



## Chippenham Site Allocations Plan

# Chippenham Site Allocations Plan: Site Selection Report Appendices

## Council Version

**April 2016**

## Wiltshire Council

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**Chippenham Site Allocations Plan:  
Site Selection Report  
Appendices**

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## Appendix 1

### Chippenham Site Allocations Plan: Schedule of Work in Relation to Sustainability Appraisal and Site Selection Report

#### Introduction

The Inspector examining the soundness of the draft Chippenham Site Allocations Plan raised concerns about the adequacy of the Site Selection Report and Sustainability Appraisal prepared to support the Plan's preparation. In accordance with Examining Local Plans Procedural Practice this paper sets out a schedule of work the Council is proposing to carry out to address the concerns identified by the Inspector specifically in relation to these two pieces of evidence. This Appendix should be read together with the Council's letter of response to the Inspector, which refers to a Position Statement that will be prepared responding to the Inspector's concerns in relation to the proposed Eastern Link Road. Appendix 2 sets out the timeline for this work.

The proposed further work focuses on an enhanced methodology, which removes the two stage approach and replaces it with a parallel assessment of Strategic Areas and Strategic Sites that culminates in the comparison of alternative development strategies. The methodology revisits the Sustainability Appraisal and the Site Selection Process and the outputs will include:

- A revised Site Selection Report that recognises the importance of the Core Policy 10 criteria, which are reflected within the Plan objectives, as part of a more straight forward employment-led approach by removing the explicit ranking of criteria. This 'employment-led approach' will ensure the Plan provides a good choice of sites for a range of business as soon as possible, supports the vitality and viability of the town centre and supports settlement self-containment;
- An amended Sustainability Appraisal, which introduces additional assessments of new strategic site options within all Strategic Areas; and
- Proposed modifications to the Plan resulting from the work including setting out measures to monitor and minimise risks to ensure the 'smooth and co-ordinated' delivery of the preferred strategy and associated infrastructure.

The background and context for the proposed enhanced methodology is provided in summary below following which the enhanced methodology is set out in steps.

#### Background and Context

The strategy for Chippenham, as set out in the Wiltshire Core Strategy "is based on delivering significant job growth, which will help to improve the self-containment of the town" and include the provision of new employment sites as part of mixed use sustainable urban extensions at the town (paragraph 5.46). The Wiltshire Core Strategy sets a minimum amount of additional housing and employment for Chippenham between 2006 and 2026. It also establishes a set of six criteria to guide Chippenham's expansion, as set out in Core Policy 10. They are translated into the six objectives for the Plan and form the central basis for selecting 'Strategic Sites'. A Strategic Site

Assessment Framework was developed to define how the Core Policy 10 criteria are interpreted and was informed by comments from the community and other stakeholders<sup>1</sup>.

The Wiltshire Core Strategy identifies, diagrammatically, a set of indicative Strategic Areas located east of the A350 as potential areas of future expansion for strategic mixed use sites to be identified in accordance with Core Policy 10. The 'Strategic Areas' are defined by barriers such as main roads, rivers and the main railway line. Land west of the A350 is not considered a reasonable alternative for the allocation of strategic sites. The Council's reasoning is set out in Briefing Paper 2, which explains the definition of strategic areas<sup>2</sup>.

The proposed enhanced methodology seeks to add to the Site Selection Process, as set out in the Site Selection Report, and Sustainability Appraisal (SA) process to present an equitable assessment of all reasonable alternatives within the parameters set by: the overall scale of growth included within the Wiltshire Core Strategy; the Strategic Areas identified as A to E<sup>3</sup>; the definition of what a strategic site is<sup>4</sup>, and the agreed Strategic Sites Assessment Framework<sup>5</sup>.

## **Enhanced methodology**

### **Step 1: Review Sustainability Appraisal of Strategic Areas**

#### **Objective: To improve the consistency and clarity of the Sustainability Appraisal of Strategic Areas A to E**

Each of the Strategic Areas has been assessed against the Sustainability Appraisal (SA) objectives in the SA Framework (Table 6.1, SA Report<sup>6</sup>). During the hearing sessions there was some concern about whether the assessments presented in Appendix 1 to the SA Report and summarised in Chapter 7 of the SA Report correctly reflected the evidence on which it relied. The first step is, therefore, to review this work for consistency and clarity.

This work will include a review of decision aiding questions in the SA Framework to establish whether they are appropriate to identify the impacts arising from development at Chippenham. No change to the SA objectives is proposed. These remain the core objectives of the SA.

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<sup>1</sup> Chippenham Strategic Sites Assessment Framework:  
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamsiteselectionmethodology.htm>

<sup>2</sup> Briefing Note 2: Definition of the Chippenham Strategic Areas (Jan 2015)  
<http://www.wiltshire.gov.uk/chippenham-briefing-note-2-definition-of-strategic-areas-updated-2015-january.pdf>

<sup>3</sup> Wiltshire Core Strategy (January 2015) Figure after paragraph 5.56:  
<http://www.wiltshire.gov.uk/corestrategydocument?directory=Adoption/Figures%20within%20the%20Core%20Strategy&fileref=29>

<sup>4</sup> Briefing Note 5: The Role of Strategic Sites <http://www.wiltshire.gov.uk/briefing-note-5-the-role-of-strategic-sites.pdf>

<sup>5</sup> Strategic Sites Assessment Framework <http://www.wiltshire.gov.uk/chippenham-strategic-sites-assessment-framework-final-2.pdf>

<sup>6</sup> Sustainability Appraisal Report (February 2015) <http://www.wiltshire.gov.uk/chippenham-draft-sa-report.pdf>

The SA will continue to identify, for strategic areas, the likely significant effects of a large scale mixed use development, highlighting and explaining where the mitigation of impacts may be problematic.

## **Step 2: Policy review Strategic Area Assessments**

**Objective: To present the existing policy analysis of strategic areas against the objectives of the Plan to clarify the differences between each.**

Informed by SA, the revised site selection report will present the evidence of the most significant strengths, weaknesses, opportunities and threats for each strategic area (A to E) that the evidence presents.

Using the six criteria from the Wiltshire Core Strategy (which are consistent with the Plan objectives) and evidence requirements set out in the Strategic Site Assessment Framework, the assessment will report under each objective as follows:

- Strength: There would be a benefit from developing here because...
- Weakness: There would be harm from developing here because...
- Opportunity: Developing here would offer the wider benefit of...
- Threat: Developing here would risk the wider harm of...

3.6 Much of this assessment is already presented in the Site Selection Report in Section 1 in a narrative manner. The revisions to this will reflect any amendments to the SA of Strategic Areas and present the evidence in a manner which will better highlight the differences between Strategic Areas.

Although this analysis may suggest some preference for one Strategic Area over another no Strategic Area will be removed from further consideration.

As part of the review there will be consideration of the opportunities the Strategic Areas present in combination with other Strategic Areas to help deliver the objectives of the Plan. The likely strengths and weaknesses of the combination(s) of Strategic Areas (potential development concepts) will be summarised and any theoretical interdependencies between Strategic Areas identified. This work will inform the development of alternative development strategies (see Step 6).

## **Step 3: Identify Strategic Site Options**

**Objective: To identify reasonable alternative strategic site options in all Strategic Areas (A to E).**

The Inspector is concerned that some locations have not been evaluated in the same detail as others before being rejected. This proposed approach ensures that all locations promoted for development continue to be assessed.

Additional work will ensure that all reasonable alternative strategic site options have been considered in addition to those already examined in the Site Selection Report in Strategic Areas E, B and C in Sections 1, 2 and 3. Identification of strategic site options will be extended to include strategic site options in strategic areas A and D and, potentially, additional options in Strategic Areas E, B and C. In generating the strategic site options the comments received on the Plan in relation to alternative site options will be considered.

The Strategic Housing Land Availability Assessment (SHLAA) provides evidence of what land is being promoted or may be available for development in each of the Strategic Areas. Guided by the Planning Advisory Service strategic site toolkit and the objectives of the Plan, the Council will develop from these individual SHLAA sites additional strategic sites options.

Land parcels submitted for inclusion in the SHLAA range in size from several hundred hectares to single figures. As a consequence some strategic site options may involve a combination of separate land interest whilst others may need to be divided or reduced. The Council's reasoning for the development of each strategic site option will be set out. The outcome from this work will be used in Step 4.

#### **Step 4: Sustainability Appraisal of Strategic Site Options**

**Objective: To undertake Sustainability Appraisal of the reasonable alternative strategic site options in each Strategic Area**

Chapter 8 of the SA Report considered strategic site options in Areas E, B and C. This work will extend this assessment to include potential strategic site options in Areas A and D and, potentially introduce new strategic site options in Areas E, B and C. Considering all locations promotes consideration of strategic sites on an equitable and transparent basis.

Evidence papers map constraints or map information in their assessments. This information will be combined and the SA will refer to a map of constraints impinging on development around the town. This will guard against wider area judgements being applied to specific sites within an area.

Each site option will be assessed using the SA Framework. As stated above, decision aiding questions will have been reviewed to ensure that there is a sufficiently detailed assessment and conclusions are fully evidenced.

The appraisal will conclude with recommendations for each strategic site option on what would be important from a sustainability perspective and should therefore influence the decision as to whether or not a site is taken forward (and, if it is, the conditions or mitigation that might be attached to development). It will suggest what mitigation measures would be necessary to ensure particular sustainability benefits are realised or identify essential measures to ensure a development's acceptability. The appraisal may suggest that a strategic site option is not taken forward; in which circumstance it will set out its reasons.

#### **Step 5: Policy review of Strategic Site Options**

**Objective: To undertake a review of reasonable alternative strategic site options in each strategic area to highlight the strengths and weaknesses of each against existing Plan Objective.**

The Site Selection Report includes strategic site options in Areas E, B and C in Sections 1, 2 and 3. This analysis will be extended to include strategic site options in each strategic area and potential additional options in Strategic Areas E, B and C.

The existing narrative assessment of each strategic site will be replaced, using the same evidence base, with a more detailed SWOT analysis to highlight the strengths and weaknesses of each. The examination of each strategic site option against the Plan's objectives will identify those sites with the most potential to support the employment led strategy for Chippenham established in the Core Strategy.



## **Step 6: Identify Reasonable Alternative Development Strategies**

**Objective: To develop from the Sustainability Appraisal and policy review of Strategic Areas alternative development strategies that could, in different ways, deliver the objectives of the Plan and the scale of growth proposed in the Wiltshire Core Strategy.**

The SA assessment and policy assessment of each strategic area (Steps 1 and 2) and different strategic site options (Steps 3 to 5) will be used to identify alternative development strategies in Step 6. These alternative development strategies will comprise one or more identified sites and supporting infrastructure requirements.

A site may fit with more than one development strategy. If a site does not support or 'fit' any development strategy it may at this stage be rejected from further assessment. If this is the case the revised Site Selection Report informed by the SA, will set out the Council's reasoning.

The alternative development strategies will be led by the evidence. Alternative development strategies already presented in evidence to the examination that could be considered at this stage are:

- The current plan proposals
- A strategy with a southern focus
- A strategy with an eastern focus

Each alternative development strategy will be developed to provide the 'at least' strategic requirements for housing and employment at Chippenham as set out in Core Policy 10 of the Wiltshire Core Strategy. Supporting evidence for each alternative will involve understanding traffic impacts, viability assessment and an assessment of risks to delivery associated with each development strategy. Each reasonable alternative strategy can therefore be tested as to whether it has a reasonable prospect of delivery.

## **Step 7: Sustainability Appraisal of Reasonable Alternative Development Strategies**

**Objective: To identify a development strategy that promotes the most sustainable pattern of development at Chippenham.**

Sustainability Appraisal will report the like significant effects of each reasonable alternative development strategy and recommend one strategy based on achieving sustainability benefits across the spectrum of economic, social and environmental impacts. It may also suggest amendments and additional mitigation measures. It will provide reasons for rejecting the other strategies under consideration.

## **Step 8: Selection of a preferred development strategy**

**Objective: To identify a preferred development strategy that delivers the Plan's objectives informed by Sustainability Appraisal.**

The alternative development strategies will be compared on an equitable basis using a similar SWOT framework to the one used in Step 2. This will be informed by Sustainability Appraisal.

Selection of a preferred development strategy will have the goal of achieving social, economic and environmental benefits together. Reflecting an employment-led strategy, the selection of a preferred strategy will however be based on choosing the alternative with the greatest net

support for economic growth and settlement resilience when compared to the potential for harm against Core Policy 10 criteria 2 to 6. Harm can be considered to include:

- lack of infrastructure, a poor mix of homes including affordable housing
- poor traffic impacts on the local network, harm to the vitality and viability of the town centre because of congestion and little wider transport benefit
- poor access to every day destinations by alternatives to the private car
- poor impacts on the landscape, substantial harm to heritage assets and biodiversity
- increasing flood risk

Using the SWOT framework, the revised Site Selection Report will set out the justification for the chosen strategy and for not taking forward the development strategies it rejects. This will be informed by the risk analysis in Step 6.

Proposed modifications to the Plan to support the preferred development strategy and its delivery, arising from the work, will be set out.

### **Step 9: Sustainability Appraisal of preferred development strategy**

**Objective: To ensure the preferred development strategy delivers the Plan's objectives informed by Sustainability Appraisal.**

The preferred strategy, in the form of plan proposals (draft policies), will be subject to Sustainability Appraisal as appropriate and may result in further refinements to the draft Plan. This Appraisal may suggest:

- further changes in development components:
- the removal of components / statements that are not environmentally sustainable:
- the addition of new components / statements;
- including 'protective' statements requirements to substitute or offset for certain types of impacts, for instance, through projects that replace any benefits lost; and/or
- requirements in terms of reference for Environmental Impact Assessment and master plans for plan proposals, with detail on aspects of such as further landscape or traffic assessment

### **Step 10: Proposed Modifications to the Plan Proposals and revised evidence**

At the conclusion of the review the following will be made available for consultation:

- An amended Sustainability Appraisal with addendum to present additional appraisals in relation to the new strategic site options and new reasonable alternative development strategies;
- A revised Site Selection Report, informed by Sustainability Appraisal, which presents the evidence as a series of SWOT analysis to highlight the strengths and weaknesses of each alternative considered against the objectives of the Plan (Core Policy 10 criteria);
- Proposed modifications to the Plan to support the preferred development strategy, its implementation and delivery. This may include an extended section in the Plan on implementation and delivery in Chapter 6.

- Revised Transport and Accessibility evidence and Viability Appraisal evidence to support the consideration of alternative development strategies.

## **Appendix 2**

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# **Chippenham Site Allocations Plan: Chippenham Strategic Sites Assessment Framework**

## Introduction

- 1.1. Core Policy 10, The Spatial Strategy: Chippenham Community Area, of the Wiltshire Core Strategy introduces six criteria to guide the selection of strategic sites at Chippenham and a diagram of strategic areas. The criteria are the basis for deciding the most appropriate directions for growth by first selecting preferred strategic areas and then the detailed selection of the most appropriate development sites within them.
- 1.2. The purpose of the Chippenham Strategic Sites Assessment Framework is to set out in more detail how each of the criteria will be used. It lists a set of indicators by which an area or site should be measured, the rationale explaining why it is included and what evidence will be used to describe how well a site or area performs against that measure.
- 1.3. The indicators will therefore be used in the first instance to assess the relative merits of strategic areas A to E as shown on the Strategic Chippenham diagram included in the Wiltshire Core Strategy. Thereafter they will be used to assess individual sites within a preferred area. A summary of the strategic site selection methodology can be seen on the Council's website<sup>7</sup>.
- 1.4. This is a final version of the framework methodology. Prior to 2014 there had been considerable public consultation about Chippenham's future as part of preparing the Wiltshire Core Strategy. Comments submitted at that stage informed the initial draft framework. This initial draft was further developed after input from community and developer meetings in April 2014 and revised in light of comments from attendees. In June 2014, the Council ran an informal public consultation on a consultation draft version of the Chippenham Strategic Sites Assessment Framework, and discussed this at a Chippenham Area Board public meeting at the Neeld Hall on 16 June 2014. As detailed in the Strategic Sites Assessment Framework consultation report, 32 responses were received during the consultation period and some of these have resulted in minor amendments to this final version of the Strategic Sites Assessment Framework<sup>8</sup>.

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<sup>7</sup>Briefing Note 1: Chippenham Strategic Site Selection Methodology available at <http://www.wiltshire.gov.uk/briefing-note-1-chippenham-strategic-site-selection-methodology.pdf>

<sup>8</sup> Reports of the early consultation events in 2010 and 2011, a report on the Neeld Hall event in June 2014 and a full report of consultation responses on the draft Strategic Site Assessment Framework can be found on the following web page:

## The Strategic Site Assessment Framework

<b>Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience</b>		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor	Range of minimum and maximum vehicle times and judgement on reliability of journey of times. Measurement of distance from site to M4 junction.
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.	Range of minimum and maximum times for each mode and judgement on the quality of the links by cycle and foot. Measurement of distance from site to Chippenham railway station.
Fit with economic assessment	Scope to provide office and industrial premises that are in demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.	Description of marketing potential to different business sectors. Sectors weighted in importance according to Local Economic Partnership (LEP) strategy.
Contribution to wider economic growth	New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.	Description of the potential and means to connect to other existing or potentially new business developments.
Development costs	Potential to provide competitively priced premises is helped by sites having low development costs	Identification of potential exceptional development costs, ease of connection to existing physical infrastructure
Speed of delivery	The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.	Estimate of time taken to build and bring to the market Landowner engagement – proof and commitment to deliver.

Environmental attractiveness	A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business	Assessment of potential landscape quality and setting.
Ability to meet ICT needs	The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business	Anticipated download speeds with and without infrastructure investment
Relationship with existing residential development	Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses	Identification of areas where there would need to be a close juxtaposition of housing and employment uses and therefore potential conflicts
Introduction of choice	Providing a choice of locations which support different types of business can help support economic resilience	Assessment of the scope to provide more than one locations for new business development and to provide for a variety of business uses.
<b>Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them</b>		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles	Assessment of recreation potential; identifying possible corridors, parks, gardens and sites/areas suitable for formal sports from natural features and topography.  Identification of existing recreational assets and description of role and importance and the scope to protect and enhance them.
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.	Identifying potentially attractive or distinctive features and assets, identifying them and their location and explaining how they could be used in urban design.  For site selection ( <u>not</u> strategic areas): Conceptual master plans to identify the potential form and qualities of urban design and assessment of potential impacts on the overall character of Chippenham.
Noise, contamination and other pollution (including	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.	Identification of potential sources of harm, assessing their extent and significance, describing the scope for

smell and air pollution)		mitigation
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver	Identification of the costs of important infrastructure and identifying any technical or complex issues that would require an expensive solution then assessing their potential impact upon an area or site's viability.
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.	Forecast pupil numbers and information on local school capacity
Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.	Identification of additional demand, the need for additional facilities and the ability to provide them
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities and their use.	Forecast impacts upon existing leisure facilities, anticipated need for expanded capacity and the ability to provide it.
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41	An assessment of the scope for renewable energy solutions and low carbon solutions.
<b>Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</b>		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.	Queue lengths are typically used as an indicator of travel time.  Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility "heat maps" will be used to address this indicator. This was supported by attendees at the developer forum as a viable method.
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.	
Time and distance to town centre (Neelds Hall)	Easy access to the town centre encourages alternative forms of transport	
Impact on queue lengths	Traffic generation should avoid exacerbating existing	A 'heat map' is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility



and critical junctions	bottlenecks at critical junctions	is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area.  Identification of critical junctions and modelling effects on traffic flows
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**Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment**

<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.	Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator.  A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area
Time taken, safety and quality of travel to railway station		
Time taken, safety and quality of travel to secondary schools		
Time taken, safety and quality of travel to College		
Access to the existing public transport, footpath and cycle network		
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport	

**Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside**

<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.	Features and characteristics identified by type, location and significance. Advice on how they may protect or integrate into a built environment and provide wider benefits.
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development	Identification of important public viewpoints into and out of Chippenham and surrounding settlements.  Boundaries to acceptable urbanisation that are necessary to safeguard important views and the settings or separate identity of a community
Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site's existing ecological interest assets and their value.	Identification of biodiversity characteristics and important habitats, plus advice on how they should be protected and whether and how they may be enhanced, including their long term management
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.	Features and characteristics identified by type, location and significance. Advice on how they may be protected or integrated into a built environment.
Opportunity to repair urban fringe and approaches to Chippenham	New development may improve the character and setting to Chippenham where the current visual impact is unattractive.	Identification of areas where the form of the urban fringe is visually unattractive or detracts from the character and setting to the town. Specification of the scope for new development to address and improve upon such areas.
Connectivity to public rights of way through and into the countryside	Development may provide public health improvements by better access to the countryside.	Identification of rights of way network, assessment of quality and importance. Identification of opportunities for improvements.
<b>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</b>		
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks	Reliable mapping of flood zones and identification of surface water management requirements



## **Appendix 3:**

### **Step 2: Policy Review of Strategic Areas (detailed assessments)**

## Criterion 1: The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience

### Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 1.

<i>Indicator</i>	<i>Rationale</i>
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.
Fit with economic assessment	Scope to provide office and industrial premises that are in demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.
Contribution to wider economic growth	New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.
Development costs	Potential to provide competitively priced premises is helped by sites having low development costs
Speed of delivery	The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.
Environmental attractiveness	A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business
Ability to meet ICT needs	The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business
Relationship with existing residential development	Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses
Introduction of choice	Providing a choice of locations which support different types of business can help support economic resilience

Evidence Paper 1 "Economy" is the main source of evidence and for signposting to other relevant resources.

SWOT assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 1	The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Capitalises on road infrastructure (link road to A350) provided by committed development, limiting costs and improving the capacity to fund an acceptable form of development  (Development costs)		Proximity to A350 and M4 provides a good profile to attract inward investment  (Distance to M4/Prominence)  (Fit with economic assessment)	EP1	Congestion or delay until a link road to the A350 is completed	EP3		
B			Proximity to town centre and railway station can attract business  (Distance to railway station)	EP3	Congestion or delay until a link road to the A350 is completed  Likely to depend on development taking place in Area A	EP1 EP3	Visual impact of large industrial units limits	E
C					Congestion or delay until a link road to the A350 is completed  Likely to depend on development taking place in Area A and B	EP1 EP3	Poorly related to A350 unless and until connected by link road  Deliverable beyond the Plan period	E

D					<p>Congestion or delay until a link road to the A350 is completed.</p> <p>Likely to depend on development taking place in Area E</p>	<p>EP1 EP3</p>	<p>Poorly related to A350 unless and until connected by link road</p> <p>Poorly related to much of the resident workforce and town centre</p> <p>Deliverable later or beyond the Plan period</p>	E E
E	<p>Capitalises on road infrastructure (link road to A350) provided by committed development, limiting costs and improving the capacity to fund an acceptable form of development</p> <p>(Development costs)</p> <p>Deliverable early in the Plan period</p> <p>(Speed of delivery)</p>	EP1	<p>Proximity to A350 and M4 provides a good profile to attract inward investment</p>	EP1				

Conclusion

With the likely exception of Area B, all the areas appear capable of providing a range of B1, B2 and B8 employment uses. Prominence on the A350 marks out areas A and E from the others. There are also differences in speed of delivery. Although Area A also has the benefit of being able to capitalise on committed development providing a link road, Area E is the single area most certain to provide both land reasonably quickly that is also attractive land to inward investment. In this criterion in isolation, it is therefore difficult to envisage a development strategy that does not involve Area E given the urgent need to provide land for business and new jobs as part of an employment-led strategy for the town.

## **Criterion 2: The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them**

### Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 2.

<i>Indicator</i>	<i>Rationale</i>
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.
Noise, contamination and other pollution (including smell and air pollution)	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.
Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities and their use.
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41

Evidence Paper 2 “Housing and Community Facilities” is the main source of evidence and for signposting to other relevant resources.

### SWOT Assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

<b>Criterion 2</b>	<b>The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them</b>
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Strategic Area	Strength		Opportunity		Threat		Weakness	
A	<p>Capitalises on road infrastructure (link road to A350) provided by committed development, limiting costs and improving the capacity to fund an acceptable form of development</p> <p>(Exceptional development costs)</p>				<p>Compensation and mitigation measures to protect Birds Marsh Wood represent an abnormal cost, although likely to be much less significant than road or much other infrastructure</p> <p>(Exceptional development costs)</p>			
B			<p>Proximity to town centre reduces necessity to provide some services and facilities locally, reducing costs</p> <p>(Exceptional development costs)</p>		<p>Provision of a railway bridge represents an abnormal cost potentially reducing the capacity to fund an acceptable form of development alongside other supporting infrastructure requirements</p> <p>(Exceptional development costs)</p>			
C			<p>The area can deliver significant areas of formal and informal open space for the wider benefit of the town</p>		<p>Provision of river crossing represents an abnormal cost potentially reducing the capacity to fund an acceptable form of development alongside other supporting infrastructure requirements</p>			

				(Exceptional development costs)		
D			The area can deliver significant areas of formal and informal open space for the wider benefit of the town, although less well-located and much smaller in scale than other areas  (Recreation potential)	Provision of a river crossing would represent an exceptional cost potentially reducing the capacity to fund an acceptable form of development alongside other supporting infrastructure requirement  (Exceptional development costs)		A Sewage Treatment Works within the area is a source of smell pollution within its vicinity.  (Noise, contamination and other pollution (including smell and air pollution))
E			The area can deliver significant areas of formal and informal open space for the wider benefit of the town  (Recreation potential)			Land within Area E is safeguarded against development in order to protect known mineral reserves  Patterdown rifle range within the area is a source of noise pollution in its vicinity.  (Noise, contamination and other pollution (including smell and air pollution))

Conclusion

Some areas provide scope for informal and formal recreation, but exceptional development costs feature most out of the Strategic Site Assessment Framework indicators. Some development without the need for second access points would be possible in each of the strategic areas but beyond certain levels of development, Areas B, C and D could each require building new road bridges to achieve an appropriate second access.

The assessment does not assume that public funding will be made available for such work. These 'big ticket' items would need to be provided by a developer without compromising the ability to meet other infrastructure costs generated by development as well as a proportion of affordable housing. Avoiding such an issue, Area E has the least constraints and the best prospects. Area A, however, is in a broadly similar position with abnormal costs at a lesser level associated with measures to protect Birds Marsh Wood, assuming effective measures can be achieved. Areas D and E each contain potential sources of pollution that might be avoided altogether or, if not, capable of mitigation, for which a cost would be involved.

**Criterion 3: Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre**

Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 3.

Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.
Time and distance to town centre (Neeld Hall)	Easy access to the town centre encourages alternative forms of transport
Impact on queue lengths and critical junctions	Traffic generation should avoid exacerbating existing bottlenecks at critical junctions

Evidence Paper 3: "Transport and Accessibility" is the main source of evidence. Theme 2 considers potential access to the primary route network and network impacts. Theme 3 assesses wider transport benefits for the existing community.

SWOT Assessment

Assessment involves all the indicators and brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

<b>Criterion 3</b>	<b>Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</b>							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Strong or moderate potential for suitable access to the area from the highway network, minimising the potential		A high or medium likelihood that development would offer wider transport and					

	for compromising highway network functionality		accessibility opportunities to those living in existing communities across Chippenham				
B			The Area can deliver a new road and rail crossing as the main part of a Cocklebury Link road and potentially a key link for an A350-A4 eastern link road that would connect Areas A and C		Relatively close proximity to known congested road corridors suggests the potential for unacceptable traffic impacts upon the existing road network		
C			The area can deliver a new river crossing as part of an A350-A4 link road connecting development permitted in Areas A and B and once completed, the performs well in terms of overall highway access and network impacts  High potential to provide new attractive walking and cycling links that help to increase the use of these active modes among existing residents		Without an eastern link road in place, nearly all traffic to or from Area C would need to route through or around Pewsham, and through Chippenham town centre.		
D			The area can deliver a new river crossing as part of an A350-A4 link road		Without a southern link road in place, nearly all traffic to or from Area D		Potential benefits for existing communities are considered to be more

			connecting development in Area E		would need to route through or around Pewsham, and through Chippenham town centre.		limited than for the other areas	
E	Strong or moderate potential for suitable access to the area from the highway network, minimising the potential for compromising highway network functionality		High potential to improve public transport access for existing Chippenham residents to employment, health, education and retail facilities.					

Conclusion

Areas A and E perform best in terms of the impacts of development on the highway network. Other Areas can be characterised in terms of potential benefits if development can provide new road links but harm if they do not. More detailed assessment of alternative development strategies would need to include gauging levels of harm and benefit of both southern and eastern link roads, but a high level assessment, comparing a southern focus for development compared to an eastern one, shows that an eastern route provides the most benefits measured by forecast average journey times (See below paragraph **Error! Reference source not found.**). Development in Area D has more limited potential benefit compared to other areas in terms of wider transport benefits.

## **Criterion 4: Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment**

### Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 4.

<i>Indicator</i>	<i>Rationale</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.
Time taken, safety and quality of travel to railway station	
Time taken, safety and quality of travel to secondary schools	
Time taken, safety and quality of travel to College	
Access to the existing public transport, footpath and cycle network	Where access to main facilities by an alternative to the car is already in place it is more likely to encourage alternative forms of transport
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport

Evidence Paper 3: "Transport and Accessibility" is the main source of evidence. Theme 1 considers accessibility by alternatives to the private car. The assessment includes ease of access to key services by walking and cycling alongside potential for access by public transport. Additional destinations therefore include the community hospital and main employment areas. Their inclusion is necessary for the Plan to be consistent with national policy as well as local requirements, for example the advice in the National Planning Policy Framework to ensure an integrated approach to considering the location of housing, economic uses and community facilities and services<sup>9</sup>.

### SWOT Assessment

Assessment involves all the indicators and brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

<sup>9</sup> National Planning Policy Framework, DCLG, (Mar 2012), Paragraph 70

Criterion 4	Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Potential for walking and cycling access to: <ul style="list-style-type: none"> <li>• The town centre</li> <li>• Railway station</li> <li>• Employment areas</li> </ul>		Strong or moderate potential for easy access to the area from public transport networks				Weak in terms of walking and cycling access to Community Hospital	
B	Potential for walking and cycling access to: <ul style="list-style-type: none"> <li>• The town centre</li> <li>• Railway station</li> <li>• Employment areas</li> </ul>		Strong or moderate potential for easy access to the area from public transport networks				Weak in terms of walking and cycling access to the Community Hospital	
C	Potential for walking and cycling access to: <ul style="list-style-type: none"> <li>• Secondary Schools</li> </ul>		A high potential to provide new attractive walking and cycling links around the town, such as to Abbeyfield School and sports facilities, that will be of use to existing residents				Weak in terms of walking and cycling access to: <ul style="list-style-type: none"> <li>• Community Hospital</li> <li>• Employment areas</li> <li>• Town centre</li> </ul>	
D							Weak in terms of walking and cycling access to: <ul style="list-style-type: none"> <li>• The town centre</li> </ul>	



							<ul style="list-style-type: none"> <li>• Railway station</li> <li>• Community Hospital</li> <li>• Employment areas</li> </ul>
E	Potential for walking and cycling access to <ul style="list-style-type: none"> <li>• Community Hospital</li> <li>• Town centre</li> </ul>		Strong or moderate potential for easy access to the area from public transport networks				Weak in terms of access to secondary schools

Conclusions

Enhancing public transport needs the agreement of operators. There can, however, be greater certainty with respect to cycling and walking.

Area D is different to all other areas because of its weakness against this criterion. Area D, like Area C, also has more limited potential for easy access from public transport networks. walking and cycling and lack of potential for access The distribution of destinations around the town results each area. Areas A and B have the best accessibility by walking and cycling for the destinations assessed.

## **Criterion 5: Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside**

### Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 5.

<i>Indicator</i>	<i>Rationale</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development
Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site's existing ecological interest assets and their value.
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.
Opportunity to repair urban fringe and approaches to Chippenham	New development may improve the character and setting to Chippenham where the current visual impact is unattractive.
Connectivity to public rights of way through and into the countryside	Development may provide public health improvements by better access to the countryside.

Evidence is drawn from three evidence papers 4,5 and 7: "Landscape Assessment", "Biodiversity" and "Heritage".

