

**Summary Report  
May 2022**

**Devizes  
Wharf area  
Redevelopment &  
Feasibility Study  
2022 Update**



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1.

Introduction



This revised report has been prepared by NEW masterplanning following our appointment by Wiltshire Council to revisit and update the 2017 Devizes Wharf Development Brief. The review focuses on the Lower Wharf area, in particular to the to the announcement by Wadworth Brewery of their intention to relocate the brewery operations from the Wharf area, and the acquisition of the Assize Court building by Devizes Assize Court Trust (DACT).

This updated version incorporates feedback received from stakeholders consulted during the study during December 2021, February and April 2022.

The original Devizes Wharf Development Brief was prepared in 2017 by NEW masterplanning and PER Consulting who were appointed by Wiltshire Council to undertake a 'redevelopment and feasibility study' of the Wharf area in Devizes.

This study builds on the work undertaken by the Council to date and provides:

- Broad deliverable design solutions that seek to make the best use of the space available in line with the town's aspirations
- Testing of a number of assumptions and development concepts for key sites within public ownership
- Feasible land use and layout options for the key sites

This is an internal project summary report prepared on behalf of Officers and the Stakeholder Steering Group, which brings together in a summary format the key findings from the different work stages. Where applicable cross references are made within this report to further details set out in the supporting technical reports prepared during the study process:

**Stage 1: Summary Report**

Analysis, constraints mapping, engagement summary and agreed objectives (NEW)

**Stage 2: Options Sketchbook Report**

Opportunity areas, development priorities, design principles, land use options (NEW)

**Development Appraisals & Assumptions Report**

Appraisal process, assumptions, results and conclusions on moving forward (PER consulting)

This introduction section introduces the Wharf area and the headline regeneration priorities identified through this study that set the context and priorities for the work.

## Context: Devizes and the Wharf area



The Wharf area is situated to the north of the historic town centre of Devizes, a settlement characterised by its landscape setting and position, lying between the Marlborough Downs and Salisbury Plains on a shelf of higher ground.

This position creates the distinctive hill approach routes into the town to the west (Caen and Dunkirk), to the south (Potterne) and east (Monument Hill), reinforcing a strong sense of distinction. The physical structure of Devizes, and its economic growth, has been heavily influenced by the Norman Castle, the Charter Market and the Canal. The Castle is at the heart of the town and the historic street pattern radiating from the Castle is still evident today, but the Market Square and the significant number of listed buildings which surround it is perhaps the most dominant characteristic of the town centre.

The town grew north-westwards and expanded along the ridge of higher ground, with a concentration of new industrial activity associated with arrival of the canal and railway in the 19th century. The Wharf area formed an important part of this growth period for the town, occupying a key position on the north western edge of the town centre.

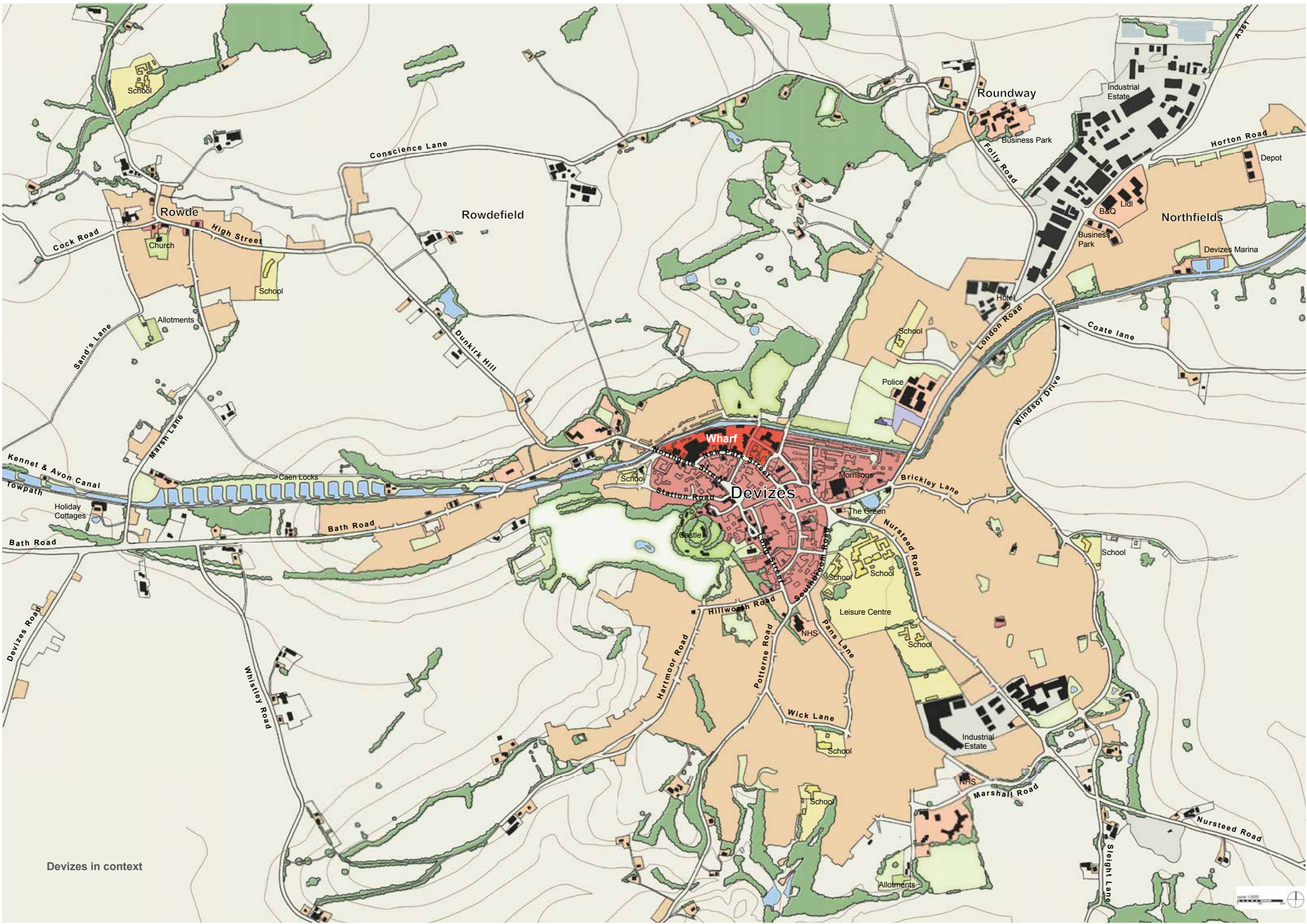
Growth in Devizes continued, with the urban area stretching to the east and south of the old town by the end of the war, as well as to the west on either side of the old deer park. In the 20th century suburban growth has extended predominantly to the south and east although some continued growth has taken place to the west along the ridgeline.

Today Devizes retains a strong sense of self containment. It remains focused around the central core, market place and historic street pattern, and is reinforced by the strong independent offer and its close links to the surrounding countryside. These character qualities have resulted in the town being identified in recent surveys ('Best places to escape to the country 2021' list) as the top market town to live in the UK.



### Historic plan:

The historic street pattern remains evident, radiating from the Castle and central Market Place.



Devizes in context

## Opportunity: Devizes Wharf



The Wharf study area covers approximately 6.75 hectares. It is situated immediately to the north of Devizes town centre defined by New Park Street to the south, the Kennet and Avon Canal to the north, Northgate Street to the west and New Park Road to east, as set out on the plan opposite. The Wharf can be broadly characterised into three key areas:

### 1. Lower Wharf

comprising Wadworth Brewery, the Canoe Club, Forge, Assize Court building private residences, and a mixed use frontage to New Park Street.

### 2. Central Wharf

comprising the public activity space on the canal and the pay and display car park and a number of buildings including the Wharf Theatre, K&A Visitor Centre and Café, Police Station and private residences.

### 3. Upper Wharf

comprising Devizes Community Hospital complex accessed from Couch Lane and New Park Road.

A summary of the current key uses, activities and buildings within the Wharf area is set out below:

### A Wadworth Brewery

Wadworth Brewery occupies a large part of the Lower Wharf area with a dominant building frontage to the corner of Northgate Street and New Park Street and a rear boundary to the canal. The brewery is an important employer and contributes significantly to the town's identity, attracting a high number of visitors each year in its own right. The brewery has recently announced its intention to relocate the brewery operation to the former Selectabrook site in Devizes, creating a significant redevelopment opportunity in the Wharf area.

### B Canoe Club

The Canoe Club is now located in the Lower Wharf area following a community asset transfer of Lower Wharf Depot from Wiltshire Council. There have been recent investments made to the club house, stepped access created to the canal side and secure storage facilities provided. The club is currently considering strategic plan and future options to facilitate growth. This process will consider opportunities within the current site area and the potential of alternative central canal side locations.

### C Assize Court

Assize Court building is a listed former court house is now in the ownership of Devizes Assize Court Trust (DACT). Their intention is to restore the building and relocate Wiltshire Museum to form a key cultural / visitor venue for the town. Feasibility studies and funding applications are ongoing.

### D Residential

The Wharf area supports a number of private residential dwellings. The most recent is at Anstie Court (McCarthy & Stone) which provides sheltered living accommodation overlooking the canal on the former gas works area. As part of this development there is a legal agreement to facilitate a new pedestrian connection along the south side of the canal tow path.

### E Police Station

The Police Station occupies a prominent and important position on the corner of Wharf Street and New Park Street. It is now primarily used for storage and administration (offices) uses with the custody suite closed and the building no longer providing street access and drop-in functions. The Police and Crime Commissioners previously confirmed their strategy preference to relocate the current operations to the HQ site in Devizes and dispose of the site for redevelopment.

### F Car Parking

There are three areas of car parking in the Wharf providing 112 pay and display parking spaces with the Central Wharf and Wharf Street entrance areas. 13 spaces are provided directly in front of the K&A Building.

### G Wharf Theatre

The Wharf Theatre is owned by Wiltshire Council and leased to the Theatre. It occupies one of the former canal warehouses and provides approximately 8 performances a year, each over an 8 night run. There are also touring companies that use the facility. The auditorium has capacity for 96 people, the support space is limited which constrains the number of performances it can hold in a year.

### H Activity space

0.4 hectare public space within the Central Wharf around the K&A building and Wharf Theatre offering direct access to the canal for leisure and recreation activities. The area provides steps into the water for boat launching and hardstanding and access for craning of larger vessels. The space also provides a destination for hosting events such as the Devizes to Westminster Canoe Race and Devizes Beer Festival. The activity space is a key function of the Wharf and the purpose for how it was laid out in the early 1980's.

### I K&A Building

The K&A building is owned by Wiltshire Council and leased to the K&A Canal Trust. It incorporates the K&A Museum, offices, gift shop and tea room. It previously provided storage space for the Canoe Club, but this is no longer required following the construction of dedicated space within the Lower Wharf area. The K&A building is understood to now be in need of investment to facilitate repairs and maintenance.

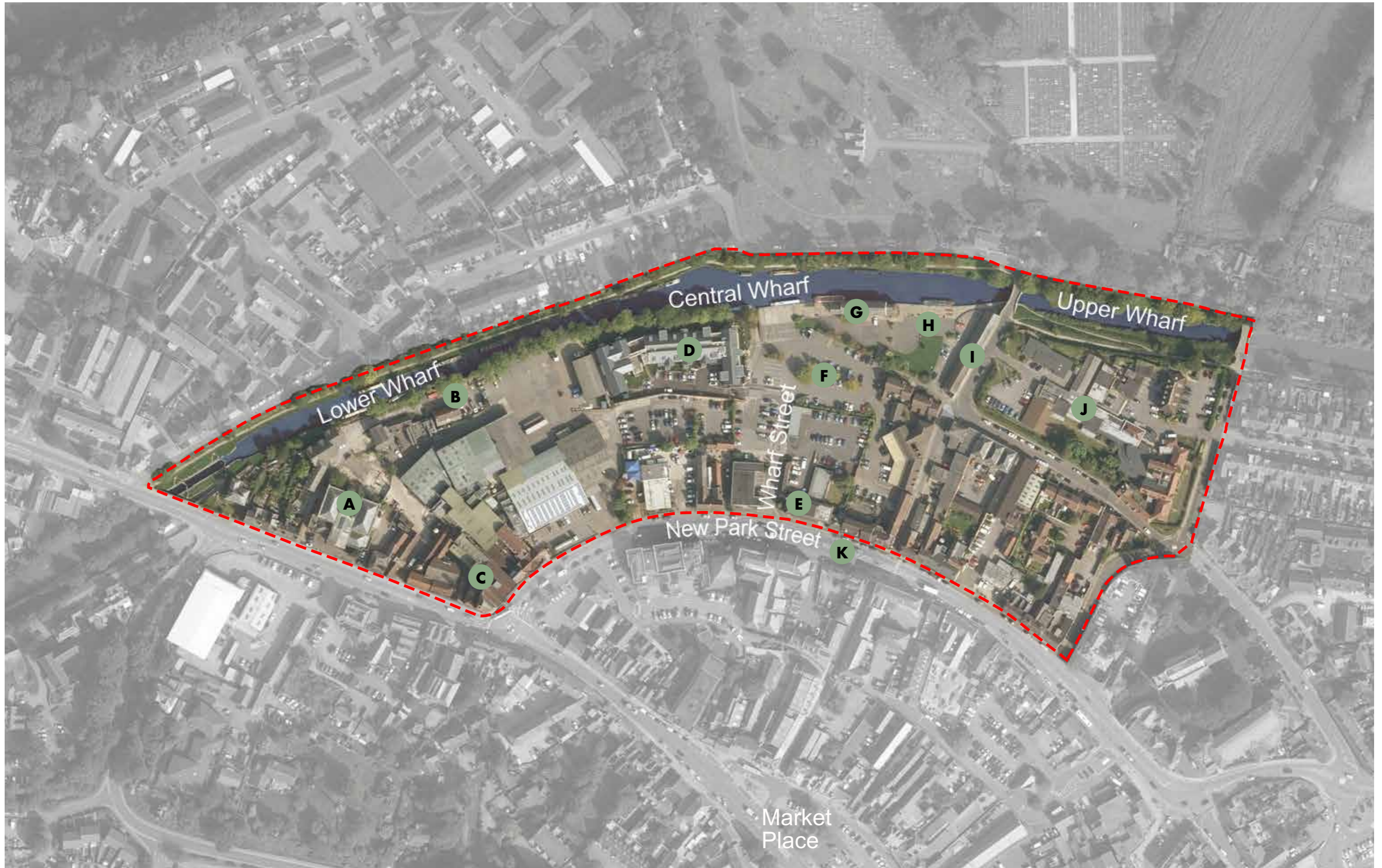
### J Hospital

Devizes Community Hospital is still in operation, but parts of the site are now closed. The NHS Trust intends to transfer services to a new Urgent Care facility planned for the Marshall Road area in Devizes (currently under construction). The site in the Wharf would then transfer to NHS Property who have confirmed their intentions to dispose of the site for redevelopment.

### K New Park Street

New Park Street is a busy through route offering passing trade potential and a mixed of uses, including retail, residential, pubs, services and offices. It is the main point of access for the Wharf and the key to integrating the area more successfully with the town centre.





## Regeneration Priorities

The Wharf area has been identified as a regeneration priority for Devizes in seeking to strengthen its offer and role as a key town centre destination. The focus for regeneration in Devizes and the Wharf area centres on the following key priorities:

- **A distinctive, extended, & integrated town centre**
- **Creating a destination**
- **Connected attractions**

### A distinctive town centre

The high presence of independent businesses is reflective of what makes Devizes special. The combination of characteristic buildings and spaces, independent shops, cafés, bars and restaurants and an attractive public realm helps to distinguish one town centre from another, and often represents an attraction in their own right.

Independent businesses are often found in the high quality, distinctive parts of town centres, where they can relate to their surrounding character and help to create a unique atmosphere that encourages people to visit and spend.

The Wharf area lies to the north of the town centre and is an important in terms of its heritage and its cultural value to the town. Its unique waterside setting and historic built character provides supportive context for reinforcing the independent qualities of Devizes. A basis for this is already in place with some artisan retail outlets in the Wharfside area and on some of the barge boats moored on the canal.

Wadworth Brewery is a strong and distinctive brand that is representative of Devizes. The popular visitor centre offering daily tours, the working Shire horses, and the Crown Inn Pub are key attractions within the Wharf area. Future development opportunities should seek to reinforce and enhance the identity of Devizes. This should include the 'spirit' of independence, and sense of community not just its physical character.



Key buildings and features of the Wharf area and town centre.



### Lower Wharf Area

Wadworth Brewery and Assize Courts are dominant buildings on Northgate Street and are an important part of the town's history and identity. The Brewery is a visitor destination in its own right and the Assize Court should hopefully become one.

### Central Wharf Area

The central Wharf Area is characterised by the public access to the Canal, the Theatre building and the associated public space. It provides the most obvious opportunity for exploiting the recreational potential of the Canal and attracting visitors from the town centre and the Brewery area.

### Upper Wharf Area

East of Couch Lane there is a stronger community character, dominated by the church and the hospital buildings. Potential exists to create a residential community with a strong local character and identity, within easy walking distance of the shops and leisure facilities of the town centre.



## An extended town centre

A key objective for Devizes must be not just to enhance the Wharf area as a leisure and cultural destination but to integrate the canal and the associated buildings more effectively with the town centre. Together these areas can provide a varied, interesting and locally distinctive retail, leisure and cultural offer.

Complementary roles for the key areas along the Canal can create a balanced and integrated town centre 'offer'. These roles will include creating cultural and recreational destinations, providing supporting retail and leisure uses, creating attractive public spaces and importantly creating the critical mass of population living there with the capital value necessary to create and support these high quality facilities.



The Wharf Theatre and Canal Museum, Wadworth Brewery Visitor Centre, the Assize Courts and the canal area generally can all form part of an extended visitor offer but the quality of the public realm and the surrounding areas needs to be enhanced.



### Assize Court & Brewery Visitor Centre

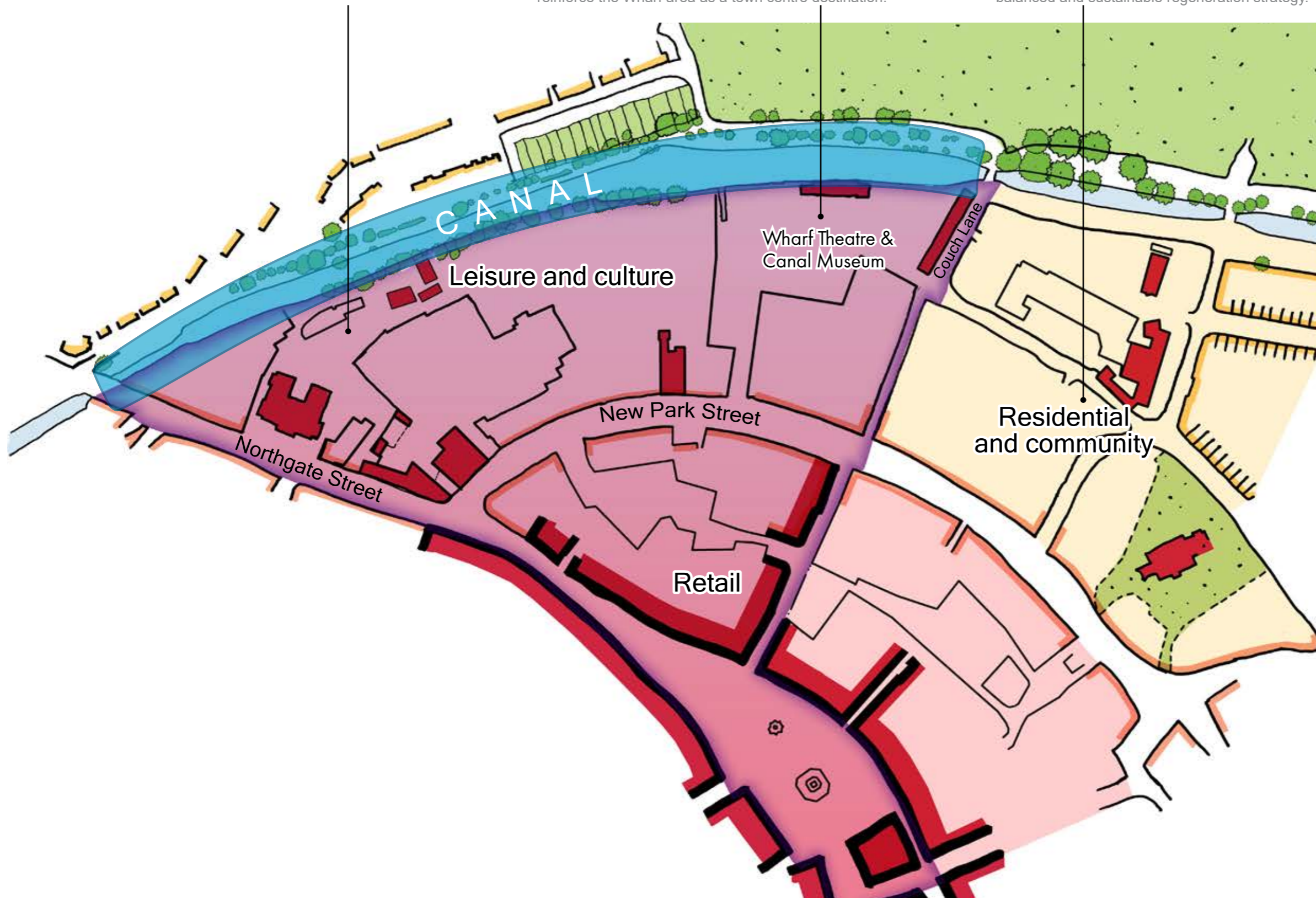
The Brewery Visitor Centre is an important destination. The Assize Courts should be equally important and seen as an extension of the town centre and a gateway into the Wharf Area.

