

Place Making Principles - East Wing

In addition to the River Biss design criteria, the following development and design principles should also be applied:

Development

- Consider the detailed development and design of East Wing in tandem with the Court Street Car Park site.
- Support a vibrant, mixed use development which will create a new destination along the river corridor and encourage people to make linked trips.
- Maximise active development frontage onto the River Biss Corridor and Bythesea Road.
- Align the east-west link with the symmetrical layout of County Hall and established pedestrian desire lines.

Movement

- Establish a new east-west pedestrian and cycle link across the River Biss extending from County Hall to People's Park.
- Improve pedestrian and cycle access along both sides of the river.
- Maximise opportunities for sustainable travel connections with Bythesea Road.
- Where required, car parking should be consolidated and located to the rear of buildings to have minimal impact on the streetscape.

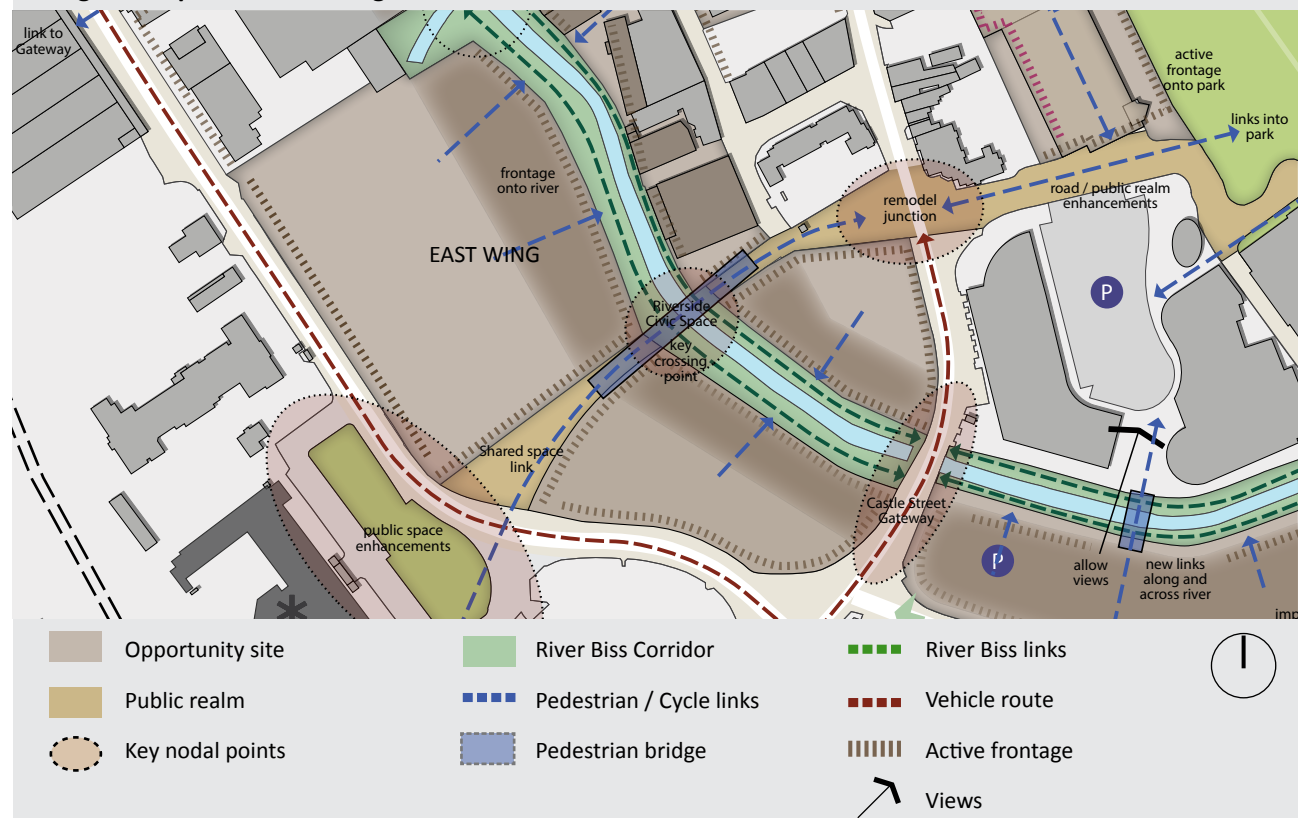
Public Realm & Landscape

- Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.
- Positively address changes in levels through an attractive landscape scheme, maximising views and access to the river.
- Create a new civic space along the riverfront
- Public realm improvements to Bythesea Road.
- Retain mature trees where possible and introduce new tree planting.

Infrastructure

- Site clearance including the demolition of existing buildings, including four storey former library
- Divert sewer and culverts crossing the site to optimise the developable footprint
- Construct a new pedestrian/cycle bridge over the river (considered to be a priority bridge link)
- River Biss corridor improvement works
- Potential raising of ground levels for flood alleviation
- Accommodate potential energy hubs/pipe network to support delivery of district energy and heat network

Design Principles for East Wing



COURT STREET CAR PARK



© Arup

Site Overview

The Court Street Car Park site is owned by Wiltshire Council and is located in a prime position at the southern gateway to the town centre. The site is bounded by Court Street to the north, St Stephen's Place to the East, County Way to the south and the River Biss to the west.

This Council-owned car park provides 78 short and long term parking spaces. The public realm in the vicinity of the car park is considered to be poor quality, highway dominated and under-utilised.

The junction with Court Street, Castle Street and St Stephen's Place lacks definition as an urban block or movement route. Its prominent location serves as a weak introduction on approach to the town centre.

Land Use Considerations

Comparison Retail	<p>The site is sufficiently sized to accommodate small or large scale retail developments, whether in full or part.</p> <p>Development should complement the adjacent leisure development at St Stephen's Place and support the potential for linked trips. 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. 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 not sufficiently sized to accommodate significant leisure development, however complementary uses could be supported.</p> <p>Small scale leisure uses could be accommodated on site, capitalising on its gateway location and proximity to the river.</p> <p>Any future development should compliment the adjacent St Stephen's Place and East Wing development.</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 Court Street Car Park 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.*
- *Have high quality materials palette [...].*
- *Seek the opportunity to light Cradle Bridge.*
- *Introduce signage to promote cycle routes.*
- *Improve connectivity between Court Street, Castle Street and the River Biss corridor.*

Principles for Court Street Car Park

In addition to the River Biss design criteria, the following development and design principles should also be applied:

Development

- Consider the detailed development and design of the Court Street Car Park site in tandem with East Wing.
- Support a vibrant, mixed use development which will create a new destination along the river corridor and encourage linked trips.
- Reconfigure the Court Street/ Castle Street junction to create a larger development area and improved public realm.
- Maximise active development frontage onto the River Biss Corridor, Castle Street and Court Street.
- Align the east-west link with the symmetrical layout of County Hall and established pedestrian desire lines.

Movement

- Establish a new east-west pedestrian and cycle link extending from County Hall to People's Park.
- Improve pedestrian/ cycle access along the river
- Maximise sustainable travel connections.
- Car parking should be consolidated and located to the rear of buildings to have minimal impact on the streetscape.

Public Realm

- Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.

- Positively address changes in levels through an attractive landscape scheme, maximising views and access to the river.

Environment

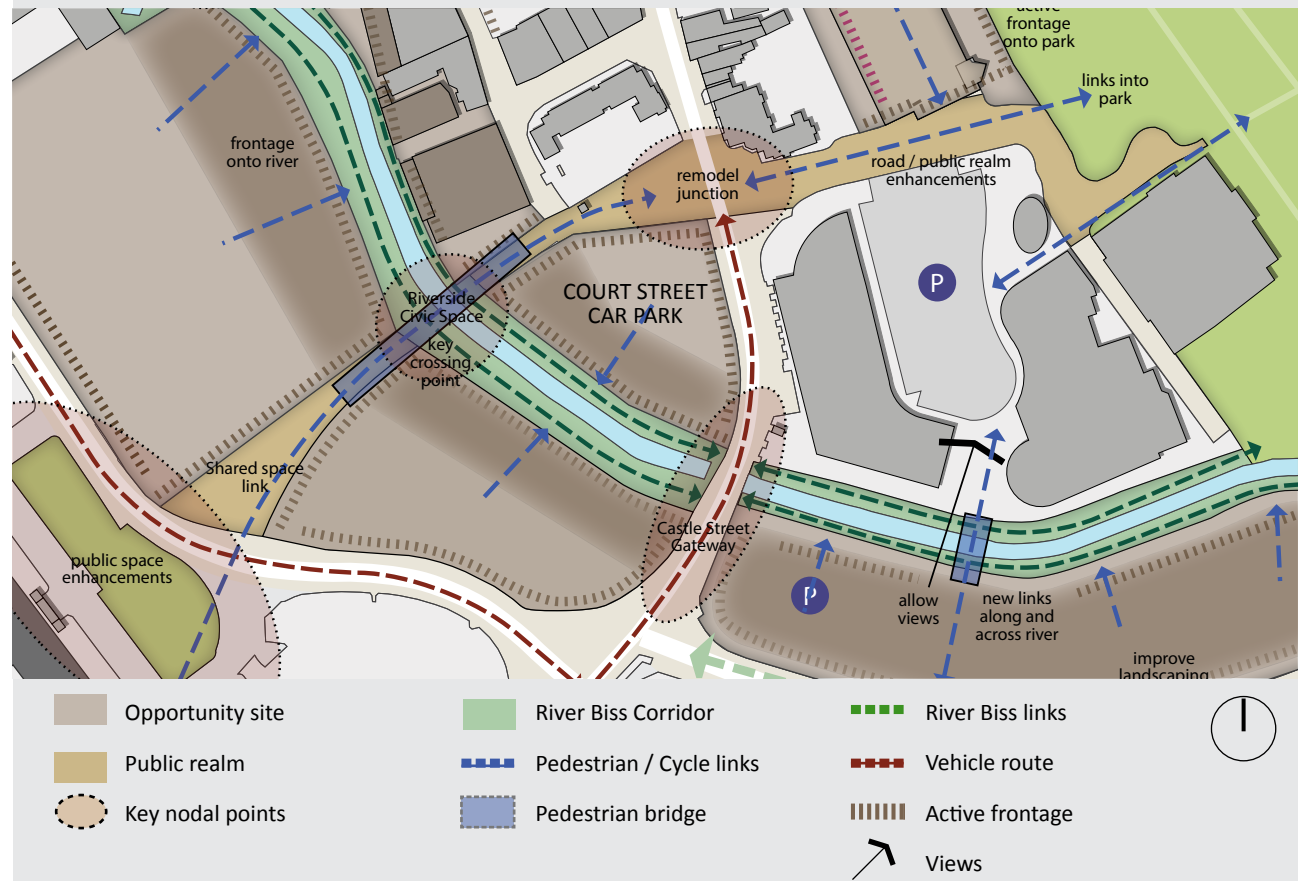
- Retain mature trees where possible and introduce new tree planting.
- Re-grade the banks and continue the low flow

treatment through this area..

Infrastructure

- River Biss corridor improvement works.
- Potential raising of ground levels for flood alleviation.
- Flexibility to accommodate pipe networks from a district energy and heat network.

Design Principles for Court Street Car Park



CRADLE BRIDGE (FORMER 'PETER BLACK' SITE)



© Arup

Site Overview

Cradle Bridge (also known as the former 'Peter Black' site) is a brownfield site, comprising vacant buildings and associated external servicing areas. The site was acquired by Parkridge Holdings in 2007. In 2011 Parkridge were placed into receivership. The site has recently been remarketed and a developer is now associated with the site.

The site is located in a prime position at the southern gateway to the town centre. The site is bounded by the River Biss to the north and east, County Way to the south and Castle Street to the west.

The linear shape of the site, the proximity to County Way and the location of sewers traversing the site presents particular challenges to development. Without the diversion of sewers, redevelopment of this site is likely to be extremely restricted in use and

form. The northern edge of the site bounds the river and is ecologically sensitive and high voltage cables are buried along the southern boundary making the relocation of the sewers potentially so costly it could impact on the viability of developing the site.

Land Use Considerations

Comparison Retail	The site could accommodate retail development however it would need to link with the redevelopment of the East Wing and Court Street sites in order to ensure the creation of an appropriate retail circuit.
Employment	As documented in the evidence base, town centre employment opportunities should be focused towards the Court Street area.
Housing	The site could accommodate a market led residential development however the site is considered less favourable to residential development due to its close proximity to County Way dual carriageway. Residential development could be considered as part of a mixed use development which would add to the vitality of the town centre.
Leisure uses/ Leisure Devt	Ground floor leisure uses including restaurants, cafés, bars, and leisure services could be accommodated along the river's edge. However, the site is not suitable to accommodate significant leisure development, due to viability constraints relating to underground sewers on site.