### SWOT Assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 5	Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside
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Strategic Area	Strength		Opportunity		Threat		Weakness	
A			<p>Reinforcing woodland along the edges of development particularly along the approach into Chippenham along Maud Heath's Causeway would help to soften existing harsh urban edges and provide a transition between the new urban edge and wider countryside and also help to reinforce separation between Kington Langley and Langley Burrell with Chippenham.</p>		<p>Encroachment into the countryside separating Langley Burrell and Kington Langley village from Chippenham jeopardising their separate identities.</p> <p>Potential harm to listed buildings. High potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p>		<p>Further encroachment will impinge upon Birds Marsh Wood harming its value. The cumulative harm of further development in this area is not possible to mitigate.</p>	
B					<p>Development would extend the urban edge of the town into countryside in a way that is potentially the most visible over the widest area.</p> <p>Potential harm to listed buildings. High potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p>		<p>The Area is the most prominent in the wider landscape. The impact of development would be difficult to mitigate because of the area's raised position</p>	
C			<p>The urban edge of Pewsham and Hardens Mead is a hard and</p>		<p>Development in this Area has the potential to reduce</p>		<p>Development would be visually prominent from</p>	

			<p>prominent edge on higher ground. New development along this edge could help to provide and improved urban edge provided it was accompanied by a landscape framework</p>	<p>separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character.</p> <p>High potential for heritage assets with archaeological interest dating from the prehistoric and medieval periods.</p>	<p>surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside</p>	
D				<p>Development in this Area has the potential to reduce separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill) and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill which would reduce its remote and tranquil character.</p> <p>High potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park</p>	<p>Development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>The existing landscaped edge to Pewsham and approach along Pewsham Way (A4) are of a high quality. There are limited opportunities for improvement and development would undermine the existing urban fringe.</p>	
E			<p>Potential to secure long term positive management of heritage assets and protect their setting.</p>	<p>Possible harm to Rowden Manor grade II* listed building and scheduled monument, the land around</p>	<p>Development could screen views towards the roofline/skyline of the historic core of</p>	

				<p>these assets is also designated a conservation area.</p> <p>High potential for heritage assets with archaeological interest dating from the Roman period in the vicinity of Showell Farm Nurseries and from the medieval period in the vicinity of Rowden Farm.</p>	<p>Chippenham and in the northern part development would affect views from parts of Pewsham and Pewsham Way</p>
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Conclusion

The impact of large scale mixed use development will have a significant impact upon the landscape in each of the strategic areas. Development would create a new urban edge to the town. Area B is the most prominent. At other locations Area D would potentially breach an established landscaped edge, whereas development at Areas A and C provide opportunities to some degree to improve the quality of the current edge to the town.

Several of the areas have important assets that need to continue to be protected. Birds Marsh Wood appears the most threatened and vulnerable should there be further development in Area A. Assessment of site options will establish whether there may be a threat of substantial harm to particular heritage assets, but it is clear at this stage that there is scope for development to take place in Area E without substantial harm to Rowden Manor and the associated conservation area.

## Criterion 6: Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere

### Strategic Site Assessment Framework

The Chippenham Strategic Sites Assessment Framework sets out in more detail how each of the CP10 criteria are used. It lists a set of indicators by which an area or site should be measured and the rationale explaining why it is included. The following indicators are used to assess the relative merits of strategic areas A to E in terms of criterion 6.

<i>Indicator</i>	<i>Rationale</i>
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks

### SWOT Assessment

Assessment brings to light particular strengths, weaknesses, opportunities and threats for each strategic area.

Criterion 6:	Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere							
Strategic Area	Strength		Opportunity		Threat		Weakness	
A	Entirely with flood zone 1 without abutting other flood risk zones though upstream of existing built up area.				Potential issues achieving good drainage.			
B					A developable area abuts Zones 2 and 3 and is upstream of existing built up area.			
C			Potential to reduce flood risk using drainage measures.		A developable area abuts zones 2 and 3 and river crossing(s) may constrict flows, and is also upstream			

				of built up area.		
D				A developable area abuts zones 2 and 3 and river crossing(s) may constrict flows, but is downstream of built up area.		It is also flat with reduced scope for gravity led drainage.
E				A developable area abuts zones 2 and 3. It is downstream of existing built up area but tributary watercourses impinge on developable area.		It is also flat with reduced scope for gravity led drainage.

Conclusion

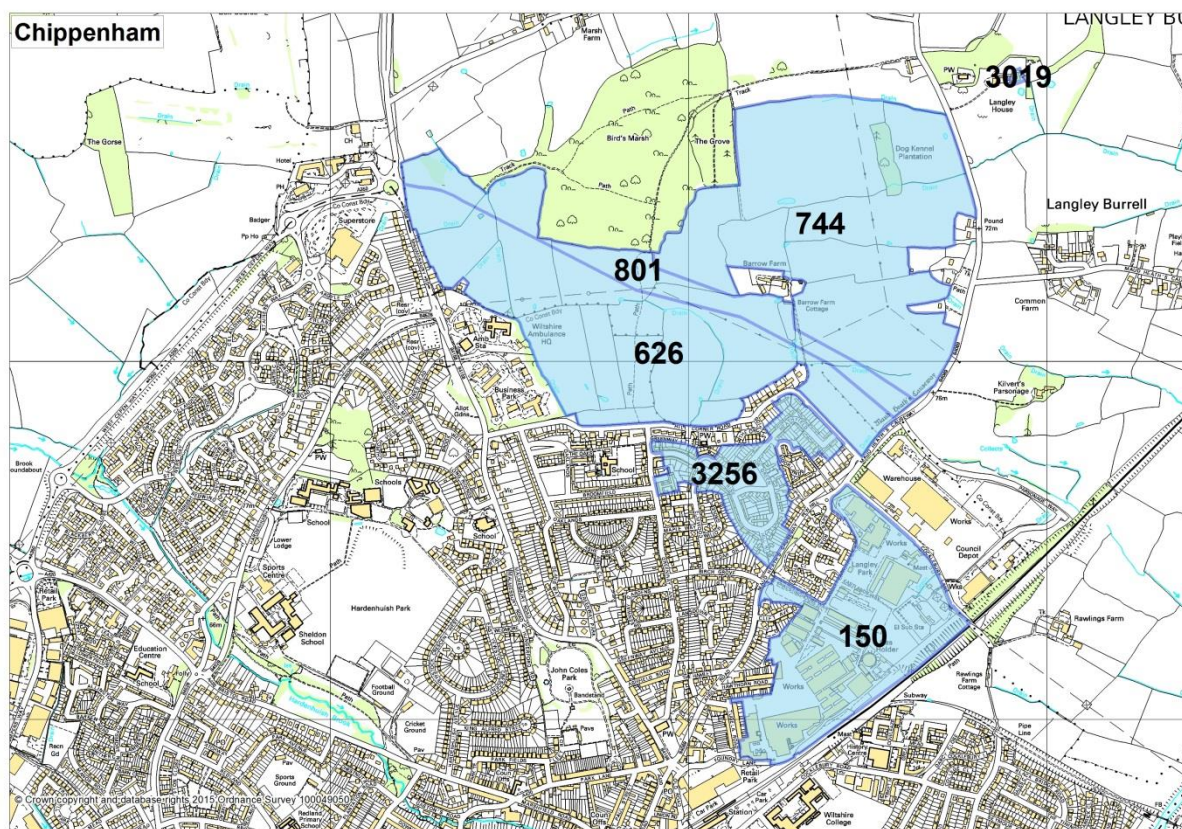
Area A would be preferred of all the strategic areas in terms of flood risk zoning, but nevertheless development would need to overcome particular surface water management problems. There is sufficient developable land within flood zone 1 within each strategic area to accommodate large scale mixed use development. The evidence distinguishes between areas upstream and downstream of the Chippenham built up area so therefore prefers Areas E and D. Area C whilst containing the most flood water storage area also has the potential to provide measures that could reduce the flood risks facing the town.

## **Appendix 4:**

# **Strategic Site Options Assessment**



## Strategic Area A



**Figure 1.2: Submitted SHLAA sites in Strategic Area A**

As set out above sites with planning permission<sup>10</sup> (626, 801) and sites within the built area (3256, 3325, 150<sup>11</sup>) are not considered further.

An application for planning permission for ‘Land to the north of Barrow Farm’ has been submitted for SHLAA site 74412. The indicative layout submitted by the developer for the site was broadly duplicated to produce Strategic Site Option A1 as green space was proposed to the north and west of the site. This green space provides a buffer for Birds Marsh Wood and is intended to mitigate the potential for landscape and visual impacts identified in Evidence Paper 4. The option proposed by the developers does not propose 5 hectares of employment land. In accordance with the principles established in paragraphs 1.17-1.19 in relation to employment land, above, the area of employment land included in Strategic Site Option A1 has been slightly increased from that submitted to provide additional employment capacity to better accord with an employment led strategy. The strategic site option layout is only indicative and the site is of a sufficient size to facilitate additional employment land if required. This has a consequential effect on the number of

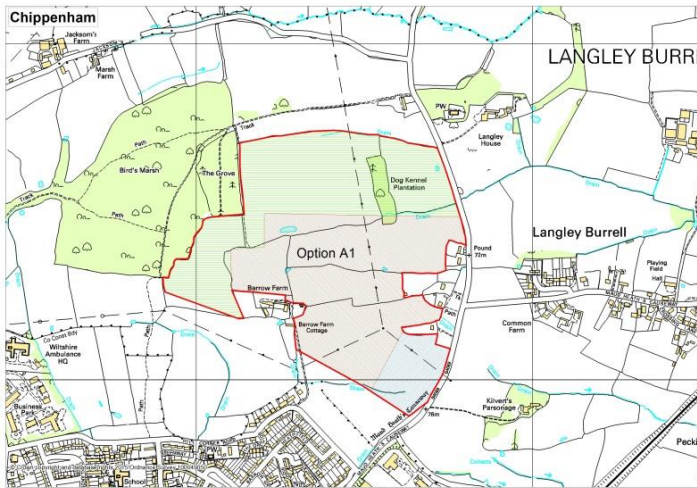
<sup>10</sup> CHSG/03 Planning application N/12/00560/OUT, North Chippenham, A mixed use scheme comprising up to 750 dwellings and approximately 2.7ha of land for employment development (B1, B2, and B8) permitted February 2016.

<sup>11</sup> Langley Park, included as part of Core Policy 9 of the Wiltshire Core Strategy

<sup>12</sup> CHSG/06 Planning application 14/10433/OUT, Barrow Farm, November 2014 Outstanding appeal against non-determination of the application

homes proposed which reduces from 500 in the planning application to 460 in the strategic site option. The illustrative layout below also includes the illustrative layout for the North Chippenham planning permission to understand the relationship between the two areas and shows a means to access the site.

**Figure 1.3: Strategic Site Option A1**



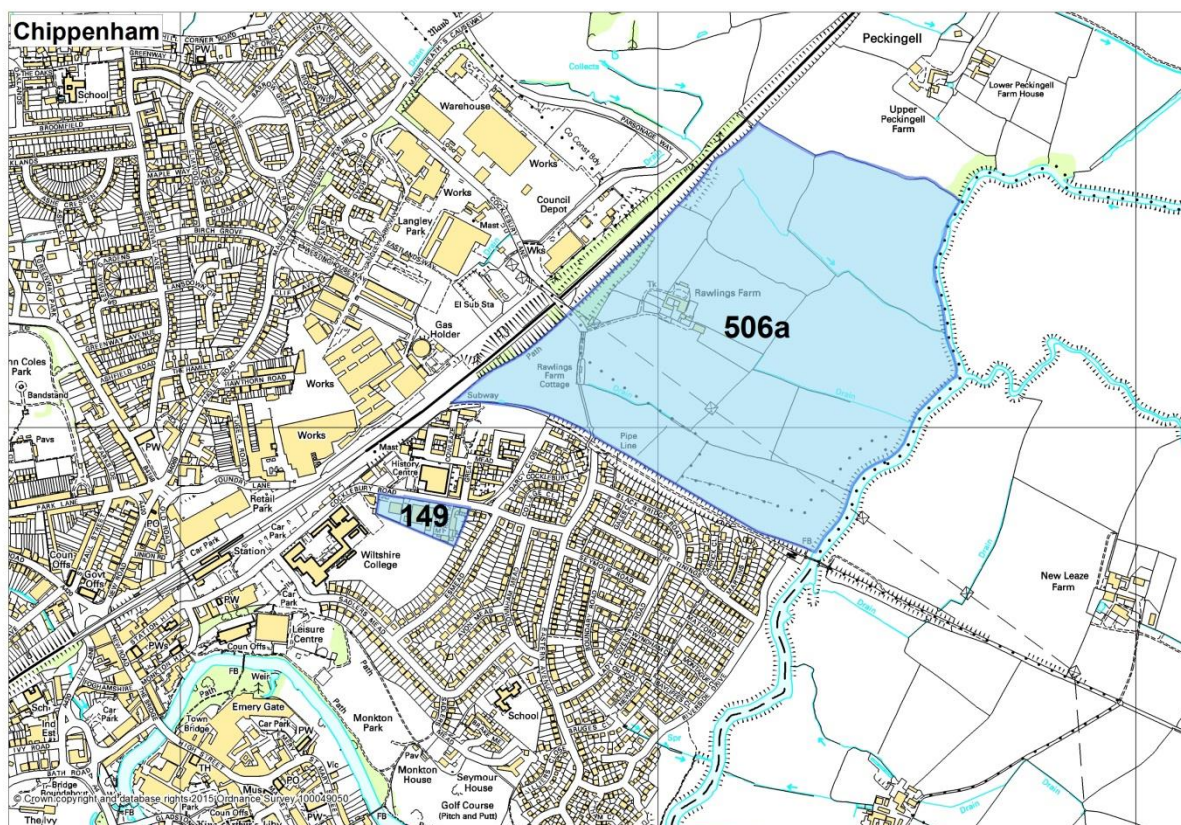
	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
A1	44.21	3.6	460

**Conclusion**

Strategic Area A only contains one strategic site option. The site is being actively promoted by a single developer. Consequently Strategic Site Option A1 will continue through to the next stage of assessment.

<p><b>Accepted Strategic Site Option A1</b></p>	<p><b>Rejected Strategic Site Option</b></p>
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## Strategic Area B



**Figure 1.4: Submitted SHLAA sites in Strategic Area B**

As set out above sites within the built area (149) are not considered further. Site 506a is the sole SHLAA site available for consideration as a strategic site option. The site amounts to 44.2 hectares of land.

The previous 2015 Site Selection Report<sup>13</sup> identified two strategic site options within Strategic Area B using the available evidence to produce boundaries. Paragraph 10.1 of the previous Site Selection Report advises “*the most important constraint to development within Area B is its visual prominence*” and development must “*avoid adversely affecting the rural and remote character immediately around the area and increasing the visual prominence and urban influence of Chippenham over a much wider area*”.

The first (Strategic Site Option B1), see Figure 1.5, below, uses a belt of mature hedgerow running east west, south of Peckingell Farm to bound the option to the north, which is equivalent to the SHLAA site 506a. An application for ‘Rawlings Green’ has been submitted for SHLAA site 506a<sup>14</sup> and shows means to achieve vehicle access. The application anticipates 700 homes on the site whereas the Strategic Site option when standard densities are applied anticipates 730 dwellings. The illustrative layout for the strategic site option also includes a specific area of employment land.

The second option (Strategic Site Option B2), see Figure 1.6 below, encompasses land further north and is consequently larger than SHLAA site 506a. Land north of the hedgerow is

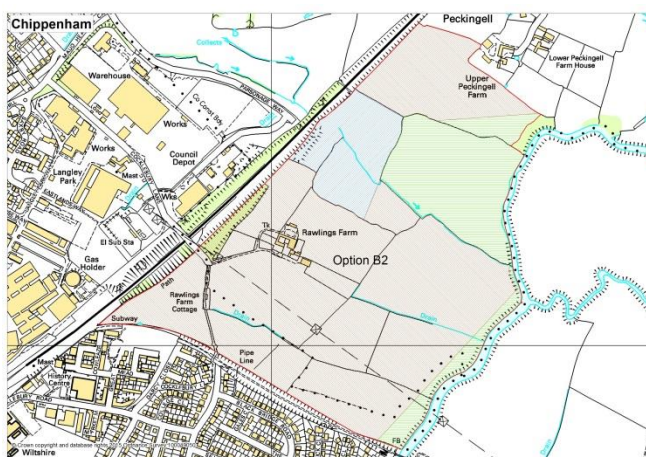
<sup>13</sup> CSAP/03 Chippenham Site Selection Report (February 2015)

<sup>14</sup> Planning application 15/12351/OUT, Rawlings Farm, January 2016

sensitive and difficult to mitigate although landscape evidence shows that an area alongside the railway is less prominent and impacts on the landscape could be limited with mitigation<sup>15</sup>. It is also a consideration that the landowner of the additional land is unknown as the area has not been submitted to the SHLAA for consideration which could affect the deliverability of the option.



**Figure 1.5: Strategic Site Option B1**



**Figure 1.6: Strategic Site Option B2**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
B1	51	5	730
B2	58	5	900

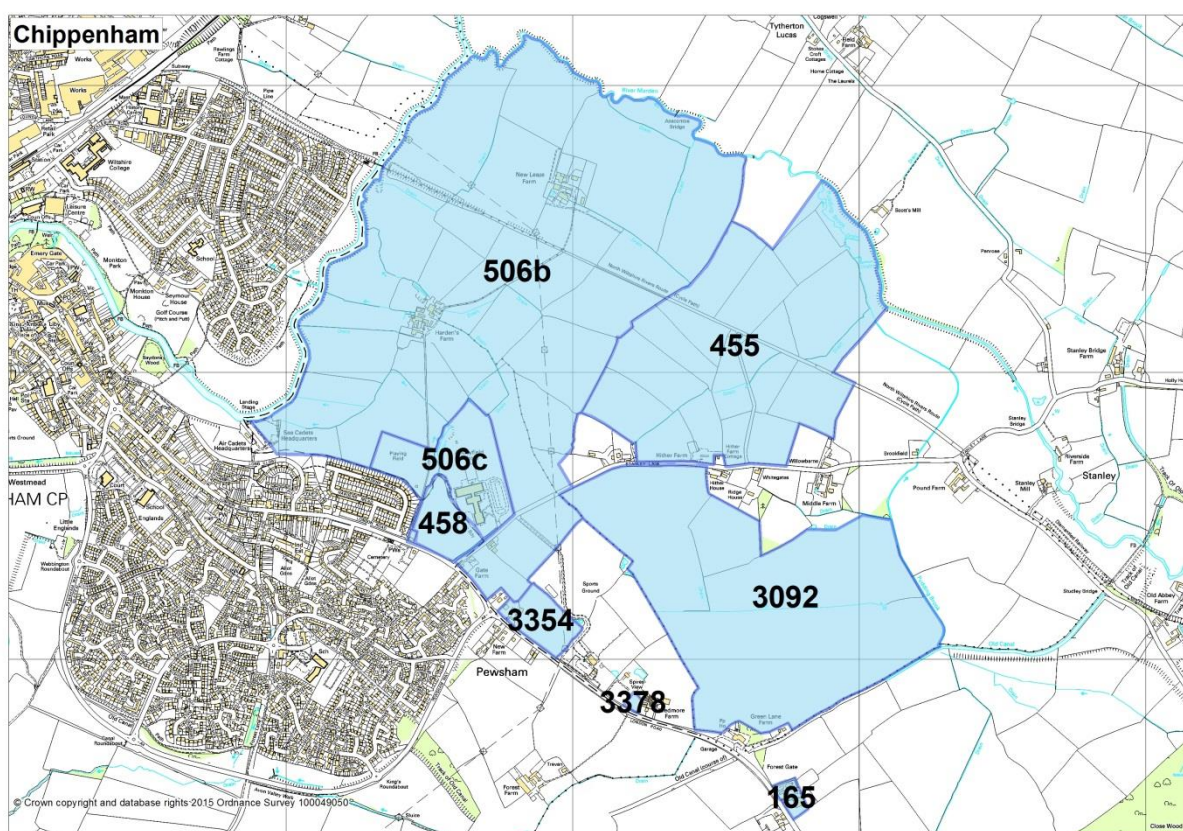
### Conclusion

A review of Strategic Area B does not result in any additional site options. The original Strategic Site Option B2 is being rejected as it extends further past SHLAA site 506a. Strategic Site Option B1 is retained for the next stage of assessment

<sup>15</sup> Paragraph 10.2 of CSAP/03 Site Selection Report

Accepted Strategic Site Options B1	Rejected Strategic Site Options B2	Reason
	B2	Additional area is outside of the SHLAA causing issues with deliverability. Concerns relating to landscape impact.

### Strategic Area C



**Figure 1.7: Submitted SHLAA sites in Strategic Area C**

As set out above sites detached from the built up area (165, 455, 3092, 3378) are not considered further.

SHLAA Site 506c relates to Abbeyfield School which has been identified as the secondary school in Chippenham most able to accommodate additional capacity to respond to the increased demand generated by the scale of growth proposed in the Wiltshire Core Strategy for Chippenham<sup>16</sup>. As a consequence it is not considered a suitable site for

<sup>16</sup> CEPS/03 Evidence Paper 2: Housing and Community Infrastructure Education Addendum

alternative forms of development and not included in the strategic site options developed below.

SHLAA site 458 (Landers Field) is somewhat detached from the larger Strategic Area C options in Area C effectively already being enveloped by Abbeyfield School. With the prospect of the expansion of Abbeyfield school to accommodate the growing school age population as a consequence of development proposed in the CSAP this sense of already being part of the built up area is likely to be strengthened. It has the potential to accommodate 100 homes and could be included within neighbouring SHLAA sites.

A starting point for the development of strategic site options in Area C are the two options previously considered as part of the 2015 Site Selection Report (Figures 3.8 and 3.9, below). Paragraph 17.2 of the previous 2015 Site Selection Report explains:

*“Landscape assessment evidence indicates that the most sensitive parts of this Area are north from the North Wiltshire Rivers Route to the River Marden and land approaching Chippenham south of Stanley Lane. In general the area does not have any strong features or characteristics that can form the basis for visual boundaries to contain a potential strategic site. Site options are instead defined by new components created as a part of development.”*

The same report therefore envisaged a first option, Strategic Site Option C1, which comprises parts of submitted SHLAA site 506b and site 458 that:

*“...takes the route of overhead national grid power lines that run north south over much of this Area as a basis for a potential site boundary<sup>17</sup>. These lines provide a sensible corridor for a new distributor standard road that would ultimately form an eastern link road. Such a road corridor, reinforced by planting and landscape works, would form a boundary to the town in similar fashion to the treatment of the A4 diversion around Pewsham.”<sup>18</sup>*

A second option, Strategic Site Option C2 proposes one large area that corresponds to the pattern of land holdings and the extent of land promoted by prospective developers in SHLAA sites 506b and 458. Whilst the scale of development being promoted by prospective developers exceeds the total Plan requirement (in excess of 2000 homes on the site) the site was included as a reasonable alternative in the February 2015 Site Selection Report. At this stage the number of homes anticipated for the strategic site is 1890 only slightly above the residual housing requirement for Chippenham (+6%) which could raise concerns that a substantial part of the site could not be developed within the Plan period to 2026. However, a more conservative estimate of potential land uses, for instance a more generous employment land provision would envisage a much lower scale of development.

The 2015 Site Selection Report explained that both Options C1 and C2 include an indicative area for employment development adjacent to the A4 which should be brought forward during the Plan period and a further area for employment potential beyond 2026 in a location

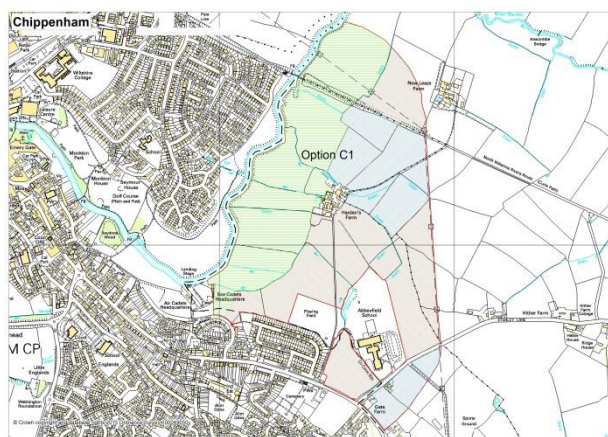
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<sup>17</sup> CEPS/08 Paragraph 6.34 Landscape Assessment first suggests this alignment following the overhead power lines in Strategic Area C

<sup>18</sup> CSAP/03 Paragraph 17.2 Site Selection Report February 2015

immediately south of the North Wiltshire Rivers Route which benefits from some immediate screening<sup>19</sup>.

The scale of development involved with each option would require two points of access.



**Figure 1.8: Strategic Site Option C1**



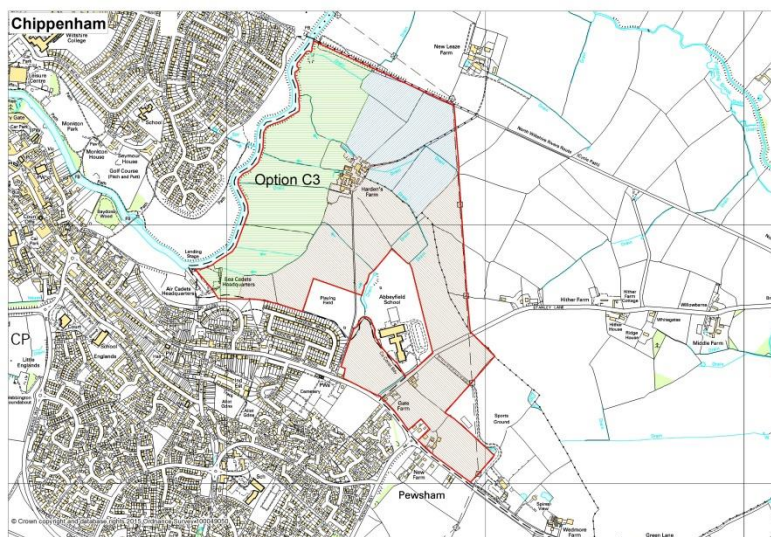
**Figure 1.9: Strategic Site Option C2**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
C1	91	20	775	C2	159	25	1890

A third Strategic Site Option C3 (see Figure 3.10, below) has been generated which focuses development to the south of the North Wiltshire Rivers Route. Landscape evidence indicates that land to the north of the North Wiltshire Rivers Route is more sensitive in landscape terms<sup>20</sup> to development so in Option C3, the eastern boundary follows the line of the pylons, but instead of extending north of the North Wiltshire Rivers Route, the cycle path becomes the northern boundary. The strategic site option includes SHLAA sites 458 and 3354 together with parts of 506b.

<sup>19</sup> CSAP/03 Paragraph 17.9 Site Selection Report February 2015

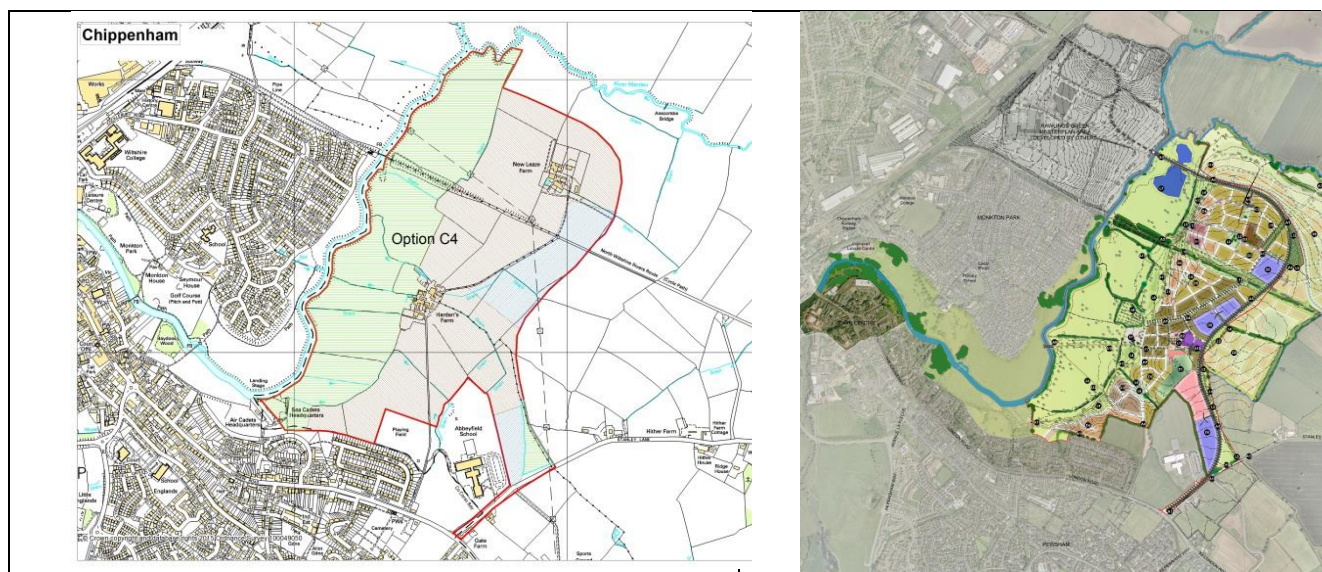
<sup>20</sup> CEPS/06-08 Evidence Paper 4: Chippenham Landscape Setting Assessment. Available at: <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>



**Figure 1.10: Strategic Site Option C3**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
C3	86.1	15.3	940

A fourth Strategic Site Option, C4 is based on the indicative East Chippenham masterplan submitted as part of planning application 15/12363/OUT promoted by Chippenham 2020. It provides an alternative route for the Eastern Link Road and includes more land north of the North Wiltshire Rivers Route (Figure 3.11, below). The planning application envisages that 1,500 homes will be built and approximately 5 hectares of employment land. These estimates have been amended for the purpose of the strategic site option to reflect the average density of 30 dwellings per hectare and increase the employment land provision to better reflect the employment led strategy.





<b>Figure 1.11: Strategic Site Option C4</b>	
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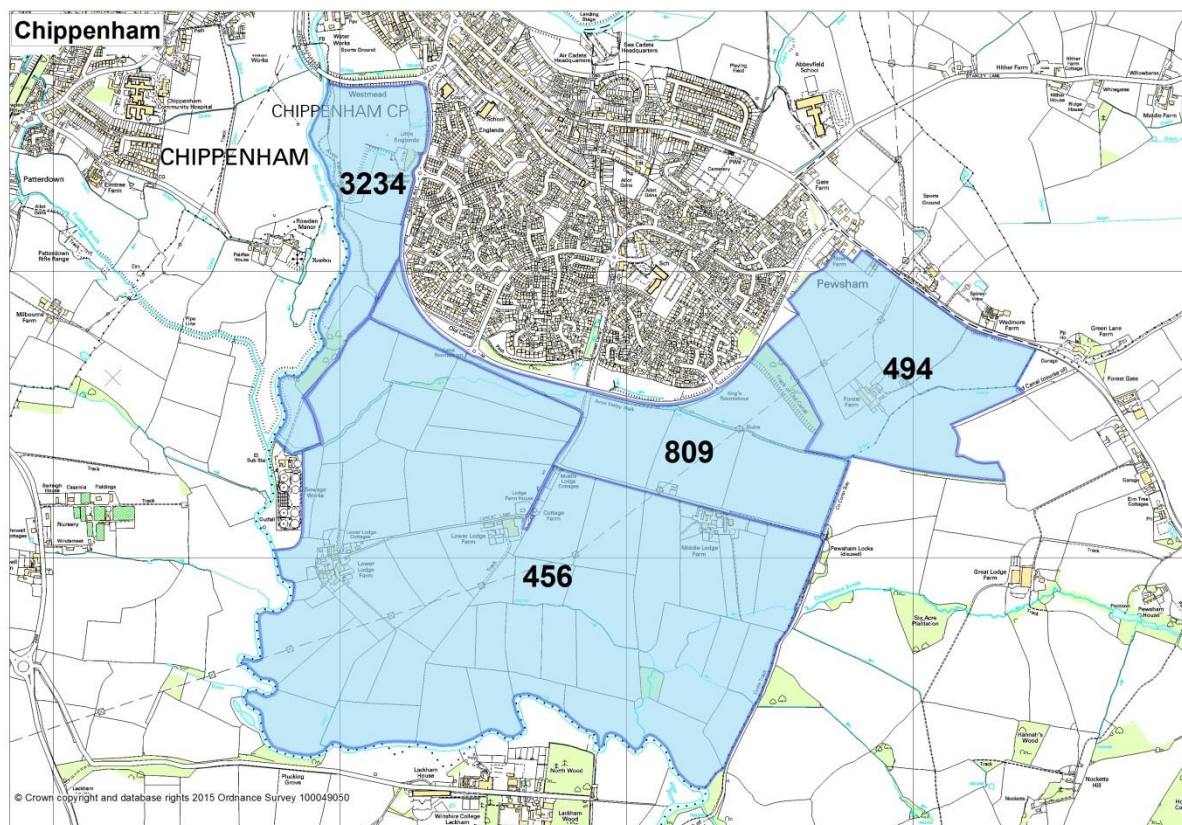
	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
C4	104.2	10.08	1105

### Conclusion

The strategic site options in Strategic Area C use both natural features such as topography, rivers and field boundaries as well as man-made features such as pylons and the North Wiltshire Rivers Route to create boundaries. All land included in each option is being promoted for development and therefore both the original options (Strategic Site Options C1 and C2) and the additional options (Strategic Site Options C3 and C4) will continue through to the next stage of assessment.

