

January 2021



Chippenham

Wiltshire Council LOCAL PLAN

Looking to the future

● Planning for Chippenham



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Introduction

1. What will Chippenham be like in the future?
 - How much should the town grow?
 - What priorities should we tackle?
 - Where should development take place?
2. Answers to these fundamental questions could affect how the town develops over the next 15 years.
3. The Council is thinking about these questions in planning Wiltshire's future. It's an important stage in the Council's review of the current Wiltshire Core Strategy and the development of the Local Plan.
4. The Core Strategy is the basis for determining most planning applications. It also identifies land for development that provides for new homes, jobs and infrastructure for our growing communities whilst balancing the need to protect the environment. The Local Plan will continue this role and therefore help shape the places the community of Wiltshire live and work within.
5. The Council has come to some initial answers to these three questions. It is sharing them and wants your views.

Scale of growth

How much should the town grow?

6. The Council assesses what amount of new homes are needed between 2016 and 2036, the period of the Local Plan. It does the same for how much land will be needed for new jobs and business. Detail on these requirements may be found in the 'Emerging Spatial Strategy' paper.

Additional homes

7. Assessments estimate levels of need for new homes within housing market areas, as these reflect where the majority of the local population live and work, where the majority of home moves take place and where there is a common range of private sector rents. There are four housing market areas in Wiltshire and each area includes many settlements. Chippenham is in the Chippenham Housing Market Area.
8. The Council has considered how best to accommodate the need for new homes, setting scales of growth by testing different distributions. The result of this work suggests the scale of growth should change from what is currently planned as shown.
9. The current strategy 2006-2026, the Wiltshire Core Strategy, identified a requirement for 4510 homes. The new strategy proposes a requirement of 9225 homes for the plan period 2016-2036.
10. From this total estimate of need over the plan period can be deducted homes already built and those already in the pipeline as shown in the diagram on the following page.
11. When the number of homes built and in the pipeline is deducted it leaves a further 5100 homes to be accommodated up until 2036. Both the Local Plan and neighbourhood plan can allocate sites for development. Each community is encouraged to help determine



The new strategy 2016-2036



The current strategy 2006-2026

Additional new homes

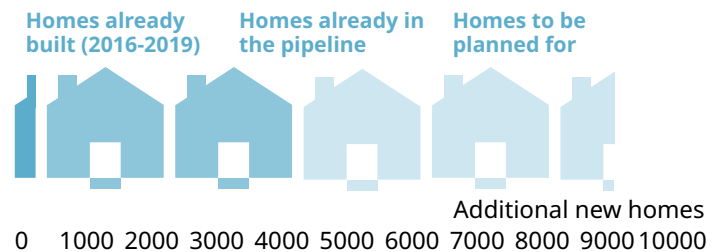
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¹In Chippenham 394 dwellings have been built between 2016-2019 and, at 1 April 2019, 3733 dwellings are already in the pipeline (i.e. they have planning permission, resolution to grant planning permission or are allocated for development in the Chippenham Site Allocations Plan).

where development takes place through the preparation of a neighbourhood plan. The Local Plan will allocate land where necessary to ensure supply of deliverable land to meet strategic housing needs and for large or complex sites.

12. In Chippenham, the Chippenham Neighbourhood Plan may identify sites on which some of these homes could be built. The Neighbourhood Plan will also be able to propose sites, for example, that meet a particular housing need e.g. self-build or for other uses, or that positively plan for brownfield sites.
13. Needs for development land should be met as far as possible on brownfield sites in order to help minimise the loss of greenfield land. The Council suggests that a target of 240 homes could be built in Chippenham on brownfield sites over the next 10 years².
14. The Local Plan ensures that the proposed scale of growth will be accommodated; where necessary to ensure supply of deliverable land to meet strategic housing needs and to help deliver large or complex sites. It must be certain that there is a land supply sufficient to meet assessed need. It cannot rely on the brownfield target being met by as yet unidentified windfall redevelopment, the scale or timing of which is uncertain.
15. Meeting a brownfield target will instead reduce the need for greenfield sites in future reviews of the Local Plan. This could be positively addressed through revised neighbourhood plan. Sites identified formally, with sufficient certainty, either in the development plan or by granting planning permission, reduce the need.
16. Planning positively for brownfield sites, however, can also work alongside allocations of greenfield land. Where there can be certainty about brownfield sites coming forward, then this will reduce the amount of greenfield land sought in this review of the plan.

17. Alongside neighbourhood plans, development briefs for individual sites and master plans for larger areas, are a means for the community, with developers and land owners, to help bring forward brownfield opportunities and achieve appropriate designs.



The Local Economy

18. The Council has assessed what additional land is needed for business in each of the economic zones of the County. These zones encompass many settlements. It has considered how best to accommodate needs for new business by testing different distributions².
19. On current evidence, 5 ha additional employment land is needed at Chippenham.
20. Chippenham remains a healthy town centre, which has been able to adapt to the on-going trends facing the UK retail sector and also the significant changes in out of centre floorspace in the town. The town centre has seen falling vacant retail units alongside changes to the comparison goods and service sectors, which have mirrored the national trend.
21. Given the growing amount of food store floorspace outside of the town centre, the centre will increasingly concentrate upon top-up food shopping trips and there is a need to ensure that the High Street and the two purpose-built shopping areas (Emery Gate and Borough Parade) continue to underpin the health of the centre
22. The Bath Road Car Park and Bridge Centre Site remains the opportunity to introduce new land uses into the town centre.

²Further detail can be found in the Emerging Spatial Strategy (2021) paper.

Questions

CP1. What do you think to this scale of growth? Should there be a brownfield target? Should they be higher or lower?

Place shaping priorities

What priorities should we tackle?

23. The Local Plan will contain a set of place shaping priorities for each main settlement. They play a central role in developing planning policies and proposals for development. They will be the basis for an overarching planning policy for Chippenham that will guide development and the direction of growth.

24. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Place shaping priorities are intended to be those distinct to a particular place. They may include:

- Important local objectives or issues and how they can be addressed
- Opportunities that have been identified that can help support a local community's vision
- Infrastructure requirements for which there are local aspirations and capable of delivery or that are necessary to support likely future growth

25. They must relate to the development and use of land and so should revolve around specific outcomes and their benefits.

26. They are also a starting point for policies that can be in neighbourhood plans. The Council will continue to work with Chippenham Town Council and surrounding Parish Councils to finalise the priorities for Chippenham. These are the draft priorities for Chippenham, which we are seeking your views on:

- i. Development to provide new employment opportunities with a strong emphasis on timely delivery to redress the existing levels of net out-commuting within the town and enable people to live and work locally.
- ii. Improving the resilience of the town centre by:
 - Serving as a centre for sub-regional public services; and retaining a mix of national traders and attracting independent traders whose presence will imbue its Market Town character.
 - Ensuring the Town Centre will be a vibrant meeting place for the community to shop, interact and enjoy their leisure time, and a visitor destination in its own right.
 - Preserving and enhancing the special historic character of the Town Centre.
 - Developing the Bath Road Car park/ Bridge Centre site as a mixed-use scheme which complements and enhances the town centre and secures completion of planned highways improvements.
 - Continuing to make improvements to Chippenham Railway Station and Cocklebury Road area to attract inward investment to this area.
- iii. Improved access to the River Avon valley through Chippenham as an important green Infrastructure corridor for the town.
- iv. Ensuring a network of well-connected footpaths and cycleways and connectivity for public transport across the town, to/

from the town centre, and through into the surrounding countryside, so that more people can choose active travel and public transport as a means of getting around

- v. Linking the A4 to the A350 which will provide for a more resilient local network addressing traffic congestion within the

town centre.

- vi. Respect the individual identities of villages within the landscape setting of Chippenham and their relationship to the town.

Questions



CP2. Are these the right priorities? What priorities may be missing? How might these place shaping priorities be achieved?

Potential Development Sites

Where should development take place?

