Trowbridge should grow to strengthen its role as a ‘principal service centre’ and deliver improved infrastructure and facilities in the town. Sustainable growth with employment development alongside housing is needed, both within the central area of the town and in the form of an urban extension which is fully integrated with the town centre. Town centre growth should be a priority with greenfield development being phased towards the end of the plan period (2016-2020).

Infrastructure

Infrastructure requirements identified so far:

- Improvements of the sewerage treatments works.
- Reinforcement of the primary electricity sub stations.
- Possible relocation of Trowbridge Further Education College.
- Need for extra childcare provision, particularly in the West Ashton area.
- Expansion or relocation of GP surgeries in Trowbridge.
- Extra fire and rescue service infrastructure.
- A second cemetery site is likely to be needed.

Are these additional infrastructure requirements needed to support development in Trowbridge Community Area?
The Trowbridge Vision

The regeneration of the central area of Trowbridge is a priority and a number of development sites have been identified. The development of these sites should incorporate a sustainable mix of retail, leisure, business and residential uses and be compatible with the emerging Trowbridge town centre master plan.

The Trowbridge Vision identifies 18 character areas which are shown on the following map (arrows indicate important pedestrian routes) and are described in more detail below.

1. Town Centre – Retail and service core - Improved pedestrian connections between the Shires entrance and Bythesea Road
2. Stallard Street/ Wicker Hill/ Fore Street – Professional/ service/ higher density housing (northern part) - Mix of residential development providing both affordable and private housing and business development with strong river frontages
3. Station – Transport interchange - Enhanced public transport interchange with strong pedestrian links to town centre
4. River Way – Industrial area in transition - Gradual de-industrialisation and move away from heavy industry
5. Broad Street – Residential - Town centre housing with improved pedestrian linkages to town centre
6. Sainsbury’s – Edge of town food retail - Improved public realm and pedestrian linkages to town centre
7. East Trowbridge – Residential - Town centre housing with improved pedestrian linkages to town centre
8. Roundstone Street – Professional/ service - Strong public realm, focus on professional functions and local services
9. Polebarn Road – Residential/ professional/ service - Gradual extension of residential character, stronger connections to outlying areas
10. Ashton Mill – Mixed industrial/ service - Retention and improve linkages with river corridor.
11. Trowbridge Park – Open space - Improved access and frontages with improved pedestrian linkages
12. Tesco – Edge of town food retail - Improved connectivity with town centre
13. Cradle Bridge – Riverside opportunity site - Mixed enterprise, retail, leisure and housing opportunity with strong frontages and links to Trowbridge park and town centre
14. Castle Street/ Court Street – Mixed use enterprise/ evening economy/ residential - Mixed use quarter providing space for enterprise and creative industries
15. Riverside – Leisure/ service - New leisure quarter, including sports and leisure facilities with high quality public realm, river frontages and strong pedestrian linkages to the town centre
16. County Hall – Civic - Improved linkages to town centre
17. West Trowbridge – Residential - Town centre housing with improved pedestrian linkages to town centre
18. Bryer Ash Business Park - Business - Mixed use development providing stronger context for the station and improved gateway for the town
Trowbridge Community Area proposals

Strategic development
Ashton Park  30 ha employment
Urban Extension  2650 dwellings

Over the plan period (2006 to 2026), 30 hectares of employment land and 6000 new homes will be provided within the community area, of which 5,860 dwellings should occur at Trowbridge, including land identified to the south east of Trowbridge, which extends towards the A350 to the south and the railway line to the west, for strategic growth. 140 homes will be provided in the rest of the community area over the plan period.

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must ensure:

- the protection and enhancement of the environment including the expansion of the existing County Wildlife Site
- buffers are provided between development and environmentally designated areas including the adjacent ancient woodland
- migratory corridors, particularly those used by Bechstein Bat, should be protected and enhanced
- improvements to the A350, particularly at Yarnbrook and West Ashton, and sustainable transport solution to through town traffic
- improved public transport connectivity and pedestrian and cycling linkages to the town centre.

Delivery of proposed housing 2006 -2026 Trowbridge 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>Trowbridge town</td>
<td>5860</td>
<td>998</td>
</tr>
<tr>
<td>Remainder</td>
<td>140</td>
<td>77</td>
</tr>
<tr>
<td>Community area total</td>
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<td>1075</td>
</tr>
</tbody>
</table>

Existing principal employment areas that will be supported:
Canal Road Industrial Estate
White Horse Business Park
Bryer Ash Business Park
Bradford Road

Are there any changes that you would suggest to the Spatial Strategy set out for Trowbridge Community Area?
Specific issues in Trowbridge:

- New employment land will be allocated to create new jobs and strengthen the town’s role as a strategic employment centre.
- Housing and employment growth will help improve the town centre vitality and deliver improved infrastructure that will enhance Trowbridge as an employment location.
- Strategic growth at south east Trowbridge will facilitate the delivery of significant and focused improvements to the A350, particularly at Yarnbrook and West Ashton where existing junction arrangements are over capacity.
- The provision of a secondary school to the south east of Trowbridge to serve the proposed urban extension. This could help to reduce cross town traffic.
- The Trowbridge Vision will deliver improvements to the central area of Trowbridge through regenerating key sites.
- Improvement needs to be made to the River Biss corridor to provide an attractive corridor connecting the town centre with the Aston Park Urban Extension.
- An opportunity has been identified to deliver a district energy network in the centre of Trowbridge which can help to substantially reduce emissions of greenhouse gases.