Accepted Strategic Site Options	Rejected Strategic Site Options	Reason
C1		
C2		
C3		
C4		

## Strategic Area D



**Figure 1.12: Submitted SHLAA sites in Strategic Area D**

Land available in Strategic Area D is divided amongst three relatively large land holdings (Sites 456, 494, 809). SHLAA site 3234 is partly within the Rowden Conservation Area and a large proportion is within an area at risk from flooding or steeply sloping.

Each of the larger sites are large enough to be considered individually, although SHLAA site 456 is deprived of access to Pewsham Way by SHLAA site 809. These SHLAA sites adjoin each other and this creates scope to amalgamate them using different combinations. No strategic site options were considered in Area D in the February 2015 Site Selection Report.

The first proposed Strategic Site Option D1 consists purely of SHLAA site 494 which is being promoted by a single developer (Gleeson Developments Limited). A planning application has been submitted for a first phase of 200 dwellings<sup>21</sup>. An indicative master plan for the entire SHLAA site was submitted as part of the examination of the Chippenham Site Allocations Plan<sup>22</sup>. The indicative layout in Figure 1.13, below, broadly reproduces the master plan submitted but increases the amount of employment land proposed to introduce a mix of uses better suited to a strategic site and that recognises the

<sup>21</sup> Planning Application 15/11153/OUT Forest Farm November 2015 described as Mixed Use Development Including the Construction of up to 200 Dwellings Including Affordable Housing, B1 Employment

<sup>22</sup> OS/3: Statement on behalf of Gleeson Strategic Land. Available on: [http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenham\\_examiation.htm](http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenham_examiation.htm)

employment led strategy for the overall plan. The amount of employment land remains below 5ha but reflects the general approach in the developers masterplan. The landscape evidence paper shows that the topography of the site is such that the eastern edge of the site is outside of Chippenham’s visual envelope<sup>23</sup> and consequently green space has been placed here to protect a wider landscape character. Access would need to be gained to the site from the A4 (London Road).



**Figure 1.13: Strategic Site Option D1**

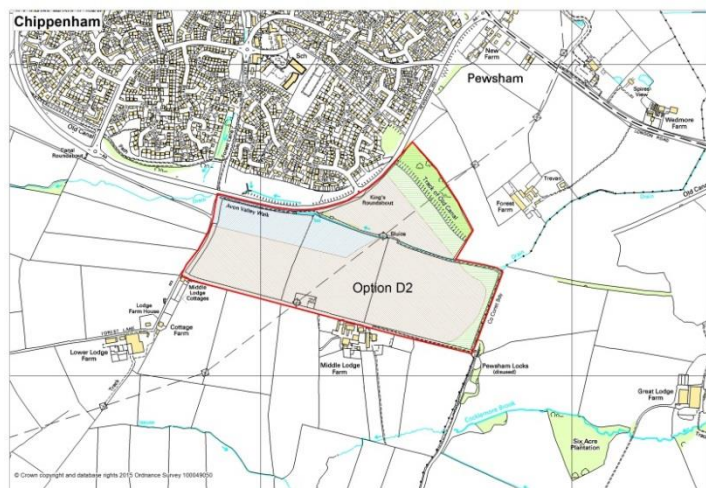
	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D1	42.93	3.3	480

3.1 Strategic Site Option D2 is composed of SHLAA site 809. The long thin section of the SHLAA site along the side of Pewsham Way has been removed from the site option. Due to its shape it would not seem feasible or economic for development. There are opportunities for access to the site from the A4 (Pewsham Way). Although the site is included in the SHLAA the site is not being actively pursued at the moment and no indicative master plan is available. The indicative layout shown in Figure 1.14 has been developed based on site characteristics and includes employment land with access from the A4. The old canal route runs alongside the northern and eastern boundaries of the site which would seem to create the basis for one visual boundary. Green space is suggested to protect the route of the old canal, which would also limit the extension of development into more exposed countryside to the east which is more detached from the existing built up area<sup>24</sup>. The landscape evidence paper shows that the topography of the site is such that the eastern edge of the site is outside of Chippenham’s visual envelope and consequently green space has been placed here to protect a wider landscape character.

<sup>23</sup> CEPS/06-08 Evidence Paper 4 : Chippenham Landscape Setting Assessment

<sup>24</sup> CEPS/06-08 Evidence Paper 4: Chippenham Landscape Setting Assessment

<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>



**Figure 1.14: Strategic Site Option D2**

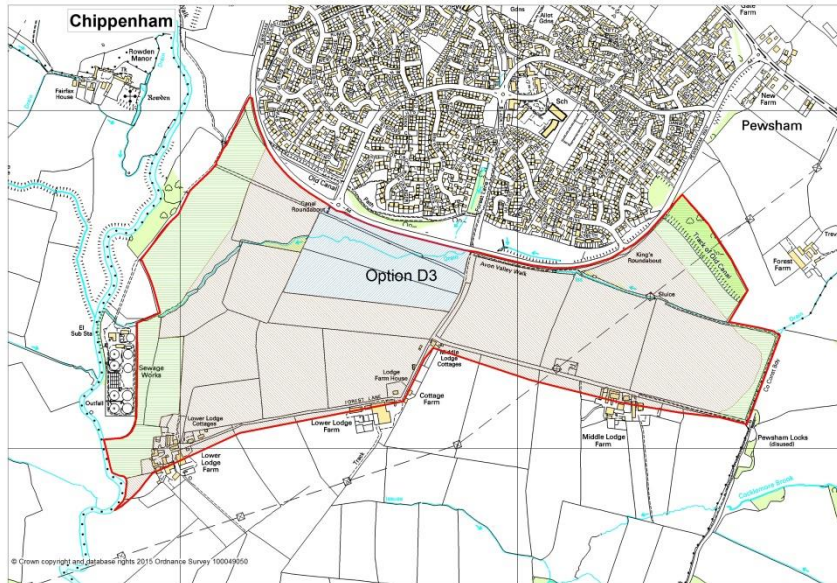
	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D2	36.76	5.2	550

Strategic Site Option D3 is a combination of SHLAA sites 809 and 456. A single employment site is identified (rather than the two separate sites identified in D2 and D7) to provide a single employment destination as close as possible to the town centre, along the A4 (Pewsham Way), from which access would need to be gained. A stream runs through part of the area indicated for employment development. Employment land has been increased to accommodate appropriate treatment of the stream and to recognise this is a larger mixed use scheme. This scale of development is likely to require more than one point of access. Should a Southern Link Road become a consideration the western boundary of the site would need to be extended to the River Avon to enable the site to be joined to development in Area E.

In a similar manner to Strategic Site Option D2, green space is included around the eastern edge of the site to protect the route of the old canal and contain the site within the visual envelope of the town<sup>25</sup>.

The landscape evidence suggests that SHLAA site 456 contains a logical boundary which follows the topography of the area and does not allow development to breach a higher ridge or 'dome' peaking east to west south of Pewsham. Beyond this point development could extend into more exposed countryside more detached from the existing built up area. Consequently the southern boundary of the strategic site option has been reduced to reflect this. The indicative layout in Figure 1.15, below, also shows green space to the west of the site as this section is part of the Rowden Park Conservation Area and a green buffer area has been put around the Sewage Treatment Works for odour reasons.

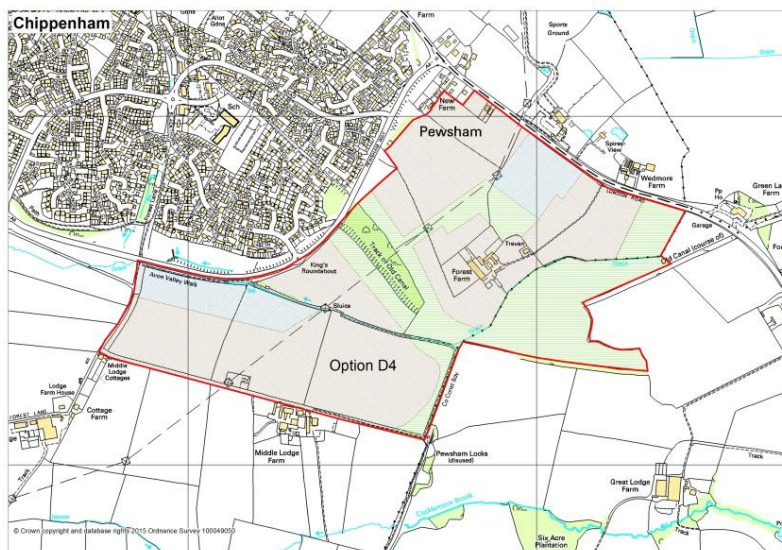
<sup>25</sup> CEPS/06-08 Evidence Paper 4: Chippenham Landscape Setting Assessment  
<http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/chippenhamsiteallocationsplan/chippenhamplanprogramme.htm>



**Figure 1.15: Strategic Site Option D3**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D3	100.98	10.7	1520

Combining options D1 and D2 creates Strategic Site Option D4 (see Figure 1.16, below). The illustrative masterplan in Figure 1.13 above provides the layout for the northern section and the green space from Strategic Site Option D2 is replicated to protect the route of the old canal and the visual envelope of Chippenham. Two separate employment sites are retained to enable a choice of location which in combination provide 8.7 hectares of employment land. As the option includes SHLAA sites 494 and 809, access can be gained from the A4, either at Pewsham Way or London Road.

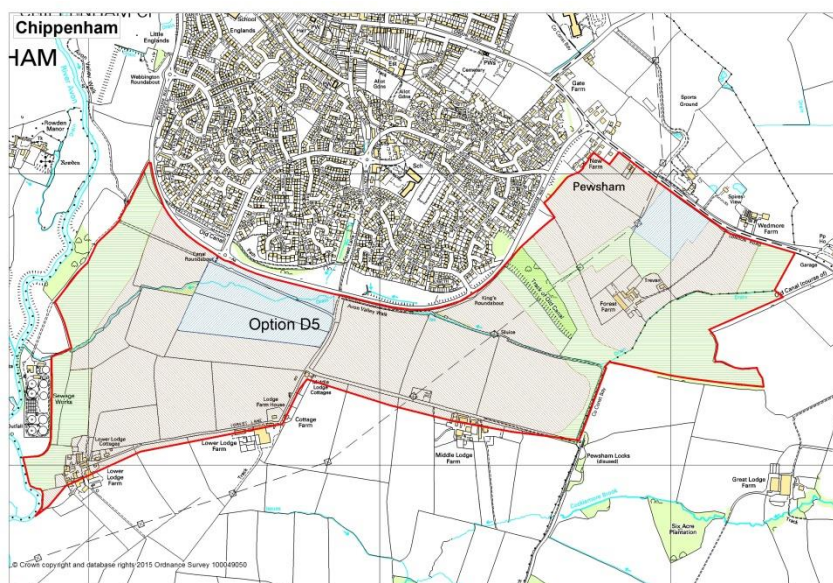


**Figure 1.16: Strategic Site Option D4**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D4	79.77	8.5	1035

Strategic Site Option D5 is the largest option in the strategic area (see Figure 1.17, below). It combines SHLAA sites 809, 456 and 494; essentially Strategic Site Options D1 and D3 together. The site layout of D1 is replicated identically as it follows the indicative master plan submitted by the developers of the site. The site layout of the remaining area is similar to that which was described in D3 in order to follow the logical topography of the area and protect the canal route and Rowden Conservation Area as well as including a green buffer area around the Sewage Treatment Works for odour reasons. Employment land is provided in two locations to provide choice potentially attractive to different forms of employment development.

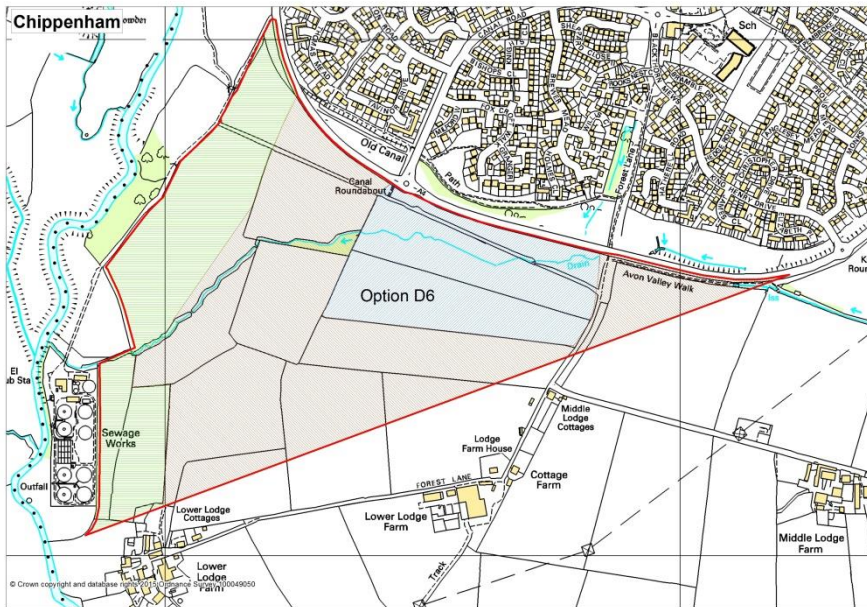
The site is adjacent to and could be accessed from a large stretch of the A4 from Pewsham Way to London Road. Should a Southern Link Road become a consideration the western boundary of the site would need to be extended to the River Avon so the site is capable of connecting to development in Area E.



**Figure 1.17: Strategic Site Option D5**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D5	143.7	14	2115

The site outline for Strategic Site Option D6 (see Figure 1.18) was proposed in representations<sup>26</sup> made to the Pre-Submission version of the Chippenham Site Allocations Plan on behalf of CAUSE2015. It includes part of SHLAA sites 809 and 456. CAUSE2015 intended that the southern boundary be the route for a Southern Link Road, however it does not extend to the River Avon. In a similar manner to Strategic Site Option D3, a strip at the north-west section of the site has been allocated as green space due to Rowden Conservation Area and a green buffer area has been identified around the Sewage Treatment Works for odour reasons. Employment land has been placed against Pewsham Way to benefit from direct access from the A4.

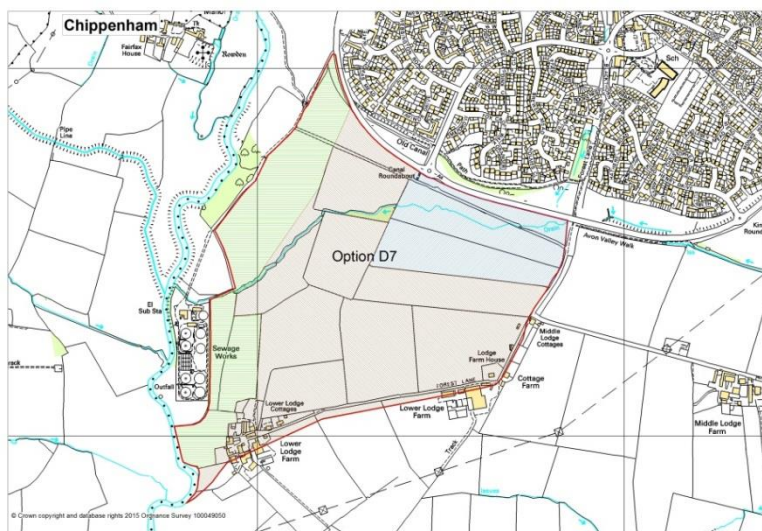


**Figure 1.18: Strategic Site Option D6**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D6	50.96	10.5	545

Strategic Site Option D7 (Figure 1.19) involves only the western part of Strategic Site Option D3. The northern section of the site, adjacent to Pewsham Way, is part of SHLAA site 809 and is required to be part of the strategic site option in order to provide access to SHLAA site 456. The site can be accessed from a large stretch of the A4 (Pewsham Way) and the scale of development may require more than one point of access. Should a Southern Link Road become a consideration the western boundary of the site would need to be extended to the River Avon so the site is capable of connecting to development in Area E.

<sup>26</sup> Comments 546 & 547 (Mrs Helen Stuckey on behalf of CAUSE2015)  
[http://consult.wiltshire.gov.uk/portal/spatial\\_planning/chippenham\\_sites\\_dpd/pre-submission/chipp\\_presub\\_plan?tab=list](http://consult.wiltshire.gov.uk/portal/spatial_planning/chippenham_sites_dpd/pre-submission/chipp_presub_plan?tab=list)



**Figure 1.19: Strategic Site Option D7**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
D7	61.8	10.7	805

### Conclusion

Strategic site options within Area D have been created with regard to the topography of each site, natural and man-made features and are generally within the visual envelope of the existing urban area of Chippenham as identified in landscape evidence to the CSAP. Only a part of Strategic Site D1 (known as Forest Farm) is currently the subject of a planning application although the whole site is being promoted through the CSAP by Gleeson Developments Limited.

Strategic Site Option D2 does not appear a logical means to extend the urban area into the countryside. The length of boundary fronting countryside relative to its developable area would suggest it would be more difficult to design a satisfactory visual boundary to the town. It is not a site actively promoted for development, as yet at least. Option D2 does not seem a rational extension or a logical first step in developing a longer term pattern of development extending the urban area south east.

Strategic Site Option D5 includes a quantum of development of approximately 2100; in a single site this is 18% over the number of homes required in this plan period. A number of land ownerships are involved and there are concerns that a substantial part of the site could not be developed within the Plan period to 2026 (in excess of 200 homes a year would need to be delivered). Consequently this strategic site option is not considered to be a reasonable alternative.

Strategic Site Option D6 has been proposed to show a concept without regard to detailed consideration of a site boundary to reflect submitted comments on the CSAP. A more detailed boundary could be determined through more detail master planning, but based on the evidence on landscape and visual impact the result would in large part resemble



Site Option D7. This uses more substantive features that can be a basis of a boundary: the lanes, topography and field enclosures.

Accepted Strategic Site Options	Rejected Strategic Site Options	Reason
D1	D2	Does not represent a logical extension into the countryside
D3	D5	An extensive area of development which will exceed the housing requirement to be delivered within this plan period as well as representing a challenging annual delivery rate from a single site.
D4	D6	Does not have an appropriate boundary and resembles Option D3 and D7
D7		

### Strategic Area E

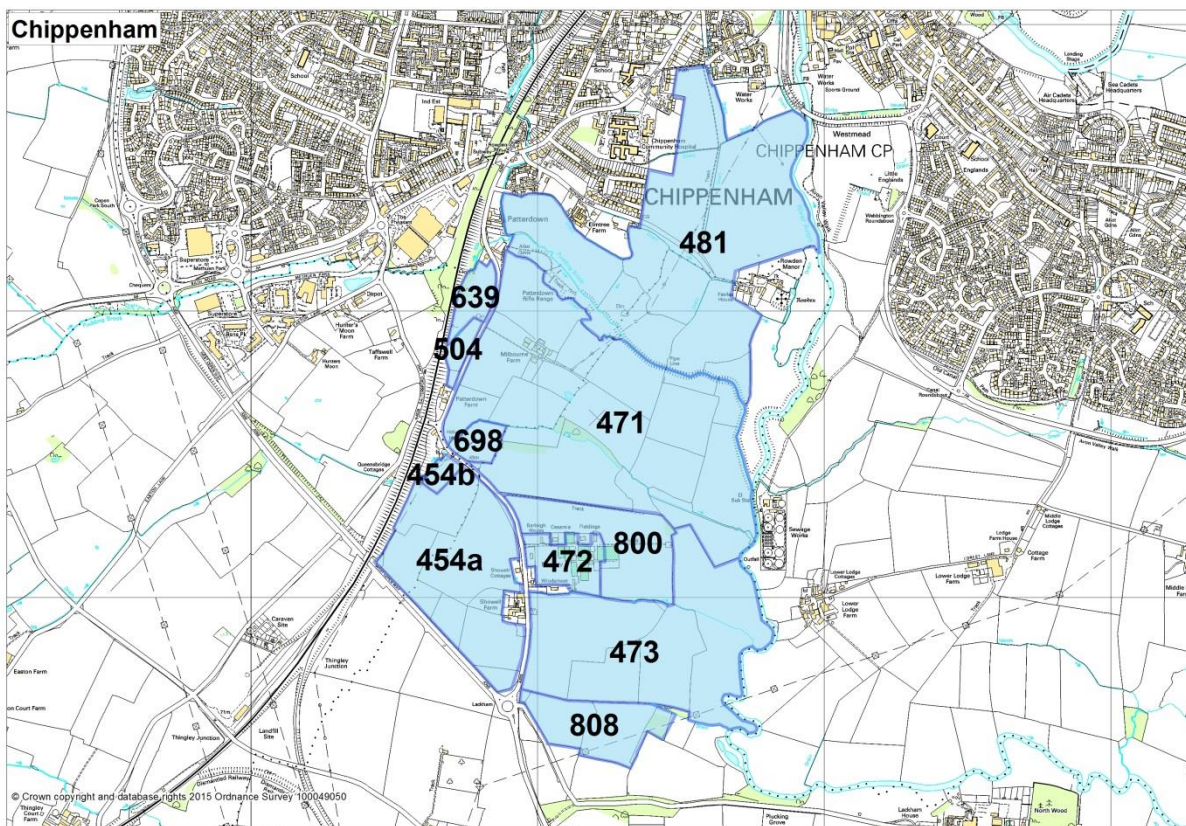


Figure 1.20: Submitted SHLAA sites in Strategic Area E

There is the potential for many different strategic site options within Strategic Area E due to the multitude of SHLAA sites and their potential combinations. Strategic Area E has the greatest number of individual land parcels identified in the SHLAA and therefore the greatest number of potential site permutations. SHLAA sites in the Strategic Area include 481, 471, 639, 504, 698, 800, 454a, 454b, 472, 473 and 808.

Most of all the strategic areas, the creation of individual strategic site options in Area E needs to adhere to the basic development principles described in paragraph 1.16 above in relation to development proceeding out from the urban edge and in relation to the need for comparative difference between sites to enable the assessment process to deliver clear preferences. The impact of multiple ownerships is also a consideration first discussed in paragraph 1.15 above as is the need to ensure that each site can be substantially developed within the Plan period.

There is already active developer interest in Strategic Area E. Two planning applications which in combination are based on the previous Strategic Site Option E2 (see Figure 1.21, below) are currently under consideration. The first is Rowden Park<sup>27</sup> which takes into account the residential land and Country Park land (SHLAA sites 471, 481, 800). The second application is for Land at Showell Farm<sup>28</sup> (SHLAA site 454a) which incorporates land for employment development. Strategic Option E2 closely relates to these applications however the number of homes anticipated in the Strategic Site Option is 1140 homes compared to the 1000 promoted in the application using the average density of 30 dwellings per hectare.



**Figure 3.21: Rowden Park and Showell Farm Planning Applications**

<sup>27</sup> CHSG/05 Planning Application 14/12118/OUT Rowden Park December 2014

<sup>28</sup> Planning Application N/13/00308/OUT Land at Showell Farm February 2013

In representation to the emerging CSAP developers are also promoting sites to the west of the B4528 and the railway land (SHLAA sites 504 and 639), at the Showell Nurseries (SHLAA site 472) and adjacent to Lackham Roundabout on the A350 (SHLAA sites 473 and 808)<sup>29</sup>. Land is therefore readily available.

A common theme throughout all of the options in Strategic Area E is the inclusion of green space covering the areas at risk of flooding. In developing the options there was then consideration of how far south the site could extend (for example sites 4723 and 808) and of the opportunities for small sites to be enveloped by development should larger individual SHLAA sites be taken forward (for example land to the West of the B4528 and the railway land, sites 504 and 639).

The original Strategic Site Options E1 – E3 contained in the 2015 Site Selection Report have been retained (see Figures 1.22, 1.23, 1.24 below). The previous site selection report therefore commented that possible strategic site options revolved around how far south it is appropriate to propose a strategic site<sup>30</sup> and focused on the southerly extent of a site.

Since those considerations land to the west of the B4528 and land at Showell Nurseries have been further promoted as available. Taking the principle that land should be developed from the edge of the urban area outwards consideration of these additional sites has led to the creation of strategic site options E4 (Figure 1.25), E5 (Figure 1.26) and E8 (Figure 1.29).

For completeness initial options were also created to test the maximum capacity of sites developed further south (enhanced options E3 effectively). These are referred to as Strategic Site Options E6 (Figure 1.27) and E7 (Figure 1.28)

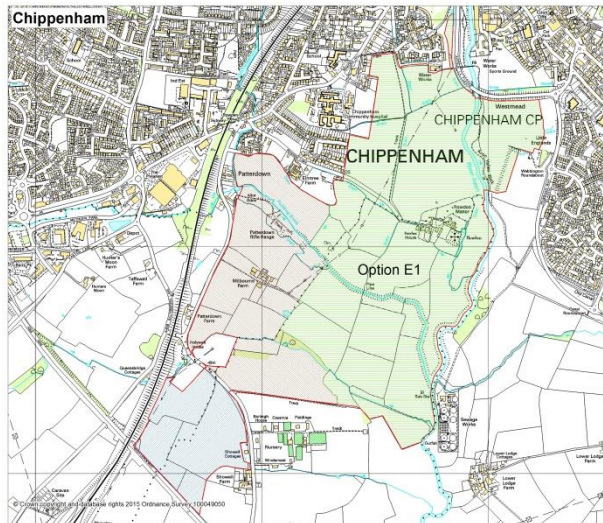
This exercise illustrated that there are multiple permutations of different strategic site options within Strategic Area E; key variables in their creation being the extent of development to the south and the number of different land interests.

Although new strategic site options have been produced the indicative layout of the area has not been changed from the original strategic site options. Due to the flood zone areas, the areas of green space are relatively fixed. In addition, the area bounded by the B4528, A350 and main railway line offers a logical boundary for an employment area well related to the primary road network and with relatively easily created access. This component is retained in each strategic site options as the only reasonable location.

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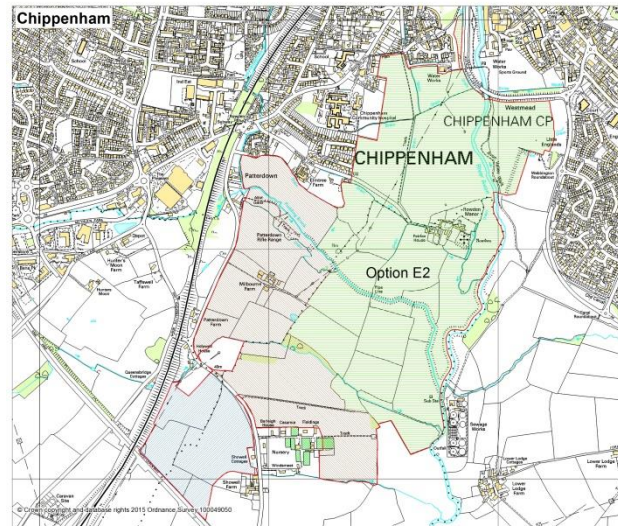
<sup>29</sup> Page 204, Rep 258 of CCON/04 Comment Schedule.

<sup>30</sup> CSAP/03 Paragraph 7.2, 7.3 Chippenham Site Selection Report, February 2015



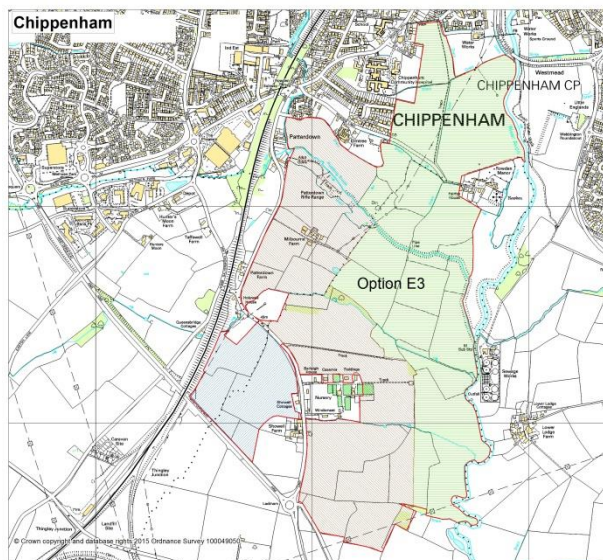
**Figure 1.22: Strategic Site Option E1**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
E1	163	18.1	905	E2



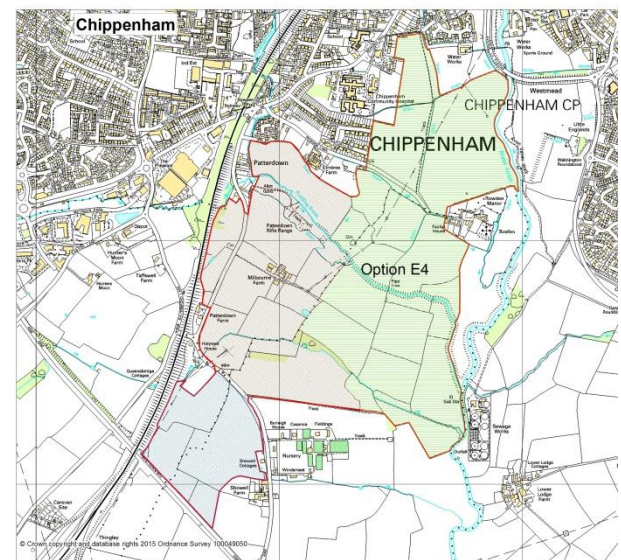
**Figure 1.23: Strategic Site Option E2**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
	174	18.1	1140	



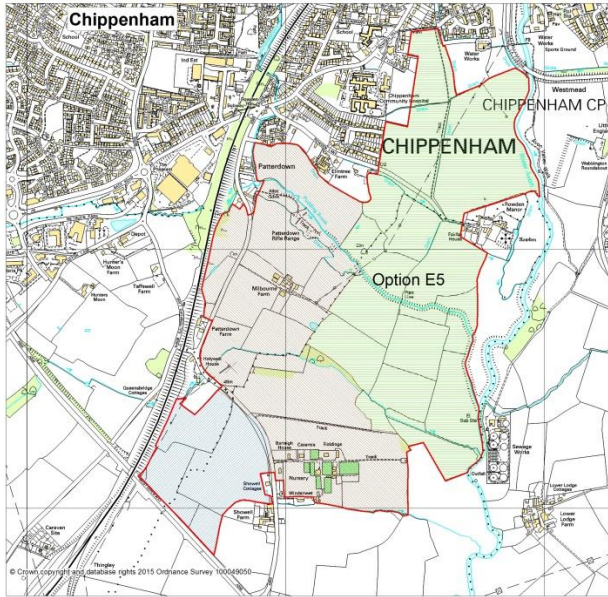
**Figure 1.24: Strategic Site Option E3**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
E3	189	18.1	1720	E4



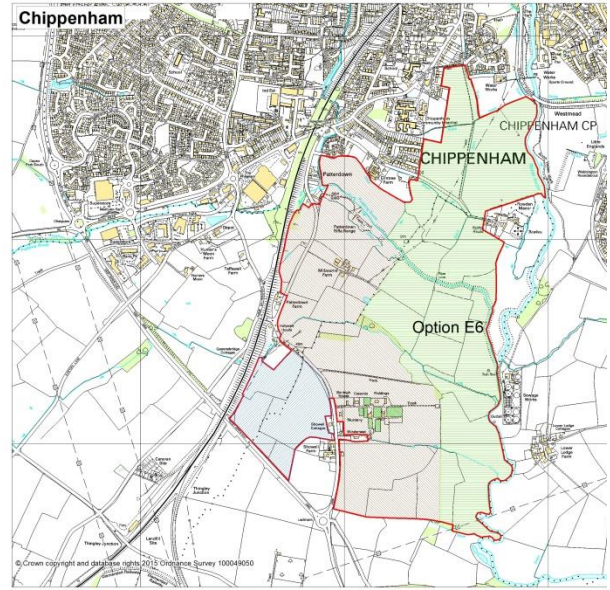
**Figure 1.25: Strategic Site Option E4**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)	
	141.2	18.1	1035	



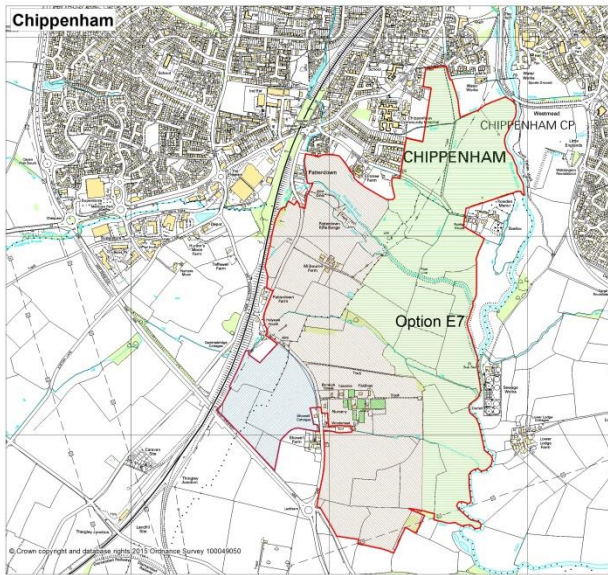
**Figure 1.26: Strategic Site Option E5**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E5	157.9	18.1	1390



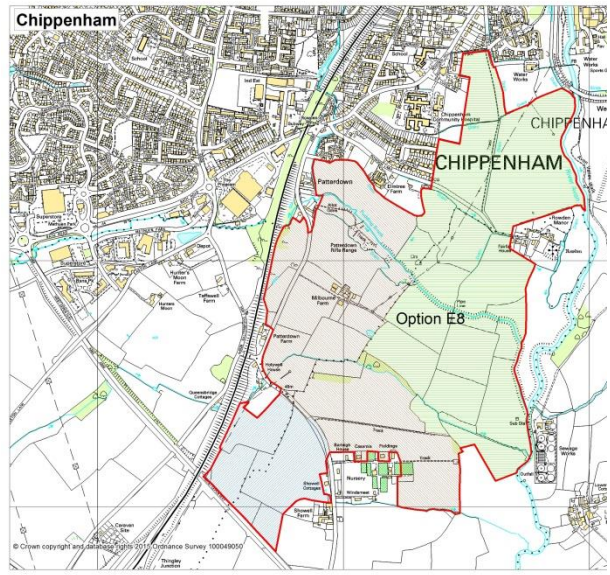
**Figure 1.27: Strategic Site Option E6**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E6	192.7	18.1	1785



**Figure 1.28: Strategic Site Option E7**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E7	200.9	18.1	1970



**Figure 1.29: Strategic Site Option E8**

	Total Area (ha)	Employment (ha) approx	Dwellings (approx)
E8	153.4	18.1	1290

## Conclusion

To determine which sites to take forward for further analysis in Strategic Area E it is necessary to return to the principles established in paragraphs 1.15 and 1.16 above. It is recognised that a strategic site in multiple ownerships can be a barrier to delivery and sites that are excessive in size may not be delivered in the Plan period without prejudicing decisions for future plans. Site Options E6 and E7 would deliver the whole Plan requirement for housing and require the promoters of up to 10 SHLAA sites to cooperate in its coordinated delivery. Within the remaining time period of the Plan to 2026 this is not considered achievable. These site options have therefore not been taken forward.