- 27. Land around much of Chippenham is being promoted for development by landowners or prospective developers. From this larger amount of land, the Council focussed its own assessment on a smaller pool of potential development sites and has selected preferred ones. A map illustrating this pool of potential development sites and the preferred sites is provided below. How these sites have been chosen is explained in a separate 'site selection report', published alongside this document.
- 28. The Local Plan ensures the proposed scale of growth will be accommodated. The amount to be planned for takes account of development that is already certain and in the pipeline, including as many brownfield sites as can be relied on, such as those with planning permission. The re-use of previously developed land within the existing urban area will continue to be supported, as this reduces the need to lose more countryside and generally such opportunities can be better located and can relieve pressures for new infrastructure; as well as helping regenerate urban areas. However, the scale of growth for Chippenham is so substantial that significant greenfield sites need to be identified.
- 29. The focus here is on the difficult central decisions of where and how the built-up area needs to extend – greenfield sites. Each potential development site has its own individual characteristics. Rarely is one site very clearly the best choice. There are a range of different constraints and opportunities associated with each. Some are common to several or even all potential development sites.
- 30. Preferred development sites are based on two new suburbs to Chippenham shaped by the landscape and by climate change mitigation. They combine sites 1, 2 and 3 resulting from the site selection process.
- 31. The size of these areas is likely to see construction continuing beyond the end of the plan period (2036). This scale of proposals allows us to set in place a new long term boundary to the town. It also provides long term certainty to infrastructure providers and other service providers.
- 32. Planning at scale also provides better opportunities to moderate additional carbon emissions. It secures large areas of land that help the town adapt to flood risks and heatwaves such as from more frequent extreme weather events including providing land to enhance biodiversity and protect

habitat and providing a critical demand mass that will enable off-grid renewable energy generation to help meet needs for such things as vehicle charging and the switch to carbon free domestic heating. Opportunities for renewable energy are being explored by the Town Council preparing its neighbourhood plan. Off grid generation and other potential measures on these sites will build on this work and need to integrate with opportunities and benefits that may be realised for the whole town.

33. The proposals offer opportunities for a properly integrated and comprehensive network for pedestrians and cycles, seeking to reduce the need to travel by car. It will also provide for a mix of dwelling styles and forms, including from self-build and provision by small to medium sized building firms, all of whom will be required to produce buildings to the highest sustainable construction methods.

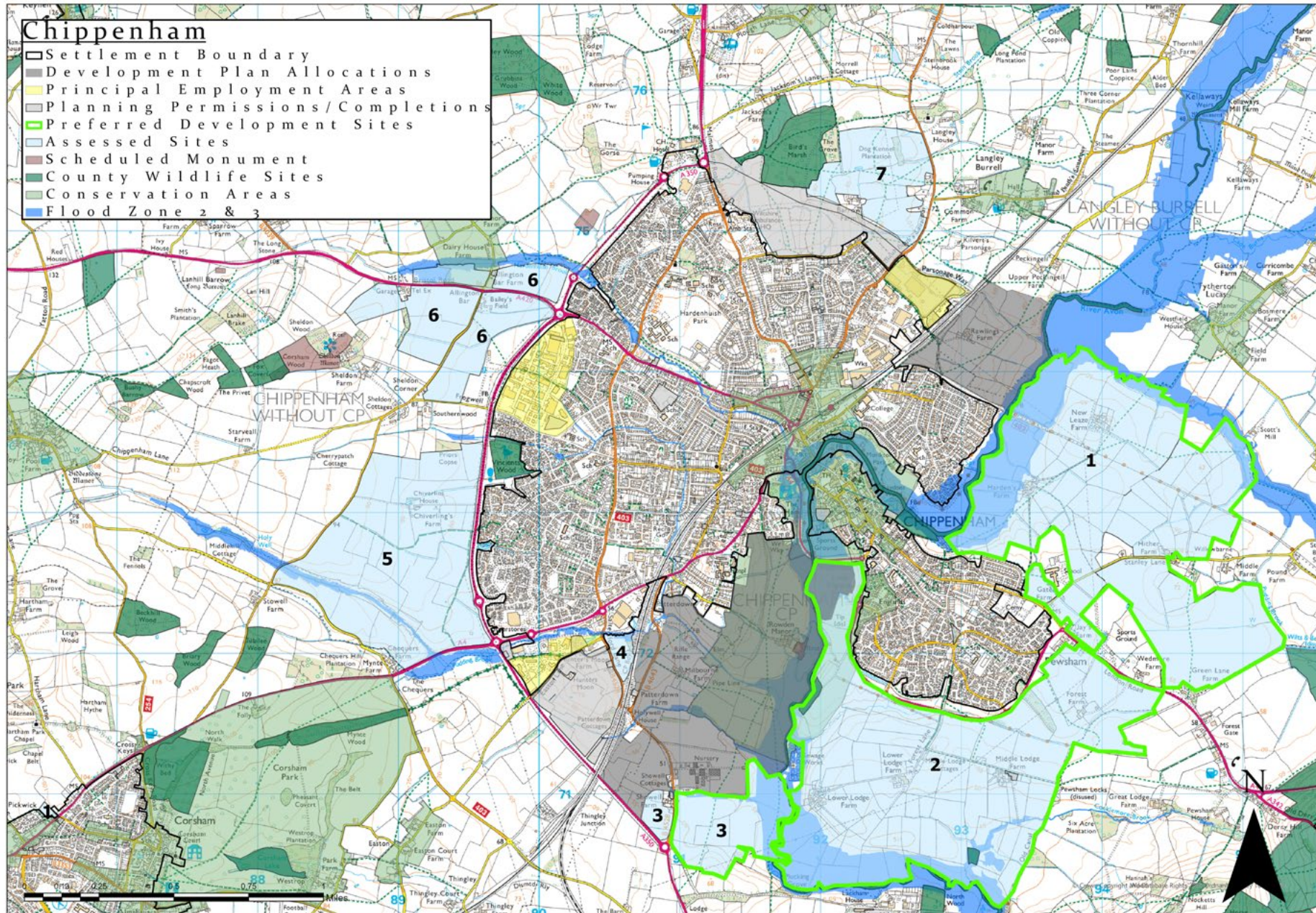
Questions



CP3. Do you agree these sites are the most appropriate upon which to build? If not, why not?

CP4. What are the most important aspects to consider if these sites are going to be built on?

Figure 1 Stage 3 Sustainability Appraisal map with Preferred development sites highlighted



Concept plans

34. Whilst looking to the future, development must fit with Chippenham as it is now. Concept plans for each area show a way the land identified can be developed. They show the undeveloped land, areas suggested for development and possible locations for uses within them.
35. They show what land would be left undeveloped to help maintain the setting of the town, important views, access to the countryside and the setting and separate identity to villages in the wider area. They identify areas where there will be planting to provide an attractive and interesting urban edge.
36. They also show possible locations for infrastructure and facilities necessary to support a growing community. The concept plans show the suggested locations for new primary schools, the expansion of Abbeyfield Secondary School and a new secondary school, plus additional space for formal sports, allotments and other such uses.
37. It has been established that any meaningful growth at Chippenham, small or large, requires a new road link from the A4 north to the A350. Otherwise there is unacceptable congestion on the road network around the town centre.
38. It is highly likely, but not so certain, that a second road link from the A4 will also be needed as Chippenham continues to grow. This is a route south from the A4 to the A350. This is also shown on the concept plans for sites 2 and 3. The Council has made a successful bid to fund the road's construction, if these proposals go ahead. A new road is shown on the concept plan for site 1.
39. The concept plans illustrate one way each of the sites could be developed. There are different ways. This consultation invites everyone to offer their ideas and give us their views on the most appropriate locations for growth and the form it should take.
40. Against each concept plan, we highlight aspects and invite views on how the approach can be improved. Further development of the ideas here would culminate in design codes developed alongside master plans for each site. It is intended that these will be based around a design guide being prepared as part of the Town Council's neighbourhood plan. The guide will express the community's needs and requirements for good design locally. Development would only be permitted to take place in accordance with an approved master plan.
41. The draft design principles incorporated at this stage are set out below:

Design Principles

- A new suburb shaped mostly by the existing landscape, but also by future climate change flood mitigation.
- A housing density of 35 dwellings per hectare. However, this is capable of being a higher density in and around the local centres and main High Street areas.
- A vast network of radial, off street cycleways linking all parts of the site through green routes, in particular schools.
- Larger development parcels broken up with green corridors, so as to allow space for sustainable urban drainage, wildlife and canopy growth.
- A new tree lined main street forms the spine of each new neighbourhood. Designed initially as a 40-50 mph road, it will also be capable of being amended to 20-30 mph.
- Community facilities are placed along or close to this spine road and cycle network.
- Heritage Assets are marked as opportunities for suitable future uses. Their settings are addressed with a balance of any new buildings set back and wooded screen planting.
- A substantial amount of green space remaining undeveloped with various options

as to its future use and management e.g. Renewable energy land use or rewilding project.

- Part of large areas of green infrastructure, play areas, orchards and allotments are located within these areas, to be structured either formally or informally. Green infrastructure could provide areas for informal exercise, park runs, seating areas, picnic areas etc.
- All homes are within close proximity to communal greenspace and an off street walking/cycling network.
- All homes are within 400m of a Local Equipped Area of Play (LEAP).