Parking The site is a convenient landing point for people driving into the town. This site could accommodate a 'park and walk' car park. Provision of parking in this area would allow adjacent public car parks to be redeveloped. A car park would be inexpensive as it would not require the realignment of the sewers. This would also complement the St Stephens development and the People Park by providing visible convenient parking on the edge of the town centre.

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 Cradle Bridge:

- Create a network of high quality spaces
- Improve access along the river corridor and links upstream and downstream.
- 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.
- Have high quality materials palette in [...] Cradle Bridge gateway area.
- Seek the opportunity to light Cradle Bridge and the proposed Waterside Square bridge.
- Introduce signage to promote cycle routes.
- Improve connectivity between Court Street, Castle Street and the River Biss corridor.

Principles for Cradle Bridge

In addition to the River Biss design criteria, the following development and design principles should also be applied:

Development

- Consider the detailed development and design of Cradle Bridge in tandem with the Court Street Car Park and East Wing sites.
- Ensure any development addresses this site as a prominent gateway to the town centre.
- Support a vibrant, mixed use development which will create a new destination along the river corridor and encourage linked trips.
- Open up views of the commercial leisure development at St Stephens and Peoples Park.
- Development should provide a strong frontage to County Way.
- Maximise active development frontage onto the River Biss Corridor and County Way.

Movement

- Extend pedestrian and cycle links along both sides of the river.
- Establish a new pedestrian and cycle link across the River Biss connecting with St Stephen's Place.
- Support the long term development opportunity for a 'park and walk' site, providing visitors with direct access to all facilities via attractive and pedestrian friendly walking routes.
- Provide parking for events in the park in support of it being a regional events venue.
- Development should reconcile short-term needs

and long-term sustainable goals.

- Where a phased approach to development is sought, short-term needs should be reconciled against long-term sustainable goals.

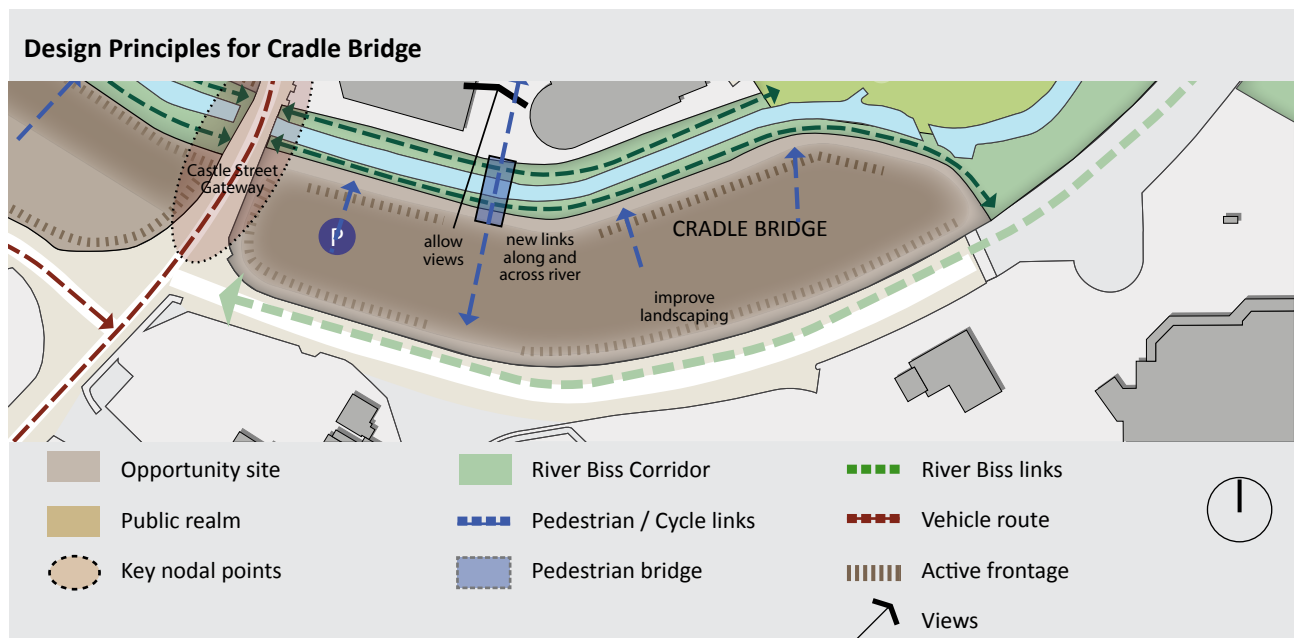
Public Realm & Landscape

- Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.
- Positively address changes in levels through an attractive landscape scheme, maximising views and access to the river.
- Deliver public realm enhancements along County Way and at the junction with Castle Street creating a more pedestrian-friendly environment.

- Retain existing vegetation along the riverside where possible.
- Retained a part of the site as landscaped open space to provide an adaptable events space in close proximity to the People's Park.

Infrastructure

- Divert sewers and culverts crossing the site to optimise the developable footprint.
- Re-development would require substantial site clearance.
- River Biss corridor improvement works.
- Ensure flexibility to accommodate pipe networks from a district energy and heat network.



COURT STREET AREA



© Arup

Site Overview

Court Street is an existing employment area considered to be one of a few remaining industrial quarters in the town. The area located to the south west of Trowbridge town centre, bounded by Castle Street to the east, Court Street Car Park to the south, the River Biss to the west and the Shires to the north.

The area encompasses a number of under-used former mill buildings, warehouses, workshops and office accommodation ranging between 1 and 5 storeys. Buildings typically front onto Court Street and back onto the river. Some buildings are Grade II listed.

The land and buildings are understood to be in a number of different ownerships and owner occupations. The condition of buildings and accommodation is varied, with some remaining derelict and others under-utilised.

Land Use Considerations

The table presents the types of land uses that are considered appropriate for Court Street. Part of the site is allocated for conversion and redevelopment for a mix of uses including residential, retail, office and other mixed uses.

Comparison Retail	<p>Retail development should be focused onto Castle Street. Some rear servicing could be accommodated via Court Street.</p> <p>A limited amount of workshop retail space could be accommodated.</p>
Employment	<p>The existing employment area benefits from a central town centre location with a good level of accessibility by both foot, bus and rail.</p> <p>Employment should be prioritised within the Court Street area which already contains a mix of offices and workshops</p> <p>There is scope to increase the use of the buildings whether it is managed workspace or office provision.</p>
Housing	<p>The principal of town centre living is supported, however emphasis should be placed on supporting employment opportunities.</p>
Leisure uses/ Leisure Devt	<p>The area is not sufficiently sized or located to accommodate significant leisure development.</p> <p>However, small scale ground floor leisure uses could be accommodated along the river's edge.</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 Court Street:

- *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;*
- *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;*
- *Use a high quality materials palette;*
- *Introduce signage to promote cycle routes;*
- *Improve connectivity between Court Street, Castle Street and the River Biss corridor.*

Principles for Court Street

The following development and design principles should also be applied:

Development

- Create an attractive working environment that supports innovation and growth in independent, cultural and creative business.
- Redevelop lower grade buildings
- Maximise active development frontage onto the River and Court Street
- Protect and enhance the existing heritage assets of the area
- Support development that adds to urban character and celebrates the local distinctiveness of the area.
- Support appropriate, alternative uses of existing buildings to increase the vitality and vibrancy of the area

Movement

- Provide new pedestrian links with the river, connecting through Castle Street area to the town centre beyond.
- Accommodate the functional requirements of the area, including access for servicing and parking.
- Improve pedestrian and cycle access along the river
- Car parking areas should be located to the rear of buildings to have minimal impact on the streetscape.

Public Realm & Landscape

- Improve the appearance and setting of buildings along Court Street, drawing on the distinctive

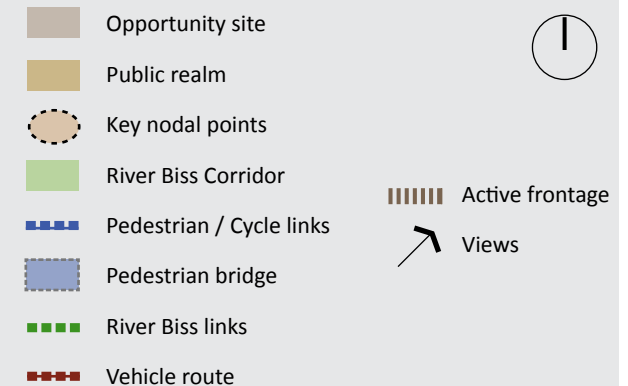
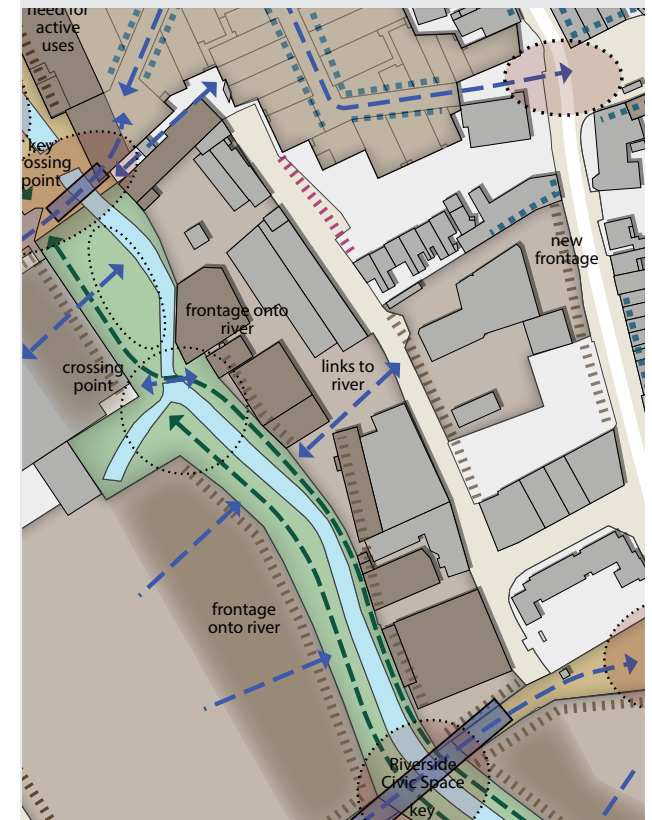
character and qualities of the existing built environment.

- Exploit opportunities along the river corridor to draw connections to the past industrial era, through public realm enhancements and improvements to the traditional warehouse facades. Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.
- Positively address changes in levels through an attractive landscape scheme, maximising views and access to the river
- Retain mature trees where possible and introduce new tree planting

Infrastructure

- Development to accommodate existing sewer easements
- River Biss corridor improvement works

Design Principles for Court Street



CASTLE STREET



© Arup

Site Overview

Castle Street is one of the main north-south routes into the historic core located to the north. An on-street bus interchange is located at the junction of Market Street and Castle Street. St Stephen's Place leisure development is expected to lead to increased footfall along Castle Street which could help revitalise this corridor.

Frontage along the eastern side of the street is generally strong, supporting a mix of smaller independent businesses. Some units remain vacant.

Frontage along the western side of the street is weak, with uses including a toy shop, garage and private car park creating a large gap in the urban form. There are currently no proposals for redeveloping these sites and therefore any redevelopment is considered to be a medium to long term opportunity.

Land Use Considerations

The table presents the types of land uses that are considered appropriate for Castle Street.

Comparison Retail	<p>The location of new retail development in this town centre location should be positively encouraged.</p> <p>The long term requirement for retail within the town centre may require redevelopment of sites such as The Toy Shop to provide for an anticipated shortfall of retail space and help strengthen the connection between the St Stephen's Place and the historic core.</p> <p>Place and the town centre as well as improving the urban form of the street.</p>
Employment	<p>As documented in the evidence base, town centre employment opportunities should be focused towards the Court Street area. Connections between Castle Street and Court Street will be encouraged.</p>
Housing	<p>The principal of town centre living is supported, however residential led development is not considered a primary use along Castle Street.</p> <p>Residential accommodation could be supported on the upper storeys to add vitality to the street.</p>
Leisure uses/ Leisure Devt	<p>Ground floor leisure uses including restaurants, cafés, bars, and leisure services could be accommodated along the river's edge.</p> <p>The site is not suitable to accommodate significant leisure development.</p>

Principles for Castle Street

The following development and design principles should also be applied:

Development

- Support complementary retail, leisure and commercial uses that allow for a mix of day and night time activity, and encourage linked trips between the town centre in the north and leisure attractions in the south.
- Maximise the frequency of active frontages along Castle Street to increase vitality, safety, footfall and create a sense of place, reinforcing the importance of the north-south connection.
- Respect existing urban form, street pattern and character
- Potential future redevelopment of the toy store/garage site could accommodate larger retail units with rear servicing.