There are similar concerns in relation to Site Options E3, E4, E5 and E8. The number of interests and the scale of development is large with all sites promoting more than 1000 homes with at least 5 different site promoters involved. These raise concerns about their achievability. It is important however, at this stage, that all SHLAA sites are considered as part of a reasonable site option to make sure the issues they raise are considered. Therefore E3 and E5 are taken forward for further assessment.

Site Option E3 tests the acceptable southern extension of development to the south of Chippenham and was one of the original site options tested to develop the submission draft Plan. (Rejected site option E7 also includes land to the south and conclusions in this respect could be transferred to this option should analysis need to be revisited).

The B4528 is considered to be a strong man made boundary to a potential urban extension to the south west of Chippenham. It is already a well used road. However, Site options E4 to E8 include this land. Using the principle that development should proceed from the urban edge outwards an option should be tested that includes sites in this location and others that will become part of the town's visual envelope should other options such as E1 and E2 be taken forward. Therefore E5 is taken forward to test the capacity of all land within the envelope of the town to a level of development considered achievable within the Plan period.

Accepted	Rejected	
Strategic Site Options	Strategic Site Options	Reason
E1		
E2		
E3		
	E4	The potential advantages and disadvantages of option E4 will be considered as part of the smaller option E1 and larger option E5.
E5		
	E6	This is a large option and requires cooperation between 8 different SHLAA site promoters to bring the site forward. The complexity and size of the site has led the council to conclude that the strategic site option would not be achievable within the plan period.
	E7	This is the largest option and requires cooperation

		<b>between 9 different SHLAA site promoters to bring the site forward. The complexity and size of the site has led the council to conclude that the strategic site option would not be achievable within the plan period.</b>
<b>E</b>	<b>E8</b>	<b>Minor variation to site option E5 and E3. Principles tested in these options</b>

## **Appendix 5:**

# **Policy Review of Strategic Site Options Criteria**



## Introduction

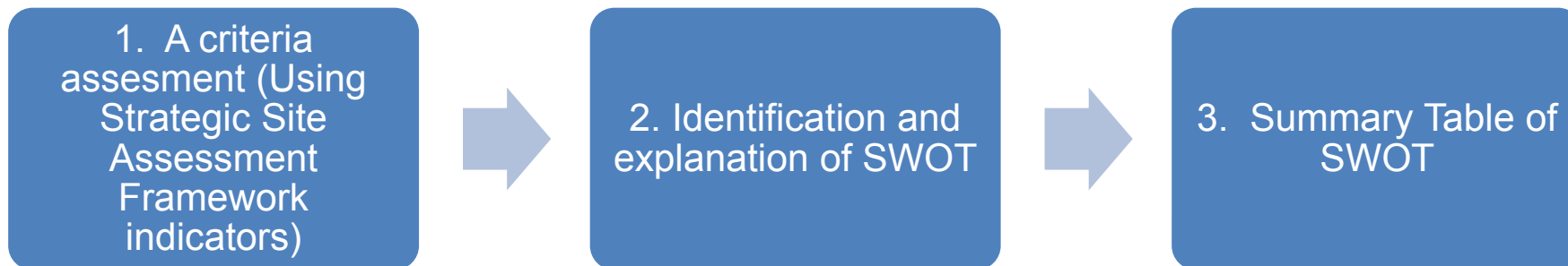
**Objective: To undertake a review of reasonable alternative strategic site options in each strategic area to highlight the strengths and weaknesses of each against existing plan objective.**

A detailed SWOT analysis culminates in highlighting the strengths and weaknesses of each site option. The examination of each strategic site option against the Plan's Objectives identifies those sites with the most potential to support the employment led strategy for Chippenham established in the Core Strategy.

The analysis of strategic site options in Areas E, B and C has been extended to include strategic site options in each strategic area and additional options in Strategic Areas E, B and C. The results of the assessment then inform step 6.

A first stage assesses evidence on all the indicators listed in strategic site assessment framework. To help identify particular differences between site options, a second stage in the assessment identifies any distinctive aspects of a site option compared to the other site options within its strategic area. Strengths, weaknesses, threats and opportunities are identified as a conclusion for each the criteria in turn under each site. A table for each site summarises the SWOT of each site as an overall conclusion.

For each strategic site there is:



Criteria assessment and detailed explanation of each site's SWOT (steps 1 and 2) is contained in a number of tables for each site as appendices.

Using the six criteria from the Wiltshire Core Strategy (which are consistent with the Plan objectives) and evidence requirements set out in the Strategic Site Assessment Framework, the assessment reports under each site option:

- Strength: There would be a benefit from developing here because...
- Weakness: There would be harm from developing here because...
- Opportunity: Developing here would offer the wider benefit of...
- Threat: Developing here would risk the wider harm of...

The results for each site use the template for a summary SWOT table as shown below:

	Strategic Site option name							
CP10 criteria	Strength		Opportunity		Threat		Weakness	
1. Economy	←		Description of strength - there would be a benefit from developing here because...					
2. Social								
3. Road network		←	Source of evidence: Such as EP1-7 and Strategic Site Assessment Framework					
4. Accessibility								
5. Environment								
6. Flood risk								

Figure 1: SWOT Template

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<b>Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience</b>															
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>	<i>A: Assessment</i>		<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>										
Distance to M4/profile prominence	Attractiveness to business achieved by perception that premises are easily accessible to M4 or marketed as in the M4 corridor	Range of minimum and maximum vehicle times and judgement on reliability of journey of times. Measurement of distance from site to M4 junction.	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Total distance from PRN</th> </tr> </thead> <tbody> <tr> <td><b>Strong</b></td> <td>0m-1000m</td> </tr> <tr> <td><b>Moderate</b></td> <td>1000m-2000m</td> </tr> <tr> <td><b>Weak</b></td> <td>2000m-2500m</td> </tr> <tr> <td><b>Very weak</b></td> <td>2500m+</td> </tr> </tbody> </table> <p>Table 4.3 EP3 p30 plus CEPS/04a.</p> <p>Reliability – judgement on number of junctions involved: <b>Reliable/Less reliable</b></p>		Categorisation	Total distance from PRN	<b>Strong</b>	0m-1000m	<b>Moderate</b>	1000m-2000m	<b>Weak</b>	2000m-2500m	<b>Very weak</b>	2500m+	
Categorisation	Total distance from PRN														
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<b>Moderate</b>	1000m-2000m														
<b>Weak</b>	2000m-2500m														
<b>Very weak</b>	2500m+														
Distance to railway station	Attractiveness to business achieved by perception that premises are easily accessible to London and Bristol. The importance of Chippenham's excellent access to a mainline railway line was emphasised at both the community and developer meetings held in April 2014.	Range of minimum and maximum times for each mode and judgement on the quality of the links by cycle and foot. Measurement of distance from site to Chippenham railway station.	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td><b>Strong</b></td> <td>0m-1600m (up to approximately 1 mile)</td> </tr> <tr> <td><b>Moderate</b></td> <td>1600m-2400m</td> </tr> <tr> <td><b>Weak</b></td> <td>2400m-3200m</td> </tr> </tbody> </table> <p>Heat maps to be supplied by Atkins. Distance banding from access to town centre table 3-1 plus CEPS/04a.</p>		Categorisation	Distance Banding	<b>Strong</b>	0m-1600m (up to approximately 1 mile)	<b>Moderate</b>	1600m-2400m	<b>Weak</b>	2400m-3200m			
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<b>Strong</b>	0m-1600m (up to approximately 1 mile)														
<b>Moderate</b>	1600m-2400m														
<b>Weak</b>	2400m-3200m														
Fit with economic assessment	Scope to provide office and industrial premises that are in	Description of marketing potential	<b>Strong, moderate or weak</b>												

	<p>demand (B1 sequential test). There is a need for sites to be flexible to respond to the needs of the market.</p>	<p>to different business sectors. Sectors weighted in importance according to Local Economic Partnership (LEP) strategy.</p>	<p>Narrative fit with strategy Flexibility</p> <p>Need for design and build sites and move-on premises.</p> <p>There is a shortage of employment land for B2 Industrial and B1 Light Industrial uses in Chippenham.</p>	
<p>Contribution to wider economic growth</p>	<p>New development and infrastructure can benefit wider economic growth. New development may improve the attractiveness or accessibility to existing business areas or increase the potential for other employment development elsewhere.</p>	<p>Description of the potential and means to connect to other existing or potentially new business developments.</p>	<p><b>Strong, moderate or weak</b></p> <p>Proximity to existing PEAs</p> <p>Other wider economic growth benefits</p>	
<p>Development costs</p>	<p>Potential to provide competitively priced premises is helped by sites having low development costs</p>	<p>Identification of potential exceptional development costs, ease of connection to existing physical infrastructure</p>	<p><b>High, average or low</b></p> <p>Describe exceptional development costs</p>	
<p>Speed of delivery</p>	<p>The potential to provide premises quickly provides a competitive advantage and will help to attract business development. The developer meeting highlighted the importance of willing landowners that have a commitment to deliver proposals.</p>	<p>Estimate of time taken to build and bring to the market Landowner engagement – proof and commitment to deliver.</p>	<p><b>High, Low, Unknown</b></p> <p>Location re: road network Willingness of land owner or developer (status of SHLAA evidence) Good, Poor, Unknown</p> <p>Low – more than two years from now</p> <p>Where evidenced - HLSS trajectory</p>	

<p>Environmental attractiveness</p>	<p>A distinctive environment provides a sense of quality, status and increased attractiveness to investors that may also appeal to higher value business</p>	<p>Assessment of potential landscape quality and setting.</p>	<p>TEP attractiveness for business recorded in A3 Area proformas  Reference to aspects or features that provide a distinctive quality = <b>Good</b>  All other reference = <b>Mixed</b></p>	
<p>Ability to meet ICT needs</p>	<p>The capacity to easily provide up-to-date ICT connectivity is a pre-requisite for modern business</p>	<p>Anticipated download speeds with and without infrastructure investment</p>	<p><b>Known, unknown</b>  All sites are likely to be unknown</p>	
<p>Relationship with existing residential development</p>	<p>Proximity of housing can make a site less attractive and affect the competitiveness of the site for certain uses</p>	<p>Identification of areas where there would need to be a close juxtaposition of housing and employment uses and therefore potential conflicts</p>	<p>Distance to significant existing residential development: <b>Good, moderate, poor</b></p>	
<p>Introduction of choice</p>	<p>Providing a choice of locations which support different types of business can help support economic resilience</p>	<p>Assessment of the scope to provide more than one locations for new business development and to provide for a variety of business uses.</p>	<p>Identify a distinctive USP for a location and what this may add. <b>Yes or No</b></p>	

Each site will have a description of its employment potential.

<b>Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them</b>				
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>		
Recreation potential	Scope for informal and formal recreation for both the new and existing population, to provide opportunities for healthy lifestyles	<p>Assessment of recreation potential; identifying possible corridors, parks, gardens and sites/areas suitable for formal sports from natural features and topography.</p> <p>Identification of existing recreational assets and description of role and importance and the scope to protect and enhance them.</p>	<p>Substantial opportunities = <b>Strong</b>                      One opportunity referenced = <b>Average</b>                      Little or no opportunities = <b>Weak</b></p> <p>TEP Recreation potential recorded in A3 Area proformas. Identify added opportunities.</p> <p>Opportunity = ability to enhance existing asset. Use indicative maps to identify new features</p>	
Environmental attractiveness	Scope to provide interest and use existing features to create a visually attractive environment. Scope to realise a high quality urban design.	<p>Identifying potentially attractive or distinctive features and assets, identifying them and their location and explaining how they could be used in urban design.</p> <p>For site selection (not strategic areas):</p>	<p>Ability to provide a variety of high quality settings = <b>Strong</b>                      Adverse effect on landscape qualities to be safeguarded = <b>Weak</b></p> <p>All others = <b>moderate</b></p> <p>TEP Attractiveness for housing recorded in A3 Area proformas. Identify reason for quality settings and form of adverse effects.</p> <p>Use indicative maps to identify new</p>	

		Conceptual master plans to identify the potential form and qualities of urban design and assessment of potential impacts on the overall character of Chippenham.	features	
Noise, contamination and other pollution (including smell and air pollution)	Avoiding harm and nuisance that reduces quality of life within an area or neighbouring areas.	Identification of potential sources of harm, assessing their extent and significance, describing the scope for mitigation	<b>Possible, unlikely or unknown</b>  Identification of pollution sources that may impinge upon residential area of site  See constraints maps for issues such as land contamination and proximity to industrial areas and	
Exceptional development costs	Exceptional development costs will reduce the scope for investment in other areas of a scheme (for instance proportion of affordable housing) that an area may deliver	Identification of the costs of important infrastructure and identifying any technical or complex issues that would require an expensive solution then assessing their potential impact upon an area or site's viability.	<b>High, average or low</b>  Identification of exceptional item or element of a scheme (See criterion 1) = high  Uses existing infrastructure (not leisure, health or schools – as these are considered below) = low  All others = average	
Impacts upon nearby schools	Additional pupil numbers will need to be accommodated. The ease with which they can be accommodated will influence the quality of education.	Forecast pupil numbers and information on local school capacity	<b>Good, mixed, poor</b>  Use evidence in EP2 addendum.  Currently capacity in existing and nearby schools = good	Also, is the site of a scale to provide for additional facilities?

			<p>Some capacity but additional school required = mixed</p> <p>No capacity and school needs to be provided as soon as possible = poor</p>	
Impacts upon health facilities	Additional population may impact on capacity of existing GPs and dental surgeries.	Identification of additional demand, the need for additional facilities and the ability to provide them	<p><b>Good, mixed, poor</b></p> <p><b>Evidence needed of nearest GP surgery (within 1600m) and capacity</b></p> <p>Use evidence in EP2 addendum and work around SoCG.</p> <p>Currently capacity in existing and nearby GPs = good</p> <p>Some capacity but additional GP services required = mixed</p> <p>No capacity and additional GP services needs to be provided as soon as possible = poor</p> <p>Identification of potential linkages or on site resource using EP2 evidence paper description pp 60-66</p>	Also, is the site of a scale to provide for additional facilities?
Impacts on leisure facilities	Additional population will generate demand for leisure opportunities. The ease with which they can be accommodated will influence the quality of leisure facilities	Forecast impacts upon existing leisure facilities, anticipated need for expanded capacity and the ability to provide it.	<p><b>Strong or weak</b></p> <p>Within 1600m of sports and leisure facility capable of expansion – <b>Strong</b></p> <p>Everything else – <b>Weak</b></p> <p>All sites are likely to provide for needs they</p>	Is the site of a scale to provide for additional facilities?

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	and their use.		<p>generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community.</p> <p>Identification of potential linkages or on site resource using EP2 evidence paper description pp 66-74</p>	
Potential for green energy	Large scale development should realise the potential scale of development to produce low carbon energy solutions in accordance with core strategy core policy 41	An assessment of the scope for renewable energy solutions and low carbon solutions.	<p><b>Strong, moderate, weak</b></p> <p>Identification of potential linkages or on site resource using EP2 evidence paper description pp 74-79</p>	Is the site of a scale to provide for green energy initiatives?

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<b>Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</b>														
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>												
Time and distance to A350	Easy access for trips beyond Chippenham avoids traffic increasing on unsuitable roads and helps to maintain the quality of local environments. Proximity to the primary route network has been identified as being advantageous to employment uses.	Queue lengths are typically used as an indicator of travel time.  Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator. This was supported by attendees at the developer forum as a viable method.	<table border="1"> <thead> <tr> <th>Categorisation</th> <th>Total distance from PRN</th> </tr> </thead> <tbody> <tr> <td><b>Strong</b></td> <td>0m-1000m</td> </tr> <tr> <td><b>Moderate</b></td> <td>1000m-2000m</td> </tr> <tr> <td><b>Weak</b></td> <td>2000m-2500m</td> </tr> <tr> <td><b>Very weak</b></td> <td>2500m+</td> </tr> </tbody> </table> <p>EP3 table 4-3 plus CEPS/04a.</p>	Categorisation	Total distance from PRN	<b>Strong</b>	0m-1000m	<b>Moderate</b>	1000m-2000m	<b>Weak</b>	2000m-2500m	<b>Very weak</b>	2500m+	
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<b>Moderate</b>	1000m-2000m													
<b>Weak</b>	2000m-2500m													
<b>Very weak</b>	2500m+													
Adding traffic to town centre streets	Traffic generation should avoid adding burdens to the central gyratory system which already detracts from the accessibility and attractiveness of the town centre.		<table border="1"> <thead> <tr> <th><b>Categorisation</b></th> <th><b>Distance from the most congested corridors<sup>13</sup></b></th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>1500m+</td> </tr> <tr> <td>Moderate</td> <td>1000m-1500m</td> </tr> <tr> <td>Weak</td> <td>500m-1000m</td> </tr> <tr> <td>Very weak</td> <td>0m-500m</td> </tr> </tbody> </table> <p>Network impacts table 4-1 plus CEPS/04a.</p>	<b>Categorisation</b>	<b>Distance from the most congested corridors<sup>13</sup></b>	Strong	1500m+	Moderate	1000m-1500m	Weak	500m-1000m	Very weak	0m-500m	Scale of development will influence traffic impacts
<b>Categorisation</b>	<b>Distance from the most congested corridors<sup>13</sup></b>													
Strong	1500m+													
Moderate	1000m-1500m													
Weak	500m-1000m													
Very weak	0m-500m													
Time and distance to town centre (Neeld Hall)	Easy access to the town centre encourages alternative forms of transport	A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility	<p>Table 3-1 EP3 p14 plus CEPS/04a.</p> <table border="1"> <thead> <tr> <th><b>Categorisation</b></th> <th><b>Distance Banding</b></th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to approximately 1 mile)</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m (approximately 1 to 1.5 miles)</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m (approximately 1.5 to 2 miles)</td> </tr> </tbody> </table>	<b>Categorisation</b>	<b>Distance Banding</b>	Strong	0m-1600m (up to approximately 1 mile)	Moderate	1600m-2400m (approximately 1 to 1.5 miles)	Weak	2400m-3200m (approximately 1.5 to 2 miles)			
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Strong	0m-1600m (up to approximately 1 mile)													
Moderate	1600m-2400m (approximately 1 to 1.5 miles)													
Weak	2400m-3200m (approximately 1.5 to 2 miles)													

<p>Impact on queue lengths and critical junctions</p>	<p>Traffic generation should avoid exacerbating existing bottlenecks at critical junctions</p>	<p>is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area.</p> <p>Identification of critical junctions and modelling effects on traffic flows</p>	<p><b>Categorisation</b></p> <p>Strong Moderate Weak Very weak</p> <p><b>Distance from the most congested corridors<sup>13</sup></b> 1500m+ 1000m-1500m 500m-1000m 0m-500m</p> <p>Network impacts table 4-1 plus CEPS/04a.</p>	<p>Scale of development will influence traffic impacts</p>
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<b>Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment</b>												
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>										
Time taken, safety and quality of travel to town centre (Neeld Hall)	Development should provide the most means possible to achieve a modal shift to alternatives the private car in order to achieve objectives such as CO2 emissions, healthy life choices and equal access to facilities. The indicators identified here are in line with the key facilities identified in the community and developer meetings.	Because of difficulties in identifying a point in each strategic area to measure distance from, accessibility “heat maps” will be used to address this indicator.  A ‘heat map’ is a technique to illustrate on a map a gradient of accessibility over an area or site by using an intensity of colour, deep colour where accessibility is excellent to blank for an inaccessible portion of the area. It therefore gives a more accurate visual impression of accessibility to and from a site or area	<p><b>Strong, moderate, weak or very weak.</b></p> <p>Table 3-1 EP3 p14 plus CEPS/04a.</p> <table border="1"> <thead> <tr> <th><b>Categorisation</b></th> <th><b>Distance Banding</b></th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to approximately 1 mile)</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m (approximately 1 to 1.5 miles)</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m (approximately 1.5 to 2 miles)</td> </tr> </tbody> </table>	<b>Categorisation</b>	<b>Distance Banding</b>	Strong	0m-1600m (up to approximately 1 mile)	Moderate	1600m-2400m (approximately 1 to 1.5 miles)	Weak	2400m-3200m (approximately 1.5 to 2 miles)	
<b>Categorisation</b>				<b>Distance Banding</b>								
Strong				0m-1600m (up to approximately 1 mile)								
Moderate				1600m-2400m (approximately 1 to 1.5 miles)								
Weak				2400m-3200m (approximately 1.5 to 2 miles)								
Time taken, safety and quality of travel to railway station	CEPS/04a.											
Time taken, safety and quality of travel to secondary schools	<table border="1"> <thead> <tr> <th><b>Categorisation</b></th> <th><b>Distance Banding</b></th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-1600m (up to</td> </tr> <tr> <td>Moderate</td> <td>1600m-2400m</td> </tr> <tr> <td>Weak</td> <td>2400m-3200m</td> </tr> </tbody> </table>	<b>Categorisation</b>	<b>Distance Banding</b>	Strong	0m-1600m (up to	Moderate	1600m-2400m	Weak	2400m-3200m			
<b>Categorisation</b>	<b>Distance Banding</b>											
Strong	0m-1600m (up to											
Moderate	1600m-2400m											
Weak	2400m-3200m											
Time taken, safety and quality of travel to College	<b>No information provided by Atkins.</b>											
Access to the existing public	Where access to main facilities by an alternative to the car is	Access to public transport:										

<p>transport, footpath and cycle network</p>	<p>already in place it is more likely to encourage alternative forms of transport</p>		<table border="1" data-bbox="1265 194 1792 375"> <thead> <tr> <th>Categorisation</th> <th>Distance Banding</th> </tr> </thead> <tbody> <tr> <td>Strong</td> <td>0m-400m (approximately)</td> </tr> <tr> <td>Moderate</td> <td>400m-1200m (up to</td> </tr> <tr> <td>Weak</td> <td>1200m-1600m (up to</td> </tr> </tbody> </table> <p>Table 3-9 EP3 p21 plus CEPS/04a.</p> <p>Also identify links to cycle and PROW network, with a judgement on quality and usefulness.</p>	Categorisation	Distance Banding	Strong	0m-400m (approximately)	Moderate	400m-1200m (up to	Weak	1200m-1600m (up to	
Categorisation	Distance Banding											
Strong	0m-400m (approximately)											
Moderate	400m-1200m (up to											
Weak	1200m-1600m (up to											
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Where access to main facilities by an alternative to the car can be introduced early in the development process it is more likely to encourage alternative forms of transport</p>		<p><b>High, Medium or Low</b></p> <p>See discussion in EP3 paras 5.10 – 5.18. pp 36-7 plus CEPS/04a.</p> <p>Identify specific opportunities where possible with judgement on prospects of realising potential.</p>	<p>Scale of development will influence degree to which additional public transport can be provided.</p>								

<b>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</b>				
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	Quality of the environment will be improved by integrating distinctive features, but development might destroy others and reduce visual or other interests. Proposed mitigation measures should be taken into account.	Features and characteristics identified by type, location and significance. Advice on how they may protect or integrate into a built environment and provide wider benefits.	<p>CEPS/06:</p> <p>Landscape character (attractiveness) judgement: <b>Highly attractive/Attractive/Pleasant/Commonplace</b></p> <p>Representativeness/ consistency with wider character judgement: <b>Highly consistent/Mostly consistent/Some key characteristics present/Not representative of wider character</b></p> <p>Development capacity: <b>high, moderate-high, moderate-low, low</b></p>	CEPS/06 figures: where development can be more readily accommodated with mitigation (' <b>high</b> ' or ' <b>moderate-high</b> ' development capacity), areas where development may be able to be accommodated with mitigation (' <b>moderate-low</b> ' development capacity) and areas where development would be more difficult to accommodate with mitigation (' <b>low</b> ' development capacity).
Scale of development at which there will be potentially harmful encroachment on settings to settlements	Views into and out of settlements contribute to a distinctive identity and/or valued characteristic of a community. They should be safeguarded and will limit capacity for development	<p>Identification of important public viewpoints into and out of Chippenham and surrounding settlements.</p> <p>Boundaries to acceptable urbanisation that are</p>	<p>CEPS/06:</p> <p>Visual prominence judgement: <b>High/Moderate-high/Moderate-low/Low</b></p> <p>Remoteness and tranquillity judgement: <b>Remote/Peaceful/Some interruption/Not tranquil</b></p> <p>strong sense of separation/</p>	As A.

		necessary to safeguard important views and the settings or separate identity of a community	sensitive to encroachment from the town/ potential to increase the sense of separation	
Impacts on designated ecological sites and/or protected species	To achieve an overall objective to enhance local biodiversity requires an understanding of the site's existing ecological interest assets and their value.	Identification of biodiversity characteristics and important habitats, plus advice on how they should be protected and whether and how they may be enhanced, including their long term management	CEPS/09: significant ecological value/ increased ecological value/ less ecologically diverse  Includes important ecology areas to be retained, protected, enhanced/ecology areas which present an opportunity for improvement	As A.
Impacts on heritage assets, their setting and archaeological potential	Quality of the environment will be distinctive by enhancing assets, but development might harm others.	Features and characteristics identified by type, location and significance. Advice on how they may be protected or integrated into a built environment.	CEPS/06: Particular special qualities to be safeguarded?  Likely effect of development:  <b>High/moderate/low</b> potential for heritage assets with archaeological interest  mitigation of effects on heritage assets with archaeological interest achievable?  CEPS/11: <b>overall high/moderate/low</b> risk to the known historic environment	As A.
Opportunity to repair urban fringe and	New development may improve the character and setting to	Identification of areas where the	Nature of the urban edge judgement: <b>No visible urban edge/Soft well vegetated urban edge limited views of principally</b>	As A.

<p>approaches to Chippenham</p>	<p>Chippenham where the current visual impact is unattractive.</p>	<p>form of the urban fringe is visually unattractive or detracts from the character and setting to the town. Specification of the scope for new development to address and improve upon such areas.</p>	<p><b>rooflines/Partially visible urban edge/Hard urban edge with no screening</b></p> <p>Settlement setting and views of settlement judgement: <b>Highly attractive features or views/Some attractive features or views/Few attractive features or views/No attractive features or views</b></p> <p>Limited opportunities for improvement/development could help provide an improved urban edge</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Development may provide public health improvements by better access to the countryside.</p>	<p>Identification of rights of way network, assessment of quality and importance. Identification of opportunities for improvements.</p>	<p>Public accessibility:  <b>Many public views/Some public views/Very limited public views/No public views</b></p> <p>Multiple connections = <b>Strong</b>                  Few connections = <b>Average</b>                  Partial or no connections = <b>Weak</b></p>	<p>As A</p>



<b>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</b>				
<i>Indicator</i>	<i>Rationale</i>	<i>Evidence requirement</i>		
Amount of flood zone 1,2 and 3	To prevent and aim to reduce flood risks	Reliable mapping of flood zones and identification of surface water management requirements	Amount of flood zone 2 and 3 area  Describe worst case scenario if there is a worse than 1:100 flood incident  Describe scope to minimise vulnerability and increase resilience to flood risk	

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## **Appendix 6:**

# **Policy Review of Strategic Site Options**

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**STRATEGIC AREA A**

**Strategic Site Option A1: Summary SWOT**

Strategic Site Option A1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>The site is being promoted by a developer and a planning application has been submitted.</p> <p>The existing mature features such as hedgerows, trees and woodland provides an attractive setting for recreational facilities for employees to utilise during breaks.</p>		<p>The site will not introduce choice and enable a range of locations to support different types of business to help support economic resilience.</p> <p>Parts of the site might have a poor relationship with existing residential properties.</p>	<p>The site is reliant on the completion of the link road associated with the North Chippenham site to provide the link to the A350 and onto the PRN. It would not therefore, provide employment land early in the Plan period.</p>
2. Social	<p>There is some potential for green energy, particularly wind related schemes.</p>	<p>Connections between the edge of Chippenham and Bird's Marsh Wood provide the opportunity for recreational facilities associated with the woodland and links to the wider countryside, to the Stein Brook river valley and to the estate landscape associated with Langley House, although there are relatively few opportunities due to the ecological sensitivity.</p>	<p>Traffic noise from A350 and B4069 roads and new distributor link road will have potential impacts on Langley Burrell and Chippenham.</p>	<p>The site does not have a positive impact on schools, leisure facilities and health facilities,.</p> <p>Site A1 is close to Sheldon and Hardenhuish Schools which are at capacity. Access to Abbeyfield school where there is capacity is poor and involves going through the town centre without a completed Eastern Link Road.</p>

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	Strategic Site Option A1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
3. Road network			<p>Site A1 is near to some of the most congested corridors to the north of the town centre.</p> <p>Opportunities for pedestrian and public transportation connections to the permitted north Chippenham site adjacent have not been identified.</p>	<p>Access to the PRN weak, although once the road connection between the A350 and Mauds Heath Causeway is constructed as part of the North Chippenham permission, the access will improve.</p>
4. Accessibility	<p>It has a strong relationship with Hardenshuish and Sheldon Schools, however these schools do not have any capacity.</p>	<p>There is moderate access to the Chippenham College campus on Cocklebury Road, the town centre and the Railway Station.</p>		<p>The opportunity for development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited because existing trip generators and trip attractors are primarily located to the south and south-west of Strategic Area A.</p> <p>The site is poorly served by public transport with limited potential to extend existing bus services to access the site.</p>
5. Environment			<p>The northern part of the area which encompasses the site is classed as an area where development would be more difficult to accommodate with mitigation. The site is likely to be</p>	<p>The land around Langley House is particularly important and sensitive to development.</p>

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	Strategic Site Option A1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
			<p>sensitive to encroachment from the town. .</p> <p>The site has a low development capacity, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character.</p> <p>Birds Marsh Wood CWS is an important ecology area and there is the potential for development at this site to have a cumulative effect upon Birds Marsh Wood when considered in combination with the permitted development at North Chippenham.</p> <p>There is a high potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p>	
6. Flood risk	Low risk of flooding, with the entire site located in Flood Zone 1.		The drainage of this area may be problematic. The area is flat so making it difficult to have the falls necessary for drainage by gravity	

## Strategic Site Option A1: Detailed Analysis

As there is only one site option in strategic area A there is a single detailed analysis for the site. The summary SWOT analysis is included in Chapter 5.

