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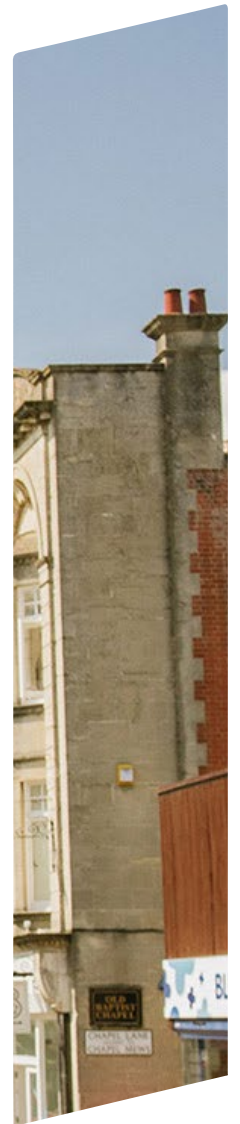
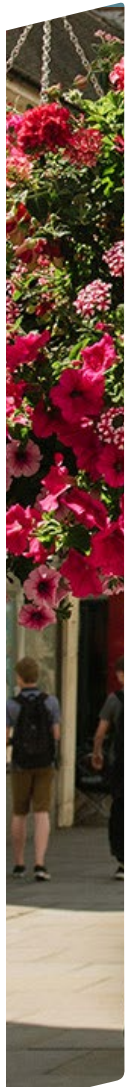
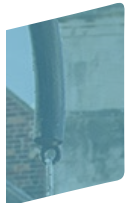


Chippenham

Wiltshire Council LOCAL PLAN

Looking to the future

• Site Selection Report for Chippenham



Wiltshire Council

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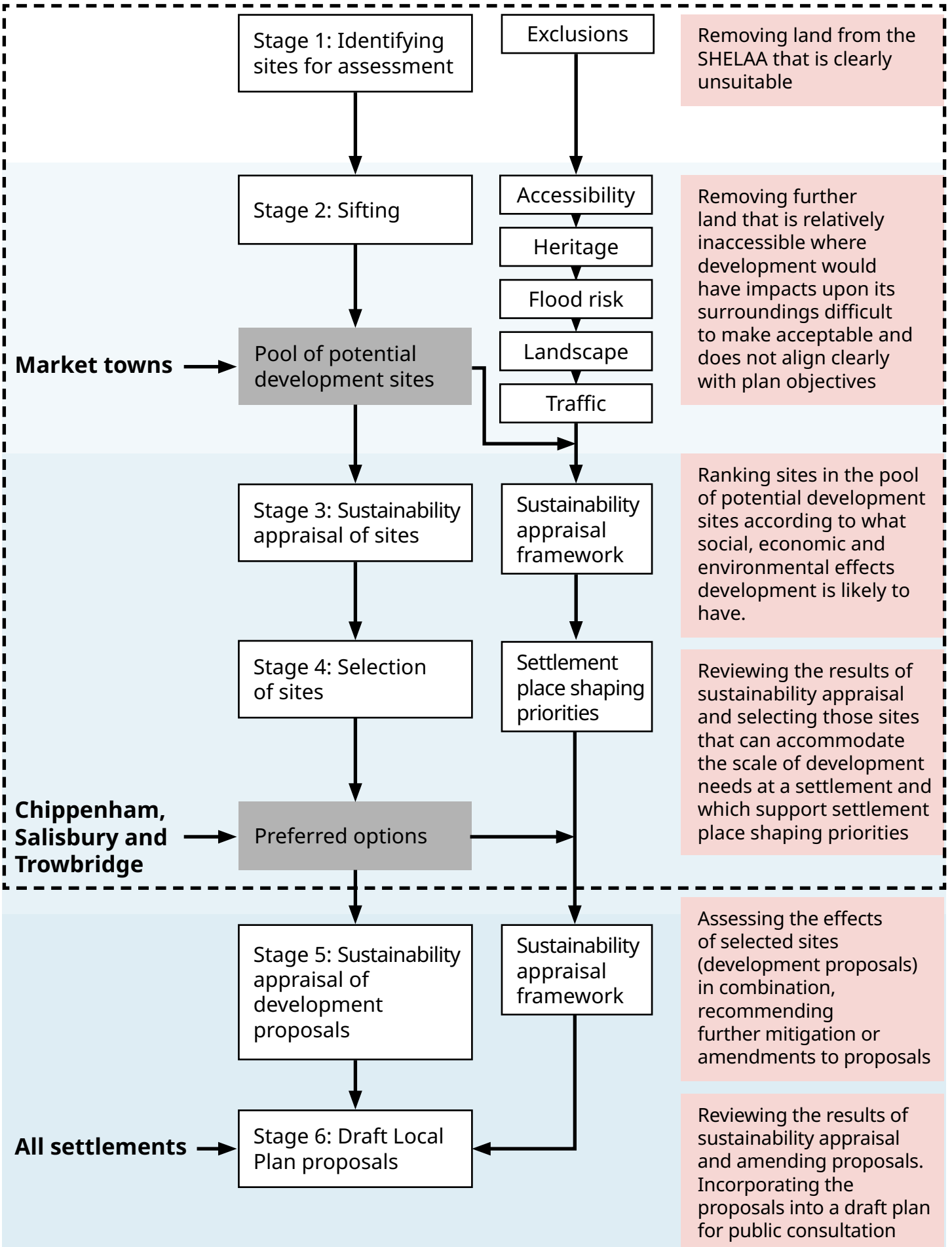
Purpose

The purpose of this paper is to explain how the Council has arrived at preferred greenfield development sites at Chippenham

Context - Wiltshire Local Plan Review

1. The Wiltshire Core Strategy is the central strategic part of the development plan for Wiltshire that sets the legal framework for planning decisions and is the basis that all neighbourhood plans must follow. It covers the period 2006-2026.
2. The Wiltshire Local Plan Review is being prepared to update the Wiltshire Core Strategy with a plan period of 2016- 2036.
3. An important part of keeping the development plan up to date is ensuring that development needs are met. This means accommodating new homes, business and other new uses supported by the necessary infrastructure; and finding land on which to build them.
4. As much as possible of the land needed will be previously developed land. Inevitably, in lots of cases, to meet the scale of need forecast, towns will also expand. A challenging part of planning for the future is therefore managing the loss of countryside by identifying the most appropriate land to develop on the edges of our settlements. This is the focus of this document.
5. This paper documents the stages reached in the site selection process for the settlement and concludes by showing preferred sites that could be appropriate for development around the built-up area of Chippenham. A settlement statement describes how these sites may be developed. The content of this paper explains how this set of sites has been arrived at. The Council considers these sites to be the most appropriate chosen from a pool of potential development sites based on a range of evidence and objectives of the plan.
6. At Chippenham the requirement emerging is for an additional 9,225 new homes over the plan period 2016 - 2036. From this overall requirement can be deducted homes already built (2016-2019) and an estimate of homes already committed and in the pipeline in the form of either having planning permission awaiting completion, resolution to grant planning permission or on land allocated for development in the Chippenham Site Allocations Plan. Taking account of this amount approximately 5,100 additional homes remain to be planned for over the plan period.
7. How this scale of growth was derived is explained in an Settlement Statement

Figure 1: Summary of the site selection process



The starting point – ‘Strategic Housing and Employment Land Availability Assessment’

8. Figure one shows the entire site selection process. This document covers stages 1 to 4.
 9. The Strategic Housing and Economic Land Availability Assessment¹ (SHELAA) provides the pool of land from which sites may be selected². The SHELAA is a register of land being promoted for development by land owners and prospective developers. Parcels of land are submitted for consideration for inclusion in Wiltshire Council’s plan, as well as Parish and Town Council neighbourhood plans³.
 10. Plan preparation and not the SHELAA determines what land is suitable for development as it selects the most appropriate sites.
- Stage 1 - Identifying Sites for Assessment**
11. This initial stage of the site selection process excludes those SHELAA sites from further consideration that constitute unsuitable land for development.
- Stage 2 - Site Sifting**
12. A second stage assesses further those sites that have passed through Stage 1 and results in a set of reasonable alternatives for further assessment through sustainability appraisal.
 13. Using a proportionate amount of evidence⁴, more land is therefore removed from further consideration. It can be removed because it is relatively inaccessible and where development would have impacts upon its surroundings that would be difficult to make acceptable.
 14. To determine what land to take forward for further consideration and which not, however, also involves considering how much land is likely to be needed and what areas around the settlement seem the most sensible. Such judgements take account of:
 - (i) emerging place shaping priorities⁵ for a community (these outline what outcomes growth might achieve);
 - (ii) the intended scale of growth;
 - (iii) what future growth possibilities there are for the urban area;
 - (iv) what the past pattern of growth has been; and
 - (v) what significant environmental factors have a clear bearing on how to plan for growth.⁶
 15. It may be appropriate for some SHELAA land parcels to be combined together to create more sensible or logical development proposals. Parcels of land may therefore be assembled together into one site for further assessment. This stage allows these cases to be recorded⁷.

¹ Information about the Strategic Housing and Employment Land Availability Assessment can be found on the Council website <http://www.wiltshire.gov.uk/planning-policy-monitoring-evidence>

² Land parcels may be submitted by landowners and prospective developers at any time. As far as possible the Council has attempted to include all those known to it. Other parcels may not appear in this report because they were submitted after the process commenced. The presence of some parcels may also be incorrect if landowners have not informed the Council that they no longer wish to have their land considered.

³ Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

⁴ To meet national requirements, plans must be sound, justified by having an appropriate strategy, taking into account the reasonable alternatives, and based on proportionate evidence⁴.

⁵ The role and function of Place shaping priorities is explained in the settlement statement.

⁶ Regulations on the selection of sites allow those preparing plans to determine reasonable alternatives guided by the ‘plans objectives’ so long as this is explained. This stage does so explicitly.

⁷ Land promoted for development is defined by land ownership boundaries and over what land a prospective developer has an interest. It does not necessarily represent what land is needed for a logical or sensible development proposal. A logical proposal may be smaller or larger or combine different owners’ interests.