Movement

- Promote Castle Street as a key walking street, implementing public realm improvements to create an attractive, safe and comfortable walking environment
- Provide convenient and safe opportunities for both crossing the street
- Accommodate key pedestrian desire lines between town centre, Castle Place, Court Street and St Stephen's Place.

Public Realm

- Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.
- Deliver public realm enhancements to St Stephen's Place and Peoples Park creating a more pedestrian-friendly environment.
- Improve legibility and wayfinding

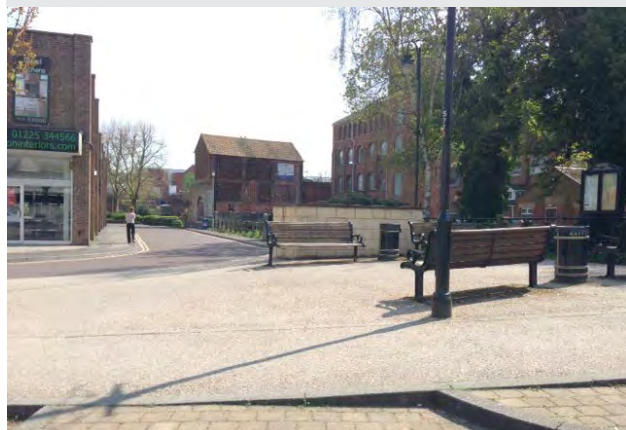
Infrastructure

- Development to accommodate existing sewer and utility constraints.

Design Principles for Castle Street



TOWN BRIDGE /WICKER HILL



© Arup

Site Overview

Town Bridge is one of two historic river crossing points linking the north and south of the town. Located at the junction with Wicker Hill, Hill Street and Fore Street it forms an important access point and gateway to the town and the river. The public square around the Blind House, at the junction with Wicker Hill and Fore Street was refurbished in 2008. The space is separated from the adjacent buildings by three roads.

Wicker Hill forms the eastern side of the river and is a servicing route for the Shire’s Centre. Retail units front onto Wicker Hill. There is no frontage onto the River Biss Corridor.

A comprehensive scheme for the wider area relies upon the redesign of land outside the public highway.

Land Use Considerations

The table presents the types of land uses that are considered appropriate for Town Bridge / Wicker Hill.

Comparison Retail	The location of new retail development in this town centre location will be positively encouraged.
Employment	As documented in the evidence base, town centre employment opportunities should be focused towards the Court Street area. Connections between Castle Street and Court Street will be encouraged.
Housing	The principal of town centre living is supported, however residential led development is not considered a primary use along Castle Street. Residential accommodation could be supported on the upper storeys to add vitality to the street.
Leisure uses/ Leisure Devt	Restaurant, café, bar and leisure services will be supported. The site is not sufficiently sized to accommodate significant leisure development.

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 Station Gate - Town Bridge section, and are applicable to new development at Wicker Hill:

- Reinforce this gateway and create strong links between the Bowyer’s site, the railway station and the town centre in conjunction
- Be redesigned to encourage pedestrian access;
- Promote the profile of the river Biss;
- Create a series of usable public spaces;
- Include street tree planting to create a boulevard character on Fore Street leads to Stallard Street and Wicker Hill;
- Provide a high quality palette of materials for the main civic space area with transition areas toward the town centre;
- Seek the opportunity to light Town Bridge by installing lighting on to river retaining wall;
- Include the creation of a planting shelf in association with a low flow channel should allow the planting of marginal plants in this area;
- Seek to provide an opportunity for public art in the central civic space area.

Principles for Town Bridge / Wicker Hill

In addition to the River Biss design criteria, the following development and design principles should also be applied:

Development

- Create a new civic space at Town Bridge focused on the River Biss (junction of Hill Street, Fore Street and Wicker Hill) through comprehensive public realm works.
- Where feasible, reduce the carriageway space and maximise pedestrian space and landscape.
- Maximise active development frontage onto the River Biss Corridor and Wicker Hill.

Movement

- Establish a new pedestrian and cycle link along the western edge of the River Biss.
- Create pedestrian route on the western river bank.
- Accommodate the existing servicing access.

Public Realm

- Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.
- Positively address changes in levels through an attractive landscape scheme, maximising views and facilitating improved access to the river.
- Implement a creative approach to the lighting of Town Bridge.
- Transform the river corridor into a shared space, integrating The Shires service road.

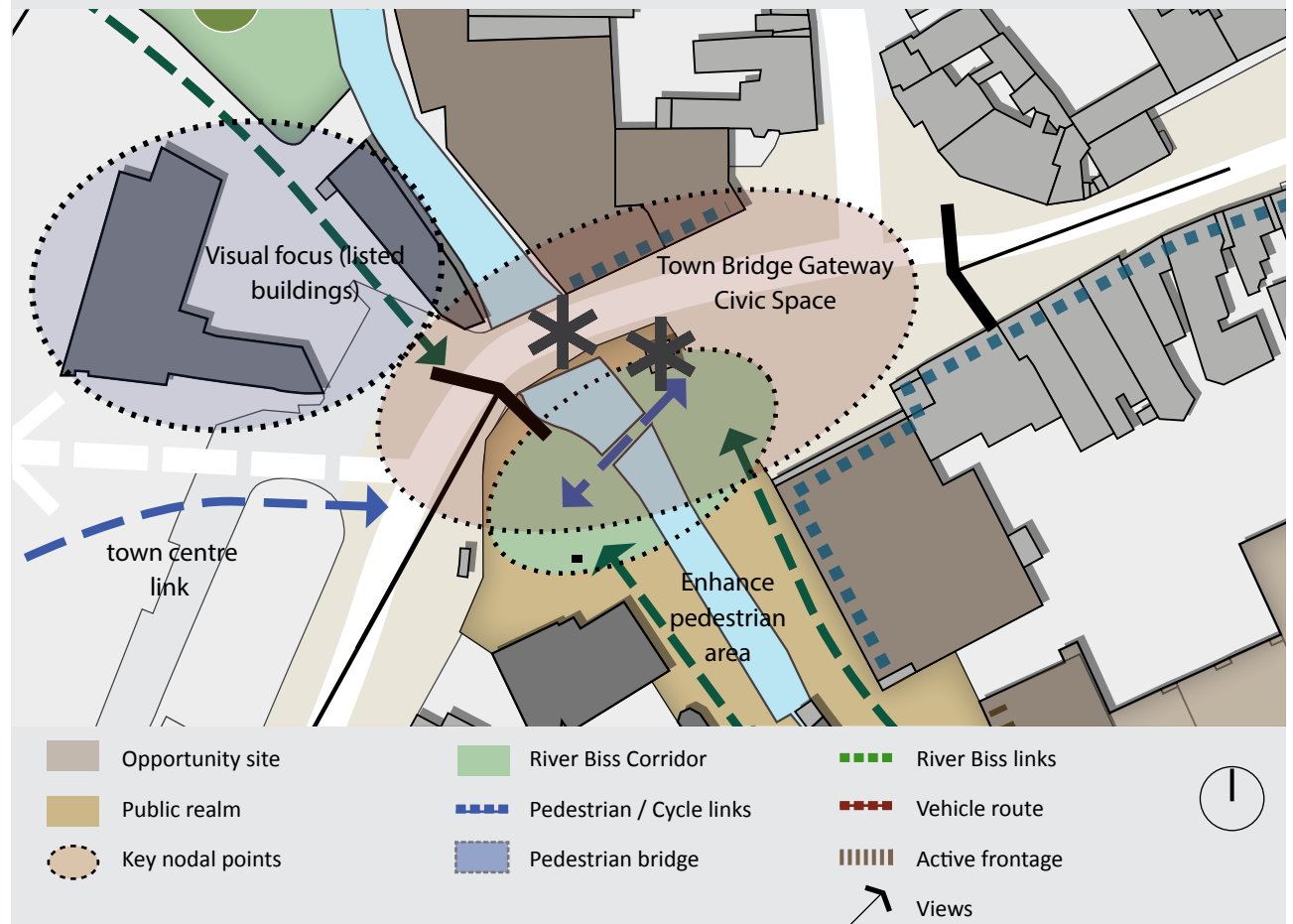
Environment

- Retain mature trees and undertake selective thinning to allow more light to the riverside.
- Re-grade the banks and continue the low flow treatment through this area.

Infrastructure

- Site clearance including the demolition of existing building.
- Development to accommodate existing sewer constraints.
- River Biss corridor improvement works.

Design Principles for Wicker Hill



ASDA & THE SHIRES



© Arup

Site Overview

The car park for Asda and The Shires is one of the main 'landing points' in Trowbridge and occupies a key central position in the town, along the river edge. The site consists of a two tier car park, a supermarket on the first floor and servicing. The main shopping centre sits above two levels of parking.

The shopping centre was built around Castle Mill which has been retained with the shopping centre being built around it.

The lack of legibility through the site warrants improved wayfinding in the area. The entrance to the car park is an especially unattractive and significantly undermines the townscape character. The lower level access to The Shires shopping centre includes an area of hard landscape adjacent to the 'canalised' river, however, the quality of the materials and public space is poor.

Land Use Considerations

The table presents the types of land uses that are considered appropriate for Asda and the Shires.

Comparison Retail	<p>The location of new retail development in this town centre location will be positively encouraged.</p> <p>The site is sufficiently sized to accommodate small or large scale retail developments, whether in full or part.</p> <p>Development should complement the existing retail development at The Gateway 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. Connections between Castle Street and Court Street will be encouraged.</p>
Housing	<p>The principal of town centre living is supported, however residential-led development is not considered a priority in this strategic retail area.</p>
Leisure uses/ Leisure Devt	<p>Leisure development is not considered a priority in this strategic retail area.</p> <p>Whilst this site is sufficiently sized to accommodate a leisure development; however delivery in the short to medium term is not considered feasible due to the existing use of the site.</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 Asda and the Shires:

- *Provide an area of shared space to improve pedestrian;*
- *movement and cycleway connectivity;*
- *Retain sufficient building set back to create a high quality public realm;*
- *Increase the level of light entering this part of the river corridor by removing dense tree canopies;*
- *Create a low flow channel and dress gabions;*
- *Provide a consistent palette of materials for the riverside corridor;*
- *Include signage to promote the cycle route and town centre activities;*
- *Provide high quality pedestrian cycle bridge linking to Waterside area;*
- *Replace lighting columns;*
- *Improve lighting of priority route.*

Principles for Asda & The Shires

In addition to the River Biss design criteria, the following development and design principles should also be applied:

Development

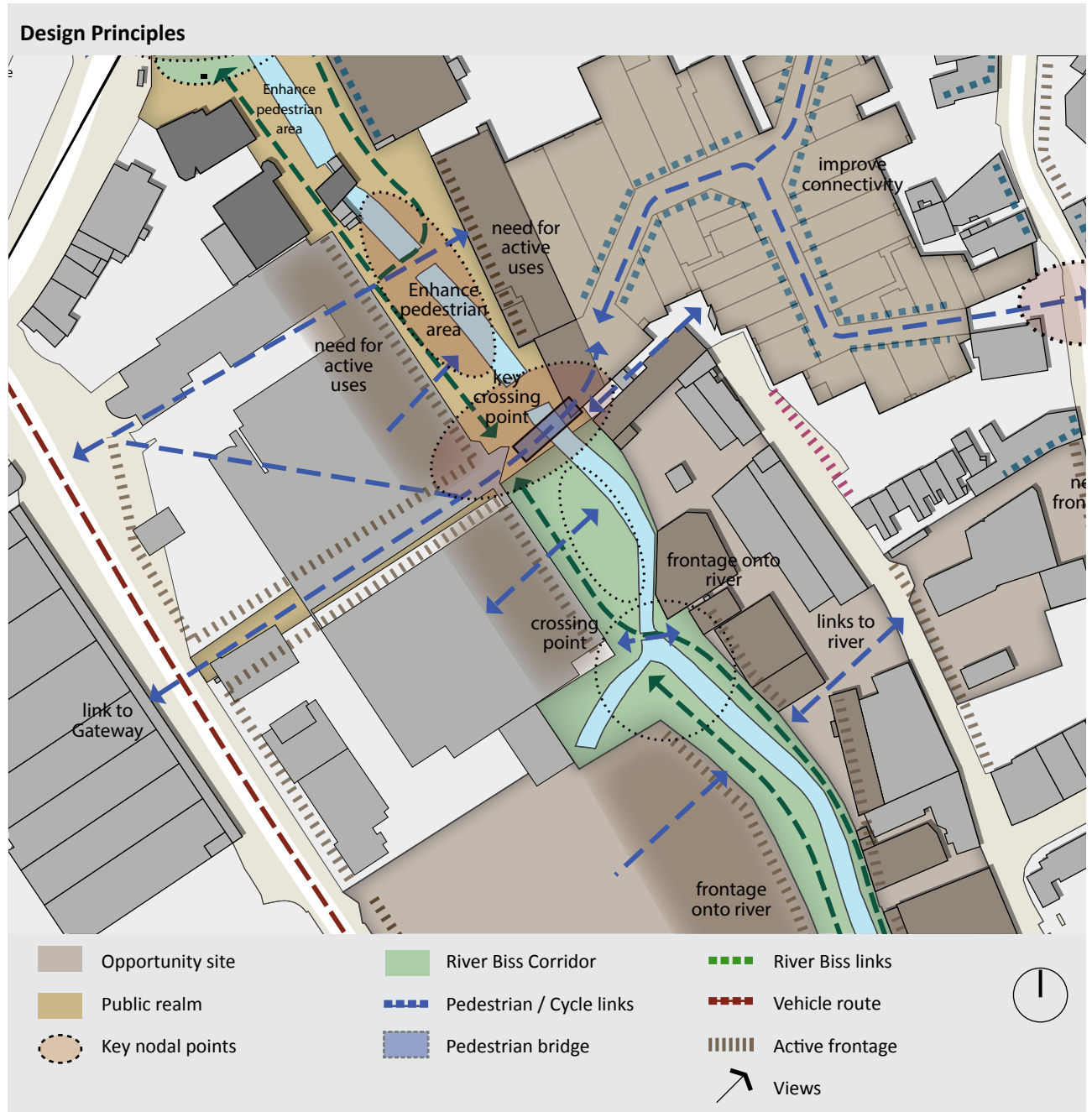
- Explore opportunities to reconfigure space within existing structure to provide larger retail units set within an attractive environment.