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Site Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	The majority of the site is categorised as having moderate (1000m – 2000m) potential access to the PRN Table 4-2 CEPS/04a page 19	Only one strategic option in Area A.
Distance to railway station	The site is entirely within 1.5miles of the railway station with the majority assessed as having strong access (less than 1 mile) with the remainder having moderate access to the railway station by non-motorised modes. Table 3-2 CEPS/04a page 11	
Fit with economic assessment	Weak fit with economic assessment  There is a shortage of employment land for B1 Office and Light Industrial and B2 Industrial CEPS/01 Paragraph 6.44 Page 25. The planning application (14/10433/OUT) submitted for the site includes up to 4000m2 of Employment (B1) located in the south eastern part of the site. The proposed Phase 1 B1 use has scope to contribute to addressing some of this demand.  However, the site is reliant on the completion of the link road associated with the North Chippenham site to provide the link to the A350 and onto the PRN. Therefore this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4.	
Contribution to wider economic growth	This site is not located in the A350 corridor and improved access to the PRN is reliant on the completion of the link road associated with North Chippenham site. This may not be a site that businesses will be immediately be interested in.	
Development costs	Average development costs.	

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	Distance from the strategic area to the waste water works and gas mains would require relatively long and expensive connections (though nothing to preclude this happening). There is an overhead National Grid Electricity Transmission Line in the vicinity of the site.	
Speed of delivery	Unknown. Some access to the site could use existing infrastructure, with further development taking place in the later stages once the new road connection included as part of the North Chippenham planning application (page 47 of CEPS/02) is constructed to provide the site with access to the A350.  Furthermore the site is being actively promoted and is subject to a planning application.	
Environmental attractiveness	Good environmental attractiveness for businesses. The site has intermittent views out towards the adjacent small and wooded Stein Brook river valley. The existing mature features such as hedgerows, trees and woodland provide a setting and existing framework to enhance linkages with the wider countryside. Provides an attractive setting for recreational facilities for employees to utilise during breaks. (page 53-54 CEPS/06).	
Ability to meet ICT needs	EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.	
Relationship with existing residential development	The relationship with existing residential development is considered to be moderate. Planning application (14/10433/OUT) proposes employment next to the school and separate from the proposed housing. The link road is also located between the employment and housing associated with the new North Chippenham site. However, along Maud Heath's Causeway there is the potential for greater inter-visibility between Chippenham and Langley Burrell through development up to the edge of the road.	
Introduction of choice	The site will not introduce choice and enable a choice of locations to support different types of business to help support economic resilience. The planning application for the site proposes B1 uses only.	
<p>Overall judgment in relation to CP10 Criterion 1</p> <p>The site is being actively promoted by the land owner and subject to a planning application.</p> <p>Although the site can physically accommodate employment land or premises and provides an attractive setting for recreational facilities for employees to utilise during breaks, the site is reliant on the completion of the link road associated with the North Chippenham site to provide the link to the A350 and onto the PRN and may not</p>		

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be a site that businesses will be immediately be interested in. Parts of the site might have a poor relationship with existing residential properties and the proposals for the site only include B1 uses and therefore will not introduce choice to help support economic resilience.

The site has a poor fit with economic led strategy because of potential delay to delivery which is dependent on new link road to the A350 as part of the North Chippenham site and limited land available.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The scope to provide informal and formal recreation is considered to be strong.</p> <p>Connections between the edge of Chippenham and Bird's Marsh Wood present the opportunity for providing recreational facilities associated with the woodland and links to the wider countryside, to the Stein Brook river valley and to the estate landscape associated with Langley House. EP4 Proforma A1</p> <p>The eastern section of strategic area A is a small area of land with relatively few opportunities to develop recreational potential. The main potential would be along existing public rights of way through retaining routes and improving access to provide linkages to Langley Burrell from Chippenham and also on to link with the route over the railway and out towards Tytherton Lucas and the River Avon. EP2 Area A Page 18</p> <p>The planning application submitted for the site includes children's play areas, amenity green spaces and green corridors.</p>	
Environmental attractiveness	<p>The scope to realise a high quality urban design is considered to be strong.</p> <p>Rural aspect to the north of the area and prominent woodlands as well as distinctive long views across Chippenham towards hills beyond could provide attractive vistas along streets and for outlook and aspect for properties. Retention of hedgerows and distinctive hedgerow oak trees and mature woodland would provide a mature setting to development. These can be incorporated into any designs to provide green linkages between Chippenham and the wider countryside through new development areas.</p>	



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	EP4 Area A1 Proforma	
Noise, contamination and other pollution (including smell and air pollution)	<p>The potential for noise and contamination is considered to be possible.</p> <p>Traffic noise evident within area from A350 and B4069 roads which contain proposed site. New distributor link road will add traffic noise. Potential impacts on Langley Burrell, in addition to Chippenham, to consider. EP2 Site A Page 33</p> <p>No sites of potential land contamination have been identified in this Area. Constraints Map Sites of Contamination</p>	
Exceptional development costs	<p>Average development costs.</p> <p>Distance from the strategic area to the waste water works and gas mains would require relatively long and expensive connections (though nothing to preclude this happening). There is an overhead National Grid Electricity Transmission Line in the vicinity of the site. However site is located nearer the water supply (reservoir north of the town).</p> <p>New road connection included in planning application which has been permitted between A350 and Mauds Heath Causeway. (page 47 of CEPS/02)</p>	
Impacts upon nearby schools	<p>The impact on nearby schools is considered to be Mixed i.e. There may be some capacity but additional school is required.</p> <p>EP2 Addendum Page 5 Paragraph 2.1 considered Strategic Area A as a whole and stated that currently there is the equivalent of two classes of capacity at the nearest school St Pauls which could accommodate up to 60 children. The remaining demand would then need to be met from the delivery of new school provision. The outline permission recently granted for the nearby North Chippenham site includes land and funding for a 1FE Primary school. Any further development in Strategic Area A (i.e. at site A1) would also require additional primary school capacity.</p> <p>The Council's preferred approach is for larger, more sustainable primary schools, in new buildings. Consequently the Council will wish to continue about the possibility of working collaboratively with other developers in the vicinity in order to secure a larger single site and financial contributions from developers to deliver a single larger primary school (min 2FE 420 places) able to serve the whole new community. Any time delay in the delivery of a joint primary school to serve a larger community would need to be closely managed to ensure the most appropriate transitional or temporary solution is provided until the permanent school is operational.</p>	

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	<p>Secondary School Provision – Page 59 of CEPS/02 advises that Abbeyfield school has capacity and is described as the preferred secondary school option. Site A1 is closer to Sheldon and Hardenhuish Schools which do not currently have capacity. There is only space forecasted to be available is at Abbeyfield School and proposed/approved housing already takes up all the spare places available, creating a substantial deficit. Further modelling is needed to see what scale of additional accommodation would be required. Contributions will be needed towards the expansion of Abbeyfield School from all the strategic/large sites coming forward in the Chippenham area. EP2 Addendum Page 7 Paragraph 3.4 &amp; Page 9 of the Committee Report into Barrow Farm</p>	
<p>Impacts upon health facilities</p>	<p>The impact on health facilities is considered to be poor.</p> <p>The nearest doctor's surgeries to the site, providing NHS primary care services, are the Hathaway Surgery, and the Hathaway Medical Centre Constraints Map Community Facilities</p> <p>Hathaway Surgery has potential capacity to expand into currently unfunded floor space but this is insufficient to meet the total future demand. However, according to the SOCG with NHS England and Chippenham GPs, the preferred option is to redevelop Chippenham Community Hospital site in order to enable a significant redesign of service delivery across Chippenham as a whole. This would include the transfer of some primary care services from existing GPs to a shared Primary Care Service on site, freeing up capacity in existing GPs.</p> <p>SOCG between Wiltshire Council, NHS &amp; GPS Page 10</p>	
<p>Impacts on leisure facilities</p>	<p>The impact on leisure facilities is considered to be weak.</p> <p>Located relatively close to Sheldon Sports Hall. EP2 Page 73</p>	
<p>Potential for green energy</p>	<p>Moderate potential for green energy as very viable wind speed of 6.5-7.2 m/s, but no hydro production opportunities identified on page 79 of CEPS/02.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. No exceptional development costs have been identified for this site. The main strengths of this</p>		

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option are its potential for green energy and scope for a high quality design. The site does have the ability to provide informal and formal recreational facilities although there are relatively few opportunities to develop recreational potential.

The site does not have a positive impact on schools, leisure facilities and health facilities, and there is the potential for exceptional development costs. In addition the site could be subject to noise pollution from the A350 and B4069, with the new distributor link road adding to traffic noise.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>Paragraph 4.17 of CEPS/04 states that Strategic Area A performs best (alongside Strategic Area E) in this assessment with 94% (80ha) being classified as either strong or moderate.</p> <p>Table 4-2 on p19 of CEPS/04a shows that the majority of strategic site option A1 has a moderate (1000m-2000m) potential access to the PRN, with a small amount further than 2000m. Once the road connection between the A350 and Mauds Heath Causeway is constructed as part of the North Chippenham permission, the access will improve if the road link is utilised. The planning application only has one access point (to Mauds Heath Causeway), with a further emergency access point onto the B4096 and does not include access onto the North Chippenham link road.</p> <p>Without the link to the adjacent North Chippenham site access to the A350 is poor.</p>	
Adding traffic to town centre streets	<p>Site A1 contains land considered to have moderate-weak highway impact i.e. it is between 500-1500m from the most congested corridors to the north of the town centre.</p> <p>Site Option A1 has no development land within 500 metres of a congested corridor.</p> <p>Table 4-1 and Paragraph 4.5 Page 18 CEPS/04a</p>	
Time and distance to town centre (Neeld Hall)	<p>Site A1 has moderate access to the town centre i.e. approximately 1-1.5miles.</p> <p>Strategic Site Option A1 has no development land area within 1 mile</p> <p>Table 3-1 and Paragraph 3.6 CEPS/04a Page 10</p>	
Impact on queue lengths and critical junctions	<p>Site A1 contains land considered to have moderate-weak highway impact i.e. it is between 500-1500m from the most congested corridors to the north of the town centre.</p> <p>Site Option A1 has no development land within 500 metres of a congested corridor.</p> <p>Table 4-1 and Paragraph 4.5 Page 18 CEPS/04a</p>	

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Overall judgement in relation to CP10 Criterion 3		
<p>This site has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. There is the opportunity to have a good connection to the A350, once this connection is available. There could be opportunities for pedestrian and public transportation connections to the permitted north Chippenham site adjacent. Further transport work concludes that A1 is not so good for wider transport opportunities.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	Site A1 has moderate access to the town centre i.e. approximately 1-1.5miles. Strategic Site Option A1 has no development land area within 1 mile Table 3-1 and Paragraph 3.6 CEPS/04a Page 10	
Time taken, safety and quality of travel to railway station	The site is entirely within 1.5miles of the railway station with the majority assessed as having strong access (less than 1 mile) with the remainder having moderate access to the railway station by non-motorised modes. Table 3-2 CEPS/04a page 11	
Time taken, safety and quality of travel to secondary schools	Figure 3-3 & Table 3-3 of CEPS/04a shows that A1 has strong to moderate ease of access to secondary schools, calculated as between 0-2400m distant. Site A1 is closer to Sheldon and Hardenhuish Schools which do not currently have capacity. Page 59 of CEPS/02 advises that Abbeyfield school has capacity and is described as the preferred secondary school option.	
Time taken, safety and quality of travel to College	Site A1 has strong/moderate access to Chippenham College campus on Cocklebury Road i.e. Between 0-2400m. Table 3-2 CEPS/04a page 11	
Access to the existing public transport, footpath and cycle network	The site has moderate access to public transport corridors i.e. between 400m to 1200m (Table 3-6 CEPS/04a p15). However the site is poorly served by public transport, with no daily services within 400m of the site (para 3.11 CEPS/04a), with only the 95 service, once in each direction along the B4069, on three days of the week. Further transport work advises that A1 is not so good for wider transport opportunities.  The site has some links to PROW and cycle network, enabling access to the town centre. Constraints Map PROW	
Opportunity to create	EP3 Paragraphs 5.16 & 5.17 advise that the area may also provide some potential for improving	

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<p>extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>public transport accessibility for existing residents, as it is located in close proximity to the B4069 corridor between Chippenham town centre and Lyneham / Royal Wootton Bassett / Swindon. This is not currently a key bus corridor, although as developments increase in both Chippenham and Swindon, so the potential to use this corridor for bus services may increase.</p> <p>The opportunity for development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited. This is because existing trip generators and trip attractors are primarily located to the south and south-west of Strategic Area A. Nevertheless, limited opportunities may exist to increase walking and cycling among existing Chippenham residents if the Strategic Areas can sustain new services to which residents could walk or cycle. EP3 Paragraph 5.11 Page 36</p> <p>However Strategic Site Option A1 is a much smaller area to the original Strategic Area A and would be unlikely to provide associated infrastructure which improves highway network resilience for existing Chippenham residents and businesses. Para 5.3 CEPS/04a</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/poor opportunities to improve access to key facilities by non-motorised transport. It has a strong relationship with Hardenshuish and Sheldon Schools, however these schools do not have any capacity. There is moderate access to the Chippenham College campus on Cocklebury Road, the town centre and the Railway Station. The opportunity for development to deliver new attractive walking and cycling links, which are of use to existing communities, may be limited and the site is poorly served by public transport.</p>		

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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>The northern part of the site is classed as an area where development would be more difficult to accommodate with mitigation, the southern area is where development can be more readily accommodated with mitigation (drawing number D4646.015E).</p> <p>There is a low development capacity in the area east and north of Bird's Marsh, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character. However the area south of Bird's Marsh has been ascribed a moderate-high development capacity. This is because the area is less sensitive being located to the edge of Chippenham and if developed would not contribute to inter-visibility between Chippenham and Kington Langley.</p> <p>Careful design would need to incorporate field patterns, mature hedgerows, trees and woodland and retain separation between settlements (page 51 CEPS/06).</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The area has a moderate-low visual prominence. Currently this boundary to Chippenham has a soft well vegetated urban edge with limited views, principally of rooflines with a strong sense of separation. The site is likely to be sensitive to encroachment from the town</p> <p>Beyond the ridgeline around Bird's Marsh Wood there is potential for inter-visibility between Chippenham and Kington Langley. The presence of development on this high ground would reduce the sense of separation of Kington Langley and Chippenham and alter the low key rural approach along Maud Heath's Causeway. Woodland and lines of mature trees along hedgerow boundaries is a key feature on the ridge that would require safeguarding to ensure the separation between the settlements is retained. In addition along Maud Heath's Causeway there is the potential for greater inter-visibility between Chippenham and Langley Burrell through development up to the edge of the road. Careful placement of tree planting and lower building density with a wooded backdrop to integrate with individual properties along this road would help to mitigate the potential loss of separation between Langley Burrell and Chippenham.</p>	
Impacts on designated ecological sites and/or protected species	<p>Moderate impacts on designated ecological sites and/or protected species. Birds Marsh Wood CWS is an important ecology area. CEPS/09 advises that additional woodland should be created to increase the extent of Birds Marsh Wood CWS to provide woodland buffer planting to the south and east of the site. The evidence also identifies many opportunity areas within the site such as Green Corridors and a linear corridor through the centre of site to connect hedgerows and ponds around Barrow Farm, including a possible old orchard (priority habitat).</p> <p>In addition, there is the potential for a cumulative effect with further development in this area, particularly upon Birds Marsh Wood. The land around Langley House is particularly important and</p>	

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	sensitive to development.	
Impacts on heritage assets, their setting and archaeological potential	<p>The landscape assessment report concluded that there was a high potential within Strategic Area A1 for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods. These assets are likely to range in heritage significance, but the Roman settlement, medieval settlement and Bronze Age barrow are potentially of high heritage significance, equivalent to a scheduled monument. (para 4.4 CEPS/11) However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>Overall there is a high risk of unknown archaeology on the site, although deep ploughing in some fields may lessen this risk to some extent. In addition it was stated that there is overall moderate risk to the known historic environment so long as measures are taken to lessen the impact of development upon the setting of Langley Burrell and Kington Langley Conservation Areas and historic houses and farmsteads. (para 4.6 CEPS/11)</p> <p>Further detailed consideration as part of the planning application process concluded that development in A1 would harm the setting of existing heritage assets because the rural character of the area would be removed, the agricultural land that many of the heritage assets were constructed to be associated with will be lost and the peaceful setting urbanised. This rural environment was described extensively in Kilvert’s Diaries and much of this character can still be seen today. Removal of hedgerows and historic footpaths, together with expansion of the road would add to the harm caused due to the destruction of this countryside setting. (Officer report, N14.10433.OUT)</p>	
Opportunity to repair urban fringe and approaches to Chippenham	<p>Moderate opportunity to repair urban fringe and approaches to Chippenham. Currently there is a moderate-low visual prominence.</p> <p>Development which helps to reinforce woodland along the edges of development particularly along the approach into Chippenham along Maud Heath’s Causeway would help to soften existing harsh urban edges and provide a transition between the new urban edge and wider countryside and also help to reinforce separation between Kington Langley and Langley Burrell with Chippenham.</p> <p>The urban edge is categorised as “soft well vegetated urban edge limited views of principal rooflines” There are some attractive features or views. EP4 Proforma Area A</p>	
Connectivity to public rights of way through and into the countryside	Site A1 has multiple connections to public rights of way and is categorised as strong. Constraints Map Open Space	

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Overall judgement in relation to CP10 Criterion 5  
 The northern part of the area which encompasses the site is classed as an area where development would be more difficult to accommodate with mitigation. The site is likely to be sensitive to encroachment from the town. .

The site has a low development capacity, due to the importance of separation between Chippenham and Kington Langley and its attractive landscape character. Birds Marsh Wood CWS is an important ecology area and there is the potential for development at this site to have a cumulative effect upon Birds Marsh Wood when considered in combination with the permitted development at North Chippenham.

The land around Langley House is particularly important and sensitive to development. There is a high potential for harm to heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	The site is entirely in Flood Zone 1. The drainage of this area may be problematic. The area is flat so making it difficult to have the falls necessary for drainage by gravity. A great deal of surface water is currently sent to a “sinkhole” where it passes through the clay strata. The area is at the fringes of the town’s drainage network. As pipe work travels away from this lowest point, its size decreases as it spreads and therefore capacity can be limited. EP6 Paragraph 4.1-4.3 Page 11.	



**STRATEGIC AREA B**

**Strategic Site Option B1: Summary SWOT**

Strategic Site option B1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>The site is being promoted by a developer and a planning application has been submitted.</p> <p>The site has excellent access to the railway station leading to good potential to contribute to wider economic growth.</p> <p>The rural aspect and views would provide an attractive setting to the development.</p>	<p>A new employment location close to the railway station and town centre.</p>	<p>New road infrastructure would be required if development takes place on this site. The infrastructure would take the form of a railway bridge to Area A, and the production of a link to Cocklebury Road. The implementation of this infrastructure could be costly and have implications on the delivery of the site.</p>	<p>Business premises development in this area could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p>
2. Social	<p>The site has a network of PRow linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. The site is also relatively close to Abbeyfield Secondary School.</p>		<p>There are potential pollution sources in Langley Park industrial area and the site has a large distance to travel to the waste water works, although the extent of these risks is unknown at the moment.</p>	<p>The site is not close to any of the existing GP Surgeries.</p>

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Strategic Site option B1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
3. Road network	There is strong access to the town centre, particularly the railway station.	<p>The site could contribute towards the production of an Eastern Link Road (ELR) which could reduce the potential impact of development on existing congested corridors, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>New road infrastructure would also create a new link to Cocklebury Road via a crossing of the railway to Parsonage Way which would introduce an alternative access to and from the Cocklebury Road/Station Hill area which is currently a large cul-de-sac forcing all traffic into and out of the areas via Station Hill. This infrastructure is essential to the delivery of the site</p>	The opportunity to provide a link road may be tempered by the delay to development this may introduce and reduce the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an Cocklebury Link Road may raise questions of viability.	The site has a weak-very weak categorisation against distance from the Primary Road Network. The site is also located close to congested corridors to the north of the town centre.
4. Accessibility	The site has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport			

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	Strategic Site option B1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
	accessibility for existing residents. Furthermore it could provide some potential for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college			
5. Environment	The site consists of improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views.	The site area (the area south of Peckingell Farm), is marginally less sensitive in landscape terms.	The area has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity.  Potential impact on setting of heritage assets within and adjacent to the site is a concern.	
6. Flood risk	There is a small amount of flood zone 2 and 3 to the east of the site. However there is a developable area protected		Drainage from this area will be directed to the River Avon so the creation of large impervious areas here will lead to additional	

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Strategic Site option B1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
	<p>from the River Avon and River Marden by being on higher ground. There would be limited fluvial flooding on the western bank side due to the natural lie of the land.</p>		<p>peak flows joining the river and therefore additional flows arriving at the radial gate weir in Chippenham centre.</p> <p>If an Eastern link Road is to be provided through the site there would need to be a new road and dedicated links across the river which could if located outside flood zone 1 displace water, disrupt natural flows or involve the loss of existing flood storage</p>	

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**Strategic Site Option B1: Detailed Analysis**

As there is only one site option in strategic area B there is a single detailed analysis for the site. The summary SWOT analysis is included in Chapter 5.

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	Figure 4-2 & Table 4-2 on p19 of CEPS/04a show that B1 has a weak-very weak categorisation against distance from the Primary Road Network (over 2000m from the PRN).  The site could contribute towards the production of an Eastern Link Road (ELR).	
Distance to railway station	The entire strategic site option is categorised as having strong ease of access to the railway station by non-motorised modes. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the railway station Table 3-2 and para 3.7 CEPS/04a page 11	
Fit with economic assessment	Employment land at this site is considered to be deliverable for a mix of B1/B2/B8 uses in the later stages of the LDF providing an Eastern Distributor Road is created to open up the land. Currently access to and from the site is along a single track route between Langley Park and Parsonage Industrial Estate that crosses the railway. Alternative methods of linking to strategic routes are being investigated, including an Eastern Distributor Road. Integral to the site would also be a link road from Cocklebury Road across the railway line to Parsonage Way which would improve connectivity to existing employment locations. Wiltshire Council Highways indicate that some employment space could come forward close to the town centre utilising existing infrastructure. (page 17 CEPS/01)  The site is assessed as having a moderate/high fit with economic assessment due to its attractiveness in the long term, coupled with the ability to utilise existing infrastructure in the short term which gives it flexibility. In addition the sites proximity to the station is a strength from an economic point of view.	
Contribution to wider economic growth	Strong contribution to wider economic growth. The site is approximately adjacent to the existing Langley Park PEA. In addition the sites proximity to the town centre and railway station could contribute to other wider economic growth benefits.	
Development costs	Transport evidence suggests that only 200 homes can be occupied without the introduction of a railway bridge to Area A and thereafter Parsonage Way. A new bridge could be costly and have consequential time implications on the delivery of the site if works are not delivered early (page 47 of CEPS/02)	

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<p>Speed of delivery</p>	<p>As new road infrastructure is needed to gain access to the site it is considered that there will be a moderate speed of delivery. Page 17 of CEPS/01 advises that some employment space could come forward close to the town centre utilising existing infrastructure, with further development taking place in the later stages of the LDF providing a Cocklebury Link Road is created to open up the land.</p> <p>Furthermore the site is being actively promoted and is subject to a planning application.</p>	
<p>Environmental attractiveness</p>	<p>Mixed environmental attractiveness. There is a lack of access to A or B roads from this strategic area and the existing roads are narrow and rural in character which may deter businesses, so extensive new road infrastructure would be required. The rural aspect and views would provide an attractive setting to the development. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers due to the landform. This would result in increased urban influences on the surrounding landscape. (page 63 CEPS/06)</p> <p>The site would be attractive to distribution businesses providing a suitable link can be developed with the A350 and M4. Sites closer to the town centre would be suitable for B1 uses. (page 17 CEPS/01)</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p>The majority of the site is likely to have a good relationship with existing residential development as it is bounded to the west by the railway line and to the south by the old railway line, now the North Wiltshire Rivers Route cycle path, both of which provide screening.</p> <p>A small portion of the site, comprised of the south west corner is not well screened from existing residential development to the south.</p> <p>The listed building; Rawlings Farm is located in the site and it is important to retain the setting around listed buildings. In addition, drawing number D4646.017E in the landscape evidence shows that part of the site could be visible from Tytherton Lucas. CEPS.06 advises that development in this strategic area would be prominent from the wider area and given the sloping landform difficult to screen or fully mitigate. Rooflines would remain visible and would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages. Consequently the overall relationship with existing residential development is assessed as moderate/poor.</p>	
<p>Introduction of choice</p>	<p>The area of the site closest to the town centre would be suitable for B1 uses. The proximity to town centre and railway station provides a distinctive USP for the location which is likely to attract business (page 17 CEPS/01)</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p>		

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Although Area B is distant from the economic corridor of the A350 the sites proximity to the town centre and railway station provides a distinctive USP for this location which is also close to the established principal employment area at Langley Park. There is a lack of access to A or B roads to and from this site so extensive new road infrastructure would be required for development to take place.. The infrastructure would take the form of a link road from Cocklebury Road across the railway bridge to Area A.. The implementation of this infrastructure could have significant cost and time implications on the delivery of the site. However employment land at this site is considered to be deliverable for a mix of B1/B2/B8 uses in the later stages of the Plan provided the Cocklebury Link road is created to open up the land.

Development of business premises in this area could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.

The site is being actively promoted by the land owner and subject to a planning application.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	There is strong recreation potential for the site as there is a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route (long distance footpath and cycleway). These form potential linkages and green fingers that could be retained to provide future green spaces and links to the wider countryside. (Page 63 from CEPS/06)	
Environmental attractiveness	The landscape evidence advises that the rural aspect and views across the River Avon floodplain would be attractive features for new development and could be utilised in housing layouts. Existing linear woodland and mature hedgerows and trees would provide a mature setting to development. However the overall environmental attractiveness for housing is assessed as moderate as an extensive new road infrastructure would be required to access the development. Access is currently only via pedestrian bridges across the railway and a small rural road accessing Peckingell from Kellaways to the north. Housing development would also have a significant effect on qualities to be safeguarded referred to above. (Page 63 from CEPS/06)	
Noise, contamination and other pollution	There are possible pollution sources adjacent to the site in the vicinity of Langley Park industrial area, with sites of high and medium potential contamination present. However this is unlikely to impinge on the	

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(including smell and air pollution)	residential area of site as the areas of potential contamination are separated from the site by the railway.	
Exceptional development costs	Distance from the strategic area to the waste water works would require a relatively long and expensive connection. Overland electricity lines cross the area. Only limited development acceptable without introduction of a railway bridge to Area A. Although the crossing point is in a cutting which will reduce the cost and scale of engineering works required, a new bridge would represent an additional cost to the development. (page 47 of CEPS/02)	
Impacts upon nearby schools	Mixed impacts upon nearby schools. Page 58 CEPS/02 states that development in the area might be accommodated by an extension to the existing nearby primary school. Monkton Park Primary School has only a few surplus places and its site is small, though a small extension may be possible. However, promoters of the site within this area have confirmed that the development could provide a new 1FE primary school  In addition the area is in relatively close proximity to Abbeyfield Secondary School, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02. However it may rely on a link road, therefore it needs to be clarified that there is a route from the area to the school without needing to go into the town centre and out again.	
Impacts upon health facilities	Poor impacts on health facilities. The site is not close to any of the existing GP Surgeries (Figure 6 CEPS/02).  In addition, Figure 3-4 & Table 3-4 of CEPS/04a shows that the site has moderate to weak ease of access to the hospital by non-motorised modes (between 1-2 miles).	
Impacts on leisure facilities	B1 is likely to have strong impacts on leisure facilities as it is located relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. In addition promoters of the site propose a new local centre to serve the new development. There is also the opportunity to provide new formal sports pitches as part of the development. (page 73 of CEPS/02)	
Potential for green energy	Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02. The developers at site are further assessing potential for green energy  All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity	
Overall judgement in relation to CP10 Criterion 2		
Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable		



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housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the railway represent additional costs to the development which could affect the proportions of affordable housing provided. The strengths of the site is the network of PRoW linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. The site is also relatively close to Abbeyfield Secondary School although this connection would benefit from additional links over the River Avon.

There are several risks for this site, relating to the potential pollution sources in Langley Park industrial area and the distance to the waste water works, although the extent of these risks is unknown at the moment. Further risks relate to the provision of appropriate levels of affordable housing as the production of a new bridge would have significant cost and time implications on the delivery of the site. Furthermore the site is not close to any of the existing GP Surgeries.

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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>Figure 4-2 &amp; Table 4-2 on p19 of CEPS/04a show that B1 has a weak-very weak categorisation against distance from the Primary Road Network (over 2000m from the PRN).</p> <p>This would be improved by the road infrastructure needed for the development to gain access to the site (ie a crossing of the railway) which would connect to the northern section of an Eastern Link Road though the north Chippenham site. The site could contribute towards the production of an Eastern Link Road (ELR).</p>	
Adding traffic to town centre streets	<p>Table 4-1 of CEPS/04a shows that site option B1 performs less well in this assessment; only 49% classed as moderate because of its proximity to congested corridors to the north of the town centre, with the remainder assessed as being weak.</p> <p>This would be improved by the road infrastructure needed for the development to gain access to the site (ie an extension to Cocklebury Road through the site and crossing of the railway) which would connect to the northern section of an Eastern Link Road though the north Chippenham site. The Cocklebury Road/Station Hill area is currently a large cul-de-sac. Infrastructure provided to access the site would provide an alternative access/egress from this area and thereby help to divert some traffic away from the town centre.</p>	
Time and distance to town centre (Neeld Hall)	<p>The majority of strategic site option B1 is categorised as having strong ease of access to the town centre by non-motorised modes, although some of the site has moderate access. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the town centre. Table 3-1 and para 3.6 CEPS/04a page 10</p>	
Impact on queue lengths and critical junctions	<p>Table 4-1 of CEPS/04a shows that site option B1 performs less well in this assessment; only 49% classed as moderate because of its proximity to congested corridors to the north of the town centre, with the remainder assessed as being weak.</p> <p>This would be improved by the road infrastructure needed for the development to gain access to the site (ie an extension to Cocklebury Road through the site and crossing of the railway) which would connect to the northern section of an Eastern Link Road though the north Chippenham site. The Cocklebury Road/Station Hill area is currently a large cul-de-sac. Infrastructure provided to access the site would provide an alternative access/egress from this area and thereby help to divert some traffic away from the town centre.</p> <p>The site also provides an opportunity to create an Eastern Link Road from the A4 (Pewsham) to the A350 (Malmesbury Road roundabout).</p>	

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Overall judgement in relation to CP10 Criterion 3

Overall, this site has strong potential to offer wider transport benefits to the community as it has strong access to the town centre, particularly the railway station and through access roads required to develop the site will remove an existing cul-de-sac along Cocklebury Road which is seen as creating congestion at Station Road. The site is however assigned a weak-very weak categorisation against distance from the Primary Road Network (although this would improve once the access roads create an egress from the site to the proposed distributor road to the north of Chippenham to be delivered as part of the North Chippenham permission). The site is located close to congested corridors to the north of the town centre. Transport work advises that the site is generally good for sustainable access and wider opportunities.

Furthermore, the site could provide the opportunity for an Eastern Link Road (ELR) which could reduce the potential impact of development on existing congested corridors, but this additional infrastructure is not paramount to the delivery of this site and could only be delivered once the Cocklebury Link Road is in place (section from Darcy Close across the railway to Parsonage Way).

The opportunity to provide a link road may be tempered by the delay to development this may introduce i.e. limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an Cocklebury Link Road may raise questions of viability.