Stage 3 – Sustainability Appraisal

16. Each of the sites in this pool is examined in more detail by sustainability appraisal. This appraisal assesses the likely significant effects of potentially developing each site under a set of twelve objectives covering social, economic and environmental aspects. It helps to identify those sites that have the most sustainability benefits over those with fewer. It also helps to identify what may be necessary to mitigate adverse effects and which measures could increase benefits of development.

17. The most sustainable sites are those most

likely to be suited to development.

Stage 4 – Selection of Sites

18. Sustainability appraisal may recommend sites, but it is also important to select sites that support the emerging place shaping Priorities for Chippenham. Carrying out an assessment on the pool of Stage 3 potential development sites constitutes Stage 4.

Next Steps

19. Stage 5 carries out sustainability appraisal on the preferred sites looking at development proposals together and what effects they may have in combination. This may lead to amended proposals and more detailed mitigation or specific measures to maximise benefits from development

20. Development proposals are also subject to more detailed assessments; by viability assessment to ensure that they can be delivered and by formal assessment under the Habitats Regulations in order to ensure no adverse effects on Natura 2000 sites. The results of these steps may amend development proposals.

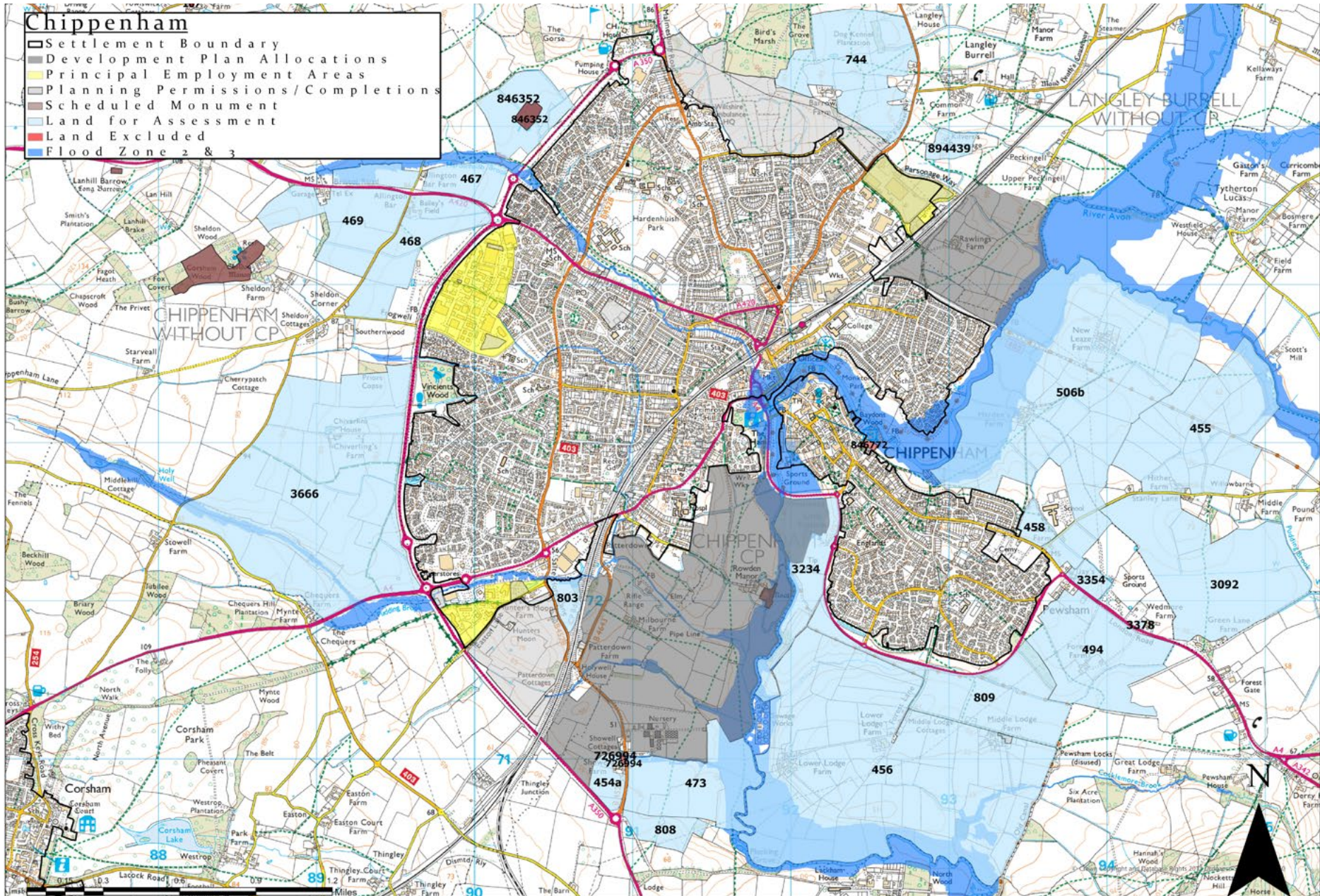
21. Stage 6 therefore draws in the work of viability assessment, habitats regulation assessment and sustainability appraisal to produce proposals that can be published in a draft version of the reviewed Local Plan, which will then be made available for consultation.

22. As stated previously, this document only covers stages 1 and 2 in detail. These stages are described further in the following sections.

Stage 1 Identifying Sites for Assessment

23. This stage starts with all SHELAA land parcels on greenfield land at the edge of Chippenham and ensures they are appropriate for site selection. Land parcels that are not or could not be extensions to the existing built up area are not included. Figure 2 shows that no land has been excluded at this stage.

Figure 2 Map showing stage 1 SHELAA land excluded



Stage 2 Site Sifting

Methodology

24. This stage of the site selection process sifts out sites to provide a reasonable set of alternatives for further assessment. There are two parts to this stage of the process (A) accessibility and wider impacts and (B) strategic context.

A. Accessibility and wider impacts

25. Firstly, the individual merits of each site are assessed to understand their strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites more likely to have unacceptable impacts or which are relatively inaccessible are less reasonable options.

Accessibility

26. Sites that are relatively inaccessible are much less likely to be reasonable alternatives and may be rejected from further consideration.

27. Accessibility is represented as a heat map of travel times on foot, cycling and public transport to important destinations for residents - the town centre, principal employment areas (including employment allocations), secondary schools and hospital and health centres (including GP surgeries).

28. Sites are categorised overall as low accessibility (red), medium accessibility (amber) or high accessibility (green).

Wider impacts

29. **Landscape:** A site that creates a harmful landscape or visual impact that is unlikely to be successfully mitigated may be rejected.

30. **Heritage:** Assets outside the sites under consideration may be harmed by development. This stage identifies where those assets are, their nature and importance, and assesses the potential for harm that may result from the development of some sites.

31. **Flood Risk:** All land on which built development may take place, by this stage of the selection process, will be within zone 1, the areas of the country with minimal flood risk; although site areas may also contain

land in zones 2 and 3. Flood risks from all sources are a planning consideration, this step will identify sites where development may increase risks outside the site itself.

32. **Traffic:** Developing some sites may generate traffic that causes an unacceptable degree of harm, in terms of worsening congestion. Others may be much better related to the primary road network (PRN). This can lead to other harmful impacts such as poor air quality or impacts upon the local economy.

33. The results of each of these 'wider impact' assessments are gathered together and categorised as high (red), medium (amber) and low (green) level of effects for each site under each heading.

B. Strategic Context

34. Having gained a picture of the relative strengths and weaknesses of each site, the next step is to draw this information together and decide which ones would be part of a pool of potential development sites and which ones not.

35. Unlike the first part of this stage, this requires judgement about what pool of possible land for development constitutes a set of reasonable alternatives for consideration at a settlement. This must not pre-judge more detailed testing of options but rule out others that are clearly less likely to be characterised as being reasonable options and therefore unnecessary to assess in greater detail at later stages.

36. The distribution and number necessary to provide a reasonable pool of alternative sites can be influenced by each settlement's role in the spatial strategy and the scale of growth to be planned for, by the pattern of growth that has taken place at a town as well as significant environmental factors. This is called the site's strategic context.

37. Whilst the first set of evidence provides information about each individual site, evidence in the form of a settlement's 'strategic context' provides the basis for further reasoning by which some land parcels

are selected for further consideration and others rejected. They can indicate future growth possibilities, directions to expand, for an urban area.

38. This strategic context evidence describes the settlement's:

- Long-term patterns of development
- Significant environmental factors
- Scale of growth and place shaping priorities
- Future growth possibilities for the urban area

39. Referring to these aspects, there can be several influences upon whether a site is taken forward for further consideration. Common examples would be:

- The scale of the pool of sites that will be needed. The less additional land is needed the smaller a pool of sites may need to be and so perhaps only the very best candidates need to be considered further.
- What SHELAA sites may be consolidated into one (and sometimes which ones not). A historic pattern of growth, or the need for a new direction of growth may recommend a SHELAA site is combined with another in order to properly test such an option.

- A desirable pool of sites might favour a particular distribution or set of locations because it might help deliver infrastructure identified as a place shaping priority for the settlement.

- Continuing historic patterns or, in response to a significant environmental factor, looking for new directions for growth may recommend a site that helps to deliver such a course.

40. Sometimes these influences will not bear on site selection. In other instances, they may be important.

41. A description of the settlement strategic context for Chippenham is shown in the table below:

Chippenham Strategic Context

Context criteria	Detail
Long-term pattern of development	The River Avon is the original and defining feature of Chippenham. The arrival of the railway shifted the focus of the town and saw development north of the railway. Development since has spread the urban area to the A350 which forms a clear boundary to the west of the town. The River Avon along the east of the town is a less strong boundary since the large development of Pewsham. Development extending directly north, and south is underway, and growth is also planned south of the railway on the east of the town.
Significant environmental factors	The River Avon flows southward through the town joined by the River Marden from the east. Extensive areas abutting the urban area along this side of the town are floodplain. To the west and north, the A350 is a main traffic artery through the County. Much of the route is dual carriageway or reserved for future dualling. Routes into the town are marked by busy roundabouts. There are conflicts with cycle and pedestrians crossing and, environmentally, the road imposes a separation to those living in the countryside beyond. There are also noise and light pollution factors. Birds Marsh Wood County Wildlife Site and village green, and Birds Marsh Meadow County Wildlife Site are located to the north of the town.

