



A Masterplan for Trowbridge

Issue | September 2014





Produced by Arup & Jones Lang LaSalle

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INTRODUCTION

Transforming Trowbridge, with its partners Wiltshire Council and the Homes and Communities Agency, have commissioned a consultant team, led by Arup and including Jones Lang LaSalle, to prepare the first ever Masterplan for Trowbridge town centre. The Masterplan study area, as illustrated on the opposite page, is based on the Trowbridge Central Areas of Opportunity. This document includes:

- A summary of the baseline evidence;
- An analysis of the issues facing the town centre;
- A Masterplan covering the whole of the town centre;
- An identification and assessment of the Opportunity Sites;
- Land use recommendations the Key Opportunity Sites; and
- A delivery strategy.

It is intended that this Masterplan will be adopted as a Supplementary Planning Document by Wiltshire Council and as such will be a material consideration in the determination of planning proposals.

1.1 AIMS AND OBJECTIVES

Trowbridge is the 'county town' of Wiltshire and has been afforded principal settlement status along with Chippenham and Salisbury in the Wiltshire Core Strategy.

It is considered that a Masterplan is required to direct and influence change within the study area in a cohesive, positive and proactive manner.

As a template for change and growth, the Masterplan will be used to inform planning decisions made within and affecting the Masterplan area. It will act as a tool to direct investment and market the considerable opportunities available in the town. This document is aimed at the developers and landowners in Trowbridge, the wider community within the town and further afield.

1.2 TRANSFORMING TROWBRIDGE

Transforming Trowbridge is the body that has overseen the development and content of this document. It is a partnership made up of the public and private sectors that aims to:

- Provide the forum that will enable Wiltshire Council and other interested parties to facilitate the regeneration of Trowbridge.
- Develop a Masterplan to ensure that a new Vision and its constituent projects are consistent with Trowbridge's status as a Principal Settlement and with the Wiltshire Core Strategy and to monitor and maintain this Masterplan.
- Facilitate the production and adoption of a strategic infrastructure and integrated transport plan for Trowbridge.

- Promote activities to engage the community in the planning and delivery of the Vision including involving and interfacing with networks and organisations that may have shared/overlapping objectives and/or which can contribute to the Vision.

DOCUMENT STRUCTURE

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Masterplan Study Area

“... a town that links residential, retail, commercial and civic areas...”

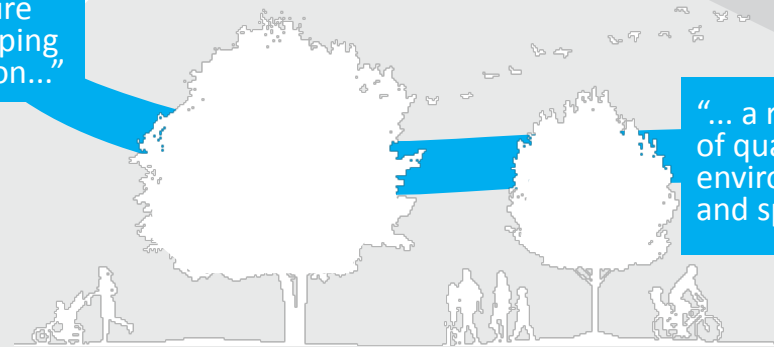


“... a vibrant town of business and commerce...”

“... a whole day out for the family...”

“... a leisure and shopping destination...”

“... a range of quality environments and spaces...”



Trowbridge, a town where the family is constantly at the heart of everything it does

The Vision

- Trowbridge will be the county town where key assets of the river, parks, canal and historic buildings, provide a range of quality spaces and environments which invite communities and families to gather, arouse curiosity and allow for the interaction of people.
- Trowbridge will be a town that links residential, retail, commercial, leisure and civic areas and buildings in ways that are family friendly, child safe and accessible to young and old.
- People will choose Trowbridge because it is a leisure and shopping destination that offers a whole day out for all the family.
- Trowbridge will be a vibrant town of business and commerce that provides a breadth of activities, jobs, opportunities, facilities and services that enable families to live rich, fulfilling and productive lives.
- Trowbridge will provide a future for families by ensuring that all design, development and delivery is sustainable.



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SETTING THE SCENE

Baseline information gathering, site appraisals and consultation have been undertaken to establish a context for the development of the Masterplan.

The baseline assessment identifies a number of key opportunities within the town including:

- The River Biss – Important feature and key sustainable transport route, the Biss is identified as a priority for future environmental and highway investment. The River Biss Public Realm Design Guide is a saved SPD and future riverside development and enhancement scheme should accord with the principles of this document.
- Trowbridge Park – Much more could be made of this fantastic outdoor space at minimal costs to maximise its value to the town centre, the Trowbridge Community and the wider county.
- Heritage assets – Trowbridge retains a number of landmark buildings which should be central to all regeneration proposals. The Town Hall in particular is of great historic significance and has the potential to once again become an important cultural centre.

This section also identifies the following land use requirements and opportunities which should be catered for within the town centre, or which would add value to the Town Centre these are as follows:

- Potential leisure, community facilities and services – up to 12,000sqm
- Comparison Retail - up to 11,169sqm to be provided for currently, subject to review
- Employment – retain and enhance existing employment areas
- Residential – There is likely to be demand for all types of residential development including centrally located residential care accommodation.
- Parking – there is sufficient parking within the Town Centre, but the location of the car parks results in some being underused. Some car parks are also poorly located in terms of their impact on pedestrian movement and are poorly linked to all of the town centre retail units and services.

2.1 POLICY BACKGROUND

The Masterplan is informed by key policy documents and evidence base studies that have been undertaken to inform the Core Strategy.

The Core Strategy

The Wiltshire Core Strategy provides the up-to-date strategic planning policy for Wiltshire until 2026.

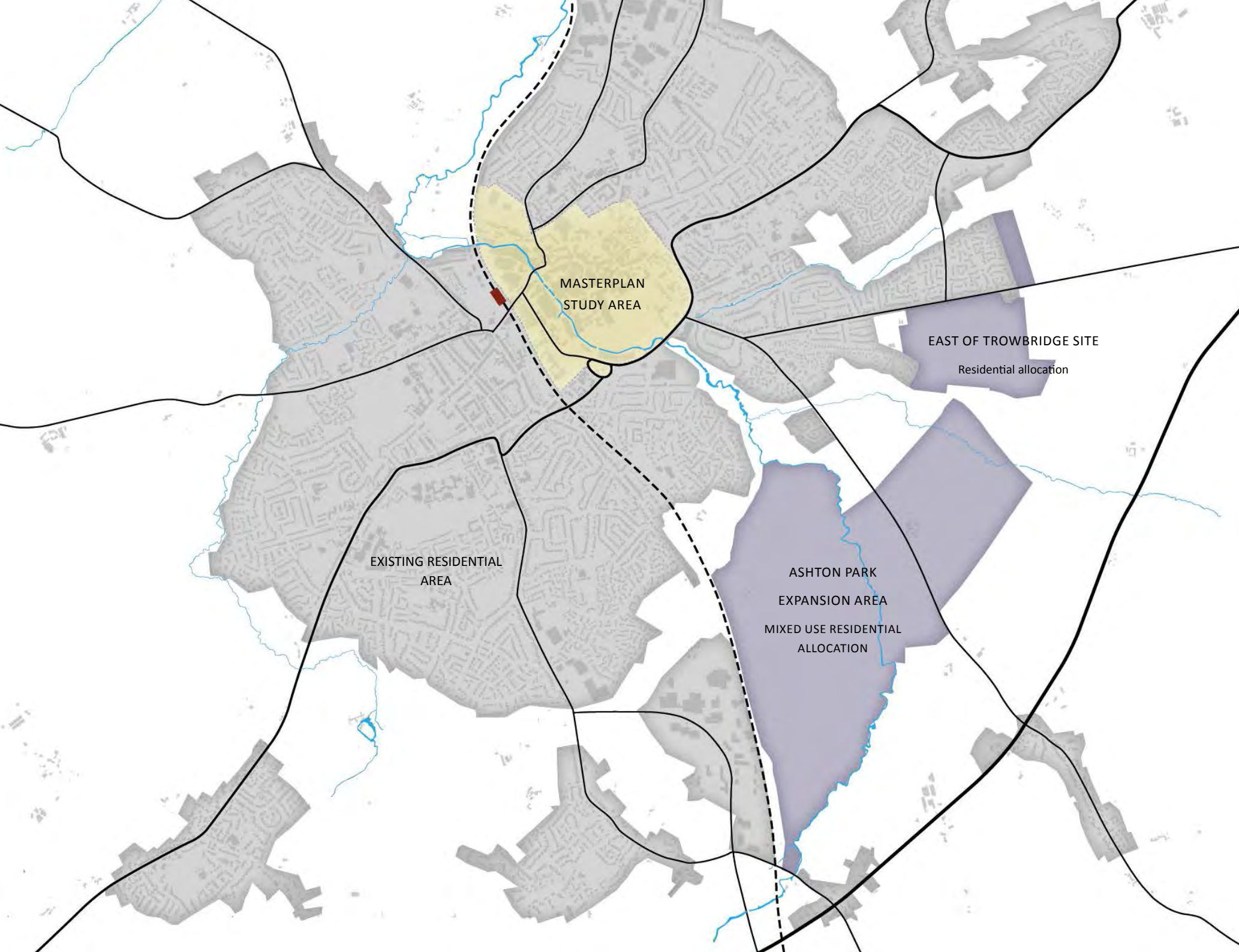
The Core Strategy outlines a sustainable spatial strategy for future development in the County and includes:

- Key principles of development.
- The location of strategic sites for new housing and employment development.
- Policies with which planning applications will be assessed.
- A key diagram displaying the spatial aspects of the Core Strategy.

Trowbridge Central Areas of Opportunity Policy

Within the Core Strategy the regeneration of the centre of Trowbridge is identified as a priority. The Trowbridge Central Areas of Opportunity Policy (CP28) and the Trowbridge Community Area Policy (CP29) form the basis for the production of this document and link the Masterplan with the development plan for Wiltshire.

The town centre is currently defined in the West Wiltshire District Local Plan – First Alteration and constitutes the “commercial area” (saved policy SP1). All Town Centre boundaries will be revisited, plus shopping frontages (and associated policies) through the Core Strategy review process.



Predicting Change

The Core Strategy has identified that 6000 dwellings and 25ha of new employment land will be provided in the Trowbridge Community Area within the plan period. Of this, 3090 dwellings and 10ha of employment land are either being built or have been permitted.

To date development has been focused at Paxcroft Mead, the Castle Mead development east of Trowbridge and the West Ashton Business Park. Consequently, the proposed strategic allocation within the Core Strategy (The Ashton Park Urban Extension) consists of 2600 dwelling and 15ha of employment land.

In addition, there are a number of permitted development schemes within the town centre that are currently under construction (2013), including substantial leisure and housing schemes. These will have significant implications in terms of environmental quality, levels of activity and the attractiveness of the town as a place to live or to visit.

In addition to the Core Strategy, there are a number of other key documents currently saved by Wiltshire Council for decision making purposes which are relevant to the Masterplan:

Urban Design Framework (SPD)

(November 2003)

The County, District and Town Councils commissioned the production of the Urban Design Framework SPD to investigate the potential to comprehensively regenerate Trowbridge and move away from piecemeal, unco-ordinated development.

