Future development in Bradford on Avon should be on a modest scale and should deliver additional employment, thereby helping to improve the self-containment of the town. Development will need to meet high standards of sustainable design and should incorporate renewable energy provision. Housing development in Bradford on Avon should be phased for delivery towards the end of the plan period (2016-2026), and development should be employment led wherever possible.

Specific issues in Bradford on Avon:
- The town currently has a high level of out-commuting.
- Further loss of employment land should be strongly resisted.
- The overall retail offer serves only basic local needs.
- High traffic volumes and congestion in the town centre.
- The town has aspirations to become ‘carbon neutral’ by 2050.
- High level of need for affordable housing in the town.
- Development should be planned so as to conserve and enhance the high quality built and natural environment.
- An ‘area of opportunity’ in Holt will be protected as it continues to offer a suitable location for mixed use development, such as light industrial, workshops, offices and residential uses.
Employment and housing

Over the plan period (2006 to 2026), 2-3 hectares of new employment land and 670 new homes will be provided across the community area. 510 dwellings should occur at the town of Bradford on Avon, including land identified for strategic growth to the east of the town on land at Kingston Farm.

Specific requirements for the strategic site at Kingston Farm include:
- 2-3 hectares of employment land including space for an existing local firm to expand
- 40% affordable housing
- development to provide an exemplar for sustainable development and renewable energy in Wiltshire
- protection and, where possible, enhancement, of the setting of the Conservation Area, and The Hall and its park and garden
- protection and enhancement of the River Avon environmental corridor
- survey and mitigation of the impacts on bats and other protected species and local wildlife habitats/features associated with the river corridor
- improvements to the junction of the B3107 and B3109, and potential widening of the B3107.

160 homes will be provided in the rest of the community area over the plan period.

The following principal employment areas will be supported:
- Treenwood Industrial Estate and Elm Cross Trading Estate

Delivery of proposed housing 2006 to 2026, Bradford on Avon Community Area:

<table>
<thead>
<tr>
<th>Area</th>
<th>Housing already provided for</th>
<th>Housing to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proposed requirement 2006-26</td>
<td>Completions 2006-10</td>
</tr>
<tr>
<td>Bradford on Avon</td>
<td>510</td>
<td>61</td>
</tr>
<tr>
<td>Remainder</td>
<td>160</td>
<td>62</td>
</tr>
<tr>
<td>Community area total</td>
<td>670</td>
<td>123</td>
</tr>
</tbody>
</table>

Are there any changes that you would suggest to the strategy set out for Bradford on Avon Community Area?
Are these additional infrastructure requirements needed to support development in Bradford on Avon Community Area?

Infrastructure

Infrastructure requirements identified so far to support development at Bradford on Avon:

- Sustainable transport solution for the town centre.
- Improvements to the sewer system.
- Reinforcement of low pressure gas mains.
- Financial contributions towards expansion of primary and secondary schools.
- Expansion, or relocation to larger premises, of one or both GP surgeries.
- Expansion of the existing cemetery and provision of pedestrian links to the town centre.