Context criteria	Detail
	<p>Land between the North Rivers Route Cycle Path and Tytherton Lucas is recognised in the Bremhill Neighbourhood Plan as a special landscape area for its attractive and undisturbed qualities. Hardens Farm to the east of the River Avon is a listed building.</p> <p>Langley Burrell Neighbourhood Plan includes a landscape policy which seeks to protect the rural character of the landscape, including the aim of retaining the separation between Langley Burrell village and Chippenham. The listed Kilvert Parsonage is also located in this area.</p>
<p>Scale of growth and strategic priorities</p>	<p>Chippenham is designated as a Principal Settlement. The town is experiencing significant growth. Further growth is now planned.</p> <p>Chippenham has excellent transport links, being in close proximity to the M4, the A350 and is located on the main Bristol to London railway route (Great Western Railway); which makes it an attractive location for economic investment.</p> <p>The Place Shaping priorities identified for Chippenham include providing new employment opportunities to enable people to live and work locally; improving the resilience of the town centre; continuing with improved access to the River Avon valley through Chippenham as an important Green Infrastructure corridor for the town; having a network of well-connected footpaths and cycleways and connectivity for public transport; linking the A4 to the A350 with the provision of a new road; and respecting identities of villages within the landscape setting of the town.</p>
<p>Future growth possibilities for the urban area</p>	<p>There are opportunities for future growth, but some represent a new direction. Combined with the scale of growth intended this indicates a significant impact. Land to the east of the River Avon and south of Pewsham provide ample opportunities for further housing and employment development. Other areas to the north are more limited, and land west of the A350 also provide opportunities for further housing and employment development.</p> <p>Generally, the larger land opportunities will breach the current boundaries of the A350 and River Avon respectively and need new infrastructure to do so.</p> <p>All growth possibilities, no matter what the scale, raise the very strong prospect of significant traffic congestion in and around the town centre. Work on the Chippenham Site Allocations Plan showed that a connection from the A4 and the A350 was essential to the long-term growth future of the town; and safeguarding measures were made within its allocations to allow for future connections to be made.</p>

Combining sites

45. Assessment may also suggest combining sites together. To be combined land must:

- be a smaller parcel within a larger one, the smaller site will be absorbed and subsequently removed; or
- abutting each other and not have any strong physical barrier between them, such as a railway, river or road.

Site Assessment Results

46. The following table shows the results of Stage 2. It sets out judgements against each of the SHELAA sites, taking into account both the accessibility and wider impact considerations and strategic context described above. It identifies where it may be appropriate to combine sites and which sites should and should not be taken forward.

47. The map that follows illustrates the results of this stage of the process showing those sites that have been removed and those that should go forward for further assessment through sustainability appraisal.

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
506b	Land at East of Chippenham (Hardens Farm and New Lease Farm)						<p>This site is located east of Chippenham. It has average accessibility to local facilities. A small part of the site is affected by pluvial flooding associated with the River Avon and surface water flooding around Hardens Farm and further east. Management measures are achievable.</p> <p>The site would be visible from the Monkton Park housing estate and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road.</p> <p>The site contains designated and non-designated heritage assets Development could have an impact on historic assets: setting of Grade II listed Hardens Farm, Tytherton Lucas Conservation Area and non-designated New Lease Farmstead.</p> <p>The site, to the east of the River Avon, would represent a fresh direction for expanding the urban area.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	✓
455	Land to the North of London Road and West of Stanley Lane						<p>This site is located to the east of site 506b (East of Chippenham). It borders Stanley Lane and has average accessibility to local facilities.</p> <p>The River Marden is situated to the north of the site. As a result, there is a fluvial flood risk, particularly at the top of the site. A small part of the site has been subject to historical flooding. Management measures are achievable. There is a surface water flood risk, in the centre of the site and downstream of the North Wiltshire River Cycle route. The site would be visible from Stanley lane and the neighbouring hamlet of Tytherton Lucas as well as the various isolated farmsteads along Stanley Road.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>Development would have some impact on settings of Grade II listed Hither Farm and Middle Farm. This impact would significantly increase in combination with Site 3092.</p> <p>Take forward for further assessment as there does not appear to be any overriding significant impacts that justify excluding the site at this stage.</p>	
458	Land to the South West of Abbeyfield Secondary School						<p>This site is located between Abbeyfield School and the existing settlement boundary. It has good accessibility to local facilities in Pewsham and the town centre.</p> <p>There are views from the edge of Monkton Park housing estate across the site to the Avon river valley.</p> <p>There will be some impact on the setting of the Grade II listed Gate Farmhouse located east of the site on the corner of Stanley Road and London Road. In terms of flood risk, the only issue with the site is surface water flooding, for which management measures are straightforward.</p> <p>Take forward for further consideration. This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3354	Jeys Farm, Pewsham						<p>This relatively small site is located to the east of Chippenham on the edge of the town near Stanley Lane and adjacent to the A4 and adjacent to sites 455 and 458. It has good accessibility to local facilities There is some surface water risk around the northern boundary of the site. Management measures are straightforward. There is no impact on heritage assets.</p> <p>Take forward for further consideration. This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
3092	Forest Gate Farm						<p>This site is located east of Chippenham between Stanley Lane and the A4. It has average accessibility to local facilities. The only flood risk associated with the site is surface water flooding, which is widespread across the site, but particularly toward the south of the site around Green Lane Farm. Management measures are achievable.</p> <p>Development will have some impact on Grade II listed Hither Farm and Middle Farm. Impact significantly increased in combination with Site 455.</p> <p>Southern edge adjacent to route of former canal. Possible impact on setting of the Grade II* listed Bowood Registered Park and Garden. Impact on separate character of Old Derry.</p> <p>The site would be highly visible from Stanley Lane and the various isolated farmsteads along it. There are also distant views to Derry Hill to the South East.</p> <p>There is good access to the A4. The site in combination with site 506b and 3092 provides the opportunity for a new eastern link road to link the A4 with the A350 if required.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
3092	Forest Gate Farm						<p>This is a small site located to the east of Chippenham adjacent to the A4. It has good accessibility to local facilities in Pewsham and in the town centre.</p> <p>Flood risk is low. Management measures are straightforward and there is no reduction in the site capacity.</p> <p>There is considered to be no harm to heritage assets. The site is well screened from A4 London Road and distant views to</p>	✗

