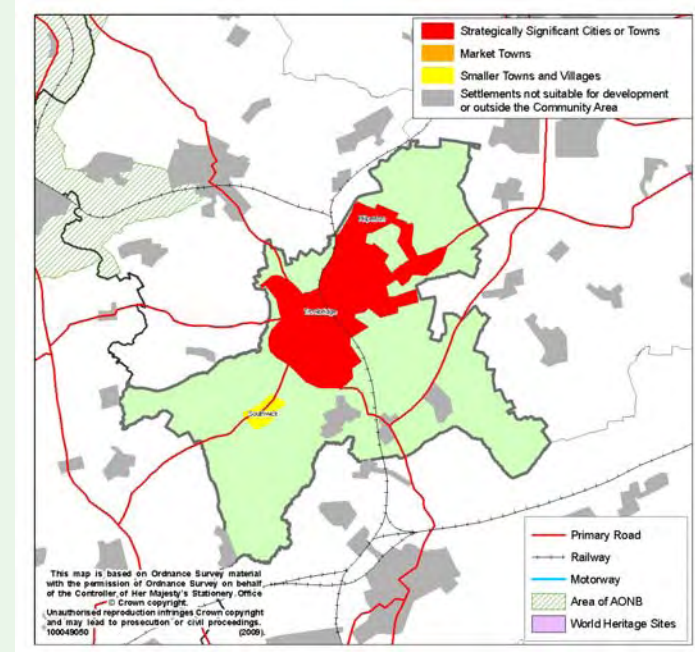


Trowbridge

What do we already know about Trowbridge community area?

Trowbridge is Wiltshire's county town, and its administrative centre. It is the largest of the west Wiltshire towns, and has good transport links to Bath and Bristol. Trowbridge is about 30 minutes from the M4 and has a high level of out-commuting, with around 7,000 people travelling out of the community area to work every day. Trowbridge has been identified as a key location suitable for both housing and employment growth.



Community area

Total land area: **4,152 hectares** Population 2007: **40,200** Av. house price in 2008: **£180,416**
Trowbridge population: **37,200** Housing completions since 2001: **2,059** or **228 homes per year**
Housing commitments at April 2009: **2,167** (= 9 years' supply at past building rates)

Key issues in Trowbridge

- Lack of community facilities.
- Lack of employment opportunities.
- High level of out-commuting.
- Need for leisure and recreation facilities.
- Poor quality of River Biss corridor.
- Need for improvements to A350.
- Traffic congestion.
- Continuing loss of rural facilities.

Key opportunities in Trowbridge

- Greenfield development opportunities.
- Regeneration close to town centre.
- New development to boost infrastructure.
- Excellent transport links.
- Employment increases to improve self-containment.

Do you agree with the issues and opportunities that have been identified for Trowbridge?

(Please record your comments on post-it notes and stick them here)

Trowbridge

How does Wiltshire 2026 expect Trowbridge to change?

Wiltshire 2026 includes these proposals for Trowbridge community area

Strategic Town: Trowbridge: 2,650 new homes

Market towns: None

Smaller towns and larger villages: None

Smaller villages: Southwick



Anticipated changes in Trowbridge

- Trowbridge's role as an employment, administrative and service centre will be strengthened.
- Development will enable improvements to infrastructure and facilities.
- Substantial areas of the town centre will be regenerated.
- Wiltshire College will be relocated to a more sustainable, central position.
- Trowbridge will become more self-contained, with less out-commuting.
- Improvements will be made to the congested A350 junctions at Yarnbrook and West Ashton.
- A new recreational sailing lake can be provided to the south east of Trowbridge.
- New development will be of a very high standard, which will enhance the appearance of Trowbridge and make it an attractive place in which to live.