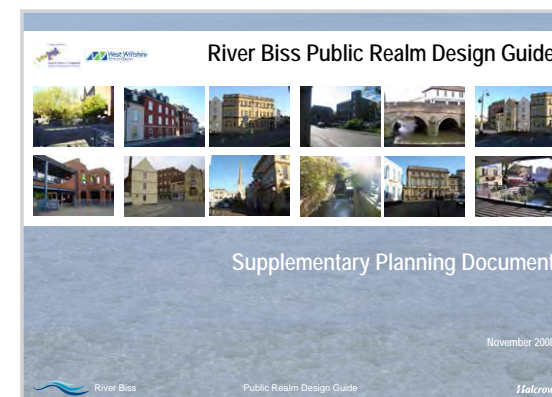
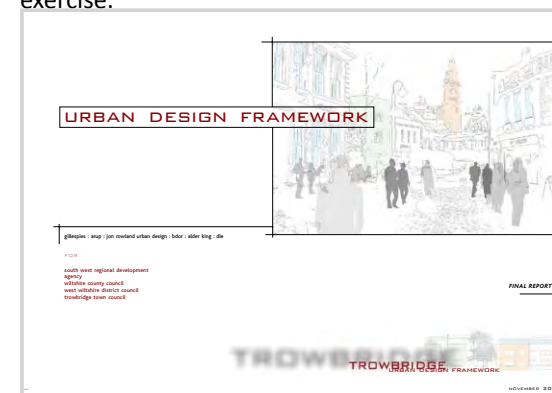
This document assessed the town's strengths and weaknesses and provided a concept for its future development. Within this concept are a set of design principles which broadly outline the common opportunities that exist to make Trowbridge a better place:

- Create more quality public spaces and reduce car dominance within existing public space.
- Create better points of arrival into Trowbridge
- Establish pedestrian priority streets and spaces, particularly between important destinations.
- Consolidate and rationalise the majority of parking to the periphery of the town centre.
- Retain an historical dialogue with possible building conversions.
- Realise and enhance visual and physical connections to key landmarks and destinations.
- Create a green space network and natural grid and encourage sustainable forms of energy and design.
- Create new town character areas with a mix of new uses and development opportunities to enliven and

add vitality at different times of the day.

- Realise the potential of River Biss as one of the town's main assets and attractions.

The framework was completed in 2003 and adopted in September 2004. This document and its evidence is now out of date and superseded by the current Masterplan. However, its design principles are generally sound and formed the starting point for the Masterplanning exercise.





Extract from River Biss Public Realm Design Guide

The River Biss Public Realm Design Guide (SPD) (November 2008)

The River Biss Public Realm Design Guide (SPD) identifies an overall design concept for the public realm along the River Biss and outlines design objectives for the enhancement of the river corridor. A detailed assessment was undertaken of the corridor and its current relationship with the town centre as well as consideration of the potential for a more simplified role for the river in the town. A Masterplan for the riverside areas was produced and recommended spatial design approaches provided for adjacent redevelopment sites. Adopted in 2008, the broad objectives and detailed guidance within this document is supported by the Core Strategy and its evidence base. Consequently, this document is retained as part of the overall Masterplan for the town.

Transforming Trowbridge: Masterplan Development Stage One - Scoping and Vision Study (August 2010)

The first stage of the Masterplan process comprised a Scoping and Vision Study that set out the broad themes to be addressed in the Masterplan. The study helped the Transforming Trowbridge Board refine and refresh the Vision for Trowbridge by analysing the baseline statistics and issues affecting the town. This Masterplan builds upon and updates the Scoping and Vision Study.

2.2 LAND USE - RETAIL

Within the West Wiltshire District Plan Frist Alteration (2004) Trowbridge has defined Primary a Frontage encompassing The Shires and Castle Place shopping centres and retail units distributed along Fore Street. There is no defined secondary frontage area, however changes of use are covered by policy SP5 of the West Wiltshire District Plan 1st Alteration (2004).

The two shopping centres; The Shires and Castle Place and pedestrianised areas of the centre provide an attractive environment for shoppers. There is a strong mix of comparison, convenience and service uses and only a slightly above average number of vacant units.

The construction of the Shires Gateway in 2009 which is located on the periphery of the town centre makes the primary retail area on the ground now much more difficult to define and navigate.

Cumulative Convenience Goods Capacity Projections

Urban Area of Centre	2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
Trowbridge	-4,914	-4,332	-3,731	-3,616

Cumulative Comparison Goods Capacity Projections

Urban Area of Centre	2015 (sqm net)	2020 (sq m net)	2025 (sq m net)	2026 (sq m net)
Trowbridge	3,746	11,169	19,517	21,242

Trowbridge is expected to grow in both population and status. This presents a significant opportunity for the growth of the retail offer within the town centre. Trowbridge is well located and accessible which means it could cater for a wider catchment population than is currently the case and there is a real opportunity to claw back some of the trade which is at present going elsewhere.

Taking into account both the performance of town centre and out of centre floorspace it is estimated that there is capacity to support an additional 3,746 sqm net by 2015, rising to 11,169 sqm net by 2020. The availability of redevelopment sites means that unlike other local or regional centres Trowbridge can relatively easily provide the larger floor-plates typically sought by many national comparison retailers (GVA Grimley 2011).

A study by GVA Grimley (March 2011) identified that over the plan period there is a significant oversupply of convenience retail and an undersupply of comparison floor space.

There is a strong desire within the town to see more of the national comparison retailers represented within Trowbridge. However, the independent retailers currently trading within the historic centre are highly valued and attract customers from the wider county due to the quality and sometimes specialist nature of their products. These smaller retailers are more flexible in terms of floorspace and generally more compatible with historic buildings; consequently, they have a very important role to play and should be supported.

The availability of redevelopment sites means that unlike other local or regional centres Trowbridge can relatively easily provide the larger floor-plates typically sought by many national comparison retailers (GVA Grimley 2011). The *UDF* and the *Wiltshire Core Strategy* pre-submission draft recognise that poor linkages and the sprawled arrangement of shopping centres is detrimental to the long term viability of the town centre. New retail development will need to be carefully considered in order to provide maximum benefits for the wider retail centre.

Source: GVA Grimley Wiltshire Town Centre and Retail Study (March 2011)



Fore Street

Planning for Retail Growth

The UDF and the Wiltshire Core Strategy pre-submission draft recognise that poor linkages and the sprawled arrangement of shopping centres is detrimental to the long term viability of the town centre. New retail development will need to be carefully considered in order to provide maximum benefits for the wider retail centre.

Environmental enhancements within the historic centre are required to support the existing independent retailers and encourage further investment.

At present there is no land allocated specifically for retail within the Town Centre. The planning permission for the redevelopment of the former Bowyers site includes a new supermarket and an additional 3,296 sqm of non-food retail. An assessment of the characteristics of the remaining key sites and the current market demand has identified that the capacity projection for 2020 can reasonably be provided. Consequently, the remaining retail provision that could be provided within the Central Areas of Opportunity will be 7,873 sqm (84,744 sqft) in the short to medium term. It is proposed that the amount of retail space required will be reviewed on a periodic basis to ensure that there are suitable sites or land available, and that an amount of flexibility is built into this.



The Shires

The location of the future retail requirement will need to reflect the existing retail provision and ensure that primary and secondary retail frontages are reinforced or re-established. The current retail provision is centred around the core of the town centre, with the Shires Shopping centre linking the retail experience to Asda. The Shires Gateway development is a further extension to the west and the proposed Bowyers development to the north. It is essential that a retail circuit is created that can connect these retail centres as well as the new development at St Stephen's Place. Therefore it is important to consolidate the town centre and extending the retail area south towards Cradle Bridge.

2.3 LAND USE - EMPLOYMENT

Whilst Trowbridge has strong commuter links with Bath and Bristol it has retained an important role as an employment, administration and service centre, and it is anticipated that these functions will grow.

The Wiltshire Workspace and Employment Land Study suggests that at present there is sufficient office provision within the town centre and in the existing out-of-centre business parks to meet the short term demand. In the long term, the need to attract and retain larger businesses has meant that the Core Strategy has identified a further 15ha of employment land within the Ashton Park Urban Extension. There is also a strong aspiration for town centre employment uses and flexible

work space, which will benefit from the accessibility of a town centre location and will support other town centre businesses.

"If land is to be developed for employment purposes it is important that the allocations are attractive to businesses and developers particularly with regard to location and development viability."

Wiltshire Workspace and Employment Land Study (2012)

There are significant trade benefits associated with high levels of occupied town centre offices. However the majority of the existing employment sites and the Core Strategy allocations are located some distance from the Central Areas of Opportunity, because these sites are cheaper and easier to develop. It should be recognised that central employment space and that provided in out of town business parks are both important as they cater for different employers of types and scales. There are currently two significant employment areas within the Masterplan study area:

Riverway Industrial Estate (Shails Lane)

This area lies north of the retail centre, adjoining the River Biss. This estate is approximately 5.4ha in size and is dominated by industrial uses and a scrap yard. Bordered by residential development and directly abutting the riverside, these are not ideal uses for such an edge-of-centre location.

In accordance with the Scoping and Vision Study any



Riverway Industrial Estate



Court Street Area

future development of this site should support a mix of uses that are more compatible with the adjacent land uses. Land uses could include office, start-up units for light industrial, residential, care homes or extra care.

Court Street Cluster

This area is approximately 1.3ha in size and is mainly occupied by office and workshop uses within landmark historic mill buildings. The site is in need of building restoration and landscaping works, but is in a good town centre location for office use. The buildings are important historic landmarks of high value and the wider enhancements of the public realm would make this a prestigious position for employers.

Although the employment requirement for Trowbridge is planned to be met by allocations outside of the town centre, it is recognised that town centre sites are highly accessible and have the potential to attract smaller occupants or businesses which require public accessibility. In addition the Core Strategy clearly identifies a desire for town centre employment sites. The quantum of employment within the town centre has not been defined, but it is clear that the Court Street Area is the ideal location for an employment zone.

2.4 LAND USE - HOUSING

Housing Demand

In accordance with the demographic data for Trowbridge it is important to acknowledge the ageing population with regards to both the location and the form of housing developments, as well as the associated services. The retirement age population of Trowbridge is forecast to grow by 42% between 2012 and 2026 in line with the County average.

The Strategic Housing Market Assessment (SHMA) suggests that almost all (99.9%) of older person only households are comprised of one or two people yet more than half (59.9%) of older person households

reside in accommodation with three or more bedrooms. This suggests that there could be potential scope to free up larger units for younger families if older person households should choose to move into suitable smaller units. However, there is also higher level of housing satisfaction and lower level of movement amongst under-occupying older person households which indicates that it may be challenging to get these households to free up the housing for larger households. Key factors in deciding whether to relocate are:

- Perceived safety,
- The quality of the accommodation,
- Access to facilities and services, and
- Access to public transport.

Consequently it is common for Care Homes to be provided near the town centre and social facilities.

There is currently an interest in Trowbridge from commercial retirement and sheltered housing scheme developers. Extra Care and assisted living schemes requires a more specialist investor. These schemes target those older people requiring specialist-housing support

who also wish to maintain their independence, and to provide a community (with on-going activities and support provided), not just housing.

There is a housing development of 79 units currently taking place on the Ushers Brewery Site which suggests there is a market demand for town centre housing. There are also currently over 2000 people on the affordable housing register for Trowbridge town alone.

The provision of town centre housing developments will help provide the opportunity to deliver younger households to balance the sheltered housing requirements. A range of tenures and types will result in a range of densities up to 65 dwellings per hectare.

Housing type

Town centre locations tend to favour townhouses or flats due to site constraints. There are also opportunities for specialist/listed building conversions which tend to be more desirable than new build and generate higher values. Due to the proximity of services and facilities, town centre living also offers a different lifestyle to the residential suburbs.