Movement

- Redevelop and widen the existing path to allow a shared footway and cycleway.
- Strengthen the pedestrian and cycle route adjacent to Asda
- Provide an area of shared space to improve pedestrian movement and cycleway connectivity
- Create areas of shared space for pedestrian, cycle and vehicular movement
- Reduce barriers to pedestrian movement between Bythesea Road and the town centre through the introduction of public realm improvements and way finding measures
- Accommodate key pedestrian desire lines between town centre, the Gateway development and railway station.
- Extend pedestrian and cycle links along both sides of the river where possible.

Public Realm

- Create a new public space centred on the river
- Retain sufficient building set back to create a high quality public realm;
- Re-define the built form to provide strong, active frontage along the riverside and improve links.



CASTLE PLACE & CAR PARK



© Arup

Site Overview

Castle Place shopping centre and multi-storey car park are bounded by Market Street to the north, People's Park to the east, St Stephen's Place to the south and the Knightstone Court service route to the west. Castle Place shopping centre is primarily accessed from Market Street. The market is located on the lower level with access onto People's Park. The car park is connected to the centre providing 446 free short and long stay spaces over 6 storeys. A proportion of upper level is allocated to the Castle Place Leisure Centre run by DC Leisure on behalf of Wiltshire Council. The parking strategy for St Stephen's Place leisure development has 110 spaces and will utilise Castle Place car park during peak times.

There are currently no proposals for redeveloping this site however it is considered to be a possible longer term redevelopment option if the wider parking strategy for Trowbridge can be achieved.

Land Use Considerations

The table presents the types of land uses that are considered appropriate for Castle Place shopping centre and car park.

Comparison Retail	<p>The car park site is sufficiently sized to accommodate small or large scale retail development, whether in full or part.</p> <p>Any re-development should form an extension to the existing Castle Place shopping centre and encourage linked trips with St Stephen's Place.</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 size is sufficiently sized to accommodate a range of residential types and tenures, including both market led and sheltered housing.</p> <p>The principal of town centre living is supported, however large scale residential development is not considered a prime use.</p>
Leisure uses/ Leisure Devt	<p>The site is sufficiently sized to accommodate leisure uses, however delivery in the short to medium term is unlikely due to the existing use of the site.</p>

Principles for Castle Place & Car Park

The following development and design principles should also be applied:

Development

- Consider both the Castle Place and Castle Car Park in tandem to ensure a complementary, well connected development.
- Support vibrant, mixed use development that will encourage people to make linked trips between the town centre and St Stephen's Place.
- Maximise active development frontage onto People's Park and St Stephen's Place.

Movement

- Accommodate key pedestrian desire lines between town centre, People's Park, Court Street and St Stephen's Place.
- Manage parking provision as part of the wider town centre parking strategy.

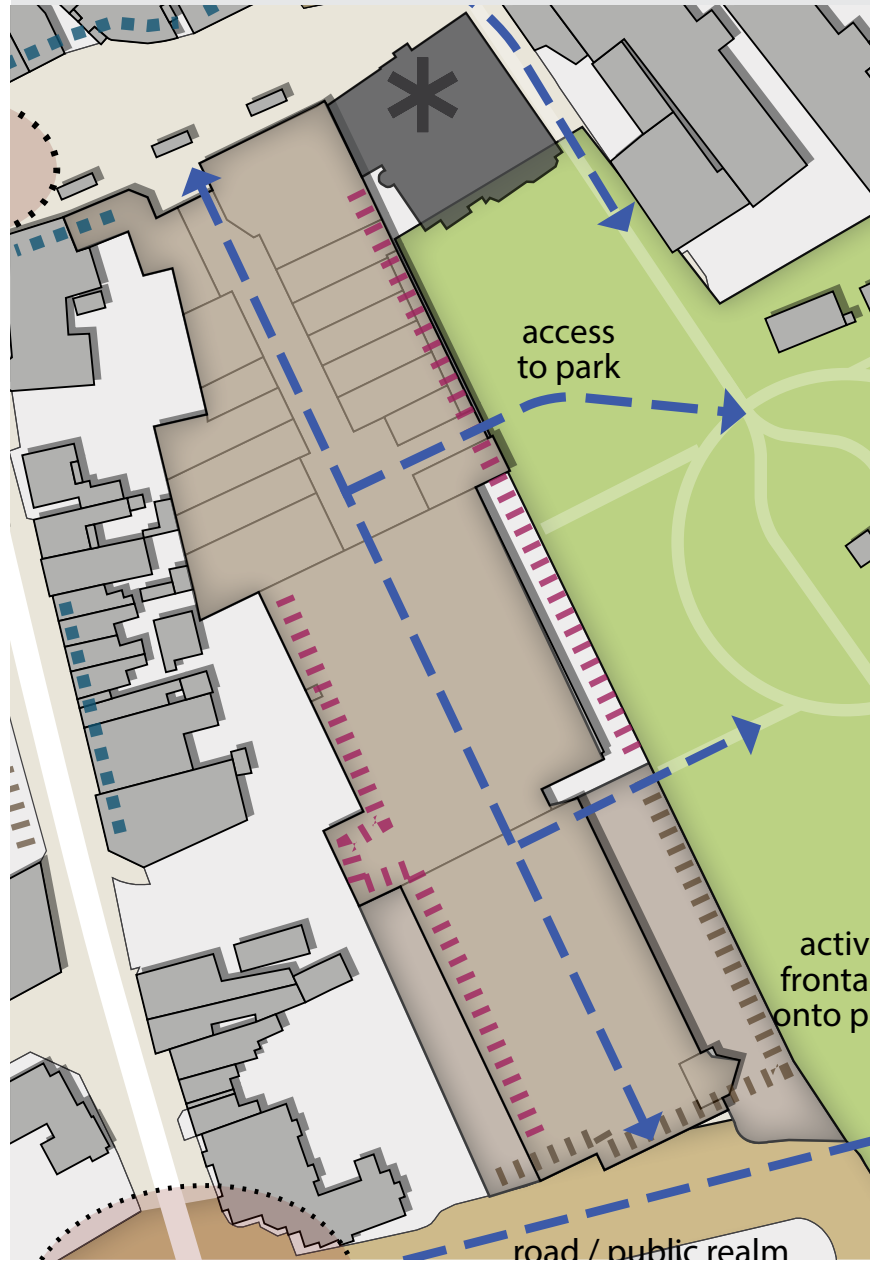
Public Realm

- Define and enhance key nodal points through the delivery of pedestrian-friendly shared spaces.
- Deliver public realm enhancements to St Stephen's Place and People's Park creating a more pedestrian-friendly environment.
- Improve legibility and wayfinding.

Infrastructure

- Re-development would likely involve demolition of the existing car park.
- Flexibility to accommodate pipe networks from a district energy and heat network.

Design Principles for Castle Place & Car Park



- Opportunity site
- Public realm
- Key nodal points
- River Biss Corridor
- Pedestrian / Cycle links
- Pedestrian bridge
- River Biss links
- Vehicle route
- Active frontage
- Views

RIVERWAY INDUSTRIAL SITE

(SHAILS LANES)



Site Overview

The Riverway Industrial Site is located to the north-west of the town centre, and north of the the Bowyer Site and the River Biss. The site is accessed at the junction of Shails Lane and Hill Street.

The site currently accommodates light industrial and recycling facilities.

The site is allocated for redevelopment for a mix of uses to include housing, office, business and/or leisure uses.

Land Use Considerations

The table presents the types of land uses that are considered appropriate for the Riverway Industrial Site.

Comparison Retail	Retail development is not considered appropriate for this site.
Employment	Evidence suggests that this land should remain predominantly employment based, but with a focus on light industry and office developments.
Housing	In the long term the site has the potential to be redeveloped to accommodate a mix of uses including housing.
Leisure uses/ Leisure Devt	In the long term the site has the potential to be redeveloped to accommodate a mix of uses to including leisure. The site is sufficiently sized to accommodate a leisure development, however delivery in the short to medium term is unlikely due to the existing use of the site.

Principles for Riverway Industrial Site

In addition to the River Biss design criteria, the following development and design principles should also be applied:

Development

- Prepare a site specific development brief setting out the development and design principles for any future long term use of the site.
- Any future development should be set back from the river edge to allow the greening of the riverbank, complementing the riverside park proposed for Bowyers.
- Active development frontage onto the River Biss Corridor should be maximised.

Movement

- Explore opportunities to provide a new pedestrian bridge across the River Biss linking to the Bowyers site.
- Create a pedestrian and cycle priority route along the river corridor.
- Provide improved links between the site, the River Biss and Shails Lane.
- Where required, car parking should be consolidated and located to the rear of buildings to have minimal impact on the streetscape.

Public Realm

- Define and enhance key nodal points through the delivery of an exemplary public realm and pedestrian-friendly shared spaces.

- Positively address changes in levels through an attractive landscape scheme, maximising views and access to the river.
- Provide an opportunity for the river to be more visually and / or physically accessible.

Environment

- Create a new parkland area linked to the river,
- Retain mature trees where possible and introduce new tree planting.
- Improve the appearance and ecological value of the River Biss by suitable dressing and possibly through the creation of a low flow channel through this stretch.

Infrastructure

- Site clearance including the demolition of existing buildings and possible ground remediation works due to contamination.
- New pumping station potentially required for foul flows.
- River Biss corridor improvement works
- Potential raising of ground levels for flood alleviation.
- Accommodate potential energy hubs and pipe network to support the delivery of a district energy and heat network.
- Bridge connection with the Bowyers site; connections to the Innox Path link.