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>Derry Hill, Nocketts Hill, and Naish Hill to the South and South East.</p> <p>The site is small and is not considered to be strategic. It is accessible from the A4 but is not immediately adjacent to other sites being promoted in the area and so cannot be considered in combination with one or more of them.</p> <p>Exclude from further consideration because of its size and isolation.</p>	
456	Land South of Pewsham						<p>This site is located south of Pewsham, east of the River Avon and extends towards Lacock. Part of the northern boundary is near to the A4, although it is separated by a strip of land belonging to site 809.</p> <p>It has average accessibility to local facilities. Historical flooding has taken place, to the south of the site associated with the River Avon. There is also a surface water flood risk associated with the River Avon tributaries. Consequently, the site has a medium risk of flooding. Management measures are achievable.</p> <p>There are some less than significant heritage impacts. The southern half of the site has a potential impact on setting of Grade II listed Lackham House and its designed landscape. The North-west side of the site impacts on Rowden Conservation Area.</p> <p>This is a large site that would have a visual impact on the Avon Valley and Lackham College. The site will be open to distant views from the hills to the south and south east.</p> <p>The site in combination with site 809 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.	
809	Lane South of Pewsham Way						<p>This site is located south of Pewsham. It borders the A4 road and is between sites 494 and 456. It has good access to the A4. It has average accessibility to local facilities.</p> <p>There is a medium flood risk, associated with surface water flooding towards the east of the site. This may be a capacity issue with water passing under the main road and holding back into this site. Management measures are achievable.</p> <p>There is no harm to heritage assets, although there is a contribution of the landscape setting to the Grade I listed Bowood Registered Park and Garden and impact on settings of non-designated farmsteads.</p> <p>The site has open views from Pewsham Way and the south of the site will be open to distant views from the hills to the south and south east. Eastern edge is adjacent to route of former canal.</p> <p>Take forward for further consideration. This site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
494	Forest Farm						<p>This site is located south east of Pewsham and is adjacent to the A4 road. It has good access to the primary route network. It has average accessibility to local facilities.</p> <p>Flood risk is rated good, although there is evidence of surface water flooding. Management measures are straightforward.</p> <p>There is less than substantial harm to heritage assets. There is the possibility of impact on setting of Grade I listed Bowood Registered Park and Garden, Grade II listed</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>Pewsham House and non-designated heritage farmsteads.</p> <p>The site is highly visible from A4 London Road with distant views to Derry Hill, Nocketts Hill, and Naish Hill to the South and South East. Mitigation is possible.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
3234	Patterdown / Rowden						<p>This site is located south of Pewsham between the River Avon and Pewsham Way. It has good access to the primary route network. It has good accessibility to local facilities in the town. There is a risk of surface water flooding and pluvial flooding as a result of its location adjacent to the River Avon. Historical flooding has affected some of the site. Management measures are straightforward.</p> <p>The site is considered to have less than significant impact on heritage assets. There will be some impact on Rowden Conservation Area and setting of Grade II and II* listed buildings and scheduled moated site at Rowden Manor.</p> <p>The landscape impacts are acceptable with some mitigation. The site is well screened from Pewsham way with good tree and hedgerow cover. There are middle distance views to the West across the Avon Valley to the Community Hospital site and adjacent residential areas. Mortimer's Wood Nature Reserve is in the southern portion of the site.</p> <p>The site in combination with site 809, 494, and 473 provides the opportunity for a new</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. The site does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
473	Land Opposite Showell Farm						<p>This site is located immediately south of the South West Chippenham site which is an existing allocation and has planning permission.</p> <p>Accessibility to local facilities is average and the site has good access to the A350 and B4528.</p> <p>This site has a medium flood risk due to the proximity to the River Avon and the historical flooding which has taken place on the eastern side of the site. There is a risk of surface water flooding on part of the site and this site carried the highest groundwater risk which can be overcome.</p> <p>The site is considered to have less than significant impact on heritage assets. Grade II listed Showell Farm is a large multi yard farmstead with good survival of significant buildings. Whilst currently well screened from views to the A350 any access from this road onto the site is likely to significantly degrade this.</p> <p>The site in combination with site 456, 494 and 809 provides the opportunity for a new southern link road between the A4 and the A350 if required.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
454a	Showell Farm						<p>This site is located immediately south of Showell Farm employment site which is an existing allocation and has planning permission.</p> <p>Accessibility to local facilities is average and the site has no significantly harmful effects on congested roads.</p> <p>The site is classed as having medium flood risk., whereby management measures are achievable, and/or the site capacity is likely to be reduced to accommodate them.</p> <p>This site as affected by high groundwater risk and also the surface water risk within the site.</p> <p>The site is very exposed to views from the A350 which would require significant mitigation in order not to detract from the predominantly rural setting and middle distant broken views of the hills beyond.</p> <p>Showell Farm is a large multi yard farmstead with good survival of significant buildings. If this site were developed, in combination with sites 473 and 726994 sites development wrap around farmstead causing complete loss of setting. Farmsteads have a fundamental relationship with their surrounding hinterland and mitigation likely to be very difficult.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
726994	Barn At, Showell Farm, Showell, Chippenham, Wiltshire, SN15 2NU						<p>This site is located immediately south of Showell Farm employment site which is an existing allocation and has planning permission. Accessibility to local facilities is average and the site has no significantly harmful effects on congested roads.</p> <p>The site is classed as having medium flood risk, whereby management measures are</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>achievable. This site as affected by high groundwater risk and the surface water risk within the site.</p> <p>The landscape impacts are acceptable with some mitigation.</p> <p>Showell Farm is a large multi yard farmstead with good survival of significant buildings. If this site is developed, in combination with 473 and 726994 sites development wraps around farmstead causing complete loss of setting. Farmsteads have a fundamental relationship with their surrounding hinterland and mitigation likely to be very difficult.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
641	Land at Chippenham Business Park adjoining Saltersford Lane						<p>This site is located south of Methuen Park between Hunters Moon and the railway line. Accessibility to local facilities is good and the site has no significantly harmful effects on congested roads.</p> <p>The site is rated as having good flood risk impacts. The key impacts are Groundwater / Surface Water and recorded flooding risks. The groundwater risk is the highest possible but can be mitigated. The surface water risk is predominantly located at the far north and south of the site. The recorded historical flooding is also situated at the top of the plot and associated to the nearby watercourse. Management measures are achievable.</p> <p>There is no harm to heritage assets. Grade II listed Patterdown Farm is physically and visually separated by railway embankment.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>The site is generally well screened from view with the railway embankment as a green infrastructure corridor running along its eastern boundary. Whilst there are some gaps along the hedge line along Saltersford Lane these can be dealt with through mitigation.</p> <p>Take forward for further consideration. This is a smaller site, which does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
808	Land East of Access to Lackham College						<p>This site is located south of Showell and the South West Chippenham allocation. The A350 is nearby.</p> <p>Accessibility to local facilities is average and access to the primary road network is good. This site has medium flood risk.</p> <p>This site is at risk of surface water flooding which is located towards the east of the plot and also in the North East corner. Historically, a small part of the site has also flooded due to channel capacity issues from the nearby River Avon. Management measures are achievable.</p> <p>There is no harm to heritage assets.</p> <p>The site is exposed to views from the A350 which would require mitigation.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
744	Land to the North of Barrow Farm						<p>This site is located to the north of Chippenham and east of Birds Marsh Wood. It is adjacent to the north Chippenham urban extension which is being built out. which has planning permission.</p> <p>Accessibility to local facilities is average, and the site has no significantly harmful effects on any congested roads.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>The site is classed as having medium flood risk and management measures are achievable, This site has risks from groundwater and surface water flooding, which can be mitigated against.</p> <p>This site will have a less than substantial impact on the settings of listed buildings including Barrow Farm which is within the site and Langley House to the north east of the site.</p> <p>Whilst the southern half of the site is low lying the site rises up to the North east making any development here more incongruous within the predominantly rural context. Development of this site risks coalescence between Chippenham and the village of Langley Burrell.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
894439	Kilvert's Parsonage, Chippenham Road, Langley Burrell, SN15 4LE						<p>This site is located north of Chippenham between the Parsonage Way employment site and Langley Burrell village.</p> <p>The site has average accessibility to local facilities</p> <p>The site has flood risk, but management measures are achievable. This site has some groundwater risk which covers the whole area. This too can again be mitigated. There is also surface water flood risk, mostly situated along the north border.</p> <p>Whilst the site is well screened it is relatively isolated physically from the edge of Chippenham. Developing on this single site risks coalescence between Chippenham and the village of Langley Burrell.</p>	✘

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>The site is in the immediate setting of Grade II* Kilvert's Parsonage house. It is considered that development of this site would have more than substantial harm on this heritage asset. Whilst main front faces west, east elevation is a formal garden front. The visual impact of adjacent development alone would remove understanding as a significant country house in an isolated rural location.</p> <p>Exclude from further consideration primarily on heritage grounds and landscape grounds.</p>	
467	Land at West Chippenham - Part A						<p>This site is located immediately west of the A350 and north of the A420 at the roundabout where these roads meet and therefore has good access to these primary road networks.</p> <p>The site has good accessibility to local facilities and is near to congested corridors.</p> <p>In terms of flood risk, this site is rated good, which means management measures are straightforward.</p> <p>The site is generally well screened from adjacent roads by strong field boundaries. Hardenhuish Brook runs to the north of the site which is a green infrastructure corridor. There is the possibility of coalescence with the small rural hamlet of Allington. The site is on the edge of the Allington Conservation Area and development may have an impact on the separate identity of the conservation area.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
468	Land at West Chippenham - Part B						<p>This site is located immediately west of the A350 and south of the A420 at the roundabout where these roads meet and has good access to these primary road networks.</p> <p>The site has good accessibility to local facilities.</p> <p>The site is rated as having good flood risk impacts. Main risks at this location are the groundwater risk and the surface water risk. The surface water risk is low and isolated towards the north of the site. The groundwater risk is high as it is spread across its entirety. The risk is highest in the north of the site. This can be overcome.</p> <p>The site has less than significant impact on heritage assets. Potential for impact on setting of listed Sheldon Manor group including Grade I listed manor house.</p> <p>The landscape impacts are acceptable with some mitigation.</p> <p>Although the site has well established hedgerow field boundaries these have to a large extent been cut low allow close and middle-distance views of the site from the surrounding countryside. The existing development edge to the east of the A350 is well screened by large scale woodland buffer planting along its edge.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	✓
469	Land at West Chippenham - Part C and D						<p>The site is located west of the A350 and there are two parcels of land, either side of the A420.</p> <p>Accessibility to facilities is average.</p> <p>The site has medium flood risk, whereby management measures are achievable. Main issues are focused around groundwater and surface water risk.</p>	✓

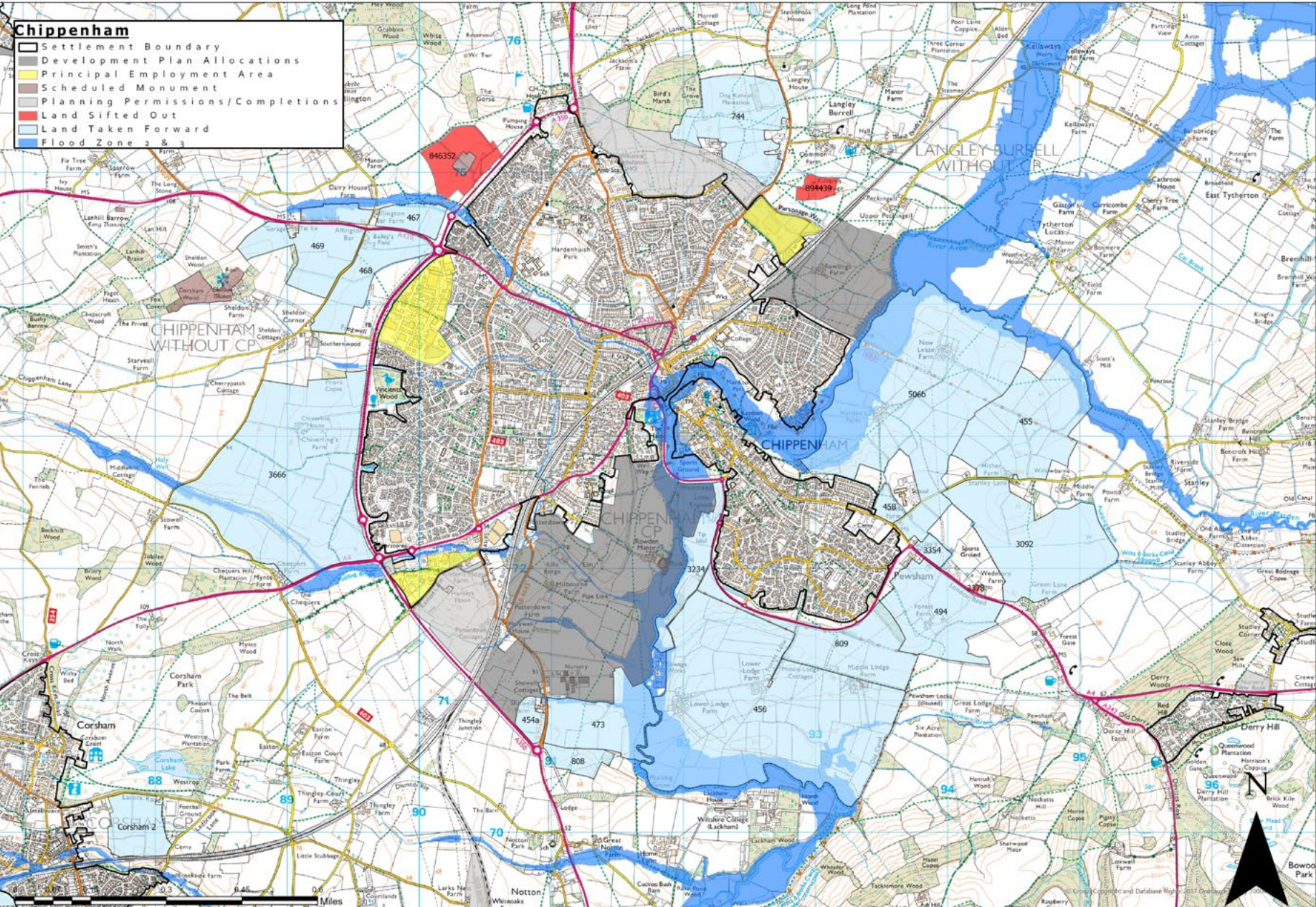
SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>A surface water risk is focused to the North West area of the site.</p> <p>The site has less than significant impact on heritage assets. There will be some impact on Allington Conservation Area from site to north of A420. Site to south may impact on highly designated group at Sheldon Manor including Grade I manor house.</p> <p>This is a large site that is visually prominent from the A420 Bristol Road where the land rises up from the roadway along with Sheldon Corner where wide-open views over the low-cut hedgerows are visible. Developing this site risks the coalescence of both the hamlet of Allington and the historic farmstead of Sheldon Manor</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
3666	Land west of Chippenham						<p>This site is located west of Chippenham and the A350 and north of the A4 where the two roads meet. Accessibility to facilities is average and has no significantly harmful effects on congested corridors.</p> <p>This site has medium flood risk. The risks from this site include recorded flood outlines, focused around the north of the site and the North East corner under the A350. The surface water risk at this site key spots could be linked to capacity and following natural flows under the A350. Groundwater risk is fairly consistent across the entire site. Management measures are achievable.</p> <p>Main site would have severe impact on setting of Grade II listed Chiverlins Farm leading to complete loss of agricultural setting. Southern section would impact on the intact Mynte Farmstead group and</p>	✓

SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>Chequers Farm. Farmsteads have a fundamental relationship with their surrounding hinterland and mitigation likely to be difficult. South of site has likely impact on setting of high status Corsham Court Registered Park and Garden and approach.</p> <p>The landscape impacts are acceptable with some mitigation. The site has open views and a prominent position from both the A350 and A4 with the land rising up from Holywell.</p> <p>Take forward for further consideration. Does not appear to have any overriding significant impacts that justify excluding the site at this stage.</p>	
846352	Land North of A350 West Cepen Way Chippenham Wiltshire SN14 6YG						<p>This site is located west of Chippenham adjacent to the A350.</p> <p>Accessibility to facilities in considered to be good.</p> <p>The site is rated as having good flood risk impacts.</p> <p>The landscape impacts are acceptable with some mitigation.</p> <p>A scheduled roman farmstead and manor farm is located in the centre of this site. Development of this site would have more than substantial harm on these heritage assets because any development would remove agricultural setting which contributes to understanding and significance of both. Mitigation will be very difficult.</p> <p>The Grade 1 listed Boleyne Manor in Allington village is located nearby and impact on the setting would require further assessment.</p> <p>Exclude from further consideration, primarily on heritage grounds.</p>	✘

The following sites have been combined for Stage 3 and subsequent assessment:

Ref	Reason
506b; 455; 3092; 458; 3354	These sites mostly abut each other and are all located east of Methuen Park, Rawlings Green, the River Avon and between the River Avon and the A4 corridor.
494; 809; 456	These sites abut each other and are all located South of Pewsham, West of the River Avon.
473; 808; 454b	These sites are located west of the River Avon, either side of the B4578, south of Rowden Park near to the Lackham Roundabout onto the A350
467; 468; 469	These sites are located on both sides of the A420 and immediately west of the A350 and the Bumpers Farm roundabout.

Figure 3 Map showing results of Stage 2 SHELAA land sifting



Stage 3 Sustainability Appraisal Stage

45. The figure on the following page shows the pool of potential development sites that were subject to sustainability appraisal. It will be noted that the pool of sites – the ‘reasonable alternatives’ – is reduced compared to the preceding stage, given that a number of candidates have been removed.

Methodology

46. A full explanation of the sustainability appraisal methodology is provided in a separate report. This also includes the detailed assessments made of each site ([link here](#)). The process is prescribed in regulations and supported by guidance provided by Government.

47. The purpose of the planning system is to contribute to the achievement of sustainable development. Achieving sustainable development means that the planning system has three overarching objectives, economic, social and environmental, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives).

48. Sustainability appraisal identifies the likely significant social, economic and environmental effects of the plan, both positive and negative.

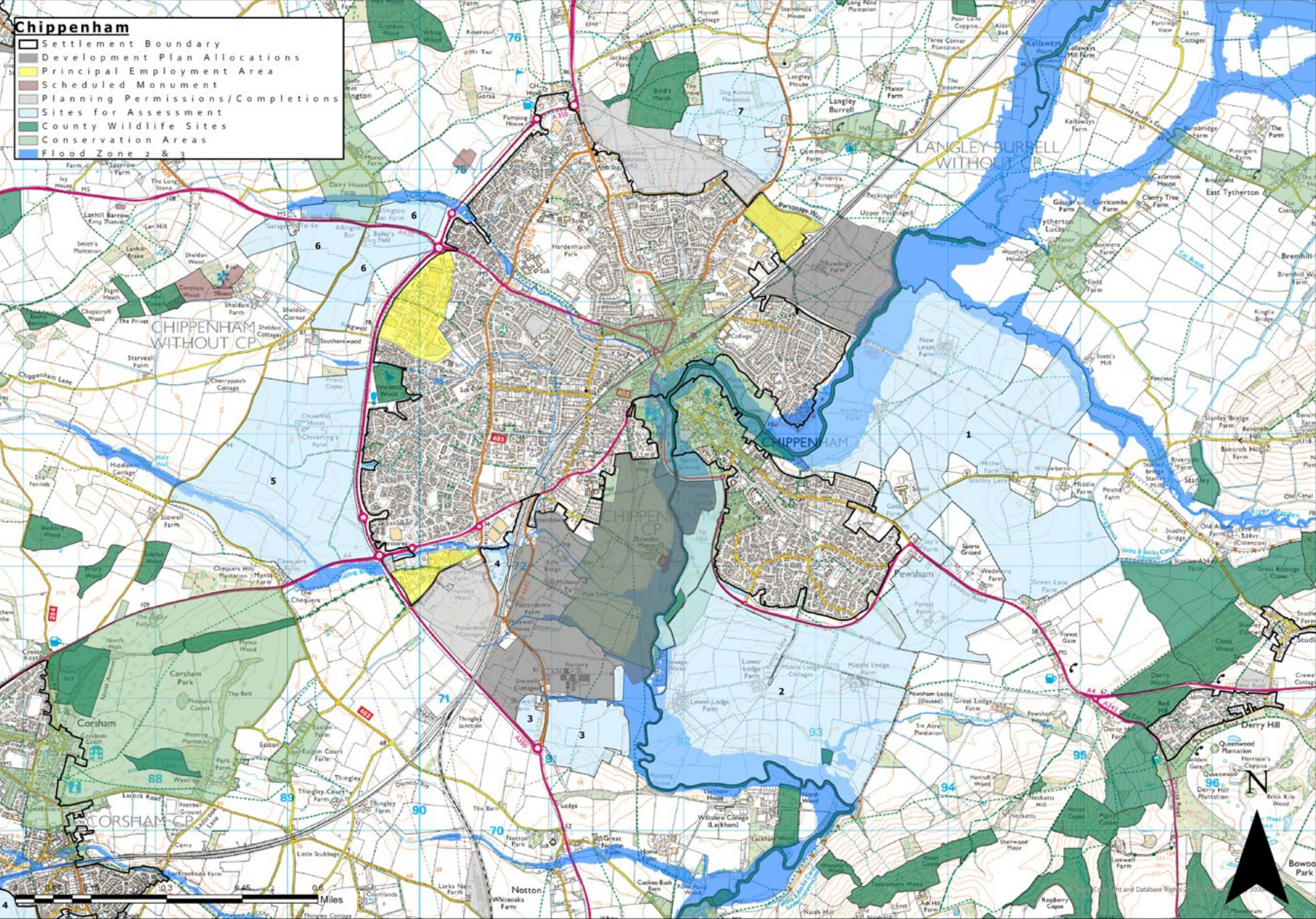
49. In summary, the Council has developed a framework of 12 objectives that reflect social, economic and environmental aspects and by which the effects from the development of each site can be identified. To understand the effects of development each site has

been assessed assuming its own capacity for new dwellings based on a common range of housing density. This is not a prescription for any of the site based on detailed investigation. It is simply a fair and equitable means to make comparisons between the different sites, and used to inform the selection process. The better performing sites can be selected as candidates for prospective development.

⁸See National Planning Policy Framework, paragraphs 7 to 10

⁹These were developed through a process of scoping and consultation with others, the content of which is provided in a scoping report.

Figure 4 Map showing pool of potential development sites



Results

50. The conclusions about each of the reasonable alternative sites are shown below, ranked from the most to the least sustainable. The overall appraisal score is shown in column 3 of the table below (as a guide, a score of -1 illustrates the alternative deemed to be most sustainable; -11 the least sustainable).

51. The SA has weighted all 'objectives' (shown in the top row, below) equally. There are more environmental objectives than others: scores against this type of objective typically tend to be negative. In addition, it is to be noted that the overall score resulting from the potential development of greenfield sites yields a negative value.

52. Reasonable alternatives are rejected at Stage 3 where the SA concludes that development would result in one or more 'major adverse effect' (highlighted in red with a triple negative).

