The strategy for Warminster is to increase the level of employment, town centre retail and service provision, along with residential development, as part of sustainable growth. New employment development within Warminster supports the overall strategy of concentrating on accessible locations within the A350 corridor.

Specific issues in the Warminster community area

- It is essential that housing development to the west of Warminster facilities the early delivery of employment growth, allowing an increased supply of jobs for local people. However, existing issues associated with traffic congestion and cross-town traffic will need to be addressed and carefully managed.
- Warminster has limited locational opportunities for new development due to a range of environmental constraints, such as the Cranborne Chase and West Wiltshire Downs AONB, a Special Landscape Area, a number of SSSI’s and a County Wildlife Site. New development will need to be carefully managed to ensure appropriate mitigation is implemented and provides an opportunity to enhance existing capacity for surface water capacity to reduce flood risk.
- Concentrations of water phosphate are high, derived from the sewage treatment works in the town and agricultural activity in the surrounding area. The current phosphates issues may lead to potential impacts on the River Avon Special Area of Conservation located downstream.
Employment and housing

Over the plan period (2006 to 2026), 6 hectares employment land and 1,770 new homes will be provided within the community area. 1,650 dwellings should occur at Warminster, including land identified to the west of Warminster, between the existing built form and the A350 for strategic growth.

West Warminster  6 ha employment  900 dwellings
Urban Extension

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

- conservation and enhancement of the County Wildlife Site, the development of a wetland corridor and appropriate protection for areas of high ecological value
- buffers between development and environmentally designated areas including the nearby ancient woodland
- flood mitigation including sustainable drainage which will improve existing capacity and contributions to increase capacity of the drainage network to reduce flood risk elsewhere.
- contributions towards a Phosphates Management Plan
- protection of the setting and views to the West Wiltshire Downs AONB
- sustainable transport solution for pupils attending Kingdown Secondary School
- appropriate highway connectivity through the development linking the A3414 and A361 to ensure development does not negatively impact on traffic along West Street.

The following Principal Employment Areas will be supported:
Crusader Park, Warminster Business Park, Woodcock Road Industrial Estate, Northlands Industrial Estate

Delivery of proposed housing 2006 to 2026, Warminster Community Area:

<table>
<thead>
<tr>
<th>Area</th>
<th>Proposed requirement 2006-26</th>
<th>Completions 2006-10</th>
<th>Specific permitted sites</th>
<th>Proposed strategic sites</th>
<th>Remainder to be identified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warminster Town</td>
<td>1650</td>
<td>172</td>
<td>390</td>
<td>900</td>
<td>188</td>
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<tr>
<td>Remainder</td>
<td>120</td>
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<td>28</td>
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<td>39</td>
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<tr>
<td>Community area total</td>
<td>1770</td>
<td>225</td>
<td>418</td>
<td>900</td>
<td>227</td>
</tr>
</tbody>
</table>

Are there any changes that you would suggest to the strategy set out for Warminster Community Area?
Infrastructure requirements identified so far to support development at Warminster:

- Relocation of existing GP surgery temporarily based in the hospital, to meet demand.
- Enhancement of existing library building, possibly through a town centre regeneration scheme.
- Redevelopment of Warminster Police Station.
- Expansion and/or redevelopment of Warminster Fire Station.
- Increased provision of youth facilities within the town.

Are there additional infrastructure requirements needed to support development in Warminster Community Area?
Regeneration of the central area of Warminster is identified as a priority and a town plan is being prepared, which is being led by the community. The focus for the Town plan is to strengthen and re-define the identity of the retail core of the town centre, including:

- the provision of suitable premises for larger format comparison retailers
- rationalisation of parking provision
- improvements to public transport connectivity
- improved pedestrian linkages.

The proposals set out in the Warminster Town Plan are supported by the council. Proposals for the central car park site, in particular, provide an opportunity to effectively integrate new comparison retail provision within the existing fabric of Warminster town centre. It is clear that the car park area is currently under-used and offers a unique opportunity to improve the retail offer and to enhance the vitality and viability of the town centre overall.