Design Principles for the Riverway Industrial Site (Shails)



5

KEY DEVELOPMENT SITES

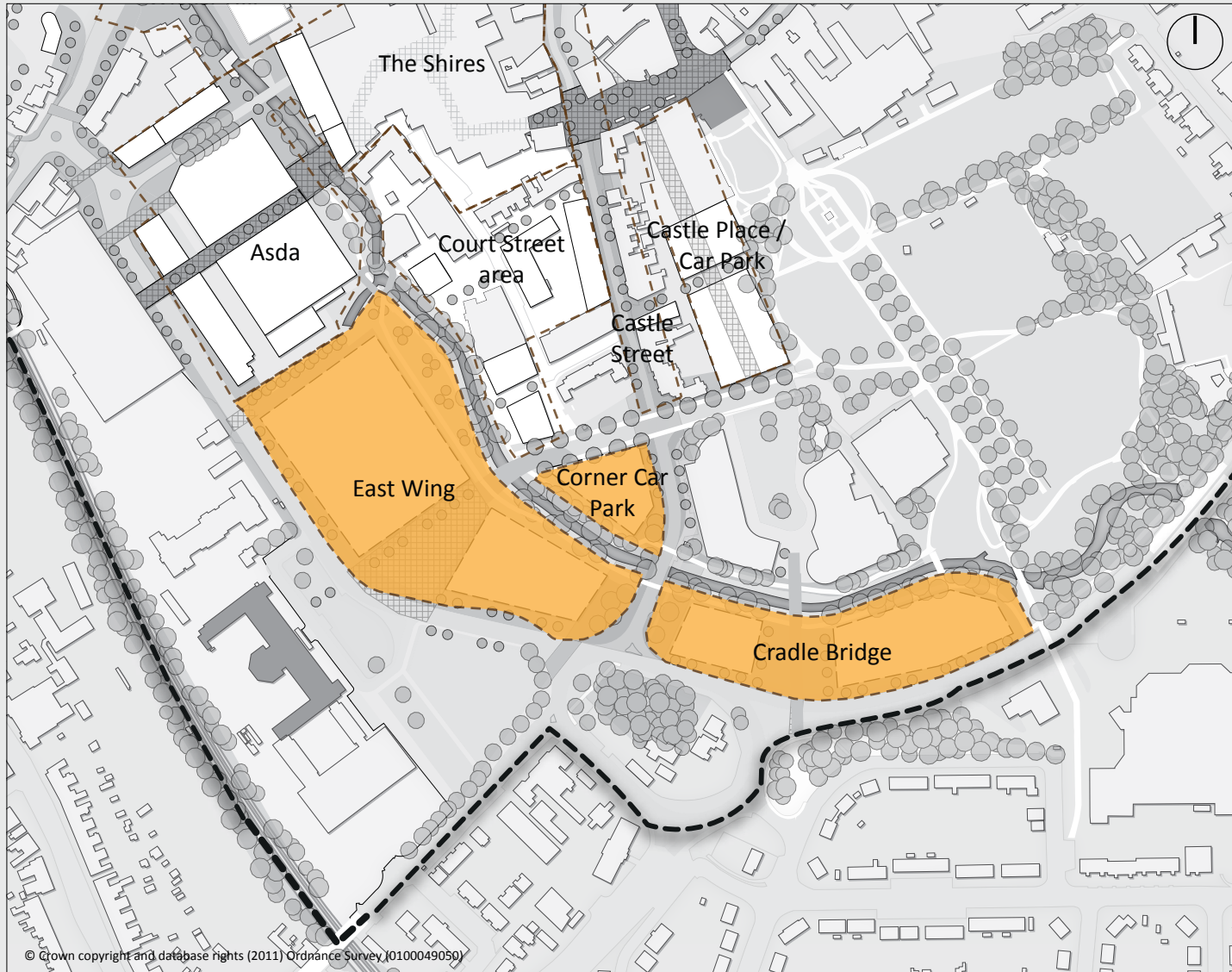
East Wing, Court Street Car Park and Cradle Bridge have been identified as sites which present significant short to medium term opportunities to remodel the town centre. Following consideration of a number of Scenarios the following is considered the most likely to achieve the Vision Objectives and received the most support during the public consultation exercise.


Whilst a comprehensive plan and redevelopment process covering all three sites would be ideal, in reality it is acknowledged that these sites will most likely be redeveloped in different phases. Nevertheless, the composition should reflect this mix of land uses and should have regard to what has taken place or is likely to take place on each of the other sites.

Due to site constraints, the short to medium term opportunity for the Cradle Bridge site is identified in all scenarios as a 'park and walk' site. The site could accommodate a substantial amount of parking within a conveniently located point of arrival. It would provide visitors with direct access to all facilities via attractive and pedestrian friendly walking routes.

If the developer can overcome the viability issues caused by the location of the sewerage pipe then other complimentary town centre uses (as set out above in the Key Opportunity Sites section) should be considered.

Key Development Opportunity Sites



 Key opportunity site

5.1 LAND USE REQUIREMENTS

The northern part of the East Wing site is occupied by leisure uses incorporating parking and potential for some external facilities for play or sport. The entrance to the leisure building should address the intersection of the river and the County Hall pedestrian link.

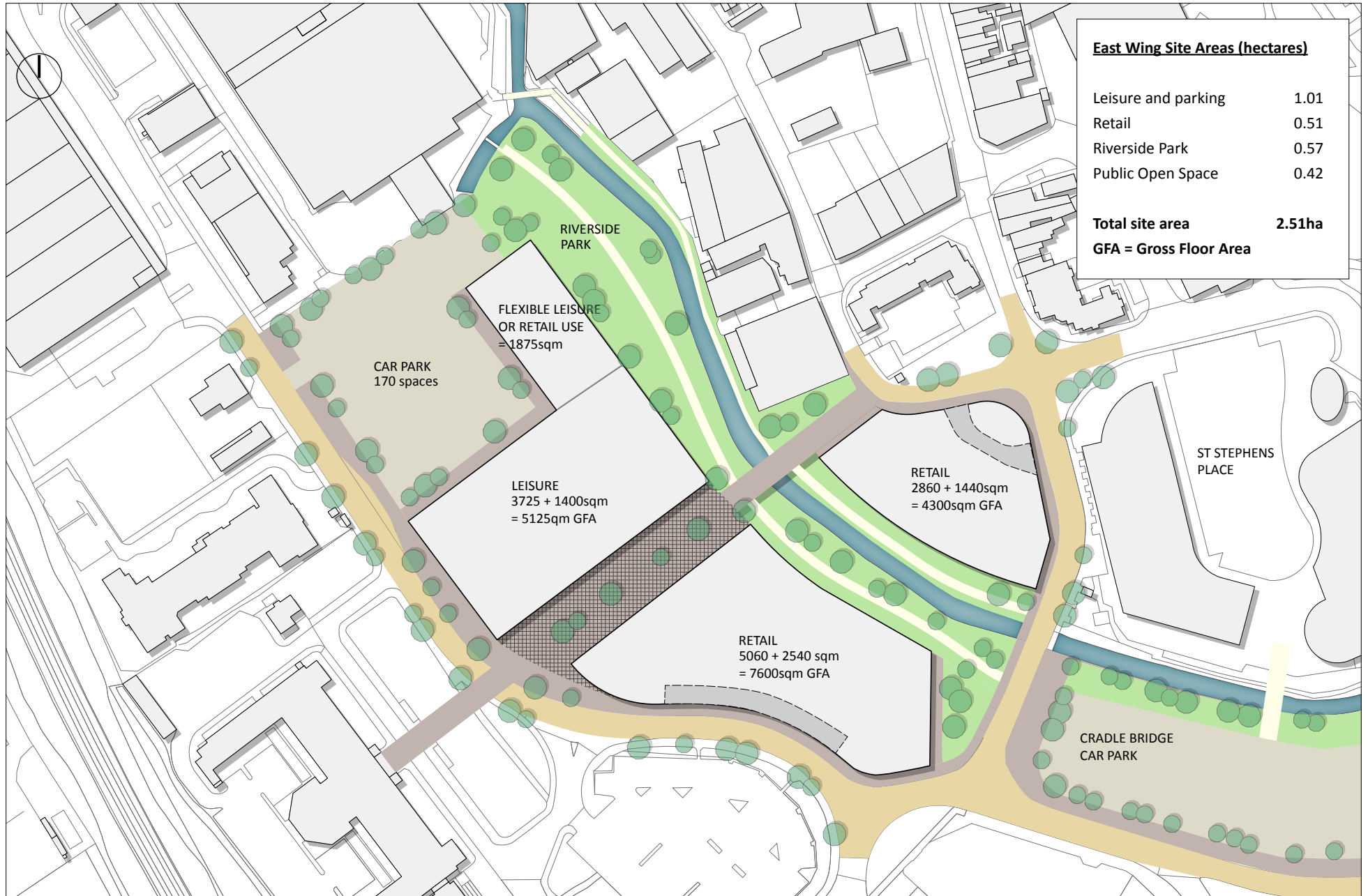
Combined Heat and Power and District Heating is a high aspiration for the town, in accordance with Core Policy 30. Provision must be made within the design of the leisure centre and the consequent layout and energy strategy for the whole of the West Wing site, Court Street car park and Cradle Bridge.

Either the southern extent of East Wing or the Cradle Bridge site should be occupied by modern retail development fronting both the river and a new route linking with County Hall or County Way.

The Court Street Car Park site on Castle Street could remain flexible in its potential for future development; however, given the location and limited size of the potential retail development to the southern end of East Wing, this site could provide a continuation of the retail use along Castle Street. This could be in combination with either living, working or leisure uses.

There is also a significant opportunity for residential uses above ground floor level which will add scale and vitality to the development as a whole and create footfall within the town centre. This could be in the form of 1 or 2 bed apartments or retirement flats as both rely on accessible central locations.

Land Use Requirements



This section recommends additional guidance documents which could help the town achieve its Vision and identifies strategies which can deliver the Masterplan. These are called Key Actions and are aimed at bringing about positive interventions, stimulating development interest and raising confidence in the future of the town centre. The proposals have been categorised under the following headings:

- Environment
- Movement and Accessibility
- Infrastructure
- Social and Community Infrastructure
- Supporting the Local Economy

Actions have been prioritised and their potential funding source and lead organisation have been identified. This Masterplan will need to be owned by the business community, public sector stakeholders, key land owners and local people as all will need to work together to make it a reality.

6.1 DELIVERY STRATEGY COMMENTARY

Delivering an enhanced and revitalised town centre will be a complex, multi-faceted exercise involving a range of stakeholders and investors.

Development will be encouraged over the Core Strategy period; however some of the proposed developments may take longer to come to fruition during which time the market will have been through several cycles of change.

Demand for individual uses will change and new uses and blends of use will no doubt emerge. The current market for the remaining redevelopment and re-configuration opportunities is not strong, but the town and town centre has shown a certain degree of robustness and resilience to market stagnation as investment has been secured through the recession.

Its status as the County town and the underlying strength of the Wiltshire economy suggest that Trowbridge is well positioned to achieve the objectives set out in this if it delivers the right sites at the right time.

Market Context for Delivery

Property development activity in the UK continues to be hindered by a number of interrelated factors:

- Difficulty identifying loan finance on all but the most secure development opportunities
- Reduced occupier demand driven by the overall recessionary climate, changes to mortgage lending and the changing role of the high street driven by new patterns of e-retailing
- A lack of occupier, developer and investor confidence.

This has resulted in speculative development in town centres essentially ceasing. In the vast majority of locations the only real investment being made is driven by definable occupier requirements (e.g. Residential, public sector and commercial). On this basis understanding specific sectors and the associated occupier demand is critical.

Notwithstanding this the property market is dynamic and cyclical. Even though certain long term trends may be identifiable (e.g. A reduction in retail accommodation in all but the prime centres due to changing retailing patterns) it is extremely difficult to accurately predict other trends beyond the short term horizon. Master planning the future of our town centres therefore has to look beyond current market indicators and provide a degree of flexibility in order to flex to changing medium/long term drivers.

6.2 CONDITIONS FOR ATTRACTING COMMERCIAL INTEREST

It is currently challenging to secure private sector investment to deliver commercial town centre schemes unless they are underpinned by a major value generating use (e.g. Food retail) or an identified occupier requirement (public or private sector).

Councils and other partners working to regenerate town centres need to do all they can to create the right conditions to attract investment. These conditions or “ingredients” can be divided into two main areas.

An Attractive Environment

A significant part of creating the right conditions for investment is encouraging and enabling an attractive environment. Those town centres which can attract visitors and encourage them to stay for prolonged periods are going to be far better placed to attract occupiers and therefore development/investment interest.

This can be done in a number of ways including for example:

- The ease by which the town centre can be accessed and navigated
- The range, quality and choice of services and amenities on offer, day and night
- The quality of the overall environment, public realm and open space provision
- Particular catalysts such as river, parks, cultural venues, markets, leisure facilities/events.
- An overall sense of place and vibrancy, with focussed centres of activity (i.e. A defined retail centre avoiding an overly stretched and disjointed offer).

Development Preparation

Other essential components required to stimulate the right market conditions and make direct commercial investment more efficient include:

- Clarity of vision and spatial planning direction
- A commercially astute planning and development management function
- Proactive packaging and de-risking of key development sites by the public sector
- Attracting and communicating occupier (public and private sector) demand
- Aligning available public funding sources
- Innovative use of public sector land to encourage appropriate development.

Funding

The plan has been prepared at a time of considerable uncertainty on public funding, and at a time of low levels of private sector investment. This will require the Council to coordinate a suite of possible funding sources to drive the pace of development. This includes:

- Potential Tax Increment Financing (TIF) to borrow against future business rate income streams;
- Community Infrastructure Levy (CIL) –identify a town centre package tariff for infrastructure to help serve and unlock town centre development;
- Progress the creation of a town centre Business Improvement District to accelerate development;
- Asset Backed Vehicles (ABV's) to draw in private finance supported by the Council's own property portfolio; and
- Working with the Homes and Communities Agency and the Swindon and Wiltshire LEP to draw down growth funding to support infrastructure and developments.

These mechanisms can help support development but the Masterplan must generate self- sustaining investment by creating confidence amongst developers, investors and occupiers in the future success and prosperity of the County Town and its town centre. The Council's role will be to ensure that developments are right and to ensure they are shaped to create sustainable perpetuating value.

