

Wiltshire Council

Where everybody matters



Trowbridge Area Board

17 January 2013

Welcome to this evening's meeting



Trowbridge Masterplan update

Masterplan

Arup appointed to develop a Masterplan and implementation and delivery strategy for Trowbridge central area.

Led by Transforming Trowbridge , the purpose of the Trowbridge Masterplan is to develop and refine the principles identified within the adopted Urban Design Framework, the River Biss SPD and the Core Strategy.

There are 5 stages to the Masterplan:

Stage 1 – Baseline Review

Stage 2 – Masterplan Options Assessment

Stage 3 – Draft Masterplan for Trowbridge Town Centre

Stage 4 – Consultation

Stage 5 – Final Masterplan for Trowbridge Town Centre

Vision

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

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

Trowbridge Masterplan Timetable

- 13th December Draft Baseline Document review
- 14th December - Procure Additional Evidence
- 21st December – Review land use options (Leisure, Housing, Transformation etc)
- 16th – 21st Jan - Review Options and Sign Off
- 25th Jan - Draft Masterplan
- February - Stakeholder workshop
- February - Area Board hosted workshop
- March – April – refinement of Masterplan
- March – April - Development and production of detailed delivery plan
- May – June - Formal 6 week consultation and actions towards adoption as SPD
- 30th June – Final Masterplan

Baseline Review

The Baseline Review provides the evidence base to inform the development of the Masterplan for Trowbridge.

It includes an analysis of the planning and regeneration context, urban design headlines, key transport issues and property market analysis.

The work is the result of a mixture of desk based analysis, site visits and stakeholder consultation. It pulls together all previous studies and documents.

Purpose

The findings of this assessment have informed the preparation of the Vision and Objectives for the Masterplan.

The Vision is intended to provide an overarching aspirational framework for the future of Trowbridge against which to assess the merits of development and new investment proposals.

Ultimately the role of the Town Centre Masterplan is to help ensure that the Vision is achieved and that Trowbridge fulfils its role as a distinctive, attractive and welcoming place.

Key issues

- A growing and ageing population that will continue to generate demand for town centre functions – retail, leisure, jobs and housing.
- An economically active population with wage levels to both support the existing town centre shopping and leisure facilities and increase demand for a ‘wider’ offer.
- The reuse of Brownfield town centre sites to provide ‘significant levels of jobs’ as supported by the Core Strategy to help address a level of unemployment which is slightly above the national average.
- Improvements to the rail station to provide new gateway to Trowbridge and improved public transport connectivity

Key issues cont.

- There is a lack of space within the existing town centre to accommodate future development.
- There is no need for additional food retail in the town centre, however there is market demand to provide more food retail. There is need for comparison.
- There is an opportunity to improve the leisure offer within the central area.
- Suitable space should be provided in the central area as an accessible location to accommodate a Campus with the appropriate facilities and services as informed by the community consultation undertaken by the Council.
- There is an existing and predicted future need for care and extra care housing

Masterplan Options Assessment

Assessing options through 2 filters:

1. The Vision
2. Deliverability

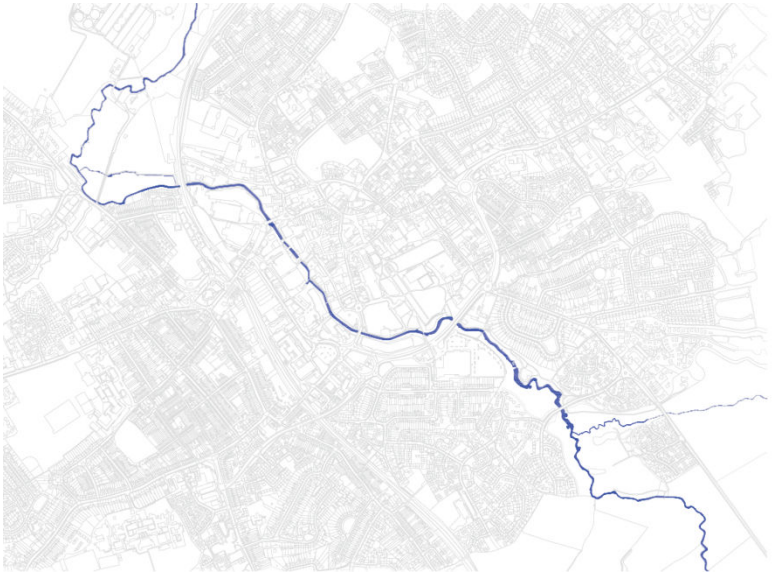
Evidenced based process

Delivering Core Strategy objectives

Reviewed long list of potential sites, potential land uses

Capacity assessment of resulting sites (planning constraints, infrastructure requirements, ownership issues, financial development appraisal etc.)

Structuring Elements



River Biss



Peoples Park

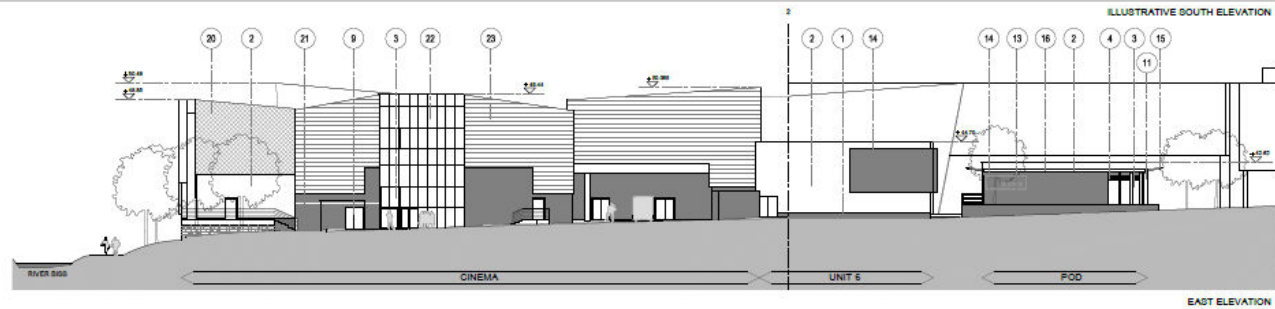
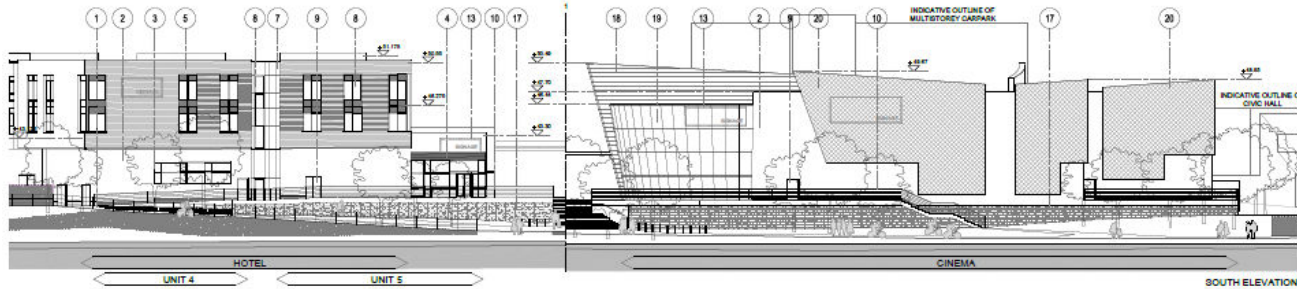


Residential Areas



Severing Elements

Consented St Stephens Development



The drawings are to be read with the following notes. All dimensions are in millimetres unless otherwise stated. All dimensions are to the face of the work unless otherwise stated. The drawings are to be read with the following notes. All dimensions are in millimetres unless otherwise stated. All dimensions are to the face of the work unless otherwise stated.