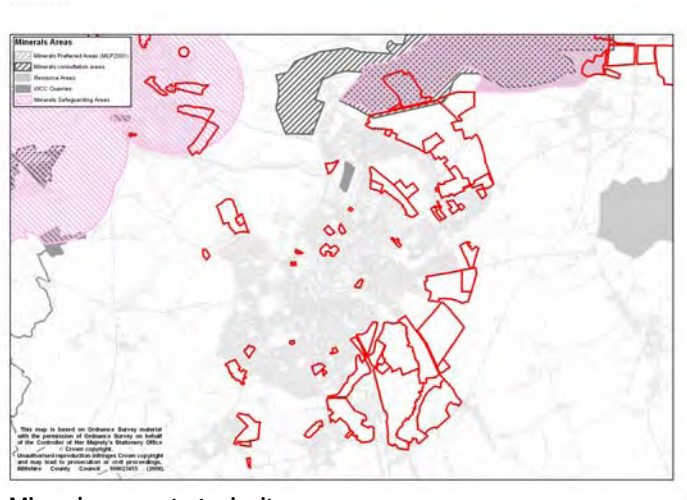
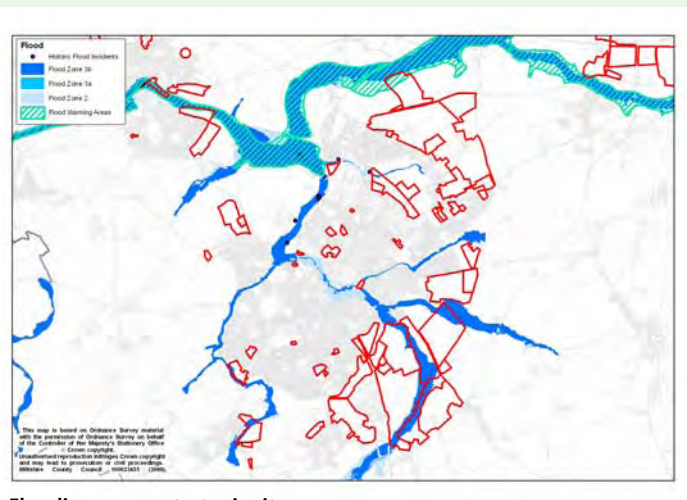
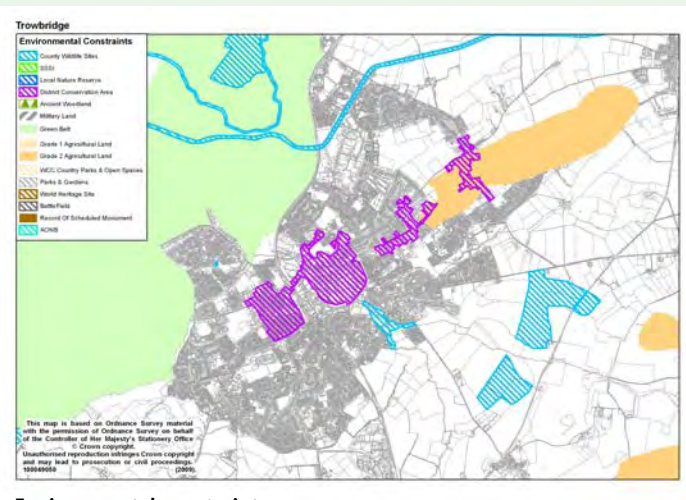
To begin to deliver these changes the core strategy needs to identify land for development that is well related to the town and promotes opportunities for regeneration. The core strategy also needs to recognise that the majority of new homes and jobs will have to be provided on greenfield land. Because of Trowbridge's size, it is inevitable that the main facilities for the community area will continue to be provided here.

Do you agree with the descriptions of how we expect your community area to change by 2026?

Trowbridge

How were development options assessed?

- Sites were identified around strategically significant towns and market towns.
- Any constraints to development were mapped.



- Initial options were developed (see next board).
- Discussions took place with infrastructure providers and Wiltshire Council services:

Defence Estates
Rail
Natural England
English Heritage
Archaeology
Highways

Water
Police
Ambulance Service
Telecommunications
Libraries
Landscape

NHS Wiltshire
Fire & Rescue
Education Authority
Leisure
Rights of Way
Ecology

Electricity
Gas
Highways Agency
Environment Agency
Play and open space

- Each option was assessed against a set of sustainable development objectives.