Type of Funding	Sources
Capital Reserves	- Wiltshire Council
Grant	- Central Government/HCA/DfT - Other Lottery pots - Other
Other public sector funding	- Swindon & Wiltshire Local Enterprise Partnership (Growing Places Fund) - Wiltshire Clinical Commissioning Group
Business rates	- Business Improvement District - Local Authority Business Growth Incentive - Business Rate Supplement
Borrowing	- Prudential borrowing - Public Works Loan Board - Bonds - Tax Increment Funding - LEP Local Infrastructure Fund
Planning gain	- Section 106 - Community Infrastructure Levy
Asset values	- Land in public sector ownership
Private funding	- Private sector investment

6.3 ACTION PLAN

Common Infrastructure Proposals

The Masterplan provides a coherent framework for delivery of change to the town centre. A number of common infrastructure proposals have been identified across the town centre that is essential to delivering the Vision and the Masterplan. The proposals concentrate on the key opportunity sites and the supporting public realm improvements that will help ensure that the town centre develops as a whole as a more attractive place rather than in an ad-hoc manner and assist in unlocking the development sites.

To help deliver this change, the proposals have been categorised into key actions under the following headings:

- Environmental Enhancement (Env)
- Movement and Accessibility (Mov)
- Social and Community Infrastructure (Soc)
- Supporting the Local Economy (Econ)
- Physical Infrastructure (Infra)

The Action Plan is a live document. All of the following categorisations are not rigid and will change to reflect available funding and other influences. The action plan which should be reviewed on a regular basis as schemes come forward and funding becomes available which will and influence the direction of travel of the town centre.

Prioritised Delivery

In accordance with the Wiltshire Infrastructure Delivery Plan 2011 to 2026 (WIDP), the actions are prioritised as either 'Essential' (E) or 'Place-shaping' (P), depending on their importance in the delivery of the Masterplan and Core Strategy.

The remaining areas of major change, for example East Wing, Court Street and Cradle Bridge, represent the key priorities for action over the Core Strategy period. Each is complex and involves changes to infrastructure to deliver the optimum site solutions effectively.

Risk

The projects are also graded in relation to the risk associated with their delivery. Within the WIDP A 'traffic light' colour coding system is used to indicate whether the risk of them not being delivered is high, medium or low.

Phasing

The broad sequencing of these projects will depend on a host of decisions and therefore cannot be set with absolute precision. The proposed phasing is set out as follows:

- Short term (2013 - 2018)
- Medium term (2018 - 2025)
- Long term (2025 - 2030)

This categorisation represents reasonable expectations of the key timings and an expectation of increasing rates of development across the centre as the economy recovers and confidence in the overall Masterplan proposals occur.

Partners and Contributors

The input and advice of the key partners and contributors will be invaluable in the ongoing delivery of the Masterplan. Key contributors are referenced in the action plan. This is not a definitive list and will change over time.

Funding and Costs

Potential funding sources and costs have been identified that could help to implement the Action Plan. This has been informed by the proposals within the Wiltshire Infrastructure Delivery Plan, the Trowbridge Transport Strategy Report and/or are derived from generic public realm costs are identified separately. See separate high level cost plan.

Identifying opportunities to utilise new sources of funding and/or to combine sources and resources will be an on-going process.

6.4 KEY ACTIONS - ENVIRONMENTAL ENHANCEMENT

There is significant potential to enhance the existing built and heritage assets in Trowbridge town centre. Environmental enhancement measures can be used to celebrate the built heritage and support increased footfall both day and night. There are numerous opportunities to realise these benefits through physical improvements to buildings and the public realm, improved way-finding, event planning and marketing.

People's Park is a considerable asset and connections between it and adjacent areas should be strengthened to ensure that it is a key component of the town experience.

The river corridor provides a wealth of opportunities for open space, recreation, movement, visual enhancements and ecology within the town centre and beyond. Its development as a continuous and accessible linear green space must be the priority for the structural redefinition of Trowbridge.

Public Realm Design Guide (Env1)

Develop and deliver a comprehensive public realm improvement strategy for the town centre to help define the identity for Trowbridge. Key components should include:

- Streetscape improvements: Undertake street furniture and signage audit to inform a decluttering scheme aimed at creating a more legible, accessible and attractive environment.
- Street furniture palette: Establish a palette of materials, lighting and street furniture. Introduce hard and soft landscape treatments.
- Art and design: Use art and design to celebrate the heritage and local distinctiveness, e.g. illumination of architecturally important buildings and bridges.

Conservation Area Building Design Guide (Env2)

Prepare and implement a Building Design Guide for the Conservation Area to encourage the visual enhancement of the town centre.

- Design guide to include: Shop fronts, signage, lighting, use of external spaces, building conversions, and sustainability.

Ecology and Biodiversity Strategy (Env3)

Develop and deliver an Ecology and Biodiversity Strategy to bring the countryside into the town to include:

- In accordance with the River Biss Strategy, deliver a series of linked semi-natural open spaces along the river to encourage biodiversity and nature conservation.
- Accessibility improvements, promoting access for all.
- Signage and interpretation.



River Biss Improvements (Env4)

Implement the existing River Biss Strategy SPD in accordance with the Masterplan proposals, through the following sections:

- Bowyers (Riverside Park)
- The Shires/ Town Bridge (Public Urban Space)
- East Wing (Riverside Park)
- St Stephens Place/ Cradle Bridge (Riverside Park)
- People's Park (Public Park)
- Biss Meadows (Country Park)

Key principles:

- Improve pedestrian/cycle access along and across the river and increase frequency of connections with the river.
- Maximise active frontage onto the river to create a vibrant environment.
- Reinforce river edge planting and regrade the river edges to provide a more natural environment.
- Create character changes along the river corridor through the transition between urban and green space.
- Maximise opportunities for leisure uses such as cafes and restaurants.

People's Park Strategy (Env5)

Develop a People's Park Strategy to explore opportunities to provide new improved play areas and create an appropriate event space, to include:

- Provision for more informal sports uses such as a running route with identified distance markers.
- Creation of events space.
- Improved play facilities.
- Creation of a new garden adjacent to the existing pond.
- Reconfiguration pond to create a softer edge to the banks.

Green Streets Programme (Env6)

Implement a Green Streets Programme to transform existing urban streets into attractive tree lined, pedestrian-friendly green streets. Key streets include:

- County Way
- Castle Street
- Market Street
- Fore Street
- Bythesea Road

Bridge / Underpass Improvements (Env7)

Improve the public realm of the bridges and underpasses around the town centre to increase attractiveness and safety, encouraging pedestrian movement.

- Explore the use of public art and lighting.
- Introduce signage identifying alternative routes.
- Consider widening of County Way underpass (at River Biss) to increase attractiveness and visibility.

Gateway Landing Point Enhancements (Env8)

Enhance and reinforce key gateways to establish a sense of arrival and help define the town centre extent.

- Create a new gateway into the town from the south.
- Enhance the gateway from the planned urban extension.
- Where possible, use development to define gateway arrival points and key routes through the careful positioning and detailing of buildings in terms of scale, height and massing.

6.4 KEY ACTIONS - ENVIRONMENTAL ENHANCEMENT CONTINUED

Public Urban Space Programme (Env9)

Re-establish existing urban spaces as a public focus for the town, providing opportunities to gather and accommodating a range of events and civic activity, both day and night. Proposals should complement principles set out in the River Biss Public Realm Design Guide SPD. Key spaces include:

- Fore Street (a)
- Area between The Shires and River Biss (b)
- East Wing River Biss corridor (c)
- The Shires internal pedestrian space (d) - improve links
- People's Park / Performance Stage (e)

Create new high quality urban public spaces around opportunity sites, to include:

- St Stephen's Place / Cradle Bridge (f)
- East Wing (g)
- Castle Place / People's Park (h)

Create an improved setting for key civic buildings including:

- Town Hall (i)
- Railway Station forecourt (j)
- County Hall (k)
- Civic Centre (l)

Streetscape Programme (Env10)

Create a series of transitional spaces which give people the opportunity to pause, gather and socialise. Key spaces include:

- Town Bridge / Wicker Hill (m)
- Castle Street bridge (n)
- Silver Street / Church Street (o)
- Bythesea Road (p)

Use shared space principles to help minimise formal demarcations between vehicles and pedestrians.

Encourage street activities that will enliven the retail circuit, accommodating space for market stalls, and entertainers.

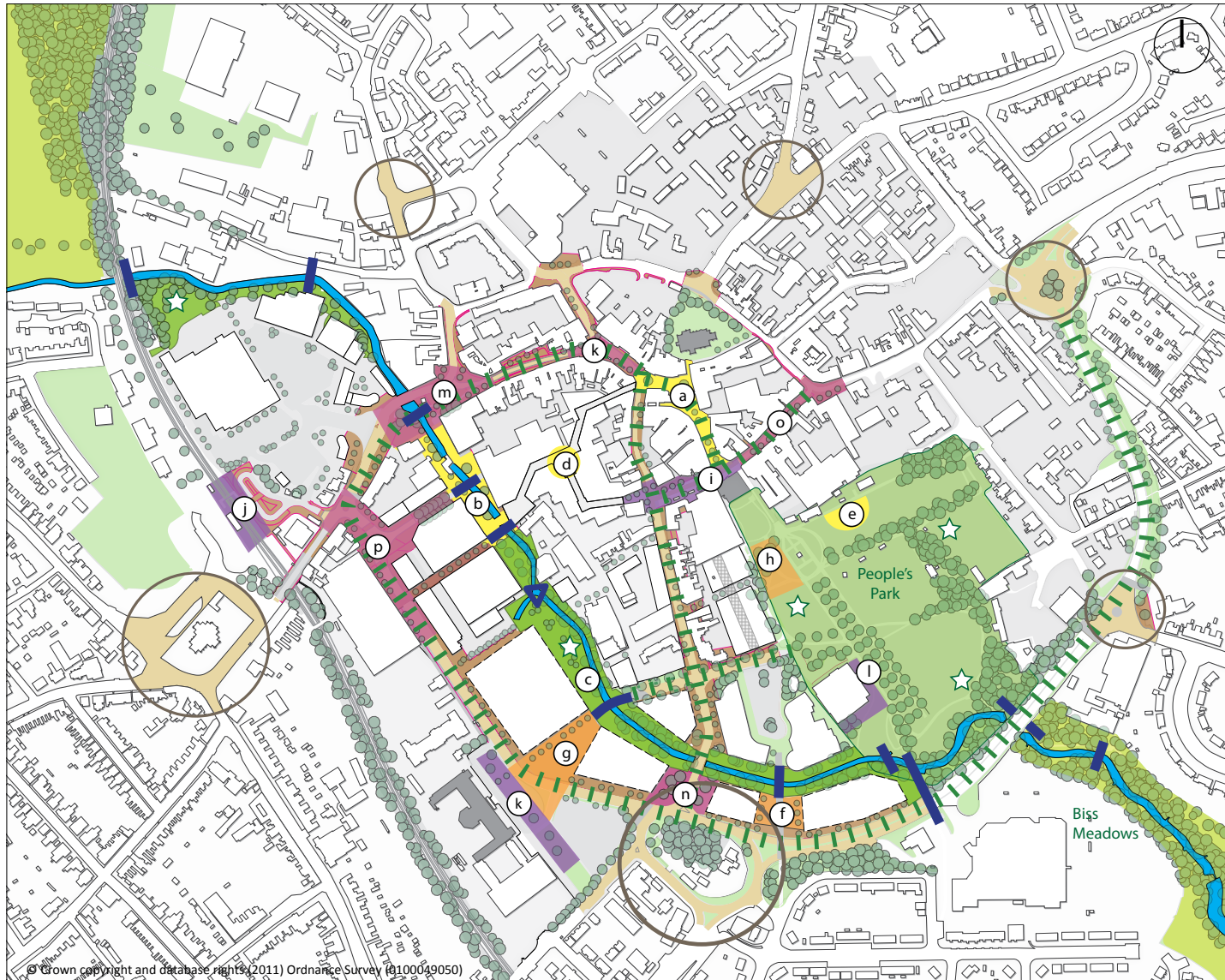


© Giles Rocholl Photography



© Martin Saunders Photography

Environmental Enhancement



Green Infrastructure

- River Corridor
- People's Park
- Biss Meadows / Rural Edge
- Riverside Park
- Play space
- Green streets
- New/enhanced pedestrian bridge/underpass

Public Realm

- Transitional space
- New public urban space
- Public urban space improvements
- Civic space
- Streetscape enhancement
- Gateway
- Public space A to P (refer to p74)

© Crown copyright and database rights (2011) Ordnance Survey (010049050)

6.5 KEY ACTIONS - MOVEMENT AND ACCESSIBILITY

Walking and Cycling

Accessibility for All (Mov1)

Develop and deliver the improved safety and accessibility of existing pedestrian routes into and through the town centre based on an initial survey of existing provision. All pedestrian user groups should be considered and should be. Key considerations to include:

- Develop disabled access compliant pedestrian routes into the town centre with clear signposting, dropped kerbs, tactile paving and audible signals at key crossing points.
- Remodel road junctions to improve pedestrian movement and safety and provide 'at-grade' crossings.
- Explore opportunities to replace underpasses with at-grade crossings.
- Improve provision of Shopmobility services with suitable access and dedicated parking.

