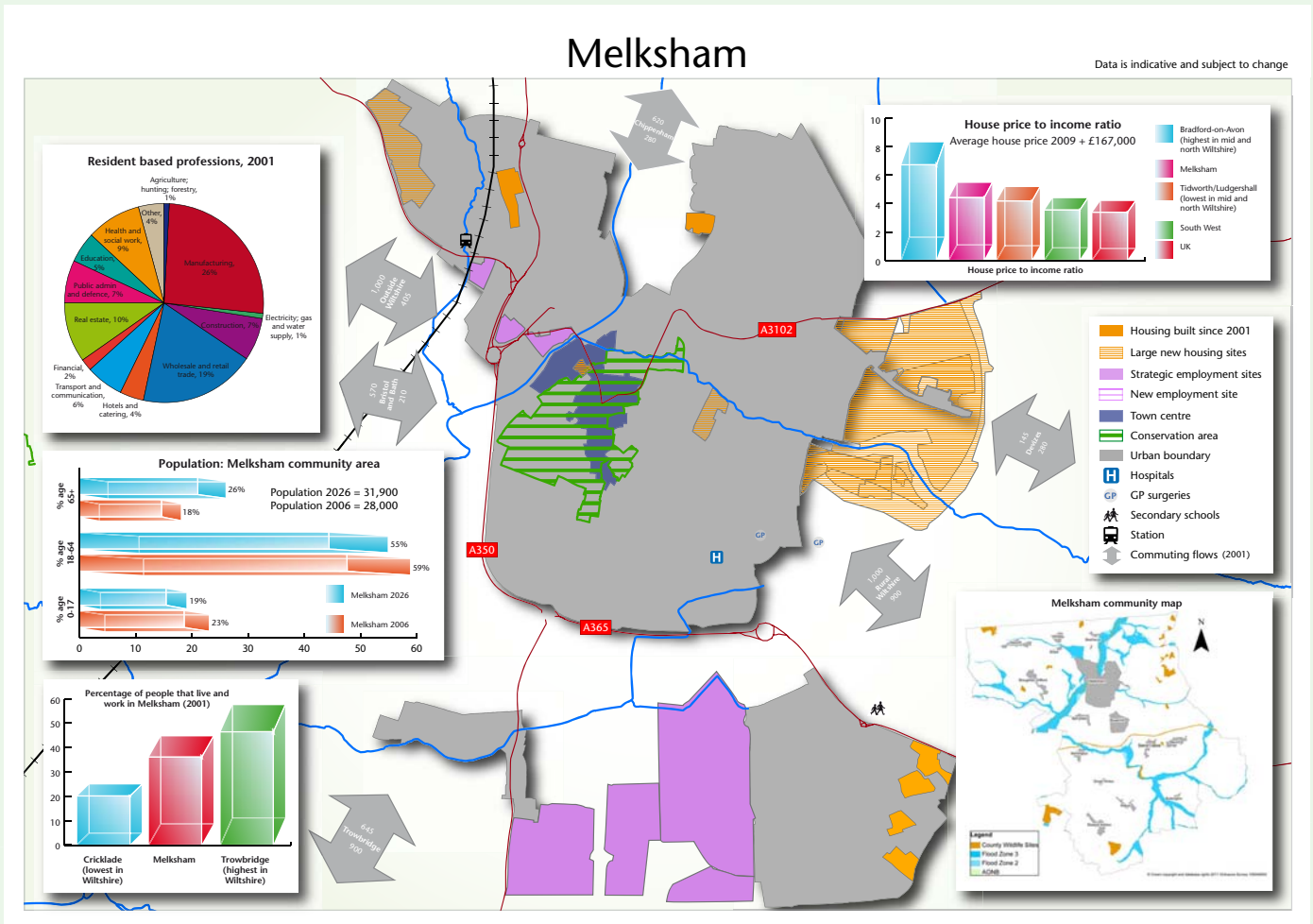


# Melksham Community Area strategy

The strategy for Melksham will be to ensure an appropriate and balanced mix of housing and employment growth is managed to provide contributions to town centre improvement and delivery of enhanced services in the town. There are good opportunities to expand the employment base in Melksham, and the town is identified as a location for strategic employment growth.



## Specific issues in Melksham:

- The town centre is in need of regeneration and the retail offer has suffered for a number of years
- Melksham currently has a high level of out-commuting
- Employment growth could help to diversify the employment base
- A high level of residential development is already planned in Melksham
- Any new development in the town will need strong walking and cycling linkages to the town centre
- The proposed restoration of the Wilts & Berks Canal offers a significant opportunity for the town
- The importance of a new link road from the A350 to the Bowerhill Industrial Estate
- How best to provide for the proposed new community campus for the town

# Melksham Community Area proposals

## Employment

Hampton Business Park 4 ha  
 Saved West Wiltshire  
 District Plan allocation



**The following principal employment areas will be supported:**

Bowerhill Industrial Estate, Hampton Business Park, Avonside Enterprise Park, Intercity Industrial Estate, Upside Business Park, Challeymead Business Park, Bradford Road employment area

## Housing

Over the plan period, 2,040 new homes will be provided of which 1,930 should occur at Melksham. 110 homes will be provided in the rest of the community area.



