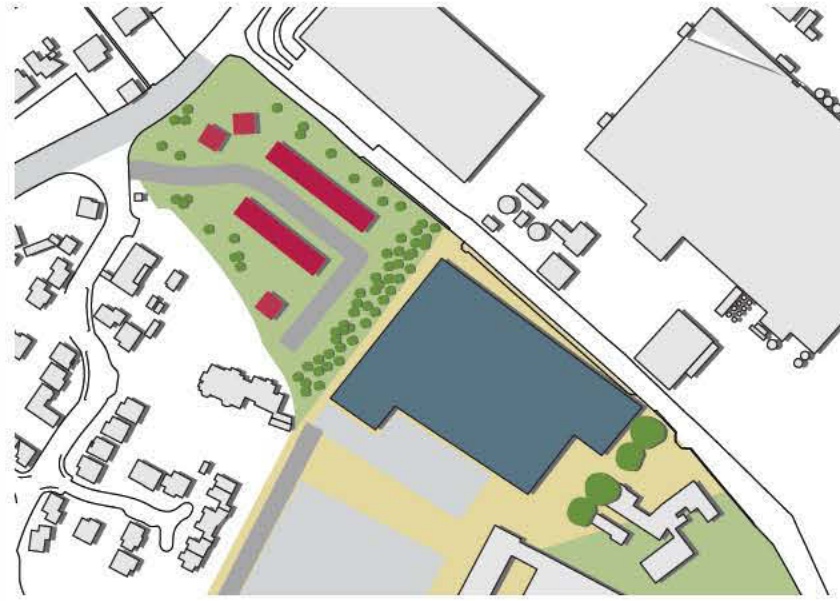


Chippenham Central Area Masterplan

Draft
May 2014



Links
Issues
Housing
Planning
Employment



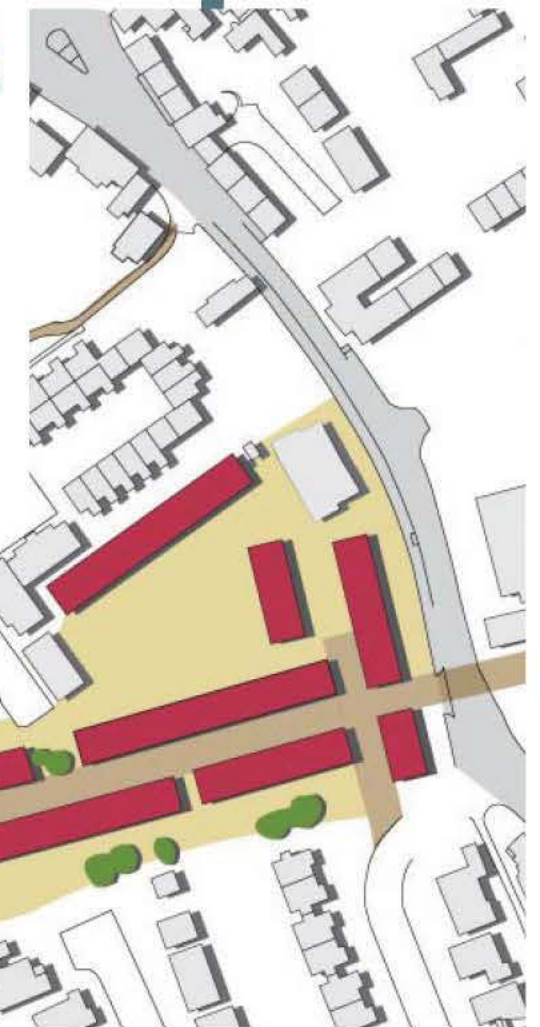
Chippenham Masterplan



Vision
Movement
Opportunities
Access



Character
Leisure
Transport
Retail
Growth



This draft Masterplan is the result of a long process of discussion and consultation combining external expertise with local knowledge and consultation, with the support and commitment of officers of Wiltshire Council.

The intention is to provide a document to inform and form a part of the local plan, combining and resolving often conflicting interests to deliver the Chippenham Vision and create a strong and vibrant community. It should provide clarity and guidance for developers and for the council, and set objectives for transport, highways and other infrastructure to facilitate delivery of the required accessibility and quality of environment.

It should form the basis for attracting economic development and regeneration, and for working with the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) and Local Transport Body (LTB) to promote the economy of the town and Wiltshire as a whole. It is most encouraging that the strategic economic importance of Chippenham Station to Wiltshire as a whole is recognised in their Strategic Economic Plan (SEP), opening possible funding routes in the delivery of the required enhancements, access, and parking.

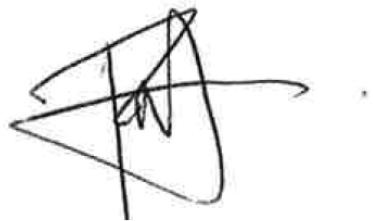
There will be opportunity for further development and refinement of the plan as some of the developments are implemented, influencing the form and requirements of subsequent strategic plans. The changes that have taken place between the draft and this final document are indicative of the rate of change, and of the need to review and update this overall document regularly.

I would like to thank all those involved for their patience and commitment to the process so far, for their willingness to consider alternative points of view, and for focussing on what would benefit the town as a whole.

Whilst this is the culmination of much work to date, it is only the beginning of the next stage, the implementation of development to the benefit of the town. This will require much further work, patience and clarity from all current and future partners who have the interests of the town at heart.

I would like to thank all those who have taken the time to become involved, to attend consultations, to read and comment upon drafts and previous documents, we know that finding time for such things is not easy and have genuinely tried to reconcile and incorporate comments in the light of the overall Vision. In a number of cases these support the case for further, more detailed work in particular areas as we have set out. The overall objective remains the betterment of the town, including taking the opportunities presented from the growth of the town and the range of redevelopment possibilities within the central area to do so.

Thank you for your support and patience.

A handwritten signature in black ink, appearing to read 'Tom Jacques', with a horizontal line extending to the right.

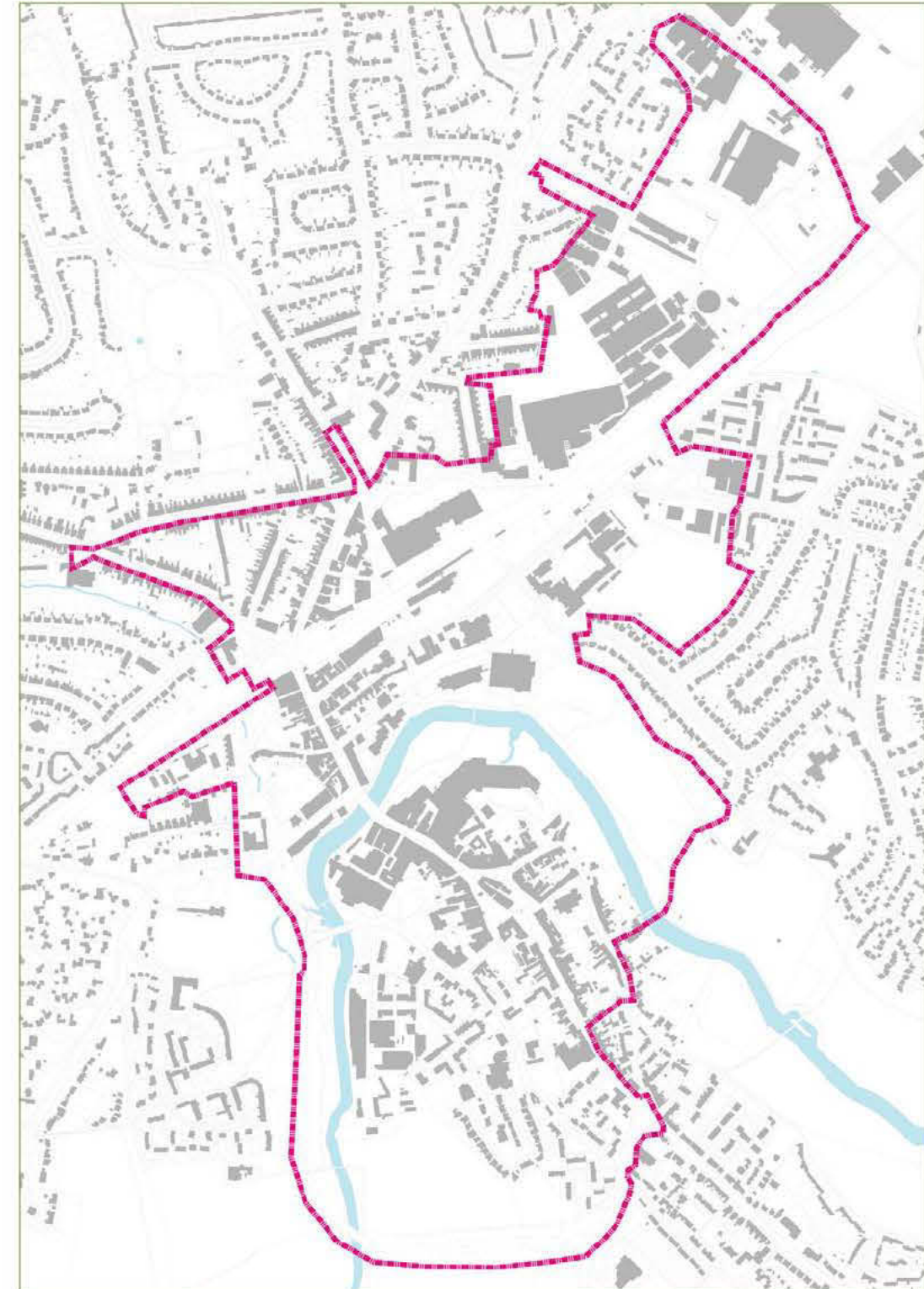
Tom Jacques – Chair of the Chippenham Vision

CONTENTS

01. INTRODUCTION	1
02. PLANNING POLICY CONTEXT	3
03. SPATIAL CONTEXT: REGIONAL	6
04. SPATIAL CONTEXT: LOCAL	11
05. VISION AND OBJECTIVES	17
06. ILLUSTRATIVE MASTERPLAN	21
07. CHARACTER AREA GUIDANCE	27
HIGH STREET AREA	29
COCKLEBURY AREA	33
LANGLEY PARK AREA	37
RESIDENTIAL AREA	42
RIVERFRONT AREA	46
08. DELIVERY STRATEGY	51



01. INTRODUCTION



The Masterplan Area

1.1 INTRODUCTION

Wiltshire Council has commissioned a consultant team to prepare a sustainable Strategic Framework and Masterplan for the regeneration of central Chippenham to attract and channel new investment into the town centre.

This Masterplan is based on an analysis of how the region, Chippenham and its town centre are performing and planning for housing and employment growth. Guidance to improve the town centre and surrounding area is set out, based on further analysis, stakeholder consultation and the Strategic Framework. The Strategic Framework set out the broad direction of travel in order to guide the specific proposals in the Masterplan.

The analysis is derived from documents at the national and local level. The issues and considerations identified in the draft Wiltshire Core Strategy have been a key source, as has its supporting baseline evidence and the suite of documents produced by Chippenham Vision to date.

The Masterplan provides further detail and guidance on development set out in Core Policy 9 of the draft Core Strategy 'Chippenham Central Area of Opportunity'.

1.2 WHY IS THIS DOCUMENT IMPORTANT?

Chippenham as an historic market town has grown in the past and responded to change brought about by the railway and new road connections. Once again, it is needing to adapt to changing economic influences, the closure or reduction in scale of businesses in the town and the need to improve the attractiveness of its High Street and town centre offer for residents, visitors and businesses.

Without a clear Masterplan in place there is a significant risk that planned strategic growth and regeneration of individual sites in the central area will fail to improve the town centre and achieve Chippenham's full potential as a thriving riverside market town. The Masterplan provides guidance to aid understanding on how the development of individual sites should fit into and contribute to the whole.

1.3 GUIDANCE AREA

The draft Masterplan area comprises the Chippenham Central Area of Opportunity as set out in the draft Wiltshire Core Strategy CP9. This includes:

- the town centre
- nearby major regeneration opportunities
- central transport routes that may be significantly affected by strategic growth
- the central section of the River Avon corridor.

These areas are chosen due to their important role in the town and their potential to influence the town centre.

1.4 STRUCTURE

This document is structured as follows:

Chapter 1: introduces the document and Masterplan Area.

Chapter 2: describes key elements of the draft Wiltshire Core Strategy and other planning policy that sets the planning framework for this guidance report.

Chapter 3: explains how the rest of the region is changing and looks at Chippenham in this context.

Chapter 4: this chapter sets out how the town operates and the likely effect of planned growth on the town centre.

Chapter 5: presents the Chippenham Vision and Strategic Objectives. These are based upon extensive public and stakeholder engagement undertaken by Chippenham Vision and Wiltshire Council.

Chapter 6: presents the illustrative Masterplan and explains overarching guidance for the whole central area, including approximate potential floorspace quantum and illustrative Masterplan.

Chapter 7: presents issues, opportunities and bespoke design and policy guidance for each character area.

Chapter 8: explains the market conditions and potential phasing, delivery strategy, infrastructure priorities and partner roles.

02. PLANNING POLICY CONTEXT



The River Avon is a natural structuring element of the town and its centre

The policies highlighted here provide the objectives and policy context for the Masterplan Area.

2.1 NATIONAL POLICY

The National Planning Policy Framework (NPPF, 2012) sets a presumption in favour of sustainable development and this Masterplan encourages development opportunities that meet the sustainable needs of the area.

The NPPF states that local authorities should recognise:

- town centres are the heart of a community and their viability and vitality should be actively supported
- residential development can play an important role in ensuring the vitality of town centres and residential development should be encouraged on appropriate sites
- developments should add to the overall quality of an area and establish a strong sense of place
- conservation of the historic environment can bring wider social, cultural, economic and environmental benefits.

2.2 LOCAL POLICY: CHIPPENHAM

Chippenham is identified in the draft Wiltshire Core Strategy as a 'Principal Settlement' (Core Policy 1) because it is 'a strategically important centre and primary focus for development', alongside Trowbridge and Salisbury.

Over the period to 2026 Chippenham will provide 26.5ha of additional employment land and at least 4,510 new homes (Core Policy 10). No allocations have been identified at Chippenham.

The scale of housing is expressed as a minimum to allow a pattern of development that supports infrastructure requirements and can best realise the towns economic potential. This will be identified through a separate development plan document for Chippenham.

Over 1,000 of these homes have already been delivered or permitted. Proposed changes to CP10 introduces six criteria to guide the selection of strategic sites at Chippenham and a diagram of potential strategic areas. These are the basis for deciding the most appropriate directions for growth. The six criteria are:

1. The scope for the area to ensure the delivery of premises and land for employment development reflecting the priority to support local economic growth and settlement resilience.
2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them.
3. Improves local traffic and redresses traffic impacts affecting the accessibility attractiveness of the town centre.
4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges.
5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access to the countryside.
6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding.

2.3 LOCAL POLICY: THE MASTERPLAN AREA

The 'Chippenham Central Areas of Opportunity' (Core Policy 9) from the draft Wiltshire Core Strategy is the principal policy for this document. The policy states redevelopment is supported at:

- Bath Road car park and Bridge Centre: A retail extension to the town centre that provides a supermarket and comparison retail units
- Langley Park: A mixed-use solution that supports the retention of significant business uses on part of the site.

The draft Core Strategy will continue to save a number of policies from the North Wiltshire Local Plan (2011). The Local Plan requires that 250 homes should be provided at Foundry Lane as part of a mixed-use scheme (saved policy H2). This policy covers land to the north of Foundry Lane and part of Langley Park.

The Central Area of Opportunity contains Primary and Secondary Retail Frontage Areas (Local Plan saved policies R1 and R2) The majority of the Bath Road site is in the primary retail frontage and the remainder (the Bridge Centre) is in the secondary retail frontage area. Langley Park is outside both town centre retail frontage areas. Hathaway Retail Park, which is adjacent to Langley Park, is in the secondary retail frontage area.

The Core Strategy seeks to protect the vitality and viability of the town centre, Core Policy 38 provides that the redevelopment of sites outside of the Primary and Secondary Retail Frontage for retail or leisure uses must demonstrate that

they will not harm the vitality and viability of the town centre.

The regeneration of brownfield sites, such as Bath Road and Langley Park, is further supported where they introduce a range of uses that compliment existing town centre.

A key priority for this Masterplan is that green and river corridors should be 'developed and improved' to enhance the sub-regional green infrastructure network. This is relevant to the River Avon corridor and its connection to the countryside and growth sites to the east and south-west.

The emerging Core Policy also requires new development to 'create a strong sense of place' through proposals that complement their surroundings and through high quality design (Core Policy 57). It also seeks to 'protect, conserve and where possible enhance the historic environment' (Core Policy 58). This Masterplan complements the Chippenham Conservation Area Appraisal and Management Plan.

New developments should also reduce the need to travel by car where possible and encourage sustainable travel (Core Policy 61). The Masterplan supports uses that are likely to encourage walking, cycling and the use of trains and buses, as long as they also conform to the other relevant policies.

A transport study for the Masterplan Area will be developed subsequent to this document in order to propose town centre improvements and support the identified growth.

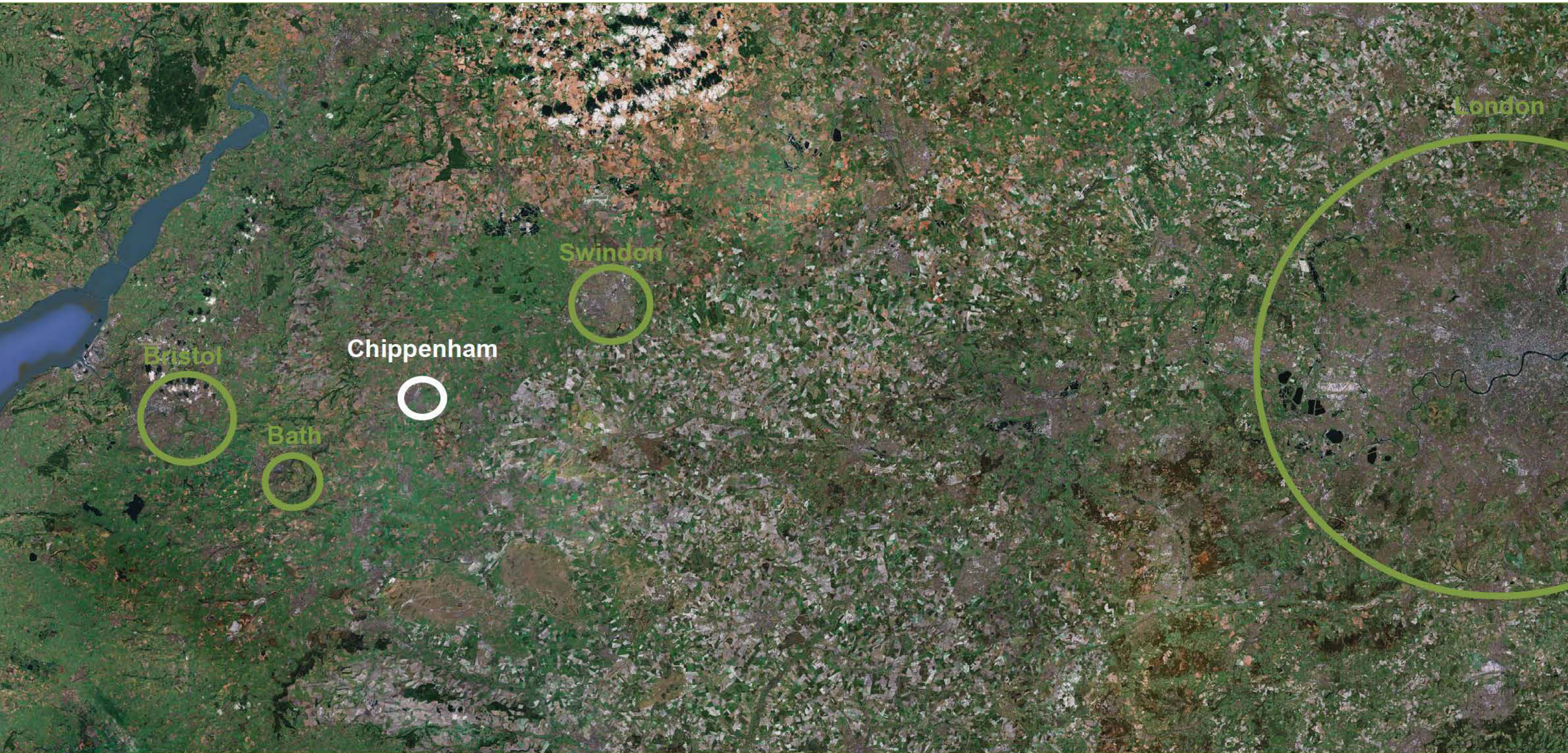
2.4 SUMMARY

The Masterplan addresses the above by:

- enhancing the self containment and identity of Chippenham
- promoting the town centre and riverfront as the physical and symbolic focus
- promoting the regeneration and revitalisation of Chippenham's built and natural heritage
- intensifying the town centre and improving its retail and commercial offer in the context of its phased growth
- promoting the role of green infrastructure and encouraging legibility and connectivity across the town.



03. SPATIAL CONTEXT: REGIONAL



The Regional Context

3.1 REGIONAL CENTRES

The future role of Chippenham and its town centre needs to be placed within its regional context and its relative position with other settlements. Through an assessment of its current position the Masterplan has looked to identify what development and investment is required within the town centre to enable it to achieve its full potential and meet the requirements of residents and businesses.

Chippenham lies within the M4 corridor that contains a number of major urban centres including Bath, Swindon and Bristol that all provide a wider range of facilities. Since the 1980s areas such as Bath, Bristol and Swindon have benefited from significant town centre and employment investment. Consequently, although Chippenham has also benefited from investment, overall its relative town centre offer has declined. As a result, Bath and Swindon in particular have attracted local residents' expenditure that would normally be anticipated to occur in Chippenham town centre, creating significant out-commuting. Given the housing and employment growth proposals within each of these regional centres if Chippenham town centre is to compete it must improve its retail and leisure offer.

BATH

Bath has a high-quality retail, leisure and employment offer enhanced by the recently developed Southgate Centre that is easily accessible from Chippenham by rail and road. It has a wide variety of festivals and markets and a strong fashion retail offer with a proven track record of attracting investment through difficult economic periods. The planned employment growth (5Ha) and residential development of 6,000 homes is lower than Swindon and Bristol. The planned employment growth in Chippenham is higher, which creates an opportunity to reduce outcommuting and enhance the town. The Bath and North East Somerset Core Strategy is being reviewed and these figures are not final.

SWINDON

Swindon has a prosperous economy with major employers including Honda and Nationwide. The town centre has a poor image but major retail developments are planned to enhance the centre on parts of The Parade and Regent Circus. The Outlet Centre is a significant local retail centre in itself, attracting expenditure from Chippenham. A University Technical College focussing on engineering and enterprise has been approved for the town centre. Swindon, with over 50 hectares of planned employment growth, should continue to be a resilient and successful employment hub, drawing employees from across the region with major employment sectors in biotechnology, ICT and R&D.

BRISTOL

The centre of Bristol does not attract significant retail trade from Chippenham being further away than Bath and Swindon. However, Bristol is the region's capital for office space and the city's retail offer has been improved by the Cabot Circus development. The future employment land allocations for Bristol is similar to Chippenham.

3.2 WILTSHIRE'S PRINCIPAL SETTLEMENTS

Besides Chippenham the other two principal settlements within the county are Trowbridge and Salisbury.

The County town of Trowbridge offers a broadly similar scale of retail floorspace but does perform better in the national retail rankings. The catchment population is larger than that of Chippenham but less affluent and older. The Shires Gateway development (retail, leisure and housing) has enhanced the town's offer recently and a significant planning permission has been granted for a cinema, hotel and restaurants at St Stephen's Place. Alongside plans for the regeneration of the central area this development could increase the attractiveness of Trowbridge for future inward investment to address an identified capacity for comparison retail floorspace. It has approximately double the town centre parking provision of Chippenham.

Salisbury relates primarily to the larger urban centres of Andover and Southampton and has little influence on Chippenham.

The amount of new employment land to be provided in both Trowbridge and Salisbury is of a similar scale to that planned in Chippenham.

3.3 MARKET TOWNS

The four market towns of Calne, Corsham, Devizes and Melksham are situated to the south, east or west of Chippenham.

Over the coming years the potential catchment population of Chippenham will be increased by the planned growth of 8,000 homes and over 25ha of employment land within these market towns. If it can improve its offer, Chippenham should be the natural service centre of choice for retail and leisure facilities not found in these towns and also provide a focus for employment opportunities for their residents.

3.4 SUMMARY

As noted above and illustrated in the following plans the above settlements and their town centres have varying degrees of planned growth in terms of housing and employment space that will reinforce their roles within the region and provide the opportunity to improve the attractiveness of their retail and leisure offer.

The draft Wiltshire Core Strategy proposes at least 42,000 homes and around 178 ha of employment land by 2026 Overall this means that Chippenham is expected to deliver 5% of the total number of homes, yet 10% of the total employment land (similar in quantum to that expected in Bristol) within the county. This potentially provides the town centre with additional demand from which to improve its retail, leisure and commercial offer. Going forward the connectivity between the new developments and the town centre will be particularly important in ensuring the maximum benefit of this additional growth is achieved.