Trowbridge Cycle Network (Mov3)

Create a network of direct, safe cycling routes through the town centre and along the River Biss corridor, connecting northward to the NCN4 cycle route.

- Provide secure, well-lit cycle parking facilities at appropriate locations in the town centre to include transport interchanges, retail areas and People's Park.
- Introduce a bike hire scheme at key locations.

Pedestrian and Cycle Links Programme (Mov7)

Develop and deliver a strategy to strengthen walking and cycling links between the town centre and the residential neighbourhoods, business parks and Country Park. Key principles to include:

- Identify opportunities for new pedestrian links into town centre, particularly from the planned urban extension to the south-east and linking to the key opportunity sites.
- Improve pedestrian connectivity along and across County Way.
- Provide continuous pedestrian/cycle route along the River Biss with clear links into the town centre.
- Provide new pedestrian bridges across the River Biss.
- Increase pedestrian priority along key routes by widening footpaths and reducing road widths.
- Remove underpasses where possible or improve lighting and visual quality.

Wayfinding Strategy (Mov2)

Develop a wayfinding strategy to facilitate walking and cycling trips to and within the town centre. This should be based on an initial study of existing signage provision, a rationalisation strategy to improve legibility and reduce clutter, and identification of key destinations and routes. The strategy should include:

- Creation of a new town centre maps, strategic located at key landing points and focal areas.
- Implement a complimentary signage systems of fingerposts and route markers.
- Illuminate key buildings and bridges.
- Incorporate art and design, e.g. waymarking the Heritage and Cultural Trail.
- Use materials and street furniture to differentiate key locations and routes.



Vehicular Access

Gateway Signage and Circulation Strategy (Mov4)

Implement a strategy to improve signage at gateway locations, increasing a sense of arrival to the town centre and identifying routes which avoid through-traffic. Key interventions include:

- Reinforce a clear road hierarchy to achieve efficient access, circulation within an attractive environment.
- Restrict vehicle speeds within the town centre.
- Retain Fore Street as a pedestrianised street, closed to through-traffic.
- Create a 'shared space' within Market Street, between Fore Street and Castle Street.
- Monitor traffic flows to minimise peak hour congestion within the town centre.

Town Centre Car Parking Strategy (Mov5)

Develop a car parking strategy to rationalise the distribution and type of parking ensuring efficient access to town centre for car users while considering the arrangement of land uses and pedestrian routes; an opportunity has been identified for sharing the County Hall car park for public use in the evenings and at weekends. The strategy should be monitored and reviewed to ensure provision is managed adjacent to forecasted development. Consider:

- Use real-time information to direct users to the nearest car park and reduce the need for unnecessary circulations.
- Removal of surplus parking spaces and creation of new opportunities for development.
- Consolidation of parking provision in a small number of accessible locations with strong surveillance.
- Focus car parking at the periphery to encourage 'park and walks' and reduce through traffic through the town centre core.
- Provide on-street pay and display.
- Review and rationalise parking at the rail station with pick-up/ drop-off facilities.
- Provide well-located disabled parking.



6.5 KEY ACTIONS - MOVEMENT AND ACCESSIBILITY CONTINUED

Public Transport

Public Transport Interchange (Mov8)

Develop the railway station and Market Street/Castle Street as primary Transport Interchange areas, to include:

- Buses and taxis must be retained within the historic centre, however, opportunities for repositioning them to allow the pedestrianisation of Market Street must be considered. At the very least upgrade the bus stops/taxi facilities, centred on Market Street/Castle Street and the Rail Station supplemented by additional bus stops located at key destinations.
- Increase priority for public transport traffic using town roads.
- Real-time information and shelters.
- Improve facilities at Trowbridge railway station, to include a new station forecourt, improved ticketing facilities, shelters and signage facilities.

In conjunction with the Wayfinding Strategy, facilitate improved links between the rail station and primary bus routes through improved public realm and signage.

Review bus service routes, frequency and pricing with bus operators.

Travel Management

Travel Demand Management Strategy (Mov6)

Develop a strategy to reduce individual car journeys and encourage greater use of public transport and alternative options. The strategy should address the following:

- Provision of Car Clubs.
- Development of Travel Plans for major destinations and employers.
- Improved ticketing for public transport, including incentive programmes.
- Improved real-time information for public transport and private travel.
- Educate drivers on alternate modes of travel e.g. through events such as car free days.
- Develop a service/freight access plan for town centre premises, encouraging goods vehicles to use strategic routes.



© David Millington Photography Limited



© Britannia Construction Ltd



© Thomas Graham Arup



istockphoto © © HKPNC



© Arup



© Arup

6.6 KEY ACTIONS - SOCIAL AND COMMUNITY INFRASTRUCTURE

The Vision for Trowbridge town centre is to develop a family-friendly destination, both for local residents and those from outside the town. The town is currently lacking in areas of community, sports and leisure provision and would benefit from increasing its offer to support a wider range of social functions, operating both during the day and creating a night-time economy.

The historic town centre is protected by the Conservation Area though there is significant opportunity to build on this, improve and enhance the existing assets and create a much wider awareness and appreciation of the town's history. To this end, the Masterplan includes three strategies to increase the range of services and cultural vitality of the town.



© Arup

Heritage and Cultural (Soc1)

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



© Emma Pearce

- the natural environment, horticulture and biodiversity
- local architecture and materials

Create a combined town heritage and cultural trail
Introduce varied routes and interpretation that guides and informs walkers about Trowbridge in a creative and engaging way.

Celebrate the arts, exploring opportunities to involve local artists and community groups, e.g. a temporary art installation trail, regional events such as Proms in the Park.

Build awareness and foster pride in the town through uses of a range of communications media (including print, electronic communications, art and design, signage).

Create a Cultural Quarter at the heart of the town, focused around the Town Hall, Market Street and Fore Street and the market in order to:-

- Provide performance space for celebration of the arts, music and local heritage
- Reinstate of the Town Hall as a social venue and arts centre, giving the town centre a new community focus and create a destination which will support the historic retail centre.

Leisure (Soc2)

Improve the active leisure offer, including multi-use wet and dry sport facilities which could include:

- Replace the Castle Place leisure facilities as part of new development.
- Providing leisure facilities in more sustainable and accessible locations.
- Increase outdoor formal sports provision to include Tennis courts and bowling greens, safe running or walking routes, formal sports pitches and play space

Enhance the overall commercial leisure offer within the town centre and boost the evening economy.

- Support mixed use development along the river corridor, to include a range of family restaurants, cafes and bars and increase ground floor activity.
- Refurbish historic buildings at Bowyers and deliver restaurants, cafes and a family pub and leisure uses.

Community (Soc3)

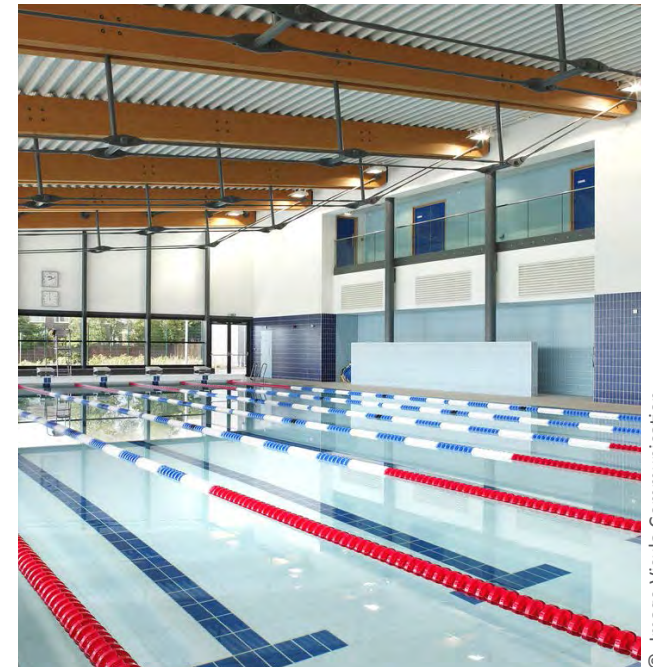
Provide new and improved community resources through the delivery of new leisure development which could include:

- ICT provision
- Rooms for hire
- Community clubs and programmes
- Crèche
- Health services

- Neighbourhood police access

Invest in skills and training to include:

- Information on training and learning opportunities for the existing workforce
- Links to universities, colleges and training providers.



© Image Visula Communication

6.7 KEY ACTIONS - SUPPORTING THE LOCAL ECONOMY

Trowbridge has potential to develop a strong retail centre serving both the people of the town and those from outlying areas, however, in order to compete with nearby retail destinations, Trowbridge needs to develop a stronger focus at the town centre with clearer links to the more peripheral retail developments. There is scope to increase the range of the offer, from independent traders and markets to larger retail units and comparison goods. The Masterplan outlines a range of strategic approaches including physical development and renovation but also higher level strategies, marketing and support programmes.

Retail and Leisure Circuit (Econ1)

Intensify the Trowbridge offer by establishing a series of strong Retail and Leisure 'circuits'

- Reinforce the Primary Retail Circuit, retaining and attracting primary retailers.
- Rejuvenate The Shires and Castle Place indoor shopping centre.
- Support the introduction of larger retail units and anchor stores to boost the retail offer.
- Renovate vacant space above the high street to accommodate office space, town centre living.
- Increase activity at ground level.
- Support new mixed use development along the River Biss Corridor, building a stronger daytime and evening economy.

Court Street Employment District (Econ2)

Promote Court Street as a strategic employment quarter. Provide flexible workspace for SMEs and office accommodation to support town centre services and facilities.

Town Centre Management (Econ3)

Appoint/form a Town Centre Manager/Group. The role should focus on coordinating businesses and stakeholders to enhance the attractiveness, vitality and viability of the town centre.



Istockphoto © Vasiliki Varvaki



© Handforth Architectural Photography



© Simon Miles Photography

Independent Retailers Support Programme (Econ4)

Create an independent retailer support programme to include:

- Vacant buildings initiative.
- Support for market traders.
- Initiatives to encourage and extend street markets.
- Promote events.
- Marketing initiatives.
- Establish a new business forum with support measures for independent traders.
- Promote appropriate town centre living to support social and economic vitality.
- Invest in skills and training.
- Provide links to universities, colleges and training providers.

Town Centre Marketing Campaign (Econ5)

- Develop a formal programme of events. Encourage a range of events such as markets, fairs and concerts that provide a reason for visitors to spend time in the town centre.
- Promote Trowbridge as a destination for local comparison shopping and encourage niche, specialised and independent shopping alongside larger retailers.
- Promote and raise awareness both locally and regionally and promoted via a range of media options and use of social networking sites.
- Explore opportunities to introduce a loyalty card scheme that could help stimulate economic activity.



© Arup



6.8 KEY ACTIONS - PHYSICAL INFRASTRUCTURE

The Masterplan proposals will result in an increase in retail, commercial, leisure and residential development located within the town centre. This will increase pressure on the existing physical infrastructure and will/ may require capacity improvements and diversionary on/ off site works. Through the delivery of the Masterplan there is an opportunity to take a coordinated approach to infrastructure provision.

The key opportunity sites fall within Flood Zone 2 there flood alleviation will be a consideration for future development.

Consultation with statutory bodies has determined that capacity within the existing drainage systems is limited and improvements will be required to deliver the Masterplan proposals. In addition, upgrade works to sewer networks through the sites are anticipated by Wessex Water to accommodate the urban extension development.

An opportunity exists to accommodate potential energy hubs and pipe networks to support the delivery of a district energy and heat network. This strategy and its benefits should be regularly reviewed in light of technology developments both for CHP and building design.

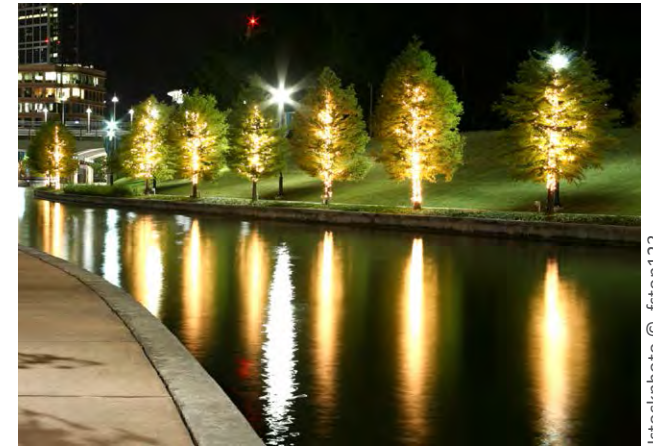
Water Management (Infra 1)

Model the river and the detailed recommendations of the River Biss SPD.