Summary SA assessment for strategic site options in Trowbridge

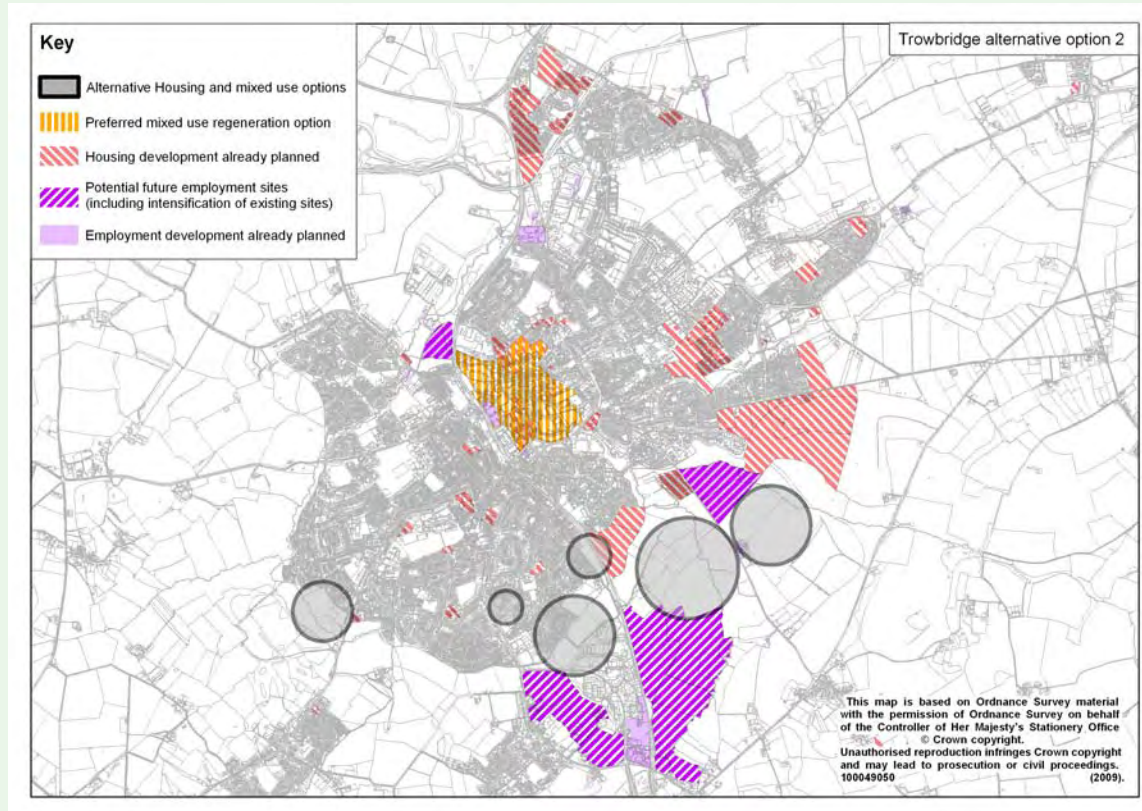
| | 1. Biodiversity | 2. Land and Soil | 3. Waste Management | 4. Water Resources | 5. Flood Risk | 6. Air Quality and Pollution | 7. Climatic Factors | 8. Historic Environment | 9. Landscape | 10. Housing | 11. Healthy Communities | 12. Poverty and Deprivation | 13. Community Facilities | 14. Education and Skills | 15. Transport | 16. Economy | 17. Employment |
|----------------------|-----------------|------------------|---------------------|--------------------|---------------|------------------------------|---------------------|-------------------------|--------------|-------------|-------------------------|-----------------------------|--------------------------|--------------------------|---------------|-------------|----------------|
| Option 1 (Preferred) | - /? | - | - | - | - | + | - | 0 | ? | + | + | + | + | + | + | + | + |
| Option 2 | - | - | - | - | - | ? | - | 0 | ? | + | + / ? | + | + / ? | + / ? | ? | + | + |
| Option 4 | - | - | - | - / ? | - | - | - | - / ? | - / ? | + | ? | + / ? | + / ? | - | - | - | - |
| Option 5 | - / ? | - | - | - | - | - / ? | - | - / ? | ? | + | + / ? | + | + / ? | + | ? | + | + |