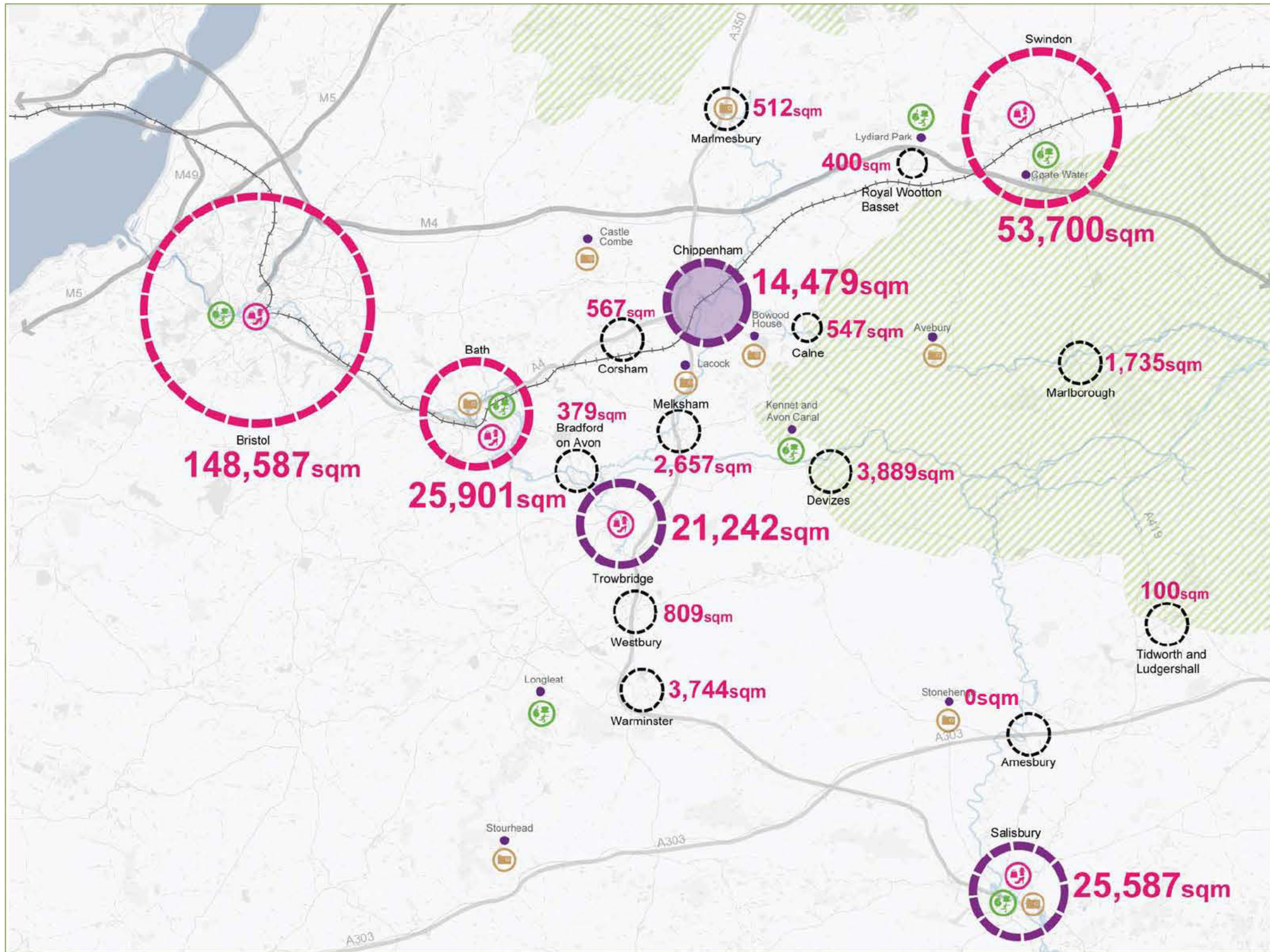
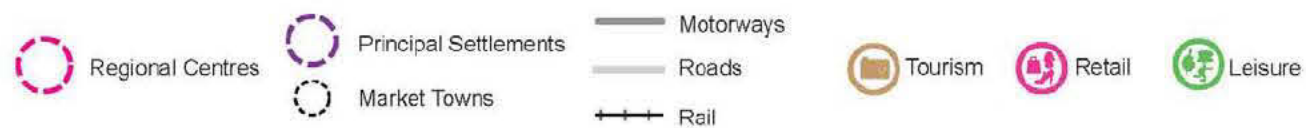


Figure 1 Potential comparison retail growth to 2026 and key, leisure and tourism sites



3.5 RETAIL, LEISURE AND TOURISM

The main destinations for leakage of retail and leisure expenditure are Swindon town centre and Bath city centre.

The South Gate Centre has enhanced the already strong comparison goods offer of Bath.

Trowbridge offers a similar scale or retail floorspace to Chippenham.

The leisure and retail offer in Trowbridge will be further enhanced by the St Stephens Place development (Cinema, Hotel and Restaurants).

Chippenham provides a strong convenience retail offer that supports the surrounding local centres. The comparison goods offer however is in need of improvement, although the regional centres will remain dominant locations.

Through an increased comparison goods and leisure offer Chippenham should reduce leakage and become the natural service centre for the Market Towns of Corsham, Calne and Melksham.

The significant tourism offer in close proximity to Chippenham provides opportunities for a wider overnight accommodation and evening economy offer.

Chippenham acts as a key service centre for a large rural hinterland.

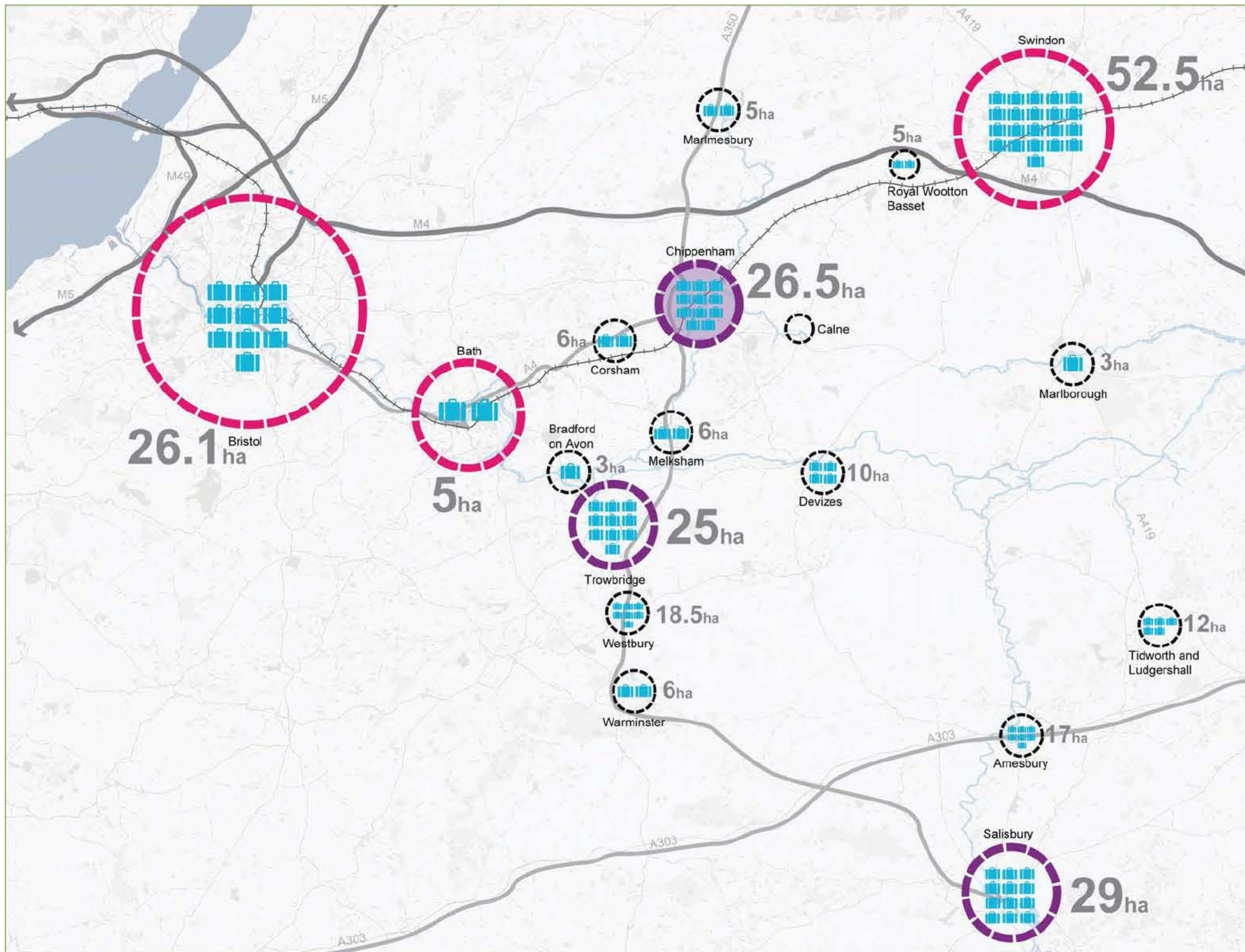


Figure 2 Potential Employment growth to 2026



3.6 EMPLOYMENT

Situated four miles south of the M4 corridor and on the main Bristol to London railway line Chippenham sits at the gateway to the South West, South East and Wales.

Employment in the sub-region is principally defined by a cluster of global companies along the M4 corridor aligned to the major regional centres. Outside of these locations the employment offer is dominated by a high proportion of small firms.

Out-commuting (for higher wages and broader opportunities) to Bath, Bristol and Swindon is significant.

The provision of employment land (26.5Ha) as a key part of the strategic growth can assist in increasing the level of self containment for Chippenham.

The employment land can benefit from good transport links and lower costs.

Chippenham has a high degree of specialism in manufacturing and ICT.

3.7 HOUSING

The region has a clear settlement hierarchy with Bristol, Bath and Swindon being the major Regional Centres. Bristol and Swindon have very significant levels of planned housing growth commensurate with their size.

Chippenham, Trowbridge and Salisbury are the Principal Settlements and alongside the market towns will provide the focus for housing growth to 2026.

Chippenham principally serves the following key Market Towns – Calne, Melksham, Corsham and Malmesbury.

Chippenham and its catchment population will see significant levels of housing growth over the next 15 --20 years.

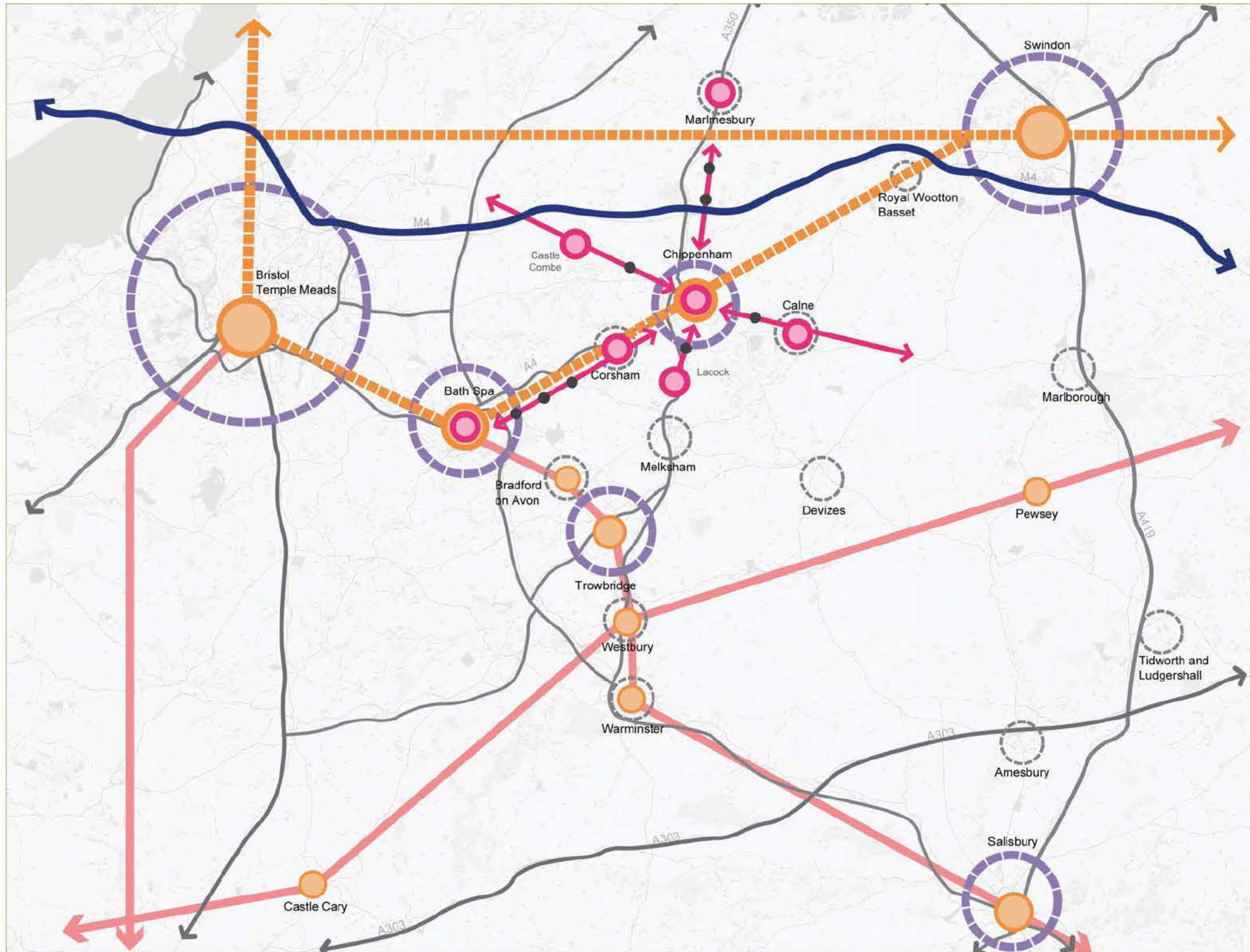
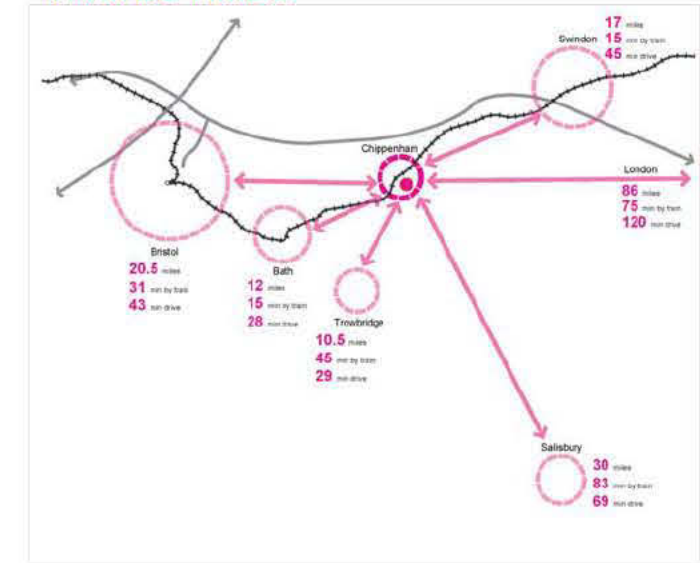


Figure 3 Primary Transport Corridors

TRAVEL TIMES



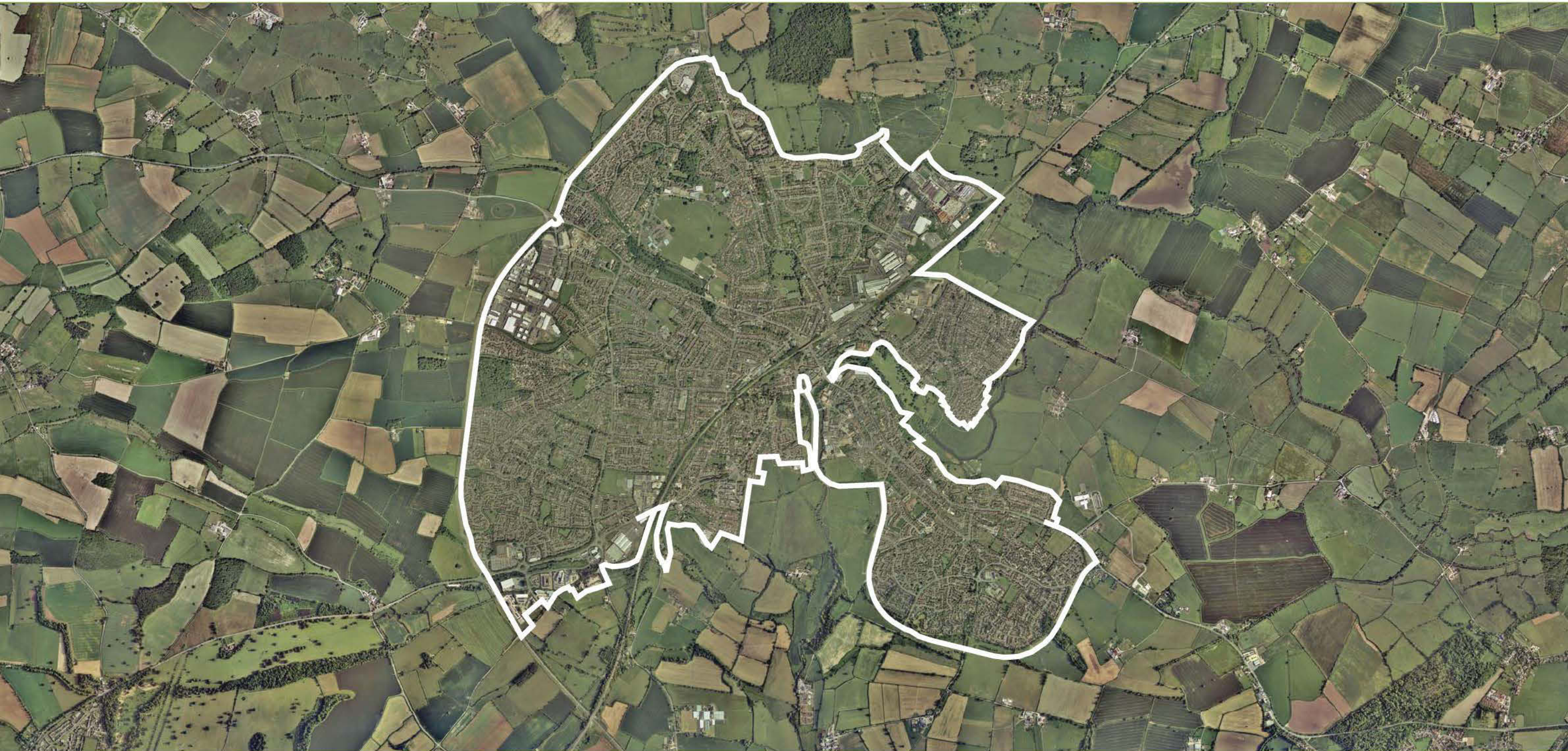
3.8 TRANSPORT AND ACCESS

Destination	Distance from Chippenham (miles)	Time by Road (mins)	Time by Rail* (mins)	Time by Bus (mins)
Bath	12	28	15	60
Swindon	17	45	15	65
Bristol	20.5	43	31	84
Trowbridge	10.5	29	44**	44
Salisbury	30	69	83	120
London	86	120	75	80

* Rail travel times are based on current services. Proposed electrification should reduce times to Bath, Bristol and Swindon. Journey times to London should be reduced to around 1 hour

** This is the service via Bath, TransWilts run six trains per day in each direction Monday to Saturday and four on Sunday. This reduces journey time from Chippenham to Trowbridge to 20mins.

04. SPATIAL CONTEXT: LOCAL



Chippenham Urban Area

4.1 THE MARKET CONTEXT

At the local level the principles underpinning this Masterplan are based on an understanding of a current market view of the town in terms of its retail and leisure offer, the employment and housing markets, an assessment of the transport network and analysis of the spatial context.

RETAIL

There is a reasonable retail offer in the town centre, but some of the local population are currently choosing to shop elsewhere and the town centre offer is becoming increasingly fragile. Additionally an application for an out of town convenience store has recently been approved, which is considered to have had an adverse effect on the vitality and viability of the town centre. Chippenham's prime town centre rents are currently low (c. £55 per sq ft ITZA) in comparison with those seen in new developments in Trowbridge. Should the quality and range of comparison shops not improve, particularly in the context of planned growth in the catchment population, the town centre will lose out further to Trowbridge and the regional centres.

There are two key retail evidence base documents: the Wiltshire Council Town Centre and Retail Study (GVA, 2011) and the Wiltshire Core Strategy Topic Paper 6 ('Retail', 2012). These provide a robust evidence base for the approach to retail set out in this Masterplan.

The town centre retail offer should be improved by:

- providing flexible and modern comparison retail units in the town centre that are of sufficient size and configuration to meet retailer requirements
- developing opportunities within the town centre (such as the Bath Road site for comparison retail) and leisure to anchor and catalyse improvements to the High Street
- building on strengths such as its range of independent niche retailers, historic high street character and the untapped potential of the river and the riverside
- enhancing the quality of the public realm at key points in the town centre
- improving accessibility to and within the town centre.

LEISURE AND CULTURE

Chippenham benefits from a range of arts and culture facilities, such as: Chippenham Museum and Heritage Centre; Wiltshire and Swindon History Centre; St. Andrew's Church; Neeld Hall. The church hosts performances by the North Wiltshire Orchestra and there are plans to improve the Neeld Hall for a range of community and cultural uses.

Chippenham has a very limited commercial leisure offer with no modern multiplex cinema and insufficient bars and restaurants. This is an opportunity to bring people into the town centre and benefit from the creation of an evening economy. The local population are choosing to spend leisure time in other locations.

The potential for overnight visitors and tourism is restricted by a limited range of hotels. The major employment land allocations and tourist attractions nearby represent a key opportunity to attract visitors to the town centre.

The town centre leisure and culture offer could be improved by:

- improving provision, quality and access to theatre, arts, and cinema, assisting to establish a greater evening economy
- maintaining, consolidating and improving sport and recreation provision in the town centre, in particular utilising the river corridor
- providing facility for commercial hotel, bar and restaurant provision (in attractive consolidated settings).

EMPLOYMENT

Chippenham is an attractive location for employers because it is well located on the 'M4 corridor' between London and Bristol, has good transport links and provides affordable accommodation compared to equivalent located towns and cities. The majority of modern employment space is outside the town centre and large land allocations on the edge of town will continue this trend (see Chapter 2 for details). The scale of these land allocations are positive for the town centre because they bring opportunities for Chippenham to enhance its employment base and provide credible alternatives to the employment hubs of Swindon and Bath and thereby increase the critical mass of the catchment population.

Office and other employment space within the Masterplan area though is generally poor quality. The offer should be improved through new town centre developments that complement the out of town employment sites by offering well connected intensive employment opportunities close to the town centre and station. The provision of significant office space is more challenging in the short term with in-town rents at approximately £9-£12 per sq ft. However, better quality employment space in the centre could be realised by building on its strengths, such as fast railway links to London (and planned electrification), Bristol and other areas, the good secondary and tertiary education offer and the benefits that an enhanced riverside market town centre could provide.

HOUSING

The housing market in Chippenham is reasonably strong as the town is an attractive place to live and has several excellent schools. Chippenham is more affordable than Bath, Bristol and some of the surrounding villages, although housing affordability remains a challenge for the entire UK. Local housing demand will be primarily met through plans for homes, which has the potential to further benefit the town centre from an improved critical mass.

Housing in the Masterplan area is currently limited. There are sites within this area that have potential to complement the town centre with additional housing, such as Langley Park and along Westmead Lane. There are also sites within the town centre itself that provide opportunities for town centre living. Town centre living can be beneficial in assisting with improving the town's evening economy.

4.2 TRANSPORT

Chippenham is highly accessible by road but much of the cross-town traffic is channelled through the Masterplan area, creating bottlenecks at times. These are at the Bath Road gyratory, Station Hill and the one-way loop north of the Western Arches. The strategic growth will add extra traffic to the Masterplan Area, particularly the Hathaway/Little George Roundabout and Bridge Centre/Gladstone Bridge. Development solutions should be sought that do not generate traffic levels that would overload these junctions and opportunities should be taken through the strategic growth to alleviate pressure of traffic on the town centre where possible. Efforts should be made to improve the public realm at these key entry points to the town.

Bath Road and Borough Parade car parks are well connected to strategic transport routes and considered to be essential town centre assets. Both the Emery Gate car park and the parking provision around the railway station are less accessible and can create local congestion, but are key features of the town centre network.

The town centre solutions should consolidate and improve accessibility to, and provision of parking entry points to the town centre. Solutions should also improve pedestrian access within and to the town centre.