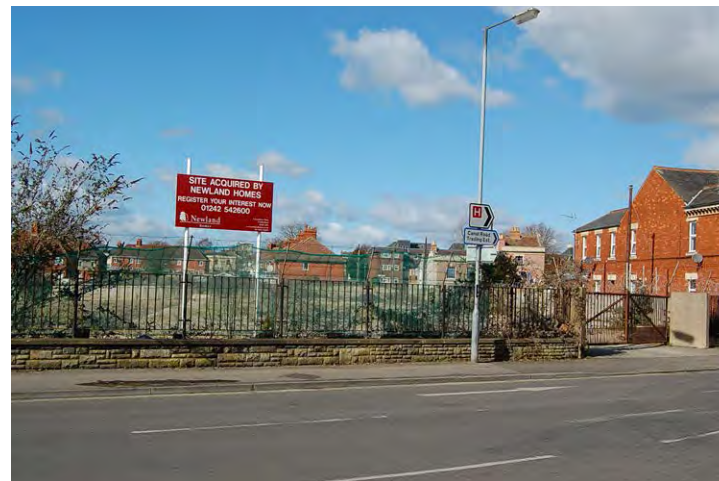
The viability of town centre residential schemes relies on realistic land values and high density developments.



Upper storey residential living



Retirement housing scheme



Proposed town centre housing development under way

© Arup

Definition of residential care accommodation:

Retirement Home / Sheltered Housing - self contained, warden controlled flats, typically clustered with other sheltered dwellings.

Assisted Living / Extra Care – self contained flats with catered dining area and 24 hour staff on site.

Care Home – long or short term care where accommodation (typically 60 bedroom blocks), meals and personal care is provided. Residents have a bedroom but no kitchen or separate living space.

Nursing Home – as per care home but serviced by registered nurses to meet more complex care needs.

Close Care – sheltered housing linked to a care or nursing home.

Retirement Villages – a mix of retirement housing with sometimes extra care and nursing homes on site. Schemes usually have a suburban or peripheral location. They are often large developments providing in excess of 60 dwellings with a central core of communal facilities.

2.5 LAND USE - LEISURE & CULTURE

Commercial Leisure

For some time, it has been widely recognised that Trowbridge has a weak evening economy and that there is a significant loss of evening economy trade to centres outside of the County. This is not conducive to the Vision for the town or the vitality and viability of the town centre.

The leisure development recently completed at the St Stephen's Place site provides a seven- screen ODEON multiplex cinema as well as a range of family restaurants, cafes and bars opening in autumn 2013. The recent planning permission for the redevelopment of the former Bowyers site provides for a supermarket, new leisure (including permission for another cinema) and retail units, as well as the refurbishment of the historic buildings to include restaurants, cafes and a family pub . These developments will attract both visitors and other investors, but not without the enhancement of the towns infrastructure and securing the right land uses on the other sites.

There is an opportunity to build on these schemes by enhancing the overall leisure offer within the town centre. In line with Trowbridge's Vision, this could encourage the whole family to use the town centre on a regular basis by providing a wider range of activities

within the Masterplan study area.

Leisure Centres

The West Wiltshire Leisure and Recreation Development Plan Document (which is a saved document) identifies that Trowbridge has a shortfall with regard to outdoor formal sports provision and that the Indoor Leisure Centres are in need of refurbishment or replacement. Policy IS1 Identifies the need for the relocation of the Castle Place Leisure Centre to a more sustainable and

accessible site as a priority.

The Castle Place Leisure centre is accessed via a multi-storey car park however it has very little allocated parking. Although well used and of high value, it has no visual presence within the town centre. The wet leisure facilities are located at Clarendon Academy and include a 25m leisure pool and a diving pool. This facility has access issues as it is located within the grounds of a school located a mile outside of the town centre and does not currently benefit the town centre as there is little opportunity for linked trips.



St Stephen's Place - development underway

It is recognised that the division of the leisure facilities within the town also has a detrimental impact on their level of use and value to the community.

Other Sports Facilities

The Leisure and Recreation DPD and the subsequent Leisure Strategy also identified a demand for:

- **Tennis courts and bowling greens** - The DPD identifies the existing bowling green provided within People’s Park as high quality but poor value, yet a recent survey undertaken by the Trowbridge Community Operations Board (COB) identified a need for more of these facilities. The suitability of this location is therefore in question. The tennis courts are identified as being of low quality but high value, suggesting that upgrading these facilities would be beneficial.
- **Safe running or walking routes** - There are clear opportunities to create or enhance routes along the River Biss and around People’s Park.
- **Formal sports pitches** - There are limited opportunities for sports pitches within the town centre due to the size of the land requirement and the value of the town centre sites, however, the

Innox Road/Stallard Street facilities are identified within the DPD as being of low quality but high value. Consequently the enhancement of existing facilities in accordance with Policy LP1 presents the best opportunity to improve sports provision within the town centre.

- **Teenage Facilities** - Despite the provision of a skateboarding park adjacent to the Stallard Street Sports Pitches in 2010 the survey in 2012 still identified skateboarding facilities as a requirement within the town.

The Campus Initiative

There is an opportunity to deliver strategic leisure facilities for the County Town capable of housing large events:-

Wiltshire Council has agreed a programme to deliver Community Campuses across the county. The content of campuses will reflect the aspirations and needs of the community and could include leisure, sports and community service provision either within new buildings or through the refurbishment of existing assets. The concept is to bring services and facilities together to maximise their value and running efficiency as part of the Council’s Transformation Programme. The following

potential uses have been identified for Trowbridge and reflect the aspirations of the Community Operations Board (COB) as well as the outcomes of partnership working of the Council with the police and health services.

Potential leisure, community facilities and services

- Swimming – 8 lane 25m pool, a leisure pool and flume
- 1 learner pool (12x10m) with moveable floor for diving
- 8 court sports hall
- 4 squash courts
- 100 item gym
- Multi purpose activity rooms and spaces
- Kitchen
- Dedicated spinning room
- Alternative sports room (climbing, biking, boarding)
- Climbing and bouldering wall
- Crèche
- Neighbourhood police access
- Health services
- Tenpin Bowling

2.6 HERITAGE AND CULTURE

Resources

Trowbridge town centre benefits from a large number of heritage assets including 249 listed building entries within the Town Centre Conservation Area. The River Biss and People's Park have played an important role in shaping the town.

There are key areas where these assets present opportunities for heritage lead regeneration and define the character of the town centre.

Industry and the Riverside

Trowbridge owes much of its current form to the textiles and woollen industry. The industrial heritage of the town is clearly apparent in the landmark mill buildings which adjoin the river corridor and the People's Park. Ashton Mill is just outside of the Masterplan area but is a prominent feature in views from a number of positions within the town centre and is an important landmark gateway building for the town. Andil House is the largest and most memorable industrial building within the Central Areas of Opportunity. Andil House and those which surround it are symbols of the industrial heritage of the town as well as being the focus for the current town centre employment uses.

Handle House and Studley Mills form a cluster opposite and complementary to Innox Mills within the former Bowyers site, around Wicker Hill Bridge and the Blind House. These buildings are unfortunately separated by Stallard Street which is currently 20 metres wide at this point. Nevertheless these buildings mark the gateway to the riverside walk and the historic town centre, as well as the first glimpse of the town's industrial history to visitors arriving by train.

The Historic Core

A high proportion of the building in this area are Listed and Trowbridge is fortunate to have retained significant elements of its historic core and traditional street pattern. Curved building lines, terminated views and varied street widths result in an informal sense of enclosure and create a friendly and attractive character at a traditional market town scale. The Town Hall and St James Church, as well as the other architecturally rich and prestigious buildings in-between, are important attractions and identify the historic status of the town.

"The Parade" is a group of prestigious Georgian buildings at the top of Fore Street. Originally built as rich clothiers houses these are now in commercial use. The size of this group, their strong visual presence and ornate detailing creates a strong landmark and visual cue which, with the right highway and public realm treatment, could support

pedestrian movements from the railway station into the historic centre.

The pedestrianised area of Fore Street provides space for the usual array of town centre activities such as farmers markets, street fairs, occasional entertainment and the annual carnival.

A Cultural Quarter

Trowbridge Town Hall was commissioned by Sir Roger Brown to commemorate Queen Victoria's Golden Jubilee in 1887 and opened on 14th June 1889. The building was intended to celebrate the town's civic and economic importance and provide both an administrative and social/entertainment focus for the town. Despite being at the heart of the town's community life, its various functions were gradually dispersed throughout the town and the building became vacant in the mid 1900s. The Town Hall's architectural presence at the heart of the historic core has remained and efforts are now being made by the *Trowbridge Town Hall Trust* (TTHT) and *Friends of Trowbridge Town Hall* (FTTH) to bring the building back into use as a cultural centre.

The Arc Theatre opened in partnership with Wiltshire College in the late 1990's but closed in January 2011 leaving Trowbridge without a dedicated venue for the performing arts.

The Civic Hall was redeveloped and opened in December 2011 and has provided a venue for performances and social events as well as being the administrative base for the Town Council, nevertheless it is still apparent that there is a gap in the provision of social and cultural space within the town.

The Town Hall, in conjunction with the adjacent Peoples' Park, Civic Centre and potentially Trowbridge Museum (which is looking to relocate to Courtfield House) provides great opportunity for synergy between facilities and the creation of a cultural quarter.

The development of a cultural quarter and the reinstatement of the Town Hall as a social venue and arts centre would give the town centre a new community focus and create a destination which will support the historic retail centre.

Art and Design in the Public Realm

Art and Design in the Public Realm is a recognised, integral part of design quality and adds value to new developments. Wiltshire Council encourages developers to look at an integrated approach to art and design in Trowbridge.



St James Church



Sensory Garden



Converted Stone Mill



Town Hall

2.7 THE RIVER BISS

The name Trowbridge is derived from “Tree Bridge” meaning wooden bridge, which is testament to the significance of the river throughout the town’s history. The river is the most significant natural feature within the town and it is clear that the layout of the historic town centre has been significantly influenced by the physical shape of the river and the town’s dependence on the river during the industrialisation of cloth production. The development of industrial uses adjacent to the river’s edge has resulted in development turning its back on the riverside. Consequently, at present the river does not make a meaningful contribution to the town’s character or appearance. Its potential significance has been recognised for many years:

- The Core Strategy states that new development within the town must contribute to improvements in connectivity with the river and enhance the River Biss corridor, increasing the attractiveness of the town centre.
- The Trowbridge Transport Strategy (2012) supports schemes which prioritise the physical and environmental enhancement of the River Biss Corridor.
- The Urban Design Framework and the River Biss Public Realm Design Guide requires development to have regard to the visual and ecological enhancement of the river corridor and the provision of a high

quality pedestrian and cycle route.

At present the river is a barrier to the free flow of pedestrian movement. The existing crossings do not follow pedestrian desire lines, often prioritise vehicles, and are difficult to access or unclear in layout. Many existing buildings turn their back on the riverside resulting in a high sense of enclosure and lack of surveillance along the walkway.

The riverside area, and consequently all of the major redevelopment sites is within flood zone 3a. Flood defences will need to be improved in order to meet the Environment Agency and Wiltshire Council’s requirements for flood risk management.

Despite these challenges, the riverside presents a significant opportunity to fundamentally transform the nature of the town and redefine it as an attractive, green and healthy place to live and visit. These improvements should be a priority which shapes the form of the overall Masterplan strategy. This has recently been achieved to a limited extent at St Stephen’s Place, however, in the absence of any other permissions being implemented, the riverside area has not improved significantly in recent times and still presents a number of obstacles.

