town centre, the Council is one of the most significant employers. Furthermore, it is currently reviewing its outlying office buildings with a view to consolidating its operations onto the main site on Bythesea Road. This provides an excellent opportunity to consider how the existing buildings might be updated and perhaps extended.

The weakness of the connections to the town centre is a significant hindrance, both in terms of providing easy access to services provided by the Council, but also in terms of promoting use of the town centre facilities by the Council's staff. In the event that the library is moved into the main civic campus this separation will become ever more acute.

VISION

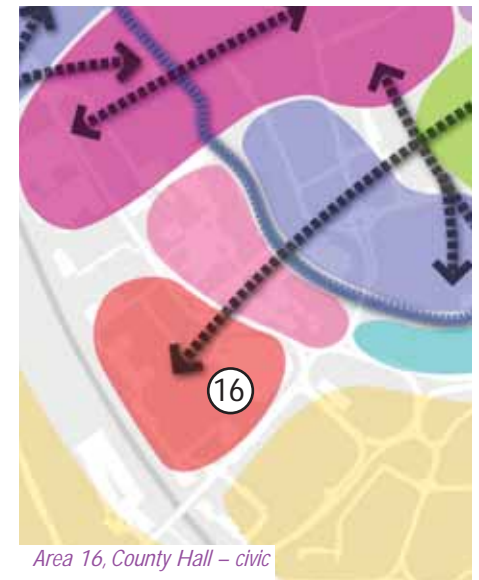
- The civic campus has the potential to expand and intensify, improving the setting of the original building and improving access to services whilst also reducing the impact of parking on the public realm; and
- As part of the projects for areas 14 and 15 new vistas and routes need to be established which will connect the council more closely with the town centre.

KEY PROJECTS

- Coordination with the Council's office space strategy; and
- Coordination with the proposals for areas 14 and 15.

RATIONALE

- County Hall is a significant landmark building. Integrating it more closely with the town centre and providing a more attractive urban setting is a key element in improving the perceptions of Trowbridge as a substantial and dignified county town and in providing excellent public access to services.
- As a major town centre employer it is important that County Hall is well integrated with the town centre to encourage employees to take advantage of the retail and leisure offer.



Area 16, County Hall – civic

17. West Trowbridge – residential

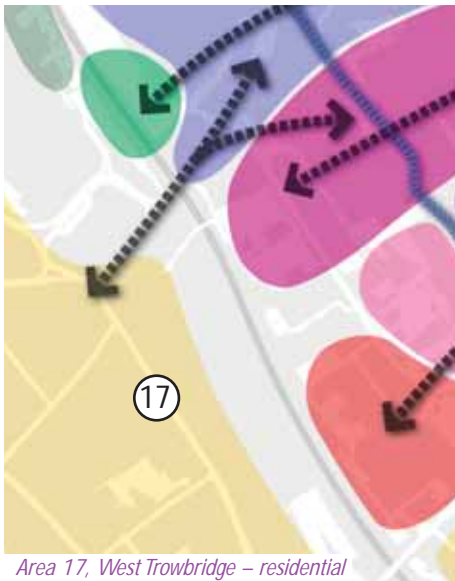


EXISTING

The western side of Trowbridge is a predominantly residential area, characterised by Victorian terraces in the area immediately to the west of the railway tracks giving way to successive generations of development with each stage westwards. Interspersed with this are small areas of industrial and business space, including council offices at Bradley Road. The other significant land use in the area is schools.

ISSUES

This area of town is isolated from the town centre and outlying areas are generally low in density. This is likely to promote car trips in favour of walking or cycling, and may also discourage use of the town centre shops and services given the comparative ease of access to out-of-town retailers by comparison. Routes into the centre are limited to two crossing points – Stallard Street by the railway station and then Mortimer Street and County Way. Although this second pair provides two separate bridges, they are located so close to each other that they provide little additional benefit or choice of routes for pedestrians.



Area 17, West Trowbridge – residential

In addition to the barrier created by the railway the road network in the area is also significant. The character of County Way and the gyratory systems at Bradford Road and Longfield Road provide a high speed car-based environment which is unattractive for pedestrians.