### Wharf Theatre & Canal Museum

The Wharf Theatre and Canal Museum are important community assets and visitor attractions. A greater concentration of activity, an enhanced public realm and better links to other attractions along the canal would help reinforce the Wharf area as a town centre destination.

### Residential & Community

A greater concentration of activity is needed to support the leisure and recreational uses in the Wharf area. Surplus public sector sites provide an opportunity to increase the population living close to these facilities as part of a balanced and sustainable regeneration strategy.



## An integrated town centre



Extending the town centre means creating an integrated network of streets and spaces from the Market Square to the canal and the associated destinations. There are two key elements to achieving this, the canal frontage and New Park Street.

The priority for the canal frontage is to enhance the Wharf area as a public space destination with leisure and cultural attractions. To maximise this potential it needs to be connected to the town centre but also to the other attractions along the canal, particularly the opportunities presented by the Brewery area and the Assize Court. The opportunity to create a continuous footpath link along the southside of the Canal is a key priority, as is improved connections from the Wharf area to the town centre.

The quality of New Park Street is also critical to this strategy. It is essential that the long term framework seeks to create a 'shop window' for the Wharf area and for the town centre. High quality buildings, a distinctive public realm and lively uses at key nodes should highlight the connecting routes to the canal area, and make New Park Street an attractive place for pedestrians to explore.



The sense of arrival into the Wharf area, the quality of the pedestrian routes between the canal and the town centre, and the connections between destinations within the Wharf area itself all need to be improved if the area is to meet its potential and function as an integrated part of the town centre.



### Attractive waterside frontage

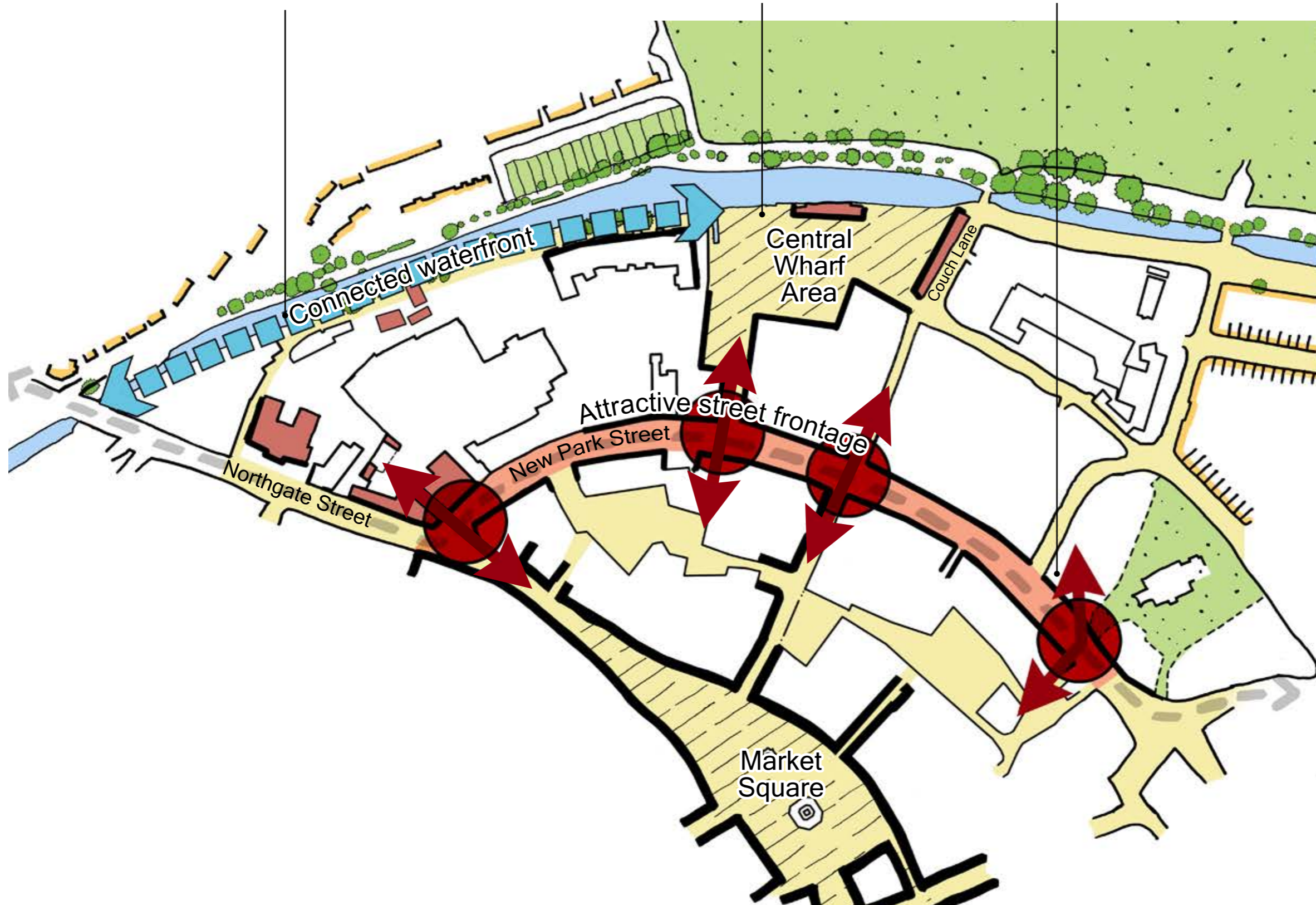
An enhanced waterfront is critical to integrating uses and destinations within the Wharf Area. A critical mass of lively uses a stronger frontage to the canal and a continuous footpath link need to be part of this integration strategy.

### Wharf area

An enhanced public realm is needed to encourage visitors to explore the Wharf Area and to spend longer enjoying its attractions. This includes the canal walks, the key spaces and the connecting streets.

### New Park Street

New Park Street is key to integrating The Wharf Area with the town centre and Market Square. An enhanced public realm, stronger building frontages and attractive 'gateway' buildings can help draw visitors towards the canal.



## Creating a destination

The Wharf area currently supports a range of uses and activities which already contribute to the community and visitor offer of Devizes. Future opportunities to the Wharf area must seek to protect and enhance these key functions as part of vision for an improved town centre destination. Precedent examples for the key destination functions are highlighted here, with case study examples in the Stage 1 report.

## Recreation

The Wharf area provides public access to the canal facilitating a range of recreational activities through the canoe club, boat slipway, boat trips, mooring space and direct linkages to the tow path for walking and cycling. The accessible and visible waterfront at the Wharf encourages people into the area and beyond to the town centre. It provides a community function for Devizes that should be maintained as a central part of any opportunity for change.



Access to leisure & activities



Adapting heritage buildings & character



Creating meeting points

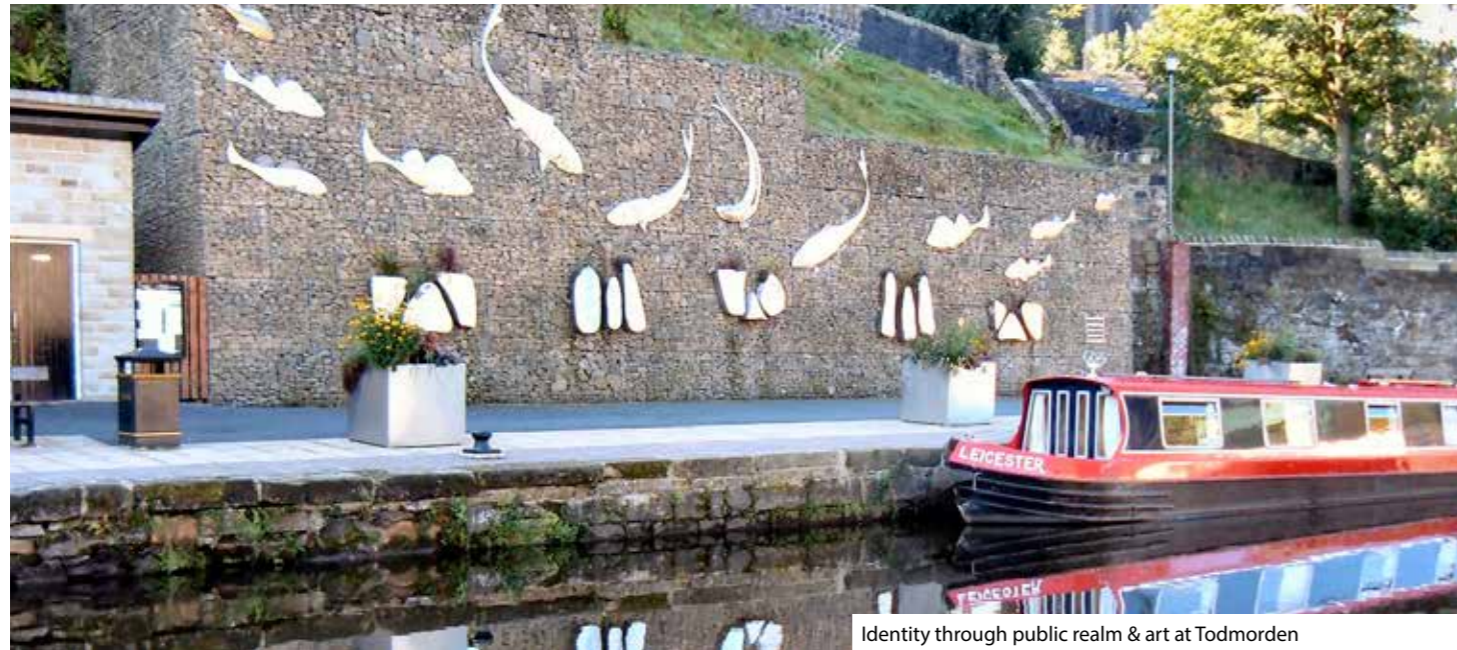


## Leisure

Wadworth Brewery, Wharf Theatre, Kennet and Avon Centre and Canal are already key visitor attractions. Supporting these assets through a greater concentration of activity, an enhanced public realm and better links to other attractions along the canal would help reinforce the Wharf area as a town centre destination for visitors.

There is known demand in Devizes for accommodation (hotel), which could be met within the Wharf area. This would help to encourage longer visits to the town and support the evening economy for local businesses. In particular, this would be beneficial to the recently renovated Crown Inn or help to encourage additional eating establishments to offer waterside eating and drinking opportunities in the Wharf area. The passing trade potential of New Park Street already supports a mix of uses and presents opportunities for new retail alongside specialist retail potential within the Wharf





Identity through public realm & art at Todmorden

## Culture

The Wharf Theatre is a key attraction for Devizes and the Wharf area. The canal side position presents the opportunity to create a more attractive waterside space and setting to this cultural focus. An improved public space can help facilitate outside performances, support events, festivals and celebrations and offer the potential for the theatre building to extend. This would reinforce the Wharf as a cultural destination.

An improved public realm can also present opportunities to celebrate and display the civic pride associated with the Canal's industrial heritage. The waterside setting and proximity to the town centre creates an attractive and sustainable context for residential development. There are a number of established residential areas within the Wharf area, including Anstie Court and the dwellings overlooking the Central Wharf Space. Safeguarding their access, amenity and privacy is a key consideration.



Re-purposing historic buildings to create vibrant places and spaces fit for the 21st century at Kampus in Manchester



Opportunity to create spaces for events, performance & entertainment in a Canalside setting

## Living & working

The waterside setting and proximity to the town centre creates an attractive and sustainable context for residential development. There are a number of established residential areas within the Wharf area, including Anstie Court and the dwellings overlooking the Central Wharf Space. Safeguarding their access, amenity and privacy is a key consideration.

Future proposals should seek to ensure a balanced mix of housing opportunities are created to meet local needs and bring more people into the area both day and night. This will help generate the value and activity levels required to encourage new development opportunities in the Wharf come forward.



Active ground floor uses and continuous



Sustainable & attractive waterside address at Leeds Climate Innovation District



Waterfront living & views



Blending uses and architecture at Rams Quarter in Wandsworth to create a vibrant development both day and night.

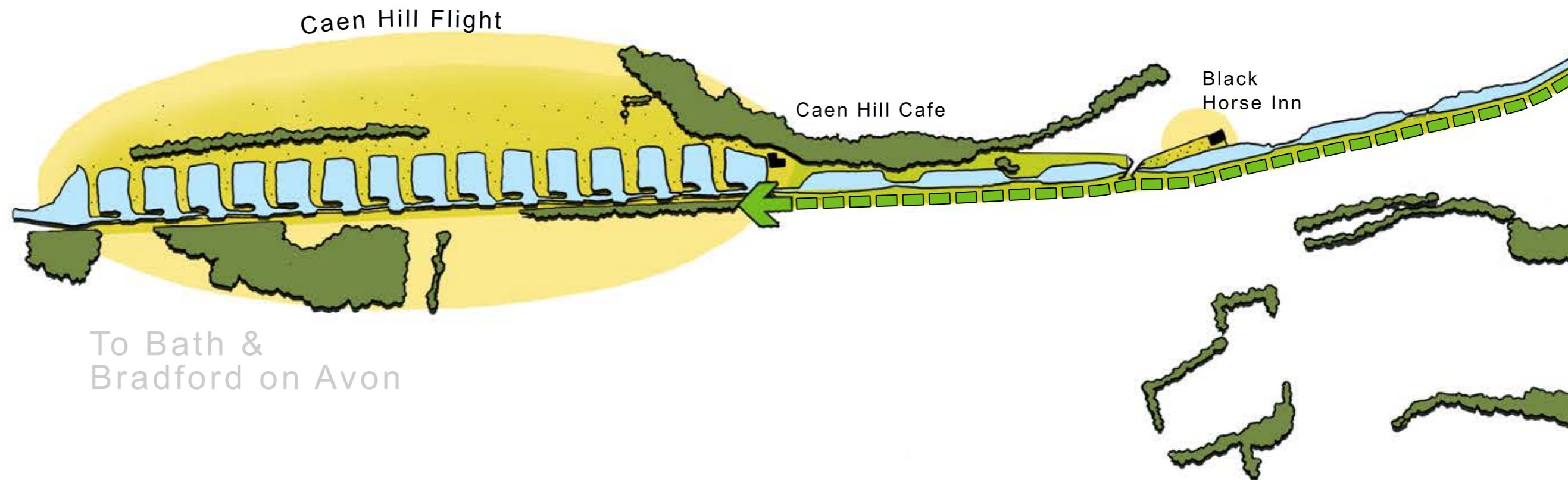
## Connected attractions



The Wharf area can also play a pivotal role in connecting Devizes to the wider assets and attractions of the canal corridor, such as Caen Locks, the canal side pubs and cafés and the recreation routes along the towpath and beyond to Roundway Hill.



Locks and canal side pubs form part of Devizes extended attractions





Proven events potential of the Central Wharf space

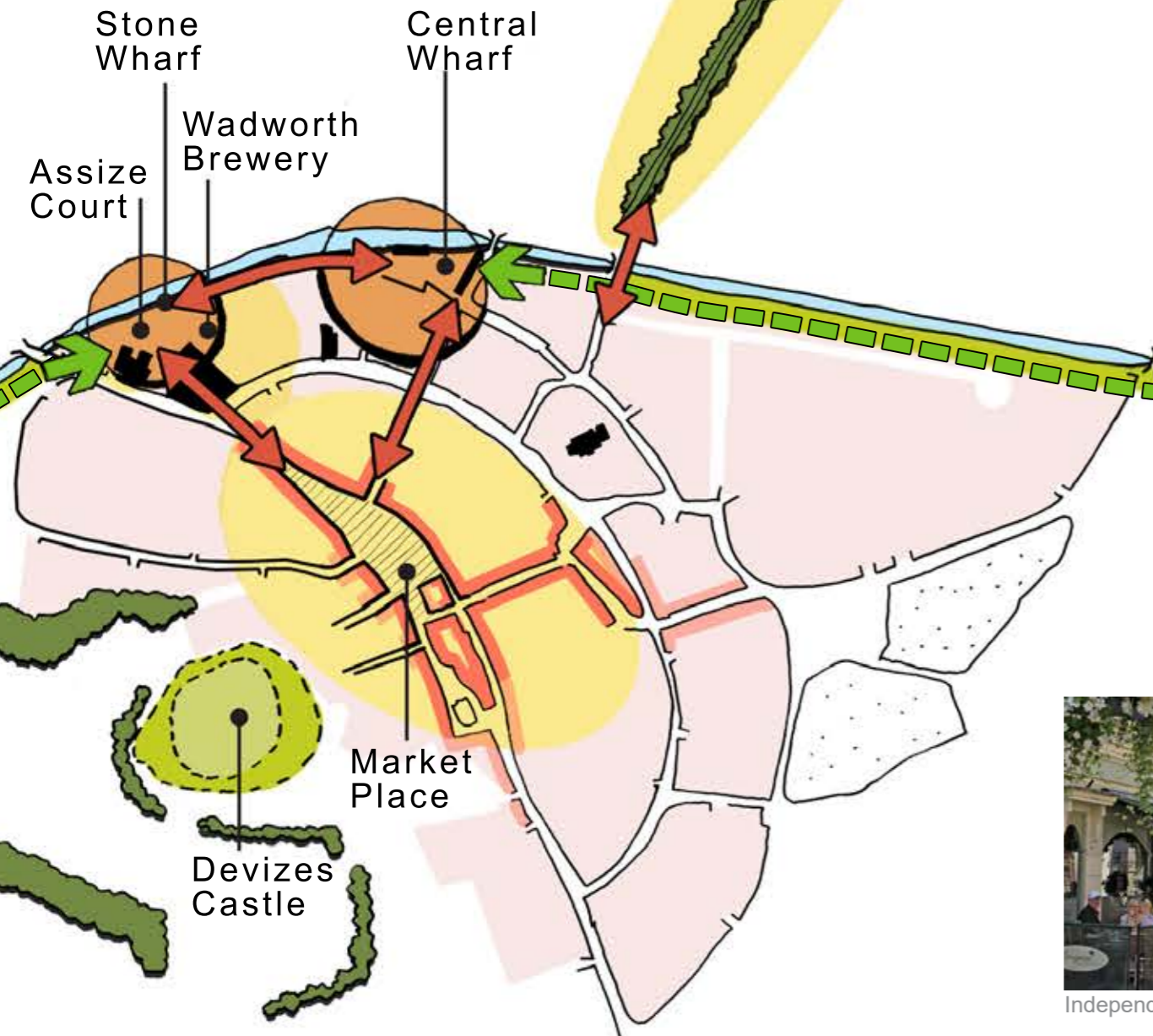
To Roundway Hill



Direct access to countryside walks

Quakers Walk

Devizes Marina  
Hourglass Pub  
To Hungerford & Reading



Attractive waterside connections to Devizes Marina and canal side pubs



Independent qualities of the town centre and central Market Place

2.

Key Challenges



The opportunities and potential presented by the Wharf area for Devizes are set within a context of challenges.

This section identifies some the key issues to be addressed for Devizes and the Wharf area to deliver a distinctive, extended and integrated town centre, including:

- Respecting heritage
- Finding the Wharf area
- Integrating the canal
- Managing public car parking

The headline challenges and objectives for the study identified in this section were developed and agreed with the Stakeholder Steering Group. Further details on the identified objectives for this study are set out in the Stage 1 Summary report.

## Respecting heritage

The historic street pattern radiating from the Castle is still evident today, with the Market Square and the significant number of listed buildings which surround it, a dominant characteristic of the town centre.

The town grew and expanded along the ridge of higher ground, with a concentration of new industrial activity associated with arrival of the canal and railway in the 19th century. The Wharf area formed an important part of this growth period for the town, occupying a key position on the north western edge of the town centre.

Key heritage considerations for the Wharf area today include:

### Devizes Conservation Area

The majority of the Wharf area lies within the Conservation Area designation. The appraisal notes the following key elements:

- The canal including the bridges and the lock.
- The vegetation providing a green “lung” through the built-up area.
- The tranquil atmosphere created by the canal and its setting together.
- The historic alignment of New Park Street in relation to the outer bailey of the Castle.
- Individual buildings of architectural and historic interest including Wharf Theatre, Canal Trust building, Assize Courts and Wadworth’s Brewery.

The key role / opportunity of the Wharf area through local street frontages on Northgate Street and New Park Street, and the potential to better integrate the buildings of greatest interest with the canal into the local experience of the conservation area.