The River Biss corridor is strategically important movement corridor connecting the heart of the town to the existing residential areas and the Ashton Park Urban Extension.



© Mountford Pigott

Artist’s impression: St Stephen’s Place planning application



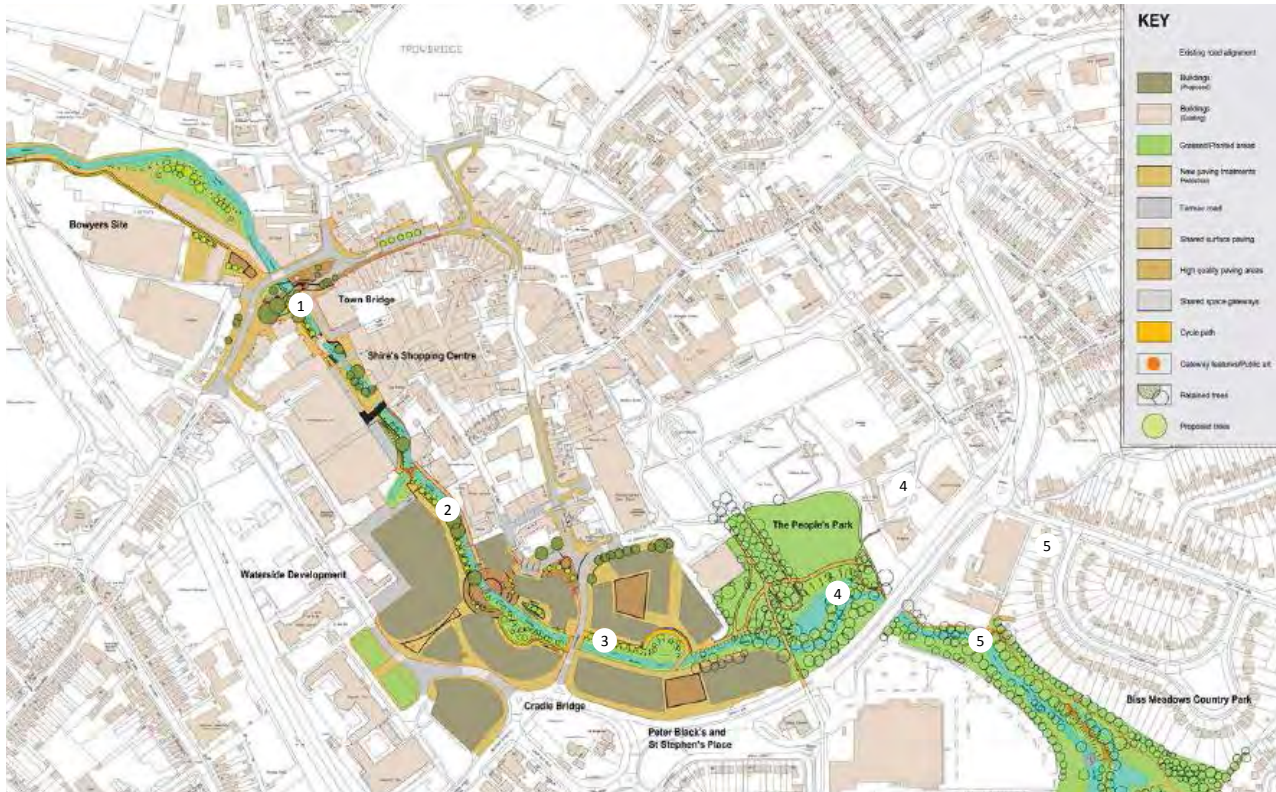
The Shires



East Wing / Court Street



St Stephen's Place / Cradle Bridge



Extract from River Biss Public Realm Design Guide



Peoples Park



Biss Meadows

2.8 PEOPLE'S PARK

People's Park was gifted to the town in 1887 in celebration of Queen Victoria's Jubilee and now forms an important visual and social focal point for the town. The Park currently features a play area, bandstand, pond with fountains, tennis and basketball courts, crazy golf, bowling green and open grassed areas. The Park also provides an important venue for civic or cultural events including:

- Shows
- Funfairs
- Carnivals
- Small scale open air concerts

People's Park is 4.5 hectares in size, however, the space is divided by the location of the sports facilities. Consequently, despite the size of People's Park and the civic status of the Town most regional events take place in Salisbury such as the recent celebration of the Queen's Jubilee.

Trowbridge is a strategically important town and the civic focus for Wiltshire and could perform an important regional function due to its central location and 'County Town' status. None of Wiltshire's other market towns have such a large green space located so centrally and whilst the visibility and configuration of the park are barriers to expanding its functions, a number of alterations could be undertaken at relatively small cost.

There are also a number of redevelopment sites adjacent to the Park which has the potential to enhance visibility and access and increase the active frontage. With the right investment The People's Park could be a regionally important location for cultural events such as:

- Concerts such as Proms or Party in the Park
- Open air plays
- Festivals
- A venue for the expansion of the Market Square

Many of the buildings around the Park face outwards and do not actively engage with the space. Castle Place and the St Stephen's multi-storey car park provide a particularly poor quality frontage. The UDF identifies the need for these buildings to be redeveloped to reconnect the Park with the retail centre and give it a visually attractive setting:

"This site currently ignores The Park and the 'gateway' that St Stephen's Place offers. The site therefore has to present a new and lively face to Market Street and an active frontage that is transparent and accessible that creates a positive edge to The Park, and that addresses the open space and the War Memorial."

Trowbridge Urban Design Framework (2003)

The other buildings which surround the park, including a number of attractive historic buildings, also turn their

backs on the park although they are generally set back behind well landscaped boundaries and consequently the impact of these buildings is not as damaging. The recent redevelopment of Civic Hall has changed the outlook of the building meaning it now actively addresses the park. The adjacent leisure development at St Stephens Place is due to open in October 2013 and consequently the leisure and cultural focus around the People's Park will increase both use and awareness of this space.

People's Park is an important gateway for pedestrians or cyclists arriving into the town centre via the Biss Meadow. Its proximity to County Way and one of the town's largest car parks (St Stephen's multi-storey car park) mean that the Park is also an important feature for people arriving in the town centre by car. However views of the park from the wider town centre are obscured by the surrounding buildings and pedestrian links with the rest of the town centre are not easily identifiable.

With the exception of People's Park, Trowbridge town centre currently has very little to offer residents and visitors in terms of green recreational space. The park is a considerable asset to the town and connections between it and adjacent areas should be strengthened to ensure that it is a key component of the town experience.



Civic Centre



War memorial



Peoples Park performance space

2.9 MOVEMENT AND PARKING

Pedestrian and Cycle Movements

Trowbridge is a compact town however, pedestrian movement is restricted by barriers including the River Biss, the railway, Bythesea Road and County Way:

- Pedestrian crossings are provided but may not be in the right location or may be in the form of bridges and underpasses that are often visually negative and create a poor perception of safety.
- The pedestrian routes into town are alongside busy roads. Narrow footpath widths and the positioning of street furniture can inhibit movement. Footpaths and crossing points are missing in many places along County Way.
- Pedestrian routes within the town centre are often in conflict with vehicles, particularly around the two main car parks at The Shires and St Stephen's.
- The network of footpaths connecting with the wider urban areas is generally of poor quality.
- Pedestrian way-finding, particularly in the town centre is difficult in places and some pedestrian access routes are not obvious to the user.
- The cycle network within Trowbridge is poor and disjointed.
- Generally, there is very little cycle infrastructure including cycle lanes, toucan crossings or signalised junctions with advance cycle stop lines.

In addition to the above it is recognised that there is a lack of suitable entrances/gateways.

In order to address these issues the *Transport Strategy* identifies a number of priority schemes (see Table 6).

Public Transport

The railway station is located close to the town centre but is poorly connected to the town centre. Improved links with Fore Street and the River Biss have been identified as priorities for the town centre and are



© Arup

Existing pedestrian cycle route - linking to National Cycle Network 4

Example Schemes Allowed for in the Emerging Strategy

Scheme Type	Ref	Scheme
Walking and cycling	1	River Biss Corridor Route Enhancement
	2	A361 County Way / Aston Street Crossing - improve pedestrian connections
	3	Rail station - town centre route enhancement
	4	Improve pedestrian wayfinding and town centre legibility
	5	A361 Frome Road /A363 Bradley Road roundabouts - pedestrian improvements
	6	A361 County Way / Hilpertown Road / Roundstone St roundabout - pedestrian improvements
	7	Cycling improvements on two key corridors e.g. Green Lane / West Ashton Road
	8	Installation of secure cycle parking at key destinations (e.g. rail station)

Wiltshire Council (2012) Trowbridge Transport Strategy Development - Report on Emerging Strategy (table 5.2)

considered key components for the redevelopment of the former Bowyers site.

The existing bus interchange on Market Place is well situated in the heart of the town centre outside of the Town Hall. There is a high degree of pedestrian congestion and conflict in this area and it could benefit from reorganisation.

Sustainable Transport and New Housing

The majority of new housing within the Trowbridge Community area will take place within the Ashton Park Urban Extension. The remaining 170 will take place on windfall sites. One of the Key Objectives identified for the Ashton Park Urban Extension is for the development to be integrated with the existing town centre. Other than visually this means clear direct and safe sustainable transport links, in particular for pedestrians and cyclists. The existing walkways along the Biss Corridor and through the Biss Meadow will be enhanced and connected into the Urban Extension.

The remaining windfall housing development should be adjacent to the town centre, come forward as part of a mixed use scheme or should have the same aspiration for integration and sustainable transport links.



Trowbridge Railway Station



Trowbridge Bus Interchange, Market Street

Travel Patterns

- 68% of the town's working population work within Trowbridge
- 27% of these employees walk to work
- 44% of these employees drive to work
- 69% of workers are employed within the public sector
- 80% of outbound commuters drive.

Trowbridge Transport Strategy (October 2012)
Report on Emerging Strategy

Roads

Currently, a number of junctions within the town centre are nearing capacity at peak times. The amount of traffic within the town centre is expected to increase. The leisure development currently being built at St Stephen's Place will bring an improvement to the range of activities that the town centre has to offer and will result in more people travelling into Trowbridge in the evenings and at weekends.

The Trowbridge Transport Strategy (2012) identifies that many of the congestion and movement issues within the town centre are caused predominantly by people's travel choices. In order for the town centre to serve the whole of the town and the wider community area it is important that other more sustainable forms of transport are available and attractive.