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	The majority of strategic site option B1 is categorised as having strong ease of access to the town centre by non-motorised modes, although some of the site has moderate access. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the town centre. Table 3-1 and para 3.6 CEPS/04a page 10	
Time taken, safety and quality of travel to railway station	The entire strategic site option is categorised as having strong ease of access to the railway station by non-motorised modes. Strategic Site Option B1 has the greatest development land area, both in percentage and absolute terms, within 1 mile of the railway station Table 3-2 and para 3.7 CEPS/04a page 11	
Time taken, safety and quality of travel to secondary schools	Figure 3-3 & Table 3-3 of CEPS/04a shows that B1 has strong to moderate ease of access to secondary schools, calculated as between 0-2400m distant. However it may rely on a link road between Area B and C, therefore it needs to be clarified that there is a route from the area to the school without needing to go into the town centre and out again.	
Time taken, safety and quality of travel to College	Strategic site option B1 has strong access to Chippenham College campus on Cocklebury Road i.e. less than 1 mile. Table 3-2 CEPS/04a page 11	
Access to the existing public transport, footpath and cycle network	<p>Paragraph 3.24 of CEPS/04 states that Strategic Area B performs as one of the best for this criterion, having relatively strong or moderate access to public transport corridors. Table 3-6 of CEPS/04a shows that the site has 85% of its area with moderate potential for Access by Public Transport, with the remaining 6 hectares with weak access. Strategic Site Option B1 has no land within 400 metres (1/4 mile) of a main bus corridor (para 3.11 CEPS/04a). However transport work advises that site B1 is generally good for sustainable access and wider opportunities (Table 5-1 CEPS/04a).</p> <p>There is also a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route (long distance footpath and cycleway).</p>	
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to	Medium opportunity to create extensions to the existing public transport, footpath and cycle network. CEPS/04 advises that Strategic Area B is likely to provide some potential for providing new attractive walking and cycling links that are of use to existing communities (paragraph 5.12), as the southern part of the Strategic Area is located between Monkton Park (residential, employment and education) and Langley Park / Parsonage Way (residential and employment).	

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<p>town centre etc</p>	<p>Paragraph 5.16 advises that the area may also provide some potential for improving public transport accessibility for existing residents, as it is located in close proximity to the B4069 corridor between Chippenham town centre and Lyneham / Royal Wootton Bassett / Swindon. This is not currently a key bus corridor, although as developments increase in both Chippenham and Swindon, so the potential to use this corridor for bus services may increase. Development within Strategic Area B might also improve the viability of the town bus service which serves Monkton Park, as a relatively short extension to this service would also allow it to serve the potential demand at Strategic Area B.</p> <p>Further transport work advises that site B1 is generally good for sustainable access and wider opportunities</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has strong opportunities to improve access to key facilities by non-motorised transport. The site has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport accessibility for existing residents. Furthermore it could provide some potential for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college.</p>		

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>Page 64 of CEPS/06 shows that the site is within an area classed as of moderate-low development capacity. The evidence advises that the site area (the area south of Peckingell Farm) is marginally less sensitive, being located next to the edge of Chippenham.</p> <p>This is a visually prominent landscape on higher ground than the adjacent River Avon floodplain. It currently retains a rural character and is important in providing a rural setting to Chippenham. Most of the edge of Chippenham is not visible in the wider landscape or restricted to a small group of rooflines nestled within trees. This helps to reinforce the rural and remote character of this countryside and effective settlement edge. Development in this strategic area would be prominent from the wider area and given the sloping landform difficult to screen or fully mitigate. Rooflines would remain visible and would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p> <p>The site is currently assessed as attractive and mostly consistent which may be affected by development unless mitigated.</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The area has a high visual prominence. Currently this boundary to Chippenham has a soft well vegetated urban edge with limited views, principally of rooflines. The site is likely to be sensitive to encroachment from the town</p> <p>The land forms a rural backdrop to westerly views and currently the nearest outlying settlement, Tytherton Lucas has a rural and remote character. Development on this strategic area, which would be difficult to mitigate, would increase urban influences and reduce the sense of separation, tranquillity and remote character present in the village, the surrounding PRoW network and rural lanes.</p> <p>There is also currently a strong sense of separation between the edge of Chippenham and PRoW within the strategic area that would be affected if the land was developed. Along these routes even if carefully designed the views would become contained and channelled by development which would lessen their rural character and distinctiveness and overall value. (Page 62-63 of CEPS/06)</p>	
Impacts on designated ecological sites and/or	Moderate impacts on designated ecological sites and/or protected species. CEPS/09 identifies the River Avon County Wildlife Site as a significant ecological feature forming the eastern side of the area and there	

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<p>protected species</p>	<p>are records of European Otter on the river. As part of this, an approximately 100m buffer alongside River Avon CWS is classed as an opportunity area.</p> <p>Habitats features linking east to west between the River Avon and the railway line to Strategic Area A are also considered an important feature, with the railway line embankment an opportunity area.</p> <p>The site forms the southern part of the area around Rawlings Farm, which generally comprises improved agricultural grassland, which has limited ecological value. Woodlands and other important features described above should be retained and enhanced, but overall this part is less sensitive than the northern section around Peckingell Farm. (page 6-7 CEPS/09)</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>The Landscape Setting Assessment report (CEPS/11) concluded that there was a high potential within Strategic Area B for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods (para 4.9). However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>Overall the WCS Historic Assessment suggests there is a moderate risk to the known historic environment so long as measures are taken to lessen the impact of development upon the setting and medieval archaeology of Rawlings Farm, as well as of the setting of Langley Burrell and Tytherton Lucas Conservation Areas and other historic houses and farmsteads within the vicinity (para 4.12)</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 62 of CEPS/06 advises that the urban edge in this area is classed as soft, well vegetated with limited views. Consequently there are limited opportunities for improvement.</p> <p>The urban edge of Chippenham is generally contained by woodland along the disused railway which effectively screens Riverside Drive and Monkton Park from countryside views north and east. This containment is reinforced by landform with development located on lower ground than the surrounding landscape. The employment area at Parsonage Way has mature boundaries reinforced by linear woodland belts along the Great Western railway that helps to reduce visibility of the buildings. This limits views to typically the roofline of individual buildings often only visible when in close proximity.</p> <p>Development of this strategic area would make the urban edge of Chippenham more prominent in the wider landscape. The rural character of views from the east and north (to some degree) towards this area would be affected and there would be an increasing influence on rural and remote villages and properties. It would be difficult to mitigate the landscape and visual effects of development in this strategic area. (page 63)</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Strong connectivity to public rights of way through and into the countryside with some public views and a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route (long distance footpath and cycleway) (page 63 CEPS/06).</p>	

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Overall judgement in relation to CP10 Criterion 5

The site forms the southern part of the strategic area around Rawlings Farm, which generally comprises improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views and a network of PRow linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route.

The area has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity; nevertheless the site area (the area south of Peckingell Farm), is marginally less sensitive. There are also concerns about the potential impact on heritage assets within and adjacent to the site.



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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Small amount of flood zone 2 and 3 to the east of the site. There is a developable area protected from the River Avon and River Marden by being on higher ground. There would be limited fluvial flooding on the western bank side due to the natural lie of the land.</p> <p>Drainage from this area will be directed to the River Avon so the creation of large impervious areas here will lead to additional peak flows joining the river and therefore additional flows arriving at the radial gate weir in Chippenham centre. This would add to high flood risk at the radial gate. (paragraphs 4.5-4.6 in CEPS/10)</p> <p>New road and dedicated links across the river, if required, could if located outside flood zone 1 displace water, disrupt natural flows or involve the loss of existing flood storage</p>	

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**Strategic Site Option C1: Summary SWOT**

	Strategic Site option C1			
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			<p>A larger site than C1 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term.</p> <p>Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.</p>	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site.</p> <p>Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>
2. Social	<p>Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park</p>		<p>Distance to waste water works would require a relatively long and expensive connection.</p> <p>Potential for a threat to delivery of affordable housing, dependant on cost and requirement for an eastern link road and bridge.</p>	<p>The site does not have good access to the Community Hospital.</p>

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<p>3. Road network</p>		<p>Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.</p>	<p>The opportunity to provide a link road may be tempered by the delay to development this may introduce</p>	<p>The site option is located in an area which has very weak access to the primary road network</p> <p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>
<p>4. Accessibility</p>	<p>Very strong relationship with Abbeyfield school</p> <p>The site has strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p>		<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>
<p>5. Environment</p>	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually</p>	<p>The site has small amounts of land in areas of low development capacity; above the North Wiltshire Rivers Route and south of Stanley Lane.</p> <p>Harden's Farmhouse has 18th century origins. The land that</p>

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			<p>prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p>	<p>surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>
<p>6. Flood risk</p>			<p>A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.</p>	<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C1 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p>

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**Strategic Site Option C1: Detailed Policy Analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The site is +2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak in terms of potential access to the PRN. Table 4.2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR). If delivered accessibility to the PRN would improve compared to now.</p> <p>The number of junctions involved in the case of the southern employment area would be higher as it is assumed that some traffic would go via the A4 and around the town centre even with ELR delivered. The northern employment area is dependent on the ELR delivery hence linked with delivery of Areas A and B.</p> <p>Note that a planning application has been approved which includes the northern section of an ELR between A350 at the Malmesbury Road roundabout and Maud Heaths Causeway. An application has been submitted for Areas B which includes a railway crossing and Cocklebury link road and does not prejudice a link further south to continue the ELR. This demonstrates that there are willing developers to deliver the early sections of the ELR. The application process is ongoing.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C1 performs better than C3 in terms of the northern allocation's performance in PRN accessibility as ELR theoretically possible under this option. C3 would be dependent on single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>The southern employment land area performs poorly in terms of PRN access and therefore purely in accessibility terms this option performs poorer than C3 but similar to C2. However C1, C2 and C4 could benefit from ELR which would improve accessibility to M4 north/eastbound around Chippenham.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if</p>

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		ELR was implemented.
Distance to railway station	Strategic Area C shows strong/moderate access to the railway station for site option Area C1 (Table 3-2 CEPS/04a). However this ignores physical or natural barriers such as the River Avon so without an ELR, access would be less reliable.	Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2 and C3 have weak access.
Fit with economic assessment	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP's focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very weak access to the A350 as currently (with no ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 &amp; Table 4-2 CEPS/04a). This would prove unattractive to businesses.</p> <p>Area C is dependent upon either the Cocklebury link Rd or the railway crossing and a river crossing being provided to improve its relationship with both the PRN and PEAs (EP1 para 6.27). If the river crossing is not deliverable, access would have to be provided from the A4 to the south. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north, but it is entirely dependent on Area A and B delivery.</p> <p>The site is unlikely to come forward in the next 5 years as new access has to be created over the railway and river Avon to improve accessibility to new employment areas ie to remove need to travel through the town centre. Other sites are better positioned (Figure 2 CEPS/01)</p>	At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided from the A4 to the south, however this is less reliable. Without an ELR, all options perform poorly in terms of PRN access, however the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.
Contribution to wider economic growth	<p>C1 currently has overall a MODERATE contribution to wider economic growth. Site C1 has a strong-moderate proximity to existing PEAs which lie to the north and would be linked through ELR. Additional southern employment land area would be relatively isolated compared to northern area which is closer to existing PEAs.</p> <p>If sites within Strategic Areas A and B are not allocated and/or delivered, access would have to be provided solely from the south of C1 to reach the northern employment area. This may not be attractive to businesses given the weak performance in terms of PRN access and the distance to travel across town and into the site.</p> <p>The dependency of the option on other sites in order to improve the attractiveness of this location to business, and the consequential delay there would be to opening up the site (especially the northern employment land area) means that contributions to wider economic growth are likely to be towards the end of the Plan period which is not consistent with the overall objective for Chippenham for an economic</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are dependent on ELR delivery in Area A and B. The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs.</p> <p>C1 (and C2 and C4) perform poorer compared to C3 as the southern EL area's link with</p>

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	<p>led strategy.</p>	<p>PEAs is poor. On the other hand additional employment land per se may increase its attractiveness especially when connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation which may not be what businesses require.</p>
<p>Development costs</p>	<p>Likely to be high development costs Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02). Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development cost. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry high development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Deliverability of C1 ultimately dependent on developer commitment, policy formulation, submission or amendment of planning application, and agreement over S106 contributions. However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing discussed above (Table 3-2 CEPS/05).</p> <p>If Areas A and B are not allocated/delivered and/or southern section of the ELR link is not delivered, separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p>	<p>There is a current application in relation to C4 and site promoters have expressed their support for C1, the proposed allocation, in representations.</p> <p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure will need needed in Area A and B would have to</p>

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	<p>LOW – as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham.</p>	<p>be permitted and delivered first in order to enable the ELR coming forward; A reduced C3 may be possible under this option but would result in a smaller allocation which maybe within the delivery thresholds established through the transport evidence.</p>
<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This would result in increased urban influences on the surrounding landscape (page 69 CEPS/06).</p> <p>The landscape has a predominantly rural character particularly either side of Stanley Lane which is the proposed Employment Land allocation under this option. Overall the landscape is considered 'attractive' in the LA (page 68 CEPS/06).</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p><u>Northern Employment Land</u></p> <p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C1 but mitigation could be agreed through scheme design and setting of conditions.</p> <p><u>Southern Employment Land</u></p> <p>Visually the EL would be close to the existing housing developments at Pewsham and adj. London Rd. Traffic from/to this EL area would use A4/London Road.</p>	<p>Similar to C3 the northern employment land area would be bordered on two sides by housing development which may require additional mitigation and reduce developable employment land.</p> <p>The southern EL would be in direct proximity to existing housing developments at Pewsham and so it would conflict with that use. In which</p>



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		<p>case it performs poorer compared to C3 which proposes additional housing.</p> <p>C4 would perform better compared to C1 as the southern employment and area would be isolated from existing residential development.</p> <p>C2 performs similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p>
<p>Introduction of choice</p>	<p>The allocation proposes two areas of employment land which could provide additional choice for businesses. However the poor performance in terms of accessibility and effects on landscape (especially in the southern EL) may cancel this advantage out.</p> <p>The site will also offer a new employment destination in the town to the east of Chippenham. At the moment the main employment sites are associated with the A350.</p>	<p>C1 performs as C2 whereas C3 proposes housing in the southern sector which may be more compatible with existing uses.</p> <p>C4 provides additional choice but the allocation is smaller than under C1 and C2 which may not be what businesses require.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road). The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site without new road infrastructure and an ELR would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site. Option C1 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p> <p>There is a submitted planning application within the strategic area which is larger than site option C1, however it suggest the area is likely to be viable and</p>		

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deliverable in the short to medium term. Furthermore the completion of the site is likely to be dependent on supporting infrastructure elsewhere in Chippenham potentially introducing delays.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p><b>STRONG</b> recreation potential</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park (page 69 CEPS/06)</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure. (page 69 CEPS/06)</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	Land contamination is not an issue under all options.

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<p>Exceptional development costs</p>	<p>Likely to be high development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Overhead power lines cross the site.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development costs. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King's Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02, Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council's current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
<p>Impacts upon health facilities</p>	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity. (ref EP2 and SOCG with GPs) There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site C1.</p> <p>The current preference is to provide additional capacity at the Community Hospital to relive pressure on individual GPs. However the site option has no development land within 1 mile of the Community</p>	<p>All options within area C will have an impact on the local surgery. C2 is the only option within Area C that has the critical mass to support a new surgery within the development. For other options the option of providing</p>

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	Hospital and the majority is classed as having weak access to the hospital.	additional capacity at the Community Hospital will need to be explored. All options have predominantly weak access to the hospital.
Impacts on leisure facilities	<p>Strong impacts on leisure facilities</p> <p>All sites including C1 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. In addition the site is also located in close proximity to Stanley Park. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).</p>	
Potential for green energy	<p>Moderate potential for green energy</p> <p>Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board.</p> <p>There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE</p>	The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop at the pylon line. C3 would need to be appraised through Energy Strategy but road transport is sufficient
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the River Avon represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low. The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area.</p> <p>There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p>		

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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C1 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>C1 is dependent on the delivery of Strategic Area A &amp; B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>EP3 Paragraph 4.13 and Figure 4-1</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C2 and C4 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A &amp; B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not have the critical mass to deliver the ELR and consequently performs worst.</p>
Adding traffic to town centre streets	<p>Site option C1 performs particularly well with regard to potential highway network impacts, with 67% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Scale of development will influence traffic impacts.</p> <p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C1 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C1 performs particularly well with regard to potential highway network impacts, with 67% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors. Overall the options which deliver the ELR (C1, C2 and C4) perform better as critical junctions around the south and west of the town would be relieved from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts; C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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<p>Overall judgement in relation to CP10 Criterion 3</p> <p>The site is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel, however access is hindered by the River Avon. The majority of the site is over 1000m from congested corridors, although without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>The site option is located in an area which has very weak access to the primary road network. There is the opportunity to create an ELR to improve access to the A350 through Strategic Areas B and A to reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. Transport work suggests that there is a threshold of 400 dwellings which can be built without unacceptable delays to the network. Some other sites in Strategic Area C do not offer the opportunity for a link road which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an eastern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area C which provide an opportunity for a link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator		
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>Strategic Area C actually provides the most hectares of land classified as strong or moderate; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14.</p> <p>C1 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon</p>	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Time taken, safety and quality of travel to railway station	<p>The site option has 26% of its area assessed as having strong non-motorised access to the railway station, with the remaining 74% assessed as moderate. The entire site is within 1.5miles of the railway station. CEPS04a,Table 3-2</p> <p>It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon.</p>	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a	Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option.

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	Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02	<p>Housing development under C2 and C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.</p> <p>C3 concentrates development around the south of the area with good access to Abbeyfield</p>
Time taken, safety and quality of travel to College	The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong –moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Access to the existing public transport, footpath and cycle network	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C1 performs strong-moderate (approx. 3/4 mile or 15 minute walk) in terms of accessibility to PT corridors (bar its northernmost area over the Sustrans route which is assessed as weak) Table 3-6 CEPS/04a.</p> <p>Although C1 has areas of land alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that are beyond a reasonable walking distance from the A4 / London Road.</p>	Option C3 performs better than C1, C2 and C4.
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. Options C2 and C4, as higher growth options, have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>



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	<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-motorised means of travel to the town centre, college and railway station; however access to these facilities is hindered by the River Avon.</p> <p>There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>
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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham.</p> <p>The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land north of the North Wiltshire Rivers Route has been ascribed a low development</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C1 performs slightly worse than C3 as additional land to the north of the Sustrans route would be developed which has low capacity for development in landscape terms and reduce the separation of</p>

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	<p>capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity. Page 70 CEPS/06</p>	<p>Chippenham and Tytherton Lucas.</p> <p>Options C2 and C4 have the worst capacity to preserve the landscape characteristics as they occupy more land to the north of the North Wiltshire Rivers route and beyond the pylon line.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Moderate-high Visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>Development to the north of the North Wiltshire Rivers route has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Option C1 performs well as generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any</p>	<p>Land to the east has increased ecological value. Option C2 has the most land</p>

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	<p>semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p> <p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of Area C has increased ecological value and should not be allocated for development. (page 8 CEPS/09)</p> <p>Further work is needed to assess this area’s value potentially to protected species and priority habitats, particularly species-rich grasslands.</p> <p>Proposed bridge over the River Avon associated with the ELR would have an impact on the River Avon County Wildlife Site</p>	<p>to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and to the east of the pylon line. Options C1 and C3 do not go further east than the pylons and perform best.</p> <p>Strategic site options that include bridge over the River Avon will have an impact on the Rver Avon County Wildlife site. C3 is therefore better in this regard.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. The open agricultural land of Strategic Area C contributes to the significance of one of these assets (Harden’s Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C1 performs</p>	<p>All options include land which contains heritage assets such as Harden’s Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden’s Farm remains the preferred area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and</p>

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	<p>reasonably well as it restricts development outside the pylon line apart from its northern end. However the importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard. Page 69 CEPS/06</p> <p>Options C1 provides a clear distinct boundary as the development stops up at the pylon line but it encroaches into the area to the north of the Sustrans route which separates Chippenham from Tytherton Lucas.</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route. C1 extends beyond the NWR route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 intersect in site C1. (page 74 CEPS/06).</p>	<p>.</p>
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has small amounts of land</p>		

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in areas of low development capacity; specifically all of the land above the North Wiltshire Rivers Route and south of Stanley Lane.

Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.

Option C1 encroaches into the area to the north of the North Wiltshire Rivers Route which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.

Bridge over the River Avon to support an ELR will impact on the River Avon County Wildlife Site.

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
Indicator		
Amount of flood zone 1,2 and 3	<p><b>WEAK</b></p> <p>On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However C1 and indeed all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>New road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage</p> <p>Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>

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	<p>Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p> <p>Developers promoting sites within strategic areas C or D, where bridges across the river Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere</p>	
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Although there is a large amount of land at risk from flooding within Strategic Area C, site option C1 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>Appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

Strategic Site Option C2: Summary SWOT

	Strategic Site option C2			
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	As this site option is the largest, it is most likely to have the critical mass needed to facilitate a link road and bridge		A smaller site than C2 is being actively promoted by the land owner and subject to a planning application which means a larger site could be viable and deliverable in the short to medium term. Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.	A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.  Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site.  Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.
2. Social	Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park	Has sufficient capacity (1,890 units) to notionally deliver a new GP practice on site.	Distance to waste water works would require a relatively long and expensive connection.  Potential for a threat to delivery of affordable housing, dependant on cost and requirement for an eastern link road and bridge.	The site has the worst access to the Community Hospital having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Hospital

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<p>3. Road network</p>	<p>The majority (84%) of the site is over 1000m from congested corridors</p>	<p>Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.</p>	<p>The opportunity to provide a link road may be tempered by the delay to development this may introduce</p>	<p>The site option is located in an area which has very weak access to the primary road network</p> <p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>
<p>4. Accessibility</p>	<p>Very strong relationship with Abbeyfield school</p> <p>The majority of the site has strong to moderate access by non-motorised means of travel to the town centre, railway station and college; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p>		<p>Part of site option C2 extends beyond 1.5 miles away from the town centre and railway station into an area of weak access.</p> <p>41 hectares of the site is classed as “Weak” or “Very Weak” in terms of accessibility to public transport corridors</p> <p>Extended public transport routes would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore</p>



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				questionable.
5. Environment	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p> <p>The largest of the sites in Area C, C2 has the greatest potential impact on landscape of the River Marden Valley</p>	<p>The site has large amounts of land in areas of low development capacity; a little to the south of Stanley Lane, and a significant amount above the North Wiltshire Rivers Route as it extends up to the River Marden</p> <p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.</p> <p>A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>
6. Flood risk			<p>A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.</p>	<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C2 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site is bordered on two sides by water courses,</p>

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				incorporating more land at risk from flooding. Although no development would take place in these areas as they would be retained as green space.
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**Strategic Site Option C2: Detailed Policy Analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The entire site is over 2500m from the nearest access point on the Primary Route Network (PRN) Table 4.2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. CEPS/04 Paragraph 4.13 and Figure 4-1</p> <p>Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR). If delivered accessibility to the PRN would improve compared to now.</p> <p>The number of junctions involved in the case of the southern employment area would be higher as it is assumed that some traffic would go via the A4 and around the town centre even with ELR delivered. The northern employment area is dependent on the ELR delivery hence linked with delivery of Areas A and B.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C2 performs better than C3 in terms of the northern allocation's performance in PRN accessibility as ELR theoretically possible under this option. C3 would be dependent on single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>The southern employment land area performs poorly in terms of PRN access and therefore purely in accessibility terms this option performs poorer than C3. However C1, C2 and C4 could benefit from ELR which would improve accessibility to M4 north/eastbound around Chippenham.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if ELR was implemented.</p>
Distance to railway station	<p>Strategic Area C shows largely strong/moderate access to the railway station for all areas within site option Area C2 (Table 3-2 CEPS/04a). However this ignores physical or natural barriers such as the River Avon so without an ELR, access would be less reliable.</p>	<p>Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2</p>

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		and C3 have weak access.
Fit with economic assessment	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP’s focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very weak access to the A350 as currently (with no ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 &amp; Table 4-2 CEPS/04a). This would prove unattractive to businesses.</p> <p>Area C is dependent upon either the Cocklebury link Rd or the railway crossing and a river crossing being provided to improve its relationship with both the PRN and PEAs (EP1 para 6.27). If the river crossing is not deliverable, access would have to be provided from the A4 to the south. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north but it is entirely dependent on Area A and B delivery.</p> <p>The site is unlikely to come forward in the next 5 years as new access has to be created over the railway. Other sites are better positioned (Figure 2 CEPS/01).</p>	<p>At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided from the A4 to the south, however this is less reliable. Without an ELR all options perform poorly in terms of PRN access. However the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.</p>
Contribution to wider economic growth	<p>C2 currently has overall a MODERATE contribution to wider economic growth. Site C2 has a strong-moderate proximity to existing PEAs which lie to the north and would be linked through an ELR. Additional southern employment land area would be relatively isolated compared to northern area which is closer to existing PEAs.</p> <p>If sites within Strategic Areas A and B are not allocated and/or delivered, access would have to be provided solely from the south of C2 to reach the northern employment area. This may not be attractive to businesses given the weak performance in terms of PRN access and the distance to travel across town and into the site.</p> <p>The dependency of the option on other sites in order to improve the attractiveness of this location to business, and the consequential delay there would be to opening up the site (especially the northern employment land area) means that contributions to wider economic growth are likely to be towards the end of the Plan period which is not consistent with the overall objective for Chippenham for an economic led strategy.</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are dependent on ELR delivery in Area A and B. The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs. C2 (and C1 and C4) perform poorer compared to C3 as southern EL area’s link with PEAs is poor. On the other hand additional employment land per se may increase its attractiveness especially when connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation which may not be attractive to business.</p>

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<p>Development costs</p>	<p>Likely to be high development costs. –</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development cost. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry high development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Possibility of delivering C2 is not proven as there is no developer commitment. As site C2 is larger than the application it could introduce complications to equalisation discussions between landowners.</p> <p>However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing discussed above (Table 3-2 CEPS/05).</p> <p>If Areas A and B are not allocated/delivered and/or southern section of the ELR link is not delivered, separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p> <p>LOW – as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham.</p>	<p>There is a current application in relation to C4 and site promoters have expressed their support for C1, the proposed allocation in representations</p> <p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure needed in relation to strategic areas Area A and B would have to be permitted and delivered first in order to enable the ELR coming forward and provide the connectivity to the PRN.</p>
<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of</p>	

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	<p>development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This would result in increased urban influences on the surrounding landscape (page 69 CEPS/06).</p> <p>The landscape has a predominantly rural character particularly either side of Stanley Lane which is the proposed EL allocation under this option. Overall the landscape is considered 'attractive' in the LA (page 68 CEPS/06).</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p><u>Northern EL</u></p> <p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C2 but mitigation could be agreed through scheme design and setting of conditions.</p> <p><u>Southern EL</u></p> <p>Visually the EL would be close to the existing housing developments at Pewsham and adj. London Rd. Traffic from/to this EL area would use A4/London Road.</p>	<p>Similar to C3 the northern employment land area would be bordered on two sides by housing development which may require additional mitigation and reduce developable employment land.</p> <p>The southern EL would be in direct proximity to existing housing developments at Pewsham and so it would conflict with that use. In which case it performs poorer compared to C3 which proposes additional housing.</p> <p>C4 would perform better compared to C2 as the southern employment land area would be isolated from existing residential development.</p> <p>C2 performs similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p>
<p>Introduction of choice</p>	<p>The allocation proposes two areas of employment land which could provide additional choice for businesses. However the poor performance in terms of accessibility and effects on landscape (especially in the southern EL) may cancel this advantage out.</p> <p>The site will also offer a new employment destination in the town to the east of Chippenham. At the moment the main employment sites are associated with the A350.</p>	<p>C2 performs as C1 whereas C3 proposes housing in the southern sector which may be more compatible with existing uses.</p> <p>C4 provides additional choice but the</p>

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		allocation is smaller than under C1 and C2 which may not be what businesses require.
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road). The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site without new road infrastructure and an ELR would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site. As this site option is the largest, it is most likely to have the critical mass needed to facilitate a link road and bridge. Option C2 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p> <p>There is a submitted planning application within the strategic area which is smaller than site option C2, however it suggest the area is likely to be viable and deliverable in the short to medium term. Furthermore the completion of the site is likely to be dependent on supporting infrastructure elsewhere in Chippenham potentially introducing delays.</p>		

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>Strong recreation potential.</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park (page 69 CEPS/06).</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings.</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North</p>	

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	<p>Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure (page 69 CEPS/06).</p>	
<p>Noise, contamination and other pollution (including smell and air pollution)</p>	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	<p>Land contamination is no issue under all options.</p>
<p>Exceptional development costs</p>	<p>Likely to be high development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery C1, C2 and C4 could deliver ELR link which constitutes an exceptional development costs. C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King's Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02. Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation</p>	



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	<p>will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council's current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
Impacts upon health facilities	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity (CSOCC/14). There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by large population increases as a result of development of site C2. The current preference is to provide additional capacity at the Community Hospital to relieve pressure on individual GPs.</p> <p>However the site option has no development land within 1 mile of the Community Hospital and the majority is classed as having weak access to the hospital. Strategic Site Option C2 performs worst of options in Strategic Area C having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Community Hospital (Table 3-4 CEPS/04a).</p>	<p>C2 (1,890 units) could notionally deliver a new practice on site and is the only option within area C that has the critical mass to support a new surgery.</p> <p>For other options the option of providing additional capacity at the Community Hospital will need to be explored. All options have predominantly weak access to the hospital.</p>
Impacts on leisure facilities	<p>Strong impacts on leisure facilities</p> <p>All sites including C2 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).</p>	
Potential for green energy	<p>Moderate potential for green energy</p> <p>Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board.</p> <p>There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE</p>	<p>The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop at the pylon line. C3 would need to be appraised through Energy Strategy but road transport is sufficient</p>
Overall judgement in relation to CP10 Criterion 2		

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Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the railway represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low.

The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area. However Strategic Site Option C2 performs worst having 80% (91 hectares) classed as 'Weak' or 'Very Weak' at more than 1.5 miles from the Community Hospital. Site option C2 is the largest option in Strategic Area C as has sufficient capacity (1,890 units) to notionally deliver a new practice on site. It is the only option within area C that has the critical mass to support a new surgery.

There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C2 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>C2 is dependent on the delivery of Strategic Area A &amp; B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C2 and C4 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A &amp; B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not have the critical mass to deliver the ELR and consequently performs worst.</p>

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<p>Adding traffic to town centre streets</p>	<p>Site option C2 performs particularly well with regard to potential highway network impacts, with 84% of the Strategic Area being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a).</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Scale of development will influence traffic impacts. All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward. Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>
<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C2 performs largely moderately in terms of access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). Although it is important to note that strategic option C2 performs worst in Strategic Area C as 5 hectares of land is over 1.5 miles from the town centre and consequently classed as having weak access. This measurement ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C2 performs particularly well with regard to potential highway network impacts, with 84% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C (particularly relevant for site option C2), and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Overall the options which deliver the ELR (C1, C2 and C4) perform better as critical junctions around the south and west of the town would be relieved</p>

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		<p>from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts; C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>The site is largely within 1.5 miles of the town centre although it also extends beyond 1.5 miles into an area of weak access to the town centre by non-motorised means of travel; however the assessment does not take into account that access is hindered by the River Avon. The option performs particularly well with regard to potential highway network impacts, with the majority (84%) of the site over 1000m from congested corridors, although without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>The site option is located in an area which has very weak access to the primary road network. There is the opportunity to create an ELR to improve access to the A350 through Strategic Areas B and A to reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. Transport work suggests that there is a threshold of 400 dwellings which can be built without unacceptable delays to the network. Some other sites in Strategic Area C do not offer the opportunity for a link road which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an eastern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area C which provide an opportunity for a link road.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>		
Time taken, safety and quality of travel to town centre (Neeld Hall)	Strategic Area C provides the most hectares of land classified as strong or moderate; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14.  C2 performs largely moderately in terms of access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Time taken, safety and quality of travel to railway station	The site option has 85% of its area assessed as having moderate non-motorised access to the railway station, with 13% assessed as strong and the remaining 2% weak. CEPS04a, Table 3-2 It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02	Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option.  Housing development under C2 and C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.  C3 concentrates development around the south of the area with good access to Abbeyfield.

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<p>Time taken, safety and quality of travel to College</p>	<p>The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong –moderate access to the town centre (Table 3-1 &amp; Figure 3-1 of CEPS/04a)</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Access to the existing public transport, footpath and cycle network</p>	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C2 performs worst out of the Area C sites with 41 hectares of the site being classed as “Weak” or “Very Weak” (over 1200m) in terms of accessibility to PT corridors</p> <p>Although C2 has areas of land alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that are beyond a reasonable walking distance from the A4 / London Road.</p>	<p>C3 performs better than C1, C4 and C2.</p>
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. Options C2 and C4, as higher growth options, have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-</p>		

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motorised means of travel to the college, railway station and town centre; however access to these facilities is hindered by the River Avon. In addition, part of site option C2 extends beyond 1.5miles away from the town centre and railway station into an area of weak access, so performs worst of the options in Strategic Area C in this regard.