### Listed buildings

There are a number of listed buildings within the Wharf area, primarily positioned along frontages to New Park Street and Northgate Street. The canal bridge crossings are also listed structures. All listings in the area are afforded Grade II status, with the Assize Court building being Grade II\*.

The primary listing at Wadworth Brewery focuses on the 1885 buildings and the ‘two-storeyed gabled extension of front’ (east of the 1885 elements). In accordance with Section 1 (5) of the Listed Buildings Act, there are also later building additions likely to be listed either through attachment or curtilage position, and therefore subject to the same statutory controls (wider listed element to be defined).

### Historic ditch

The approximate line of the buried medieval town ditch can be traced across the Wharf area, reflecting the historic radiating street pattern. This is now predominantly lost within the current urban form. Archaeological investigations would likely be required to support future detailed proposals in this area.



**Note:** Listed building plan shown depicts location of listed buildings (not curtilage listed) from Historic England website records.



The former Gasworks dominate the Wharf area, with reference to 'Stone Wharf' at the canal side in the Upper Wharf. The frontages to both New Park Street and Wharf Street were previously better defined by buildings, presenting a positive reference for future development responses to consider opportunities to repair street scenes.

## Finding the Wharf: Views & landmarks

An integrated network of streets and spaces with clear and inviting connections is required from the Market Place to the canal and its associated attractions.

Views and positive landmark buildings play an important part in leading people from one part of a town to another. From the Market Place the listed brewery building forms a strong and distinctive landmark feature. Creating an inviting view along Northgate Street will help to entice people to explore beyond the immediate town centre area.

At the brewery on the corner of New Park Street there is little else to encourage onward connections into the Wharf or on towards the Canal at Town Bridge. Further along Northgate Street the qualities of the listed Assize Court building are not visible due to its position set back from the road. Along New Park Street visually unattractive buildings (including the car wash, Carpetright and the Police Station) as well as 'gaps' in the building frontage do little to draw people along the route and fail to announce the entrance to the Wharf. Only the Crown Inn with recent improvements and the artistic archway at the Couch Lane entrance display a more positive frontage and draw people along New Park Street.

Snuff Street presents another connection to the Wharf where views open across New Park Street to the attractive frontage and archway feature enclosing Couch Lane. The continuing link along Couch Lane is however not as encouraging. The blank ends of the K&A building and the embankments to the hospital site doing little to draw into the Wharf.

The Wharf arrival is also very discrete on the approach along the canal. The Wharf Theatre and the K&A building provide positive uses and attractions, but their blank inactive edges fail to announce a sense of arrival or an indication of a town centre destination. The rear of the brewery building and the Assize Court are currently closed to connections from the canal, but through their future use and role this area can present a key arrival point along the canalside.

A key challenge for the Wharf area is to strengthen key frontages and prominent site corners to establish a more inviting and outlook that draws people along from the canal and the town centre.



**1** Landmark brewery building draws you along Northgate Street



**2** The setback to the Assize Court hides this feature building



**3** Crown Inn is a positive frontage but the car wash site undermines the view



**4** The police station and Carpetright building fail to announce the Wharf entrance on New Park Street



**5** Feature gateway arch to the Wharf at Couch Lane



**6** Blank edge to K&A building hides the Wharf area



**7** Historic buildings mark the corner of the Hospital site



**8** Theatre building is unannounced



**9** No sense of a town arrival from the canal



**10** Views from the canal to the attractive and distinctive brewery buildings.



**11** Assize Court can become a canalside destination and prominent arrival point.





- Attractive buildings
- Buildings with blank edges / poor visual appearance

## Finding the Wharf: Routes & spaces



How people explore and access areas of an extended town centre is also influenced by the character, events and activities presented along the connections between the different areas.

The route to the Central Wharf from Market Place via Snuff Street is initially encouraged by the active ground floor frontages of shops and offices, which combine with a pedestrian friendly public realm to lead you away from the square. The activity levels on this route reduce as residential uses address the second part of Snuff Street and it ends abruptly as it meets the traffic dominated New Park Street.

The attractive archway entrance to Couch Lane provides a point of reference for the Wharf and the pedestrian crossing position helps people to cross New Park Street leading them towards the Wharf area. The activity levels on Couch Lane and the lack of focus at the end view however does little to announce an arrival and encourage people through to the canal. This is an important connection and should be a focus for the study in seeking to strengthen pedestrian linkages between the Wharf and central area.

A similar experience is created along the connection via Northgate Street and New Park Street. The active ground floor uses and the dominant view to the listed brewery building entice people along Northgate Street. The connection from here along New Park Street is however undermined by the dominance of traffic and the poor edges and gaps in the frontage.

This includes the entrance space to the Wadworth Visitor Centre, which is a key arrival space for a major town centre attraction currently dominated by parked cars and overlooked by blank building façade. This is an opportunity for change and enhancement within the Wharf area to make more of this key attraction and strengthen the role of the Wharf as a visitor destination. The potential to establish a pedestrian connection through the currently private Brewery complex directly to the canalside is a key opportunity for the town.

Pedestrian crossing of Northgate Street and New Park Street to connect to the Wharf area is difficult in this location. Both streets are heavily trafficked and the lack of formal crossing opportunities undermines a sense of safety and does little to encourage onward connections. A route through St. Mary's Church and towards the Wharf is a further point of arrival, with the listed hospital buildings marking the edge of the Wharf area. Beyond this point the blank edges to Commercial Road do little to entice pedestrians further into the Central Wharf area.

The regeneration of the Wharf area must ensure safer pedestrian connections are established between the key attractions.



**1** The south side tow path connection is partially in place, but further landowner agreements are needed to facilitate this important connection.



**2** Assize Court is set back from the road hidden from view and lacks an appropriate setting to celebrate its heritage.



**3** The pedestrian crossing point at the Northgate / New Park Street junction is difficult to navigate safely.



**4** A blank facade and car park do little to enhance the Brewery Visitor centre arrival and New Park Street frontage.



**5** Wharf Street offers very little to draw people down to the canal side.



**6** The Snuff Street route from Market Place starts positively to encourage people towards Wharf.



**7** Active frontages drop off along Couch Lane and the view towards the K&A building does little to indicate the Wharf area beyond.



**8** Hedging and the mixed architectural styles along Commercial Road do little to invite people towards the Wharf area.



**9** Distinctive Brewery building and frontage with an opportunity to open up direct connections to the canalside.



- Active / positive frontage
- Neutral frontage
- Negative frontage / back
- Existing Canalside paths
- Unified connection required
- Inaccessible route connections (Private ownership)
- Alternative inaccessible route connections (Private ownership)
- Priority pedestrian crossing
- Proposed improved priority pedestrian crossing
- Routes and connections
- Proposed new public space
- 1 Photo reference

## Integrating the Canal: The south side path

The tow path along the north side of the canal is an important leisure based connection linking the Wharf area destinations and beyond the town to Caen Locks. There is a long standing regeneration objective to create a new pedestrian connection along the south bank of the canal to directly link between the Central and Lower Wharf areas.

This connection would enable visitors to Devizes Wharf to avoid needing to leave the waterside and cross traffic dominant routes and bridges. It would strengthen connections between key attractions along the canal corridor and help to create a more unified visitor destination. This is an increasingly important priority with the potential attractions to be created at the Lower Wharf opportunities at the Brewery and Assize Court.

From the Wharf Bridge the path currently opens into the Central Wharf activity space and the attractions of the K&A Centre and Wharf Theatre. The Central Wharf is also a key arrival point for visitors arriving by car with a large area of public car parking spaces.

A new footpath connection would lead from the Central Wharf along the canal edge in front of Anstie Court taking visitors past the rear of Wadworth Brewery. From here connections can be made to the Lower Wharf area, linking directly to a key recreation attraction at Devizes Canoe Club. Onward links through to the Assize Court and Northgate Street or continuing along the canal side to Town Bridge and beyond to Caen Locks could then be made.

The recent developments at Anstie Court and the Canoe Club safeguard this potential through the legal agreements associated with their planning permissions. Further land owner agreements are now needed to facilitate a complete connection. The plan opposite sets out our understanding of where agreements are now need to facilitate this link.

Whilst the planning agreement for the Canoe Club retains the potential for a path along the canal past their store, the principles include the alternative option for a route to connect around the club facilities as part of a new public canal side space, subject to agreements with land in the control of Wadworth Brewery. Should the Canoe Club relocate or be reconfigured, an alternative, more directly aligned canal side route could also be provided.

The section past Dundas Court leading up to the Town Bridge is a further area which requires clarification. Title plans indicate an access strip is within public ownership (Canal and Rivers Trust and Wiltshire Council) however a connection is not currently possible due to domestic garden space and fencing extending down to the canal.

Implementing this route is a key challenge for the Wharf area and Devizes which all development options in this area should seek to deliver. Through improving access to the canal opportunities could also be taken to improve the setting to the waterside through new public spaces, seating areas and positive building frontages to present a more enjoyable and safer route.



**1** An access strip is safeguarded in front of Anstie Court for a south side connection but a complete link through to Town Bridge must be proven to formalise this opportunity.



**2** Southern bank of the Canal along the Wadworths boundary is steeper and contains a clusters of tightly grouped trees which will need to be considered when constructing the path. They also restrict waterside access along this section.



**3** Route to the rear of the Canoe Club could be safeguarded as part of the Brewery redevelopment and remove potential issues with the access route and open stairs at the canoe club.



**4** A fence along the Canoe Club boundary would need to be relocated to allow access. The canoe storage facility may require reorganisation to facilitate the footpath.



**5** The Assize Court can become a key cultural destination with positive connections to the canalside and routes.



**6** A connection will need to be established along the edge of Dundas Court. Maintaining the security and privacy of the existing dwellings will be a key consideration.



**7** The connection from Northgate Street past the Assize Court already provides an important connection into the Lower Wharf.



**8** Rear gardens extend down to the canal side and currently obstruct the potential to achieve a footpath link through from Town Bridge.

- Planning permission granted for new route connections (subject to legal agreements)
- Publicly accessible canalside routes
- Inaccessible route connections (Private ownership)
- Alternative inaccessible route connections (Private ownership)
- Inaccessible route connections (understood to be in Public ownership)
- Key Wharf destinations (current / proposed)
- Proposed new public space (Stone Wharf)

**1** Photo reference



## Managing public car parking

Public car parking is an important part of the Wharf's offer for Devizes. 'Snapshot' surveys in 2017- identify the Wharf car park is well used on particular day and times, reaching almost capacity between 12noon and 1pm on market days (Thursday) and occasionally during evenings when performances are held at the Wharf Theatre.

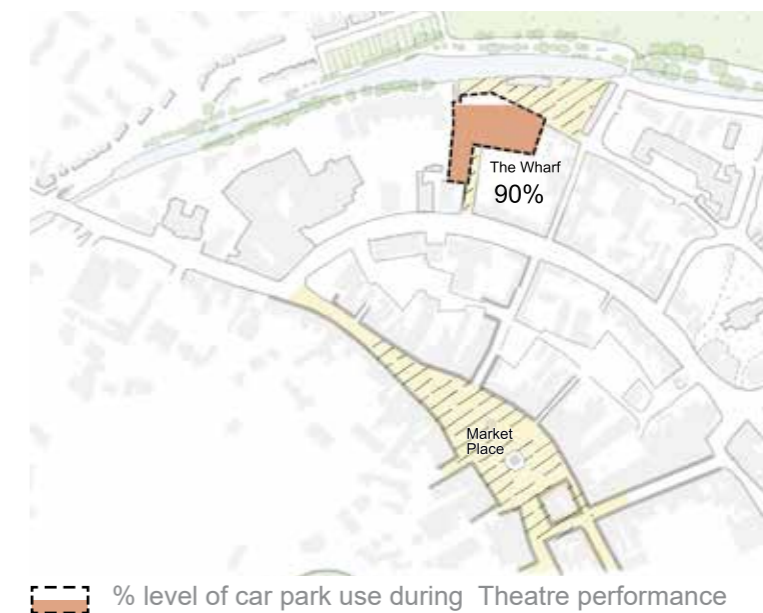
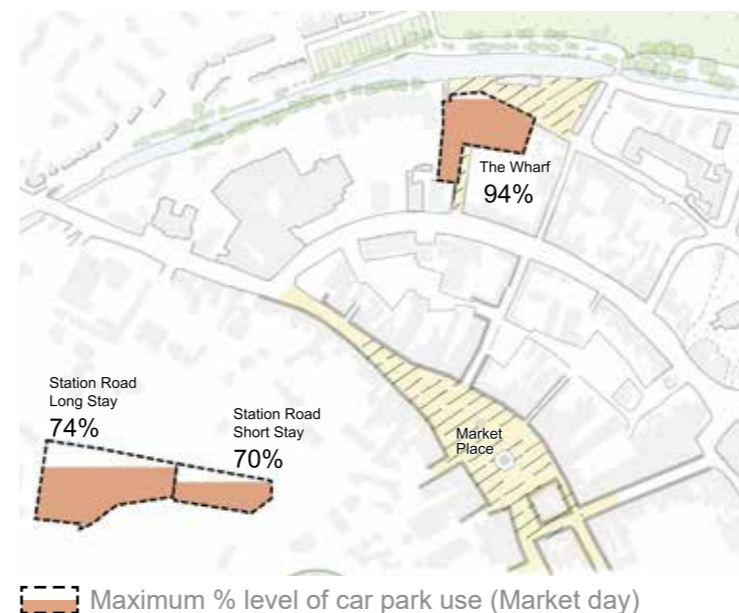
At other times the survey indicates the Wharf car park and others within the town, such as Station Road, are often underutilised with around half the spaces being free on average. This would indicate potential for some of the existing car parking areas to be reduced, displaced or reorganised to create opportunities for new development.

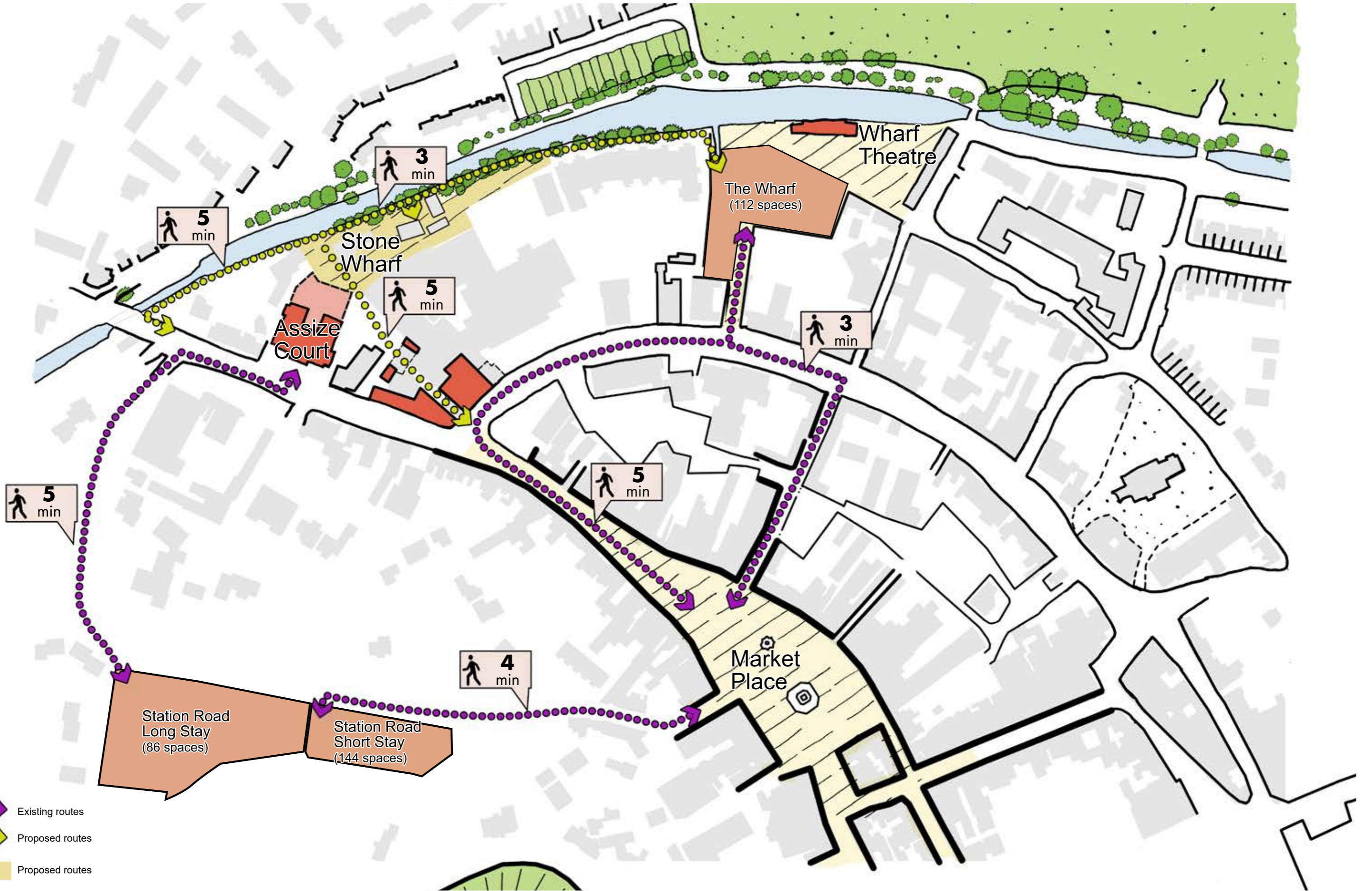
In any proposal for change public parking at the Wharf will continue to play a key role in the town centre parking provision. The key challenge will be to determine the level of parking to be retained, establishing the right balance to support the areas functions whilst enabling new development opportunities. A more detailed study as part of a town wide a car parking strategy is therefore needed to determine the extent of this opportunity at the Wharf taking account of the role and potential of all town car parks.

This will also need to consider what improvements are needed to create easier and safer pedestrian connections between parking areas and the key destinations. Both the Station Road and Wharf car parks are within an easy 5 mins walk of the town centre, but their roles could be strengthened by the implementation of the south side canal footpath.

This would improve access to the Wharf area from the west side of the town and Station Road and may present the opportunity to redirect some of the parking provision from the Wharf area to Station Road to facilitate development potential at the Wharf. Improvements to the pedestrian crossing arrangements on Northgate Street would also be needed to support safer movement between the destinations.

This is particularly important with the growing popularity of the Canoe Club and the future potential role of the Assize Court, where safe, inviting and direct connections will be essential to support these assets. Through the detailed design stages investigations should consider the potential for service, disabled and restricted access connections to serve these uses. This may include the need for controlled access across prime public realm along the waterfront.





3.

Principles





A series of interlinking design principles for the Wharf area provide a physical framework to guide future opportunities for change. The principles have informed the preparation of the development options and illustrative sketch plans considered in Appendix of this report.

This section presents the design principles and the assumptions and understanding applied to the Lower, Central and Upper Wharf areas in preparing the framework.

## Assumptions & understanding

The following assumptions have been applied to each of the opportunity areas within the Wharf (highlighted on the plan opposite) in preparing the design principles and development options set out in this report.

### Lower Wharf Wadworth Brewery

The intention is to relocate the brewery operation to the former Selectabrook site is now confirmed, following the submission of a planning application on 17th December 2021.

Pegasus Group, on Wadworth Brewery's behalf, have prepared options for the redevelopment of the main part of the site in response to ongoing pre-application negotiations with Wiltshire Council.

The key Listed Buildings, at the corner of Northgate Street and New Park Street are proposed for retention, subject to heritage considerations. The future use of the retained buildings is still unclear and will be dictated by associated costs and commercial factors, although there is a desire to retain a brewery related use in at least part of these buildings.

### Assize Court

Building now in the ownership of Devizes Assize Court Trust (DACT). Intention to relocate Wiltshire Museum to the building once restored. Will form a key cultural / visitor venue for the town as part of the wider regeneration strategy / vision for the centre.

Prepared feasibility design options and currently pursuing fund-raising. Objective to establish a stronger relationship with the canal side, with preference for linked café / outdoor space to the rear.

### Avon Cottage / The Forge

Both buildings currently vacant. Depending on proposals for the adjoining area, and the condition and conversion potential of the two buildings, they could offer potential for adaptation and reuse.

Review process should also consider how the replacement of these buildings may strengthen visual and physical connections to / from canal. Initial principle plans within this report assume both buildings are retained, subject to further review and discussions.

### Canoe Club

Continues to grow since relocation to the Lower Wharf in 2015. Operates from current site under a community asset transfer from Wiltshire Council (and leased land from the Canal & River Trust and Wadworth) and is under no obligation to move.

Currently considering strategic plan and future options to facilitate growth. This process will consider opportunities within the current site area and the potential of alternative town centre canal side locations in Devizes.

At this stage, principle plans within this report respond to the current context with Canoe Club retaining its site location and configuration. Alternative principle plans are also presented to consider the potential opportunities for the Lower Wharf should the club relocate to a suitable alternative town centre canal side location or be reconfigured within the Lower Wharf area. Plans to 'reconfigure' or 'relocate' the canoe club would need to be developer-led.