Allowing vehicles to use the High Street and Town Bridge in the morning rush hour restricts the street's potential as barriers and signs are needed. This is not regarded as an essential part of the network. However, it is recognised that servicing access is required at certain times of the day. Similarly, the northern entrance to Emery Gate car park and Wilkinson's service yard detract from the potential riverfront experience and it is considered that, with alterations, there is potential for this access to be closed.

The railway and bus stations are major benefits to the town centre although the public realm should be improved to make them more appealing arrival points to the town with improved provision and visibility of pedestrian routes to the town centre.

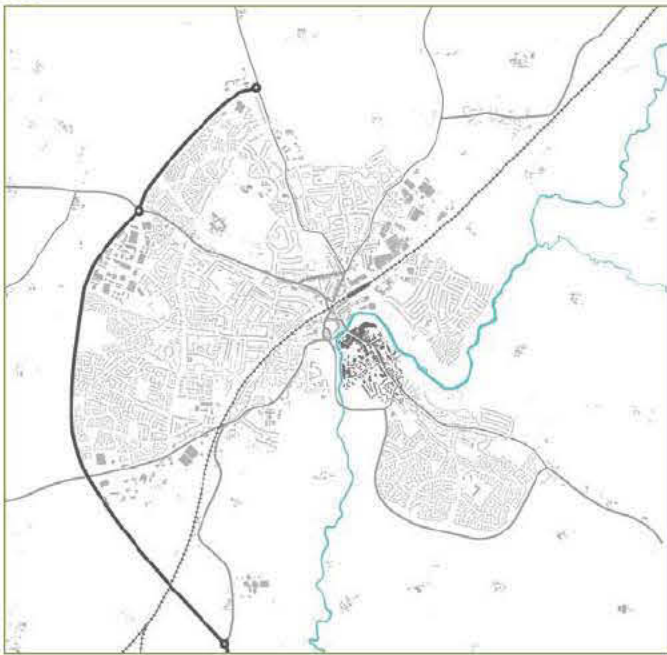
4.3 SPATIAL CONTEXT

Chippenham was originally framed by the river and the town centre grew around it. Over time the context has changed and the majority of the town has grown progressively away from the centre to the north. The railway line and strategic roads have created barriers that divide the town and isolate the town centre. New development around the town will need to help to improve connections to the town centre and the balance of growth around it.

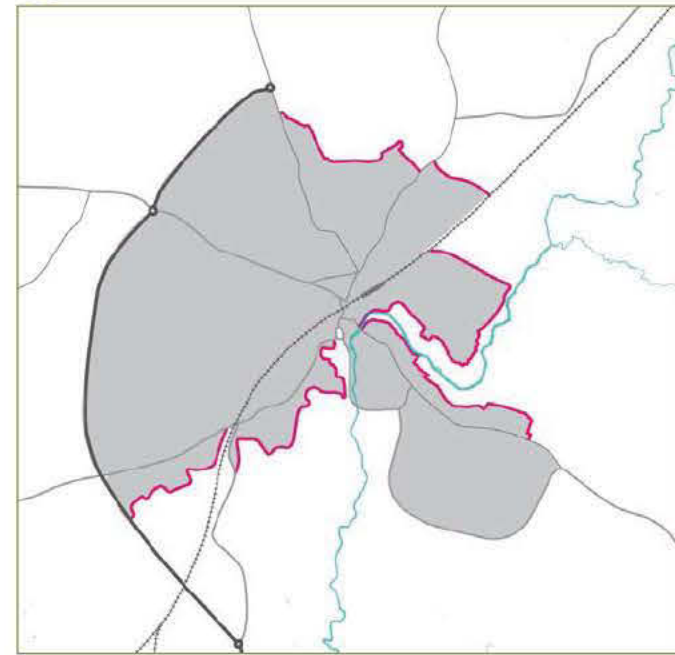
Chippenham consists of different types of neighbourhood reflecting its growth over time, such as historic interconnected streets, larger industrial/retail units and post-war housing areas. The Masterplan recognises this and identifies a series of character areas within which complementary and appropriate uses are promoted to better connect the town centre with the rest of the town.

The structuring principles, spatial form and impact of strategic growth on the town centre is set out in more detail in the diagrams in this chapter.

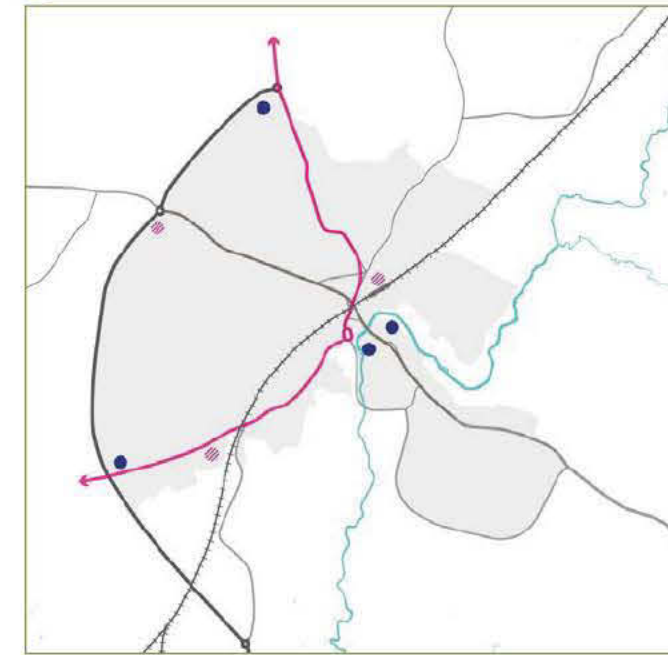
1. THE URBAN FABRIC



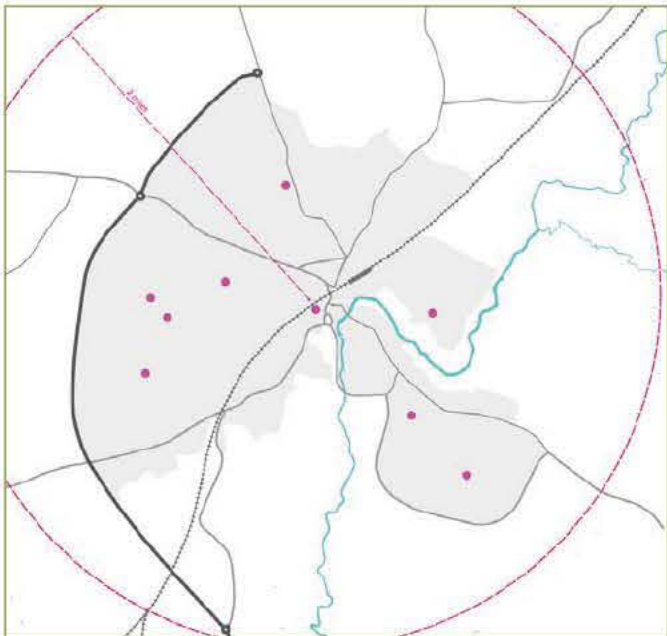
2. THE SETTLEMENT EDGE



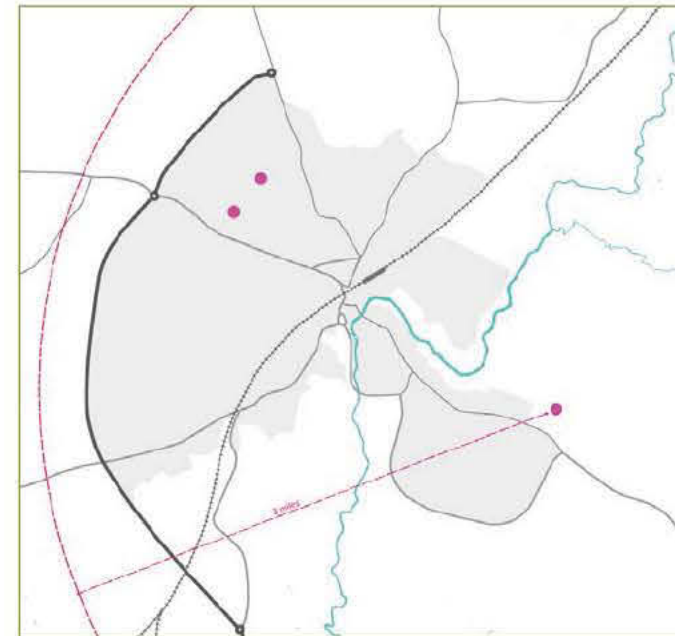
3. SUPERMARKETS AND RETAIL PARKS



4. EXISTING PRIMARY SCHOOLS AND WALKING DISTANCE (2 MILES)

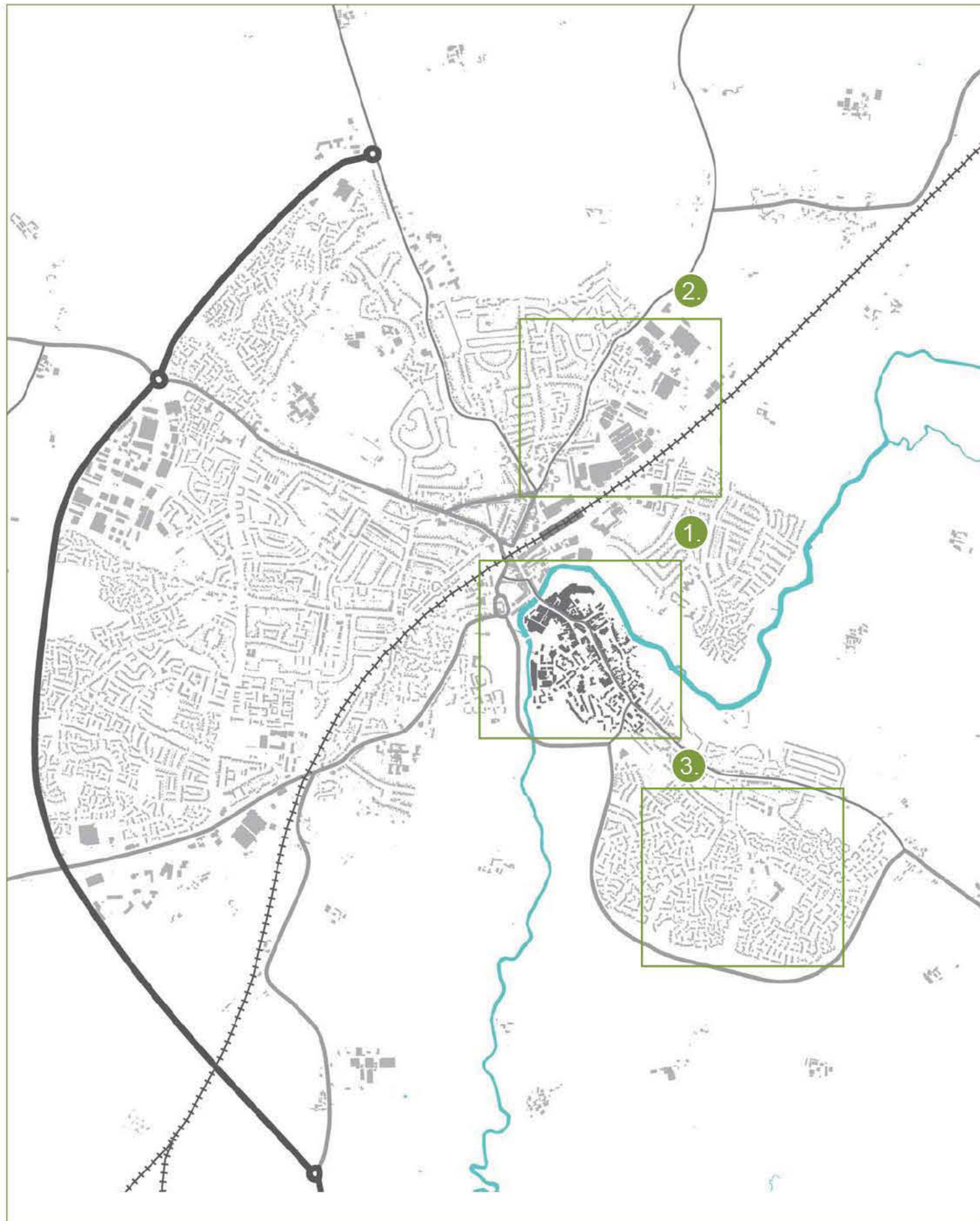


5. EXISTING SECONDARY SCHOOLS AND WALKING DISTANCE (3 MILES)

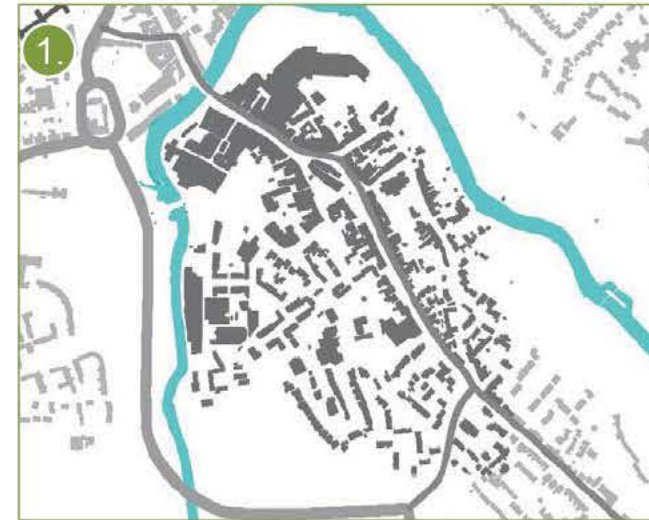


4.4 SPATIAL FORM

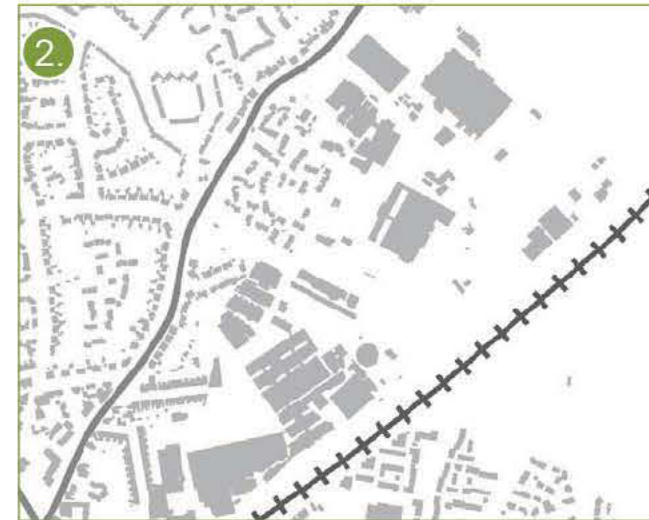
- 1. There are different types of neighbourhood that surround the town centre. The Masterplan seeks to integrate these areas and regenerate them where appropriate, better complementing and supporting the town centre in the process.
- 2. Natural and man-made edges define the settlement edges for Chippenham. To the west and north the A350 defines the boundary. To the east and south it is predominantly defined by the floodplain and farmland.
- 3. Retail parks and food stores are located outside of the town centre in Chippenham as shown. The town centre is also subject to pressures from peripheral retail areas that compete with the town centre for trade. The Masterplan seeks to ensure that retail and leisure developments in the Masterplan Area promote the vitality and viability of the town centre.
- 4. The historic shift of the town is also evidenced by the location of many of its schools north of the railway line. The town centre therefore remains fairly isolated from the majority of the town.
- 5.



TOWN CENTRE AND HISTORIC CORE



BIG BOX INDUSTRIAL AND LARGER UNITS



URBAN EXTENSIONS



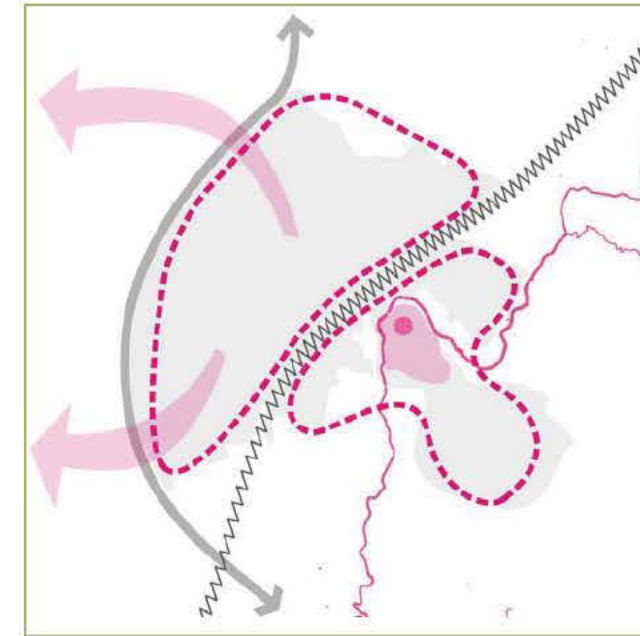
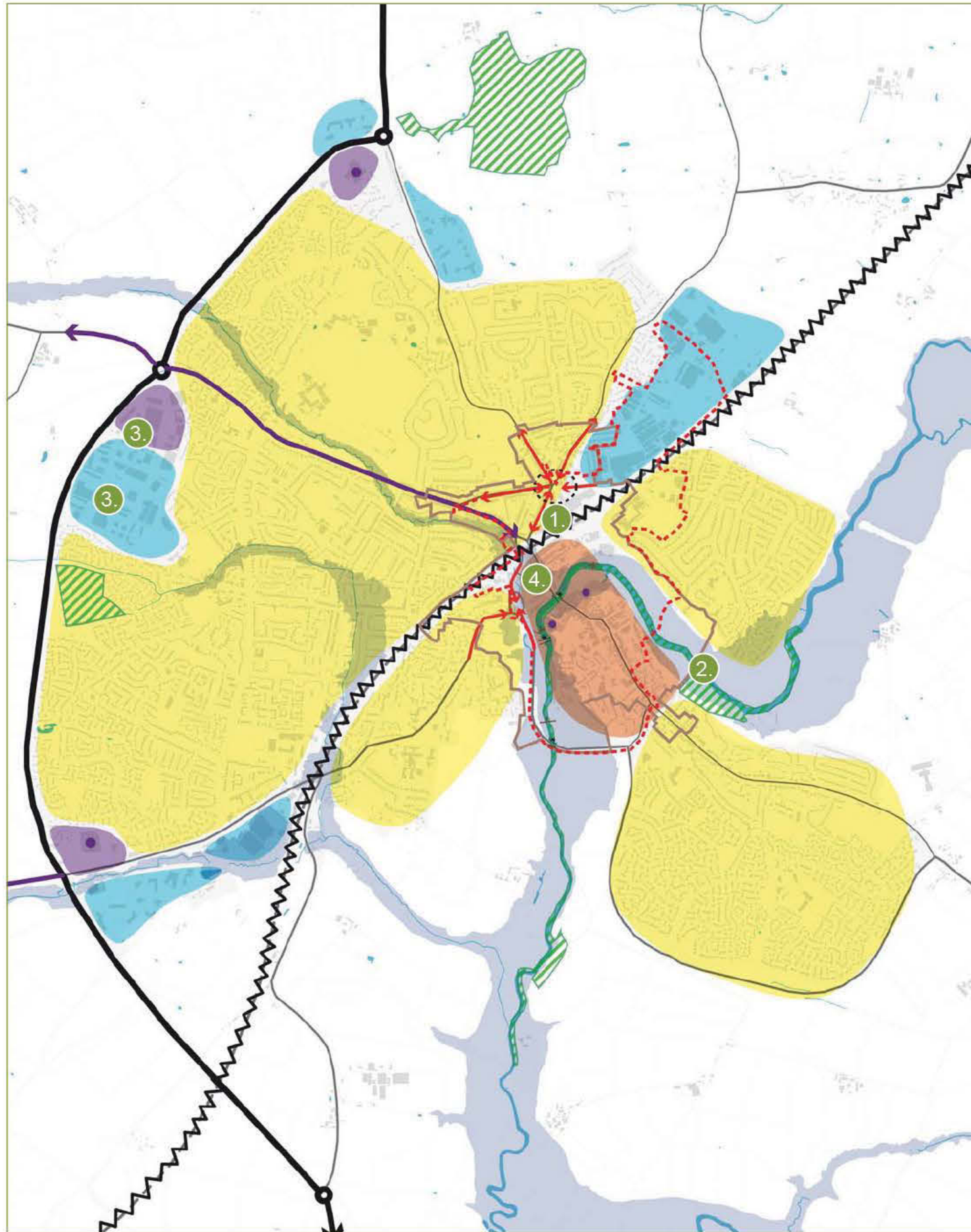
4.5 URBAN GRAIN AND TYPOLOGY

- 1 The town centre is the historic core and characterised predominantly by an ancient thoroughfare and interconnected streets. Over time the fine urban grain of the area has been eroded in places and replaced with more modern layouts, but the feel of this area as the original part of Chippenham remains.

The industrial revolution brought large factories to Chippenham, the legacy of which can still be seen in the industrial areas north of the railway line.

- 2 As the town expanded and grew, layouts built for the car age appeared, characterised by cul-de-sac layouts and fairly disconnected streets.

- 3 Viewed together as a whole it becomes clearer that there are different types of neighbourhood that surround the town centre. The Masterplan seeks to integrate these areas and regenerate them where appropriate, better complementing and supporting the town centre in the process.



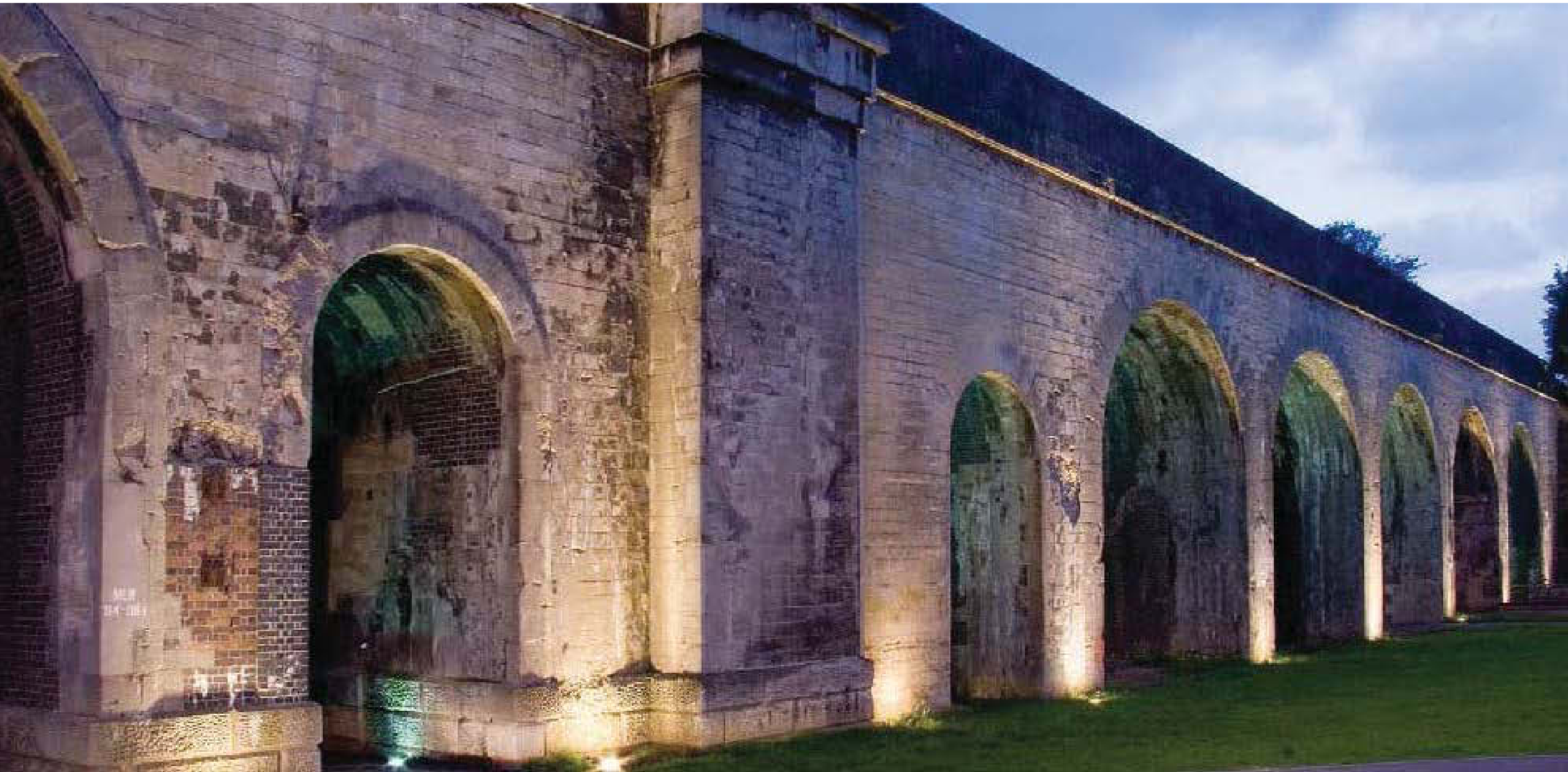
-  Distributor Road
-  Primary Road
-  Secondary Road
-  Severance (Rail)
-  Conservation Area
-  County Wildlife Site
-  Residential Area
-  Employment Area
-  Retail Park / Supermarket
-  Historic core
-  Key Bottleneck Junctions
-  River
-  Flood Zone

4.6 OPPORTUNITIES AND CONSTRAINTS

Factors contributing to the fragmentation and shift in the centre of gravity of Chippenham include:

1. The railway is a barrier to movement between the north and south of the town. Connections across the railway are few and contribute to a bottleneck for vehicles crossing over, increasing travel times to the town centre significantly reducing the opportunity for sustainable growth.
2. The floodplain is a potential constraint to growth in the town centre but also a key natural asset.
3. Business parks and out of town retail parks / supermarkets have developed along the main distributor road to the edge of the town. They provide an important role for business and stores that are not appropriate for the town centre, or do not fit in the town centre, but any developments that do not complement the town centre will draw visitors and spending power away from it.
4. The riverfront is one of the town's greatest amenities, but is not being utilised to its full potential.