Key

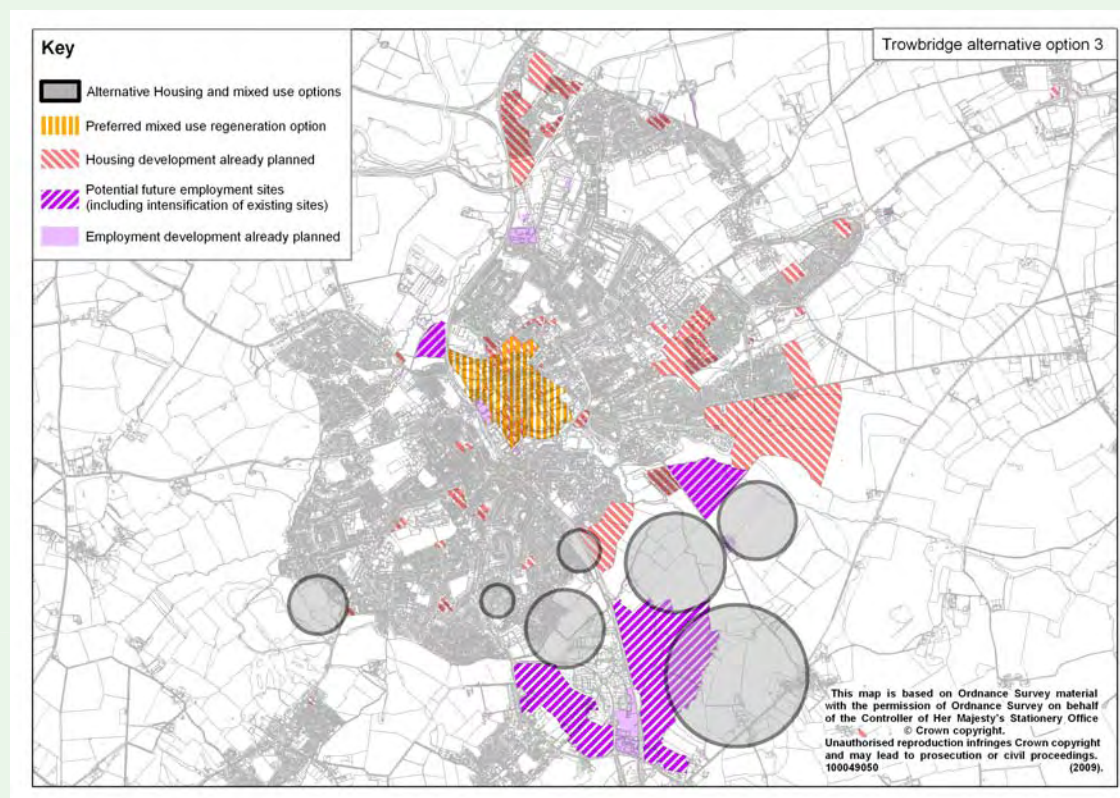
| Significance Assessment | Description |
|-------------------------|------------------------|
| ++ | Major positive effect. |
| + | Minor positive effect. |
| ? | Uncertain effect. |
| 0 | Neutral effect. |
| - | Minor adverse effect. |
| -- | Major adverse effect |

Trowbridge

The initial options comprised:



Option 2: East, south east and south (3000 dwellings)