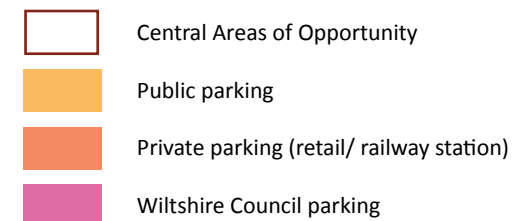
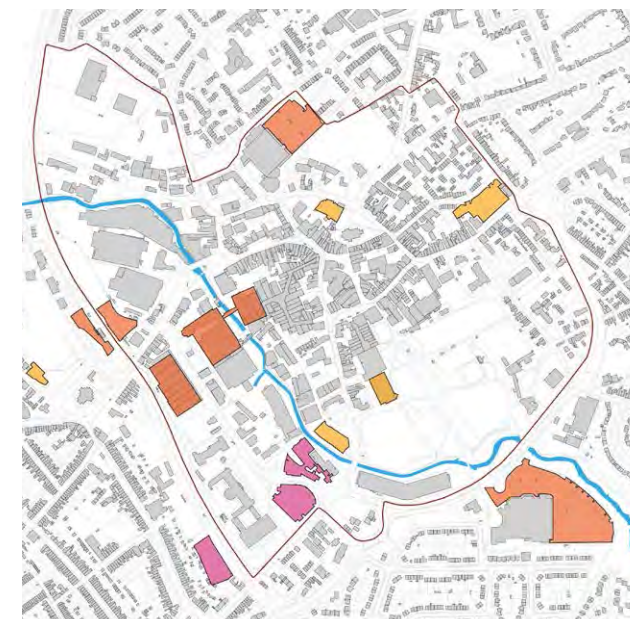
Parking

The car parking provision in Trowbridge is split between private and public car parks with varying charging regimes. Combined with the accessibility of some car parks, this has resulted in the over- or under-use of certain car parks.

The Transport Strategy identifies the potential for rationalising access to the town centre car parks and removing long stay parking, as well as enhancing sustainable transport options. Increasing car movements through additional short stay parking could result in an increase in pedestrian and vehicular conflict. Consequently this must be approached as part of a comprehensive reorganisation of the town's parking which includes relocating the long term parking to the edge of town to encourage Park and Walk schemes and provide convenient landing points for people driving into the town. This would be in conjunction with public realm and way finding improvements in order to direct visitors to the key destinations. This approach is supported by the Urban Design Framework which subsequently recommends the removal of the Castle Place multi-storey for the benefit of the wider town centre and the People's Park.

The redevelopment of the currently vacant sites will generate a demand for parking that will need to be accommodated either within the sites themselves, or through a strategy to use nearby parking; an opportunity

Town centre car parking



has been identified for sharing the County Hall car park for public use in the evenings and at weekends.

Trowbridge Parking Study

Atkins were commissioned by Wiltshire Council in March 2013 to carry out a baseline survey of current parking use and to assess the parking implications arising from the Masterplanning scenarios and the future expansion of the town as indicated by the Core Strategy.

Parking demand was found to be at approximately 50% of capacity on the two surveyed days (Friday and



Parking locations:

1. Lovemead; 2. Church Street; 3. Broad Street; 4. Bradford Road; 5. Court Street; 8. Gateway; 9. The Shires; 10. Sainsbury's; 11. Castle Place/St Stephen's Place (6 & 7 - on-street provision)

Saturday) in March. These surveyed days are considered typical; but they do not reflect peaks in demand.

The analysis showed that, in addition to the relatively low levels of occupancy (shown in the graphs, right), the most common parking durations are relatively short, suggesting little use by full-time employees.

During the Masterplan period (to 2026) a further 5860 houses are expected to be provided within Trowbridge Community Area, of which 1335 have already been completed and a further 1755 are already permitted. The study forecasts consider the impact of this increase in potential local demand along with changes (increases) in car park supply.

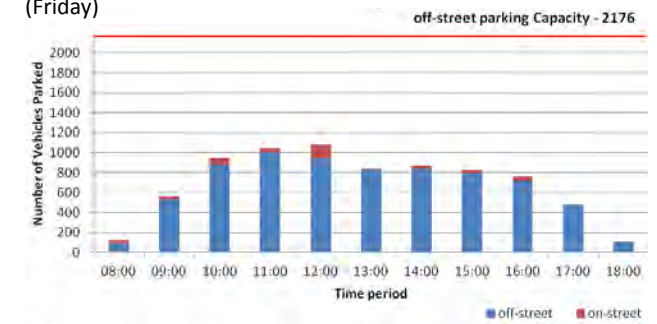
If Trowbridge's general offer is improved, parking duration is expected to increase. The study forecasts show that an increased duration of stay can be accommodated on a typical Friday and Saturday within existing supply and certainly within the proposed increases in parking capacity.

Regular monitoring will be required to ensure that the town's car parks meet the town's growing needs, in terms of capacity and duration of stay.

The Masterplan aims to accommodate 11,169sqm of new retail (upto 2020) and approximately 7000sqm of leisure centre. The forecasts show that for a typical Friday or

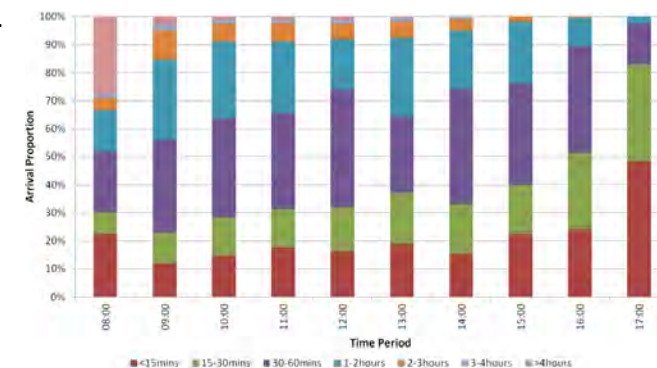
Saturday in Trowbridge only 50% of parking supply will be occupied during the busiest hour with an assumption for longer durations of stay affecting car park occupancy. As such, the existing car parks are forecast to be able to accommodate considerable extra demand unforeseen as part of the forecasting process.

Total occupation of on-street and off-street parking spaces (Friday)



Note:
1. Gateway included
2. Parking not fully observed for 13:00, 17:00 & 18:00

Duration of parking event (Friday)



2.10 COMMON INFRASTRUCTURE

The changing town of Trowbridge will require additional infrastructure and interventions in order to meet the demands and address the impact of the predicted increase in population.

Wiltshire Council has addressed this demand and impact within the Trowbridge Infrastructure Delivery Plan, as part of the Core Strategy. It identifies the diverse 'Essential' and 'Place Making' interventions required across the town including adequate provision for schools, doctors and dentists in the town and a Town Cycle Network to encourage mode change away from the use of vehicles. The interventions also include a package of improvement measures identified by the Trowbridge Transport Strategy.

Public Realm

The existing public realm within the town centre is generally poor, lacking in consistency, wayfinding and legibility. With the development of sites across the town it will be important to link them and the existing assets of Trowbridge, such as the river, park, canal and historic buildings. The Masterplanning process will consider the connecting routes well as the development opportunities, to create an interesting environment which pedestrians and cyclists can safely navigate and enjoy, in line with the Vision.

District Heating

The Trowbridge District Heating Study (I.C.E. UK) Ltd (June 2011) examines this opportunity in great detail. The potential leisure development could provide the 'anchor' customer with the major development sites (including the recently completed County Hall redevelopment) encouraged to connect to the energy/heat network. In line with the Core Strategy, all major sites will be required to demonstrate consideration of such a connection as part of their planning application.

Smart City

Smart Cities are about creating great urban centres for people to live and work by incorporating digital infrastructure into their day-to-day lives. People now have powerful smart devices and are demanding greater access to digital information wherever they go. The Core Strategy identifies the need to improve fibre-optic broadband connectivity services to serve the local communities and the business community, but there are other Smart City initiatives that could also be promoted within Trowbridge:

- Local social networking
- Online collaboration services
- Video conference facilities

- Real time public transport information system
- Community portals
- Smart grids providing feedback on energy and water usage.
- Mobile applications and public displays

The physical infrastructure required to facilitate this connectivity should be accommodated wherever possible. New and spare ducts should be provided in all new street and footpath corridors to provide the flexibility required across the town and to assist in providing dual supplies to businesses and community facilities, as necessary.



© Arup

Poor public realm marking entry point to The Shires



Low quality public realm, with cluttered street environment

The Masterplan Framework will form the basis of future planning and design guidance, site specific Masterplans and development briefs. It will inform the decision makers, investors, developers and individuals; help shape the future development of the town; and realise the vision.

Realising the Vision - All of the recommendations within the following sections have taken account of the objectives of the Vision as well as available data and site analysis.

Development Framework - Inappropriate land uses on vacant sites could have negative impacts resulting in the fragmentation of the town, singular trips and a lack of people within the centre

Urban Design Principles - Define gateway arrival points and improve connectivity. Protect the existing landmarks and celebrate the historic county town character. Improve the public realm and ensure that the development of opportunity sites provides the necessary pedestrian linkages.

Movement and Accessibility - Encourage sustainable transport methods through linking the different modes of transport, creating new or improved crossings over the River Biss and County Way, and enhanced way-finding. Efforts should be made to reduce car dominance and make the environment more attractive for pedestrians, cyclists and those with disabilities.

3.1 REALISING THE VISION

The Masterplan for Trowbridge combines the various urban strategies into a unified proposal to deliver the objectives of The Vision:

- The town's key assets - the river, parks, canal and historic buildings have been rediscovered, restored and made accessible. The River Biss is a central green spine that provides a unifying link and defining feature of the town. The historic town centre, its buildings and urban structure are repaired and protected to engender civic pride and identity. Public spaces are the focus for reinvigorated and diversified civic activity.
- The focus for movement within the town centre is the establishment of safe and convenient pedestrian access for all. Walking routes are established between all key destinations and car access is managed to lessen its dominance.
- Opportunities are realised to diversify the town's economy and provide facilities and services that make Trowbridge a great place to live, work and visit. A mixture of land uses is supported within a spatial organisation that encourages strong and convenient connections.
- A range of retail outlets including high-street chains, independent retailers and markets coupled with a diverse range of food and dining establishments offer a lively 'town-centre' experience for all the family. Indoor and outdoor sports facilities, cinema, theatre and other cultural events offer a stimulating range of recreational activities and reasons for people to visit the town for extended stays. The People's Park remains a vital focus for the civic life of the town.
- In realising objectives of The Vision, Trowbridge will be strengthened socially, economically and environmentally.

The Masterplan



3.2 DEVELOPMENT FRAMEWORK

The development framework plan opposite sets out the overall strategy for regeneration of the town centre and forms the basis of the Masterplan. It is underpinned by a thorough analysis of the area and greater understanding of stakeholder concerns and aspirations.

LAND USES

The spatial organisation of land and building uses within the town centre is currently strongly retail-orientated. There is a limited diversity of uses and consequently the town centre does not offer a variety of activities and reasons for extended visits. There is a need for greater opportunities for cultural, social, leisure, recreational activities and events for all ages and groups and in particular, families.

Appropriate land uses for the town by area are described opposite.

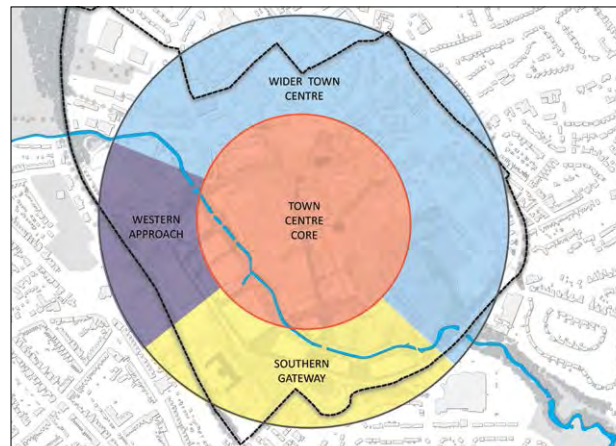
DEVELOPMENT OPPORTUNITIES

There are a number of potential development opportunity sites located within the Masterplan study area that will help deliver the required land use and infrastructure interventions previously discussed.

These sites present opportunities for the significant reorganisation of the land use arrangement of the town both in terms of providing increased diversity and a strongly connected and coherent town centre experience.