■ Major adverse effect (---)	= -3 points (mitigation unachievable - recommend that is not considered further)
■ Moderate adverse effect (--)	= -2 points (mitigation achievable but problematic)
■ Minor adverse effect (-)	= -1 points (mitigation easily achievable)
■ Neutral effect (0)	= 0
■ Minor positive effect (+)	= +1
■ Moderate positive (++)	= +2
■ Major positive effect (+++)	= +3

Table showing summary of assessment scores listed in order of site sustainability performance (more \longrightarrow less)

Site	Overall site score (+ position)	SA obj 1 (biodiversity) overall score	SA obj 2 (land + soil) overall score	SA obj 3 (water) overall score	SA obj 4 (air/poll/n) overall score	SA obj 5 (climate) overall score	SA obj 6 (energy) overall score	SA obj 7 (heritage) overall score	SA obj 8 (landscape) overall score	SA obj 9 (housing) overall score	SA obj 10 (inc/comms) overall score	SA obj 11 (transport) overall score	SA obj 12 (economic) overall score	Progress to Stage 4?
Site 1	-2 (1 st)	-	--	-	--	-	+	--	-	+++	+++	--	+++	Yes
Site 4	-4 (=2 nd)	-	-	--	-	-	+	-	0	++	+	-	+	Yes
Site 6	-4 (3 rd)	-	--	--	--	-	++	--	-	+++	++	--	++	Yes
Site 2	-5 (=4 th)	--	--	-	--	-	+	--	--	+++	++	--	+++	Yes
Site 3	-5 (=4 th)	-	--	-	--	--	++	--	-	+++	+	--	++	Yes
Site 7	-5 (=4 th)	--	--	-	--	--	++	--	--	+++	+++	--	++	Yes
Site 5	-6 (7 th)	-	--	--	--	-	+	--	--	+++	++	--	++	Yes

53. The detailed assessments for each site are set out in an interim sustainability appraisal report.
54. Potential mitigation measures are listed against each SA objective and are limited at this stage to that which would have a significant bearing on a candidate site's developable capacity.

Stage 4 Selection of Sites

Methodology

55. The purpose of Stage 4 is to undertake further assessment of site options to select a preferred set of site allocations and policy requirements. The purpose is to ensure, if possible, that the more sustainable sites help to deliver strategic priorities.
56. The more sustainable site options resulting from Stage 3 are individually evaluated against the Place Shaping Priorities at each settlement, since it is important to select sites that support locally-specific and important outcomes. An examination of each site option against the emerging Place Shaping Priorities helps determine this and aids the final selection of development proposals.
57. Below the sites are evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). At Stage 4 this helps decide between site options when Stage 3 outcomes can be finely balanced.
58. The SWOT assessment considers the following

	Significant strength and/or opportunity
	No significant SWOTs
	Significant weakness and/or threat

59. Place Shaping Priorities are specific to each settlement; for Chippenham current draft priorities are as follows
- Employment (PSP1) 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.

Town Centre (PSP2) 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 embed 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 enabling completion of planned highways improvements
- Continuing to make improvements to Chippenham Railway Station and Cocklebury Road area to attract inward investment to this area;

River Avon (PSP3): To continue with improving access to the River Avon valley through Chippenham as an important green infrastructure corridor for the town.

Active travel (PSP4) 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

Traffic (PSP5) Linking the A4 to the A350 which will provide for a more resilient local network addressing traffic congestion within the town centre.

Surrounding Countryside (PSP6) Respect the individual identities of villages within the landscape setting of Chippenham and their relationship to the town.

Results of Stage 4 Selection of Sites

Site 1

PSP1 Employment	Strength	Could include employment land as part of a mixed-use development. This would provide employment land on the eastern side of the town, to enable people to live and work locally. Employment opportunities on the site, in the town centre and near the railway station and Cocklebury Road area would be accessible by walking, cycling and public transport. Development of this site may encourage further inward investment in and around the railway station and Cocklebury Road area.
PSP2 Town Centre	Neutral	This site is a large site, parts of which are some distance from the town centre. However, there is the opportunity to include paths, cycleways and public transport routes linking with the town centre, enabling people to visit the town centre shops and services., ensuring the town centre continues to thrive and remain vibrant.
PSP3 the River Avon Corridor	Strength	The River Avon is to the west of this site and the Country Park established as part of the Rawlings Green allocation is opposite. There is the opportunity to extend the Riverside Country Park and enhance the ecology along the River Avon and provide further opportunities for pathways and cycleways to and from the town centre.
PSP4 Accessibility	Strength	There is the opportunity to include a network of footpaths and cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around e.g. improved links to and from Abbeyfield School and Stanley Road Playing Fields. .
PSP5 New infrastructure	Strength	This site is located to the east of the town and provides the opportunity to include a new eastern link road from A4 to the A350. This will help to address congestion issues in and around the town centre. The site also provides the opportunity to improve the pedestrian, cycling and public transport links between areas to the north of Chippenham (e.g. Monkton Park) and Abbeyfield Secondary School.
PSP6 Surrounding Villages	Neutral	Part of this site north of the North Rivers Cycle Route including New Leazes Farm may have an effect on the landscape setting of Tytherton Lucas village. The eastern part of this site may have an effect on the landscape setting of Derry Hill village. A large part of the site falls outside of these areas.

Site 2

PSP1 Employment	Strength	Could include employment land as part of a mixed-use development. This would provide employment land on the eastern side of the town and enable people to live and work locally
PSP2 Town Centre	Neutral	This site is a large site, parts of which are some distance from the town centre, however there is the opportunity to include paths and cycleways linking with the town centre, enabling people to visit the town centre, shops and services., ensuring the town centre continues to thrive and remain vibrant, minimising congestion and improving air quality.
PSP3 the River Avon Corridor	Strength	The River Avon is to the west of this site and the Country Park established as part of the South Chippenham (Rowden Park) site on the opposite side. There is the opportunity to extend the Riverside Country Park to provide further opportunities for pathways and cycleways linking the site to the town centre and to enhance the ecology along the River Avon Corridor.
PSP4 Accessibility	Strength	This site could include a network of well-connected footpaths and cycleways and connectivity for public transport so that more people can choose active travel and public transport as a means of getting around.
PSP5 New infrastructure	Strength	This site is located to the south of the town and provides the opportunity for a new southern link road from A4 to the A350 if required.
PSP6 Surrounding Villages	Neutral	Part of the site around Forest Farm may have an effect on the landscape setting of Derry Hill village. A large part of the site falls outside of these areas.

Site 3

PSP1 Employment	Neutral	Could include employment land as part of a mixed-use development, which would provide further employment opportunities to enable people to live and work locally but the amount of land this site could provide may not be substantial and other land would be required.
PSP2 Town Centre	Neutral	This site is some distance from the town centre, however there is the opportunity to include paths and cycleways linking with the town centre, which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and improving air quality.
PSP3 the River Avon Corridor	Strength	The River Avon is to the east of this site and to the north is the Country Park established as part of the Chippenham Site Allocations Plan is part of the South Chippenham (Rowden Park) site There is the opportunity to extend the Riverside Country Park which will also provide further opportunities for pathways and cycleways to be established linking the site to the town centre and to enhance the ecology along the River Avon Corridor.

PSP4 Accessibility	Strength	This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided across the town, to/from the town centre, and through into the surrounding countryside.
PSP5 New infrastructure	Strength	This site is located adjacent to the B4528 road and is near to the Lackham roundabout. Land may be required for a southern link road to join up with the A350 at the Lackham roundabout.
PSP6 Surrounding Villages	Strength	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site 4

PSP1 Employment	Weakness	This is a relatively small site, which could provide some employment land to complement other sites offer in the town including nearby on the Methuen Business Park., but the amount of land this site could provide may not be substantial and other land would be required.
PSP2 Town Centre	Neutral	The town centre is easily accessible from this site along the A4. and there is the opportunity for people to visit and use the shops and services ensuring the town centre remains vibrant, minimising congestion and improving air quality. However, there are a range of out of town shops near to this site e.g. Bath Road Retail Park and Sainsbury's, Cepen Park which may deter trips to the town centre.
PSP3 the River Avon Corridor	Weakness	This site is not located near to the River Avon and so limits the opportunity to improve access to the River Avon valley through Chippenham as an important green infrastructure corridor for the town.
PSP4 Accessibility	Weakness	This site is a small site which is near to the A4 and the railway line. Although there are footways and public transport provided along the A4 and the existing built up area, which can be accessed from the site, the site may not be large enough or suitable to include extensive new links.
PSP5 New infrastructure	Weakness	This site is a small site which on its own won't help to provide for a more resilient local network addressing traffic congestion within the town.
PSP6 Surrounding Villages	Strength	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site 5

PSP1 Employment	Strength	Could include employment land as part of a mixed-use development to enable people to live and work locally. The site benefits from a location adjacent to A350 which is an important economic corridor. However, the A350 is also a barrier to linking any development with the town and providing opportunities for people to travel to the site from elsewhere in Chippenham by foot or bicycle in particular.
PSP2 Town Centre	Neutral	The town centre is accessible via the A350/A4, but as this site is on the western side of the A350, there would be significant severance for pedestrian and cyclist trips to the town centre which may restrict visits to the town centre shops and services or it may encourage car based trips to the town centre, both of which could have a negative impact on the vibrancy of the town centre, traffic congestion and air quality. There are shops and facilities in the Cepen Park, Bumpers Farm, and Bath Road areas which also may deter trips to the town centre.
PSP3 the River Avon Corridor	Weakness	This site is not located near to the River Avon and it doesn't provide the opportunity to improve access to the River Avon valley through Chippenham.
PSP4 Accessibility	Neutral	This site is located adjacent to the A4/A350. This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided. However, the site is located on the western side of the A350 and the A350 is a barrier to linking development with the town which may deter people from making trips by foot and bicycle in particular.
PSP5 New infrastructure	Weakness	This site is located adjacent to the A4/A350. It doesn't provide any opportunities to provide for a more resilient local network addressing traffic congestion within the town.
PSP6 Surrounding Villages	Strength	This site doesn't have any effect on villages near to Chippenham and their landscape setting.