05. VISION AND OBJECTIVES



CHIPPENHAM VISION

Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market Town surrounded by beautiful countryside and attractive villages.

Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature combined with the historic centre, the market, pleasant parks and open spaces; creating a thriving artery and distinctive identity for the town.

Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, range of leisure opportunities and access to housing.

Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafes and restaurants and leisure facilities which are complemented by its programme of events, festivals and activities.

Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.

Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

5.2 STRATEGIC OBJECTIVES

The draft Core Strategy Policy 9 identifies strategic objectives for the Central Opportunity Area of Chippenham. These are set out below:

1. A PLACE TO LIVE AND WORK

Proposals should be for mixed use schemes and incorporate high quality design standards

2. THE RIVER AS A DEFINING AND CONNECTING FEATURE OF THE TOWN

Any proposals for development in the central opportunity area should demonstrate how they will contribute to enhancing the river as an attractive feature of the development, providing improved pedestrian and cycle routes, public open space and active riverside frontages.

3. A RETAIL DESTINATION OF CHOICE

Retail proposals will be supported in the central opportunity area providing it is clearly demonstrated how the proposals will strengthen the retail offer of the town and not lead to fragmentation or a weakening of the existing offer.

4. A VIBRANT BUSINESS LOCATION

Mixed use proposals will be supported, particularly including office development, if this is well integrated into high quality development schemes providing for a range of appropriate town centre uses.

5. AN ACCESSIBLE TOWN CENTRE

All proposals should establish appropriate high quality public realm and pedestrian and cycle routes to create a lively visual and social environment focused on linking all parts of the town with its centre.

5.3 REALISING THE VISION AND OBJECTIVES

The remaining chapters of this Masterplan set out how the Vision and Strategic Objectives should be realised, based on an analysis of how the region, Chippenham and its town centre are performing and planning for housing and employment growth.



06. ILLUSTRATIVE MASTERPLAN



6.1 INTRODUCTION AND STRATEGIC GUIDANCE

The Illustrative Masterplan indicates how development could occur in the central area and how it could be delivered. It provides parameters for individual solutions to come forward to address the issues and opportunities as set out in Chapter 7.

6.2 LAND USE

Residential

There is potential for approximately 300 dwellings in the central area, which will significantly boost the local population and encourage activity in the centre during both day and night. By promoting town centre living, the Masterplan seeks to improve the vitality of shops and services, increase footfall and support reducing the number of car based journeys to and from the town centre. These dwellings will be predominantly accommodated in the Langley Park area, Cocklebury area and Residential area.

Affordable housing provision of 40% (net) will be provided on sites of 5 or more dwellings as set out in draft Core Policy 43. Only in exceptional circumstances, where it can be proven that on-site delivery is not possible, will a commuted sum be considered.

The tenure of development should be negotiated on a site-by-site basis to reflect the nature of the development and local needs, as set out in Core Policy 45.

Employment

The Vision believes it is appropriate to deliver additional employment space in the central area of opportunity. This will allow Chippenham to take advantage of its excellent rail and road links, to the benefit of the town centre. There is potential for approximately 10,000sqm of office and industrial development.

Development in accordance with this document could also provide significant jobs for the town, which could be in the order of 2,000, based on the Employment Densities Guide (Homes and Communities Agency, 2010).

The Masterplan promotes working in the town centre to support shops, services and help increase vitality. This can be supported by office development around the railway station.

Retail

The Masterplan provides for development that could deliver approximately 10,000sqm of retail and leisure floorspace (i.e. restaurants and cafes) to support the vitality and vibrancy of the town centre. Delivery of retail in the town centre is critical to ensure Chippenham becomes a retail destination of choice for the immediate and surrounding area.

The High Street offer will be enhanced by retail development on the Bath Road/Bridge Centre site, which should provide suitable accommodation to attract a mix of retailers to help address leakage and enhance Chippenham's position as a retail destination. Retail development can be further strengthened on areas fronting onto the river, and areas in close proximity of the town bridge (further guidance is set out in chapter 7).

A Development Brief is necessary for the Emery Gate Shopping Centre Area to identify the appropriate amount of development in this location and the above figure therefore excludes this area.

Leisure, culture, community and sport

The Masterplan sets out the potential for new hotel and community uses to support the Chippenham Vision and draft Core Strategy. These developments will be essential to attract visitors as part of a varied town centre offer. Community uses will be encouraged in accordance with the findings of the Chippenham Campus Team. There is also potential to enhance community and cultural uses in the Westmead area of the town. The town's leisure and evening economy offer will be enhanced through redevelopment at Bath Road, Langley Park, and by enhancing frontage and activity onto the River Avon. Within the central area of opportunity the Olympiad will remain a focal point for sports provision.

Flexible land uses

The key aim of this document is to help achieve the Chippenham Vision and support the vitality and viability of the town centre. Where it is unnecessary to restrict development to a particular land use, the guidance provides for a certain degree of flexibility to encourage development that will complement the town centre. The Masterplan indicates a range of use classes that would be acceptable for each of the flexible use areas.

DEVELOPMENT SCHEDULE

Development type	Potential amount of development (approximate)
Residential	300 units
Employment	10,000sqm
Retail	10,000sqm
Hotel	2000sqm
Community & Leisure	3750sqm
Flexible land uses	4000sqm

This table provides indicative information only and excludes floorspace potentially lost through demolition, which will vary dependent on detailed schemes brought forward.

POTENTIAL JOB CREATION

Development type	Potential jobs (full time equivalent, approximate)
Employment	700
Retail	600
Other uses	700
Total potential job creation	2,000

Source: AECOM assumptions, based on HCA Employment Densities Guide, 2010

6.3 URBAN DESIGN

This section establishes the Masterplan's urban design strategy. Effective urban design ensures all buildings have a clear relationship with the public realm. Key design principles are set out in Chapter 7.

Urban structure

All development and public realm improvements must respect the historic character of the town centre in accordance with the Chippenham Conservation Area Management Plan (2010).

Buildings and spaces within the central area of opportunity should relate and respond positively to their immediate and wider context. The individual and unique opportunities afforded by a development site to conserve and enhance the character of Chippenham should be thoroughly assessed and realised.

New buildings which are significantly taller than their neighbours will only be permitted if it can be demonstrated that they will not detract from: local residential amenity; listed buildings and their settings; the conservation area and its setting; positive views, vistas, landmarks and focal points as set out in the Chippenham Conservation Area Appraisal (2007).

Chapter 7 contains further guidance on each character area.

Heritage

Chippenham is a historic market town and the majority of the plan is contained within the Chippenham Conservation Area. The proposals seek to sensitively enhance the character and attraction of this specially designated area. The plan has been informed by the Chippenham

Conservation Area Appraisal and supports the detailed Management Proposals set out in the Conservation Area Management Plan. This Masterplan is designed to be updated at regular intervals to reflect change. It would be beneficial to update the CAMP at the same time.

Urban form

This Masterplan aims to provide:

- a legible street pattern
- active frontages onto streets, public spaces, and the River Avon
- the preservation and enhancement of the town's historic buildings and spaces.

Parking and Servicing

The Masterplan provides a series of intensified and multi level car parks within or on the edge of the town centre. These car parks should be sensitively designed and of high townscape quality to minimise their impact on the streetscene. All retail service areas should be wrapped by development or landscaping to avoid any detrimental impact on streetscene.

6.4 SUSTAINABILITY

The Masterplan promotes a mix of land uses that will contribute to the sustainable development of Chippenham, through improved access to new homes, jobs, services and enhanced public spaces. Development is located to support the vitality and vibrancy of the town centre and reduce the need to travel by private car. The Masterplan will be supported by Policies 41 and 42 of the draft Wiltshire Core Strategy, which identifies the expected sustainability measures of new development.

6.5 PUBLIC REALM

Improved public realm within the Masterplan area will play a key role in delivering an effective and attractive town centre. It is essential to create a pleasant environment as well as legible routes and clear wayfinding. Key to this will be rebalancing the use of town centre streets from vehicle dominance to a pedestrian friendly retail experience.

The plan on the following page indicates areas for improvement and investment through a variety of treatments ranging from small scale interventions to wider special treatment areas.

The Special Treatment Areas serve a variety of different purposes (wayfinding, retail routes, and gateways) but have a significant opportunity to create distinctive areas that encourage activity and movement between these points.

It is recommended that a public realm strategy is commissioned for Chippenham. This should include the following topics;

- Identifying and describing hierarchies of space and movement.
- Enhancing Chippenham's historic environment
- River
- Market Place
- Parks and open spaces
- Value of public realm to encourage investment and tourism
- Integration with rail, bus and road links
- Signage and wayfinding
- Safety and security
- Landscape character

These topics should be adequately addressed in all proposals that effect the public realm in the town centre to reflect the principles and vision set out in the Masterplan.

To assist movement and wayfinding the Masterplan promotes the implementation of consistent and accurate signage throughout the town centre and Masterplan study area. Lighting and public art can also be used to help provide an identity for the town centre and strengthen key pedestrian routes.

Public realm



6.6 ACCESS AND MOVEMENT

The approach to access and movement has as its foundation the need to deliver an effective and attractive town centre.

Pedestrian

Pedestrian movement to and throughout the town centre should be prioritised. A safe, high quality, attractive, universally accessible pedestrian environment is key to an effective town centre. Evidence shows that a high quality pedestrian environment encourages greater dwell time and retail footfall. New pedestrian (and where possible cycle/pedestrian) bridges over the railway and River Avon are proposed that improve accessibility and choice. Some development opportunities will rely on these links for their successful integration with the town centre.

Vehicular

The purpose of improvements to vehicular access and routes is to facilitate an effective and attractive town centre. The key to this is improving direct access for vehicles to adequate parking, avoiding town centre pedestrian routes and otherwise minimising cross town centre vehicular routes.

Specific changes proposed include reconfiguration of the Bath Road gyratory in order to bring forward the Bath Road/Bridge Centre development site. New vehicular connections are shown within Langley Park and the Cocklebury character areas that are associated with new development opportunities.

In order to deliver the Vision aspirations for the town center relating to:

- Reducing Congestion
- Increasing accessibility
- Ensuring transport to and from the town center is sustainable

This Masterplan recognises and identifies the need for investment and infrastructure enhancements to deliver these goals. It is essential that the planned growth of Chippenham contributes to this investment.

Cycling

Improvements to existing routes within the Masterplan area can encourage cycle access along the riverfront area.

Appropriate directional signage should be included in new schemes which should also meet established cycle parking standards. High quality cycle parking should be provided at key destinations and transport interchanges, such as Chippenham Station and within the High Street Character Area (see Chapter 7).

Public transport

Integration between public transport modes and other modes will facilitate an effective town centre.

The railway station located close to the town centre will benefit from improved accessibility, links, and wayfinding to the town centre.

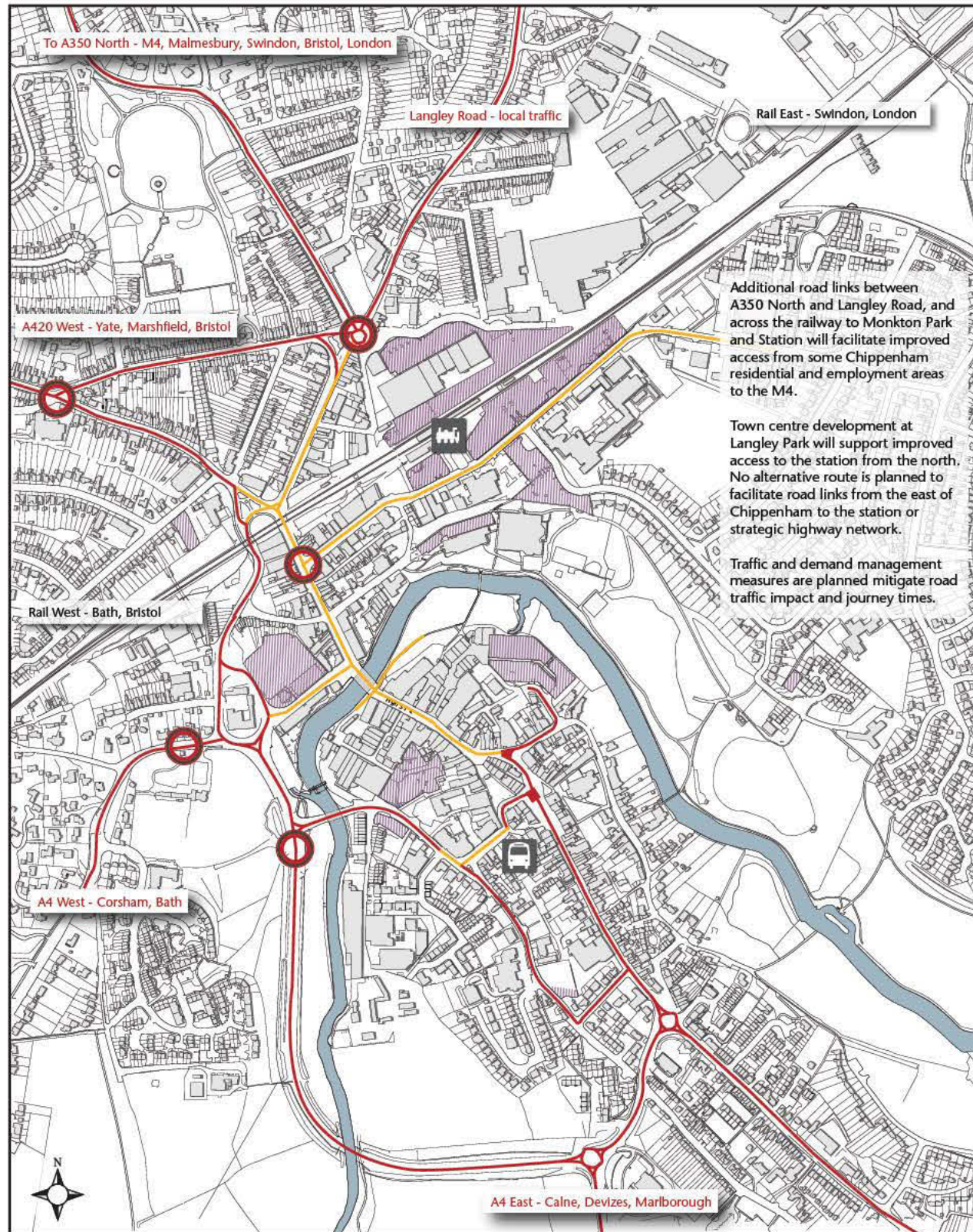
The existing bus station is well located at the southern end of the High Street and will benefit from traffic and public realm enhancements.

Parking

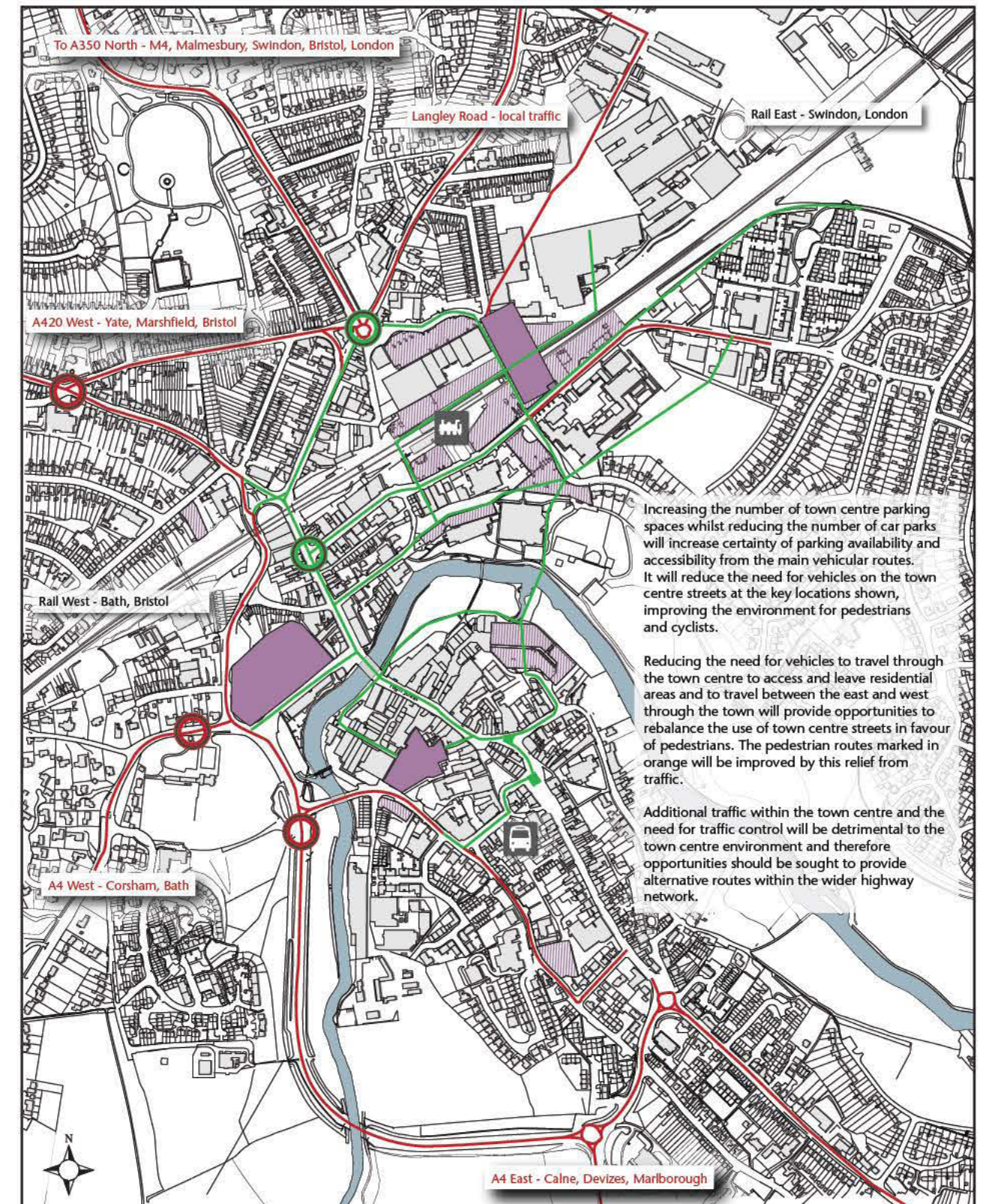
Well located adequate parking avoids the need for cross town vehicular traffic whilst providing good access for pedestrians to the town centre.

New multi level car parks in the Cocklebury area will provide additional parking choices where need is greatest. This will reduce the need to travel by car into the town centre retail core.




Transport and movement current situation




Proposed improvements



-  Highly congested
-  Road links
-  Existing parking

-  Pedestrian focussed junction improvements
-  Vehicle dominated pedestrian routes
-  Proposed intensified parking

-  Improved pedestrian routes

07. CHARACTER AREA GUIDANCE



7.0 INTRODUCING THE CHARACTER AREAS

The central area of Chippenham is characterised by five key areas. These areas were identified as a response to the physical environment, land uses, and public realm. Together they provide the basis for the Masterplan. These areas do not replace those identified in the Conservation Area Management Plan and Appraisal (2007). There is clearly an amount of overlap in the images between the character areas, however the document should be read as a whole to understand the overall Vision.

High Street area

Promoting the town centre, by reinforcing the importance of the High Street in the context of planned growth. This includes a key retail-led development at Bath Road that will provide a supermarket and high quality design with complimentary town centre uses.

The Town Bridge is emphasised as the key focal point where the High Street meets the Riverfront.

Riverfront area

The Riverfront Area will play a critical role in joining the character areas and promoting a more cohesive and distinctive offer for Chippenham. The River Avon's potential will be realised by enhancing the role of the River Avon as an active focus for retail and leisure uses incorporating additional links across the river.

Cocklebury area

Creating an improved civic, education, and employment character, by supporting and linking the town centre with complementary uses in this character area and in Langley Park.

Langley Park area

Regenerating Langley Park and the surrounding area with uses that compliment and support the vitality and viability of the town centre, through a mixed-use development that facilitates new linkages across the railway. A key aspiration of the Masterplan is to support the retention and enhancement of business uses on Langley Park.

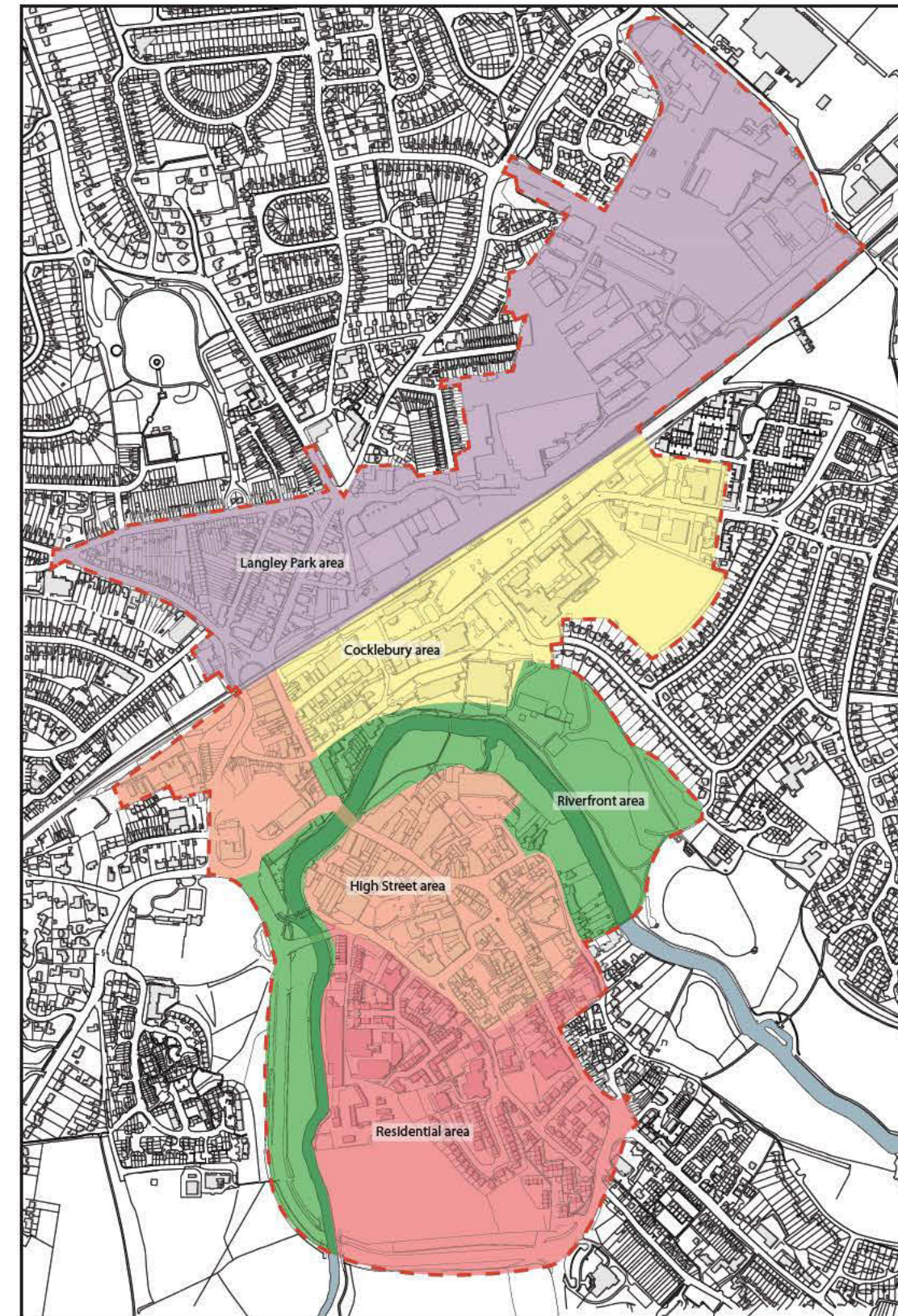
Residential area

Creating a new residential focus, by identifying opportunities for residential development close to the town centre, riverfront and open space.