There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. However, option C2 performs worst out of the Strategic Area C sites with 41 hectares of the site being classed as “Weak” or “Very Weak” (over 1200m) in terms of accessibility to public transport corridors. In addition, the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham.</p> <p>The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C2 performs worse than other strategic site in Area C as additional land to the north of the sustrans route and east of the pylons would be developed which has low capacity for development in landscape terms and reduce the separation of Chippenham and Tytherton Lucas.</p>

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	<p>development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land north of the North Wiltshire Rivers Route has been ascribed a low development capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. Site option C2 extends above the North Wiltshire Rivers Route, right up to the River Marden consequently a large amount of development is proposed in an area described as having a low development capacity.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity. Page 70 CEPS/06</p>	<p>Options C2 and C4 have the worst capacity to preserve the landscape characteristics as they occupy more land to the north of the North Wiltshire Rivers route and beyond the pylon line.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Moderate-high Visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>Development to the north of the North Wiltshire Rivers route has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p>	<p>Land to the east has increased ecological value. Option C2 has the most land to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and</p>



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	<p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of this area has increased ecological value and should not be allocated for development. (page 8 CEPS/09)</p> <p>The area to the north of the River Marden is less disturbed and comprises mainly cattle grazed pasture, which has significant ecological value, particularly with regard to the likely use by Greater horseshoe bats.</p> <p>However land to the north of the river is not proposed as a candidate option.</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p> <p>A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>	<p>to the east of the pylon line. Options C1 and C3 do not go further east than the pylons and perform best.</p> <p>Options which involve a road crossing over the River Avon will have an impact on the River Avon County Wildlife Site.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The importance of heritage aspects is noted through the need to demonstrably give "considerable importance and weight" to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>

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	<p>substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard. Page 69 CEPS/06</p> <p>The site extends above the North Wiltshire Rivers Route, up to the River Marden which provides a good well vegetated northern boundary, however the eastern boundary follows field boundaries and is mostly bounded by hedgerow and trees.</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route. Whereas C2 (and C4) extend beyond both. C1 extends beyond the NWR route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 intersect in site C2. (page 74 CEPS/06).</p>	<p>As A – this applies to all 4 options.</p>
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has a large amount of land in areas of low development capacity; a little to the south of Stanley Lane, and a significant amount above the North Wiltshire Rivers Route as it extends up to the River Marden.</p>		

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Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.

Option C2 extends into the area to the north of the North Wiltshire Rivers Route up to the River Marden, an area of land which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.

A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>		
<p>Amount of flood zone 1,2 and 3</p>	<p><b>WEAK</b>                      On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>Area C would ultimately require bridges over the River Avon, and introduce potential obstacles into flood risk areas that also need to be carefully considered.</p> <p>Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding.                      Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>

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	<p>Developers promoting sites within strategic areas C or D, where bridges cross the river Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere</p> <p>The site option extends northwards up to the River Marden meaning that it is bordered on two sides by areas at risk of flooding, although development is protected by areas of green space.</p>	
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Although there is a large amount of land at risk from flooding within Strategic Area C, site option C2 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it. The option is bordered on two sides by water courses.</p> <p>Appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

Strategic Site Option C3: Summary SWOT

Strategic Site option C3				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Proposes housing in the southern sector which may be more compatible with existing uses</p> <p>The option is likely to have low development costs, as it cannot facilitate an ELR</p>	<p>This site has more land located against the A4 than the others in Strategic Area C</p>	<p>A larger site than C3 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term. However, it could introduce complications to equalisation discussions between landowners.</p> <p>Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.</p>	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>There would be no way to connect the development to Strategic Area B with an Eastern Link Road. Consequently access would have to be provided solely from the south of C3. This may not be attractive to businesses given the weak performance in terms of PRN access</p> <p>The lack of an employment area to the south of the site limits choice for businesses compared to all other Area C options</p>
2. Social	<p>Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park</p>		<p>Distance to waste water works would require a relatively long and expensive connection.</p>	<p>The site does not have good access to the Community Hospital.</p>
3. Road network			<p>Increased traffic though the town centre and limited opportunities</p>	<p>The site option is located in an area which has very weak access to the</p>

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			to reduce its impact.	primary road network  This option does not facilitate an eastern link road and therefore there is very little opportunity to improve access to the A350 through Strategic Areas B and A, or to reduce the potential impact of development on existing congested corridors potentially leading to unacceptable delays to the network.
4. Accessibility	<p>Very strong relationship with Abbeyfield school, with more development concentrated around the school</p> <p>The site has strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p> <p>Option C3 has the most amount of land with strong access to public transport corridors</p>		<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p> <p>Part of site option C3 extends beyond 1.5 miles away from the railway station into an area of weak access.</p>
5. Environment	<p>Options C3 provides a clear distinct boundary as the development stops at the NWRR</p> <p>Strategic Area C has an attractive landscape character.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character, although to a</p>	<p>The site has very little land in an area of low development capacity, to the south of Stanley Lane.</p> <p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed</p>

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	<p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p> <p>The other options in Strategic Area C include land above the North Wiltshire Rivers Route which has a low development capacity, however option C3 does not. Option C3 constrains development to land in areas of higher development capacity.</p>		<p>lesser extent than other strategic site options in Area C. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p>	<p>building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.</p>
<p>6. Flood risk</p>				<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C3 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p>

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**Strategic Site Option C3: Detailed Policy Analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The site is +2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as VERY WEAK (Table 4-2 CEPS/04a)</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road. So far 400 dwellings at C3 are deemed possible before the Cocklebury Link road is complete (over the railway). Once the River Avon crossing is in place C3 can increase occupation of homes up to 749 homes. Anymore and the full eastern link road has to be open for use, which is not possible under this option.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C1, C2 and C4 perform better as they could link the EL area(s) with the PRN around East Chippenham via ELR. C3 is dependent on a single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if ELR was implemented.</p>
Distance to railway station	Strategic Area C shows strong/moderate access to the railway station for site option Area C3 (Table 3-2 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.	Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2 and C3 have weak access.
Fit with economic assessment	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP's focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very poor access to the A350 as currently (with no</p>	At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided



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	<p>ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 &amp; Table 4-2 CEPS/04a).</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road. As an ELR is not possible under this option there is no way to improve the sites relationship with the PRN or PEAs (EP1 para 6.27). As the river crossing is not deliverable, access would have to be provided from the A4 to the south. This would prove unattractive to the LEP and businesses. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north but it is entirely dependent on Area A and B delivery.</p>	<p>from the A4 to the south, however this is less reliable. Without an ELR, all options perform poorly in terms of PRN access, however the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.</p> <p>As C3 only has 1 EL area it performs better purely on a heat map basis as the other option's southern EL area's accessibility of the town centre is weak.</p>
<p>Contribution to wider economic growth</p>	<p>C3 currently has an overall moderate-weak contribution to wider economic growth. Site C3 has a strong-moderate proximity to existing PEAs which lie to the north although this is modelled without considering the river as a barrier.</p> <p>As the site option does not facilitate an ELR access would have to be provided solely from the south of C3 to reach the northern EL. This may not be attractive to businesses given the weak performance in terms of PRN access.</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are entirely dependent on ELR delivery in Area A and B; which is not possible for option C3</p> <p>The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs.</p> <p>C2 (and C1 and C4) perform poorer compared to C3 as southern EL area's link with PEAs is poor. On the other hand additional employment land may increase the site options attractiveness especially when</p>

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		<p>connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation which may not be what businesses require.</p>
<p>Development costs</p>	<p>Likely to be low development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p>	<p>Options performance depends on ELR delivery. C2, C1 and C4 could deliver ELR link which constitutes an exceptional development cost.</p> <p>On that basis all options except C3 carry exceptional development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Possibility of delivering C3 is not proven as there is no developer commitment. As site C3 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p> <p>However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing (Table 3-2 CEPS/05)</p> <p>Separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p> <p>There is likely to be a slow/medium speed of delivery as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham, although this is likely to be less than other options in Strategic Area C as those would provide a full ELR.</p>	<p>There is a current application in relation to C4 and site promoters have expressed their support for C1, the proposed allocation, in representations.</p> <p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure will need needed in Area A and B would have to be permitted and delivered first in order to enable the ELR coming forward; A reduced C3 may be possible under this option but would result in a smaller allocation which maybe within the delivery thresholds established through the transport evidence.</p>

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<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This would result in increased urban influences on the surrounding landscape. (page 69 CEPS/06).</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
<p>Relationship with existing residential development</p>	<p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C3 but mitigation could be agreed through scheme design and setting of conditions.</p>	<p>Similar to C1, C3's northern EL area would be bordered on two sides by housing development which may require additional mitigation and reduce developable EL.</p> <p>C1 and C2's southern EL would be in proximity to existing housing developments at Pewsham and so it would conflict with that use. In which case it scores poorer compared to C3 which proposes additional housing. C2 scores similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p> <p>C4 would score better compared to C2 as the southern EL would be isolated from existing residential development.</p>
<p>Introduction of choice</p>	<p>The allocation proposes just one area of employment land which limits choice for businesses compared to other options. With C3 not reaching the ELR capacity the site also has poor accessibility to businesses.</p>	<p>C1 performs as C2 whereas C3 proposes housing in the southern sector which may be</p>

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	<p>However the site will offer a new employment destination in the town to the east of Chippenham. At the moment the main employment sites are associated with the A350.</p>	<p>more compatible with existing uses, however the lack of an employment area in the south limits choice for businesses compared to all other Area C options. .</p> <p>C4 provides additional choice but the allocation in smaller than under C1 and C2 which may not be what businesses require.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road) and this site has more land located against the A4 than the others in Strategic Area C. The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as there is no opportunity to create new road infrastructure and an ELR.</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road. Consequently access would have to be provided solely from the south of C3. This may not be attractive to businesses given the weak performance in terms of PRN access. However, this means the option is likely to have low development costs, as it cannot facilitate an ELR.</p> <p>There is a submitted planning application within the strategic area which is larger than site option C3, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site C3 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p> <p>C3 proposes housing in the southern sector which may be more compatible with existing uses, however the lack of an employment area in the south limits choice for businesses compared to all other Area C options.</p>		



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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>STRONG recreation potential.</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park(page 69 CEPS/06)</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure. (page 69 CEPS/06)</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	Land contamination is not an issue under all options.
Exceptional development costs	<p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02). Transport work advises that without an Eastern Link Road and</p>	Options performance depends on ELR delivery. C1, C2 and C4 could deliver ELR link which constitutes an exceptional development costs. C3 doesn't provide the evidence that it could. However alternative

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	<p>Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). Therefore it is possible that C3 may be able to come forward without the exceptional development costs associated with the ELR.</p>	<p>development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King’s Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02, Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council’s current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
<p>Impacts upon health facilities</p>	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity. (ref EP2 and SOCG with GPs) There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site C3. The current preference is to provide additional capacity at the Community Hospital to relive pressure on individual GPs. However the site option has no development land within 1 mile of the Community Hospital and the majority is classed as having weak access to the hospital.</p>	<p>C3 may not have the critical mass to negotiate provision of a new GP surgery through S106 on site. C3 (and C1) would pay CIL to extend existing surgeries or contribute to consolidation proposals considered by the NHS Trust.</p> <p>C2 (1,890 units) could notionally deliver a new practice on site. C4 is also below threshold of 1,700 which would require additional places elsewhere as above, which could prove more difficult given the numbers (1,105).</p>

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		All options have predominantly weak access to the hospital.
Impacts on leisure facilities	<p>Strong impacts on leisure facilities</p> <p>All sites including C3 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. In addition the site is also located in close proximity to Stanley Park. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).</p>	
Potential for green energy	<p>Moderate potential for green energy</p> <p>Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board.</p> <p>There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE</p>	The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop up at the pylon line. C3 would need to be appraised through Energy Strategy but road transport is sufficient (for Area C3 new road infrastructure is a pre-requisite anyway).
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are exceptional development costs that could affect the viability of the site. No exceptional development costs have been identified. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low. The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area.</p> <p>There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p> <p>The site does not facilitate an ELR therefore it does not carry exceptional development costs.</p>		





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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C3 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>Other Area C options are dependent on the delivery of Strategic Area A &amp; B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of those sites would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Option C3 does not include any land above the North Wiltshire Rivers Route so there would be no way to connect the development to Strategic Area B with an Eastern Link Road.</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C2 and C4 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A &amp; B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not facilitate an ELR and consequently performs worst.</p>
Adding traffic to town centre streets	<p>Site option C3, in percentage terms, does not perform as strongly as others in Area C with regard to potential highway network impacts, however 67% of the site is still classed as moderate (i.e. up to 1500m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B to produce an eastern link road. This option does not facilitate an ELR and therefore the entirety of the site could not be built out otherwise increased delays are forecast. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p> <p>Scale of development will influence traffic impacts. All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward.</p>

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<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. C3 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C3, in percentage terms, does not perform as strongly as others in Area C with regard to potential highway network impacts, however 67% of the site is still classed as moderate (i.e. up to 1500m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However all sites contain the area closest to congested corridors with the larger options (C2 and C4) having more land in areas further from the town centre and congested corridors. It should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B to produce an eastern link road. This option does not facilitate an ELR and therefore the entirety of the site could not be built out otherwise increased delays are forecast. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors. Overall the options which deliver the ELR (C1, C2 and C4) perform better as critical junctions around the south and west of the town would be relieved from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts; C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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Overall judgement in relation to CP10 Criterion 3

The site is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel, however access is hindered by the River Avon. The majority of the site is over 1000m from congested corridors, although additional development is proposed adjacent to the A4 and all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.

The site option is located in an area which has very weak access to the primary road network. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. However this option does not facilitate an eastern link road and therefore there is very little opportunity to improve access to the A350 through Strategic Areas B and A, or to reduce the potential impact of development on existing congested corridors potentially leading to unacceptable delays to the network.

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>		
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>Strategic Area C actually provides the most hectares of land classified as strong or moderate; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14.</p> <p>C3 is entirely within 1.5 miles of the town centre, with 33% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon</p>	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Time taken, safety and quality of travel to railway station	<p>The site option has 25% of its area assessed as having strong non-motorised access to the railway station, with 71% assessed as moderate and this site has the largest amount assessed as weak within Area C, 3%. However, 96% of the entire site is within 1.5miles of the railway station. CEPS/04a, Table 3-2.</p> <p>It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon.</p>	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	<p>All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a</p> <p>Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02</p>	<p>Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option.</p> <p>Housing development under C2 and C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.</p> <p>C3 concentrates development around the south of the area with good access to Abbeyfield</p>
Time taken, safety and quality of travel	The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong – moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)	All sites contain the area closest to the town centre, although C2

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to College		extends beyond 1.5miles into an area of weak access so performs worst
Access to the existing public transport, footpath and cycle network	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C3 performs the strongest of all the Area C sites, scoring strong(approx. 1/4 mile or 5 minute walk) -moderate (approx. 3/4 mile or 15 minute walk) in terms of accessibility to PT corridors. Table 3-6 CEPS/04a.</p> <p>Although C3 has areas of land alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that area beyond a reasonable walking distance from the A4 / London Road.</p>	Option C3 performs better than C1, C2 and C4.
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C. Scale of development will influence degree to which additional public transport can be provided. On that basis the least potential exist at C3 to provide a bus service.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. On that basis the least potential exist at C3 to provide a bus service.</p> <p>Options C2 and C4, as higher growth options, may have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school, with more development concentrated around the school, although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-motorised means of travel to the town centre, college and railway station; however access to</p>		

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these facilities is hindered by the River Avon. In addition, part of site option C3 extends beyond 1.5miles away from the railway station into an area of weak access, so performs worst of the options in Strategic Area C in this regard.

There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities; option C3 has the most amount of land with strong access to public transport corridors. However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham.</p> <p>The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity.</p> <p>The option does not broach the North Wiltshire Rivers Route above which has a low development capacity, consequently this option outperforms the other options in Strategic Area C as it proposes development in areas with a higher development capacity.</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C1 contains additional land to the north of the Sustrans route would be developed which has low capacity for development in landscape terms and reduce the separation of Chippenham and Tytherton Lucas.</p> <p>C2 and C4 occupy land to the north of the Sustrans route and beyond the pylon line.</p>
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>Moderate-high visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil</p>	<p>Development to the north of the North Wiltshire Rivers route has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. In addition development would be visually prominent from surrounding high</p>



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	<p>character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Option C3 performs well as generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p> <p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of this area has increased ecological value and should not be allocated for development.</p> <p>The area to the north of the River Marden is less disturbed and comprises mainly cattle grazed pasture, which has significant ecological value, particularly with regard to the likely use by Greater horseshoe bats.</p> <p>However land to the north of the river is not proposed as a candidate option.</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p>	<p>Land to the east has increased ecological value. Option C2 has the most land to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and to the east of the pylon line. Therefore options C1 and C3 perform best as they do not go further east than the pylons.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area . The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. The open agricultural land of Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influence the setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred</p>

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	<p>appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs comparably well as it restricts development largely within the pylon line and within the North Wiltshire Rivers route. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard</p> <p>Page 69 CEPS/06</p> <p>Options C3 provides a clear distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route.</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development stops up at the pylon line and the North Wiltshire Rivers route (C3). Whereas C2 (and C4) extend beyond both. C1 extends beyond the North Wiltshire Rivers route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 runs along the northern edge of site C3. (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has a small amount of land in areas of low</p>		

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development capacity to the south of Stanley Lane. The other options in Strategic Area C include land above the North Wiltshire Rivers Route which has a low development capacity, however option C3 does not. Option C3 constrains development to land in areas of higher development capacity.

Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.

Option C3 provides a clear distinct boundary as the development stops at the pylon line and does not encroach into the area to the north of the North Wiltshire Rivers Route which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
Indicator		
Amount of flood zone 1,2 and 3	<p><b>WEAK</b></p> <p>On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>New road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage</p> <p>Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding. Water management by SUDS, is necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>Area C3, due to it being the site offering the lowest levels of development, carries with it the lowest impact in terms of flood risk and the need to manage and mitigate any impacts.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p> <p>Developers promoting sites within strategic areas C or D, where bridges across the river Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>
Overall judgement in relation to CP10 Criterion 6		

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Although there is a large amount of land at risk from flooding within Strategic Area C, site option C3 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it. The option is bordered on two sides by water courses.

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**Strategic Site Option C4: Summary SWOT**

Strategic Site option C4				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	The site is being actively promoted by the land owner and subject to a planning application.		<p>Access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure.</p> <p>The option provides less employment area than others in Strategic Area C and may not be what businesses require.</p>	<p>A remote Strategic Area with limited existing road infrastructure and very weak access to the PRN.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site.</p> <p>Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p>
2. Social	Excellent proximity to Abbeyfield School where there is known capacity and good relationship to Stanley Park		<p>Distance to waste water works would require a relatively long and expensive connection.</p> <p>Potential for a threat to delivery of affordable housing, dependant on cost and requirement for an eastern link road and bridge.</p>	The site does not have good access to the Community Hospital.

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<p>3. Road network</p>		<p>Opportunity to create an eastern link road to improve access to the A350 through Strategic Area B (and A) and reduce the potential impact of development on existing congested corridors.</p>	<p>The opportunity to provide a link road may be tempered by the delay to development this may introduce</p>	<p>The site option is located in an area which has very weak access to the primary road network</p> <p>Without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre</p>
<p>4. Accessibility</p>	<p>Very strong relationship with Abbeyfield school</p> <p>The site has strong to moderate access by non-motorised means of travel to the railway station, college and town centre; however access to these facilities is hindered by the River Avon.</p>	<p>Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities</p>		<p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>
<p>5. Environment</p>	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard.</p>		<p>Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham, which would reduce its remote and tranquil character. In addition development would be visually</p>	<p>The site has large amounts of land in areas of low development capacity above the North Wiltshire Rivers Route</p> <p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed</p>

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	<p>Does not contain any land in the area of low development capacity south of Stanley Lane</p>		<p>prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p>	<p>building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p>
<p>6. Flood risk</p>			<p>A new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.</p>	<p>76 ha of Strategic Area C falls into FZ 2 or 3. However C1 and indeed all options within Strategic Area C exclude this land from development. However it may have a bearing on the potential for and design of SUDS.</p>



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**Strategic Site Option C4: Detailed Policy Analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The site is +2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as VERY WEAK (Table 4-2 CEPS/04a)</p> <p>Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR). If delivered accessibility to the PRN would improve compared to now.</p> <p>The number of junctions involved in the case of the southern employment area would be higher as it is assumed that some traffic would go via the A4 and around the town centre even with ELR delivered. The northern employment area is dependent on the ELR delivery hence linked with delivery of Areas A and B.</p>	<p>All ELR linked options are heavily dependent on Area A and B delivery.</p> <p>C4 performs better than C3 in terms of the northern allocation's performance in PRN accessibility as ELR theoretically possible under this option. C3 would be dependent on single access from the south and of limited scale to minimise town centre traffic effects.</p> <p>The southern EL area performs poorly in terms of PRN access and therefore purely in accessibility terms C4 performs poorer than C3 but similar to C1 and C2. However C1, C2 and C4 could benefit from ELR which would improve accessibility to M4 eastbound around Chippenham.</p> <p>C4 performs poorer in terms of distance to M4 given the more easterly location of the employment area (north) at this stage but this would change if ELR was implemented.</p>
Distance to railway station	<p>Strategic Area C shows strong/moderate access to the railway station for site option Area C1 (Table 3-2 CEPS/04a)</p> <p>However this ignores physical or natural barriers such as the River Avon so without an ELR, access would be less reliable.</p>	<p>Site options C1 and C4 are assessed as being entirely within 1.5 miles from the railway station (strong/moderate access) whereas part of options C2 and C3 have weak access.</p>

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<p>Fit with economic assessment</p>	<p>WEAK fit overall as Area C as a whole is dependent on road infrastructure.</p> <p>The LEP’s focus is on the A350 which bypasses Chippenham to the west and north. Area C lies to the south east of the town and all options have very weak access to the A350 as currently (with no ELR) traffic would use the A4 to access the A350 and vice versa (Figure 4-2 &amp; Table 4-2 CEPS/04a). This would prove unattractive to businesses.</p> <p>Area C is dependent upon either the Cocklebury link Rd or the railway crossing and a river crossing being provided to improve its relationship with both the PRN and PEAs (EP1 para 6.27). If the river crossing is not deliverable, access would have to be provided from the A4 to the south. If an ELR was built it would link Area C eastbound with the A350 and M4 to the north but it is entirely dependent on Area A and B delivery.</p> <p>The site is unlikely to come forward in the next 5 years as new access has to be created over the railway. Other sites are better positioned (Figure 2 CEPS/01).</p>	<p>At face value all options suffer from poor A350 accessibility due to the location of this strategic area. Access could be provided from the A4 to the south, however this is less reliable. Without an ELR, all options perform poorly in terms of PRN access, however the provision of this is dependent upon the delivery of strategic areas A and B and road infrastructure. The ELR link is deliverable under C1, C2 and C4. Option C3 does not facilitate an ELR.</p>
<p>Contribution to wider economic growth</p>	<p>C4 currently has overall a moderate contribution to wider economic growth. Site C4 has a strong-moderate proximity to existing PEAs which lie to the north and would be linked through ELR. Additional southern EL area would be relatively isolated compared to northern area which is closer to existing PEAs.</p> <p>If sites within Strategic Area’s A and B Area A and B are not allocated and/or delivered access would have to be provided solely from the south of C4 to reach the northern EL. This may not be attractive to businesses given the weak performance in terms of PRN access and the distance to travel across town and into the site.</p> <p>The dependency of the option on other sites in order to improve the attractiveness of this location to business and the consequential delay there would be to opening up the site (especially the northern employment land area) means that contributions to wider economic growth are likely to be towards the end of the Plan period which is not consistent with the overall objective for Chippenham for an economic led strategy.</p>	<p>The weakness of Area C in terms of A350 access and fit with the economic assessment is noted above. Options C1, C2 and C4 are dependent on ELR delivery in Area A and B. The southern EL options under C1, C2 and C4 perform poorly in terms of proximity to existing PEAs.</p> <p>C4 (and C1 and C2) perform poorer compared to C3 as southern EL area’s link with PEAs is poor. On the other hand additional employment land per se may increase its attractiveness especially when connected to M4 via ELR. As both C1 and C2 allocate the same parcels of land for EL in the northern and southern sector they perform similarly. C4 has a smaller allocation in the south which may not be what businesses require.</p>

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<p>Development costs</p>	<p>Likely to be high development costs.</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>Options performance depends on ELR delivery. C4, C1 and C2 could deliver ELR link which constitutes an exceptional development cost.</p> <p>C3 doesn't provide the evidence that it could. However alternative development costs for C3 (southern access) are not quantified. On that basis all options except C3 carry exceptional development costs in terms of road access.</p>
<p>Speed of delivery</p>	<p>Development in this location is demonstrated to be possible in principle as planning application for Option C4 has been submitted. Deliverability of C4 ultimately dependent on developer commitment, policy formulation, planning application determination and agreement over S106 contributions.</p> <p>However, there is likely to be a maximum amount of development permissible before new infrastructure is provided elsewhere to alleviate traffic congestion e.g. though Cocklebury Link Road and railway crossing discussed above (Table 3-2 CEPS/05)</p> <p>If Areas A and B are not allocated/delivered and/or southern section of the ELR link is not delivered, separate access would have to be provided from the south to reach the northern employment land area which may not be attractive to businesses as it further increases journey times to the PRN and town centre.</p> <p>Overall this dependency on supporting infrastructure in Strategic Areas A and B coming forward could affect the speed of delivery of the site and push its completion beyond the Plan period.</p> <p>LOW – as the strategic site options completion is likely to be dependent on supporting infrastructure elsewhere in Chippenham.</p>	<p>In terms of speed of delivery options C1, C2 and C4 perform poorly as it is likely that supporting transport infrastructure will need needed in Area A and B would have to be permitted and delivered first in order to enable the ELR coming forward; A reduced C3 may be possible under this option but would result in a smaller allocation which maybe within the delivery thresholds established through the transport evidence.</p>
<p>Environmental attractiveness</p>	<p>This is a remote Strategic Area with limited existing road infrastructure. The southernmost part of the strategic area has the best potential links to the A4 (London Road). Through the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. The rural aspect and views towards the River Avon and River Marden would provide an attractive setting for business. However this type of development can include large buildings and car parking which would be difficult to adequately screen through woodland buffers without altering the generally open character of the landscape. This</p>	

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	<p>would result in increased urban influences on the surrounding landscape (page 69 CEPS/06).</p> <p>The landscape has a predominantly rural character particularly either side of Stanley Lane which is the proposed EL allocation under this option. Overall the landscape is considered 'attractive' in the LA (page 68 CEPS/06).</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
Relationship with existing residential development	<p><u>Northern EL</u></p> <p>Nearest housing development at Pewsham would not be affected visually as EL site located to the north and separated by new housing at Abbeyfield. Traffic likely to use new road required to serve the development but again this would divert traffic onto the ELR and Cocklebury Link Road. Potential conflict with new residential development within C4 but mitigation could be agreed through scheme design and setting of conditions.</p> <p><u>Southern EL</u></p> <p>Visually the EL would be isolated from the existing housing developments at Pewsham and adj. London Rd. However some traffic from/to this EL area may use A4/London Road.</p>	<p>C4's northern EL area would be bordered by housing development on the north western side which may require additional mitigation and reduce developable EL.</p> <p>The southern EL would be isolated from existing housing developments at Pewsham and so it would not conflict with that use. In which case it scores better than C1 and C2 but poorer compared with C3 which proposes additional housing.</p> <p>C4 would score better compared to C2 and C1 as the southern EL would be isolated from existing residential development.</p> <p>C2 scores similar to C1 in this sector given the almost identical employment allocation at Stanley Lane.</p>
Introduction of choice	<p>The allocation proposes two areas of employment land which could provide additional choice for businesses. However the poor performance in terms of accessibility and effects on landscape (especially in the southern EL) may cancel this advantage out.</p> <p>Business community to confirm if C4 southern EL is commercially attractive given its small size.</p> <p>The site will also offer a new employment destination in the town to the east of Chippenham. At the</p>	<p>C4 provides additional choice but the allocation is smaller than under C1 and C2 which may not be what businesses require.</p> <p>C2 performs as C1 whereas C3 proposes housing in the southern</p>

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	<p>moment the main employment sites are associated with the A350.</p>	<p>sector which may be more compatible with existing uses.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This is a remote Strategic Area with limited existing road infrastructure and very weak access to the PRN. The southernmost part of the strategic area has the best potential links to the A4 (London Road), although this site option focuses development in the northern part of the site. The access to the remainder of this Strategic Area access is via narrow rural lanes or access tracks to farms. The lack of suitable access opportunities may deter businesses from this location, so any development proposals would need to be supported by extensive new road infrastructure. Development on this site without new road infrastructure and an ELR would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>Only very limited development is acceptable without introducing a bridge crossing of the river to connect to Area B (and Area A). The new bridge would have significant cost and time implications on the delivery of the site. Option C4 is dependent on delivery of strategic areas A and B and associated Eastern Link Road (ELR) to improve the accessibility to the PRN and open up the site's development potential.</p> <p>There is a submitted planning application which matches site option C4, which suggests the area is likely to be viable and deliverable in the short to medium term. However the completion of the site is likely to be dependent on supporting infrastructure elsewhere in Chippenham potentially introducing delays.</p> <p>The option provides less employment area than others in Strategic Area C and may not be what businesses require.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>		
Recreation potential	<p>STRONG recreation potential.</p> <p>The presence of a number of rivers and watercourses through the landscape including the River Avon, River Marden and Pudding Brook with their associated floodplain that could form distinctive naturalistic green fingers through any new development and would link into the centre of Chippenham along the existing green corridor along the River Avon (Monkton Park). Also the North Wiltshire Rivers Route would provide an attractive long distance route for walking and cycling for residents or workers and direct links to Chippenham Railway Station and Monkton Park (page 69 CEPS/06)</p>	
Environmental attractiveness	<p>Overall moderate environmental attractiveness with a strong ability to provide a variety of high quality settings.</p> <p>The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>The rural aspect and views across tree lined watercourses with a backdrop of the wooded limestone ridge would provide attractive aspects for housing. Hedgerows and trees where present would be important to provide a mature setting to development. This is an open landscape and careful design of any development would be required to ensure that residential development does not increase the prominence of the eastern edge of Chippenham, especially along local rolling ridges viewed from distance. However, access to the area is currently very limited so any proposed development would need to be supported by extensive new road infrastructure (page 69 CEPS/06).</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is a small pocket of medium land contamination in the south west of the site. This would fall into the proposed country park.</p>	Land contamination is no issue under all options.
Exceptional development costs	<p>Likely to be high development costs</p> <p>Distance from the strategic area to the waste water works would require a relatively long and expensive connection.</p> <p>Only very limited development acceptable without introducing bridge crossing of the river to connect</p>	<p>Options performance depends on ELR delivery. C4, C1 and C2 could deliver ELR link which constitutes an exceptional development costs.</p> <p>C3 doesn't provide the evidence that it</p>

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	<p>to Area B (and Area A). New bridges would have significant cost and time implications on the delivery of the site (page 47 of CEPS/02).</p> <p>Transport work advises that without an Eastern Link Road and Eastern Link Rail Crossing the threshold for development should be set at 400 dwellings (Table 3-2 CEPS/05). For this option to come forward, an ELR should be delivered otherwise increased delays are forecast.</p>	<p>could. However alternative development costs for C3 (southern access) are not quantified.</p> <p>On that basis all options except C3 carry exceptional development costs.</p>
<p>Impacts upon nearby schools</p>	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest primary school is King's Lodge Community School, Pewsham. This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59</p> <p>Closest secondary school is Abbeyfield School at which there are available places and is described as the preferred secondary school option in page 59 of CEPS/02, Abbeyfield School is easily accessible however safe access would need to be demonstrated. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p> <p>For every 100 houses that are occupied there will be the need to provide 22 new secondary school places based on the Council's current policy and as reflected within the paragraph 7, page 45, Wiltshire Infrastructure Delivery Plan 2011- 2026.</p>	
<p>Impacts upon health facilities</p>	<p>Mixed impacts upon health facilities</p> <p>Lodge Surgery is the nearest to this strategic site option. The surgery is currently at capacity (CSOCG/14). There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site C1.</p> <p>The current preference is to provide additional capacity at the Community Hospital to relieve pressure on individual GPs. However the site option has no development land within 1 mile of the Community Hospital and the majority is classed as having weak access to the hospital.</p>	<p>C4 (1,105 units) may not deliver a new practice on site as the threshold for that is 1,700.</p> <p>C1 may not have the critical mass to negotiate provision of a new GP surgery through S106 on site rather than CIL. C1 and C3 would have to provide funding (through CIL) to extend existing surgeries or contribute</p>