42. A box for each site lists the main uses proposed for each site. A set of concept plans illustrate how each area could be developed. A framework plan provides an overview. Three other plans look at specific aspects: green and blue infrastructure, movement and urban design principles. Together, the plans illustrate one way the area could be developed. Comments are invited on all aspects of the proposals, but there are a set of questions to prompt consideration and some particular questions around elements of a proposal.

Site 1 East Chippenham (page 11-14)

Land at East Chippenham is proposed for a mixed-use development to include the following:

Approximately 2975 dwellings to include self and custom build plots and specialist housing.

Approximately 3ha Employment Land District Centre and Local Centre

Community Uses

Land for allotments

Land for a Community Orchard

Open space provision to include an eastern extension of the Riverside Country Park

Land to expand Sports Ground

Land for 2 Two Form Entry Primary Schools

Land for 4 100 space Nurseries

Land for renewable energy site

Walking and Cycling links to and from the town centre, Abbeyfield School and nearby settlements including Bremhill, Tytherton Lucas and Calne

Transport corridor linking A4 with A350 northwards

Site 2 South Chippenham (page 15-18)

Land at South Chippenham is proposed for a mixed-use development to include the following:

2415 houses to include self and custom build plots and specialist housing.

Approximately 5ha Employment Land District and Local Centre

Community Uses

Land for allotments

Land for Community Orchard

Open space provision to include an extension of the Riverside Country Park

Land for 1 10FE Secondary School

Land for 3 2FE Primary Schools

Land for 2 100 space nurseries and 1 80 space nursery

Land for renewable energy

Walking and Cycling links to the town centre and nearby settlements including Lacock and Derry Hill.

Distributor Road linking A4 with A350 southwards

Site 3 East of Showell Farm (page 15-18)

Land at East of Showell Farm is proposed for a mixed use development to include the following:

196 houses to include self and custom build plots and specialist housing.

Open space provision to include an extension of the Riverside Country Park.

Land for renewable energy

Walking and Cycling links to the town centre and nearby settlements including Lacock.

Distributor Road linking A4 with A350

Figure 2 Concept map for Site 1 East Chippenham showing boundary outline and proposed layout and land uses, within which to accommodate development

DRAFT Framework Plan (site 1)

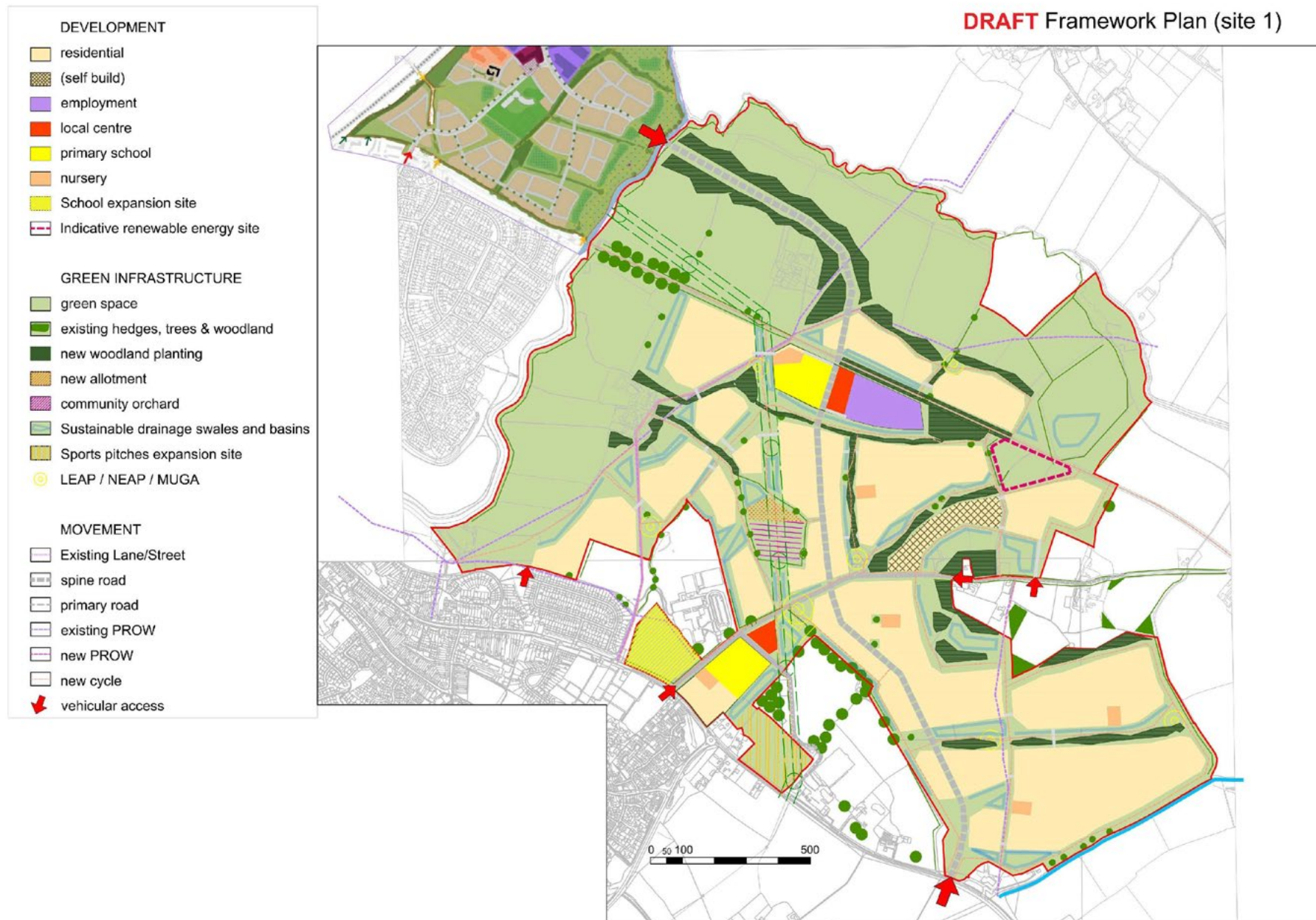


Figure 3 Concept map for Site 1 East Chippenham showing green and blue infrastructure