VISION

- This area will become better linked with the town centre, including better quality of routes and additional linkages where they can be created; and
- The existing gyratory systems will be improved to provide more humane streetscape and more attractive gateways to the town centre.

KEY PROJECTS

- Identification of suitable funding sources, either through public sector finance or more likely through developer contributions as part of other development projects
- Investigation of options for improvement and potentially technical studies through a formal transport strategy for Trowbridge which should set out priority projects.

RATIONALE

- A stronger network of streets is important to improve pedestrian links from this significant residential area to the town centre.

18. Bryer Ash business park – business

EXISTING

The existing business park on the western side of the station is a modest, modern set of three storey buildings surrounded by car parking.

ISSUES

The existing buildings are likely to continue in serviceable use for some time. However, given the potential for the station to be upgraded to a proper transport interchange and the step change in the intensity of uses on the other side of the railway lines it would be sensible to review whether this site should accommodate more intensive uses in the longer term. This may incorporate residential use as part of a mixed use scheme, or might include additional business space.

VISION

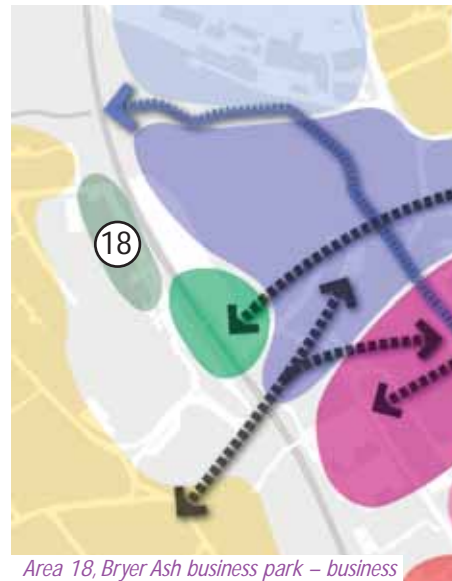
- An attractive mixed use development which creates a better context for the station and hence a better gateway for the town.

KEY PROJECTS

- Promotion of the concept and the wider regeneration strategy with the landowner to identify the potential for additional development.

RATIONALE

- Whilst this site performs relatively well in its existing setting, this setting could change substantially and create an impetus for more intensive use around the station.



Area 18, Bryer Ash business park – business





BACK TO SCHOOL

BRANTANO

Part-Time Vacancies

BRANTANO

Deputy Manager Vacancy

BRANTANO

Management Opportunities

7. Conclusions and Next Steps

On the basis of the preceding work, we would wish to make the following conclusions and recommendations to the Transforming Trowbridge Board:

Role of Trowbridge

Trowbridge has an established role as the county town of Wiltshire and should continue to build on this. It should be expected that it will provide a focus for the surrounding market towns in terms of retail, leisure, employment and civic functions. It is clear from the work to date that Trowbridge cannot expect to compete with Bath, Bristol or Salisbury in terms of retailing - these centres will always be able to offer a wider range as well as more comprehensive choice at the quality end of the market. Trowbridge therefore needs to provide a good core offer for shoppers in the local area, particularly focussing on the ease of access and the quality of the overall shopping experience.

There is also a clear role for Trowbridge as a location for employment and housing growth both within the town centre and at the strategic development site to the south east of the town (as identified in Wiltshire 2026 Core Strategy). Additional housing and jobs are needed

to support the town centre's role in providing a retail, leisure, employment and civic facilities and to achieve the vision for Trowbridge.

Town centre retailing

The shape and extent of the town centre has changed significantly with the development of the Shires and the subsequent Shires Gateways schemes over the last twenty years, with the focus of the retailing centre moving gradually westwards. This has created an elongated centre which would benefit from further consolidation rather than any significant expansion. Whilst the St Stephen's Place site presents the opportunity for new retail development it would not be appropriate to regard this as an extension of the core centre which would further fragment the town. However, it may be possible to consider the relocation of the Asda store to this site and thereby free-up the existing Asda site for improvements and intensification which would significantly benefit the centre and the wider context.

In considering how to make the town centre more attractive to both retailer and shoppers it is also important to consider the quality of the public realm and car parking, and to identify

target areas for improvement. These are essential elements of the quality of experience for visitors which play a big part in defining shopping habits.