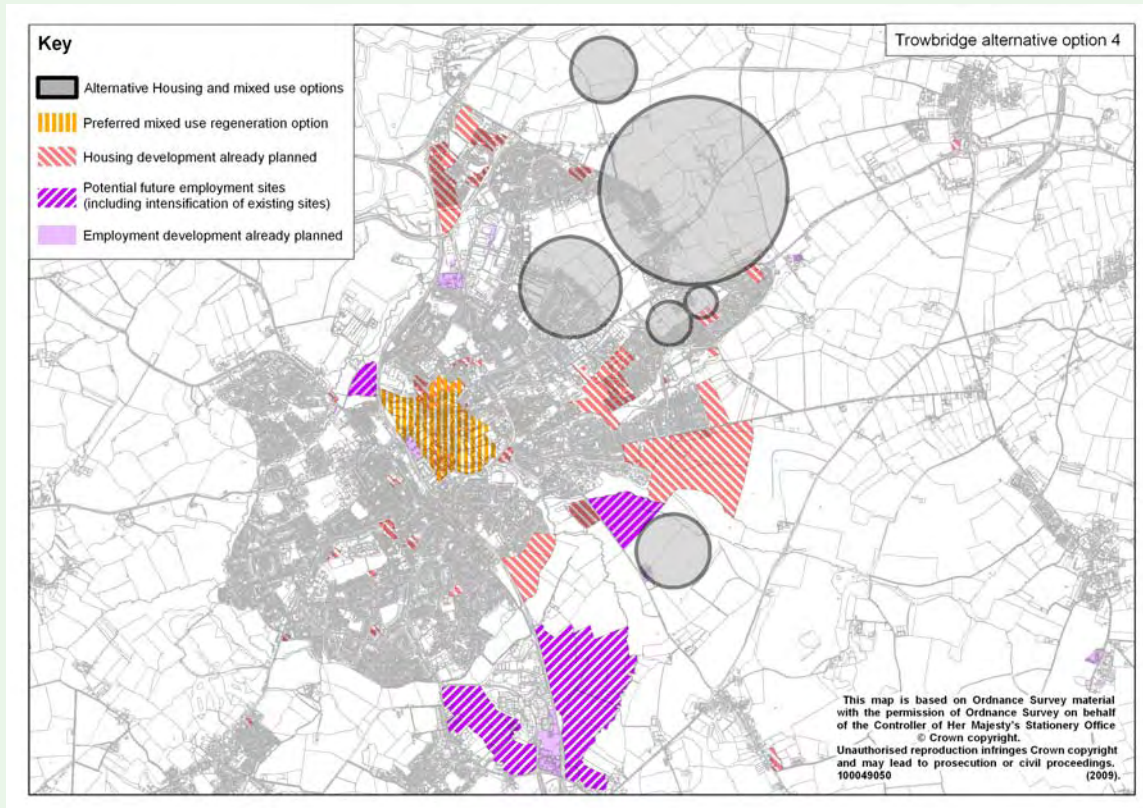


Option 3: Combination of options one and two (4000 dwellings)

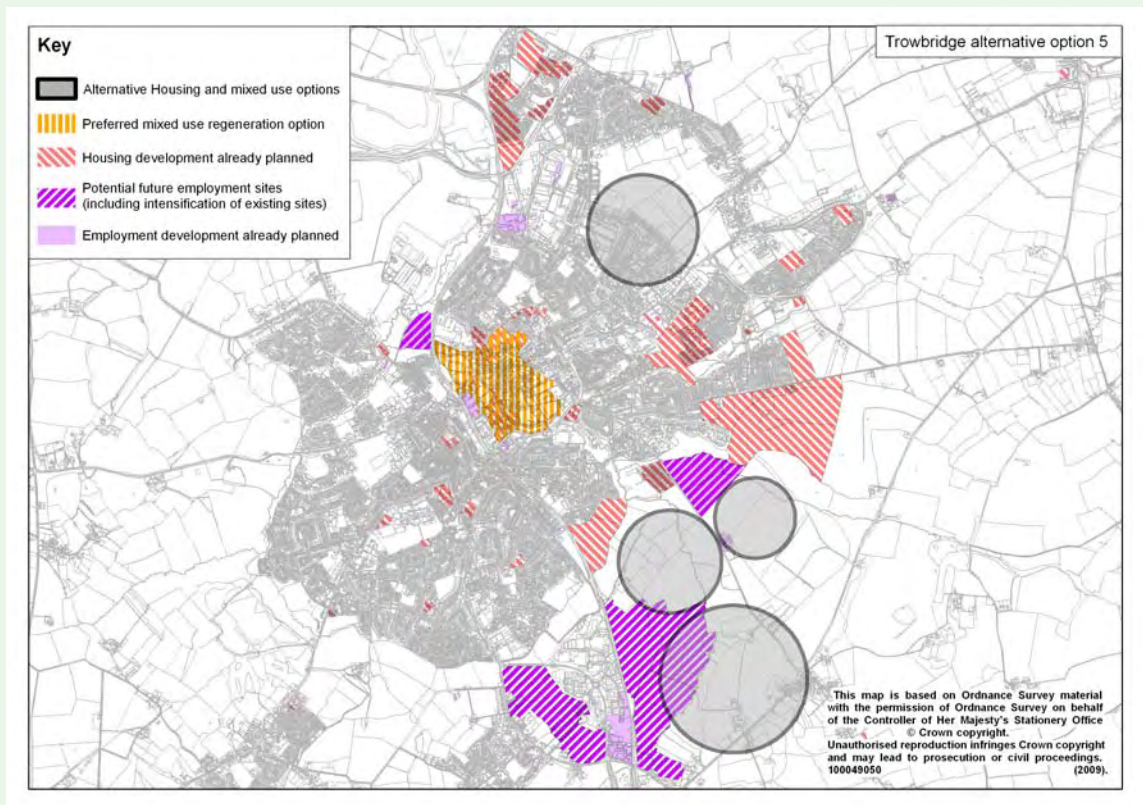
Please record your views on these different options.
(Please record your comments on post-it notes and stick them here)