DRAFT Green and Blue Infrastructure Concept Plan

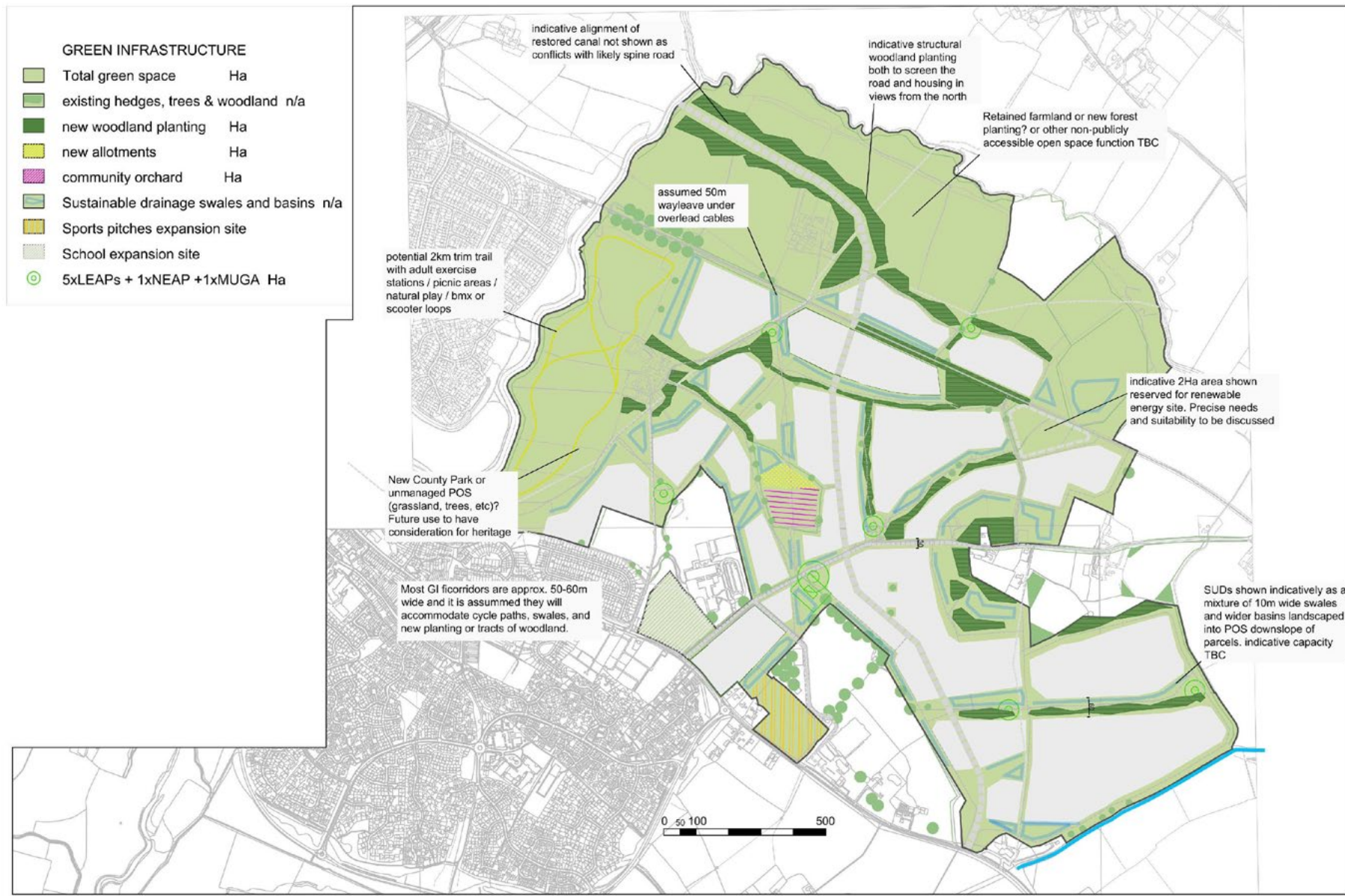


Figure 4 Concept map showing key movement routes within and connected to Site 1 East Chippenham

DRAFT Movement Plan

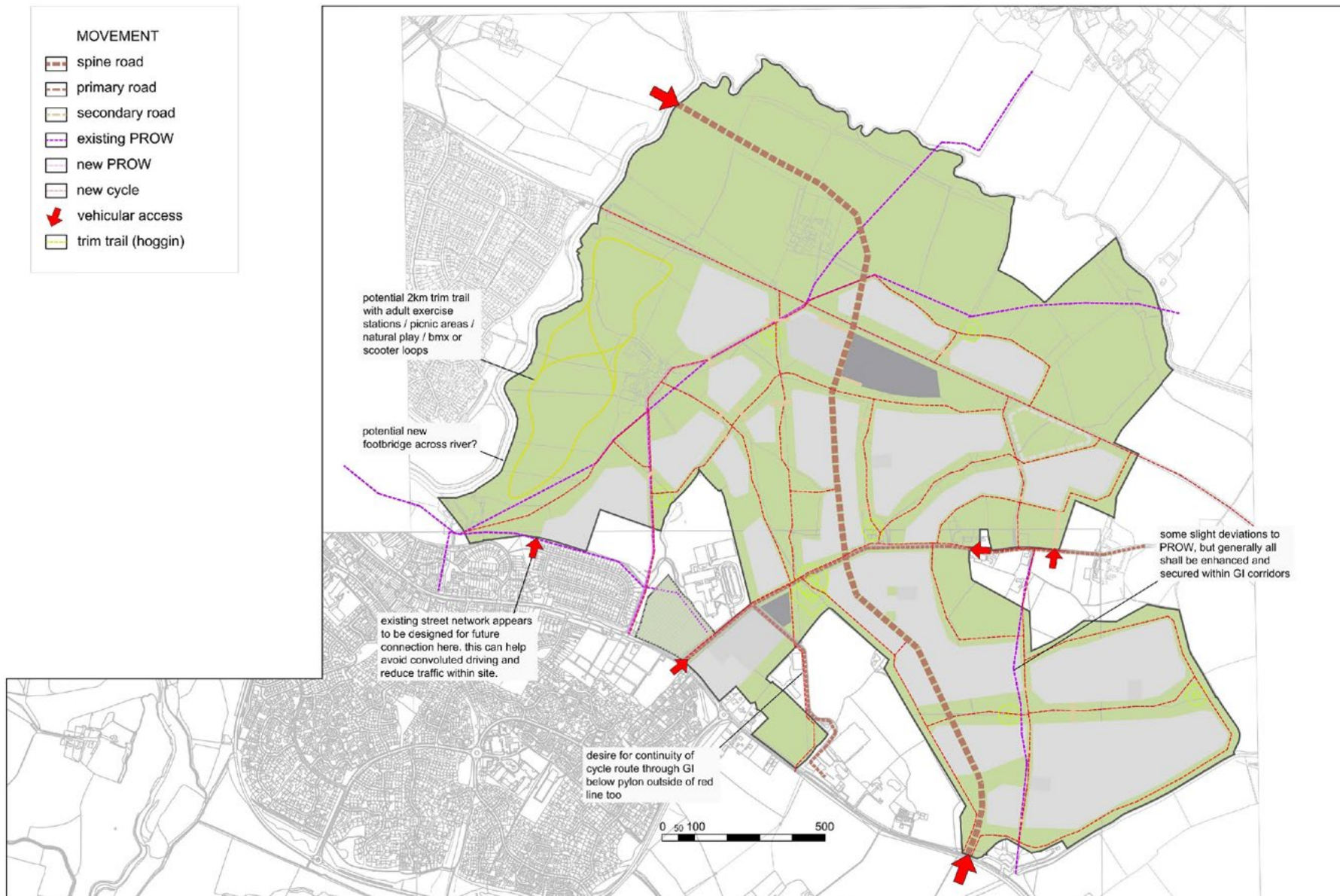


Figure 5 Concept map for Site 1 East Chippenham showing urban design principles

DRAFT Urban Design Principles Plan

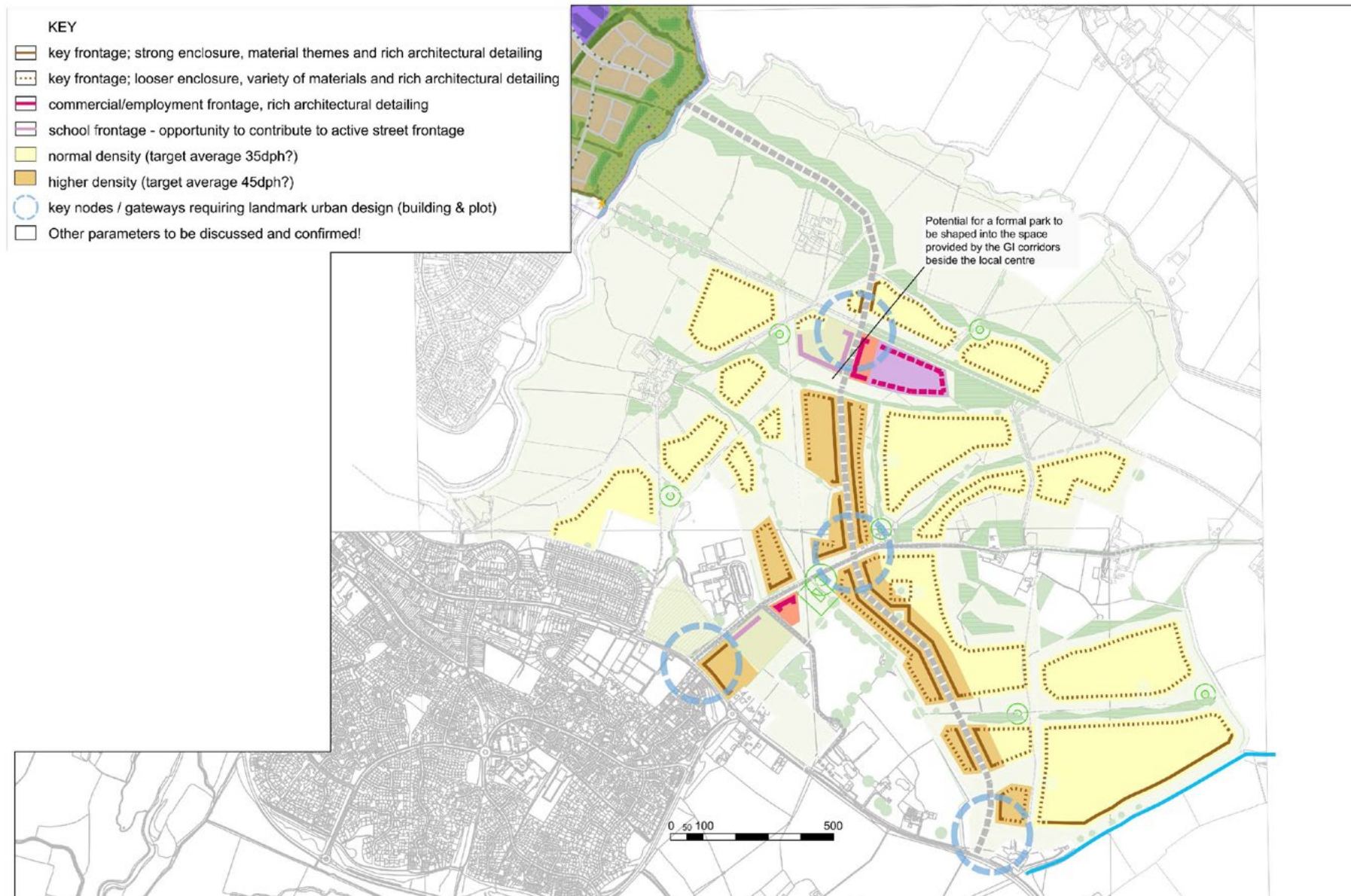


Figure 6 Concept map for Site 2 and 3 South Chippenham and East of Showell Farm showing boundary outline and proposed layout and land uses, within which to accommodate development