Inappropriate land uses on the vacant sites could have negative impacts in terms of connectivity, legibility and identity. For example, central sites are required for comparison retail growth which will reconnect the retail circuit. If this is not achieved the retail centre will become more fragmented, resulting in singular trips and a lack of people within the centre, which will be damaging for existing comparison retailers and make it harder to attract investment. These sites are further explored in Section 4.

Land Use Zones



Key Uses

Town Centre Core

- Mixed use, primarily retail-focused
- Office and employment
- Upper storey office and residential
- Civic uses
- Community uses
- Transport Hub (buses, taxis)
- Light industrial workshops and studios (Court Street)
- Leisure
- 'Park and Walk'

Western Approach

- Mixed use, primarily commercial office-focused
- Retail
- Leisure
- Upper storey office and residential
- 'Park and Walk'
- Transport Hub (train, buses, taxis)

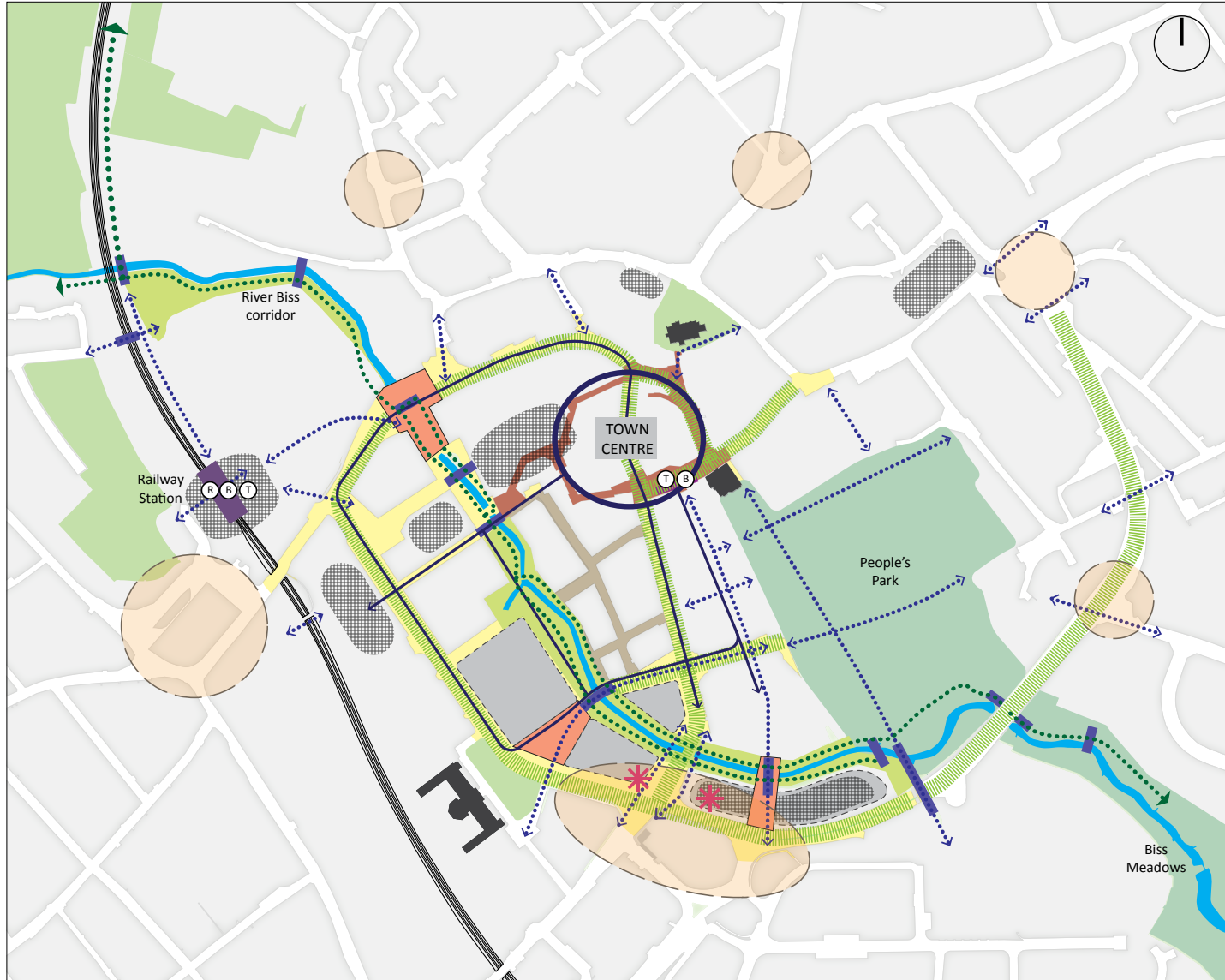
Southern Gateway



















- Mixed use, leisure-focused
- Civic uses
- Community Uses
- Retail
- Hotel
- Housing
- 'Park and Walk'
- Care home / Extra care

Wider Town Centre

- Mixed use, primarily residential focused

Development Framework Plan



-  Reinforce key gateway landing points
-  Improve linkages to the town centre from key transport nodes
-  Protect and enhance views to key focal buildings
-  Pedestrian friendly environment and streetscape improvements
-  Primary retail circuit (Shires, Castle Place, Fore Street)
-  Retail / leisure circuits
-  Pedestrian and cycle friendly riverside routes
-  Greening of key town centre streets with Green Streets programme
-  Opportunity for gateway development
-  Consolidate and re-organise town centre parking arrangements.
-  Court Street Employment District
-  Utilise the River Biss corridor, linking green spaces and improving biodiversity
-  Rejuvenate People's Park and reinforce link with Biss Meadows
-  Mixed use development opportunity sites
-  New/enhanced pedestrian bridges
-  Key new public open space
-  Primary Bus Interchange / Taxi Rank
-  Railway Station

3.3 URBAN DESIGN PRINCIPLES

The urban structure of the town centre is defined by its historic street pattern and linear infrastructure which have evolved over time. Significant changes to the historic street pattern have occurred with the piecemeal development of key buildings and infrastructure such as the County Way relief road, The Shires and Castle Place shopping centres and surface level car parking. These interventions have resulted in the demolition of historic buildings which had a finer grain of development and the creation of larger, less permeable development blocks in their place.

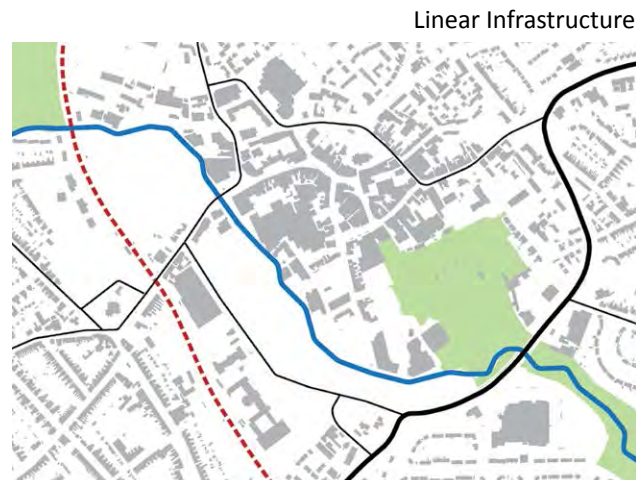
Following the introduction of the Conservation Area and the listing of many buildings the character and appearance of the historic fabric has now been protected. The Masterplan provides the opportunity to further preserve and enhance the historic street pattern through the creation of a more coherent, fine grained street network, with small and medium size development blocks.

Linear Infrastructure

The River Biss, County Way and the railway are primary infrastructure routes which enclose the east, west and especially the southern edges of the centre. These corridors bring people into the heart of the town but also act as barriers to movement.

The river corridor has been most significant in forming the structure of the town, with the corridor itself having been altered as part of past development. Strategically, it links the residential suburbs with the centre, and locally most of the key destinations within the town. It is the most extensive pedestrian-only route within the town centre and has the potential to become the central conduit for pedestrian movement.

The vacant sites within the town centre are predominantly located along the river. They represent both the regression of town's traditional economy but also an opportunity to redefine the town's future function and repair the urban form, street patterns and movement routes through careful redevelopment.



This section sets out key principles for delivering a clear urban structure, where the built form, streets and spaces come together to improve connectivity and wayfinding in an aesthetically pleasing way.

Historical Map: 1924



Current built form: 2013



Urban Structure Plan



- Key focal building
- Built form
- Urban Block
- Key opportunity sites
- Vacant site
- Green Space
- River
- Rail
- Reconnect urban grain

Built Form and Massing

- Close the gaps in the urban fabric through the development of key opportunity sites and smaller infill development sites.
- Create a coherent urban structure, where buildings are appropriately scaled in relation to their setting.
- Vary built form to emphasise the hierarchy of streets and spaces, and distinguish important nodal points, junctions or routes.
- Define gateway arrival points, key routes and through the careful positioning and detailing of buildings in terms of scale, height and massing.

Streets and Spaces

- Improve connectivity, reinforce a clear street hierarchy and promote great streets where pedestrian, cycle and car movement are well balanced.
- Create new streets linking the town centre and the river.
- Provide a network of focal areas, green streets and public spaces along key routes.

Landmarks and Views

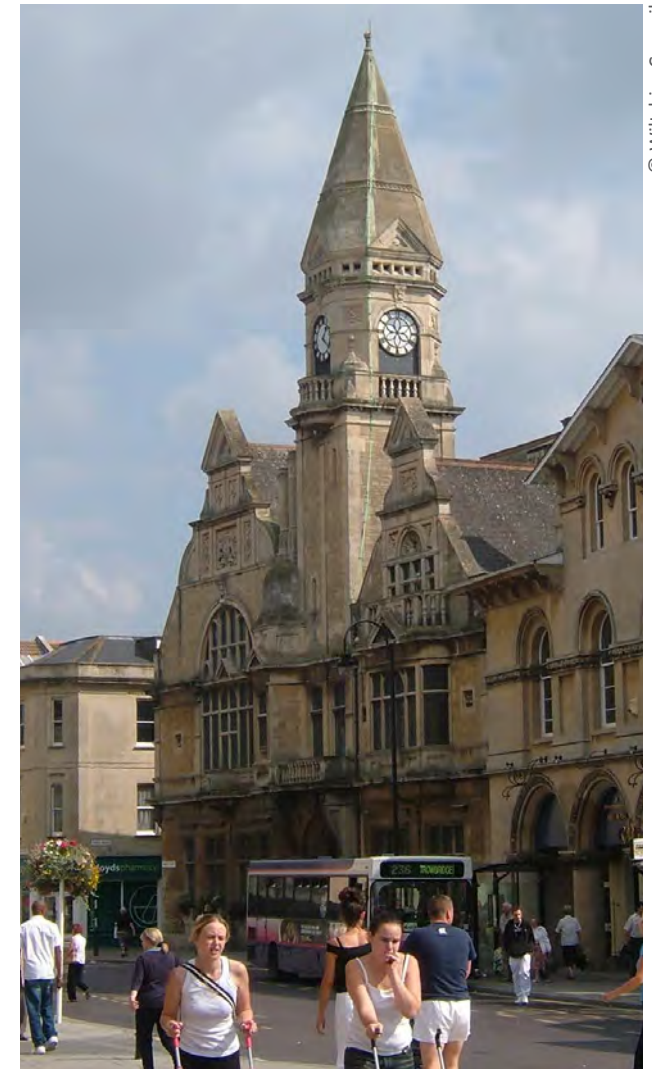
- Protect existing landmarks, key views and vistas (notably the roof of the County Hall, the Town Hall and the church spire of St James Church) through the careful introduction of new urban form and detailing of the public realm.
- Illuminate key buildings and bridges.