Site 6

PSP1 Employment	Strength	Could include employment land as part of a mixed-use development to enable people to live and work locally. However, the A350 is also a barrier to linking any development with the town and providing opportunities for people to travel to the site from elsewhere in Chippenham by foot or bicycle in particular.
PSP2 Town Centre	Neutral	The town centre is accessible via the A350/A4, but as this site is on the western side of the A350 there would be significant severance for pedestrian and cyclist trips to the town centre which may restrict visits to the town centre shops and services and or it may encourage car based trips to the town centre, both of which could have a negative impact on the vibrancy of the town centre, traffic congestion and air quality There are shops and facilities in the Cepen Park, Bumpers Farm, and Bath Road areas which may deter trips to the town centre.

PSP3 the River Avon Corridor	Weakness	This site is not located near to the River Avon and there isn't the opportunity to improve access to the River Avon valley through Chippenham.
PSP4 Accessibility	Neutral	This site is located adjacent to the A4/A350. This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided. However, the site is located on the western side of the A350. and the A350 is a barrier to linking development with the town which may deter people from making trips by foot and bicycle in particular.
PSP5 New infrastructure	Weakness	This site is located adjacent to the A4/A350. It doesn't provide any opportunities to provide for a more resilient local network addressing traffic congestion within the town.
PSP6 Surrounding Villages	Neutral	This site may have some impact on the landscape setting of Allington village.

Site 7

PSP1 Employment	Strength	Could include a mix of employment as part of a mixed use development in order to provide employment opportunities to enable people to live and work locally.
PSP2 Town Centre	Strength	This site is to the north of the town and could provide opportunities for people to visit and use the facilities available in and around the town centre and enable the town to remain vibrant, improve congestion and air quality.
PSP3 the River Avon Corridor	Weakness	This site is not located near to the River Avon and doesn't provide the opportunity to improve access to the River Avon valley through Chippenham.
PSP4 Accessibility	Strength	This is a large site where there is the space to include a network of well-connected footpaths and cycleways and connectivity for public transport could be provided.
PSP5 New infrastructure	Weakness	This site would be accessed via the Northern distributor road being provided as part of the North Chippenham development and wouldn't provide any further opportunities to provide for a more resilient local network addressing traffic congestion within the town.
PSP6 Surrounding Villages	Weakness	This site could have an impact on the landscape setting for Langley Burrell. The entire site is located with the landscape setting of the village.

Conclusion

60. At Stage 3, the Sustainability Appraisal ranked the sites in the following order:

Likely significant issues include:

- given the significant size of this site, there will be a significant loss of greenfield, agricultural land of medium quality
- the scale of development likely on a site of this size will inevitably significantly increase levels of environmental pollution, including on air quality, noise, light and vibration.
- the potential to significantly increase greenhouse gas emissions due to emissions generated through the construction and occupation of the development
- the potential to impact on a range of designated and non-designated assets.
- likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure
- there is no capacity within existing schools. Abbeyfield secondary school is well connected to this site, but there is no existing capacity to accommodate development beyond that already planned.
- a likely significant impact on the local highway network, which cannot currently be accommodated. Would require delivery of significant road infrastructure to link with strategic allocation to the north and A4 to the south
- Major benefits for local economy through housing, employment, short-term construction jobs, increased local workforce, potential energy generation, new services and facilities, new road infrastructure.
- Minor or neutral effects are likely for biodiversity, water resources, climate change, energy, landscapes

Site	SA Ranking of Sites	Comments
1	1st	Site 1 is considered the most sustainable site when assessed against the 12 SA objectives and when compared against all other sites
4	2nd	<p>This is a relatively small site – there are few constraints and mostly minor effects are likely. No major adverse effects (where mitigation is considered unachievable) are likely:</p> <ul style="list-style-type: none"> • Pudding brook (a minor watercourse) runs through the north of the site and the railway line abuts the eastern edge of the site. Both these features have significant function for biodiversity as commuting and foraging corridors between other habitat areas in the wider landscape • Minor or neutral effects are likely for biodiversity, land and soil, environmental pollution, climate change, energy, heritage, landscapes, inclusion, transport and economy

6	3rd	<p>No major adverse effects (where mitigation is considered unachievable) are likely</p> <p>Likely significant issues include</p> <ul style="list-style-type: none"> • there will be a significant loss of greenfield, agricultural land of medium quality. • the site is covered entirely by Source Protection Zone 2 • the scale of development likely on a site of this size will inevitably significantly increase levels of environmental pollution, including on air quality, noise, light and vibration. Its location means it is likely to be more car dependant than other sites closer to Chippenham and there are likely greater effects of light pollution on surrounding rural areas • the site could support some energy generation from renewable and low carbon sources but it is also smaller than some other sites such that significant investment in the grid would not be required • likely significant impacts on the rural identity of Allington and Allington Conservation Area and on the highly designated group of buildings at Sheldon Manor • likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure • there is no capacity within existing schools. New schools required. • Is accessible from the A350 and A420 giving good access to motorised transport, but it is on the western side of the A350 resulting in significant severance for pedestrian, cyclist and railway mode shares • could provide new housing, including affordable housing, employment and associated infrastructure that will help support the local economy and economic growth, including new highway infrastructure. It is very well related to the A350 and the A420 and could help support nearby Bumpers Farm Industrial Estate • Minor or neutral effects are likely for biodiversity, climate change and landscapes
2	4th (joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> • priority areas of biodiversity sensitivity are the River Avon CWS and Cocklemore Brook, Lackham Wood CWS (to immediate south of site) and remnants of the Wilts and Berks Canal route along the eastern edge of the site • likely significant adverse effects given the significant size of site and likely scale of loss of greenfield, agricultural land of medium quality, and likely mineral sterilisation that would occur • scale of likely development will inevitably significantly increase levels of environmental pollution. Impacts on local air quality are most likely to arise from a significant increase in vehicle usage on existing roads and from any new highway infrastructure needed to serve the development. The site is in proximity to working farms and Sewage Treatment Works which could be sources of odour • likely significant impacts on Rowden Conservation Area, Lackham House and its designed landscape and setting of Grade II and II* listed buildings and scheduled moated site at Rowden Manor

		<ul style="list-style-type: none"> • there is a strong sense of separation from the existing urban area created by the network of mature woodland, riparian vegetation and field boundary hedgerows. The features contribute to the moderate scenic quality particularly associated with the river corridor • likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure • there is no additional capacity at existing schools due to planned development. There would be a requirement for seven new 2FE primary schools on sites of at least 2ha. Additionally, at the higher end of the range would require a new 9FE secondary school, alongside post 16 provision • a significant amount of new road and sustainable transport infrastructure will be required. Site of this size would need access to two different road networks. Limited opportunity to tie into infrastructure delivered with the Rowden Park development due to landscape and flood zone buffers. Would require access to A350 in west via Site 3. • Major benefits for local economy through housing, employment, short-term construction jobs, increased local workforce, possible energy generation, new services and facilities, new road infrastructure • Minor or neutral effects are likely for water resources, climate change, energy
3	4th (Joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> • No major adverse effects (where mitigation is considered unachievable) are likely • the Bristol Avon River County Wildlife Site runs along the eastern boundary of the site and the railway corridor runs along the western edge. Both corridors provide commuting and foraging for a range of wildlife species and connectivity between different areas of habitat in the wider landscape • Development would likely lead to a significant loss of the highest quality agricultural land • the eastern third part of the site lies within the Bristol Avon sand and gravel Mineral Safeguarding Area - the potential resource would likely be substantially sterilised • this site extends out into open countryside south of Chippenham. The scale of development likely on a site of this size will inevitably significantly increase levels of environmental pollution, including on air quality, noise, light and vibration • Impacts on local air quality are most likely to arise from a significant increase in vehicle usage on existing roads and from any new highway infrastructure needed to serve the development • the site is also close to sewage treatment works so there may be odour implications which will need to be investigated by the developer • areas of significant and moderate fluvial flood risk are associated with the River Avon to the east of the site and flood risk could be exacerbated by climate change. Although development could avoid this area and avoid risk, it may worsen the risk elsewhere

		<ul style="list-style-type: none"> • areas of significant and moderate fluvial flood risk are associated with the River Avon to the east of the site and flood risk could be exacerbated by climate change. Although development could avoid this area and avoid risk, it may worsen the risk elsewhere • there are likely significant impacts on the Grade II listed Showell Farm and farm buildings (some individually listed) and the approach to the Grade II Lackham country house and Grade II lodge. The site has features of associated with a Roman settlement • Likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure • there is no additional capacity identified at existing schools due to planned development. • the site has good accessibility via the A350 and B4528 suggesting that the site would be able to support existing employment land to the south-west of Chippenham but it is less likely to be able to support new onsite employment land alongside housing • Minor or neutral effects are likely for biodiversity, water resources, landscapes and inclusion
7	4th (Joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> • Birds Marsh Wood County Wildlife Site (CWS) is adjacent to the site. This area is significant and is likely to be particularly sensitive to change • Delivering appropriate densities could be problematic given its location in such close proximity to Birds Marsh Wood and extending out into open countryside to the north and east towards Langley Burrell • Development of this large site would therefore lead to a significant loss of higher quality agricultural land • significant air quality impacts likely in an environmentally sensitive location and significant impacts likely on Birds Marsh Wood from noise and light pollution • this is a smaller site which should produce fewer emissions, but the entire site is identified as having a moderate risk due to high groundwater levels. High groundwater levels could impact on infiltration techniques, drainage, construction activities and flood risk, therefore site-specific groundwater investigations will be required • there are likely significant impacts on Grade II Barrow Farmhouse, Barrow farm Cottages, Pound House and Old School House, also Grade II* Langley House and Grade I Church of St Peter. Indirect impacts on Langley Burrell CA and Kington Langley CA. The cumulative impact in combination with the North Chippenham development would be severe. • the site has a predominantly rural character. The pattern of vegetation creates a wooded approach to Chippenham from the north that contributes to a strong sense of separation between Chippenham and outlying rural settlements of Kington Langley and Langley Burrell. There is potential for built form to be intrusive in the rural landscape setting where it breaks wooded skylines and extends the urban edge, reducing separation between Chippenham, outlying rural settlements and Bird's Marsh Wood