DRAFT Framework Plan (site 2 & 3)

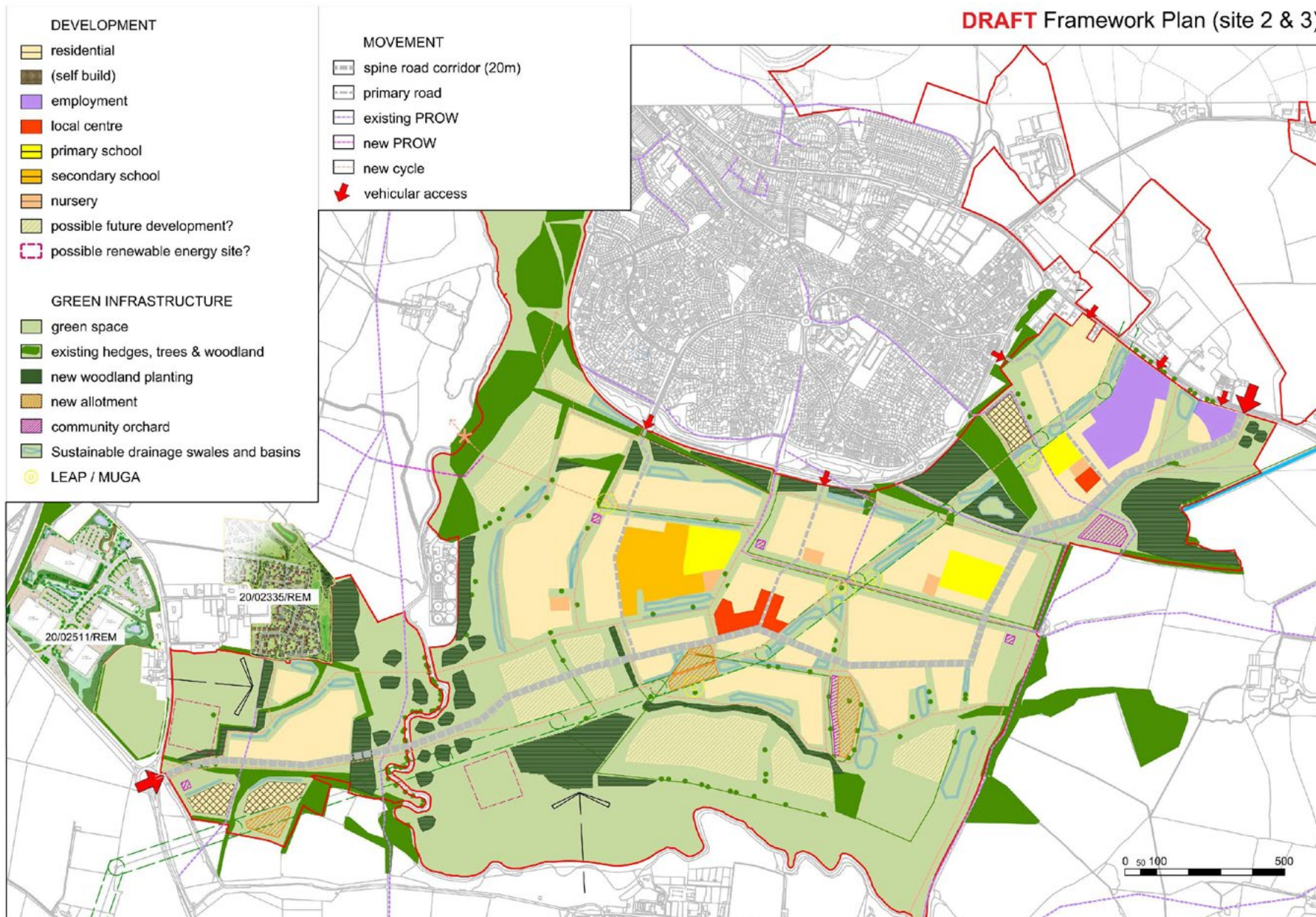


Figure 8 Concept map for Site 2 and 3 South Chippenham and East of Showell Farm showing green and blue infrastructure

DRAFT GREEN & BLUE INFRASTRUCTURE CONCEPT PLAN

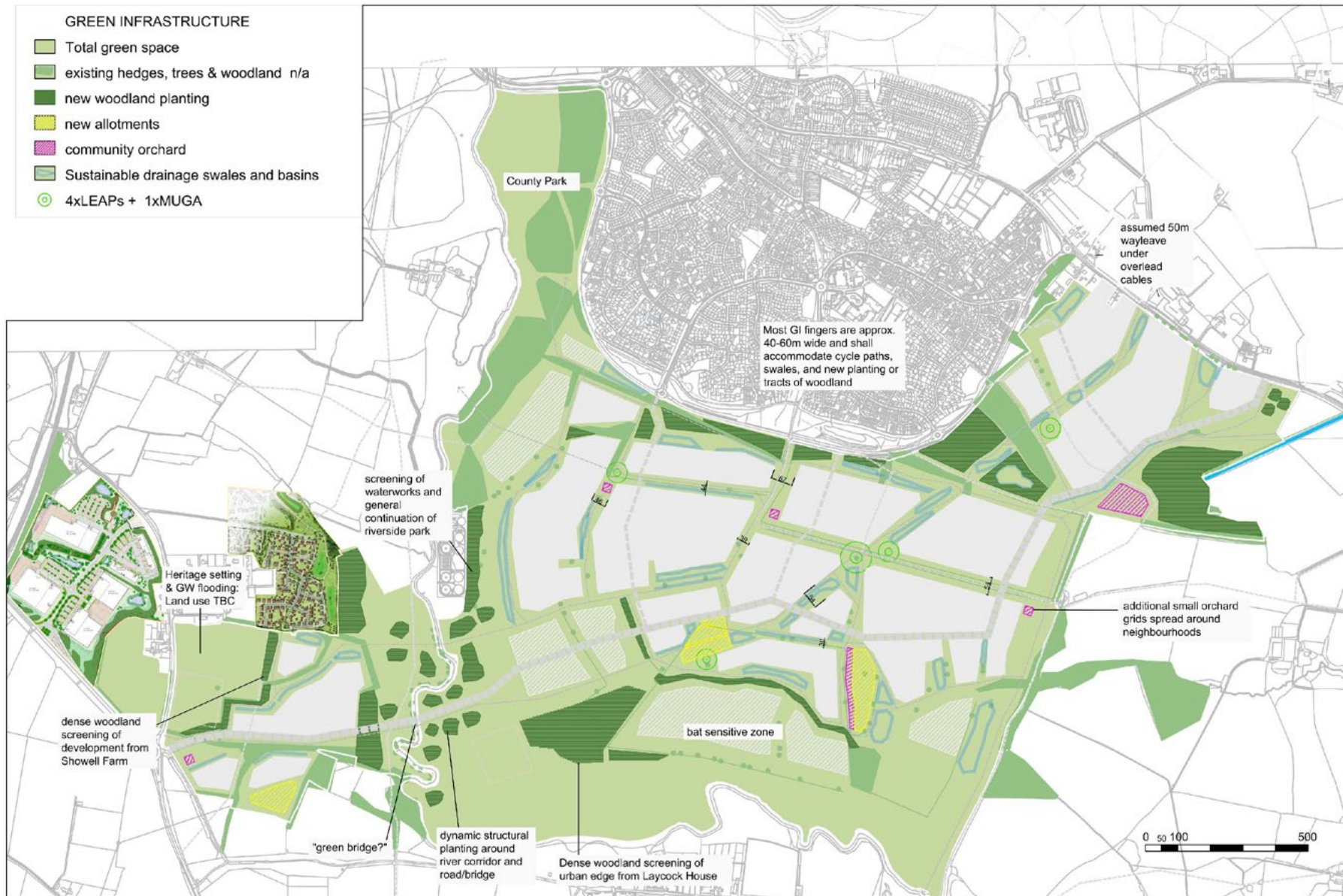


Figure 9 Concept map showing key movement routes within and connected to Site 2 and 3 South Chippenham and East of Showell Farm