### Car wash site, New Park Street

Currently in private ownership. Uncertain on future intentions. 2017 Development Brief highlighted the difficulties in finding the Wharf from the historic town centre and the contributing issues associated with the poor buildings and gaps in the New Park Street frontage. Site defined as a potential longer term redevelopment opportunity. Principle plans within this report retain this position, and therefore set out principles for the potential redevelopment of this site.

### Dwellings at Dundas Court and Anstie Court.

Currently in private ownership. The principle plans within this report assumed properties retained and remain in private ownership. 2017 Development Brief identified the principle of a canalside access path along the edge of the dwellings on land within Wiltshire Council's ownership. The principle plans in this report retain this position.

### Central Wharf Police Station

In 2017 it was identified that the police operations from this building have been downgraded to administration and storage functions. Police and Crime Commissioners (site owners) at that time confirmed a strategy preference relocate these uses to the main HQ on London Road and to then market the site for redevelopment.

The existing building offers no architectural or historic value and presents a significant redevelopment opportunity for Devizes in a key gateway location for the Wharf. The design principles and development options within this study therefore consider the demolition of this building and comprehensive redevelopment of the site.

### Parking areas

Public car parking (pay and display) is provided within the Central Wharf / Wharf Street area with spaces spread across the area owned and managed by Wiltshire Council. The spaces form part of the town centre provision and support the existing uses such as the K&A visitor centre, Wharf Theatre and for canal associated activities.

The option process for this study has considered differing approaches be it to retain the current provision or reduce / reorganise provision to facilitate new development. In all development options a level of public car parking is maintained to support the destination function for this area. Consideration has also been taken for parking requirements that new / additional uses would need and how those should best be incorporated.

### Canal side public space

The stage 1 process highlighted the importance of the areas immediately adjoining the canal in providing public access to support leisure and recreational activities. It also identified the significant potential to improve the public realm to better support the uses, activities and functions of the Central Wharf. The design principles and development options therefore seek to safeguard public space provision alongside the canal and examine differing levels of public realm improvement and investment potential.

### K&A Centre and Wharf Theatre buildings

The buildings are not listed, but form part of the Conservation Area designation and are recognised in the Conservation Area Appraisal as 'key elements'. In accordance with National Planning Policy there is a presumption in favour of retaining buildings and other elements which make a positive contribution to the character or appearance of a Conservation Area.

Both buildings also provide an important cultural and visitor offer for the town which has been highlighted as a priority objective for the Wharf area to sustain. Both buildings are therefore retained in all approaches shown at this stage and opportunities explored to enhance or improve their potential contribution to the Wharf as a key town centre destination. The development options consider opportunities for extensions to both buildings, focusing on the costs and benefits associated with new built elements only.

A more detailed architectural study would need to be undertaken to determine more precisely the potential of both buildings to accommodate the alterations and extensions suggested through this study and any further potential for conversion / adaptation of the existing buildings. This would include a detailed survey of the building condition to ascertain the structural capability and associated costs of works required. This evidence base would also be needed to justify any alternative approaches to demolish and replace these buildings.

### Carpwright site

Carpwright occupies a prominent position at the entrance to the Central Wharf on the corner of Wharf Street and New Park Street. The stage 1 process highlighted the potential to improve the frontage in this area to better define a gateway to the Wharf and canal.

Unlike the majority of the Central Wharf area the building is in private ownership and recent pre-application enquiries suggest it will shortly be available for redevelopment. Given its direct relationship with the adjoining key asset areas and the significance of the location for the Wharf area, the design principles and development options consider the potential for comprehensive change in this location including the redevelopment of the Carpwright building.

### Upper Wharf (hospital site)

The health services from this site have been downgraded and some buildings are now redundant. The NHS Estates have confirmed a strategy preference to relocate remaining uses to a new facility on Marshall Road and then market the site for redevelopment.

It has not been possible to access the wider hospital site during stage 1, but it is assumed that apart from the two frontage buildings to New Park Road the remaining buildings offer no architectural or historic value. Comprehensive redevelopment of the remaining site is therefore considered in the design principles and development options.

The two frontage buildings to New Park Road are part of the Conservation Area designation and are recognised in the Conservation Area Appraisal as 'key elements'. In accordance with National Planning Policy there is a presumption in favour of retaining buildings and other elements which make a positive contribution to the character or appearance of a Conservation Area.

The design principles and development options therefore retain these buildings. An indication of what they may contribute through residential conversion is identified, but the two buildings are excluded from the formal appraisal process. As with the K&A Centre and Wharf Theatre buildings, more detailed investigations would be required to confirm this potential with structural assessments to determine feasibility and costs. This would also be required to justify any alternative approaches to replace these buildings.



## Land use strategy

The following land use strategy forms the basis of the approach for the Wharf area regeneration and guiding design/ development principles. The plan overleaf reflects land use objectives that can drive the regeneration of the area. It is not a definitive or strict zonal plan. All uses highlighted indicate the potential predominant or lead activity, which can take place alongside potential for other / secondary uses as part of a mixed use development. This will also include mixed use activities within buildings.

### Leisure and culture

- Historic former Brewery buildings retained and re-purposed as visitor destination.
- Tap room, brewery tours and creation of further food / drink / leisure associated activities.
- Internal courtyard spaces and public access through to the canal side
- Assize Court converted for museum use with associated rear cafe space.
- Waterside leisure uses to address the canal, including the existing Canoe Club.
- Canalside theatre with outdoor performance space
- Lively ground floor uses to encourage positive frontages to public realm

### Commercial mixed use

- Repair built frontage to New Park Street.
- Commercial / retail ground floor activity to extend the town centre.
- Uses to benefit from passing trade potential.
- Potential for upper floor residential or commercial uses.
- Potential for hotel use within Central Wharf

### Residential

- Residential uses to benefit from more tranquil aspect and canal side views.
- Potential to extend established residential warehouse character at Anstie Court.
- Potential residential uses within refurbished historic buildings
- Potential for other ground floor uses and waterside leisure activities to address the canal, including the existing Canoe Club.
- Potential to include later living accommodation.



New Park Street frontage presents opportunities for new commercial uses to extend the town centre and benefit from passing trade.



Distinctive qualities of Wadworth Brewery can be retained and re-purposed as a visitor destination with associated leisure, food and drink uses.



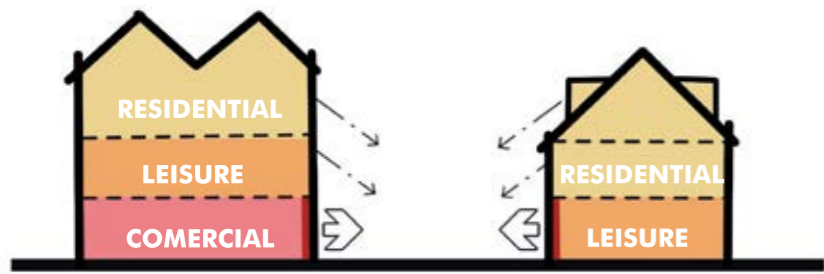
The tranquil and attractive waterside setting of the canal creates a valuable context for new residential uses.



Key hospital buildings site can be re-purposed and the site redeveloped to provide town centre living with countryside access.

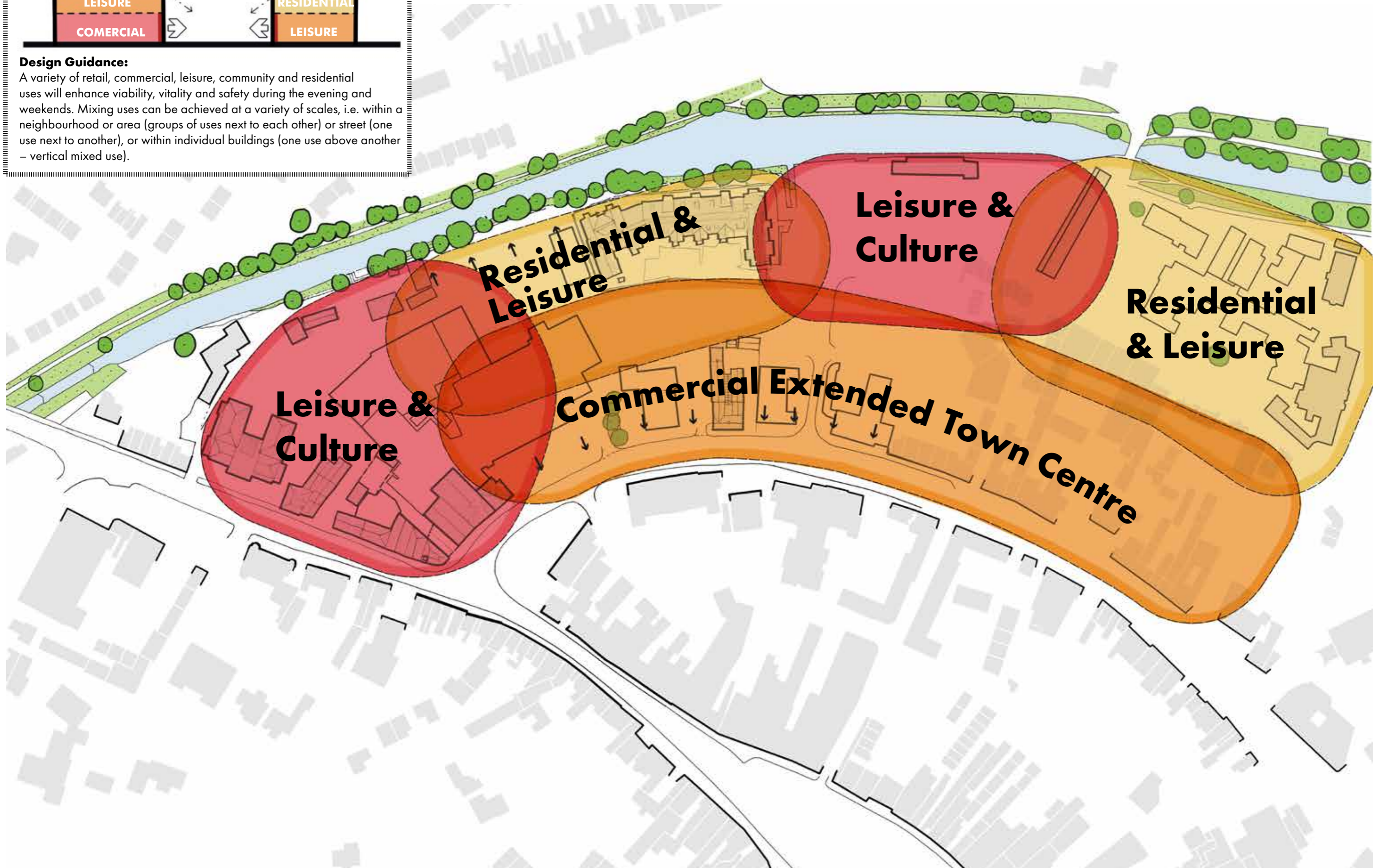


Assize Court will be restored and re-used as a key cultural destination containing a relocated Wiltshire Museum.



**Design Guidance:**

A variety of retail, commercial, leisure, community and residential uses will enhance viability, vitality and safety during the evening and weekends. Mixing uses can be achieved at a variety of scales, i.e. within a neighbourhood or area (groups of uses next to each other) or street (one use next to another), or within individual buildings (one use above another – vertical mixed use).



## Wharf area principles

The design principles for the wharf seek to define:

- Most appropriate locations for lively uses and frontages
- Key views and approaches
- Key buildings for retention and refurbishment and opportunities for landmark buildings
- Scale and role of public spaces and priority areas for public realm improvement
- Important trees and greens to be retained
- New public routes to be opened up and any improvements needed for access

The summary plan opposite brings the principles together for the Wharf area with more detailed plans for the Central, Upper and Lower Wharf set out on the following pages.

### Key



#### Focal corner

Key buildings / prominent edges terminating inward views.



#### Vehicular access (prime)

The principal point of access for vehicles



#### Vehicular access (secondary)

Internal access or second point of connection for vehicles



#### Key pedestrian / cycle

Main route to encourage pedestrian and cycle connections (both proposed and existing)



#### Alternative pedestrian / cycle

Alternative proposed route through current Canoe Club site to encourage pedestrian and cycle connections



#### Secondary pedestrian / cycle route

Existing secondary pedestrian / cycle connections (existing)



#### Pedestrian crossing

Opportunity for new or improved pedestrian crossing (both proposed and existing)



#### Active frontage

Frontages to streets or spaces, where doors and windows must be provided to bring interest, life and vitality on ground and upper floors.



#### Lively ground floor use

Concentration of mixed uses along busy streets to provide continuous lively frontages. This can include residential, but it should not be the predominant land use.



#### Key view line

Important line of vision, contained by buildings or landscaping, to a building or other feature which terminates the view.



#### Gateway / focal space

Design of a building, site or space to symbolise an entrance or arrival to a special area.



#### Public realm improvement

Public and semi-public spaces where enhancements are needed to the streetscape environment and setting to key buildings



#### Car parking

Defined areas for car parking, in addition to private plot parking or on-street opportunities





# Lower Wharf Principles



A number of core principles will guide appropriate development responses for the Lower Wharf to support its role and function and its integration with the canal and town centre.

The content of this section reflects the findings of the review process in 2021/22.

Illustrative sketch plan options are included in the Appendix A to this report to highlight potential ways in which the key design principles could be applied to create an integrated mixed-use development in the Lower Wharf.



CANAL

Lower Wharf area

New Park Street

Northgate Street

Town centre



## Built form

The following principles set out the built form response.

### Development frontages

The existing retained buildings already provide appropriate development frontages to address Northgate and New Park Street. The principles below and on the plan overleaf relate to new development opportunities.

Opportunities for **'lively' ground floor frontages**, where there is a concentration of mixed-use activity to provide continuous frontages to define streets and spaces. These frontages should be prioritised at:

### Internal courtyard spaces / development edges within the retained Brewery complex.

- A new lively edge can be created on the south western elevation to benefit from the natural day light and sun warmth, encouraging people to dwell and sit out. This activity can also turn the corner towards the canal side to capture the benefit of the evening sun.
- Some flexibility along this edge for 'active' frontages with positive response to the space through windows and doors.

### Rear edge to the Assize Court where it meets with the route from the Brewery to the canal.

- A new lively edge can be created to the rear of the Assize Court where activities can interact with the route through the Brewery complex, and benefit from a canal side views and potential café spill out space. This should be positioned away from the residents of Dundas Court to respect amenity and privacy.

Opportunities for **'active' frontages**, where doors and windows must be provided to bring interest, life and vitality on ground and upper floors. This can include commercial, residential and other mixed uses.

### New Park Street

- Repairing the street fabric with new frontages and reinforcing gentle historic curved street alignment.

### Wharf Street

- Repairing the historic street fabric with new frontages addressing the corner of New Park Street / Wharf Street and returning along Wharf Street into the Central Wharf.

### Canal side

- New frontage along the canal side to overlook 'Stone Wharf' space and the pedestrian connections through to the Central Wharf.

### Internal streets and spaces

- Frontages to internal streets and focal spaces to provide natural surveillance and a sense of safety. The position and alignment of the frontages is flexible at this stage, but will need to relate positively to the final arrangement of proposed internal streets and spaces and the principle of perimeter urban blocks.

### Canoe Club

- The Canoe Club, in its current position or elsewhere within the Wharf area, should continue to present an active frontage to the canal side, including to any important public realm areas or routes.

### Focal spaces

A sequence of focal spaces can be created through Brewery complex to the canal can be created to draw people through from the main archway entrance down to the waterside. The spaces can be enclosed by the retained historic buildings and provide 'spill out areas' to support new lively ground floor uses. This will include a courtyard space with the Brewery, a space to the rear of the Assize Court to support the museum, and a canal side destination space near Avon Cottage / Forge. The nature and size of these spaces are flexible at this stage and will be defined in part by future building proposals.

### Landmarks

Important landmarks which terminate inward views include the Brewery frontage to Northgate Street, the brick chimney, and 1885 signed rear elevation. These features should be retained and incorporated as feature elements to aid legibility and celebrate the distinctive local identity. An opportunity for a focal point to the rear edge of the Assize Court can also be created to help draw people through the Brewery complex towards the canal.

### Key views

Key views lines should be created or preserved to provide vistas to distinctive focal points. This includes the following views:

- Along Northgate Street to the front elevation of retained buildings.
- Across the canal from the tow path through the Brewery complex to the rear elevation 1885 sign and chimney. Recommended that the proposed building line is pulled back from the current alignment of the existing 'Bottle / Barrel store' shed building to safeguard this vista.
- Across the canal to the rear of the Assize Court, including upper floor windows to the historic elevation.
- Consideration to be given to the future role and function of Avon Cottage and the Forge buildings as potential to strengthen the above visual connection principles should these buildings be replaced.

### Scale

Development proposals should be considered in the context to the scale and pattern of existing development.

The function of the original Brewery building dictated its form and height and now represents a unique historic element in Devizes. This is not a precedent for future development scale. New development will however need to protect the unique character of the Brewery buildings, and not compete in scale, form and massing.

In this context, development should not exceed 3 storeys in height in the opportunity areas adjoining the historic Brewery buildings. A potential reduction in scale to 2 to 3 storeys is appropriate in the opportunity areas that continue along New Park Street and Wharf Street.

Along the canal side, the recent development at Anstie Court defines an appropriate scale of 2 to 3 storeys which could be continued with new development proposals along this edge.



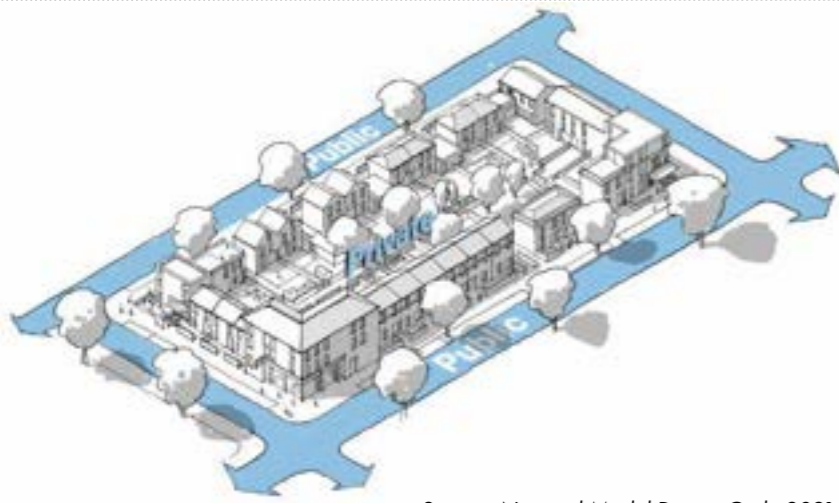
Key vista from canal towards rear of Brewery must be preserved.



Rear of Assize Court can help improve integration with the canal.










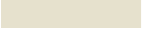

Anstie Court establishes a successful scale response to the canal side and surveillance to key pedestrian routes.



Source: National Model Design Code 2021

**Design Guidance:**

Built form is the three-dimensional pattern of development blocks, streets, buildings and open spaces. A coherent and connected network of routes should first define a series of adaptable blocks for development. A perimeter block places development at the edges and creates a clear distinction between public fronts and private backs.

-  Key view line
-  Landmark
-  'Lively' ground floor frontage
-  'Active' frontage to site edges
-  'Active' frontage to internal streets (Flexible alignment and position)
-  Building storey heights
-  Retain heritage features at upper level
-  Potential development area
-  Focal space (Flexible alignment, size and position)



## Movement

The following principles seek to establish an initial movement framework and hierarchy of routes:

### Primary pedestrian only routes

- Connection via the archway of the original Brewery buildings from Northgate Street, through the Brewery site to the canal side.
- South side of canal connecting the two Wharf areas and up to the Northgate Street bridge to create a continuous route to Caen Locks. Final alignment to be determined. The planning agreement for the Canoe Club retains the potential for a path along the canal past their store. Whilst the rights for this option will remain, the principles include the alternative option for a route to connect around the club facilities as part of a new public canal side space. Should the club relocate or be reconfigured, an alternative, more directly aligned canal side route could also be provided.

### Pedestrian priority routes (restricted vehicle access)

- At least one further north-south connection through the area from New Park Street to the canal. Flexible route alignment and position at this stage.
- Connections from Northgate Street either side of the Assize Court and former boiler house.

### Other pedestrian routes

- Connections to and from the Crown Inn.

### New Park Street / Northgate Street

- Primary strategic vehicular route, with potential for public realm / pedestrian crossing enhancements.
- Priority to maintain traffic flows and low speeds.
- Opportunity for access junction(s) between points A and B, subject to technical testing and requirements to be specified by Wiltshire Highways.
- This includes the frontage to New Park Street at the car wash site, which may be feasible subject to the future role of this site and agreement by Wiltshire Highways.
- Service / restricted access vehicular connection to Northgate Street.
- Service / restricted access to serve the Assize Court should be incorporated (subject to detailed design) from within the Lower Wharf area, with potential connections through canalside spaces.