Evening economy

Trowbridge has an under-performing evening economy, and particularly lacks destinations and restaurants at the upper end of the market and provision for families. These are regarded as essential if Trowbridge is to attract and retain better shops and businesses. Along with Trowbridge, surrounding towns have previously identified a desire for a cinema, and this would bring with it a halo of other leisure offers. The status of Trowbridge within this group of towns, together with its ease of access by rail from Warminster, Westbury and Bradford should make it the preferred location for this project. The Riverside site has been identified as a suitable location, and benefits from close proximity to the station, the river corridor, the main shopping centre and also the proposed wider evening economy development of the Court Street/Castle Street area.

Town centre housing

This study has identified that a number of edge of centre sites may be suitable for housing, in some cases contrary to

their existing land use designations. This approach acknowledges that the town centre has sufficient land availability to meet existing and projected retail needs and the need for substantial business sites in the town has receded in favour of smaller, more organic patterns of employment. By contrast, town centre housing has the potential to be very sustainable, to add vitality to the local economy in combination with housing growth to the south east of the town (as identified in Wiltshire 2026).

Quality versus viability

There will be a continuing tension to balance the aspirations of high design quality and high sustainability standards with the commercial realities of the market. There is no simple answer to this and decisions will need to be taken on a site-by-site basis in the context of the wider impact on the town. A greater degree of compromise to commerciality may be viewed as more acceptable for projects which are only expected to have a short term lifespan. However, for key sites and for those which are intended to bring long term change it is particularly important to ensure that any scheme meets the high aspirations set for Trowbridge.



KEY ACTIONS

In terms of the key sites, the preceding report identifies a set of recommended approaches and actions across the town centre. However, the following sites and projects are highlighted as being the most pressing and/or tangible, and hence those which require prompt action:

Key town centre sites

The future purpose of the Cradle Bridge/ St Stephens Place area is fundamental to the future shape of the town. The town centre food offer will be well served following the completion of the new Sainsbury store, meaning that there is not likely to be capacity for another significant store in the foreseeable future. However, as the Asda store is seeking to expand, and given the problems of their existing site for the wider town, it may be appropriate to consider a relocated Asda food store at St Stephen's Place provided that the existing store is then offered for non-food retail and preferably redevelopment. In addition, it would be advantageous to any new development to secure the redevelopment of the existing Castle Place shopping centre and

car park. This approach essentially offers significant potential for retail expansion in the centre of Trowbridge.

In the event that Asda wishes to remain on its present site, the future of the St Stephen's place/Cradle Bridge area is likely to be much more organic and focussed away from retail. In this eventuality, the importance of Castle Place shopping centre is greatly diminished.

Next steps

- Engage with Asda and the owners of the key sites to discuss the potential options;
- Agree a preferred scenario for the St Stephen's Place site;
- Explore the detailed site capacity and design options through the masterplanning process; and
- Provide further design and development advice for the existing Asda and Castle Place sites if required.

Former Bowyers site

This report has concluded that the best long term use for the main area of the

Bowyers site would be to establish a new area of town centre residential development, whilst the historic buildings to the south/east of the site should be included within the proposed employment area. Given the location of this site so close to the station and the town centre there should be a detailed consideration of the likely split between dwelling types, but given an area of around three hectares excluding the historic buildings and main street frontage this site should be expected to deliver in excess of 200 new dwellings, some of which will be family housing.

Next steps

- Engage with Vision Capital to discuss their response to the proposals;
- Consult and engage with the HCA on their aspirations for the site; and
- Explore the potential design options through the masterplanning process.

Riverside

The Riverside site has the potential to create a dynamic new leisure and recreation area for Trowbridge, provided it is agreed that this would be a suitable

location for a new Council sports and leisure facility. A public-sector led development of this sort would facilitate the re-routing of the sewage pipe which is at present a major barrier to development. It would also act as an anchor scheme for the delivery of a cinema and other associated leisure uses.

Next steps

- Consideration by Wiltshire Council of the potential for leisure development on the site;
- Identification of further opportunities for uses and linkages through the masterplan project; and
- Integration with the wider proposals for the Civic centre site and the Court Street/ Castle Street area.