Identity / Heritage and Culture

- Preserve and enhance listed buildings and other heritage assets and features.
- Enhance and celebrate the historic county town character of Trowbridge drawing references to:
 - Local industry including the wool and cloth trade, brewing and ironworking.
 - Important areas, street and buildings.
 - The natural environment, horticulture and biodiversity.
 - Local architecture and materials.

Green Infrastructure

- The greening of the town centre should be a significant component within any environmental enhancement proposals, in order to maximise the



- benefits from any public realm investment.
- Tree planting along Fore Street to the front of The Parade is shown in historical photographs and could be reinstated as part of the public realm enhancement proposals.
- Soft landscaping should play an important role south west of Wicker Hill where the pedestrian area can be widened and the impact of the road significantly reduced.
- Works to the public realm along the river corridor and leading to it should conform with the River Biss SPD which identifies urban squares as well as appropriate locations for softer green spaces.
- Opportunities for tree planting within the streets, and the creation of public space need to be complemented by more intensive fostering of biodiversity and planting where it would support existing or create new wildlife corridors. In particular the proposals within the River Biss SPD for the river corridor and Biss Meadows are supported and should be continued in principle into the Ashton Park Urban extension and north of Wicker Hill where possible.

Legibility and Wayfinding

To be delivered through the Wayfinding Strategy:

- Interpretive signs and markers.

- Public realm materials or furniture.
- Link areas of open space and parkland with green links.
- Interpretive art elements, signage and a town trail.

Opportunity sites

- Replace large, less permeable development blocks

with small and medium size blocks and pedestrian linkages.

- Ensure all buildings have a clear relationship with the public realm, including:
 - A clear distinction between public and private space, fronts and backs.
 - Well defined frontages and entrances which overlook of streets and spaces.
 - Take advantage of opportunity for 'spill-out' spaces.



© Valad

3.4 MOVEMENT AND ACCESSIBILITY

A series of programmes and strategies are required to improve movement in and around the town centre and encourage a more away from private vehicle travel towards pedestrian/cycle journeys and public transport.

Implementation of the Masterplan provides a great opportunity to provide seamless links between different modes of transport, improvement accessibility; support sustainable modes of transportation to include walking, cycling, bus and rail travel and reduce dependency on the private car.

A significant enhancement of the movement framework can only be achieved with the creation of new crossings over the River Biss to ensure strong connections between the historic town centre and areas to the south. Consideration must also be given to crossings at County Way and the railway line which are also perceived as barriers to movement and deter pedestrian travel.

The strategies need to address the confusing general arrangement of the town which currently makes wayfinding difficult for visitors. The interrelationship between the landing points, land uses and the movement routes should be reconsidered to establish walkable, convenient, safe and attractive 'circuits' giving well-connected routes and a variety of route options. This should address the incoherence and appearance of routes between The Shires and Bythesea Road. There are

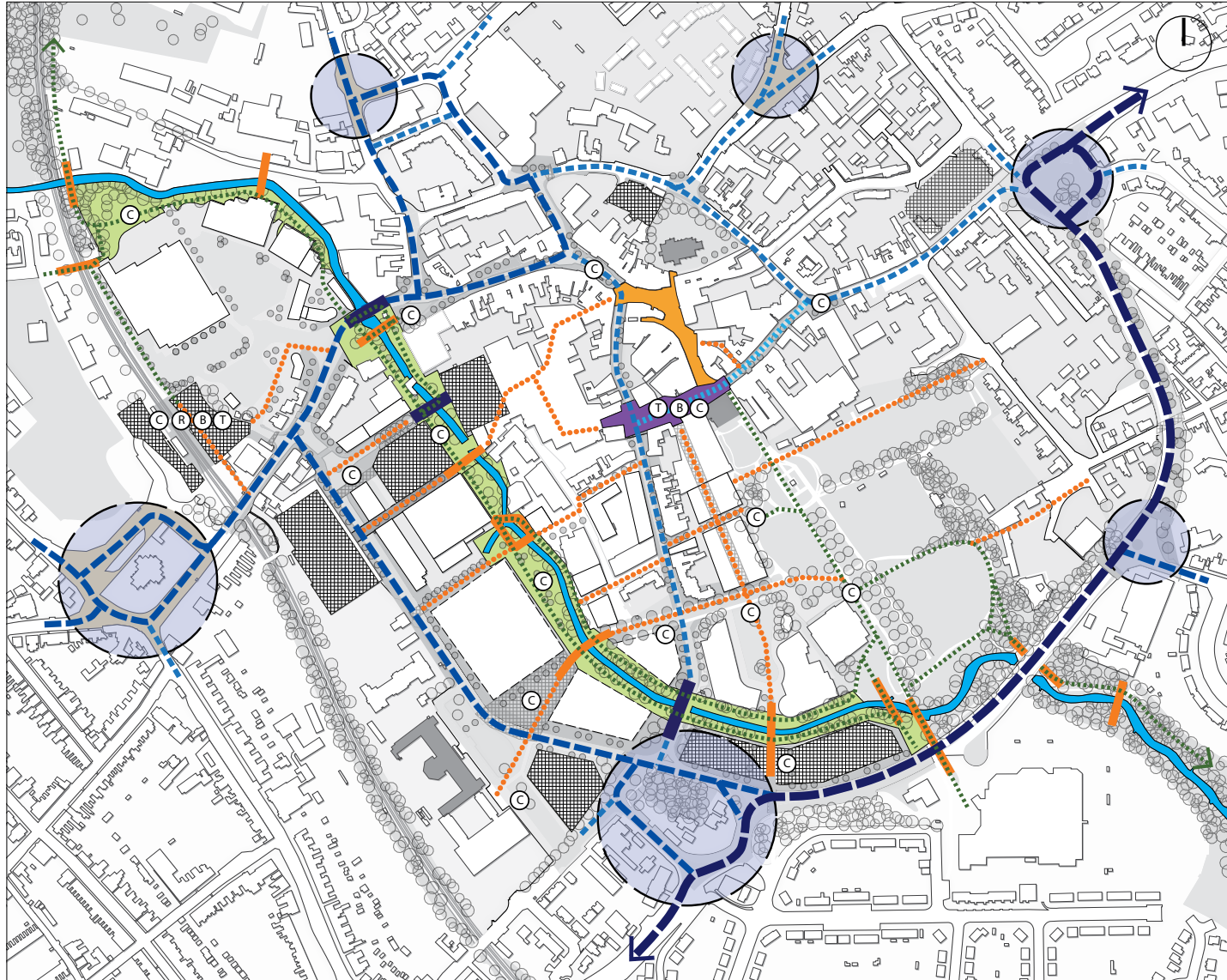
additional opportunities to significantly improve access and legibility of the town, especially through the opening of the River Biss corridor and the redefinition of Fore Street and Castle Street.

Efforts should be made to reduce the dominance of road infrastructure and parking within the centre in order to make the environment more inviting for pedestrians, cyclists and those with disabilities.



Istockphoto © photoGartner

Movement and Accessibility



Pedestrian/ Cycle Access

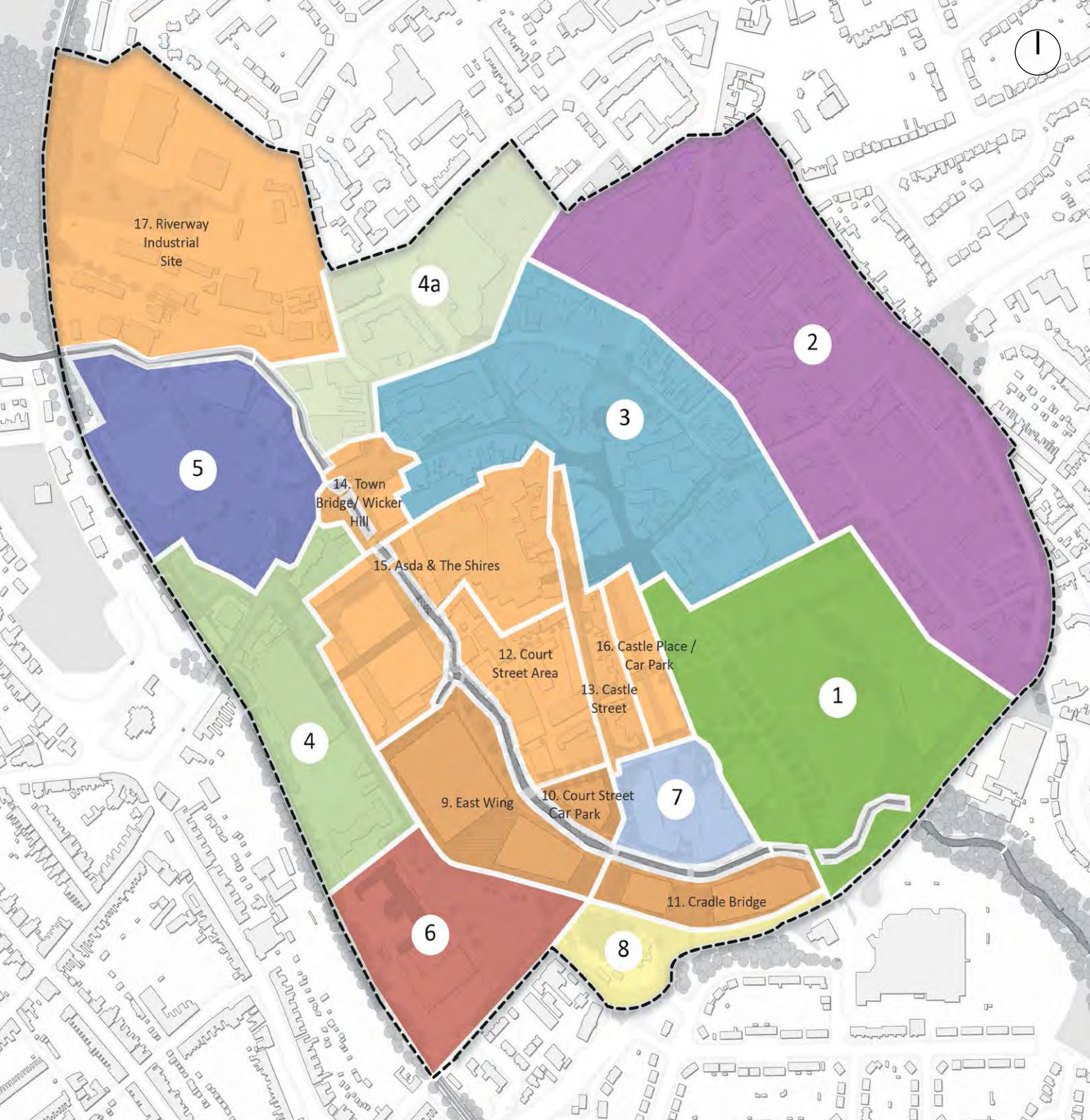
- Key pedestrian routes
- River Biss/ People's Park network
- New/enhanced pedestrian bridge/ underpass
- C Cycle parking

Interchange

- T Taxi rank
- B Bus interchange
- R Railway station

Vehicular access

- Gateway locations
- County Way
- - - - - Primary routes
- Secondary routes
- · - · - Restricted access
- Shared space
- Road bridge
- Car parks - Consolidate and re-organise town centre parking arrangements