### Wharf Street

- Secondary vehicular connection to Central Wharf area / public car parking, with potential for future connection to Lower Wharf, subject to detailed review (see below).

### Wharf Street connection

- Potential for a new east – west route connecting from Wharf Street into the Lower Wharf, running parallel to New Park Street. Route could prioritise pedestrian and cycle movements, with potential also for vehicles to provide service or secondary access connections. Flexible alignment.
- Proposals for a vehicular connection would be subject to a detailed design review with Wiltshire Highways to determine feasibility.
- May require relocation or replacement of some public car parking spaces in the Central Wharf to facilitate this potential connection.

**Note:** Wiltshire Highways to define testing and specification evidence required e.g. Wharf Street widening, junction design and capacity tests.



A key pedestrian connection through the Brewery archway entrance linking through courtyard spaces to the Assize Court and canal side.

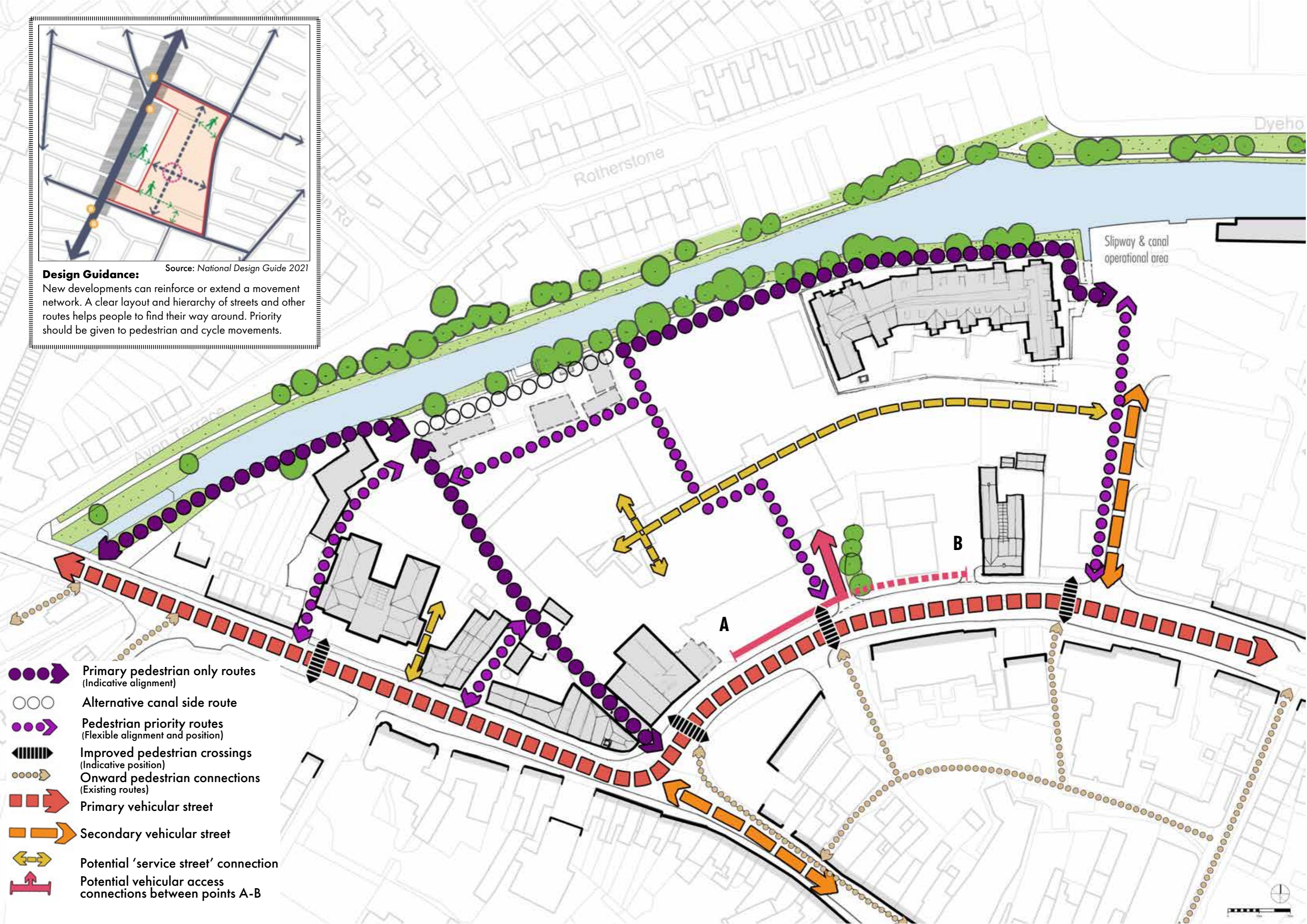


A key connection on the south side of the canal past Anstie Court to the Central Wharf Pedestrian priority connections to the canal side.

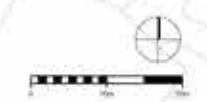


Source: National Design Guide 2021

**Design Guidance:**  
 New developments can reinforce or extend a movement network. A clear layout and hierarchy of streets and other routes helps people to find their way around. Priority should be given to pedestrian and cycle movements.



- Primary pedestrian only routes (Indicative alignment)
- Alternative canal side route
- Pedestrian priority routes (Flexible alignment and position)
- Improved pedestrian crossings (Indicative position)
- Onward pedestrian connections (Existing routes)
- Primary vehicular street
- Secondary vehicular street
- Potential 'service street' connection
- Potential vehicular access connections between points A-B



## Streets & Spaces

The following key principles set out the initial response for the streets, spaces and landscape.

### Arrival spaces

Public realm enhancements needed to the streetscape environment at key arrival points, and to improve the setting to key buildings. This will need to be coordinated with strategic highways and traffic management objectives at the following locations:

- Northgate / New Park Street junction.
- Northgate Street frontage to the Assize Court.

### Brewery courtyard

Sequence of public spaces and courtyards supporting leisure and cultural activities with a high quality public realm environment to encourage 'dwell time' and connections. Opportunities exist for industrial / heritage character reflections and interpretations in the public realm detailing.

### 'Stone Wharf'

Creation of canal side space (Stone Wharf) to support leisure and recreation uses and an attractive space for 'spill out' associated with the Assize Court, new food, drink and residential uses. Opportunities for hard and soft landscaping. Space to facilitate and encourage canal side connections through to the Central Wharf (south side path).

### Connection space

Space within the development area (flexible location and size), providing amenity space for residents and supporting way finding objectives by creating a memorable focal point in connections between New Park Street and the canal.

### Tree lined routes

Starting principle to retain existing TPO tree group on New Park Street but recommend arboricultural survey review to determine condition and life span.

Starting principle to retain the canal side trees but recommend arboricultural survey review to determine condition and life span. This may present opportunities to strengthen with new planting in key locations, and open gaps to establish stronger views to and from the canal.

Opportunity for new street tree planting along the internal access routes and streets, supporting the principles of the National Planning Policy Framework.



Northgate / New Park Street junction a priority improvement area.



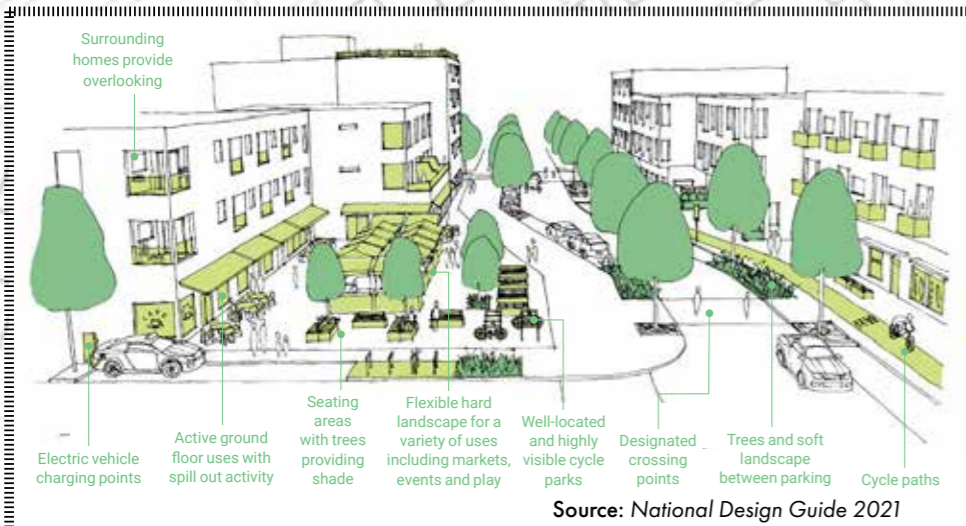
'Stone Wharf' can become an active canal side destination. Existing private car parking spaces would need to be relocated to enable this.



Arrival space improvements required to support the Assize Court.








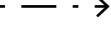
Existing TPO trees to be retained, subject to survey.



Source: National Design Guide 2021

**Design Guidance:**

Well-designed public spaces, particularly streets, are designed to support an active life for everyone, providing meeting places, and opportunities for comfort, relaxation and stimulation for all. Street trees and other landscape features provide habitat, shading, cooling, air quality improvements and carbon sequestration, as well as being a vital component of attractive places.

-  Arrival space improvement
-  New Brewery courtyard spaces
-  Canal side public realm
-  Potential connection space (Flexible location and size)
-  Potential tree lined routes (Indicative alignment)
-  Potential to open up views to canal through removal of poor quality trees / shrub, subject to survey



## Devizes Canoe Club

Devizes Canoe Club was formed in 2009 and in 2015 moved to the Lower Wharf. The current site is owned by Wiltshire Council and is subject to a community asset transfer to the club with a 125 year lease.

Since the COVID pandemic membership demand for Devizes Canoe Club has grown and this growth is expected to continue. Future options to support the anticipated growth at the club may include:

- Maximising use of the current site footprint through vertical build (2 storey development),
- Making use of additional adjacent space in the Lower Wharf (should it become available), or,
- Finding a suitable alternative site (retaining a town centre canal side location).

The potential of these options (and any further options to be identified), will need to be considered through a separate design and feasibility review. Plans to 'reconfigure' or 'relocate' the canoe club would need to be developer-led.

Should the Canoe Club be reconfigured within the Lower Wharf area or relocate to a suitable alternative town centre canal side location, the alternative Lower Wharf principle inset plans shown opposite for 'Land Use Strategy', 'Movement', 'Built Form' and 'Streets and Spaces' would apply for this area.

These inset plans focus on the Canoe Club area and can be integrated with the wider Lower Wharf principle plans in the report. They identify the potential development benefits for the Lower Wharf area, including:

- Maximising the canal side development frontage.
- Facilitating more direct and permeable pedestrian connections to the canal side.
- Enabling a more coherent and continuous canal side public space to be created.

The context is also created to establish a more direct connection alongside the canal as indicated on the alternative inset principle plan for movement.

The planning permission granted for the club's current Lower Wharf site did seek to retain a 2.2 metre strip between the timber fence that adjoins the canal and the kayak store for the potential future provision of a footpath, as envisaged in the Kennet Local Plan.

Although the option for this connection remains, should the club remain in its current position and configuration it is considered that the best context for a safe, inviting, and secure foot path connection would be to direct the path around the Canoe Club. This has been reflected in the principle plan for movement set out earlier in this report.



Former road services depot is the hub for 'off water' activities at the club.



Secure boat storage areas are currently at full capacity.



Launching steps provide direct access to the canal, but are currently not wheelchair accessible.

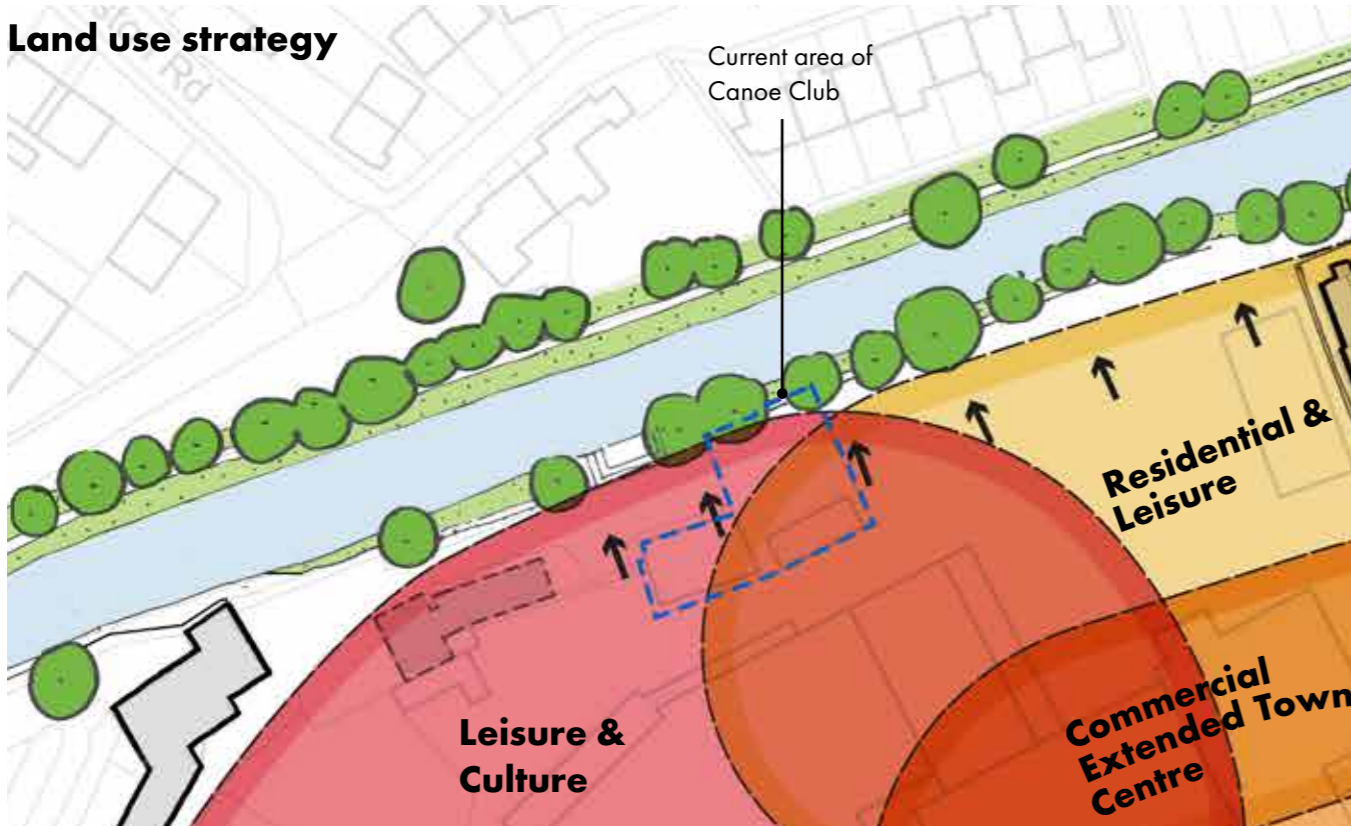


The potential footpath link alongside the canal remains, but is best facilitated by the club reconfiguring or relocating.



**Alternative Principle plans** (assumes reconfiguration/relocation of Canoe Club)

**Land use strategy**



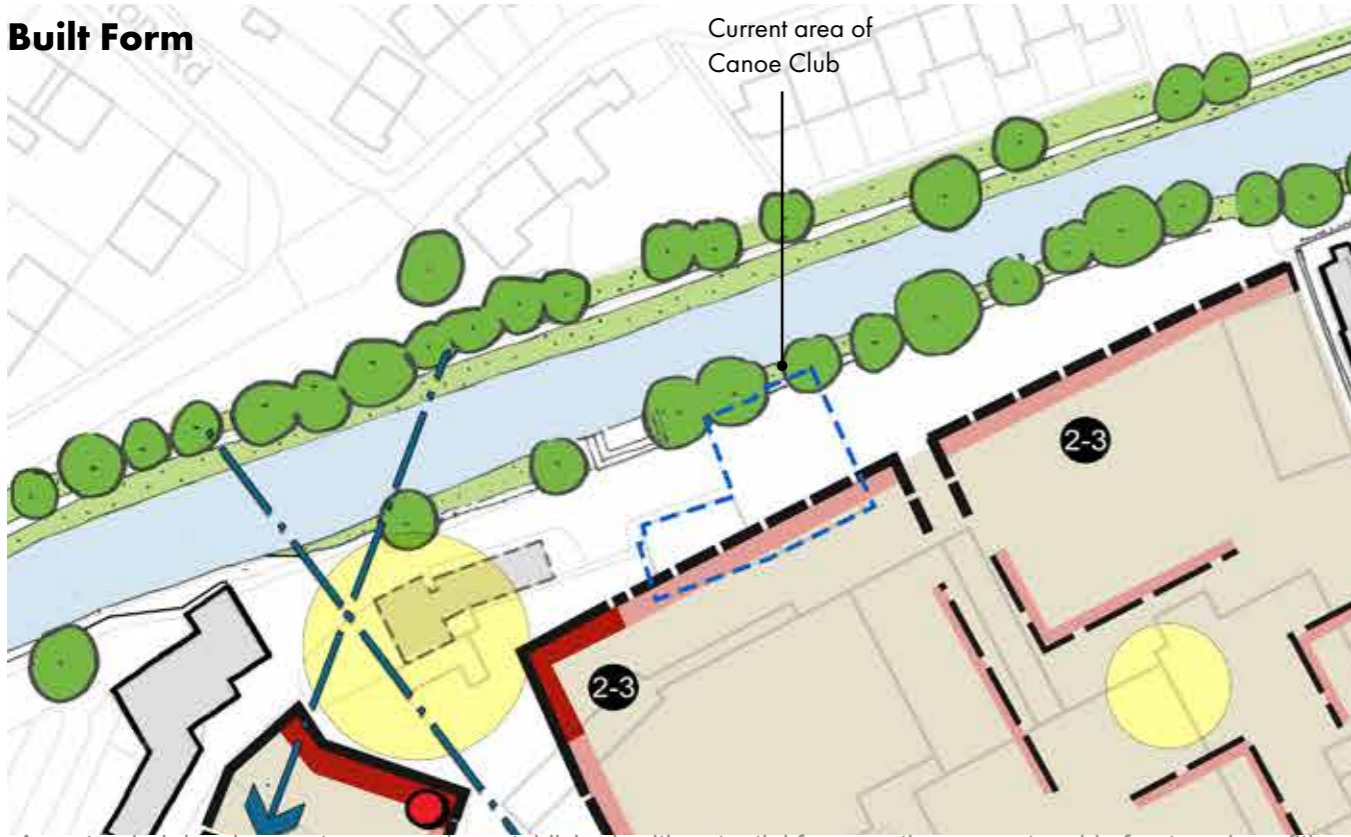
Leisure, cultural and residential uses could benefit from an extended development frontage to the canal side, including the opportunity for a reconfigured or extended Canoe Club facility.

**Movement**



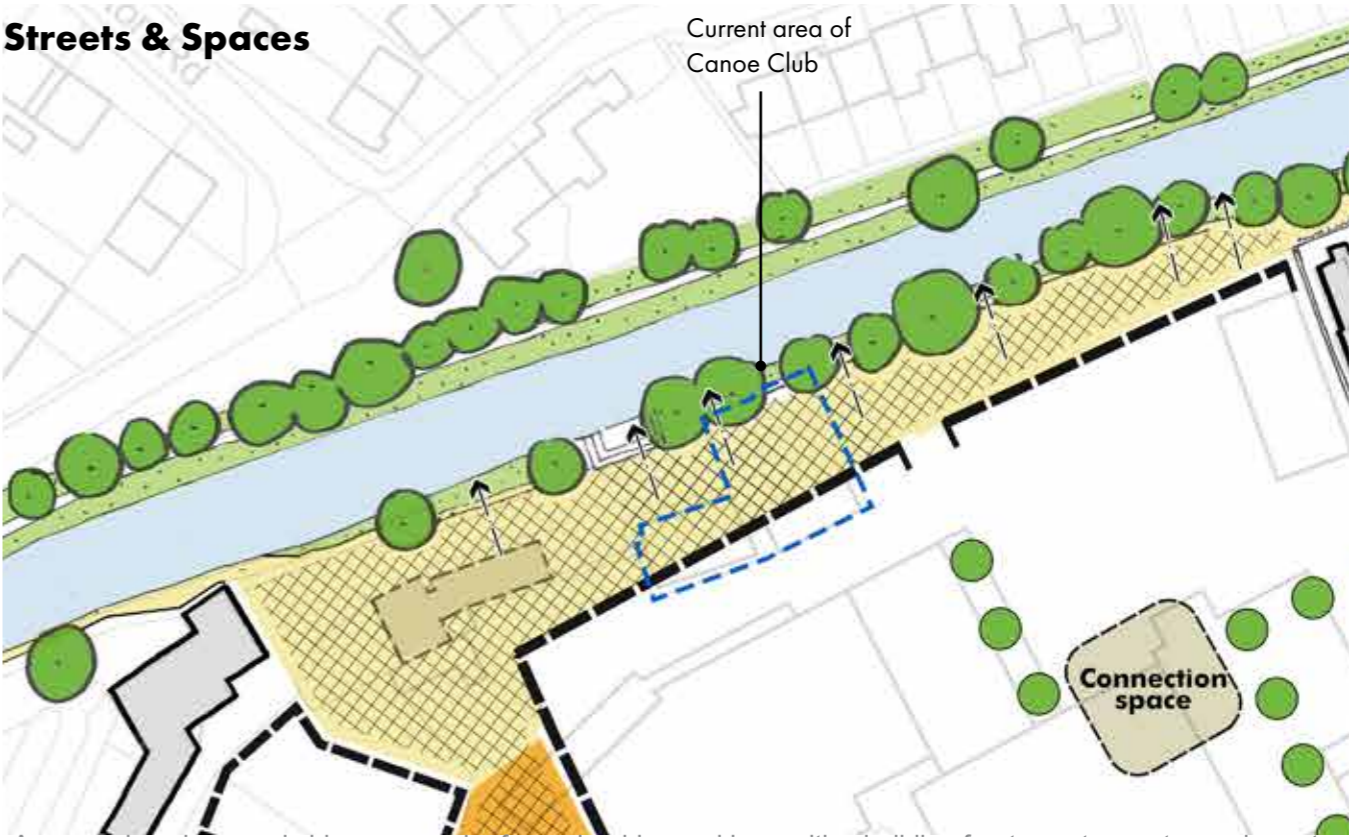
A more direct and continuous canal side footpath could be implemented, with greater flexibility on the alignment and connection points of north-south routes to / from the canal.