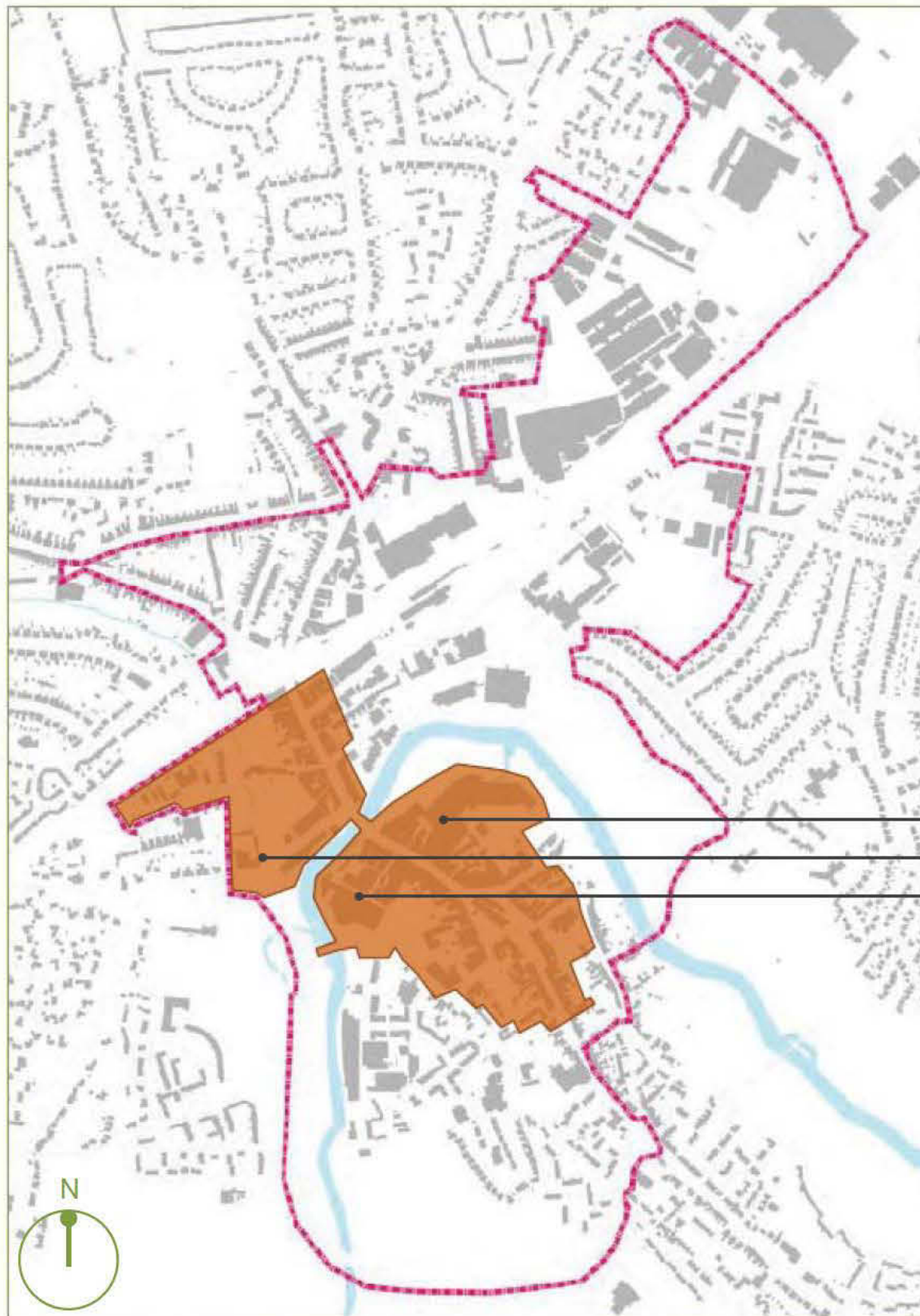
Summary

These character areas each have a distinct identity and particular roles and relationships within Chippenham. The Masterplan seeks to strengthen and better connect each of these areas through a consolidation and integration of a transport strategy for Chippenham. The town centre will be able to adapt and improve in response to the planned growth of the town in the draft Core Strategy.

The Masterplan promotes the importance, centrality and vibrancy of the High Street. The key principles of place making, connectivity and complementary use are highlighted here. It also looks to enhance and promote the use of the River Avon waterfront, which is the key natural asset for the town centre.



07. CHARACTER AREA GUIDANCE: HIGH STREET AREA



Key location plan and character area boundary

7.1.1 INTRODUCTION

The High Street area is the heart of the town. Its importance and capacity should be reinforced by:

- extending its offer across the Town Bridge to the Bath Road / Bridge Centre site
- reducing cross town vehicular traffic to create a more pedestrian friendly balance of street use
- creating a legible, cohesive and accessible town centre
- support a mix of uses that contributes to the vitality and vibrancy of the town centre including town centre living.

To the north the Railway Arches form a key gateway that can be enhanced through public realm improvements. To the south of the High Street, the Market Place with improved connections to St Andrews Church should act as a natural transition to The Causeway.

- Emery Gate Shopping Centre
- Bath Road / Bridge Centre
- Borough Parade Shopping Centre

Opportunities for more active frontages on both sides of the River Avon will lead to greater footfall on the riverside that can also be encouraged by greater connectivity through an additional footbridge and more permeable development.

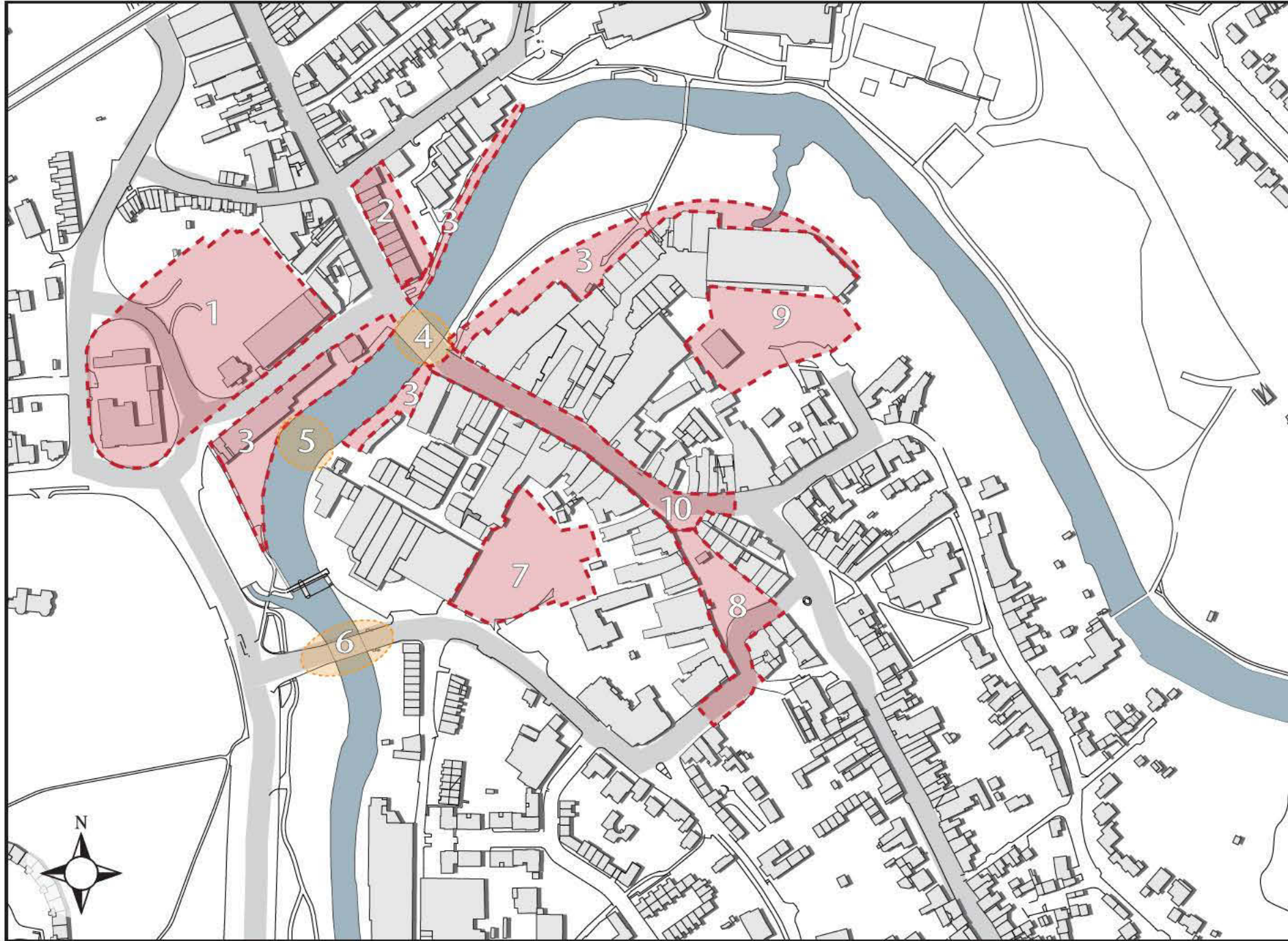
The Bath Road/Bridge Centre site is seen as a fundamental part of the High Street area that can enhance its retail offer and car parking provision. The development will provide public realm measures and a built form that will link directly to the Town Bridge and the High Street.

The development should be permeable and the south-eastern corner should comprise a landmark building to encourage footfall over the bridge and into the site. New development at the remaining three corners of the bridge should also be given careful consideration and emphasise this location as a key element of the town centre and encourage footfall in both directions.

Redeveloped retail at the Emery Gate and Borough Parade shopping centres could be provided to complement development at Bath Road/Bridge Centre and promote riverside activity.

Planning guidance for the High Street Area is set out in the remainder of this section.

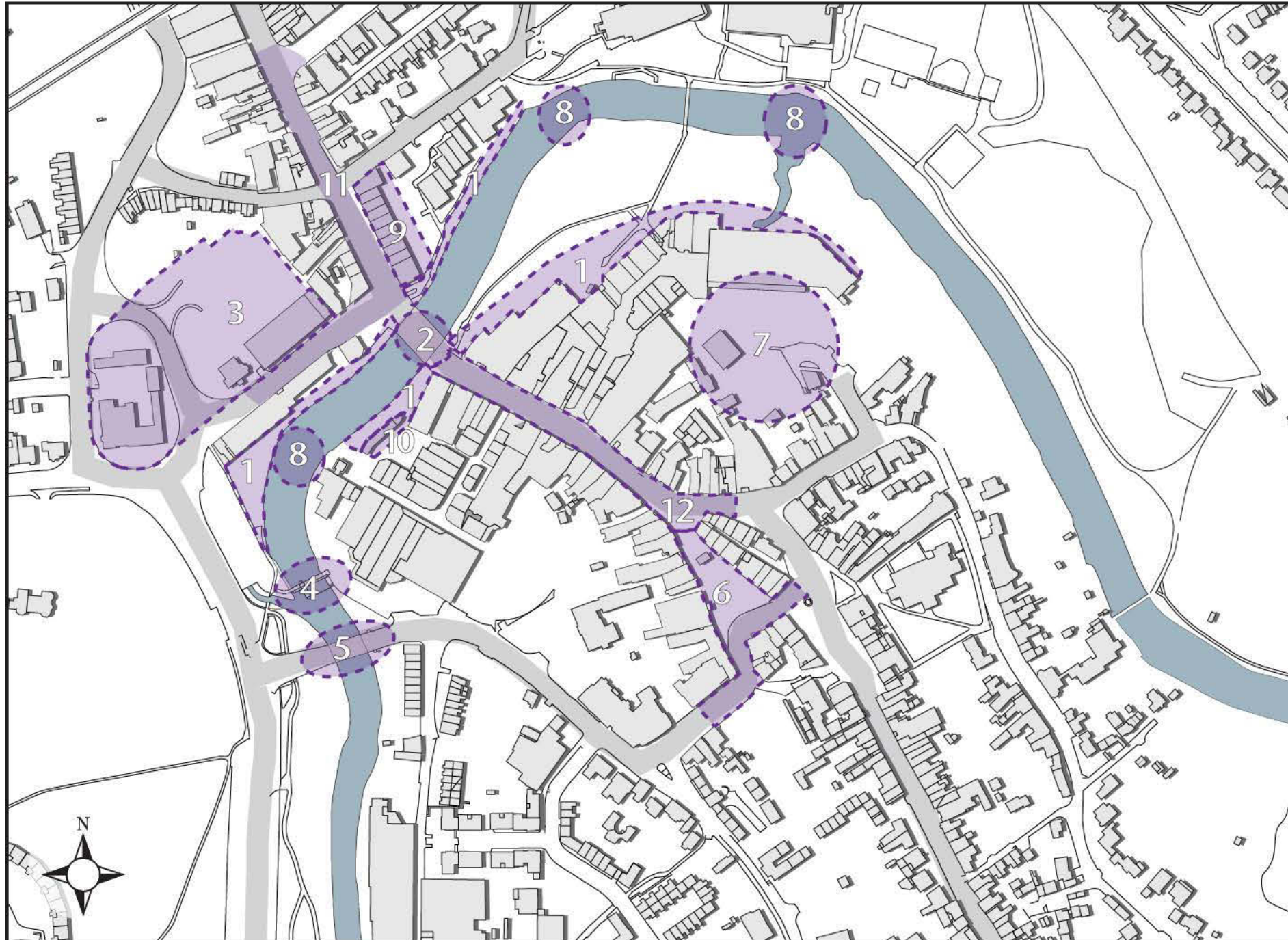
High Street issues map



7.1.2 ISSUES

1. Car parking at capacity, Bridge Centre detached from High Street, pedestrian unfriendly site.
2. Shop units too small to attract key attractor retailers.
3. Poor use of river frontage, unattractive blank elevations and service areas facing river.
4. Poor public realm/sense of arrival at the High Street. Vehicle dominated area conflicting with ease of pedestrian movement.
5. Routes between key retail destinations and other town centre sites and car parks are not clear.
6. Poor public realm, congestion issues on Gladstone Bridge causing delays. Poor wayfinding and legibility for cyclists and pedestrians.
7. Parking at capacity excessive queuing.
8. Poor public realm/sense of arrival at the High Street. Vehicle dominated area conflicting with ease of pedestrian movement.
9. Poor public realm. Poor connections. Ill defined land use. Parking at this location encourages traffic to traverse the town centre, adding to congestion and delays. Retail units in Emery Gate are too small to accommodate modern retailers requirements.
10. High Street suffers from lack of night time economy and poor passive surveillance.

High Street opportunities map



7.1.3 OPPORTUNITIES

1. Improve active frontage on the river, active retail frontages (A1-A3) at Emery Gate Shopping Centre.
2. Improve public realm on Town Bridge to enable it to function as a key node. Improve sense of arrival and attractiveness of key gateway. Investigate potential to create multi purpose environment suitable for market extension, and public events.
3. Opportunity site to enhance town centre retail offer and intensify car parking.
4. Weir coming to end of functional life opportunity to relocate and explore renewable energy generation.
5. Opportunity to create dedicated cycleway link and road crossing over Gladstone Bridge if weir is relocated.
6. Improve public realm and linkages with Causeway, creating a more pedestrian friendly environment including reducing traffic flows.
7. Improve public realm and linkages between High Street and Emery Gate. Potential to enhance Emery Gate.
8. Potential additional crossing points for pedestrians.
9. Increase floorspace of retail units and other uses.
10. Opportunity site for A1 to A3 uses.
11. Improve public realm and links between Station Hill, Monkton Hill, and New Road with the High Street/Town Bridge area. Improve sense of arrival and attractiveness of Brunel's arches as a key gateway. Creating a more pedestrian friendly environment including reducing traffic flows.
12. Opportunity to encourage living over the business uses and improvement of public realm to revitalise the night time economy and increase town centre footfall out of usual business hours.

High Street masterplan

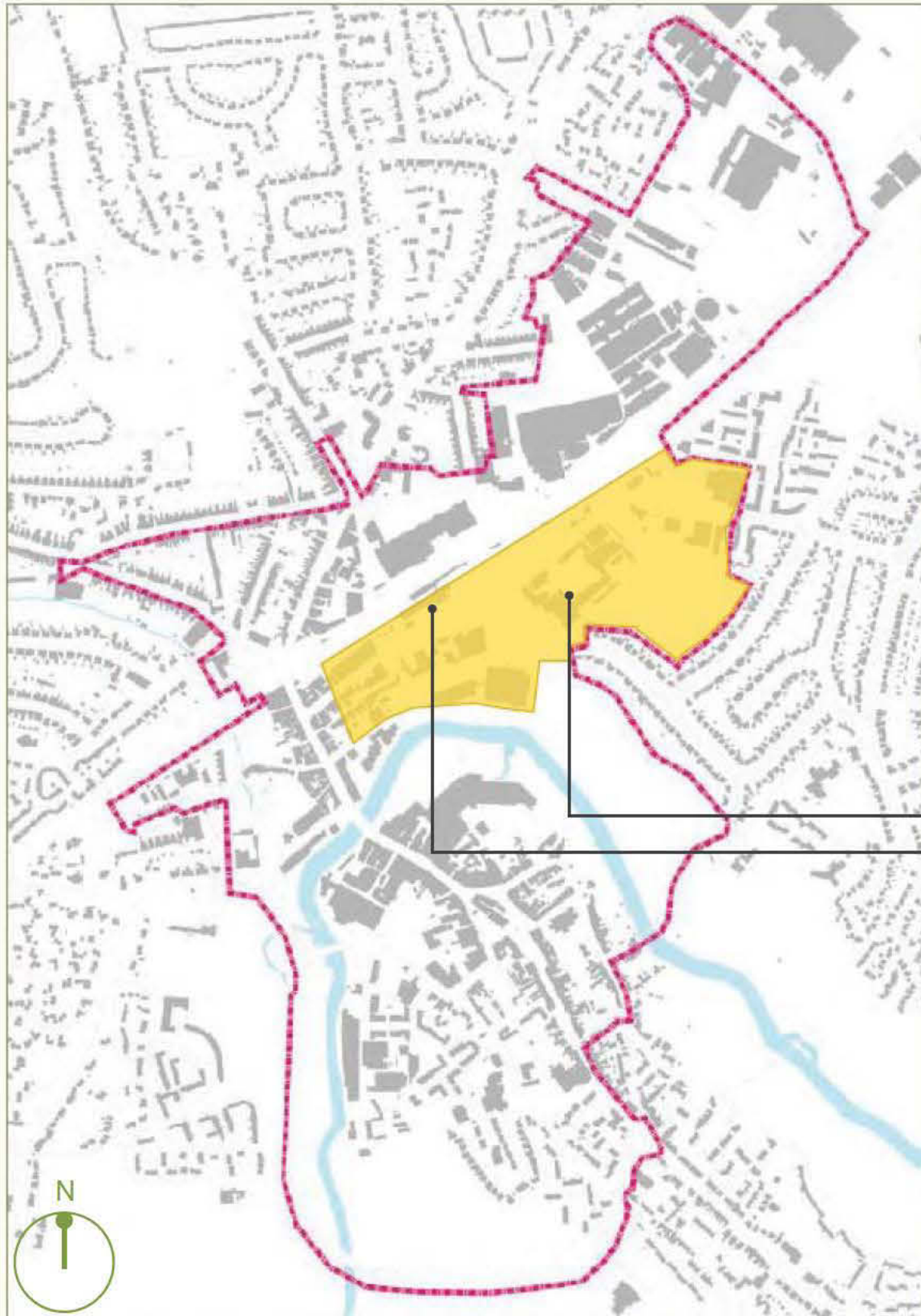


Potential new development is illustrative

- | | |
|--|--|
| New roads/pathways/enhanced public realm | Intensified car parking |
| High amenity area/special treatment area | Community/education/cultural |
| New residential | Care/extra care |
| Employment | Hotel |
| Additional retail | Protect riverside amenity quality and enhance open space to urban transition |
| Flexible uses (see text for use classes) | High quality landmark building |
| | Improved river frontage |

7.1.4 MASTERPLAN

1. Development at Bath Road/Bridge Centre must comprise development including a retail extension to the town centre and should provide a supermarket and comparison retail units plus intensified parking provision. A hotel and other complimentary uses could also be provided.
2. Provide clear visibility between the site and High Street to encourage footfall in both directions and associate the site with the heart of the town centre supported by reducing vehicular traffic and encouraging a high quality redevelopment at Jax Bar.
3. Bank House should be retained and enhanced with new development along Bath Road and its setting enhanced.
4. The reconfiguration of the Bath Road gyratory and other highways interventions has the potential to provide for a high quality development linked to the High Street. Bath Road could become a shared surface/special materials treatment area, subject to traffic assessments.
5. Emery Gate requires a comprehensive development brief in order to bring together the aspirations of all the relevant stakeholders on this complex key town centre area. Passive surveillance of Riverside amenity areas increased at first floor level Emery Gate.
6. Potential river crossing options. Public consultation and co-ordination with campus will identify preferred option.
7. Increase retail floor space and attractiveness of units.



Key location plan and character area boundary

7.2.1 INTRODUCTION

The identity of the Cocklebury Area is drawn primarily from the presence of the Wiltshire Council offices, The Olympiad, Wiltshire College, the Wiltshire & Swindon History Centre, and the railway station.

As a key arrival point into Chippenham it is vital to have excellent links to the High Street Area and Riverfront, and present a positive and welcoming arrival environment for the town.

The area currently feels isolated from the town centre and lacks character, despite accommodating impressive buildings and in a key position between the station and the High Street.

Wiltshire College
Chippenham Station

The area has great potential and should become more of a gateway to central Chippenham, by rail, bus, bicycle and on foot.

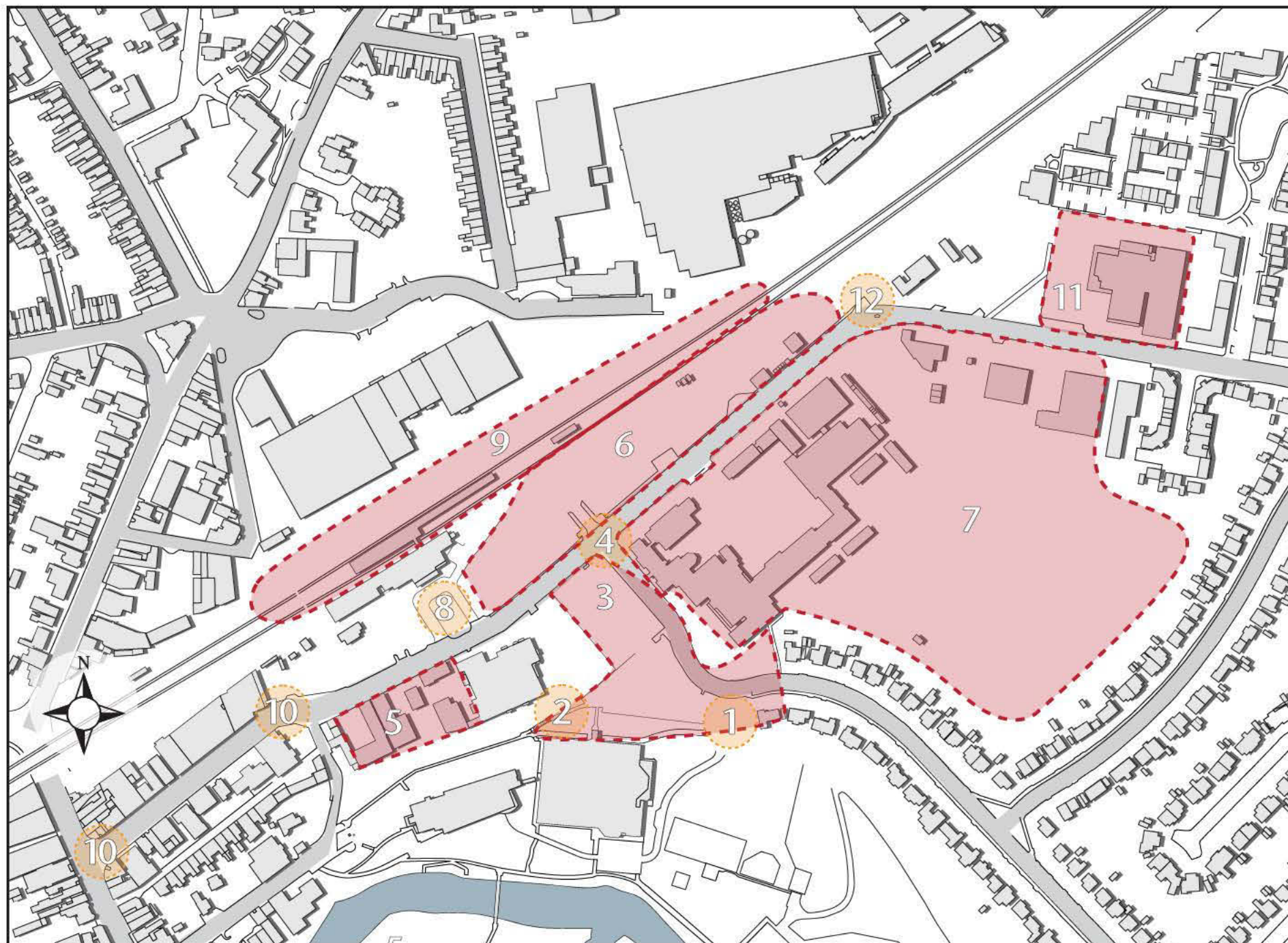
The proximity to the railway station together with planned improvements to and increase in usage of the service provides the opportunity for new office space and leisure and residential uses that complement the town centre.