Develop and implement a flood alleviation strategy for the River Biss Corridor and the key opportunity sites. Consider the potential raising of ground levels for flood alleviation.

Implement Water Sensitive Urban Design Measures, for example Sustainable Urban Drainage Systems (SUDS), as an element of drainage infrastructure as well as for leisure and visual amenity. Control methods will be dependent upon the ground conditions but may include hard and soft solutions such as:

- Filter strips and swales
- Permeable surfaces and filter drains
- Infiltration devices
- Basins, ponds or centralised soakaways, reed beds.



Istockphoto © fstop123



© Arup

Sewers & Utilities Improvement Works (Infra2)

Review future service connections points and accommodate and/or divert existing sewer and utilities service constraints - to include the diversion of services within East Wing site to optimise the developable area of sites.



© Liz Eve Fotohaus

Sustainable Design (Infra3)

- Set minimum sustainable design standards for new developments within the town centre eg BREEAM, LEED and CEEQUAL certification
- Provide advice and support on sustainable building technologies and how individual businesses can minimise energy costs and maximise the use of renewable technologies.



Istockphoto © davidhills

District Heating (Infra4)

- Review the requirement and practicalities of implementing a district heating network based upon the scale and location of the proposed land uses.

Smart City Initiatives (Infra 5)

Promote and implement Smart City initiatives that include:

- Improvements to fibre-optic broadband connectivity services
- Community portals and Local social networking
- Introduction of online collaboration services
- Mobile apps (e.g. town trail map)
- Promotion of video conference facilities
- Cross town real time public transport information system
- Smart grids providing feedback on energy and water usage.

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.

6.9 ACTION PLAN SUMMARY TABLE

Action Plan		Priority	Risk	Phasing	Lead Organisation / Partners	Potential Funding Sources
Environment Enhancements						
Env1	Public Realm Design Guide	P	L	S	WC (TT, TTC,)	WC Dept Budgets
Env2	Conservation Area Building Design Guide	P	L	S	WC (TT, TTC, TCS, EH)	WC Dept Budgets
Env3	Ecology and Biodiversity Strategy	P	L	S	WC (TT, WWT, NE, EA)	WC Dept Budgets
Env4	River Biss Corridor Improvements	E	M	S-M	WC (TT, EA, NE, WW)	S106, CIL
Env5	Peoples Park Strategy	P	L	S	WC (TT, TTC, TCS, EH)	WC Dept Budgets, BID
Env6	Green Streets Programme	P	L	S-M	WC (TT, TTC, TCS, L, CC)	BID, S106,CIL
Env7	Bridge / Underpass Improvement Programme	P	L	S	WC (TT, TTC, TCS)	BID,S106,CIL
Env8	Gateway Landing Point Enhancements	P	L	S	WC (TT, TTC, TCS, CC)	WC Dept Budgets
Env9	Public Urban Space Programme	P	L	S	WC (TT, TTC, TCS)	BID,S106,CIL
Env10	Streetscape Programme	P	L	S	WC (TT, TTC, TCS)	BID,S106,CIL
Movement and Accessibility						
Mov1	Accessibility for All	P	L	S	WC (TT, NR, DWBC, L)	WC, NR, DWBC
Mov2	Wayfinding Strategy (walking and cycling)	E	L	S	WC (TT, TTC, CC)	WC Dept Budgets
Mov3	Trowbridge Cycle Network Strategy	E	L	S	WC (TT, S, LUG)	WC Dept Budgets, Sustrans
Mov4	Gateway Signage and Circulation Strategy	P	L	S	WC (TT, TTC, CC)	WC Dept Budgets
Mov5	Town Centre Car Parking Strategy	E	L	S	WC (TT, TTC,CC)	WC Dept Budgets
Mov6	Travel Demand Management Strategy	E	L	S	WC (NR, DWBC, First Group, L,TT)	WC Dept Budgets
Mov7	Pedestrian and Cycle Links Programme	E	L	S-M	WC (TT, Sustrans)	WC Dept Budgets, Sustrans
Mov8	Public Transport Interchange	E	L	M	WC (TT,NR,TO, DWBC, L)	WC, Dept Budgets, NR, Train Operating Co, DWBC, L
Supporting the Local Economy						
Econ1	Retail and Leisure Circuit	P	L		WC (TT, TTC, CC)	WC Dept Budgets , BID
Econ2	Court Street Employment District	P	L	S	TTC (WC, TT, CC)	BID
Econ3	Town Centre Management	P	L	S	TTC (WC, TT, CC)	BID
Econ4	Independent Retailers Support Programme	P	L	S	TTC (WC, TT, CC)	BID
Econ5	Town Centre Marketing Campaign	P	L	S	TTC (WC, TT, CC)	BID
Social and Community Infrastructure						
Soc1	Heritage and Cultural Facilities	P	L	S	WC (TT)	WC Dept Budgets
Soc2	Leisure Facilities	P	L	S	WC (TT)	WC Dept Budgets
Soc3	Community Facilities	P	L	S	WC (TT)	WC Dept Budgets

Action Plan		Priority	Risk	Phasing	Lead Organisation / Partners	Potential Funding Sources
Physical Infrastructure Improvements (Water, Sewerage, Energy, Utilities, ICT, Waste)						
Infra1	Water Management	E	M	S	WC (TT , WW , EA)	S106, CIL, EA
Infra2	Sewers & Utilities Improvement Works	E	M/H	S	WC (WW, L)	Landowners, Wessex Water
Infra3	Sustainable Design	E	M	S	WC (TT)	WC Dept Budgets
Infra4	District Heating	P	M	S-L	WC (TT)	ESCo, DECC
Infra5	Smart City Initiatives	P	M	S-M	WC (TT)	WC Dept Budgets

Opportunity Sites						
	East Wing	E	L	S	WC	WC
	Court Street Car Park	E	L	S	WC	WC
	Cradle Bridge	E	M	S	L	Landowner(s), Private Investors
	Court Street	P	M	L	L	Landowner(s), Private Investors
	Castle Street	P	L	M	L	Landowner(s), Private Investors
	Town Bridge / Wicker Hill	P	M	M	L	Landowner(s), Private Investors
	Asda & The Shires	P	H	L	L	Landowner(s)
	Castle Place & Car Park	P	H	L	L	WC, Landowner(s)
	Riverway Industrial Site (Shails)	P	L	L	L	Landowner(s)

Lead Organisations / Partners

TT	Transforming Trowbridge
WC	Wiltshire Council
TTC	Trowbridge Town Council
TCS	Trowbridge Civic Society
CC	Trowbridge Chamber of Commerce
TTT	Trowbridge Town Team
WWT	Wiltshire Wildlife Trust
S	Sustrans
EA	Environment Agency
EH	English Heritage
NE	Natural England

WW	Wessex Water
NR	Network Rail
DWBC	Dorset & Wilts Bus Company
TO	Train Operating Co
FG	First Group
WCCG	Wiltshire Clinical Commissioning Group
CC	Chamber of Commerce
L	Landowners
LUG	Local User Group
ESCo	Energy Service Company
DECC	Department of Energy and Climate Change

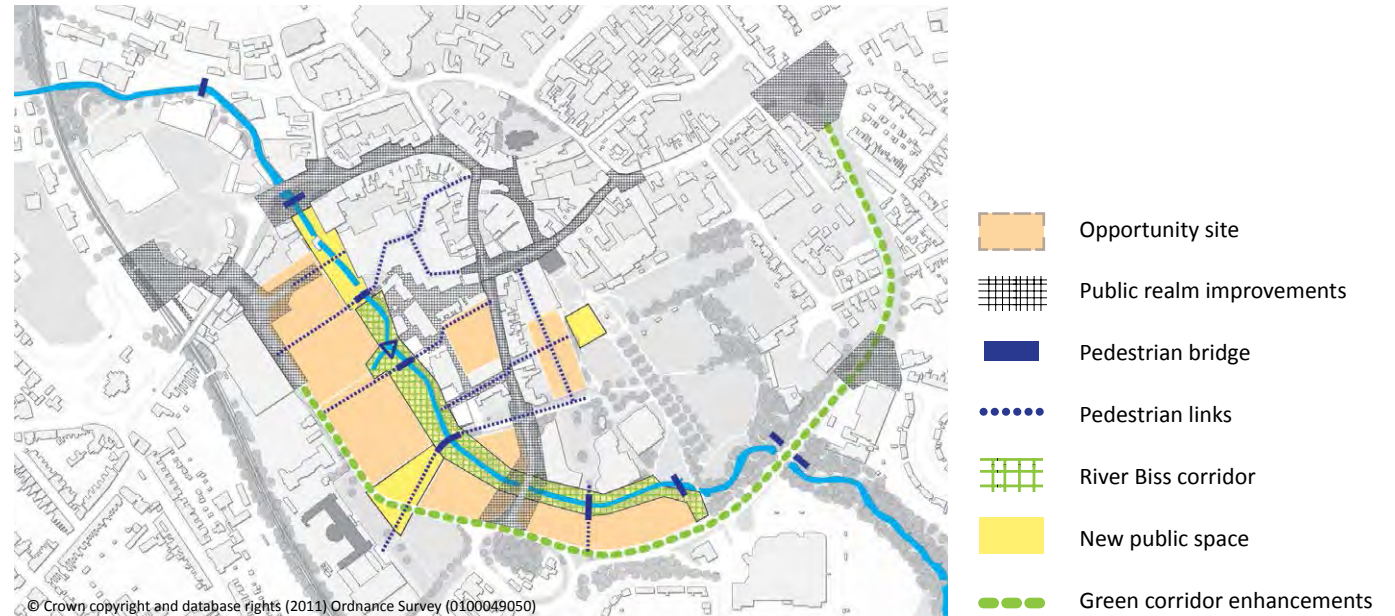
6.10 ORGANISING FOR DELIVERY

The scale of change identified within the Wiltshire Core Strategy is considerable for a market town of the scale of Trowbridge:

- Over 21,000sqm net of planned new retail and leisure planned by 2020 (ref. Wiltshire Council Retail Topic Paper 2011).
- A step change in the amount, type and location of affordable housing is necessary.
- The population at retirement age or above is due to increase by 42% over the plan period.
- Public sector reorganisation and rationalisation programmes, including the Campus Initiative.
- Cultural and civic developments across the town centre, including the Town Hall.
- Unlocking and opening up the River Biss Corridor for public access through the town centre .
- Fundamental improvements to the wider public realm infrastructure of the town centre, including modified transport networks, upgraded and new spaces and streets.

The Council's key roles in driving the delivery of the Masterplan will include leadership, partnership, accessing funding and communication. The Council will remain the central body for promoting development, it is the statutory planning and highway authority, has responsibility for other services such as education, leisure and social services, and is a major land owner within the town centre.

The Council will need to consider its role in driving development, ensuring that its functions are closely aligned to the delivery of the plan and that there is a clear 'business plan' for each of the opportunity sites. The Council will need to consider corporate and partnership arrangements to bring in the wide range of skills required and the use of special delivery vehicles with developer partnerships.



Working in Partnership

The Masterplan must not be seen as just the Council's plan - but one owned by the business community, public stakeholders, key land owners and local people.

This is important as success of the plan requires a range of parties to work together towards a common objective.

This can be achieved through the reinforcement of roles for other partners as follows:

- Maintaining and strengthening links with and between local businesses through the Transforming Trowbridge board bringing together the Council and business organisations to discuss progress on the plan and disseminate to local stakeholders
- Co-ordination of public and private sector investments to ensure investment is optimised and public investment levers the highest level of private investment
- Taking forward access improvements with Network Rail and Dorset & Wilts Bus Company to ensure that the proposals are viable and meet overall objectives
- Working with the Town Council, Chamber of Commerce and local amenity groups to ensure the proposals meet the objectives
- Aligning the efforts of the Trowbridge Town Team with the objectives of the Masterplan including consideration of expansion of the weekly markets and progression of BID status
- Raising standards through encouragement of the highest standards of design including identification of a design champion, creation of a Trowbridge Design Review Panel (to include professional and local community stakeholders) and reviewing existing design guidance to ensure its continued relevance
- Working with other infrastructure partners such as Wessex Water and to ensure new development is not impeded by delays in infrastructure upgrades and is well served with modern well located infrastructure;
- Working with the Swindon and Wiltshire LEP and the Homes and Communities Agency to link the Masterplan to the objectives and implementation of the sub regional partnership; and
- Working with landowners to secure timely development opportunities.



Railway Station

Bowyers

Wicker Hill

The Shires

Fore Street

Town Hall

Gateway

Court Street District

Castle Place

East Wing

Court Street Car Park

St Stephen's Place

County Hall



Peoples Park

Civic Centre

Cradle Bridge

Biss Meadows