The potential development of the Riverside site for leisure, the planned refurbishment of nearby County Hall and potential development sites around the town centre provides an excellent opportunity to develop an energy/heat network in Trowbridge. It is recommended that this potential is explored further in the next stages of work.



Research and analysis recommendations for the masterplan	Expertise required							Core Strategy	Other
	Planning	Urban design	Architecture	Property analysis	Socio economic	Transport	Environment		
ATTRACTION TOWN CENTRE									
Review opportunities for temporary uses on vacant sites with landowners, Wiltshire Council, Trowbridge Town Council, Transforming Trowbridge Board and other local bodies	✓			✓				Policy support for temporary uses on vacant site to be included in Core Strategy	Engage with local landowners
Review retail strategy to inform options for vacant sites in terms of the quantum and type of retail that is likely to be able to be supported. Additional telephone survey of shopping habits to be undertaken if detail not provided in Wiltshire Retail Strategy, also further detailed research into lifestyles and consumer habits through a wider ACORN study.				✓				Policy support for approach to retail in Trowbridge to be included in Core Strategy	
Test land use options for vacant sites in more detail, building on concept outlined in Vision and Scoping report.	✓	✓	✓	✓	✓	✓	✓	Masterplan to inform emerging Core Strategy and Site allocations	Engage with local landowners
Test options for approaches to town centre management	✓			✓				Explore options for implementing town centre management regime through use of S106 funding from major new town centre development.	
Review public realm audit undertaken for Trowbridge UDF and River Biss SPD and update where appropriate		✓					✓	Explore options for implementing through S106 from larger developments and listing as priority projects	
Review quality of the historic environment and identify areas and buildings where improvements are required	✓	✓							

Research and analysis recommendations for the masterplan	Expertise required							Core Strategy	Other
	Planning	Urban design	Architecture	Property analysis	Socio economic	Transport	Environment		
EMPLOYMENT									
Consult with local businesses and employees to identify what changes could make them locate in Trowbridge.	✓			✓				Results to inform masterplan and Core Strategy	
Identify appropriate locations for new restaurants, cafes, arts and leisure uses in the town centre	✓	✓	✓	✓	✓			Link to LDF proposals map	
Identify areas appropriate for the promotion of “long life - loose fit” building design to allow for conversion between employment and residential uses in suitable areas.	✓	✓		✓				Promote through Core Strategy	
Identify buildings suitable for adaptation for small and medium sized businesses.		✓	✓					Promote through Core Strategy policy	
Investigate potential for Trowbridge to develop and promote its good broadband speeds and good accessibility	✓				✓			Core Strategy to highlight Trowbridge is a centre for business growth	Explore marketing options with key stakeholders

Research and analysis recommendations for the masterplan	Expertise required							Core Strategy	Other
	Planning	Urban design	Architecture	Property analysis	Socio economic	Transport	Environment		

MOVEMENT

Identify opportunities for improved arrival points to the town centre by enhancing landscaping and way finding signage	✓	✓				✓			
Ensure new housing and employment and the redevelopment of the large vacant sites are sustainably integrated into the town with good public transport, pedestrian and cycle connections and legible links to the station, along the River Biss and to the town centre	✓	✓	✓			✓		To tie in with movement policy for Core Strategy	
Investigate options for improving the ring road environment - particularly improved crossings, pedestrian and cycle routes, bus priority measures etc	✓	✓	✓			✓		Coordinate with Core Strategy	
Investigate potential to rationalise town centre parking and moving long stay parking to the edge of the town centre and land swap sites, building on results of Wiltshire Car Parking Strategy	✓	✓				✓		Results of on-going Parking Strategy to inform overall level of parking necessary to retain.	
Identify future technology trends in green transport, particularly green private motor vehicles and look at ways to encourage usage. The potential to promote a smarter travel initiative should be investigated						✓		Policy to support green technology required in Core Strategy	
Investigate traffic management in the town centre and opportunities to improve the pedestrian experience.		✓				✓		Develop strategy in masterplan - require overarching strategy in Core Strategy	
Look at opportunities to enhance the railway station environment building on the LTP2 proposals.	✓	✓				✓			