Guidance in this section seeks to celebrate existing landmark buildings, provide a significant number of new jobs for the town and enhance the identity of the area in a manner that, where appropriate, is flexible to market conditions.

Wiltshire College is currently benefitting from part-refurbishment, part-redevelopment to enhance the educational offer on the existing site. This could release developable area to cross subsidise reinvestment. The existing open space to the south of the college could be consolidated to allow this to occur, providing the opportunity for sports provision over a smaller area.

Public realm improvements around the station can provide an improved arrival experience. Links to the High Street and riverfront can be improved through enhanced legibility and wayfinding measures.

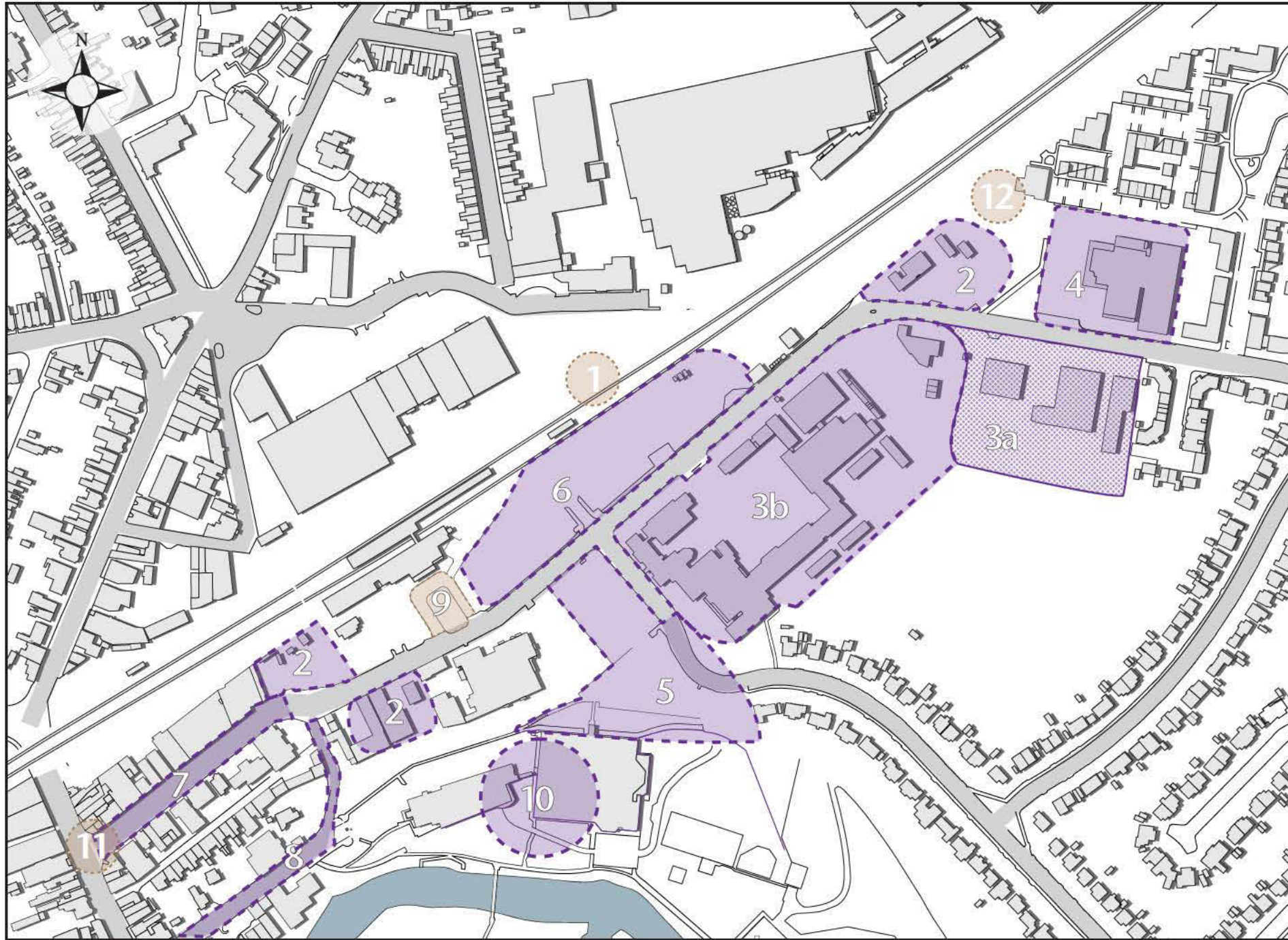
Cocklebury area issues map



7.2.2 ISSUES

1. Poor quality cumulative, piecemeal (sprawling) urban transition into park.
2. Legibility of the access between Monkton Park and the Olympiad is inadequate.
3. Poor connections. Ill defined land use. Poor linkages between Wiltshire College and other uses.
4. Poor wayfinding, specifically linkages to High Street area.
5. Inactive frontage, negative impression from arrival at train station.
6. Projected parking capacity issues.
7. College requirements to modernise and reinvigorate estate.
8. Poor wayfinding, specifically linkages to High Street area.
9. The railway constrains movement between Langley Park and Cocklebury areas.
10. Poor wayfinding to High Street, unattractive public realm, vehicle congested route.
11. History Centre isolated from town centre, especially for pedestrians.

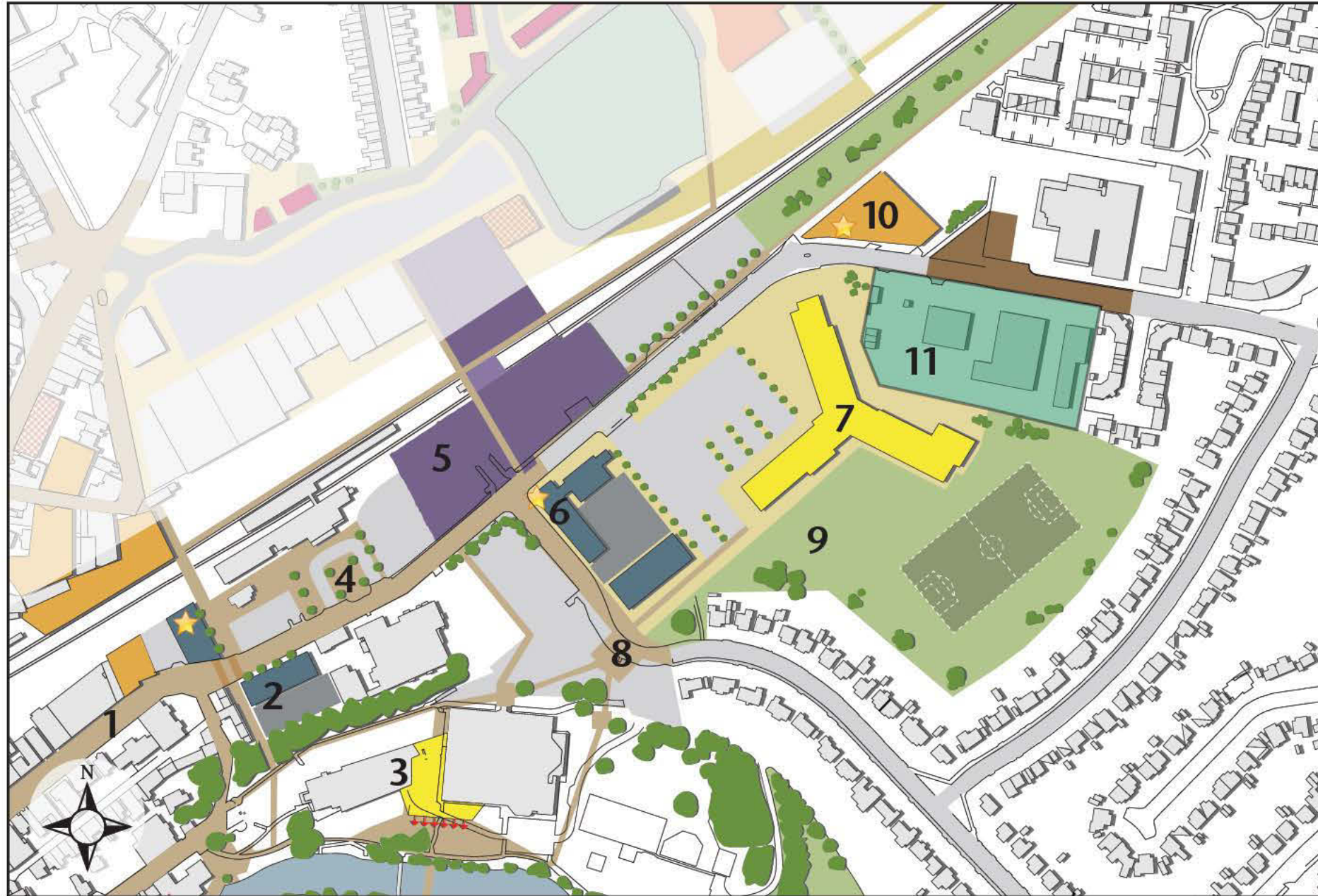
Cocklebury area opportunities map



7.2.3 OPPORTUNITIES

1. New linkage over the railway to improve access to town centre. New linkage will encourage pedestrians and vehicles to cross the railway, therefore improving accessibility to the High Street area.
2. Opportunity site.
- 3a. Opportunity site.
- 3b. Opportunity to consolidate Wiltshire College.
4. Improve visibility of and access to Swindon and Wiltshire History Centre.
5. Improve public realm and linkages to the Riverside area.
6. Intensify parking provision.
7. Improve public realm and linkages between Station Hill and New Road.
8. Improve public realm and linkages between Monkton Hill and New Road/Town Bridge.
9. Improve arrival appearance at Chippenham train station. Enhance wayfinding and public realm to improve linkages with the town centre.
10. Opportunity site for community uses.
11. Opportunity for public realm improvements.
12. Opportunity to create connection to national cycle network.

Cocklebury area masterplan

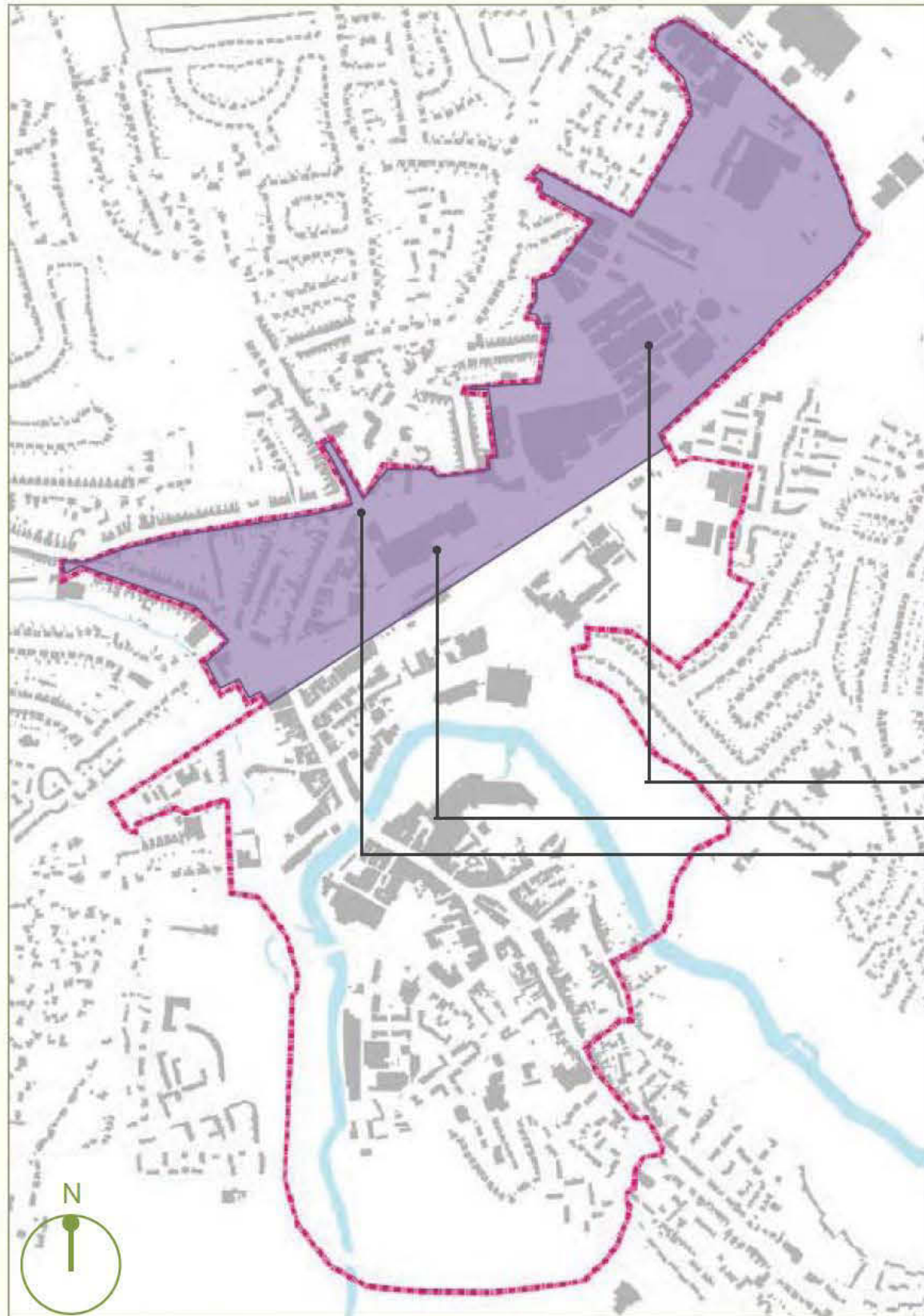


Potential new development is illustrative

- | | |
|--|--|
| New roads/pathways/enhanced public realm | Intensified car parking |
| High amenity area/special treatment area | Community/education/cultural |
| New residential | Care/extra care |
| Employment | Hotel |
| Additional retail | Protect riverside amenity quality and enhance open space to urban transition |
| Flexible uses (see text for use classes) | High quality landmark building |
| | Improved river frontage |

7.2.4 MASTERPLAN

1. Streetscape enhancements to Station Hill and Monkton Hill, investigate replanting street trees on Station Hill. Encourage the delivery of consented new high quality office and convenience provision at the former post office site.
2. Create clear route to town centre.
3. Potential community campus development.
4. Extend high quality public realm in the station forecourt area to enhance the attractiveness of this key gateway.
5. Create new railway crossing with multi-level car park, including a pedestrian route from Langley Park to the Cocklebury area to accommodate increased passenger numbers and town centre users.
6. New office development facing station.
7. Reinvigorated Wiltshire College estate, developed in conjunction with a set of proposals for this area that ensures the long term viability of education uses on this site.
8. High quality public route linking the town centre to the Olympiad movement node leading to the Swindon and Wiltshire History Centre.
9. Public open space and Wiltshire College sports provision.
10. Flexible use space (Education, Community/Cultural) of high quality design occupying the key focal point from the train station towards the Swindon and Wiltshire History centre. Ensure the potential for a direct link to the north of the site to the National Cycle Network.
11. This opportunity site would benefit from a development brief in order to bring together the aspirations of all the relevant stakeholders.



Key location plan and character area boundary

7.3.1 INTRODUCTION

This character area, separated from the town centre by the railway line, is physically distinct from the other character areas and the approach to future development differs accordingly.

The area has a longstanding history of industrial uses, which have now partly disappeared. Where redevelopment has occurred, replacement development has been generally low quality and out of scale with the rest of the area (over-sized and impermeable). It is crucial, therefore, that future redevelopment opportunities complement the existing retail, residential and employment uses that make up or border this area at an appropriate scale.

- Langley Park
- Hathaway Retail Park
- Little George Roundabout

A redevelopment opportunity of particular note is the Langley Park site itself. New employment uses can be located adjoining those businesses that will remain on the site but these must allow for the appropriate redistribution of car parking on the site. The residential area adjoining Langley Park should be extended eastwards into areas that are not to be maintained for employment use. Where appropriate, flexibility is permitted within a restricted set of uses to maximise opportunities for regeneration.

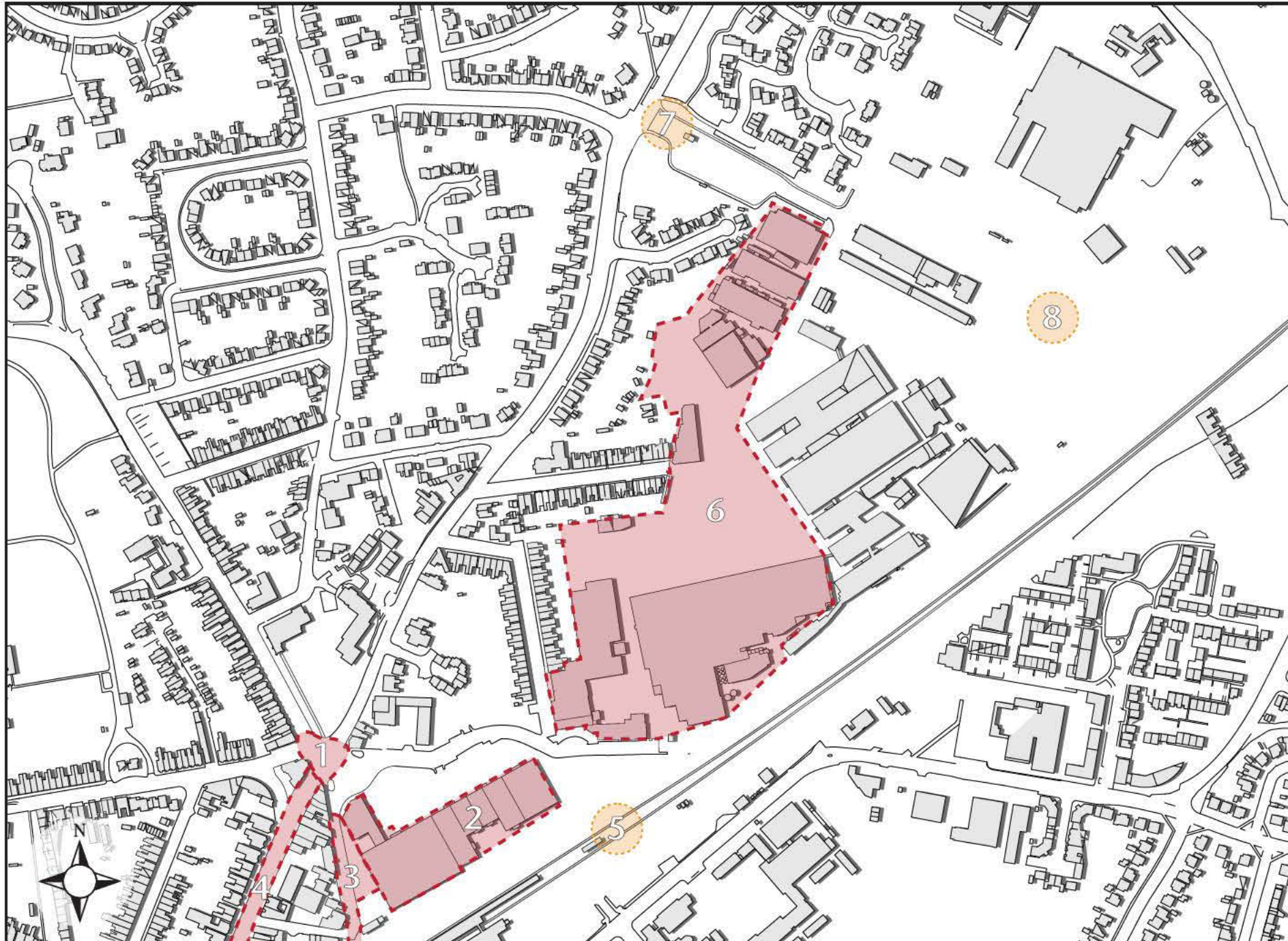
Foundry Lane would benefit from public realm improvements and the northern entrance to the railway station would benefit from an enhanced arrival space. Hathaway Retail Park would benefit from an improved frontage and a new retail unit (bulky retail uses only) could be acceptable, provided that it protects the vitality and viability of the town centre and encourages through routes to the town centre.

A new link across the railway is vital and would improve connections to the town centre.

Improved access to the station through Langley Park and town centre parking will relieve the Little George roundabout which can be enhanced as a pedestrian and movement focus with opportunities for active frontages around this key entrance point to the town.

Upper New Road and land to the north of Great Western Arches provide opportunities for new retail and improved public realm.

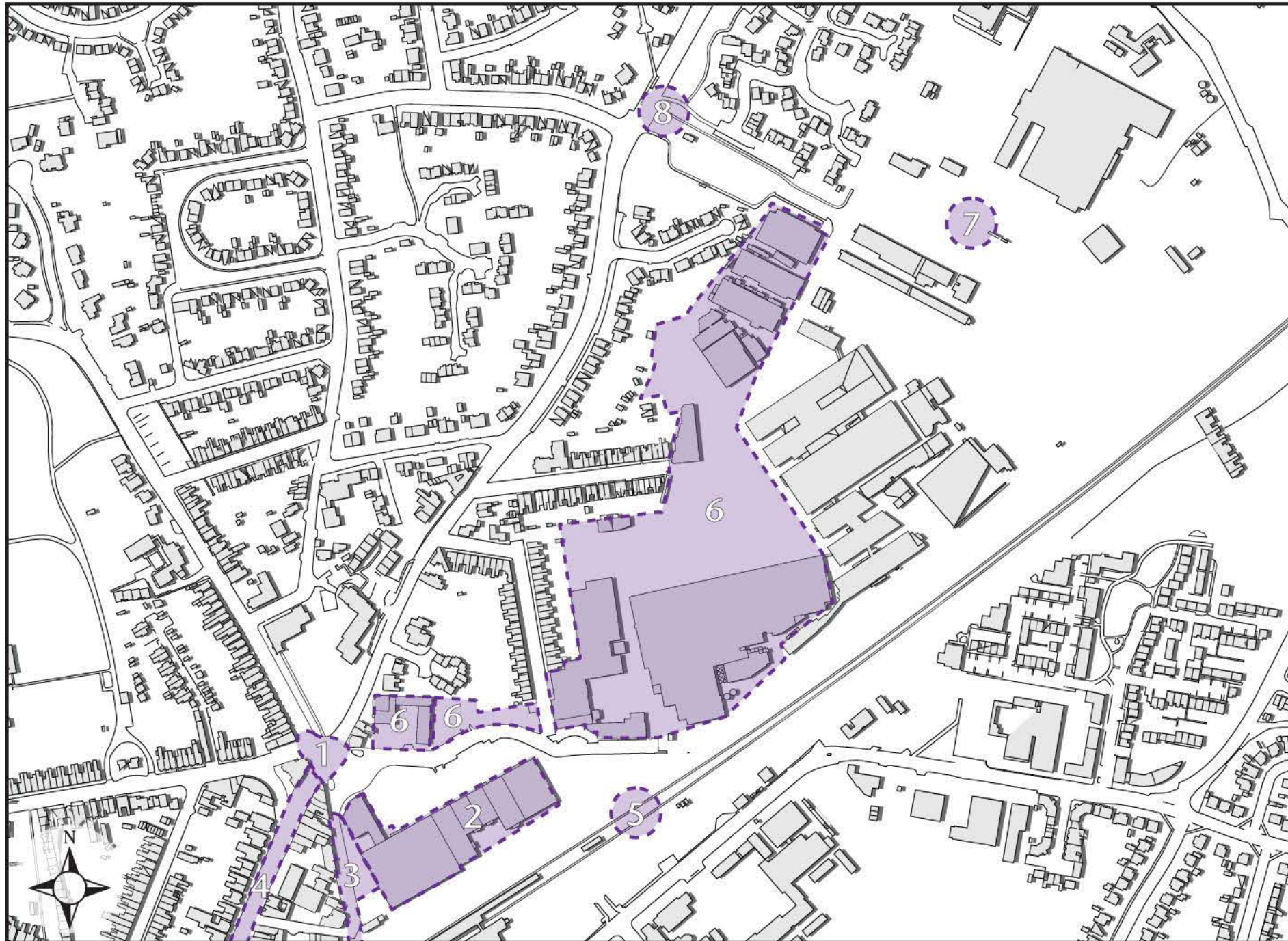
Langley Park issues map



7.3.2 ISSUES

1. The Little George roundabout is a key gateway to the town centre and experiences congestion at peak hours. Traffic is a barrier to pedestrian movement to and from the town centre. A high quality design approach to public realm improvements is required.
2. Hathaway Retail Park has unattractive frontages, is impermeable, and from the rear presents a negative impression from those arriving at or passing through the train station.
3. Inadequate linkages to town centre, poor wayfinding, frontages, and public realm.
4. Inadequate linkages to town centre, poor frontages, and public realm. Inhibits developing a railway station northern gateway towards the town.
5. The railway constrains movement between the Langley Park and the remaining Masterplan character areas.
6. Large derelict buildings, poor image on approach from railway.
7. Single access and entry point.
8. Inefficient use of employment land.