DRAFT Movement Plan

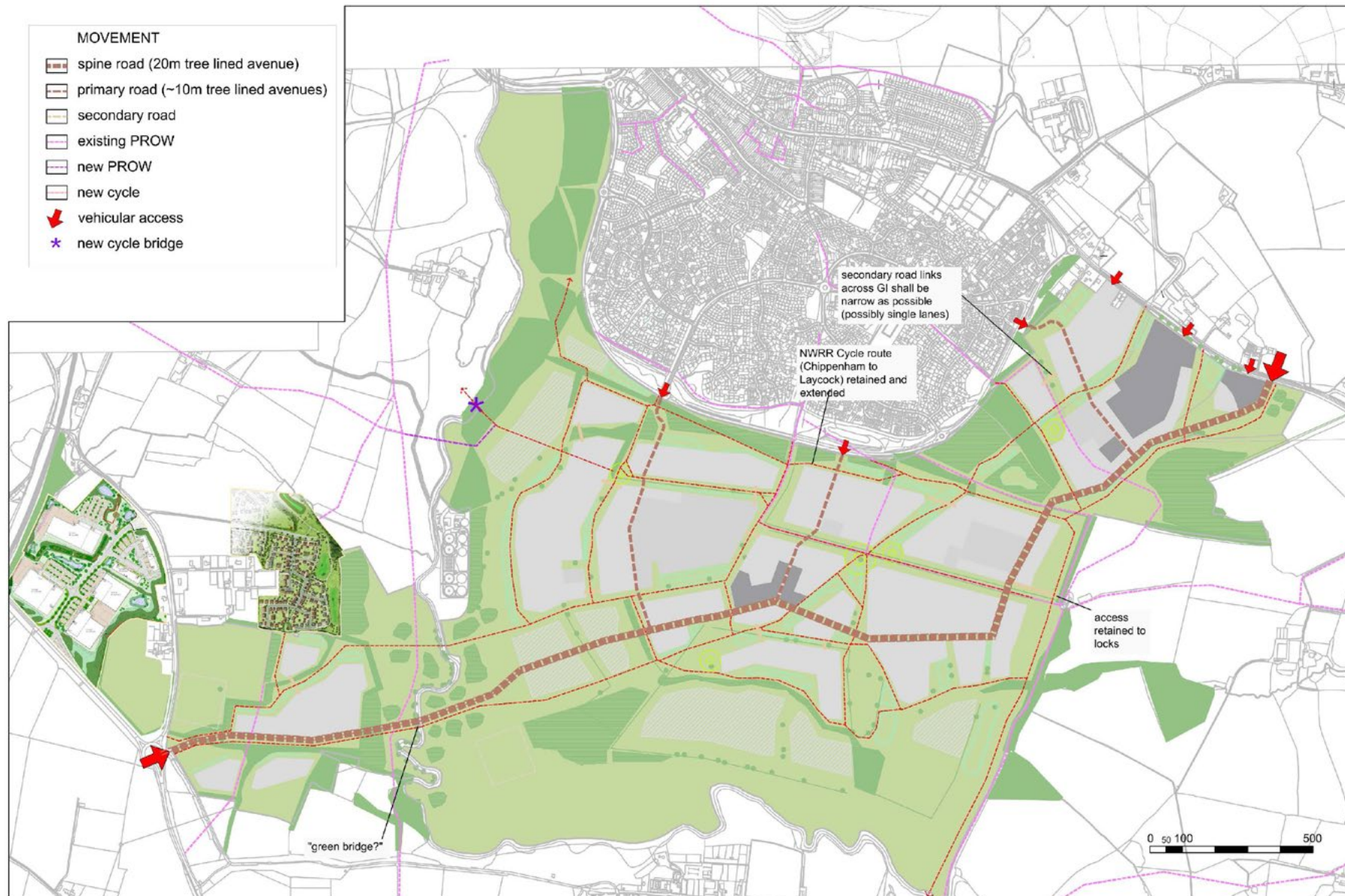
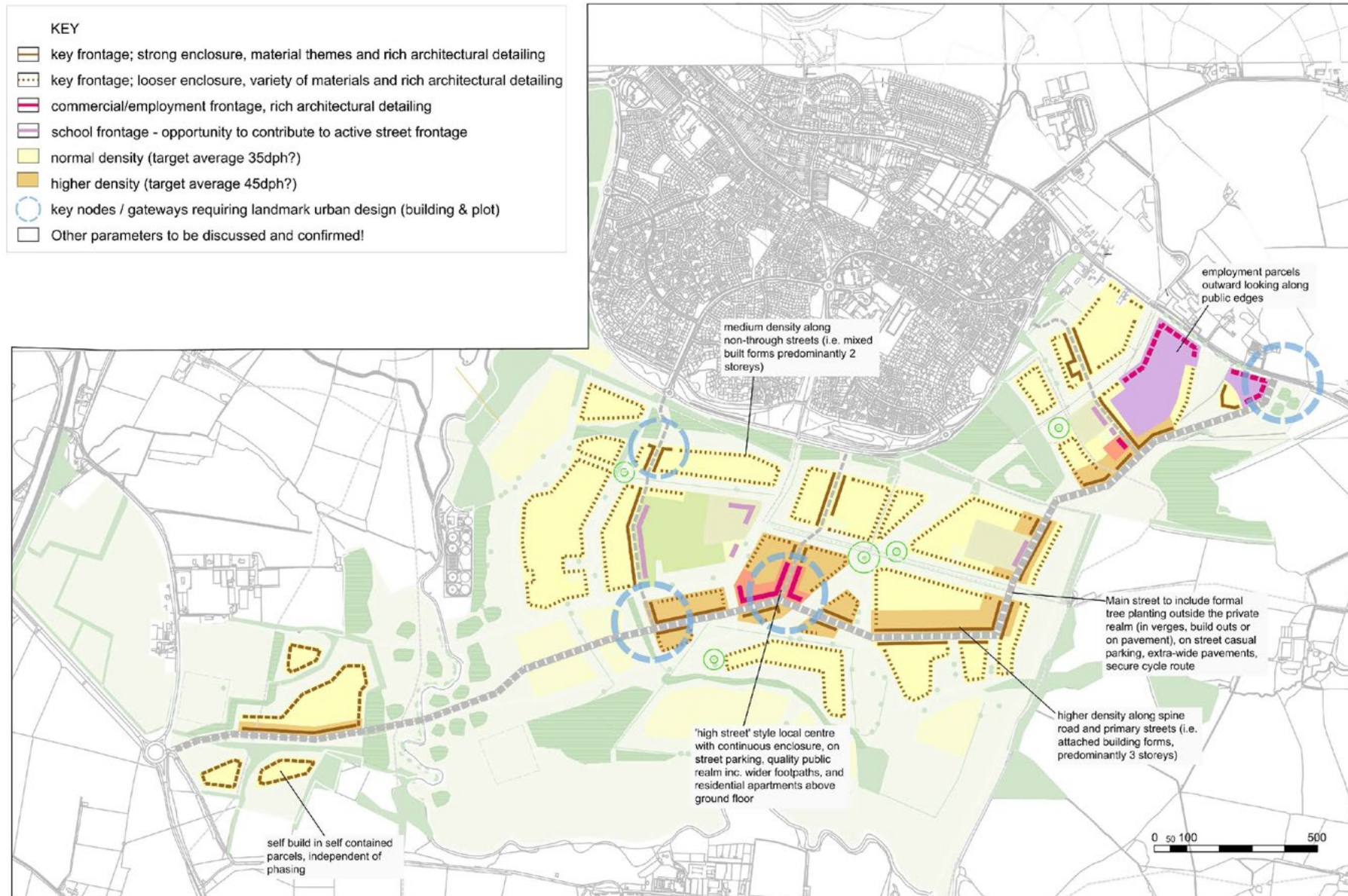


Figure 10 Concept map for Site 2 and 3 South Chippenham and East of Showell Farm showing urban design principles

DRAFT URBAN DESIGN PRINCIPLES PLAN





Questions

CP5. How can these concept plans be improved?

CP6. Do you agree with the range of uses proposed, what other uses should be considered?

CP7. Do you agree with the location of the proposed uses? What should be located where - and why?

CP8. Do you agree with the location and amount of employment provided on Sites 1 and 2?

CP9. Do you agree with the proposed locations for self build and custom build housing? Would you prefer alternative locations?