**Built Form**



An extended development area can be established, with potential for a continuous water side frontage benefiting from unfiltered higher value views to the canal.

**Streets & Spaces**



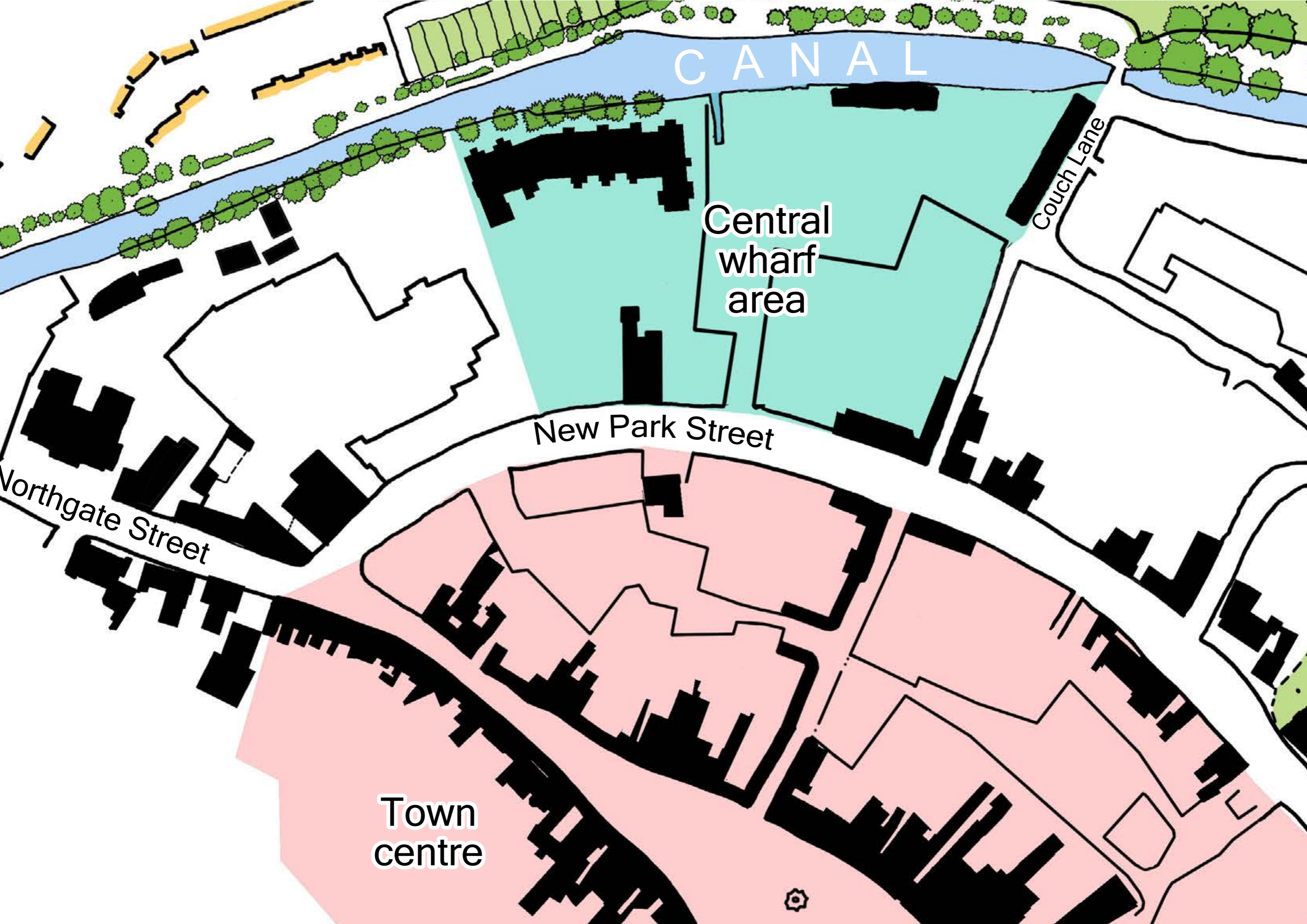
A comprehensive canal side area can be formed, addressed by positive building frontages to create a coherent and welcoming public space with a high quality public realm.

# Central Wharf Principles



A number of core principles will guide appropriate development responses for the Central Wharf to support its role and function in the Wharf area and its integration with the canal and town centre.

The content of this section remains as set out in the 2017 brief.



CANAL

Central wharf area

Couch Lane

New Park Street

Northgate Street

Town centre

## Central Wharf / Wharf Street

A number of core principles help to guide appropriate development responses to deliver a mixed-use destination at the Central Wharf / Wharf Street area.

### Existing uses

The historic canalside buildings comprising the Wharf Theatre and K&A building represent an important part of the former industrial heritage associated with the Wharf area. They should be retained in all options and opportunities considered to improve their role and function, including extensions and facade enhancements.

The police station and Carpetright buildings occupy key locations at the entrance to the Wharf on New Park Street. They are visually poor quality buildings which should be replaced to announce the potential of the Wharf area more successfully and encourage connections to the canalside if the opportunity to do so arises.

The Wharf area should continue to provide an appropriate level of public car parking to support the existing and new uses as well as support its role as a town centre destination. Potential exists to reorganise the parking distribution within the site and across the town to facilitate redevelopment opportunities.

New development should avoid crossing known underground utilities such as the gas main in the central area in seeking to minimise development costs. Opportunities should also be taken to celebrate the heritage asset of the buried medieval ditch. A footway connection could be created to celebrate this route and deliver an easement to the gas main.

### Access and movement

Maintaining public access to the canal is essential and should be enhanced in all development approaches. Wharf Street should remain as the principal vehicular access point and opportunities should be explored to widen the street to create safer pedestrian footways and on-street parking.

A second vehicular access connection into the central Wharf should be retained at the junction of Couch Lane and Commercial Road to provide direct access in front of the K&A building. Vehicular access to existing residential dwellings within the central Wharf should be safeguarded within all development options.

Future opportunities to create a secondary / service street connection to the Lower Wharf area may also be feasible, subject to detailed review and testing with Wiltshire Highways. This could help spread traffic pressures and create opportunities for on-street parking spaces to account for potential displacement resulting from redevelopment in the Central Wharf.

A new pedestrian connection has recently been created from New Park Street through an outside bar and eating area of the renovated Crown Inn. This connection can link directly through to the Wharf area to provide an attractive pedestrian access route alternative route in. Public realm improvements within the Wharf area should facilitate and encourage pedestrian connections alongside the canal and support the potential to establish a continuous south side link between Wharf Bridge and Town Bridge.

### Streets and spaces

Public realm enhancements and positive new building frontages should announce the Wharf area on New Park Street at the junction with Wharf Street to create an improved gateway arrival space. A slight set back to the building line can create more space for pedestrians and opportunities for public art to define the Wharf entrance.

Commercial ground floor uses should be provided, taking advantage of the passing trade potential and to create an extension of the town centre activities towards the Wharf. Lively ground floor uses should turn the corner into Wharf Street to encourage people on towards the canal side.

Opportunities exist to extend the development frontage along the alignment of Wharf Street to provide a stronger sense of enclosure with framed views towards the canal, green banks beyond and the Wharf Theatre. Upper floor uses can provide life and activity with windows overlooking the street to provide natural surveillance.

Lively ground floor uses should be encouraged to create a positive frontage within the central wharf space. This could extend into the space to continue the established building line created by the dwellings Nos. 1-6 and helping to close the unattractive blank edge view to the side of these dwellings. The principle of establishing a lively ground floor use to address the Wharf space and Canal remains even if the building line is not extended this far into the Wharf.

At the canalside public realm enhancements should create a more attractive public space and setting to the canal to encourage greater access to the water, increase dwell time within the Wharf and create an environment to better support the events, celebrations and activities it hosts. A focus for improvement is the activity space between the historic Wharf Theatre and K&A buildings and the setting to the listed bridge.

The Wharf Theatre is a key cultural asset for the town. Opportunities to create an improved public space in front of this facility should be explored to enhance its setting and support the potential for outside performances and activities. The space design can take advantage of the change in levels in this area to create flexible viewing / seating areas. The building position on the canalside also creates the potential to establish more lively and welcoming frontage to the canalside approach.

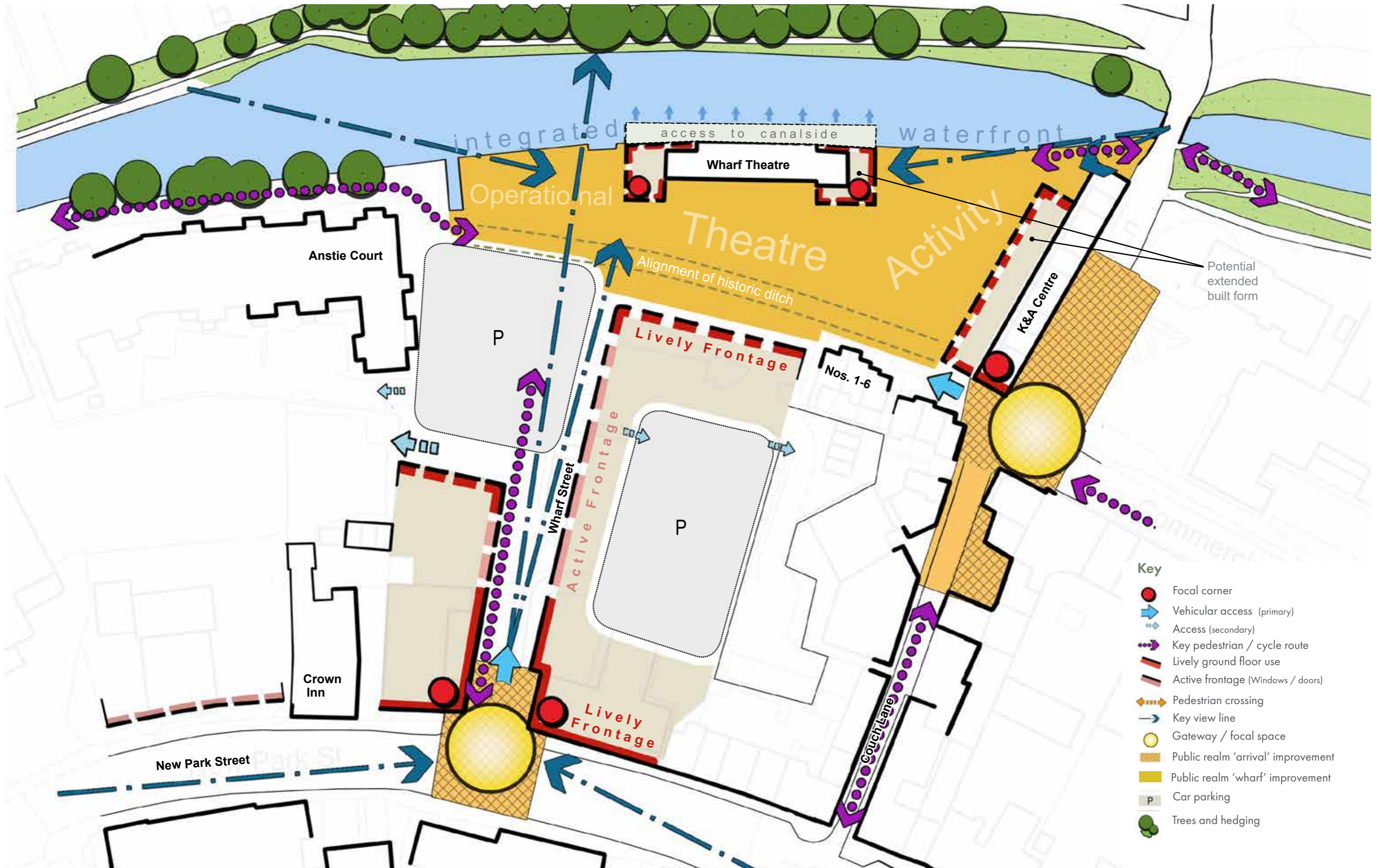
The existing space between the Theatre and Anstie Court with the slipway access to the canal should be safeguarded as an 'operational' area for the Wharf to enable crane access for lifting boats. Improving the public realm in this area is also important to support the flexible use of this space for alternative uses and activities at different times.

Outside the Central Wharf area, public realm enhancements should focus on the creation of an arrival space on Couch Lane at the junction with Commercial Road. The space will mark an important entrance point to the Central Wharf area with the hospital site providing a positive built frontage to address the space.

The Car Wash site on New Park Street presents a redevelopment opportunity to deliver a positive building with active ground floor uses that close the large existing gap on the street frontage. This is important in creating a stronger view and more inviting connection from the Brewery area to draw more people two and from the Wharf.

### Building heights

Building heights should respect the overall scale of the existing canalside buildings and generally range between 2 and 3 storeys. Key landmark locations, such as the corners at the entrance to Wharf Street and the frontages to the Central Wharf space are important points where higher (3 storey) frontages can help create interest through a variation in building heights and convey the importance of the area.



- Key**
- Focal corner
  - ➔ Vehicular access (primary)
  - ➔ Access (secondary)
  - ⋯➔ Key pedestrian / cycle route
  - ▬ Lively ground floor use
  - ▬ Active frontage (Windows / doors)
  - ➔ Pedestrian crossing
  - ➔ Key view line
  - Gateway / focal space
  - ▨ Public realm 'arrival' improvement
  - ▨ Public realm 'wharf' improvement
  - p Car parking
  - Trees and hedging

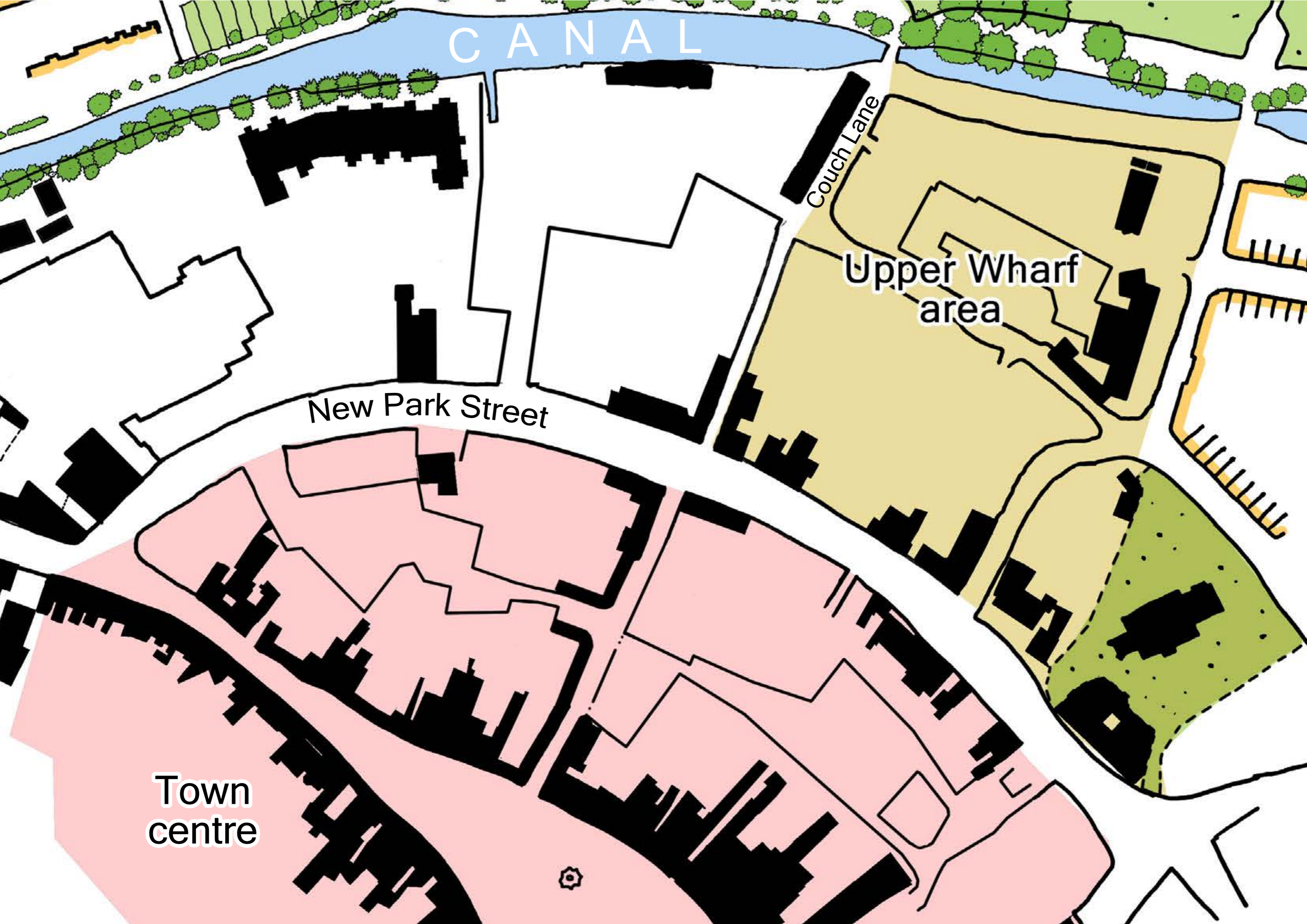
Central Wharf development principles

# Upper Wharf Principles



A number of core principles will guide appropriate development responses for the Upper Wharf to support its role and function in the Wharf area and its integration with the canal and town centre.

The content of this section remains as set out in the 2017 brief.



CANAL

Couch Lane

Upper Wharf area

New Park Street

Town centre



## Upper Wharf

A number of core principles help to guide appropriate development responses to deliver a balanced and integrated new neighbourhood area.

### Existing uses

The two historic hospital frontage buildings on New Park Road present an architectural and heritage quality which contributes positively to the Conservation Area designation. There is policy presumption in favour of retaining these two buildings and development options at this stage should consider opportunities for bringing them back into active use.

A positive frontage to New Park Road must be created in any alternative replacement approach if their re-use proves to be infeasible. No other buildings on site are considered worth of retention.

The historic hospital frontage building currently marks the corner between New Park Road and Commercial Road and acts as a landmark to help connections from the town centre and St Mary's Church. This function should be retained if the building was replaced.

### Access and movement

The main vehicular access points should be located on Commercial Road helping to reduce traffic pressure on the busy Couch Lane and New Park Road, which are already constrained by their historic narrow route character. This would also help take access traffic out of the Conservation Area designation.

The existing access points on Couch Lane and New Park Road should continue to provide access for pedestrian and cyclists as part of an integrated route network. It may also serve secondary vehicular movements.

The hospital block length extends over 130m constraining connection opportunities between the canal corridor and Commercial Road to the existing trafficked routes of Couch Lane and New Park Road only. A new north-south pedestrian and cycle connection should therefore be established through the site to encourage greater access to the canal corridor and bring life and activity into the development.

Car parking should primarily be accommodated within the development site with opportunities for small, shared surface courtyards to provide discrete parking areas for residents. The spaces will relate well to the dwellings, be overlooked, but feel quieter and sensitively integrated. Some flexibility for on-street parking should also be provided.

### Streets and spaces

Active residential frontages, with windows and doors, should be provided to the development edges to create a positive outlook and address to the canal corridor, Couch Lane, New Park Road and Commercial Road.

Public realm enhancements should focus on the creation of an arrival space on Couch Lane at the junction with Commercial Road. The space will mark an important entrance point to the Central Wharf area with the hospital site providing a positive built frontage to address the space.

A stronger visual presence should be created at this point to encourage people down Couch Lane towards the Wharf area. Changing the character of the hospital site edge from the existing grass banks and domestic hedging to a more urban form will be an important part of this.