		<ul style="list-style-type: none"> it is likely that in meeting the upper end of these needs a new primary school would be required on a site of at least 2ha. Financial contributions would be required to support off-site provision of secondary schooling development would be reliant upon the delivery of the adjacent development site to the south, its associated link road between Malmesbury Road roundabout (A350) and Mauds Heath Causeway and the extended HIF Relief Road. There are significant concerns around the capability of the Malmesbury Road Roundabout improvements to accommodate additional development Minor or neutral effects are likely for water resources
5	4th (Joint)	<p>No major adverse effects (where mitigation is considered unachievable) are likely.</p> <p>Likely significant issues include:</p> <ul style="list-style-type: none"> likely significant scale of loss of medium quality agricultural land, and likely issues delivering appropriate densities in a location west of the A350, extending out into open countryside, where there is no other development moderate adverse effects given the increased demand on water resources and that the site is entirely covered by Source Protection Zone 2 scale of development on a site of this size will inevitably significantly increase levels of environmental pollution. Likely to significantly increase pressures on the local road network through proximity to A350 and A4. May result in significant severance for pedestrian, cyclist and railway mode shares whilst increasing car related air pollution likely significant impacts on Grade II listed farmhouses and farmsteads (Chiverlins Farm, Mynte Farm and buildings, Chequers Farm) and impacts on Corsham Grade II* RPG there is a strong sense of separation from the urban area due to the enclosed field pattern, linear and riparian woodland, and robust roadside buffer along the eastern side of the A350. The site is of generally medium-high landscape sensitivity to housing development, with areas of higher sensitivity on rising, open land to the west of the site and to the southwest overlooking the A4 towards elevated areas of Corsham Court's designed parkland likely major benefits in terms of provision of significant amount of affordable housing and wide variety of mix, type and tenure significant benefits for reducing social inclusion but site is not located within an area subject to high levels of deprivation at the higher end of the range of dwellings four 2FE primary schools would be required on sites of at least 2ha. In meeting the need of secondary school places, a new school is likely to be required. A new on-site secondary school is unlikely to be well connected to the existing settlement due to the situation of the A350 on the eastern site boundary. Alternatively, financial contributions could be sought to support additional places at a new school in the town development on this scale is considered likely to significantly increase pressures on the local road network. The site would be very accessible from the A350 and A4 giving good access to motorised transport, but it is on the western side of the A350 resulting in significant severance for pedestrian, cyclist and railway mode shares

		<ul style="list-style-type: none"> • moderate positive effects – opportunity to incorporate a mix of uses on this site. Capable of helping support existing employment areas, such as Methuen Park and Bath Road Industrial Estate • Minor or neutral effects are likely for biodiversity, climate change and energy
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61. Site 1 performs strongly in both housing and employment objectives, but overall the differences between sites are graduated without any one being marked. Three of the seven sites are assessed as overall having similar scale effects. All the sites have adverse climate change and air quality effects that are either minor or moderate. Sites 4 and 6 perform slightly better. Site 2, like site 1, though overall assessed to be slightly less sustainable performs stronger under the employment objective.

62. At Stage 4, the sites were assessed against the emerging Place Shaping priorities, the outcome of which has resulted in changes in the ranking of the sites compared to the SA (see next page).

63. Site 1 continues to perform well. the site performs strongly in achieving the Place Shaping priorities. As result, Site 1 is taken forward as a preferred option.

64. Sites 2 and 3 perform much more strongly in terms of achieving Place Shaping priorities compared to sites 4 and 6 and are therefore preferred over them. Even though these latter two sites are assessed to be more sustainable, given the character and marginal differences between all four sites, such a marked, stronger ability for development to deliver strategic priorities, merits sites 2 and 3 being selected ahead of sites 4 and 6.

65. Sites 5 and 7 do not perform well against several of the Place Shaping priorities.

66. The preferred options for development are Sites 1, 2 and 3. The emerging strategy sets a scale of growth over the plan period that

requires additional land to be identified for around 5,100 new homes and 5 ha of employment land. For the purposes of sustainability appraisal sites 1, 2 and 3 were estimated to provide in up to 18,550 homes gross (Site 1 up to 8539 houses, Site 2 up to 8724 and Site 3 up to 1287).

67. Site 1 will enable an eastern distributor road to be developed linking the A4 with the A350. Evidence suggests that this road is required to help tackle congestion in the town centre. Hence why it is a Place Shaping priority. However, Sites 2 and 3 are selected as well to ensure that further land is available to deliver enough land to meet housing and employment requirements and if a southern distributor linking the A4 with A350 at the Lackham roundabout is also required alongside the eastern distributor road.

68. All three sites are adjacent to the River Avon corridor and provide the opportunity to enhance the River corridor and also extend the Country Park which is part of the Rawlings Green and South West Chippenham sites. All three sites are large enough to enable links for pedestrians, cyclists and public transport to be incorporated to and from the town centre and further afield.

69. This represents an ample pool of land to meet the scale of growth intended for Chippenham over the plan period. It also provides land on a scale that can support the delivery of necessary transport and other infrastructure.

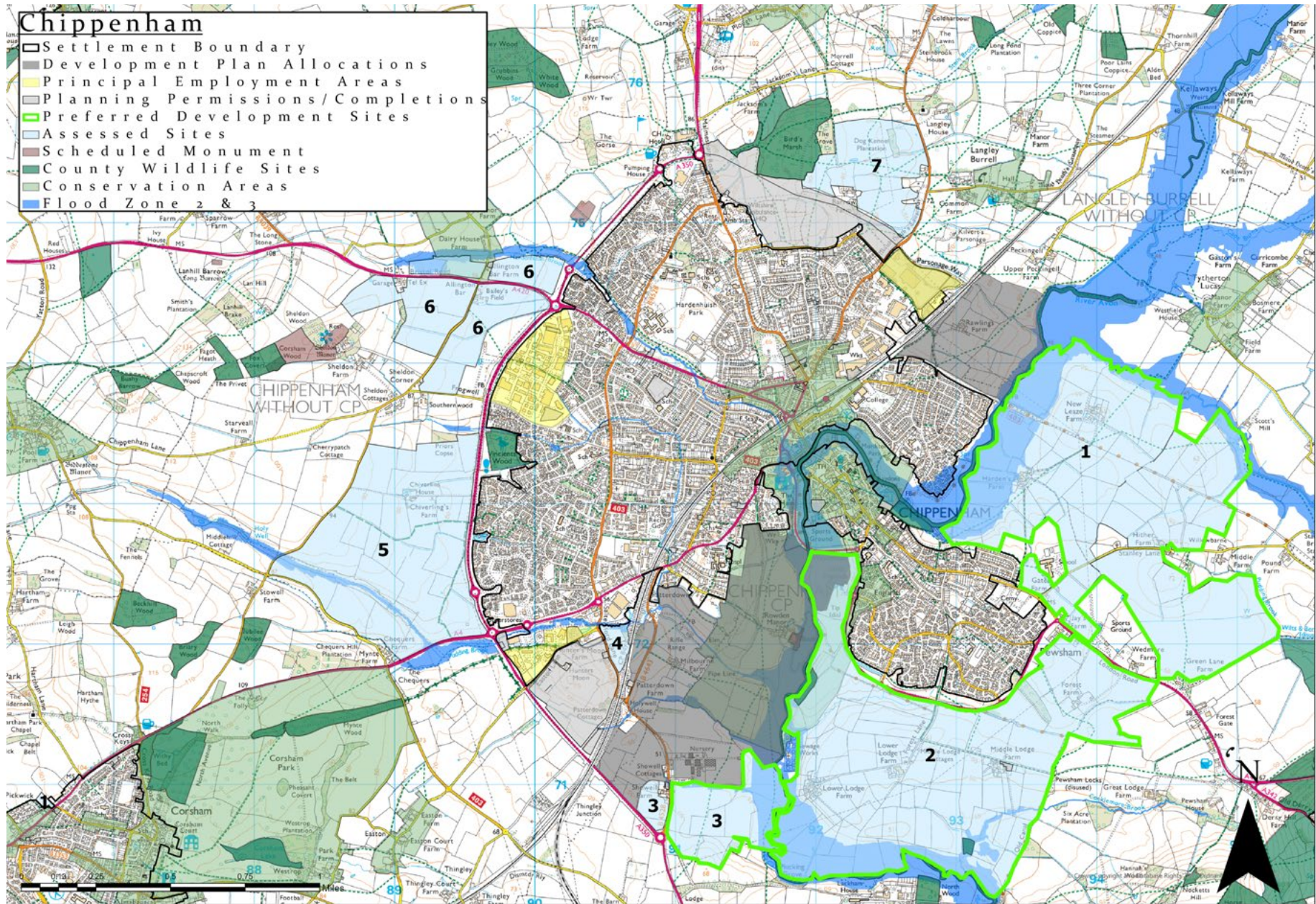
Site	Stage 4 ranking	SA ranking of site	SP1	SP2	SP3	SP4	SP5	SP6	Change from SA ranking
1	1st	1st	✓	✓ ✗	✓	✓	✓	✓ ✗	No change
2	1st (Joint)	4th (Joint)	✓	✓ ✗	✓	✓	✓	✓ ✗	↑
3	1st (Joint)	4th (Joint)	✓ ✗	✓ ✗	✓	✓	✓	✓	↑
7	4th	4th (Joint)	✓	✓	✗	✓	✗	✗	No change
5	5th	4th (joint)	✓	✓ ✗	✗	✓	✗	✓	↓
66	6th	3rd	✓	✓ ✗	✗	✓ ✗	✗	✓ ✗	↓
4	7th	2nd	✗	✓ ✗	✗	✗	✗	✓	↓

Preferred Options for Development

70. Further work has examined in more detail what land within these sites can be developed and what land cannot, having regard to constraints and requirements for mitigation. This work results in a schematic masterplan for the distribution of uses within the site. This represents the plan's preferred option.

71. This is an appropriate stage to invite comments about the scale of growth, the direction of the town's expansion and the form and location it should take.

Figure 5 Map showing preferred development options



Wiltshire Council Local Plan Site Selection Report for Chippenham

**This document was published by the Spatial Planning Team,
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