CP10. Do you agree with the proposed sites for renewable energy? Is there a particular type of renewable energy that should be provided?

CP11. Site 1 - Do you agree with the proposal for some housing to be located north of the North Rivers cyclepath?

CP12. Site 1 - Are there any uses that would be most suitable for Hardens Farm and New Leazes Farm?

Settlement profile

43. When planning for growth it is important to consider the characteristics of the town in terms of services and infrastructure (green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. Such factors can help us consider how we plan for change. The following profiles therefore summarise measures in place or being put in place to address known infrastructure issues and their timing, what additional provision would be needed to support growth and what other opportunities there may be. These have been used to shape the concept plans.



Questions

CP13. Is there anything we have missed that needs to be considered in planning for Chippenham?

Topic	Comment
Education	<p>New early years provision is required to meet needs arising from new development. There is no existing capacity within the primary schools at the Town.</p> <p>There is no existing capacity within secondary schools at the Town. Abbeyfield School is due to be expanded to accommodate needs arising from existing new development.</p> <p>To accommodate the amount of development proposed will require:</p> <p>Primary School Provision – 5 2 Form Entry schools</p> <p>Secondary School Provision – 1 10 Form Entry school</p> <p>Nursery Provision – 6 100 place nurseries; 1 80 place nursery. Each primary school will also incorporate a nursery.</p>
Energy	<p>According to Scottish and Southern Electricity Network's (SEN's) - Generation Availability Map, the substation and supply points around Chippenham are currently either relatively unconstrained or constrained in relation to energy generation. Considering the scale and proposed location of growth at the town, on the basis of available evidence, there may be a need for investment in the infrastructure to be able to connect to and potentially reinforce the grid.</p> <p>For the amount of development proposed, it would be possible to include significant renewable energy generation, both within buildings and in areas of open space. Low carbon community infrastructure such as district heating could also be incorporated. There is no existing district heating network to link into.</p>
Green and blue infrastructure	<p>Appropriate land uses, footpaths and cycleways should be geared to boosting the attractiveness of the town centre to visitors and investment, as part of wider priority to improve its resilience</p> <p>Access to the River Avon valley through Chippenham will be improved. Extension of the open space along the river to the east of Chippenham, as well as to the south. Combined with the historic centre, the market, pleasant parks and open spaces, this will create a thriving artery and distinctive identity for the town. It will also be managed to allow better use as informal open space for leisure, to deliver ecological improvements as well as ensuring surface water management adapts to the effects of climate change.</p> <p>There are opportunities to improve the green corridor links between the town and Calne and nearby villages including Lacock, Tytherton Lucas and Bremhill to encourage active travel routes.</p> <p>A multi-functional 'Local Green Blue Infrastructure (GBI) Network' has been identified and is shown on the map in Figure 10 below. The Map indicates areas where improvements will need to be sought – i.e. in the form of functional and sufficiently scaled corridors within which the aim would be to consolidate and incorporate new green and blue spaces into the existing GBI networks.</p> <p>The map in Figure 11 below identifies biodiversity and heritage assets which are also GBI assets. These features are important waypoints within the existing landscape and should be considered as being integral to how new development areas are sensitively planned</p> <p>There is a need for more allotments.</p>

Topic	Comment
Sport and Leisure Facilities	<p>At Chippenham there is a need for the following, as identified by the Wiltshire Playing Pitch Strategy:</p> <ul style="list-style-type: none"> • Chippenham is currently well provided for in terms of sports pitches. Stanley Park is the likely focus for football provision going forward and has potential for further expansion. If there is major expansion on the M4 side of Chippenham there may be the need to consider another 3GATP at that side of Chippenham or another at Stanley Park • Chippenham Sports Club facilities, especially hockey, will require ongoing improvement and expansion. For Hockey this will require another Artificial Turf Pitch. <p>Leisure Facilities</p> <ul style="list-style-type: none"> • Wiltshire Council is in the process of undertaking a Leisure Facility Needs Analysis. Any requirements relating to the Olympiad, or future provision of leisure facilities in Chippenham will be informed by this work, which will include planned growth and demand.
Health	<p>There are 4 GP surgeries in Chippenham. Lodge Surgery is being redeveloped internally to support an increasing population. Hathaway Surgery has some capacity for new patients, but other practices do not. Chippenham Hospital has been identified for potential redevelopment or new build to provide additional NHS services in the town.</p>
Housing needs	<p>In the years 2016-2036 the older population is expected to increase by 23% in the 60-74 age group and 81% in the 75+ age group.</p> <p>At the same time the 0-14 age group is expected to decrease by 3% and the 15-29 age group to increase by 2%.</p> <p>Finally, the 30-44 age group is expected to decrease by 2% and the 45-59 age group to decrease by 10%.</p> <p>Local household income: average annual gross income is £40,700, and the net income after housing costs is £27,000</p> <p>Affordability ratio (based on 2 bed property): Median price £204,200 (annual gross income £40,700) makes an affordability ratio of 4.76</p>
The local economy	<p>Chippenham, one of many vibrant market towns, is located with the Swindon and Wiltshire Local Enterprise Partnership (LEP) Growth Zone, which has the highest density of businesses in the LEP area.</p> <p>The market is interested in Chippenham, and there is scope for more land to be allocated. Recent investment by Woods Valladata Group HQ on land at Bumpers Farm.</p> <p>Sites granted planning permission recently include Land at J17, M4 (St Modwen Park) for use class B8 Storage and Warehousing uses.</p> <p>Over the Local Plan period, there is demand for between 12ha and 25ha of employment land in Chippenham, and there is a current supply of 29Ha. In the first five years of the plan period, there is an excess of supply over demand. However, over the full Local Plan period, new allocations may be needed. New allocations should be considered in Chippenham, to meet both market demand and public policy aspirations. There are strong drivers of growth in Chippenham in particular, which is attractive to the market and is a principal town in the Local Plan, so existing sites should be protected, and new allocations considered here.</p> <p>Chippenham remains a healthy town centre, which has been able to adapt to the on-going trends facing the UK retail sector and also the significant changes in out of centre floorspace in the town.</p>

	<p>The town centre has seen falling vacant retail units alongside changes to the comparison goods and service sectors, which have mirrored the national trend.</p> <p>Given the growing amount of food store floorspace outside of the town centre, the centre will increasingly concentrate upon top-up food shopping trips and there is a need to ensure that the High Street and the two purpose-built shopping areas (Emery Gate and Borough Parade) continue to underpin the health of the centre.</p> <p>Convenience goods floorspace</p> <p>There is modest capacity for net additional floorspace.</p> <p>The quality of the convenience retail offer in the town centre has the potential for improvement and it is likely that should the Council permit either or both of the current ALDI and Lidl foodstore applications then the available quantitative capacity will be eliminated.</p> <p>Comparison goods floorspace</p> <p>There is no requirement to plan for net additional floorspace over the plan period. The town has seen considerable change and growth in out of centre retail floorspace over the past decade and whilst this does not appear to have fundamentally affected the health of the town centre in the short term, we consider that the overall retail offer of the town is sufficient not to plan for any net additional floorspace.</p> <p>Bath Road car park and adjacent Bridge Centre site</p> <p>Remains the most obvious opportunity to introduce new land uses into the town centre. This area has long been discussed and assessed in terms of the ability to provide new retail and leisure floorspace although various proposals over the past dozen or so years have not come to fruition which are in part due to the ability to provide out of centre comparison goods retail units. Any redevelopment potential will be dependent on: (A) the effect upon car parking capacity in Chippenham town centre; (B) a wider range of land uses being considered (moving away from a retail-led redevelopment in favour of a more balanced mixed-use scheme involving residential uses).</p>
Transport	<p>Key Features</p> <p>Chippenham is located adjacent to the A350 primary route corridor which provides north-south links in west Wiltshire to the M4 in the north and A36 in the south. Other main routes include the A4 linking to the west towards Bath and east towards Calne and Marlborough, and the A420 linking to Bristol in the west and Swindon in the east.</p> <p>The above routes are serviced by bus routes with regular 20 minute services to Bath and Swindon with others providing links to other surrounding towns and many neighbouring villages. Chippenham also benefits from a bus station.</p> <p>Chippenham Railway Station, well connected to the town centre, is served by the The Great Western Mainline providing direct rail links to Bath, Bristol and onwards to South Wales in the west and Swindon, Reading and London to the east.</p> <p>Current constraints/local concerns</p> <ul style="list-style-type: none"> • AM and PM peak hour delays particularly on the A350, A4 and the A420. • Congestion within the town centre at the Bridge Centre gyratory and Park Lane/ New Road/Marshfield Road one-way system to the north of the town centre • The A350 around Chippenham carries the highest volume of vehicles and HGVs on Wiltshire's Primary Route Network.