THE MASTERPLAN

Areas and opportunity sites	
1	Trowbridge Peoples Park
2	North east edge of centre
3	Historic town centre
4/4a	Edge of centre
5	Bowers
6	County Hall (municipal uses)
7	St Stephens Place
8	Gateway Enhancement Area
9-11	Key Opportunity Sites
12-17	Opportunity Sites

Area	Land Uses	Masterplan objectives / consents
1	Trowbridge Peoples Park – high quality civic and public open spaces.	Improved activity around the edges of the park, and quality of sport and recreation facilities. Improvements to way marking and linkages with town centre and edge of centre retail and leisure.
2	North east edge of centre – professional services, secondary retail and residential uses.	Improve functional links with the town centre through improvements to the public realm and way marking.
3	Historic town centre - retail and service core.	Improve public realm and relationship with the riverside and explore opportunities for above ground floor residential uses and office accommodation.
4/4a	Edge of centre – Bythesea Road / Wicker Hill / Stallard Street - edge of centre retail, small retail units and residential uses.	Transport interchange – seek enhancements to improve public realm, way marking and links to the town centre and edge of centre uses.
5	Bowyers – consented scheme.	Comprehensive redevelopment of the site comprising a food store, non-food retail units, leisure floorspace, food and drink floorspace and associated petrol filling station.
6	County Hall (municipal uses) – primary county town administrative building including library and cafe.	Enhance linkages to transport interchanges and town and edge of centre uses.
7	St Stephens Place – implemented scheme.	Comprehensive redevelopment of the site comprising multi-screen digital cinema, hotel, restaurants/cafes/bars/retail and associated car parking, public realm and pedestrian and cycle links.
8	Gateway Enhancement Area	Seek enhancements to improve public realm, way marking and links to the town centre

	Opportunity sites	Masterplan objectives
9	East Wing - mix of one and two storey office buildings and vacant four storey library building, currently used as a long term car park.	Comprehensive redevelopment of the East Wing, Court Street Car Park and Cradle Bridge, supporting high quality, vibrant, mixed use developments. Create a series of new linked destinations along the river corridor and encourage people to make linked trips. Establish a new east-west pedestrian and cycle link across the River Biss. Improve public realm and reconnect the fragmented elements of the town.
10	Court Street Car Park - Council owned car park	
11	Cradle Bridge - Former 'Peter Black' site comprising vacant buildings and external servicing.	
12	Court Street Area - existing employment area comprising a number of under-used former mill buildings, warehouses, workshops and office accommodation	Create an attractive working environment supporting innovation and growth in independent, cultural and creative business. Protect and enhance the existing heritage assets of the area and provide new pedestrian links with the river. Improve public realm and the traditional warehouse facades.
13	Castle Street - key north-south route into the historic core supporting a mix of smaller independent businesses. Some units remain vacant.	Support complementary retail, leisure and commercial uses allowing for a mix of day and night time activity. Promote Castle Street as a key walking street encouraging linked trips between the town centre in the north and leisure attractions in the south. Support the potential future redevelopment of the toy store/garage site to accommodate larger retail units. Improve public realm creating an attractive, safe and comfortable walking environment.
14	Town Bridge / Wicker Hill - an important access point and gateway to the town and the river.	Create a new civic space at Town Bridge focused on the River Biss through comprehensive public realm works. Maximise active development frontage onto the River Biss Corridor and Wicker Hill. Establish a new pedestrian and cycle links along the western edge of the River Biss.
15	Asda & The Shires - Shopping centre, car park, supermarket and servicing	Improve public realm, waymarking and relationship with the riverside, the historic core, the Gateway development and railway station. Create a new public space centred on the river. Explore opportunities to reconfigure space to provide larger retail units set within an attractive environment.
16	Castle Place & Car Park - Shopping centre, multi-storey car park, Leisure Centre.	Facilitate longer term redevelopment if the wider parking strategy for Trowbridge can be achieved. Support vibrant, mixed use development that will encourage people to make linked trips between the town centre and St Stephen's Place and positively address Peoples Park.
17	Riverway Industrial Site (Shails) - Light industrial and recycling facilities.	Facilitate longer term redevelopment opportunity for a mix of uses to include housing, office, business and/or leisure uses. Prepare a site specific development brief setting out the development and design principles for any future long term use of the site.
(3)	Trowbridge Historic Core - significant elements the historic core and traditional street pattern have been retained.	Preserve and enhance listed buildings and other heritage assets and features. Enhance and celebrate the historic county town character of Trowbridge through route enhancement, use of arts and media.

4

MASTERPLAN OPPORTUNITY SITES

A number of 'Opportunity Sites' have been identified that can deliver the required land use, infrastructure, accessibility and environmental interventions. These sites comprise either currently vacant sites and/or strategically important spaces that should contribute to the form and function of the town centre. Three 'Key Opportunity Sites' have been identified as these are currently available for redevelopment or can be delivered within the short to medium term:

Key Opportunity Sites

- East Wing
- Court Street Car Park
- Cradle Bridge

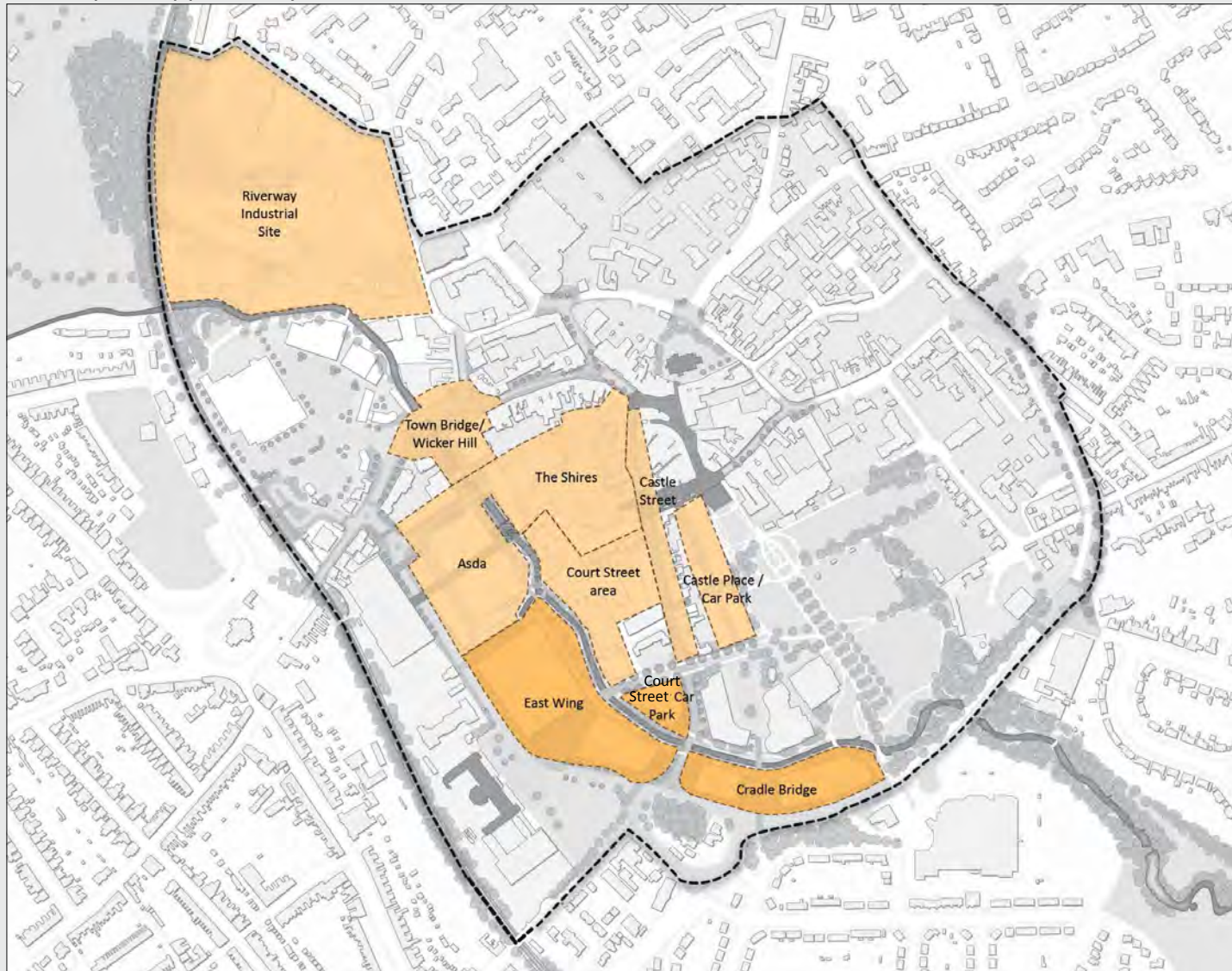
Opportunity sites

- Court Street
- Castle Street
- Town Bridge/Wicker Hill
- Asda & The Shires
- Castle Place & car park
- Riverway Industrial Site (Shails)

Each of the opportunity sites are assessed with regard to the compatibility of various land uses. The development and design principles required to meet the Vision are then outlined.



Masterplan Opportunity Sites



Opportunity site



Key opportunity site

EAST WING



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Site Overview

The East Wing site is owned by Wiltshire Council and is located in a prime position opposite County Hall. The site is bounded by the River Biss to the east, County Way to the south, Bythesea Road to the west and the rear servicing area of Asda to the north.

The site currently comprises a mix of one and two storey office buildings (some prefabricated) and the vacant four storey library building to the south of the site. The site is currently used as a long term car park for Wiltshire Council staff.

The site has a number of sewers and culverts crossing it. There is scope to divert the sewers to run within the River Biss easement and as part of the river corridor improvements.

Land Use Considerations

Comparison Retail	<p>The site is sufficiently sized to accommodate small or large scale retail developments.</p> <p>Development should complement the adjacent leisure development at St Stephen's Place and support the potential for linked trips.</p> <p>Any future development should demonstrate how it forms part of a new retail circuit for Trowbridge Town Centre.</p>
Employment	<p>As documented in the evidence base, town centre employment opportunities should be focused towards the Court Street area.</p>
Housing	<p>The principal of town centre living is supported; however large scale residential development is not considered a primary use.</p> <p>The site is sufficiently sized to accommodate a range of residential types and tenures, including both market led and sheltered housing.</p> <p>Residential development could be considered as part of a mixed use development which would add to the vitality of the town centre.</p>
Leisure uses/ Leisure Devt	<p>The site is sufficiently sized to accommodate leisure development, on a scale which could accommodate all of the leisure requirements for the town. This would establish the area as a new southern gateway to the town centre.</p>

River Biss SPD - Design checklist

The River Biss SPD Area Guidance chapter lists a number of design criteria that should be applied. The following criteria have been extracted from the Waterside section, and are applicable to new development at the East Wing Site:

- *Create a network of high quality spaces*
- *Improve access along the river corridor and links upstream and downstream.*
- *Create a stronger sense of place by strengthening the frontage on to the River Biss, retaining views to County Hall and creating a legible layout linking the surrounding street network to the river corridor.*
- *Create a stronger sense of enclosure and more positive relationship with the river and Bythesea Road.*
- *Provide wider, more open spaces around the river and along the river corridor.*
- *Have access roads designed as shared spaces which promote pedestrian priority.*
- *Consolidate car parking.*
- *Create a high quality urban environment characterised by street tree planting.*
- *Create a high quality river environment.*
- *A high quality materials palette.*
- *Seek the opportunity to light Cradle Bridge and the proposed Waterside Square bridge.*
- *Introduce public art to Waterside Square.*
- *Introduce signage to promote cycle routes.*
- *Improve connectivity between Court Street, Castle Street and the River Biss corridor.*