Trowbridge

The initial options comprised:



Option 4: East and north (3000 dwellings)



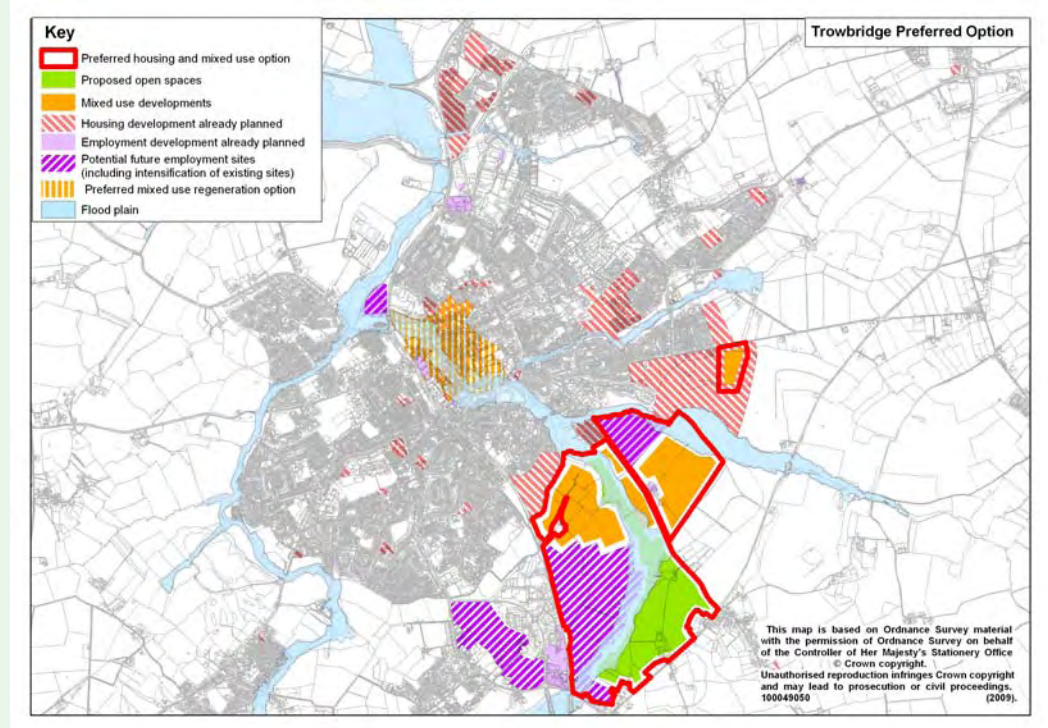
Option 5: Combination of options and and Hilperton Gap (4000 dwellings)

Please record your views on these different options.
(Please record your comments on post-it notes and stick them here)

Trowbridge

The preferred option

- Strategic regeneration sites in Trowbridge town centre.
- Mixed regeneration and greenfield sites capable of delivering 2,650 new homes and 35 hectares of employment land.
- Sustainable urban extension to the south east of Trowbridge.
- Schools and open space to be included in the new development.



Option 1: Preferred option

Opportunities:

- Sustainable extension to help balance housing and employment growth.
- Facilitate provision of new infrastructure.
- Good accessibility to new employment land.
- New primary and secondary schools and GP surgery needed.
- Green link to connect with Paxcroft country park.

Issues to be addressed:

- Road improvements needed to A350.
- Flood plain extends through development area.
- New public transport links to be developed.
- Construction to be phased to link with new road developments.

Do you agree with the proposed development sites?

What could be done to improve this option?

(Please record your comments on post-it notes and stick them here)