A small cluster of trees form a strong green feature along the edge of the site to Commercial Road. If possible they should be retained and incorporated into development options to filter inward views and create an attractive setting and instant landscape maturity for any development proposals.

Along New Park Road the building line set back and low wall and hedge lined edge are an important part of the character associated with Victoria Road and the Conservation Area which should be retained. New building frontages or carefully sited new tree planting can help to close down the currently unattractive view from Victoria Road into the site via the existing vehicular access point.

The canal corridor should be addressed by a positive new built frontage with windows and doors from upper floors overlooking the water and footpath route. The existing green character edge to the site, created by trees and hedges, should be retained as part of the transition and natural setting towards the water.

### Building heights

In general, buildings should be predominantly 2 storeys, reflecting the character of the existing residential areas and historic Wharf buildings and structures adjoining the site.

Due to the elevated position of the site new development along the site edges will need to carefully consider the relationship with existing buildings opposite to ensure they are not over bearing.

Interest and variety in the street scene and roofscape can be provided by the incorporation of gables and occasional properties reaching 2.5 with rooms in the roof similar to the existing frontage building. To mark prominent corners development could rise to up 3 storey in places.





- Key**
- Focal corner
  - ➔ Vehicular access (primary)
  - ➔ Access (secondary)
  - ⋯➔ Key pedestrian / cycle route
  - - - Lively ground floor use
  - - - Active frontage (Windows / doors)
  - ➔ Key view line
  - Gateway / focal space
  - Public realm 'arrival' improvement
  - P Car parking
  - Trees and hedging
  - ➔ Pedestrian access to building

potential for a tree or building to terminate view along st

Appendix

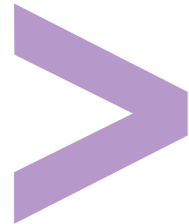
**> A: Lower Wharf illustrative sketch plans (2022)**

**> B: Feasibility appraisal (2017)**

**> C: Technical base plan updates (2022)**

# Appendix A:

Lower Wharf illustrative sketch plans (2022)



To demonstrate the potential of the Lower Wharf area illustrative sketch plans have been prepared, applying the design and development principles set out in this report. The sketch plans are indicative and represent potential approaches to the area redevelopment in accordance with the agreed objectives for the area. Further technical work and detailed design investigations would be required to progress the aspirations illustrated in the plans. All plans demonstrate the opportunity for mixed use led regeneration of the area, integrating the town centre with the potential of a vibrant and accessible canalside:

**Illustrative sketch plan 1:** Retains the Canoe Club in its current location and configuration and illustrates proposals for the Assize Court building provided by DACT from their initial feasibility study.

**Illustrative sketch plan 2:** Retains the Canoe Club in its current location with a reconfiguration and illustrates proposals for the Assize Court building with an alternative rear extension to address the canal/wharf and opens the link through the Brewery complex.

**Illustrative sketch plan 3:** Considers the potential for a medium sized retail unit to address New Park Street with the Canoe Club relocated and proposals for the Assize Court building with an alternative rear extension to address the canal/wharf and opens up the link through the Brewery complex.

## Illustrative Sketch Plan 1: Mixed use residential led scheme (retaining the canoe club)

- 1 Remodelled roundabout junction with improved pedestrian crossing facilities.
- 2 Converted brewery buildings with pedestrian connection through to the canal.
- 3 New street connection and tree lined route through to the wharfside space.
- 4 Mixed use buildings addressing New Park Street with commercial ground floor activity.
- 5 'Service street' connection linking to the Central Wharf, with on-street parking spaces.
- 6 Residential uses with attractive waterside views and parking under deck gardens.
- 7 Existing Canoe Club, with canalside space and footpath diverted around to the rear.
- 8 Restored and extended Assize Court building (showing DACT proposal).



## Illustrative Sketch Plan2: Mixed use residential led scheme (new canoe club)

- 1 Remodelled roundabout junction with improved pedestrian crossing facilities.
- 2 Converted brewery buildings with pedestrian connection through to the canal.
- 3 New street connection and tree lined route through to the wharfside space.
- 4 Mixed use buildings addressing New Park Street with commercial ground floor activity.
- 5 'Service street' connection linking to the Central Wharf, with on-street parking spaces.
- 6 Residential uses with attractive waterside views and parking under deck gardens.
- 7 Canoe Club retained and reconfigured, with canalside space and footpath to frontage.
- 8 Restored and extended Assize Court building (showing amended rear option).



### Illustrative Sketch Plan 3: Mixed use medium sized retail (relocated canoe club)

- 1 Remodelled roundabout junction with improved pedestrian crossing facilities.
- 2 Converted brewery buildings with pedestrian connection through to the canal.
- 3 New street connection and tree lined route through to the wharfside space.
- 4 Medium size retail unit with frontage to New Park Street and parking to rear.
- 5 Mixed use buildings addressing New Park Street with commercial ground floor activity.
- 6 Residential 'warehouse' building addressing canal, with potential for later living uses.
- 7 Canoe Club relocated enabling extended development frontage and canalside space.
- 8 Restored and extended Assize Court building (showing DACT proposal).





## Illustrative sketch view: New Park Street frontage



Above: Existing view along New Park Street.

Opposite: Illustrative street scene sketch of New Park Street, with a new mixed use frontage leading around to the retained historic Brewery buildings.



# Appendix B:

## Feasibility appraisal (2017)



The priority focus for the feasibility appraisal undertaken in 2017 centres on two key opportunity areas within the Wharf:

1. At the **Central Wharf** area comprising the Police Station, public parking areas, canal side public spaces and the Wharf Theatre and K&A buildings.
2. At the **Upper Wharf** area covering the Devizes Community Hospital complex.

The areas are primarily in public ownership, have potentially surplus land available and therefore can deliver a variety of possible uses in the short to medium term. This focus was agreed through the project methodology and confirmed during the stage 1 investigation.

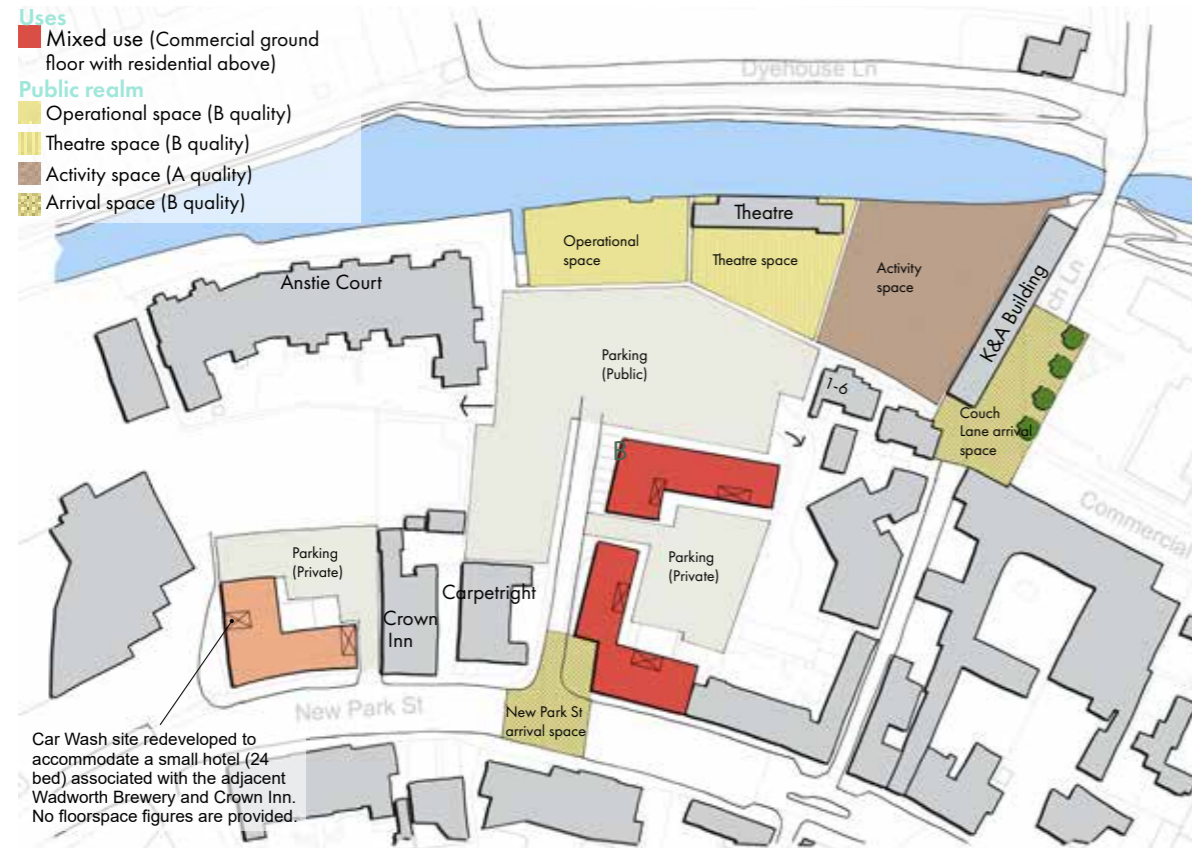
This section summarises the development options and appraisal process for the key opportunity sites. Four options are provided for the Central Wharf area and two options for the Upper Wharf area. As summary assessment for each area is presented to provide a basis for progressing the Development Brief Supplementary Planning Document (SPD) for the Wharf. Key next steps and actions are also identified.

Full details on the development options, including floor space schedules and the appraisal findings can be found in the Stage 2 report and PER Consulting Development Appraisals Report.

# Central Wharf Development Options Overview

## Option 1

Maintains the existing public parking provision and provides public realm improvements to the key arrival points and canalside public spaces.



Key findings from the appraisal include:

### Benefits

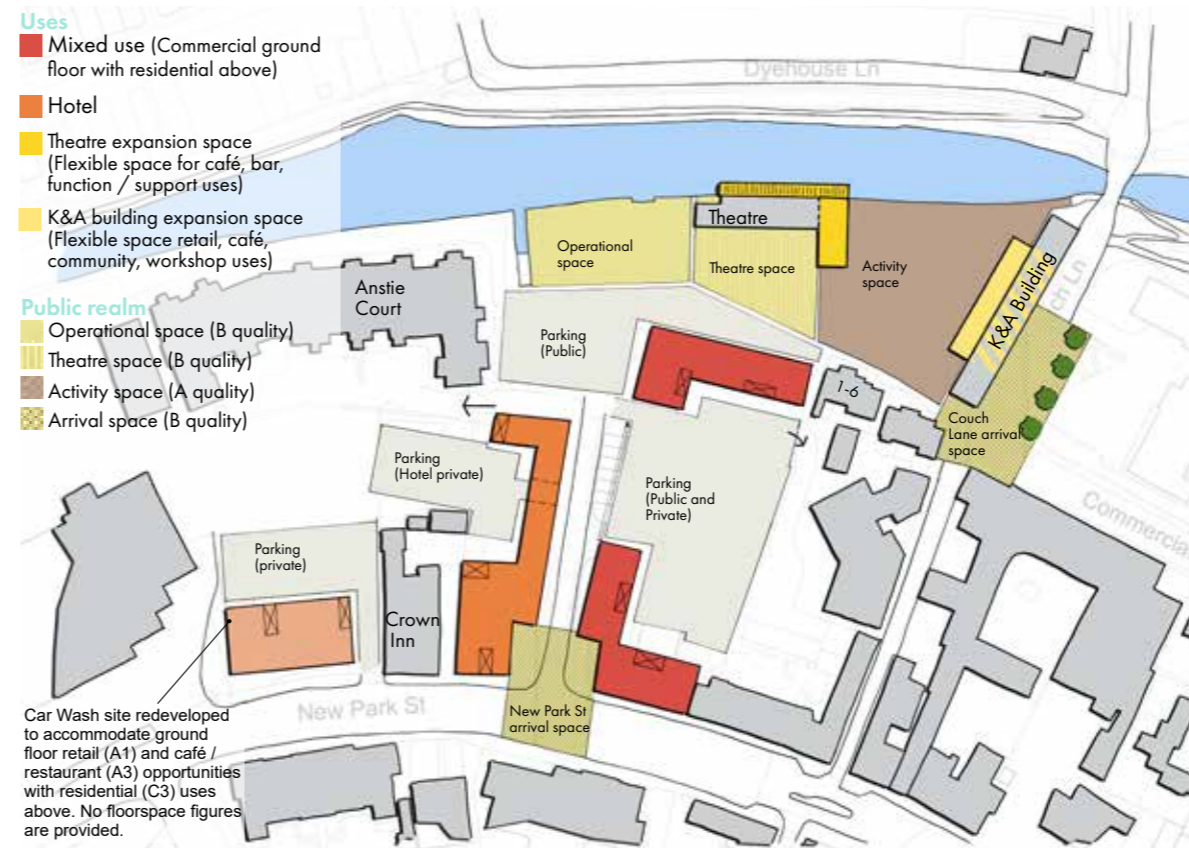
- Development focused within control of one ownership (PCC)
- Maintains the existing provision of public car parking
- Small hotel (on car wash site) between the Brewery and the Crown Inn reinforces Wadworth Brewery as visitor destination

### Issues

- Levels of activity within Central Wharf area not significantly increased to enhance its destination status within the town centre
- Carpetright building form continues to undermine the 'gateway' potential of the Wharf Street junction and route into the Wharf area
- Ground floor uses unlikely to be associated with the Wharf character and identity, but more orientated towards national chains attracted by the passing trade of New Park Street and the accessible car parking in the Wharf.
- Diversity of hotel offer is limited and offers little association with the Central Wharf area

## Option 2

Extends the development potential into the Central Wharf area and delivers a small hotel adjacent to the Crown Inn with enhancements to the public realm and canal side buildings.



Key findings from the appraisal include:

### Benefits

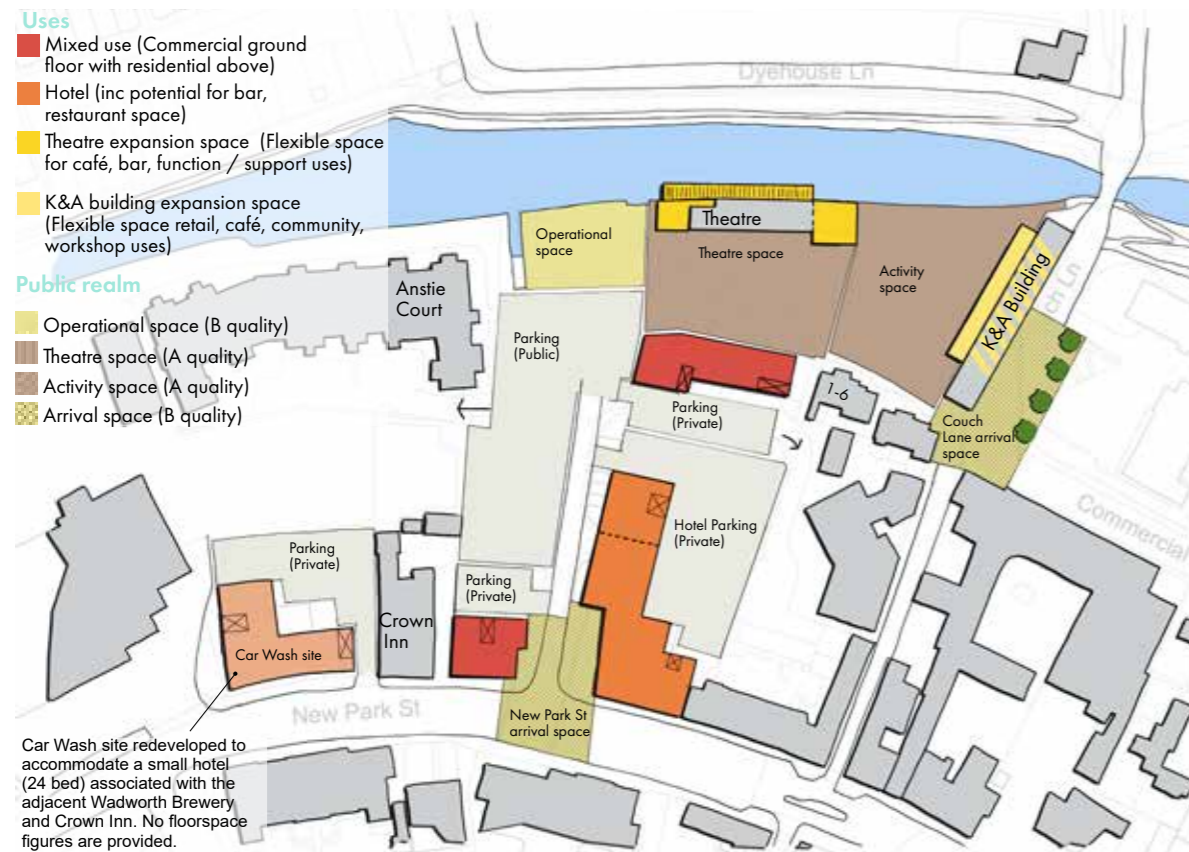
- Generates greater levels of activity in the area through extensions to Wharf Theatre and K&A building along with new development overlooking the Wharf space
- Improves the gateway and sense of arrival to the Wharf with new frontages to both sides of the Wharf Street junction
- Increases the prominence of the canalside buildings and strengthens the sense of arrival to Devizes from the canal
- Likely to attract more independent businesses / retailers through a strengthened association with the canalside and Wharf area
- Small hotel can reinforce a local identity associated with the Crown Inn, Wharf area and canal

### Issues

- Development delivery reliant on different landowner agreements or partnership arrangements
- Irregular development block for the hotel and a reliance on land within private sector third party control with likely high land value expectations
- Block B is divorced from Wharf Street and Block A which may limit its potential to attract new commercial ground floor uses
- Lower rental values likely to be needed to attract independent retailers
- Reduces the level of public car parking and relies on a shared area within the former police station block

### Option 3

Extends the development potential into the Central Wharf area and delivers a large hotel with enhancements to the public realm and canal side buildings.



Key findings from the appraisal include:

#### Benefits

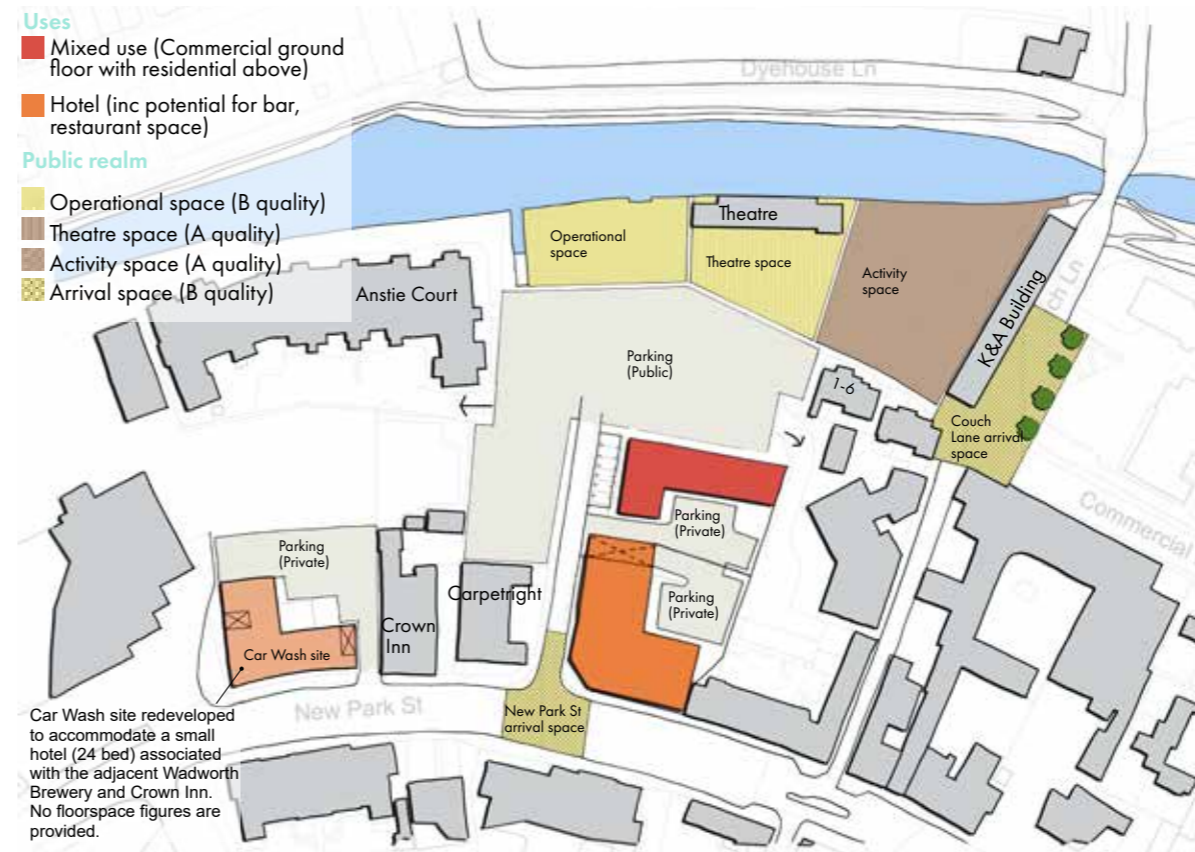
- All development opportunities set within control of individual ownership areas
- Maximises activity levels with a larger extension to the Wharf Theatre, extensions to the K&A Centre and new development addressing the Wharf Space
- Increases the prominence of the canalside buildings and strengthens the sense of arrival to Devizes from the canal
- Creates a more coherent waterfront with a larger public space to support the Wharf Theatre
- Improves the gateway and sense of arrival to the Wharf with new frontages to both sides of the Wharf Street junction
- Larger hotel likely to generate more new jobs and a higher development value
- A more diverse hotel offer alongside the potential of a smaller hotel on the car wash site will encourage a range of visitors to the area

#### Issues

- Reduced level of public car parking, but a more coherent arrangement to that shown in option 2
- Frontage to only one side of Wharf Street weakens the 'draw' into the Wharf area
- Block B is slightly divorced from Wharf Street and Block A, which may limit its potential to attract new commercial ground floor uses

### Option 4

Maintains the existing public parking provision, delivers a medium sized hotel and provides public realm improvements to the key arrival points and canalside public spaces while delivering a small hotel adjacent to the Crown Inn.