Langley Park opportunities map



7.3.3 OPPORTUNITIES

1. The Little George roundabout can be enhanced as a pedestrian and movement focus with opportunities for improved active frontages around this key entrance point to the town.
2. Improve frontages, appearance, and permeability of Hathaway Retail Park.
3. Improve public realm and linkages to the Cocklebury Area.
4. Improve public realm and linkages to the High Street Area.
5. New vehicular and pedestrian linkage over railway to improve connections with other Masterplan character areas.
6. Opportunity site for uses to compliment the town centre, including improvements to station and facilities to support increases in rail traffic.
7. Opportunity site to intensify employment provision.
8. Improve access to the station and parking areas to serve the town centre and relieve traffic at the Little George roundabout. Access could also create separate residential/commercial entrances/exits.

Langley Park North masterplan



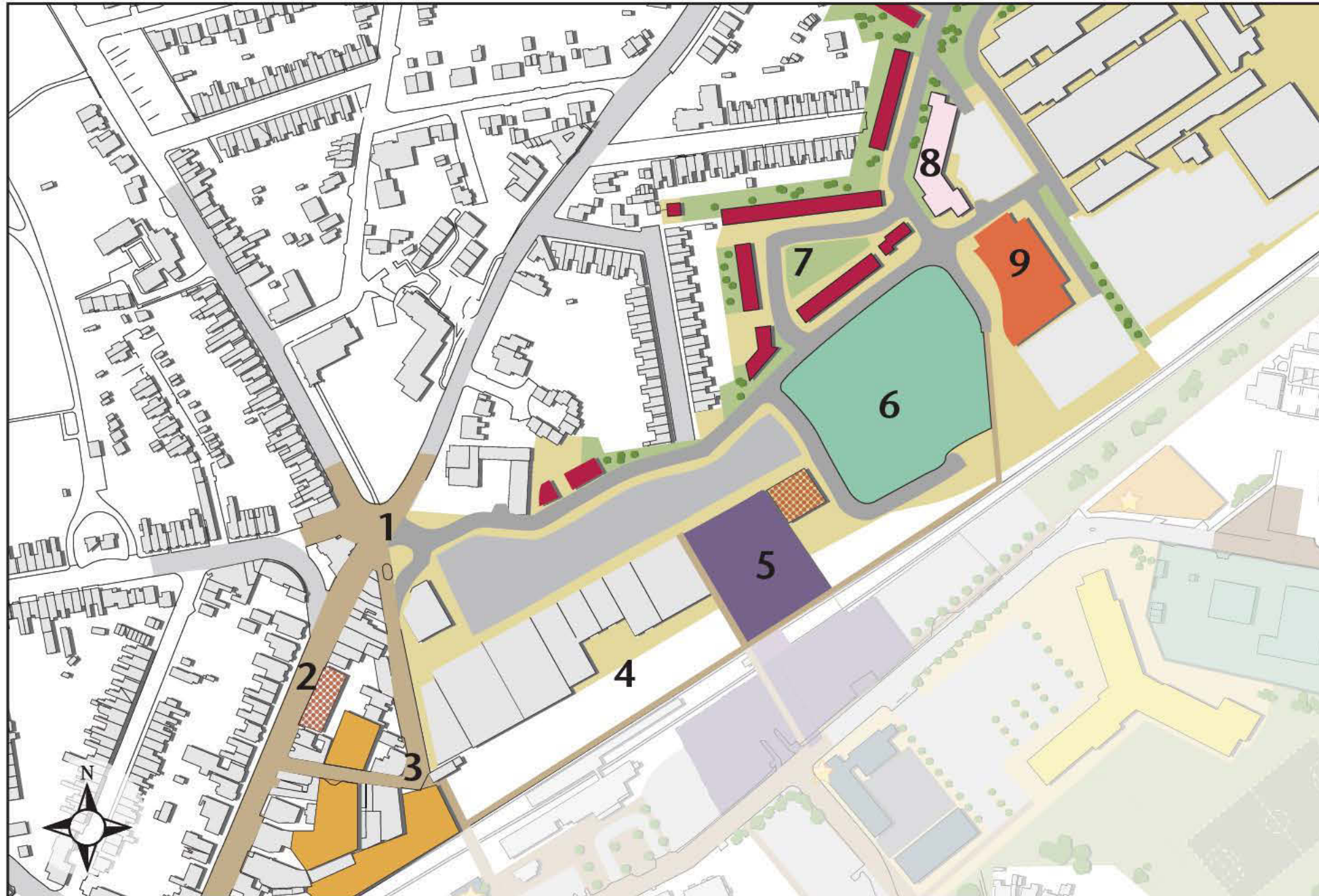
7.3.4 MASTERPLAN NORTH

1. Separate access to protect the vitality and operational security of the existing and proposed employment uses at the northern end of the site. Access for traffic avoiding Little George roundabout and Station Hill.
2. New residential development.
3. Enhanced employment provision to make more efficient use of land available.
4. New employment provision.
5. New residential development.













- | | |
|--|--|
| New roads/pathways/enhanced public realm | Intensified car parking |
| High amenity area/special treatment area | Community/education/cultural |
| New residential | Care/extra care |
| Employment | Hotel |
| Additional retail | Protect riverside amenity quality and enhance open space to urban transition |
| Flexible uses (see text for use classes) | High quality landmark building |

Potential new development is illustrative

Langley Park South masterplan

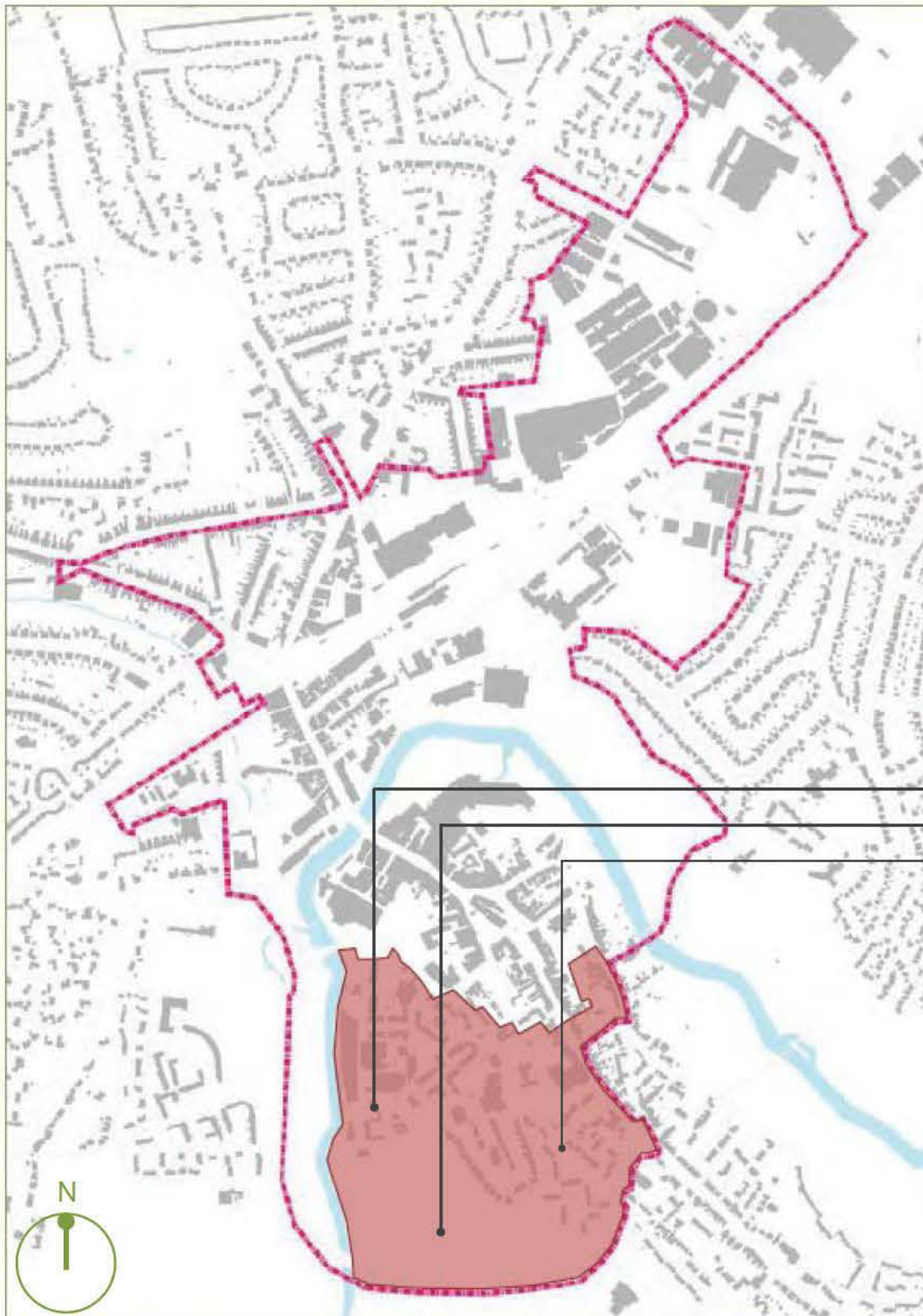


Potential new development is illustrative

- | | |
|--|--|
|  New roads/pathways/enhanced public realm |  Community/education/cultural |
|  High amenity area/special treatment area |  Care/extra care |
|  New residential |  Hotel |
|  Employment |  Cinema |
|  Additional retail |  High quality landmark building |
|  Flexible uses (see text for use classes) | |
|  Intensified car parking | |

7.3.4 MASTERPLAN SOUTH

1. Enhancements to Little George roundabout commensurate with status as northern gateway into town. Any rearrangement or additional infrastructure must be sensitive to the setting of St Pauls church and surrounding area.
2. Upper New Road. Consolidate building line with high quality development sensitive to the historic context and create retail route to High Street.
3. Improve public realm and linkage with Cocklebury area. Investigate opportunities to improve the amenity of the area including short term options to shield the unattractive rear of the Hathaway Retail Park. A longer term aspiration should be to present an active/more attractive frontage to the station at the gateway location.
4. Investigate screening options for unattractive southern section of Hathaway Retail Park.
5. New vehicular and pedestrian linkage over railway to improve connections with other character areas. This can deliver additional crossing points and enhanced car parking provision.
6. Opportunity site
7. New residential development
8. Hotel
9. Cinema



7.4.1 INTRODUCTION

This area has a longstanding history of factories that have now shut down and left a legacy of vacant and derelict sites. One of the industrial sites (Flowers Yard) has been redeveloped as a residential area.

There remain industrial sites that present a significant opportunity to transform this area into a new residential-led neighbourhood.

New housing will help to encourage new activity and residents will benefit from easy access to the town centre, the riverfront and enhanced open space at Westmead Field.

Improved community facilities in the new residential quarter should strongly relate to Westmead Field and the river.

Links and connections through the area must also be improved to ensure that the area becomes an integrated part of Chippenham with easy access to and from the High Street and the conservation area.

- Westmead Lane
- Former Westmead Playing Fields
- Wood Lane

Key location plan and character area boundary

Residential area issues map



7.4.2 ISSUES

1. Poor quality, nondescript or illegible pedestrian entrances or path intersections.
2. Weir structure. Poor condition and appearance including river edge. Footbridge barrier to onward movement including NCN Route 4.
3. Gladstone Bridge. Poor quality visual transition and weak pedestrian/cycle linkages, area to south prone to flooding.
4. Underused car park
5. Inactive river frontage and disused industrial buildings.
6. Disused former factory attracting theft and anti social behaviour.
7. Wessex Water operations less compatible with proximity of residential uses.
8. Community use buildings poorly laid out and less than optimum accommodation.
9. Empty police station facilities.
10. Poorly defined edge of town urban structure and poor passive surveillance of park.
11. Functional flood plain/recreation space.
12. Poor cycleway underpass linkage with countryside.

Residential area opportunities map



7.4.3 OPPORTUNITIES

1. Weir coming to end of functional life opportunity to relocate and explore renewable energy generation
2. Weir relocation opportunities
3. Improve traffic flow on Gladstone Bridge
4. Improve bridge approach
5. Improve attractiveness and linkage to countryside.
6. Opportunity housing site.
7. Rationalise existing community use into a more accessible improved offer.
8. Enhance leisure and recreational activities, and improve access to countryside.
9. Improve cycle links and access to countryside.
10. Opportunity site
11. Vacant Police Station site
12. Opportunity to enhance southern approach to town.
13. Opportunity to enhance southern approach to town.

Residential area masterplan

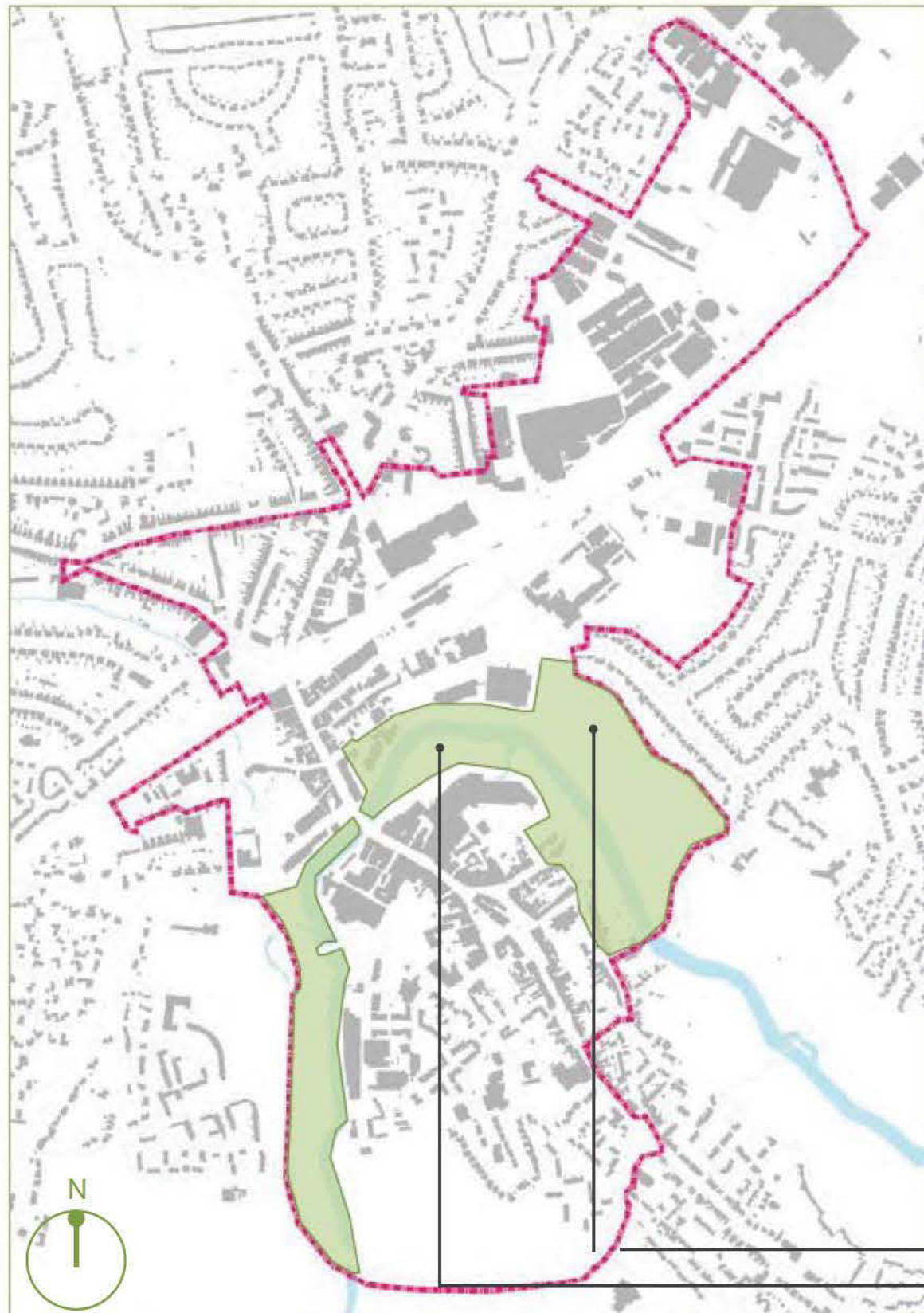


Potential new development is illustrative

- | | |
|--|--|
| New roads/pathways/enhanced public realm | Intensified car parking |
| High amenity area/special treatment area | Community/education/cultural |
| New residential | Care/extra care |
| Employment | Hotel |
| Additional retail | Protect riverside amenity quality and enhance open space to urban transition |
| Flexible uses (see text for use classes) | High quality landmark building |
| | Improved river frontage |

7.4.4 MASTERPLAN

1. Residential development reinforcing widened street line of Westmead Lane and Bulls Lane, parking provision should be within the site.
2. Create visual link to amenity space and conservation area. Widen where possible. Investigate potential land swap between Borough Lands Charity and Wessex Water.
3. Community, leisure and cultural uses retaining and reusing heritage assets where appropriate.
4. High quality design necessary to terminate urban built form.
5. Residential development.
6. Potential care or extra care facilities retaining car parking provision.
7. Enhanced cycle connections.



Key location plan and character area boundary

7.5.1 INTRODUCTION

The Riverfront is the primary character area that binds together the other areas. It is the key asset for Chippenham as a market town.

The area is currently under-used and development generally faces away from riverfront. This separates the shopping and leisure experience from the riverfront experience. Development within and adjoining this area should combine these experiences and provide for an enhanced role for the River Avon and associated green spaces.

The riverfront should be a focus for outdoor leisure and recreation uses and become a natural destination that is well connected to the retail, leisure and residential uses in the High Street Area and the Cocklebury area to offer residents and visitors an enhanced experience of Chippenham as a welcoming place to relax, meet and be by the riverside.

Detailed guidance is set out below and on the following pages.

- The development of community facilities, such as a playground or other waterfront recreational facility (Class D2), will be considered on a case by case basis.
- A free-standing restaurant, cafe or bar

(Class A3 and A4) in the riverfront area will be considered, subject to the appropriate mitigation of flood risk.

- Proposals to redevelop the radial gate on the River Avon for a new high-quality pedestrian bridge and hydro-electric generator may be welcomed, subject to agreement with the Environment Agency.
- River Island park has an undeveloped parkland character fronting the river. Development that would erode the benefits of this greenspace will only be considered where there is a sustained shortage and need for the development proposed.
- Monkton Park has a historic, tranquil character and development should seek to preserve this character.
- Views over and along the river should be preserved and, where possible, enhanced.
- This Masterplan recognises the aspiration to restore and extend the Kennet and Avon canal, further work should be undertaken to adequately assess the impact on the Town Centre and River Avon environs.
- Any proposals in the Riverfront area will need to demonstrate that the potential impacts of development on the existing wildlife and natural environment have been fully considered with an overview of the overall balance of positive and negative impacts.

Monkton Park

River Island Park

River character area issues map



7.5.2 ISSUES

1. Poor quality cumulative, piecemeal (sprawling) urban transition into park.
2. River Island (east). Poor passive surveillance and anti social behaviour.
3. River Island culvert/pond area. Unmanaged, litter collection, poor amenity.
4. Built form turns back on river creating visual and physical barriers/visual clutter. Traffic movements along front of Emery Gate creates conflict and severance.
5. Solid riverside vegetation obscures and screens important public views to river and intervisibility between River Island and Monkton Park.
6. Town Bridge. Poor town centre focus/node. Weak riverside public realm and frontage/Japanese knotweed.
7. Avon Bridge House. Intermittent public access/connecting route quality riverside frontage not publicly accessible and under utilised.
8. Obstructed view to river and Avon Bridge House from Borough Parade.
9. Weir structure. Poor condition and appearance including river edge. Footbridge barrier to onward movement including NCN Route 4.
10. Gladstone Bridge. Poor quality visual transition and weak pedestrian/cycle linkages.
11. Area prone to flooding. Disrupting pedestrian/cycle movements.
12. Poor quality, nondescript or illegible pedestrian entrances or path intersections.

River character area opportunities map



Key

7.5.3 OPPORTUNITIES

- 1a. Rationalise and control piecemeal encroachment of visual clutter and urbanising influence into park and riverside with clear and improved character area transition.
- 1b. Remove indirect path layouts and provide new legible direct linkages.
- 1c. Protect riverside quality and transitional space, movement and visual linkages, prevent piecemeal development/expansion of car parking/public infrastructure.
- 2. Opportunity to increase passive surveillance to River Island (east) from improved frontage.
- 3. Opportunity to create new riverside park/focal point/feature retain culvert/drainage function improve wildlife vale and amenity focus linked to public realm and frontage improvements.
- 4. Improve and extend active riverside frontage, retail and amenity.
- 5a. Improve intervisibility between River Island and Monkton Park. Selective tree management/removal and strategic tree planting.
- 5b. Improve opportunities to view river space from River Island and Monkton Park through selective tree management.
- 6. High quality riverside public realm on bridge and riverside entrances. Focal high quality frontage turning corners on development blocks.
- 7a. Opportunity to secure quality riverfront permanent through access from Lovers Walk to town bridge.
- 7b. Opportunity to relocate riverside/Jax Bar access point.
- 8. Opportunity to create stronger visual link to river and Avon Bridge House from Borough Parade if future opportunity arises.
- 9. Opportunity to remove existing weir and locate replacement structure downstream at end of functional design life to extend impounded higher water level and riverside character through Westmead and create opportunity to generate renewable energy.
- 10. Opportunity to create dedicated cycleway link and road crossing over Gladstone Bridge if weir is relocated.
- 10a. Opportunity to create new cycleway access off junction at Gladstone Bridge and Ave. La Fleche. To reduce route disruption at times of flood if river levels raised permanently.
- 11. Opportunity to improve riverside setting for town and identified development sites, improve riverside amenity and uses through raising water level river sections by relocating weir structure further downstream by Westmead field.

River character area masterplan



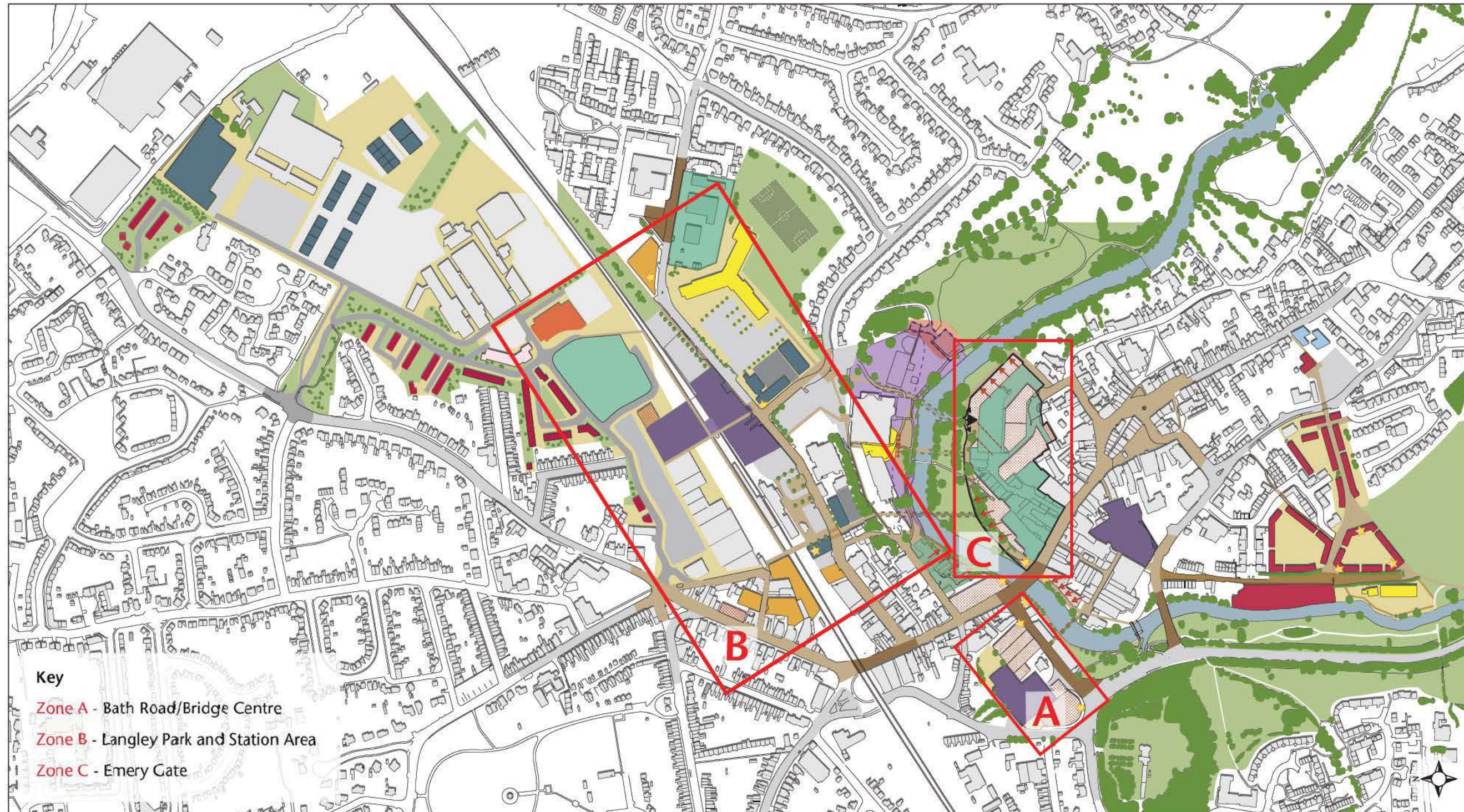
Potential new development is illustrative

- | | |
|--|--|
| New roads/pathways/enhanced public realm | Intensified car parking |
| High amenity area/special treatment area | Community/education/cultural |
| New residential | Care/extra care |
| Employment | Hotel |
| Additional retail | Protect riverside amenity quality and enhance open space to urban transition |
| Flexible uses (see text for use classes) | High quality landmark building |
| | Improved river frontage |

7.5.4 MASTERPLAN

1. Rationalise and control piecemeal encroachment of visual clutter and urbanising influence into park and riverside with clear and improved character area transition.
 - 1a. Remove indirect remnant path layouts and provide new legible direct linkages.
 - 1b. Provide high quality riverside route.
2. Protect riverside quality and transitional space, movement and visual linkages, prevent piecemeal development and urbanisation of Monkton Park
3. Provide community campus space on north side of the river.
4. Potential new river crossings to increase accessibility and permeability of town centre. Potential to access Emery Gate at retail (first floor) level. Public consultation will identify preferred option.
5. Create new riverside focal point, enhancing wildlife value and amenity whilst encouraging movement through Emery Gate.
6. Potential to increase activity and passive surveillance of riverside area.
7. Development Brief for Emery Gate and immediate surrounding area.
8. Potential to increase activity and passive surveillance of riverside area.
9. Enhance public realm and frontage onto river.
10. Improve and extend active riverside frontage.
11. Redevelop and improve commercial attractiveness of retail units.
12. Create stronger visual link from Borough Parade to Avonbridge House. Investigate viability of crossing at this point to improve linkage with Bath Road.
13. Investigate possibility of relocating weir, and renewable energy provision.
14. Invest in high quality public realm and built form.
15. Create new cycleway access.