Research and analysis recommendations for the masterplan	Expertise required							Core Strategy	Other
	Planning	Urban design	Architecture	Property analysis	Socio economic	Transport	Environment		
HOUSING									
Identify locations suitable for new housing, building on the work in this report, and further detail particular site requirements based on urban design, connectivity and building design.	✓	✓	✓	✓	✓	✓		Opportunities for new town centre housing quantified through this process and integrated into the Core Strategy.	
Identify suitable mix of housing types (tenure and size) on a site by site basis in association with Wiltshire's Housing Department	✓			✓	✓				
Set out infrastructure requirements associated with new housing development, including education, contamination remediation, transport links and community needs. New housing outside to the south and east of Trowbridge is likely to require a greater level of infrastructure investment	✓			✓	✓			Ensure Core Strategy enables S106 contributions towards this. Site Allocations DPD should also follow masterplan advice	Engage with HCA to investigate potential for assistance with special infrastructure costs such as land remediation

Research and analysis recommendations for the masterplan	Expertise required						Core Strategy	Other
	Planning	Urban design	Architecture	Property analysis	Socio economic	Transport		

ENVIRONMENT

Investigate opportunities for branding and promoting Trowbridge as a sustainable town	✓						✓	Vision for Trowbridge as exemplar sustainable town incorporated into Wiltshire Core Strategy	
Investigate opportunities for retrofitting homes to reduce carbon emissions, allotment caretaking, decentralised energy network and sustainable transport modes (see movement section too)	✓		✓			✓	✓	Energy Strategy for Trowbridge required, this should inform both the masterplan and wider LDF work. Promotion of energy/heat network as part of the refurbishment of County Hall in association with nearby development, particularly at Riverside should be explored.	Local initiatives can also take place outside the planning framework
Ensure development does not increase surface water run-off and is not at risk of flooding from the River Biss - the results of the Level 2 SFRA commissioned by the Council should inform this work	✓	✓	✓				✓	Level 2 SFRA to inform acceptable extent of development and mitigation measures required	
Investigate extent of contamination and sewer constraints on vacant former industrial sites around the town centre - recent reports on contamination undertaken for Bowyers site along with reports from other sites to be reviewed.	✓						✓		
Investigate options for the production and sale of local goods and produce - potential to promote this through the temporary use of vacant sites as allotments, and protection of existing allotments and local markets and businesses	✓			✓			✓		Local initiatives can also take place outside the planning framework

Research and analysis recommendations for the masterplan	Expertise required						Core Strategy	Other
	Planning	Urban design	Architecture	Property analysis	Socio economic	Transport		
KEY PROJECTS & ACTIONS								
<p>The Area Framework set out in Section 6 should be used as a basis for developing the masterplan. Complex sites which may require further detailed work through the development of a development brief following on from the masterplan include:</p> <ul style="list-style-type: none"> - Bowyers site & River Way (sites 2 & 4) - Cradle Bridge (site 14) - Castle Street/Court Street (site 15 already benefits from a Brief, which could be updated) - Riverside (site 16) <p>A vision and key projects have been provided for each site. These should be tested and detailed further.</p> <p>In addition to this the potential for Design Frameworks for each area should be explored in the initial stages of the masterplan process, and developed where considered most appropriate.</p>	✓	✓	✓	✓	✓	✓	<p>The Core Strategy should identify Trowbridge as a key location for housing and employment growth (as set out in the preferred options) but refer to the detailed masterplan for policy requirements for each site. A Site Allocations DPD can detail the allocations further if this is deemed necessary.</p>	

The Masterplan

Given the conclusions of this report, there is a clear requirement for a masterplan which begins to map out the vision and set key parameters for particular sites. However, in this instance, there is also a more dynamic role for any masterplan team to enable and help shape the approach to key sites and work closely with both the council and key land owners.

The masterplan should be developed using the preceding table as a guide to the key strands of work required to produce a masterplan that is capable of meeting the vision for Trowbridge and is deliverable.

SPD or AAP?

As mentioned earlier, the masterplan could be developed as an Area Action Plan (AAP) or a Supplementary Planning Document (SPD), depending on how the Council wish to use it. An SPD would be quicker to produce, as it entails less statutory consultation and is not subject to examination, whereas an AAP once complete would have more material weight when it comes to making planning decisions. It is recommended

that discussions are undertaken with the Wiltshire Council's Spatial Planning Team to determine which route would work within the context of the emerging LDF.