Key findings from the appraisal include:

#### Benefits

- Development focused within control of one ownership (PCC)
- Maintains the existing provision of public car parking, however it is likely to be impacted by presence of hotel
- Small hotel (on car wash site) between the Brewery and the Crown Inn reinforces Wadworth Brewery as visitor destination
- Delivery of two varying types of hotel improves accommodation offer for visitors

#### Issues

- Hotel size is constrained (delivering approx 50 beds) and relies on sharing existing public parking area
- Retention of Carpetright undermines gateway arrival and reduces opportunity for comprehensive public realm improvements to arrival space
- Levels of activity within Central Wharf area not significantly increased to enhance its destination status within the town centre
- Block B is slightly divorced from the Canal edge and public space due to the retention of car parking, which may limit its potential to attract new commercial ground floor uses

The option assessment work has identified and tested a range of development opportunities for the Central Wharf area. The key findings are summarised below and will now inform the preparation of a Development Brief Supplementary Planning Document (SPD) for the study area.

### A new gateway

This design principles identified the importance of the Wharf Street / New Park Street junction area as a key gateway to the Wharf. The Police Station and Carpetright sites currently present a poor frontage to New Park Street and do little to announce the Wharf area.

The development options test and highlight the opportunities to deliver new mixed use buildings in this location with lively ground floor uses to extend the town centre character into the Wharf and encourage more people to access the area. The appraisal confirms a supportive context for new development created by the prominent frontage opportunities, the potential of passing trade on New Park Street, and the direct and visible links to and from the town centre.

The options identify redevelopment of both sides of the Wharf Street junction (incorporating both the Police Station and the Carpetright building) as a key requirement to maximise this opportunity for the Wharf (Options 2 and 3). Leaving one side of the Wharf Street junction could undermine the gateway potential and entrance approach to the Wharf area.

The option appraisal findings indicate however that the redevelopment of Carpetright site may be a longer term opportunity. None of the options were considered to generate sufficient value to encourage redevelopment of the site from its current use and format, but this could be stimulated in the future by a successful development taking place first at the Police Station site.

The options also identified the importance for public realm improvements to focus on the creation of arrival spaces at the junction of Wharf Street / New Park Street and at the junction of Couch Lane / Commercial Road. These spaces must improve the pedestrian environment and setting in front of key buildings on the edge of the Wharf area and provide safe and inviting crossing points and routes in.

### A hotel destination

The Central Wharf presents a significant opportunity to meet demand for new overnight accommodation in the town centre and reinforce its role as key visitor destination. The provision of hotel accommodation would generate new job opportunities for the town and help meet some of the core objectives of the One Public Estate programme.

The Police Station site is identified as a prime opportunity to support a new 60 bed 'budget' hotel, benefiting from the wharfside setting and commercial frontage to New Park Street. The option assessment demonstrates the site capacity to accommodate a 3 storey hotel building and support private parking associated with the hotel (Option 3). This approach could also support a ground floor café / restaurant associated with hotel to bring added life and activity to this gateway area.

Subject to the level of public parking spaces to be retained within the central wharf, Wiltshire Council could work in partnership with the Police and Crime Commissioners to bring forward a slightly larger site area, incorporating land in their ownership (car parking), capable of accommodating the hotel and some additional mixed use development, together with dedicated parking on site (as illustrated in Option 3). Alternatively, given the Police and Crime Commissioners need to invest in existing accommodation elsewhere to facilitate the release of the central wharf site, consideration could be given to the Council acquiring the site from the Police and Crime Commissioners, providing an existing use value with the Council subsequently taking the lead on promoting redevelopment and commercial negotiations with the private sector.

The options assessment also explored different arrangements for the provision of private parking needed for the hotel. This included a shared arrangement with the existing public parking area in the Central Wharf to facilitate a further mixed use development block overlooking the wharf (Option 4) all within the existing police station site boundary. This arrangement however constrains the size potential of the hotel (circa 50 beds), which may reduce format options for known budget hotel operators. Further investigations would also be required to determine the likely impact on the availability of public car parking spaces in the wharf and the extent of the development potential.

Alongside the 'budget hotel', the Car Wash site is identified as a key opportunity for a smaller (circa 20 bed) 'independent' hotel that could link closely with Wadworth Brewery due to its position between the Crown Inn and the Brewery. The development options show how this could broaden further the overnight accommodation offer of the town alongside the potential budget hotel on the Police Station site. It could also reinforce key development principles for the Wharf area, improving the frontage to New Park Street and strengthening the town identity and association with Wadworth.

Option 2 also explored the alternative approach to provide the independent hotel on the Carpetright site, extending into the wharf along Wharf Street. The hotel would be located adjacent to the Crown Inn and could help to create a stronger gateway entrance to the Wharf, but the narrow site creates an irregular development block and would be reliant on a number of third party land agreements.

### A vibrant mix of uses

The study has identified potential to attract new commercial interest for residential development and incidental retail provision in addition to the hotel(s) opportunity. The development options demonstrate the capacity for mixed use ground floor uses, including shops, cafés, and restaurants with residential uses above through new development opportunities fronting to New Park Street and within the Wharf space.

The site, whilst well connected to the main town centre, is however considered unlikely to form part of the prime-retail catchment and the market rents associated with the site are more likely to reflect secondary locations such as nearby Snuff Street. Commercial interest will be stronger on New Park Street with high visibility and potential to attract passing trade, but opportunities exist to establish mixed use frontages that enclose the Central Wharf space and overlook the canal, particularly for food and drink related uses. Interest from local independent and artisan traders, new retail or leisure development within the Central Wharf area can also be explored further including the potential to reconfigure the K&A building to provide low-cost retail accommodation.

The design principles for this area highlighted the potential for built development to extend into the Wharf area from the rear of the Police Station site up to the established building line of the existing properties No.s 1-6 The Wharf (maximum position) (options 2 and 3). Bringing development closer to the Wharf is considered necessary to create a more coherent waterfront space, enclosed by new development, the Wharf Theatre and the K&A building.

The extent of the development frontage into the Wharf space is however a key issue requiring further exploration and testing, particularly in regard to the scale, form and massing of new buildings and their relationship with the historic canalside buildings and the existing sloping nature of the site. The extent of development would also impact on public car parking and a comprehensive parking strategy is therefore required to determine an acceptable level of displacement from the Wharf to facilitate development.

Above the mixed use ground floor uses, all of the development options explored the potential for new homes to be provided in the Wharf area to bring life and activity both day and night. All options created opportunities for the delivery of private apartments. The option appraisal identified the potential for strong sales values for these apartments, benefiting from the sites relationship with the canal, countryside views and proximity to the town centre. Upper storey residential development is therefore expected to form an integral part of any future development options for this area.

### Historic canalside buildings

The Wharf Theatre and K&A building are retained in all development options reflecting the planning policy position associated with the Conservation Area and their existing role as key attractions for the town and Wharf area. The options highlight the potential for extensions and improvements the buildings to create new floor space and improve their frontages to the Wharf area and the canal.

The appraisal work identifies the challenges of generating sufficient commercial value from these buildings to support the construction costs associated with these improvements. Both buildings are however in public ownership and there may be potential for the Council or other public bodies to fund development alterations using more competitive financing arrangements and recover the costs through rental income. A more detailed architectural and financial feasibility study is required to explore this further.

# Upper Wharf Development Options Overview

## Option 1

Housing led scheme, combining family housing, apartments and a mixed use building to mark an improved arrival space to the Wharf.



Key findings from the appraisal include:

### Benefits

- A more continuous built frontage to Commercial Road creates the potential for a stronger route to connect into the Wharf area
- Greater potential for 'family' dwellings with more individual homes and private garden spaces than apartments
- More balanced mix of dwelling types (houses, apartments and FoGs) to bring a wider offer to the market
- Terraced style properties offer more potential to reflect the established built character qualities of Victoria Road Conservation Area
- Mixed use opportunity on the ground floor addressing the corner of Couch Lane can encourage people along Couch Lane
- Well defined north-south pedestrian / cycle route aligned with the existing mature trees to connect between Commercial Road and canal corridor

### Issues

- Less residential floor space created which may limit the value generated to contribute to the Wharf regeneration objectives
- Lower number of residential dwellings benefiting from canal side position and views which may reduce potential values
- Mixed use ground floor uses may undermine the priority of delivering mixed use floor space with the Central Wharf

## Option 2

Apartment led redevelopment scheme which maximises potential value associated with the canal outlook



Key findings from the appraisal include:

### Benefits

- Maximises the residential capacity of the site to generate higher values and potential to contribute to the Wharf regeneration objectives
- Strong development frontage to the canal corridor which maximises the number of residential dwellings benefiting from waterside views
- Opportunity for 'retirement living' block to meet a different market sector with potential for higher sales values
- Potential to design apartment blocks in a modern, but sympathetic approach to reflect the waterside and Wharf area setting
- Retains a 'softer' more green edge to Commercial Road opposite existing residential dwellings

### Issues

- Predominantly apartments which limits the market offer and potential for a more mixed and balance community, particularly with the nearby retirement development at Anstie Court and potential for more apartments within the Central Wharf scheme
- Form and massing of the apartment blocks will need careful design and siting to ensure integration with the historic setting of the Wharf buildings and adjoining conservation areas
- No mixed use ground floor uses may undermine the 'draw' along Couch Lane and the linkages into the Central Wharf
- North- south pedestrian route connection between Commercial Road and the canal corridor is not as clearly defined



## Upper Wharf Assessment Summary

The option assessment work has identified and tested two residential led development opportunities for the Upper Wharf area. The key findings are summarised below and will now inform the preparation of a Development Brief Supplementary Planning Document (SPD) for the study area.

### Canalside frontage

The study has identified the importance of the canal frontage along the northern side of the Upper Wharf site. It is a unique opportunity for the town to enhance its relationship with the canal and can provide an exemplar development for Devizes. The waterside setting and potential for views out over the canal to the surrounding countryside create an attractive context capable of generating strong development values.

Both options (options 1 and 2) follow the design principle guidance to create a positive frontage to the canal side with new development orientated to benefit from the views out to the north. The provision of apartment blocks (including retirement living- option 2) could maximise this opportunity through a higher density arrangement enabling more properties to relate with the canalside. The positive frontage principle can however also be achieved through a finer grain development of family houses (option 1).

A key challenge will be ensuring an appropriate transition is made between the Wharf area Conservation area and listed bridge crossing (to the west of the site) and the Victoria Road Conservation Area (east of the site). The design details including scale, form, massing and architectural style will need careful consideration with potential opportunities to reflect both a 'canal warehouse' style character and more traditional terrace housing form.

A key feature of the existing Upper Wharf frontage to the canalside is the green character created by the hedgerow and trees alongside the canal footpath. The design principles highlight the importance of this in providing a natural transition towards the canal and this character is retained in the proposed frontages of both options 1 and 2.

### Mixed use frontage

The study highlights the opportunity for an element of mixed use development within the Upper Wharf. This is likely to take the form of a small retail or café/ restaurant outlet on the ground floor with residential uses above.

The design principles identified the most suitable opportunity is located in the south western corner of the site due to the potential prominence on the approach along Couch Lane and the opportunity to relate with increased activity in Central Wharf area. The option assessment demonstrated the potential and capacity for this within a mixed use block (option 1).

This opportunity however would need to be considered in context with the Central Wharf area, which is the priority location for the delivery of mixed use ground floor activity. Provision within the Upper Wharf area would therefore need to be providing a complimentary not competing offer.

### Balanced housing mix

The options purposefully explored two differing approaches to the provision of residential uses in Upper Wharf area. Housing led, combining family housing and some apartments (option 1) and apartment led, including a distinct retirement block (option 2). Both approaches offer the potential to relate to the established and popular residential context, with family housing characterising the Victoria Road neighbourhood to the east and retirement living development at Anstie Court to the west in Central Wharf.

The appraisal process identified both options are likely to generate strong values and present feasible approaches that can be explored further. The development costs associated with a retirement living block (option 2) are anticipated to rise significantly in comparison to option 1, and there are limits expected to the market values for retirement living within the local Devizes context.

The development appraisal reflected the local market context and concluded that whilst there is expected to be demand for further retirement living, it is considered development related more towards family housing (option 1) may generate stronger values, subject to a high quality design approach. Key 'selling' features would include the canalside setting and south facing rear garden space.

In either option, it is considered overall that residential development on the Upper Wharf will help stimulate further footfall and attraction to the Central Wharf area, aiding the regeneration ambitions overall.

### Hospital frontage buildings

The two frontage buildings to New Park Road are part of the Conservation Area designation and are recognised in the Conservation Area Appraisal as 'key elements'. In accordance with National Planning Policy there is a presumption in favour of retaining the buildings. Both options therefore retained these buildings and provided an assumption of what they may deliver through a residential conversion into apartments.

It should be noted that it was not possible within the scope of this feasibility study to undertake any investigations of the two buildings to ascertain their suitability for conversion or the associated costs. No allowance was therefore made in the appraisal process for cost or value of retaining these buildings.

Before finalising a development brief for the site, Wiltshire Council should conduct further investigations in conjunction with NHS Estates to determine both the historic design value in retaining to the two frontage buildings in the context of their contribution to the designated Conservation Area; and to ascertain the realistic commercial potential for them to be refurbished for residential use.

The design principles guidance for this study notes that a positive frontage to New Park Road must be created in any alternative replacement approach if their re-use proves to be infeasible.

# Appendix C:

## Technical plan updates (2022)



Updated technical baseline plans for:

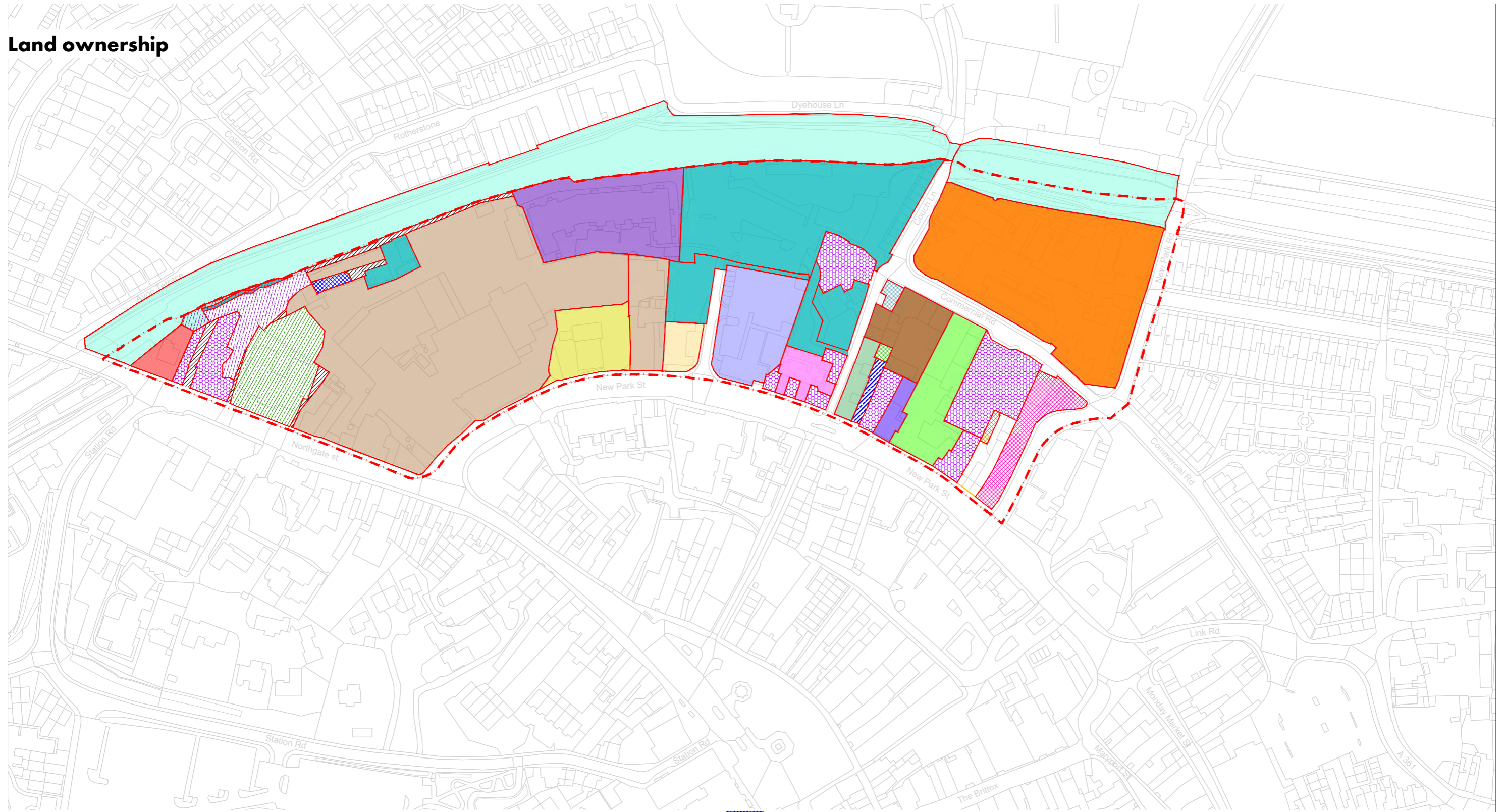
**Landownership -**

Draft plan, reflecting information provided by Wiltshire Council during the 2017 study. Updates made to the Lower Wharf area in 2021 reflecting input received from stakeholders. Further updates may be required for the wider Wharf area. Updates will be dependent on information received.

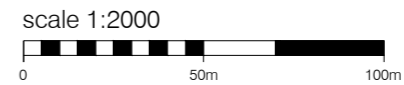
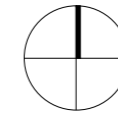
**Surface water flood risk -**

Reflecting information available on the Environment Agency website for this area.

# Land ownership



Study Area Boundary	Canal & River Trust	Aster Communities	NHS	Petcare
Wadworths	Unknown (WT127833)	Devizes Town Council	Devizes Assize Court Trust	Renelec
McCarthy & Stone	Gent Jakupi & Chloe Kendall	Annie Fiducia	The Wiltshire Historic Buildings Trust	Devizes Glass
Dundas	Carpetright	Wiltshire Vegetables Ltd	James Hatt	Private Residential
Wiltshire Council	Police and Crime Commissioner for Wiltshire	Hawkstreet	Eddie Davis	Unregistered



## Devides Wharf Wiltshire County Council Land Ownership Plan

Drwg. no: 114\_DI\_02.1  
1:2000 @ A3  
2021.12.06  
114\_DA\_04.3\_Title Plans.dwg

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**Note:**  
Draft plan, reflecting information provided by Wiltshire Council during the 2017 study. Updates made to the Lower Wharf area in 2021 reflecting input received from stakeholders. Further updates may be required for the wider Wharf area. Updates will be dependent on information received.

# Surface water

● High ● Medium ● Low ○ Very low ⊕ Location you selected



### Surface water flood risk

Source: <https://check-long-term-flood-risk.service.gov.uk/>

Small areas of surface water flood risk are identified in the following categories:

**Medium risk** means that each year this area has a chance of flooding of between 1% and 3.3%. Flooding from surface water is difficult to predict as rainfall location and volume are difficult to forecast. In addition, local features can greatly affect the chance and severity of flooding.

**Low risk** means that each year this area has a chance of flooding of between 0.1% and 1%. Flooding from surface water is difficult to predict as rainfall location and volume are difficult to forecast. In addition, local features can greatly affect the chance and severity of flooding.

— Study Area Boundary

⊕ **DRAFT**

scale 1:2000  
0 50m 100m

Devizes Wharf  
Wiltshire City Council  
Surface Water

Drwg. no: 114\_DI\_11.0

1:2000 @ A3  
2021.12.06  
114\_DA\_34.0\_Surface Water.dwg

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