Chippenham Masterplan



- | | | |
|--|--|--|
| New roads/pathways/enhanced public realm | Additional retail | Hotel |
| High amenity area/special treatment area | Flexible uses (see text for use classes) | Cinema |
| New residential | Intensified car parking | Protect riverside amenity quality and enhance open space to urban transition |
| Employment | Community/education/cultural | High quality landmark building |
| | Care/extra care | Improved river frontage |

Potential new development is illustrative

This Masterplan for Chippenham has set out a decision making framework for the council to promote and evaluate proposals that both consolidate and enhance the town centre.

The document is comprehensive and wide ranging in the proposals and improvements it puts forward. In some cases, routes for delivery are clear. In others, ideas need to be tested with partners and stakeholders.

This chapter outlines potential options for delivery of some of the major elements. More focussed viability and delivery work will subsequently be required in order to coordinate progress. What is critical is the important role that partnership working between public sector agencies, local community representatives and key landowners will have in the delivery of regeneration in and around Chippenham town centre.

The implementation of the guidance set out in this document will therefore depend on:

- the overall strength of local and regional economies and property markets
- improving the inherent attractiveness of central Chippenham as a place to invest
- the ability to provide appropriate physical development opportunities
- the timing and delivery of physical regeneration initiatives elsewhere within Wiltshire and more established competing locations within South West England
- effective partnership working between stakeholders.

8.1 MARKET CONDITIONS

Market conditions for town centres

A town centre's retail offer continues to be the principal defining characteristic of its commercial success. This is certainly the case for Chippenham.

From a national perspective whilst the retail led development of UK town and city centres came to a virtual halt in 2008, due to the impact of the credit crunch (from a boom year in 2007), the ongoing inactivity by developers to progress development proposals in the subsequent six years has now created a very substantial opportunity for town centres, which the property industry is now starting to actively address. The evidence of ING Chippenham and the council entering into a Development Agreement at Bath Road/Bridge Centre is a prime example of this, as is interest from other developers and investors in the wider area.

Whilst the retail environment remains challenging there is very limited development pipeline for retailers to realise their future expansion plans, and hence scheme economics are now starting to become attractive once again, in the right locations with the right components in place.

In the interim period retailers, developers and investors have focussed their interest largely on out-of-centre retail development opportunities. Whilst this will continue, provided policy support remains largely on town centres, out-of-centre development will not address retailers' pipeline requirements, which are still principally related to in-town opportunities. Whilst internet shopping continues to increase year on year, the industry believes the central thrust of retailing will remain in town and city centre shopping.

Whilst stating the above, where the existing in-town retail representation is weak, the impact of out-of town retail and internet retailing will collectively continue to erode the in-town offer. It is only where the quality and quantity of the in-town offer is strong and provided alongside other benefits including leisure activities, easy accessibility, easy parking and pleasant environment that this will not be the case. These benefits underpin the central Chippenham guidance.

For Chippenham the pressures on the town centre are significant, not only due to out of town development but its location close to the M4 motorway means that there is leakage to neighbouring towns and cities where new retail developments such as Cabot Circus in Bristol (2008) and Southgate in Bath (2009) have opened. It is therefore important to create that element of distinctiveness so that Chippenham town centre is a destination of choice through complementing but not competing with the larger centres. Increasing dwell time, providing a diversity of land uses and enhancing the evening economy all play a part in this.

MARKET CONDITIONS FOR VIABILITY

Whilst market conditions are cyclical and should improve in the future as the Masterplan is delivered, economic conditions have had (and continue to have) a severe effect on the property market. Chippenham is no exception.

The vast majority of indicators suggest that property development is not, in general, an attractive proposition at present. Developers are risk averse and the only commercial projects considered are those in prime areas or where pre-lets can be achieved prior to construction. The residential market is similarly characterised by a very small number of developments (by historical standards) with housing completions continuing to remain below historical averages.

Since development is typically a relatively highly leveraged exercise, the lack of availability of debt finance means that very few schemes are currently being built. In addition, construction costs have not fallen significantly, whilst the returns from property have been reduced.

These trends are blocking up the development pipeline even in many prime locations. In areas such as Chippenham, they will have a critical

influence on the early phases of the plan, although it is positive that the council has a development partner for one of its key town centre sites at Bath Road/Bridge Centre. This should be kept in mind when looking at the potential developments across the plan area that even a cleared site in single ownership is not necessarily a viable proposition for development in the climate of the last four years.

Due to market conditions, most regeneration projects are currently showing at best marginal and in most cases negative results. In this context, for the delivery of the Chippenham plan it is important to remember that what is being proposed is a short, medium and long term regeneration programme to improve the town centre and its surrounding area. Short term market conditions will not hold for the entirety of this period.

In the context of the above it is therefore important to:

- regularly review the viability considerations to

reflect the market and align with market conditions

- understand the funding opportunities available and the pressures on debt finance
- understand the extent of development costs for individual schemes and whether there are barriers to development (such as abnormal costs)
- provide clarity in terms of who leads the plan and what the decision making processes are
- be based on a genuine partnership working between the public and private sectors
- provide assistance where possible in the 'de-risking' of development opportunities so that all stakeholders have certainty in the delivery process.

Zones A, B and C are identified as priorities. These cut across character areas and will need further detailed input to create deliverable development briefs to meet the objectives of the Vision and Masterplan.

8.2 DELIVERY STRATEGY AND PHASING FOR DEVELOPMENT

Short to medium term

1. Bath Road/Bridge Centre (ZONE A): The redevelopment of Bath Road car park and the Bridge Centre is an essential component of the plan and short term delivery priority. The rationale for this is based on:

- **Policy:** The Wiltshire Town Centre and Retail Study (GVA Grimley 2011), the Bath Road Car Park / Bridge Centre site is considered the most natural extension to the High Street and capable of accommodating retail units which could accommodate more modern retail requirements. The site is also one of two key sites in the town referred to in Core Policy 9.
- **Partnership:** A Development Agreement was exchanged in 2011 between the council and ING Real Estate Development (subsequently ING Chippenham) for a town centre retail development scheme for the site. The securing of a development partner for this proposal is significant and short term delivery is not an unreasonable assumption.
- **Viable Mix of Uses:** The commitment by both the council and the private sector to the redevelopment of Bath Road/Bridge Centre demonstrates that the proposals are based on a viable and deliverable concept with a mix of uses that will deliver much needed modern retail units in a town centre location.

- **Investment:** The delivery of this development will increase the profile not only of the area but of the town centre as a whole. Given the dearth of retail developments being delivered across the UK the Bath Road/Bridge Centre redevelopment will send out a strong message to investors and developers about Chippenham, its perception and the commitment to enhancing the town centre.

- **Linkage:** The redevelopment of Bath Road/Bridge Centre will enhance linkage to the Town Bridge and the High Street through effective public realm and signage. It will be essential for the scheme to contribute and connect to the wider town centre and not be seen as a destination in its own right. This can be achieved through effective design, position of retail units and funding from Section 106/CIL requirements.

- **Retail Circuit:** Provide a stronger contribution to the overall retail circuit of the town centre.

- **Gateway:** The delivery of the Bath Road/Bridge Centre development will require the remodelling of the Bath Road gyratory. This will therefore improve the arrival point and gateway to the town centre.

- **Parking:** The delivery of the development also reinforces Bath Road's role as a key car park for the whole town centre focused more on short stay parking.

The delivery of the Bath Road/Bridge Centre development is therefore a key catalyst for the regeneration of the town centre. The fact that a Development Agreement was signed before this plan means that it is reasonable to assume a short term 'win' for Chippenham based around significant private sector investment and not just smaller scale interventions.

2. Langley Park (ZONE B): The redevelopment of Langley Park is an important element of the regeneration of Chippenham. The site has the ability to deliver a development of significant critical mass in an underutilised part of the town. The key drivers for this development will be to ensure:

- **Complementary not Competing:** Deliver a development with a range of uses that does not negatively impact on the vitality and viability of the town centre but is complementary to it. In retail terms any extension to Hathaway Retail Park should be based on bulky comparison goods only. Non-bulky comparison goods retail, particularly fashion goods, would not be appropriate in this location.
- **Flexibility of Uses:** That allows for there to be flexibility on the range of housing, hotel, leisure and employment uses within the site to take into account market demand, on the proviso that the proposals are viable and appropriate in the context of the wider town centre.

- **Net Additional leisure space:** Deliver net additional high quality leisure uses to serve the town, in particular a modern cinema, easily accessible by foot and cycle from the High St area.

- **Infrastructure:** That the development delivers a S106/CIL package to ensure the necessary infrastructure is delivered for the development so that works such as those at the Little George roundabout can be improved to facilitate a more effective gateway into the town centre.

- **Linkage:** That the development delivers a S106/CIL package to ensure the necessary linkage is delivered that links Langley Park effectively with the town centre via a new pedestrian bridge over the railway line.

3. Wiltshire College (ZONE B): The ability for the college to expand and thrive in central Chippenham is important. The key drivers for any redevelopment proposals that help facilitate such enhancement will be to:

- **Complementary not Competing:** Deliver a development with a range of uses that does not negatively impact on the vitality and viability of the town centre but is complementary to it.

- **Flexibility of Uses:** That allows for there to be flexibility on the range of education, community, housing, and employment uses within the site to take into account market demand, on the proviso that the land uses proposed are viable and appropriate in the context of the wider town centre.

- **Linkage:** That the development delivers a S106/CIL package to ensure the necessary linkage is delivered that links the College effectively with the Riverfront Area, High Street Area and railway station.

4. Station Area (ZONE B): The strategic importance of the successful regeneration of this area to the economic development of Wiltshire is recognised by the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) and is included in their Strategic Economic Plan (SEP). A public and private sector partnership approach between the council, SWLEP and landowners and rail companies (such as Hansteen, Chippenham 2020, Aberdeen Asset Management, Network Rail and First Great Western) is required to deliver any redevelopment or reconfiguration of the Station and surrounding area. The area includes parts of both the Cocklebury and Langley Park character areas to achieve the required integration with the town centre, the surrounding highways and other transport infrastructure, and as an economic gateway to the North Wiltshire Economic Area. It is recognised that there will be a funding shortfall and that successful delivery of this area will require funding and support from the SWLEP. A short term objective should be to put in place a Development Brief agreed with the parties, to set out the development parameters and delivery mechanisms to achieve:

- **Net Additional B1/office space:** Deliver net additional high quality, sustainable office space to take advantage of that meets modern retailer requirements.

- **Linkage:** Providing more effective links with the Riverfront and Town Centre/High Street Area from both the station, parking, college etc. through the removal of physical barriers, the enhancement of public realm and delivering active uses. This will need to include direct pedestrian car park access from the south of the railway and more direct pedestrian/cycle routes across the river to the High Street Area.

- **Parking & Servicing:** Providing adequate high quality, integrated parking to serve the range of uses of the site, support an effective multi-modal transport interchange/hub, and to supplement the current town centre parking shortfall. Parking and servicing provision will be easily accessible from the wider highways network and the town itself and of a quantum sufficient for maintaining the vitality and viability of the town centre. This area will be an effective gateway between North Wiltshire, London, and the wider mainline rail network, making this an attractive location for business and supporting the economy of the area.

- **High Quality Design:** Given the sensitive and prominent location as a key gateway to Chippenham and Wiltshire.

- **Stakeholder consultation:** Liaise with statutory bodies: such as Network Rail, BT, and with landowners as well as wider stakeholder groups.

- Medium to long term

5. Emery Gate Area (ZONE C): A public and private sector partnership approach between the council and landowners (such as Eagle One and Chippenham 2020) is required to deliver any redevelopment or reconfiguration of the Emery Gate Shopping Centre and surrounding area. A short term objective should be to put in place a Development Brief agreed between the parties, to set out the development parameters and delivery mechanisms to achieve:

- Net Additional Retail floorspace: Deliver net additional retail space that meets modern retailer requirements.
- Linkage: Providing more effective links with the Riverfront Area, towards the station, and High Street Area, through the removal of physical barriers, the enhancement of public realm and delivering active uses.
- Frontage & Active Uses on the Riverfront: Deliver retail and commercial leisure that can front the Riverfront Area to increase footfall and contribute to the evening economy of the town centre.
- Parking & Servicing: Providing quality parking and servicing provision that is easily accessible and that is of a quantum sufficient for maintaining the

vitality and viability of the town centre.

- High Quality Design: Given the sensitive and prominent location in the town centre.
- Stakeholder consultation: Liaise with statutory bodies: such as the Environment Agency to understand flood risk issues and potential mitigations measures.

6. Borough Parade Area: The council should work with private sector landowners to deliver:

- Active Frontages: More active frontages onto the riverfront to facilitate commercial leisure uses and contribute to the evening economy.
- Net Additional retail floorspace: Through future expansion of Borough Parade on the basis that any increase in retail floorspace will not result in a net decrease in parking spaces.
- Linkage: Providing more effective links within the Riverfront Area and High Street Area.
- Parking: Providing quality parking and servicing provision that is easily accessible and that is of a quantum sufficient for maintaining the vitality and viability of the town centre.

8.3 INFRASTRUCTURE PRIORITIES

Implementation of this plan will require the delivery of significant infrastructure. The ideal situation would be to secure the delivery of all infrastructure requirements. However, prioritisation may be required to reflect development viability, the availability of public sector funding sources, council and community priorities.

The information below should therefore inform the future review of Wiltshire Council's Infrastructure Delivery Plan (IDP), which is the core document that forms the basis for setting the council's Community Infrastructure Levy (CIL). All projects that should attract funding from CIL must be included in the IDP. The IDP will also inform negotiations over planning obligations through Section 106 agreements.

The infrastructure identified below is prioritised based on whether it is considered to be essential to meet the needs of existing and future populations, or whether it fulfils more of a 'place-shaping' purpose that aims to increase the quality of the development and experience of its users.

Precise delivery timescales of these projects are dependent upon the phasing of developments, but the expected timescales are indicated.

The following list of projects excludes on-site mitigation measures.

ESSENTIAL INFRASTRUCTURE IMPROVEMENTS

Short to medium term

- Removal of Bath Road gyratory with replacement junction arrangement and public realm upgrades.
- Additional railway crossing at Langley Park to facilitate and improve permeability.
- Enhanced and additional car parking where appropriate to deliver reduction in cross town traffic movements.
- Capacity and public realm improvements to Little George roundabout.
- Additional pedestrian access between Cocklebury Area and High Street/Riverside Areas.
- Implementation of a wider Masterplan transport strategy to facilitate and support town centre improvements.

PLACE SHAPING INFRASTRUCTURE IMPROVEMENTS

Short to medium term

- Public realm improvements to Bath Road and Town Bridge.

Medium to Long term

- Additional pedestrian access from Monkton Park to River Island over the River Avon at retail level (i.e. footbridge across the River Avon).
- Protection and enhancement of River Island park, Monkton Park and River Avon Corridor for environmental and recreation purposes.
- Cycle connection from Cocklebury Area to existing North Wilts Cycle Route (part of NCR 4) and Rawlings Green, East Chippenham Strategic Site.
- Cycle connection from Residential Quarter to proposed Green Link to South West Chippenham Strategic Site.
- Special Treatment Area public realm improvements at Market Place, the Railway Arches and the train station area.
- Other public realm improvements as shown in Chapter 6.
- Newly built community facility in Residential Quarter.
- Enhancement of formal outdoor sports provision at Wiltshire College.

8.4 DEVELOPMENT MANAGEMENT

There are innumerable options for setting out the structures that can take this plan forward. The most likely are considered below, building on the following principles:

- **Flexibility of Delivery** – That flexibility will be required due to the scale and range of uses proposed meaning that the plan will be delivered as a series of projects across a number of phases as private sector appetite presents itself, rather than as a single scheme.
- **Flexibility of Uses** – The plan provides flexibility of land uses where appropriate so that it can adapt to market conditions and reflect demand and viability considerations. The key theme is that the flexibility of uses is such that any development complements rather than competes with the town centre.
- **Conversation:** The plan should be used to inform conversations with agents/landowners/developers but also as an inward investment tool. The implementation of short term objectives of the plan will be key to this.
- **Updating** - The requirement for regular updating of the document, especially in light of changes to market conditions, planning policy, CIL and updates to the baseline evidence (such as retail space forecasts, vitality and viability assessments, capacity studies) such as those updated by the LPA on regular basis.
- **Partnership** – That a combination of public and private sector resources will be required to deliver the Masterplan in partnership.

8.5 COMMUNITY INFRASTRUCTURE LEVY AND PLANNING OBLIGATIONS

Wiltshire Council are currently progressing the development of a Community Infrastructure Levy (CIL), which is expected to be in place during 2014. The CIL will be a borough-wide levy on new development floorspace designed to ensure that development contributes to the funding of infrastructure required to support the development of an area.

Initial viability work to inform the most appropriate CIL rate is underway, although at this stage it is too early to say what the likely rate(s) will be. The viability work used to inform the plan and that used to inform CIL are different types of assessment, but consistent inputs have been used where possible.

Decisions about how CIL monies will be spent and a structure for governance are at an early stage of development. It is possible that some of the infrastructure outlined in the plan will receive some funding from CIL monies, however Section 106 planning obligations (S106) may also be an appropriate mechanism for helping to fund infrastructure requirements associated with new development in the shorter term.

The introduction of CIL has coincided with a tightening up in regulations governing the use of S106. There are two key changes to consider. The first is that S106 contributions towards any piece of infrastructure can only be pooled from up to 5 development sites. The second is that S106 agreements will now be far more focused on the direct impacts of the development to which

they apply.

This Chippenham Masterplan outlines wide ranging strategies and improvements across the whole of the central area. It will be difficult for some of these improvements, and in particular larger scale improvements associated with access and movement and the public realm, to be attributed to any one site, unless there is a specific focus on that requirement. Given the changes outlined above it will be important for the council and Vision Board to ensure that a strategy for use of S106 and CIL monies is developed with consideration for the realisation of this Plan.

8.6 PARTNERSHIP WORKING

Role of the public sector

This is a long term strategy for Chippenham which needs to be set within the current economic climate but be flexible enough to respond to the changes that will inevitably occur in the market over time.

The plan will be used as the basis for partnership working between public agencies, landowners and local community stakeholders in Chippenham, setting out a shared vision and direction for the area. As the plan covers land in many uses and ownerships which include a very large number of occupancies, in addition to freehold, interests it is extremely important that the plan is endorsed and supported by as wide a range of stakeholders as possible, including existing landowners, the wider local business and resident community, and key amenity and public interest stakeholders.

The council's key roles in driving the delivery of this framework must therefore include:

- **Leadership** - The council will lead the delivery of the plan in conjunction with the other public sector partners.
- **Partnering** - The council, with other bodies such as the Town Council, Chippenham Vision, Local Enterprise Partnership and the Homes & Communities Agency, should work closely with the private sector to support appropriate development and to look to

innovative ways to drive forward investment in Chippenham.

- **Accessing Funding** - There are a number of critical ways in which the council can access funding: these include using their assets to drive forward delivery; fronting bids to funding partners; and ensuring appropriate levels of funding (e.g. Section 106, CIL etc) are obtained from development schemes to support delivery of the Masterplan.
- **Communicating** - To ensure local residents, businesses and investors are consulted on the plan before it is agreed, and importantly, regularly updated on progress made towards delivery.

In order to achieve this, the council needs to ensure there is a responsible officer (s) to oversee the delivery of actions for the central area. In addition, regular consultations and partnership working with the relevant stakeholder and town centre bodies will be essential, together with ongoing input from a Town Centre Manager as a key link with local businesses, Chippenham Chamber of Commerce and Chippenham Chamber of Trade.

Potential roles for the other partners are as follows:

- **Swindon & Wiltshire LEP** – Through promotion of Chippenham in the context of inward investment but also as a source of potential funding, such as through the Strategic Economic Plan (Local Growth Deal) and Growing Places Infrastructure Funding. Supporting and promoting the role of

Chippenham in its contribution to local economic development and as a focus of strategic infrastructure to serve the LEP area as a whole.

- **Chippenham Town Council** – Through their landownership position and role within the town.
- **Chippenham Vision** – by managing and delivering regeneration alongside the council.
- **Homes and Communities Agency** – funding and advice to support housing delivery.
- **Local businesses** – participation in town centre management, active engagement in the delivery process where appropriate, support and promotion of the wider Masterplan principles.
- **Landowners** – participation in the planning and development process, facilitation of the engagement process with local businesses and residents where appropriate.
- **Statutory bodies** – through liaising with bodies such as the Environment Agency, English Heritage, etc.
- **Community Groups** – participation in the planning process, participation in design and potential management of community facilities, particularly any cultural centre.

Role of the private sector

One of the key considerations is the council's control over the delivery process. The council does not have a significant land ownership position in the town centre and hence it is important that the plan and associated planning

policy can guide the form of development and drive those interventions that can help achieve the overall vision.

Ultimately it must also be acknowledged that the development market always operates in cycles and that, whilst surviving developers are likely to be more cautious in their investments and critically find it difficult to access finance, when the market emerges from the current financial turmoil in the medium to long term confidence and subsequent activity will return to the market. This is a long term strategy for Chippenham which needs to be set within the current climate but be flexible enough to respond to the changes that will inevitably occur in the market.

8.7 FUNDING

The current financial position of the public sector first needs to be recognised. Funding for projects will be difficult unless it can demonstrate significant economic and community benefits such as the creation of new jobs or community facilities. State Aid implications also need to be considered.

Primarily, the plan will need to be delivered by private sector investment, supplemented where possible by partnerships with the public sector. There are a number of funding mechanisms which are available to the public sector in order to aid development and make it more attractive if key goals of the public sector can be demonstrated to be achieved by it (e.g. jobs and physical regeneration). The following sources should be considered for their potential to assist in delivering elements of the plan:

Type of funding sources

Capital Reserves

- Wiltshire Council

Grant

- Central Government
- Homes & Communities Agency
- Department for Transport
- Lottery pots
- Other

Other public sector funding

- Swindon & Wiltshire Local Enterprise Partnership
- Primary Care Trust

Business rates

- Business Improvement District
- Local Authority Business Growth Incentive
- Business Rate Supplement

Borrowing

- Prudential borrowing
- Public Works Loan Board
- Bonds
- Tax Increment Financing

Planning gain

- Section 106
- Community Infrastructure Levy

Asset values

- Land in public sector ownership

Private sector investment

To maximise the potential from the above sources it is recommended that:

- business cases for funding are drawn up for specific projects within the Masterplan to allow applications to be made for grant
- a lobbying strategy is put in place to tap other sources of public sector funding
- the potential for business rate-related funding and borrowing is tested by the council
- S106 policy and CIL policy is implemented and set at a realistic level with specific consideration of the development of Chippenham town centre
- a strategy for the use of S106 and CIL policy is developed with consideration for how infrastructure items in the town centre will be delivered
- the value of any public sector land that could be added into regeneration schemes is assessed and Wiltshire Council have a joined up internal approach to consider the balance between maximising short term property values and promoting a longer term improvement in the town centre
- discussions with key private sector landowners commence early in order to advance the case for funding assistance to achieve redevelopment
- a marketing and awareness raising process is undertaken, led by the council, to raise private sector interest in investing in the area.