Given the complex nature of the sites and scale of change in the town centre it is anticipated that the AAP route may be preferable as this is potentially the most robust method, is capable of directing Core Strategy policy and suitable for areas of significant change. It is also considered preferable as an AAP is able to change designated land use, something which may be important for a number of sites. The AAP should focus on implementation - providing an important mechanism for ensuring development of an appropriate scale, mix and quality for key areas of change.

It is recommended that a steering group including representatives from the Transforming Trowbridge Board, key officers of Wiltshire Council, Trowbridge Town Council and other key stakeholders such as the HCA, is fully involved throughout the production of the SPD/ AAP (as used for the production of this Vision and Scoping Report). The steering group will help to guide the production of the AAP. The level and

type of consultation should be planned with reference to the requirements of Wiltshire's Statement of Community Involvement.

Masterplan production

It is recommended that the following key stages be undertaken in the formulation of the masterplan AAP:

Stage 1: Baseline review

Review of the information collected to date including forthcoming LDF evidence base documents such as the forthcoming Wiltshire Parking Strategy, Wiltshire Retail Strategy, Level 2 SFRA for Trowbridge sites and Energy Strategy for Wiltshire. The research elements highlighted in this report (in the previous table) should be reviewed and progressed at this stage. Additional baseline evidence should be collated to complement and update the existing baseline information collected for the Urban Design Framework for Trowbridge (see page 27 of this report).

Stage 2: Options testing

Preliminary options for the masterplan should be developed from the ideas set out in chapter 6 of the scoping report. Up to three options for major

opportunity areas or masterplan themes should be developed, and these should be tested through workshops with key local stakeholders including land owners, local businesses and residents.

Stage 3: Masterplan development

The results of the initial consultation should inform the development of a draft masterplan document which should form the basis of wider consultation. The draft masterplan should be clearly and concisely laid out, with appropriate summary text to explain rationale, baseline work and consultation to date.

Stage 4: Consultation

The consultation at this stage should meet with Regulations 25 (Town and Country Planning Regulations 2004 and 2008), requirements and include a variety of consultation methods to engage with a wide range of local people in a meaningful way. Methods of dovetailing consultation with other Council consultation should be explored and the potential to use existing Council publicity and newsletters to engage with the public fully explored.

Stage 5: Masterplan

The masterplan should be developed taking into account the results of the

consultation and an Implementation and Delivery Plan should be developed to illustrate phasing, key partners, funding and timescale for key projects and actions outlined in the masterplan. This plan will be a critical outcome for the masterplan and should highlight key actions and issues that need to be addressed in order to implement the masterplan successfully.

Stage 6: Pre-submission consultation

A further round of statutory consultation should be undertaken at this stage, to comply with Regulation 27 of the Town and Country Planning Regulations 2004 and 2008).

Stage 7: Submission and examination in public and adoption

The final masterplan document should be submitted for Inspection following any minor changes. If significant changes are required these should be consulted on. Following examination a final version of the masterplan should be produced incorporating the inspectors changes.

SEA, Habitat Regulations Assessment & Equalities Impact Assessment

A Sustainability Appraisal should be produced to support the production

of the masterplan, and to fulfil the requirements of the SEA Directive and Planning regulations. The production of the SA should tie in with the stages of production of masterplan and inform its development.

A scoping exercise should be undertaken with regard to the Habitat Regulations Assessment to assess whether a Habitat Assessment will be required. In addition to this an Equalities Impact Assessment may be required.

Key issues for the masterplan to address

The masterplan will need to include the following key components:

- An agreed approach to the key sites including a catch-and-steer role working with developers and landowners;
- A framework for block structure, movement and public realm for key areas where change is envisaged;
- A guide as to the design character and attributes for buildings in each area;
- Identification of key infrastructure and public realm investment required, together with identified means of

funding;

- An approach to transport and movement issues, including the proposed transport interchange, changes to key junctions, parking and the wider pedestrian and cycle network; and
- An agreed approach to the design and use of key public spaces.



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