- MATERIALS**
- ① Brickwork: Istock Himby Ebony Black or equal and approved.
 - ② Sto therm insulated render system or equal and approved. White.
 - ③ Polyester powder coated aluminium window system with clear glazing by Sapa or equal and approved. RAL 7039.
 - ④ Polyester powder coated aluminium louvres system. RAL 7039.
 - ⑤ Brickwork: Istock Heritage Red Blend or equal and approved.
 - ⑥ Sto Varotec rainscreen facade system or equal and approved. RAL 7043.
 - ⑦ Gotech Optima FC anodised aluminium rainscreen facade system or equal and approved. RAL 7039.
 - ⑧ Polyester powder coated aluminium window system with clear glazing and spandrel glazing by Sapa or equal and approved. RAL 7039.
 - ⑨ Service doors: Accent Hansen steel solid core doors and frames or equal and approved.
 - ⑩ Stainless steel tension wire balustrade or equal and approved.
 - ⑪ Anodised aluminium fins. RAL 2011, RAL 6001, RAL 6016 & RAL 9003.
 - ⑫ Stainless steel doors to service lift.
 - ⑬ Indicative signage zones subject to separate application.
 - ⑭ Vertical sweet chestnut timber cladding system or equal and approved.
 - ⑮ Glass canopy system with polyester powder coated steel structure. RAL 9003.
 - ⑯ Polyester powder coated steel C profile. RAL 7039.
 - ⑰ Gabion wall cladding system.
 - ⑱ Gotech Optima FC aluminium metal panel system or equal and approved. Copper Patina D6108M.
 - ⑲ Sapa curtain walling SG glazing system or equal and approved.
 - ⑳ Gotech anodised aluminium shingles cladding system or equal and approved. RAL 7035.
 - ㉑ Forticrete bathstone colour textured blockwork or equal and approved.
 - ㉒ Trimo aluminium composite material insulated panels system or equal and approved. RAL 7039.
 - ㉓ Trimo aluminium composite material insulated panels system or equal and approved. RAL 7006.



ST STEPHENS PLACE, TROWBRIDGE ILLUSTRATIVE EAST ELEVATION

MountfordPigott
SOUTH & EAST
ELEVATIONS AS PROPOSED
1450-P07A
1300@A1 | 1450@A3 16.11.11

Draft Masterplan

- A statement of aims and objectives for the physical regeneration of Trowbridge town centre based on analysis of the baseline incorporating early ideas about how proposed developments can be delivered.
- Analysis of Trowbridge town centre's performance in terms of retail offer, services, parking and public transport provision including specific successes, shortcomings, or opportunities in these areas and how they could be addressed to strengthen the town centre.
- Analysis of existing site uses, owners, occupiers and sites and establish potential issues and opportunities for the strategic Masterplan area.
- Assessment of the impact of proposed developments looking in particular at the effect on the regeneration of Trowbridge arising from (a) developer contributions (b) direct provision of employment and community facilities (c) the increase in the critical mass of the local population.
- Assessment of the existing urban form. Examination of the opportunities for ensuring the Masterplan proposal provides an improved environmental quality incorporating innovative urban design principles and public realm improvements.

Common Infrastructure

Critical

- River Crossings
- River Biss Route – SPD

Essential

- Landing Sites – Safe, secure
- Legible Access – Station to Biss
- Peoples Park – Capacity building
- Way finding

Desirable

- Public realm enhancements –E.g. New Square - UDF

Draft Masterplan testing

Stakeholder workshop

- Structured afternoon / early evening facilitated discussion
- Masterplan Framework - key elements, objectives, strategy
- TT Board Members, Area Board Councillors, Developers, Landowners, Retailers, Local Businesses, Council Officers
- Assessment of willingness to deliver solution, understanding of whole context

Area Board hosted workshop

- Presentation and facilitated discussion of draft plan
- Feedback on issues, concerns and strengths of the proposal
- Developing understanding and opportunity to shape plan before it goes out for formal consultation

Consultation

Period of activity when proposals and recommendations are made available to the general public.

- Static public exhibition in the town centre
- Exhibition boards
- Online consultation via Wiltshire Councils website

The views of the general public will be sought at this stage via feedback forms.

This information will be used to refine the final masterplan.

A short report on findings from the consultation will be produced.

Final Masterplan

Refinement of document in light of consultation responses

Completed document containing baseline, spatial masterplan,
delivery strategy

Final review and sign off by Transforming Trowbridge Board

Adoption as SPD