There will be no strategic housing sites allocated within Melksham.

If required, non strategic sites within the community area can be identified through either a neighbourhood plan or a site allocation DPD.

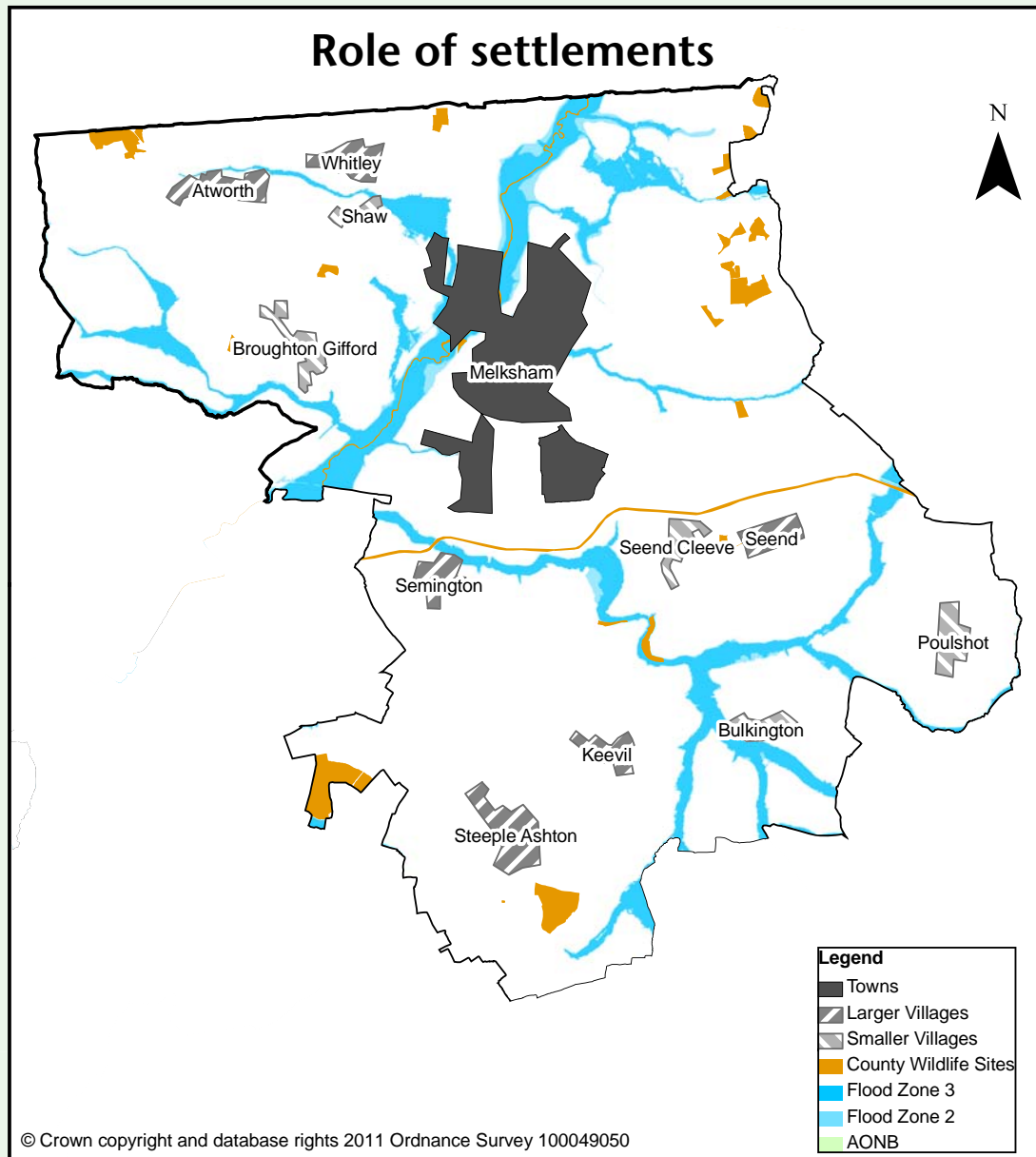
Proposals for new residential development should clearly demonstrate how they will contribute towards town centre regeneration and enhancement.

**Delivery of proposed housing 2006 to 2026, Melksham Community Area:**

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Melksham	1930	309	885	0	736
Remainder	110	27	48	0	35
<b>Community area total</b>	<b>2040</b>	<b>336</b>	<b>933</b>	<b>0</b>	<b>771</b>

**Are there any changes that you would suggest to the strategy set out for Melksham Community Area?**

# Melksham Community Area infrastructure



## Infrastructure requirements identified so far to support Melksham's development:

- Traffic demand management solution to increase road network capacity
- Improvements to water supply and sewer networks
- Increased public transport connectivity
- Maintenance and enhancement of rights of way and cycle networks in the town
- Enhancement of the River Avon corridor, which passes through the town centre
- Restoration of the Wilts & Berks Canal to promote tourism and link with the nearby Kennet and Avon Canal

## Are there additional infrastructure requirements needed to support development in Melksham Community Area?