	<p>Opportunities</p> <ul style="list-style-type: none">• A new eastern road linking the A4 with the A350 through Rawlings Green and North Chippenham is identified as being required to help address congestion in and around the town centre. A southern distributor road linking the A4 with the A350 at the Lackham roundabout may be required.• The potential options for housing sites for Chippenham are located on the outer edges of the towns. This will require good quality radial cycle routes and safe cycle storage facilities if high levels of mode shift from car to bicycle are to be realised.
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Figure 11 Map showing Chippenham Green and Blue Infrastructure Network and improvement corridors (numbered). (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)

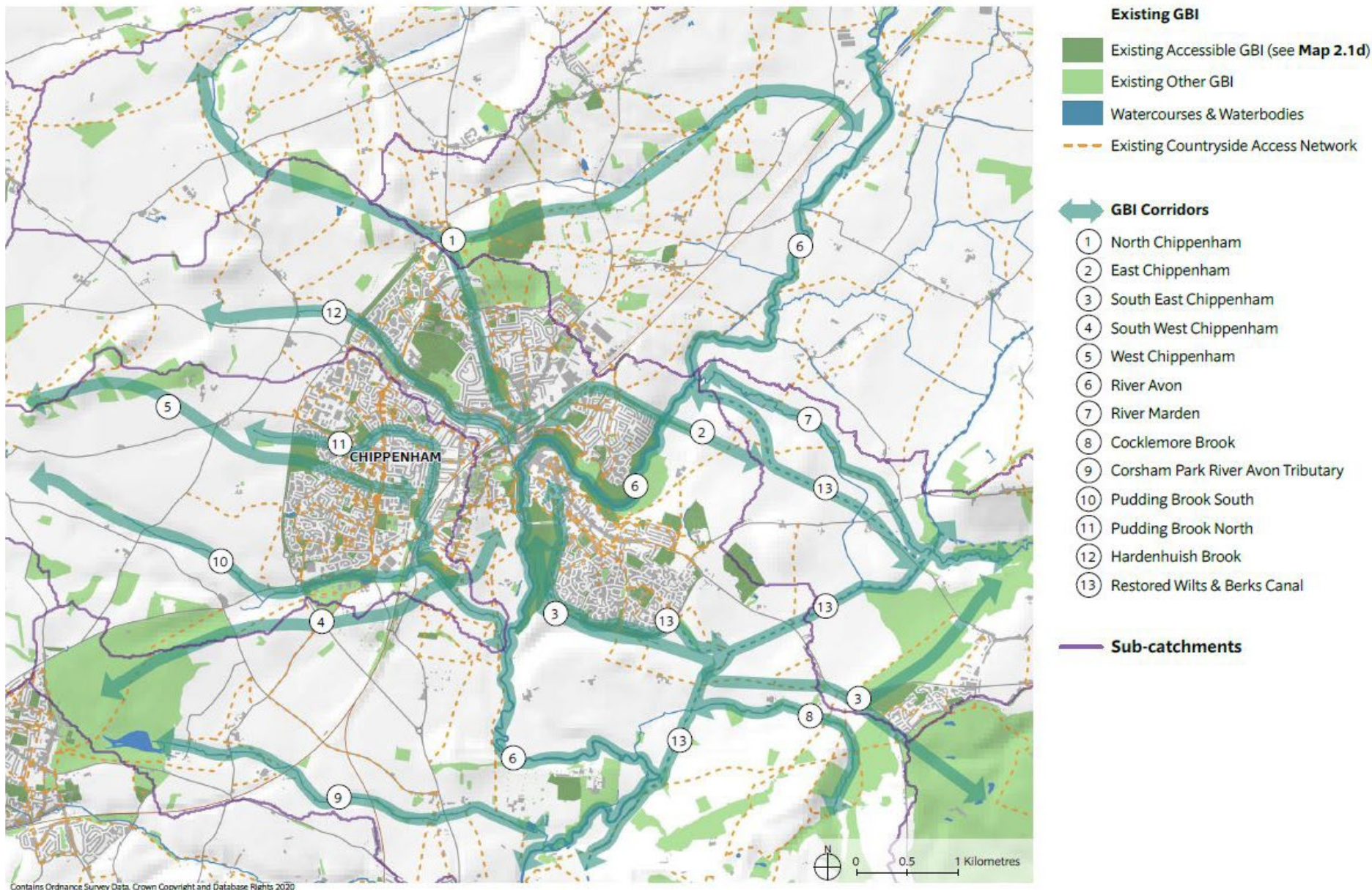
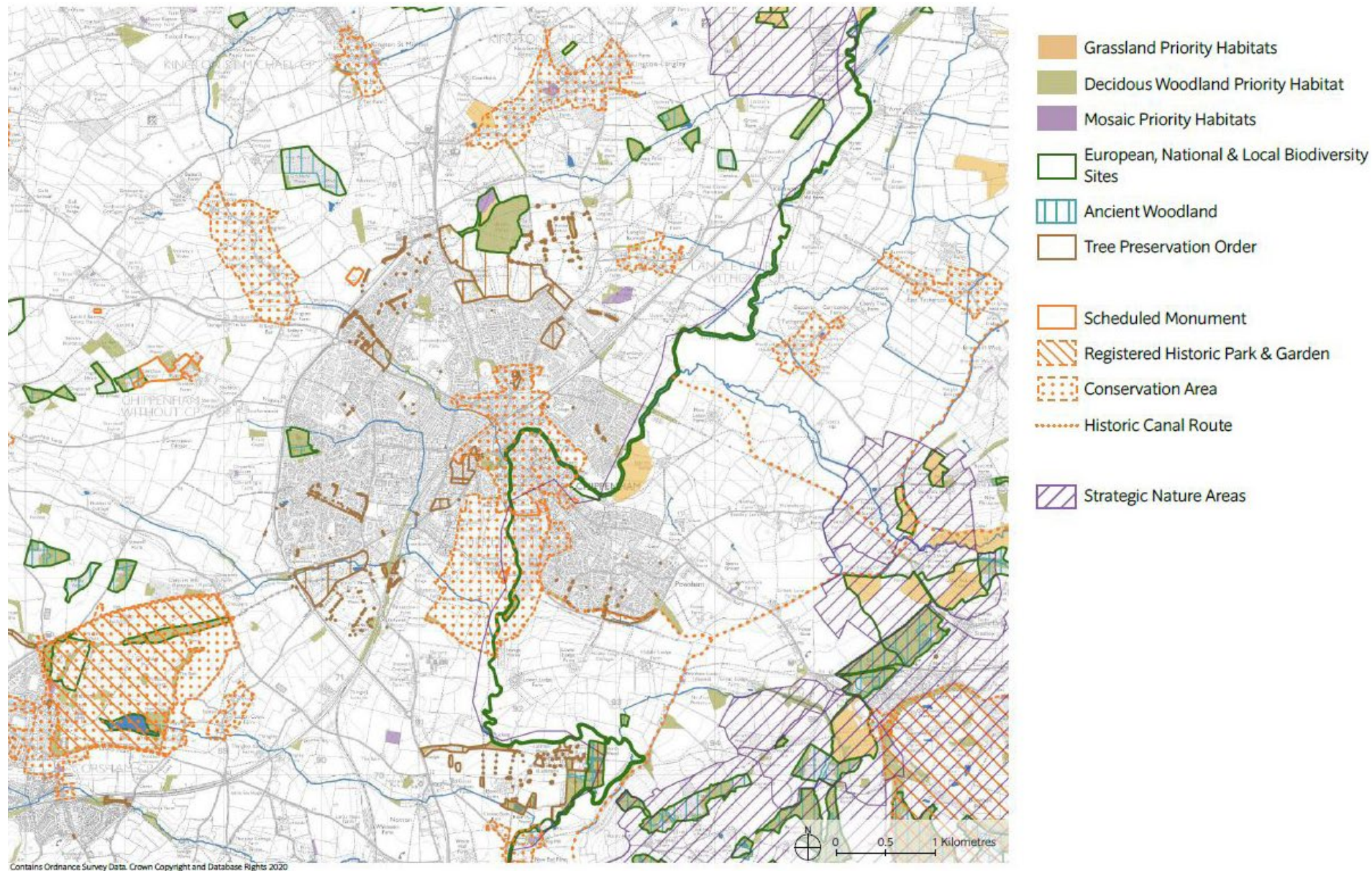


Figure 12 Map showing Chippenham Green and Blue Infrastructure Assets in relation to Biodiversity and Heritage. (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)



Wiltshire Council Local Plan Planning for Chippenham

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