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		to consolidation proposals considered by the NHS Trust. All options have predominantly weak access to the hospital.
Impacts on leisure facilities	Strong impacts on leisure facilities All sites including C4 are likely to provide for needs they generate within the site. Proximity to existing facilities will provide the possibility for wider benefits for the local community. Area C is located relatively close to the Olympiad Leisure Centre (if accessed over a new bridge), the primary indoor leisure facility in Chippenham. In addition the site is also located in close proximity to Stanley Park. Promoters of the site propose a new River Sports Hub and cricket pitch, close to Abbeyfield School (EP2 p.73).	
Potential for green energy	Moderate potential for green energy  Wind turbines are subject to many constraints; however the 2011 Camco report identified four potential sites to the east (near strategic areas C). All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity. A further mapping of 11Kv (lower voltage lines) may be advisable. Biomass opportunities are consistently good across the board. There is reference to hydro opportunities in EP2 and Partly 6.2-6.4 m/s wind speed: MARGINAL/VIABLE	The potential is there for all options so all options perform equally. However C2 and C4 occupy more land in the east which may enable provision of renewable installations whereas C1 and C3 stop at the pylon line.
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the railway represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites good relationship to Stanley Park. The risk of noise, contamination and other pollution is considered to be low. The site does not have good access to the Community Hospital, although this is replicated across all options in the strategic area.</p> <p>There is a potential risk for this site in the distance to the waste water works which would require a relatively long and expensive connection, although similar risks exist in other strategic areas. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of an eastern link road. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p>		



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Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>		
Time and distance to A350	<p>The Site Option C4 has very weak access to the PRN (Table 4-2 CEPS/04a).</p> <p>C4 is dependent on the delivery of Strategic Area A &amp; B to reduce journey times to A350 via an ELR. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre.</p> <p>EP3 Paragraph 4.13 and Figure 4-1</p>	<p>All 4 options score poorly in terms of PRN access the only difference is that under C1 and C3 less households and businesses would suffer from poor access to the PRN compared to C4 and C2 (high growth) which would weigh against C2 and C4.</p> <p>Again this could be mitigated through development of Area A &amp; B and provision of ELR link towards M4 and town centre via Cocklebury Link.</p> <p>C3 does not have the critical mass to deliver the ELR and consequently performs worst.</p>
Adding traffic to town centre streets	<p>Site option C4 performs well with regard to potential highway network impacts, with 76% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>Strategic Area C performs particularly well with regard to potential highway network impacts, with 85% of the Strategic Area being classed as either strong or moderate. However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Scale of development will influence traffic impacts.</p> <p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Again, the provision of ELR under C1, C2 and C4 could mitigate but options delivery would be dependent on Areas A and B coming forward.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional pressure placed on the A4.</p>

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<p>Time and distance to town centre (Neeld Hall)</p>	<p>Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre Table 3-1 EP3 p14.</p> <p>C4 is entirely within 1.5 miles of the town centre, with 31% of the site assessed as having strong access to the town centre by non-motorised means of travel (Table 3-1 CEPS/04a). However this ignores physical or natural barriers such as the River Avon.</p>	<p>All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Site option C4 performs well with regard to potential highway network impacts, with 76% of the site being classed as either strong or moderate (i.e. over 1000m from congested corridors). (Table 4-1 CEPS/04a)</p> <p>However, it should be noted that development in the more peripheral parts of Strategic Area C, and the associated introduction of an eastern link road to divert traffic away from the most congested corridors, would be heavily dependent on development at Strategic Areas A and B. In the absence of new link roads the site would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>All sites contain the area closest to congested corridors; however the larger options (C2 and C4) have more land in areas further from the town centre and congested corridors.</p> <p>Overall the options which deliver the ELR (C1, C2 &amp; C4) perform better as critical junctions around the south and west of the town would be relieved from northbound and town centre traffic as Cocklebury Link could provide second alternative road access to the town centre from the east. A However the production of the ELR is dependent on Strategic Areas A and B coming forward.</p> <p>However, the scale of development will still influence traffic impacts .C1, C2 and C3 in particular may have some impacts on the A4 sections to the south of Chippenham if the area around Stanley Lane were to be developed.</p> <p>Option C3 has additional land adjacent to the A4 and does not have the opportunity to facilitate an ELR, this option is likely to perform worst against this criteria due to the additional</p>

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		pressure placed on the A4.
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>The site is entirely within 1.5 miles of the town centre, with 31% of the site assessed as having strong access to the town centre by non-motorised means of travel, however access is hindered by the River Avon. The majority of the site is over 1000m from congested corridors, although without the provision of an eastern link road all of the development traffic would have to travel through the town centre and impact on queue lengths and add to the traffic passing through Chippenham.</p> <p>The site option is located in an area which has very weak access to the primary road network. There is the opportunity to create an ELR to improve access to the A350 through Strategic Areas B and A to reduce the potential impact of development on existing congested corridors. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area C. Transport work suggests that there is a threshold of 400 dwellings which can be built without unacceptable delays to the network. Some other sites in Strategic Area C do not offer the opportunity for a link road which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for an eastern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area C which provide an opportunity for a link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>		
Time taken, safety and quality of travel to town centre (Neeld Hall)	Strategic Area C actually provides the most hectares of land classified as STRONG or MODERATE; approximately 154 hectares of land are within 1.5 miles of the town centre. Table 3-1 EP3 p14. However this ignores physical or natural barriers such as the River Avon	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst
Time taken, safety and quality of travel to railway station	The site option has 25% of its area assessed as having strong non-motorised access to the railway station, with the remaining 75% assessed as moderate. The entire site is within 1.5miles of the railway station. CEPS04a,Table 3-2 It needs to be noted that the accessibility heat mapping ignores physical or natural barriers such as the River Avon.	All sites contain the area closest to the railway station, although C2 and C3 extend beyond 1.5miles into an area of weak access so perform worst.
Time taken, safety and quality of travel to secondary schools	All site options in Strategic Area C have 100% of development land area within 1 mile of a secondary school (Abbeyfield School). Para 3.8 CEPS/04a  Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02	Overall, all options have strong access to Abbeyfield School which is the preferred secondary school option.  Housing development under C2 and

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		<p>C4 occupies a much larger area making journeys to Abbeyfield longer from the farthest areas of the development.</p> <p>C3 concentrates development around the south of the area with good access to Abbeyfield</p>
Time taken, safety and quality of travel to College	The Chippenham College campus on Cocklebury Road is in the Town Centre and the site has strong – moderate access to the town centre (Table 3-1 & Figure 3-1 of CEPS/04a)	All sites contain the area closest to the town centre, although C2 extends beyond 1.5miles into an area of weak access so performs worst.
Access to the existing public transport, footpath and cycle network	<p>Public transport accessibility data suggest that connectivity decreases the further land is away from the A4. C4 performs strong-moderate (approx. 3/4 mile or 15 minute walk) in terms of accessibility to PT corridors (bar its northernmost area over the Sustrans route which is assessed as weak) Table 3-6 CEPS/04a</p> <p>Although C4 has no areas of land directly alongside the A4 corridor which are classed as strong for public transport access, bespoke subsidised services may be required to serve the northern parts of that area which are beyond a reasonable walking distance from the A4 / London Road.</p>	Option C3 performs better than C1, C2 and C4.
Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc	<p>Medium opportunities to create extensions to the existing public transport network.</p> <p>Strategic Area C is likely to present the greatest potential for providing new walking and cycling links that are of use to existing communities, as there are existing trip attractors and generators either side of the Strategic Area that are currently not well connected. Potential exists to increase walking and cycling trips between the Monkton Park / Langley Park / Parsonage Way area (residential, employment and education) and the north-eastern part of Pewsham (residential and secondary education) via Strategic Area C.</p> <p>However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of this area would probably need to be served by development specific or ‘orbital’ type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services in Strategic Areas C and D is therefore questionable. CEPS/04 paras 5.13 – 5.18. pp 36-7.</p>	<p>Scale of development will influence degree to which additional public transport can be provided. Options C2 and C4, as higher growth options, have greater potential for additional services but this has to be evidenced.</p> <p>All options have potential for walking and cycling trips to increase towards Langley Park, Monkton Park, Parsonage Way and Pewsham.</p>

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Overall judgement in relation to CP10 Criterion 4

Overall the site has moderate/strong opportunities to improve access to key facilities by non-motorised transport. The site has a very strong relationship with Abbeyfield school although the other sites within Strategic Area C have a similar relationship. The site has strong to moderate access by non-motorised means of travel to the town centre, college and railway station, however access to these facilities is hindered by the River Avon.

There are medium opportunities to create extensions to the existing public transport network as Strategic Area C is identified as presenting the greatest opportunity for providing new walking and cycling links that are of use to existing communities. However the ability for development within Strategic Area C to lead to improved public transport accessibility for existing residents is likely to be limited in the medium to long term, due to the likelihood they will require an ongoing subsidy.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Compared to all sites</i>	<i>B: Within Strategic Area</i>
Capacity to preserve or enhance landscape characteristics	<p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The generally remote character to the landscape particularly to the north of the North Wiltshire Rivers Route and at the eastern end of Stanley Lane is important to conserve.</p> <p>Large scale employment development (such as B8) would not generally be suitable within this landscape, the landscape is generally open with a perceived wooded character created by the combination of hedgerows, hedgerow trees and trees along watercourses in the foreground of views. Large scale woodland is not characteristic of this landscape but would be required to adequately screen large scale employment development. Both the development and any suitable landscape to reduce effects would be out of character in this Strategic Area. This landscape would be more suited to residential development due to the existing presence of housing.</p> <p>The area of land in the vicinity of Harden’s Mead has been ascribed a moderate-high development capacity as it marginally less sensitive being located on lower ground next to the eastern edge of Chippenham. The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent.</p> <p>The area of land north of the North Wiltshire Rivers Route has been ascribed a low development capacity to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. Site option C4 extends substantially above the North Wiltshire</p>	<p>Purely in landscape terms there is only the land around Harden’s Mead which can be considered of moderate-high development capacity which highlights the sensitivity of this strategic area in landscape terms.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. Option C4 performs slightly worse than C3 as additional land to the north of the sustrans route and east of the pylons would be developed which has low capacity for development in landscape terms and reduce separation of Chippenham and Tytherton Lucas. Options C2 and C4 have the worst capacity to preserve the landscape characteristics as they occupy more land to the north of the North Wiltshire</p>

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	<p>Rivers Route, consequently a large amount of development is proposed in an area described as having a low development capacity.</p> <p>The area of land associated with the floodplain of the River Avon has also been ascribed a low development capacity.</p> <p>Option C4 occupies no land south of Stanley Lane which has low capacity. Page 70 CEPS/06</p>	<p>Rivers route and beyond the pylon line.</p> <p>Option C4 occupies no land south of Stanley Lane which in this instance makes it perform better than C1, C2 and C3.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Moderate-high visual prominence judgement</p> <p>This Strategic Area is generally flat with long views possible across the landscape. It is also visually prominent from the limestone ridge at Wick Hill, Bencroft Hill and Derry Hill. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape. Page 69 CEPS/06</p>	<p>Development to the north of the North Wiltshire Rivers route and east of the pylons would be developed which has low capacity for development in landscape terms and is likely to reduce the separation of Chippenham and Tytherton Lucas. It would also mean extending the developed area beyond a key man-made feature.</p> <p>In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p> <p>Option C3 performs best as it does not broach the North Wiltshire Rivers route. C1 has a small amount of development above the NWRR whereas C2 and C4 occupy more land to the north of the NWRR and beyond the pylon line.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Option C4 performs well as generally, apart from the floodplain and associated grazing marsh, hedgerows, woodlands and the rivers route cycleway, the majority of this area is less ecologically diverse due to the dominance of agriculturally improved fields (however, evidence is lacking of any semi-improved or unimproved grasslands, which would be more ecologically important) and a lower number of hedgerows and hedgerow trees. However, habitat connectivity is still vital and there are several corridors that would need to be retained to ensure that fragmentation is not increased.</p>	<p>Land to the east has increased ecological value. Option C2 has the most land to the east and is likely to have the worst impact on designated ecological sites and/or protected species. Option C4 has land to the north of the North Wiltshire Rivers route and to the east of the pylon line.</p>

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	<p>Further east, there is a dominance of mature deciduous woodland and several County Wildlife Sites. The eastern side of this area has increased ecological value and should not be allocated for development. (page 8 CEPS/09)</p> <p>The area to the north of the River Marden is less disturbed and comprises mainly cattle grazed pasture, which has significant ecological value, particularly with regard to the likely use by Greater horseshoe bats.</p> <p>A road bridge across the river as part of an Eastern Link Road would have an impact on the River Avon County Wildlife Site</p> <p>Further work is needed to assess this area's value potentially to protected species and priority habitats, particularly species-rich grasslands.</p>	<p>Options C1 and C3 do not go further east than the pylons and perform best.</p> <p>Options which involve a road crossing othe River Avon have an impact on the River Avon County Wildlife Site</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Harden's Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area. The conservation area is designated for the special architectural and historic interest, in this case a small rural village with a number of historic buildings, set in agricultural land.</p> <p>Strategic Area C includes two grade II listed buildings. The open agricultural land of Strategic Area C contributes to the significance of one of these assets (Harden's Farmhouse). However, the primary reason for designation for the asset derives from its architectural heritage interest and that is not vulnerable to adjacent development. The harm to heritage significance would result from a loss of appreciation and understanding of the landscape setting and context to these buildings</p> <p>Strategic Area C has a high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods. The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains</p> <p>The importance of heritage aspects is noted through the need to demonstrably give "considerable importance and weight" to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. (paras 4.15-4.19 CEPS/11)</p>	<p>All options include land which contains heritage assets such as Harden's Farmhouse and may influencethe setting of a Conservation Area. There is high potential for as yet unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods</p> <p>Harden's Farm remains the preferred area for development in terms of capacity from a landscape perspective but the asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings under all options. The more development proposed under each option the higher the risk of finding historical heritage assets and impacting on the Tytherton Lucas Conservation Area. Consequently C3 performs best followed by C1, C4 and C2.</p>
<p>Opportunity to repair urban fringe and</p>	<p>The urban edge of Pewsham and Hardens Mead is a hard and prominent edge on high ground which falls to the north towards the River Avon. There is very little planting along this edge which means it is</p>	<p>Options C1 and C3 provide a clearer distinct boundary as the development</p>



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<p>approaches to Chippenham</p>	<p>prominent in views from the adjacent footpaths and from the North Wiltshire Rivers Route. In addition it is visible from Tytherton Lucas. Development along this edge could help to provide an improved urban edge provided it was accompanied by a landscape framework which enhanced riparian tree cover and provided areas of woodland that could help to create a softer and greener edge to Chippenham when viewed from the wider landscape to the north and east. The remainder of the urban edge is generally softened by the combination of hedgerows and trees within adjacent farmland and this characteristic is important to safeguard Page 69 CEPS/06</p>	<p>stops up at the pylon line and the North Wiltshire Rivers route. Whereas C2 and C4 extend beyond both. C1 extends beyond the NWR route and therefore the ranking would be C3, C1, C4, C2.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. Footpath to Monkton park and Sustrans Route 1 intersect in site C4. (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Strategic Area C has an attractive landscape character. The open character and strong association with the rivers and floodplain are important characteristics to safeguard. The site extends into land to the east and is likely to have the worst impact on designated ecological sites and/or protected species.</p> <p>The development capacity varies across the site. The centre of the site around Harden’s Mead has been ascribed a moderate-high development capacity and the area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity. The site also has a large amount of land in areas of low development capacity above the North Wiltshire Rivers Route. The option does not contain any land in the area of low development capacity south of Stanley Lane which the other options in Strategic Area C do.</p> <p>Harden’s Farmhouse has 18th century origins. The land that surrounds this grade II listed building provides its setting and contributes to the significance of the asset. The setting of Tytherton Lucas Conservation Area is influenced by the strategic area.</p> <p>Option C4 does not provides a clear and distinct boundary as the development broaches the pylon line and extends into the area to the north of the North Wiltshire Rivers Route, an area of land which separates Chippenham from Tytherton Lucas. Development in this Strategic Area has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside.</p>		

<p>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</p>		
<p><i>Indicator</i></p>		
<p>Amount of flood zone 1,2 and 3</p>	<p>WEAK On balance area C appears the least attractive for development in terms of flood risk and surface water management compared to the others because of the degree to which flooding is an issue to</p>	<p>All development options propose a country park in the FZ. No development is proposed in the FZ</p>

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	<p>tackle and the extent of flood risk land. (EP6 para. 4.17).</p> <p>76 ha of Strategic Area C falls into FZ 2 or 3. However all options within Strategic Area C exclude this land from development (land at risk of flooding is proposed as a country park).</p> <p>New road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage Area C is the source of surface water that, to some degree, flows immediately through the town. It is essential that these flows do not increase and add to flood risks within the built up area. A first step in a risk based approach is to direct development to flood zone 1, areas of least risk.</p> <p>In general, a reasonable next step is to direct development to areas where the impacts of flooding, should it happen, in terms of risk to lives and property, are less harmful; in other words in areas downstream of the built up area. Therefore Areas E and D are preferable on this account</p> <p>25-50% of Strategic Area C is susceptible to ground water flooding.</p> <p>Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least the green field runoff state or preferably improves it.</p> <p>SFRA Level 2 equivalent assessment required at application stage plus exceptions test.</p> <p>Developers promoting sites within strategic areas C or D, where bridges across the River Avon form a part of their scheme, must demonstrate the development will be safe for its lifetime without increasing flood risk elsewhere.</p>	<p>under each option.</p> <p>In general terms the more development the more land will lose its permeability and increase surface water run off which has to be managed.</p> <p>Consequently C3 performs best followed by C1, C4 and C2 but higher capital receipts from high growth options may enable provision of more extensive flood defence/alleviation schemes which could have wider benefits. No information available however to what extent this is feasible or viable.</p>
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Although there is a large amount of land at risk from flooding within Strategic Area C, site option C1 proposes that all flood risk land is allocated as green space, this is the same across all options in Strategic Area C. Water management by SUDS, necessary to achieve Greenfield rates of run-off, need to be carefully considered to ensure it is effective and at least mimics the green field runoff state or preferably improves it.</p> <p>Appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

STRATEGIC AREA D

Strategic Site Option D1: Summary SWOT

Strategic Site option name D1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	The site is being promoted by a developer and a planning application has been submitted.		This may not immediately be a site that businesses will be attracted to.	<p>This site is not located in the A350 corridor. Access is via the A4, and through the town centre. Development places significant pressure on the A4 corridor.</p> <p>On its own, the site does not facilitate a Southern Link Road as</p> <p>No opportunity to create better relationship with the A350 corridor (e.g. through a Southern Link Road, and thereby increase its attractiveness to employers.</p> <p>Smallest area proposed for employment development of all options and therefore the weakest in terms of providing additional choice for a variety of business uses</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would</p>

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				have a greater adverse effect on qualities to be safeguarded than housing development.
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park	The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility.  Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism	One small site located along the southern edge of D1 identified as medium risk contaminated site.	A Government Pipelines and Storage System (GPSS) runs through the site. GPSS wayleaves are generally 6 metres wide (3 metres each side of the pipeline).
3. Road network			Does not easily present wider transport opportunities for existing communities. Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience.	On its own, the site does not overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On its own this site does not provide the opportunity to create a southern link road to improve access to the A350 and reduce the potential impact of development on existing congested corridors.
4. Accessibility	Strong relationship with Abbeyfield school	There are poor opportunities to extend existing public transport routed on the A4 into the site, although this site is well placed to benefit from any extended public transport that does occur..		The site has a weak relationship with the town centre, rail station, and existing employment sites, it is also far from the A350.  Extended public transport routes would probably need to be served by development specific or 'orbital'

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				type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.
5. Environment		<p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>Potential for restoration of the Wiltshire and Berkshire Canal to improve ecological value.</p>	Development could reduce the value of the ecological assets in this area, such as the Wiltshire and Berkshire Canal.	<p>There is concern that development will undermine the separation between Derry Hill, Naish Hill and Chippenham. There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach.</p> <p>The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Potential impact on the visual relationship between the Bowood Estate and the edge of Chippenham.</p>
6. Flood risk	Low risk of flooding, with the entire site located in Flood Zone 1.			

Strategic Site Option D1: Detailed Policy Analysis

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Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The entire site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak. Table 4-2 CEPS/04a p19</p> <p>Development at this location would place significant pressure on the A4 corridor from Pewsham and through the town centre EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site alone does not facilitate a Southern Link Road, which means compared to options which do, the journey time to the primary road network is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>Site categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre). Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor. CEPS/04a Paragraph 4.5 &amp; Table 4-1 page 18</p>	<p>This site performs worse than other sites in Area D because it is furthest from the A350 corridor and the M4.</p> <p>With a southern link road, Sites D3 and D7 are closer to the PRN and would perform better as businesses would perceive them to be more easily accessible to and from the M4.</p> <p>Overall this site performs the same as Site D4, but is worse than Sites D3 and D7.</p>
Distance to railway station	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a)</p> <p>Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 95% (24ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)</p>	<p>This site is furthest from the railway station. Sites D3 and D7 are closer to and have stronger links to the town centre/railway station.</p> <p>Overall this site performs the same as D4, but is worse than Sites D3 and D7.</p>
Fit with economic assessment	<p>The scope to provide office and industrial premises that are in demand is considered to be weak because the site is remote from the A350 corridor (a LEP priority) and unrelated to other known employment locations.</p> <p>The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>According to developer submissions for the CSAP, the entire site can provide up to 1ha employment</p>	<p>All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options D3 and D7 so these could fit best against economic assessment.</p>

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	<p>land. The Planning application submitted recently for Phase 1 includes 1ha B1 use land accessible from the A4 (15/11153/OUT). This site is located on the eastern side of Chippenham, accessible from the A4.</p> <p>There is a shortage of employment land for B1 Office and Light Industrial and B2 Industrial EP3 Paragraph 6.44 Page 25.</p> <p>The proposed Phase 1 B1 use has scope to contribute to addressing some of this demand. Development of the remainder of the site will provide the opportunity to provide additional B1/B2 employment land.</p>	
<p>Contribution to wider economic growth</p>	<p>The contribution to wider economic growth is considered to be weak. The need to establish a new employment location away from the A350 corridor (the existing focus of employment sites) unrelated to an existing PEAs generates concerns about whether the site could contribute to the wider economic growth of the town.</p> <p>The indicative layout of the site shows an employment site of 3.3ha which is likely to provide a limited variety of employment opportunities, although the planning application submitted shows 1ha of employment land.</p>	<p>This is a small site in comparison to others. All other D sites have the potential to provide at least 10ha employment.</p>
<p>Development costs</p>	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive.</p> <p>GPSS underground pipelines also cross the northern part of the site, for which wayleaves are generally 6 metres wide. (page 47 CEPS/02)</p>	<p>Similar position for Site D4. However, Sites D4 and D7 could have higher development costs due to potential requirement for SLR and because it could include a SLR unlike Sites D1 and D3 which spatially do not allow for a SLR.</p>
<p>Speed of delivery</p>	<p>The speed of delivery is unknown.</p> <p>A developer is promoting this site and a planning application has been submitted for the northern part of the site nearest to the A4 (15/11153/OUT). The masterplan for the entire site includes 1ha employment land. However, the site has not been appraised as part of Workspace and Employment Land Review 2011. Therefore market impressions of the site are unknown and this may have an effect on the time it takes to build and bring the site to market.</p>	<p>This site performs better than Sites D3 and D7 because it has developer interest and a planning application has been submitted for part of the site. Sites D3 and D7 have a lower speed of delivery. Site D4 includes this site and additional land under the control of different landowner.</p>

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<p>Environmental attractiveness</p>	<p>Environment attractiveness for business is considered to be moderate.</p> <p>The proximity of Pewsham Way (A4) would be attractive for new businesses as it has convenient access to the local road network. However, development for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p> <p>EP4 Strategic Area D Proforma</p>	<p>This position is the same for all sites.</p>
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	<p>This position applies to all sites in Area D.</p>
<p>Relationship with existing residential development</p>	<p>The masterplan shows an employment site surrounded on three sides by new residential development. This is more likely to be suited to B1 uses rather than B2 and B8.</p> <p>The site is likely to have a good relationship with existing housing.</p>	<p>This position applies to all sites in Area D.</p>
<p>Introduction of choice</p>	<p>In the context of the overall amount of employment land required at Chippenham by the WCS it is unlikely the site will introduce choice and enable a choice of locations to support different types of business to help support economic resilience, for example, it is distant from the town centre and therefore not an immediate office location, it is distant from the A350 and therefore not an immediate distribution or large scale manufacturing location. The indicative site plan, based on the application submitted for the site, will only provide 3.3ha of employment land. Although the planning application submitted only includes 1ha employment</p>	<p>Other sites also have no distinctive USP.</p>
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>The site has very weak access to the Primary Route Network (PRN) and is in a location that would create pressure on existing congested corridors. On its own, the site does not facilitate a Southern Link Road.</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is greenfield and is accessible from the A4; consequently it is likely to have average development costs.</p> <p>The site is being actively promoted by the land owner and subject to a planning application for the northern part of the site. However, delivery of the employment land may be difficult to bring forward in this detached location.</p> <p>On balance the economic potential of the site is a significant weakness given the employment led strategy for Chippenham.</p>		



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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The scope to provide informal and formal recreation space is considered to be strong.</p> <p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism. EP4 Proforma Area D</p> <p>Site is located near to Stanley Sports Ground (opposite side of A4) and Monkton Park. There is the opportunity for a country park and recreational space nearby. Although the site is located furthest from the town centre and the country park. EP2 Table 4.1</p>	All sites have the scope to provide informal and formal recreation for both new and existing population.
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas. However development could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. EP4 Proforma Area D</p>	Similar position for all sites in Area D.
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is one small site located along the southern edge of D1 identified as medium risk contaminated site. Unlikely to be so significant so as to reduce quality of life. Constraints Map Sites of Potential Contamination</p>	All the sites either have some form of noise, contamination or other pollution. Sites D3 and D7 include land located nearer to the Sewage Works and Refuse Deposal and so are at a higher

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	No specific noise issues identified. EP2 Page 33	risk than other sites within the strategic area.
Exceptional development costs	There is medium risk of exception development costs. The GPSS pipeline runs through the site. GPSS (wayleaves are generally 6 metres wide). The distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. EP2 Page 52	The position is similar for all sites in Area D. However, Sites D3 and D7 not affected by the GPSS.
Impacts upon nearby schools	The impact upon nearby schools is considered to be mixed.  The nearest school is King's Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.  Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions. Evidence Paper 2 Page 59  The closest secondary school is Abbeyfield School at which there are available places. The school is located on the opposite side of A4 and is easily accessible. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6	Position for all sites in Area D is similar.
Impacts upon health facilities	The impact upon health facilities is considered to be Poor.  Nearest GP Surgery is Lodge Surgery, Pewsham. Constraints Map Community Facilities  There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site D1.  However, according to the SOCG with NHS England and Chippenham GPs (CSOCG/14), the preferred option is to redevelop Chippenham Community Hospital site in order to enable a significant redesign of service delivery across Chippenham as a whole. This would include the transfer of some primary care services from existing GPs to a shared Primary Care Service on site, freeing up capacity in existing GPs.	Similar position for other GPs in the town. Therefore the similar position for all sites in Area D. D7 performs slightly stronger than other options due to its closer proximity to the hospital.
Impacts on leisure facilities	Impact on leisure facilities is considered to be strong.  The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop	This site is closest to Stanley Park. Site D7 includes land which is furthest from Stanley Park.

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	Stanley Park Paragraph 11.5 EP2.	
Potential for green energy	Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 79 of CEPS/02.	Similar position for all sites In Area D.  All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity
Overall judgement in relation to CP10 Criterion 2		
<p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines that cross the site represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites relationship to Stanley Park.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 2. There is a medium contamination risk from one small site located along the southern edge of D1 and the GPSS pipeline runs through the site.</p>		

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>The entire site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak. Table 4-2 CEPS/04a p19</p> <p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The location of D1 means that a SLR to improve the location in terms of time and distance to the A350 is not a possibility.</p>	This site performs worst when compared with D3 and D7 because it is furthest from the PRN. Whilst D3 and D7 both contain land which is located nearer to the PRN, their accessibility relies on a Southern Link Road to connect the site to the A350 and solely, site D1 does not facilitate a SLR.
Adding traffic to town	Strategic Site Option D1 has moderate to strong network impacts due to the distance of the site to	Site D4 is similar to Site D1.

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<p>centre streets</p>	<p>congested corridors. Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor (CEPS/04a Paragraph 4.5 &amp; Table 4-1 page 18).</p> <p>However, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as it is not possible to create a Southern Link Road using just this option. EP3 Paragraph 4.13 and Figure 4-1</p>	<p>Sites D3 and D7 perform worst as they contain areas that are closer to congested corridors.</p>
<p>Time and distance to town centre (Need Hall)</p>	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak.</p> <p>Strategic Site Option D1 has no development land area within 1 mile and the majority of land (56% or 14ha) within the 1.5 to 2 miles ('Weak') category Para 3.6 and Table 3-1 CEPS/04a page 10</p>	<p>Site D4 is similar. Sites D3 and D7 both perform better as they contain some land which is nearer to the town centre.</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Strategic Site Option D1 has moderate to strong network impacts due to the distance of the site to congested corridors. Strategic Site Option D1 is the most distant, with no development land within 1000 metres of a congested corridor (CEPS/04a Paragraph 4.5 &amp; Table 4-1 page 18).</p> <p>However, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as it is not possible to create a Southern Link Road using just this option. EP3 Paragraph 4.13 and Figure 4-1</p> <p>Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience. In particular Strategic Site Option D1 would be unlikely to be located on any potential future Southern Link Road alignment. CEPS/04a Paragraph 5.3</p>	<p>All sites in Area D place significant pressure on the A4, although the options which could facilitate a SLR perform better.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Strategic Site D1 is not in a location to facilitate an Southern Link Road. Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On its own this site does not provide the opportunity to create a southern link road to improve access to the A350 and reduce the potential impact of development on existing congested corridors. Other sites in Area D offer the opportunity to link to the A350.</p> <p>Further transport work concludes that as a strategic site option it does not easily present wider transport opportunities for existing communities. Development at this site would also be unlikely to provide associated infrastructure which improves highway network resilience. For wider highway opportunities for example, options D3-D7 would be better as they would allow for a southern link road.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	Access to the town centre by non-motorised means of travel is classified as moderate/weak.  Strategic Site Option D1 has no development land area within 1 mile and the majority of land (56% or 14ha) within the 1.5 to 2 miles ('Weak') category Para 3.6 and Table 3-1 CEPS/04a page 10	Sites D3 & D7 perform slightly better as they include land which is nearer to the Neeld Hall.
Time taken, safety and quality of travel to railway station	Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a)  Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 95% (24ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)	Sites D3 & D7 perform slightly better as they include land which is nearer to the railway station.
Time taken, safety and quality of travel to secondary schools	The site is very close to Abbeyfield School with 100% of development land area within 1 mile of Abbeyfield Secondary School (para 3.8 and Table 3-3 CEPS/04a)  Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02.	This site performs better than Sites D3 and D7 which both include land further away from Abbeyfield School.
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	Sites D3 & D7 perform slightly better as they include land which is nearer to the Wiltshire College Cocklebury Lane Site.
Access to the existing public transport, footpath and cycle network	Site D1 is located immediately adjacent to London Road; the A4 corridor and therefore the majority of the site is considered to have strong access to public transport corridors. Table 3-6 CEPS/04a Page 15.  The PROW network is easily accessible from the site. The Cycle Network is located further away from the site. Constraints Map Public Rights of Way	This site performs better than Sites D3 and D7. Site D7 performs worst because it has weaker access to public transport corridors.
Opportunity to create extensions to the existing public transport, footpath and	The opportunity to deliver new attractive walking and cycling links of use to the existing community are limited, although the existing trip generators and trip attractors are primarily located near to Site D1 (i.e. A4 corridor). Limited opportunities may exist to increase walking and cycling among existing residents if Site D1 can sustain new services to which residents could walk or cycle.	The opportunity for development within Sites D4, D3, D7, to deliver new attractive walking and cycling links, which are of

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<p>cycle network that improves access to town centre etc</p>	<p>EP3 Paragraph 5.11 Page 36.</p> <p>The ability for Site D1 to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of the area would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>	<p>use to existing communities may also be limited.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship with the town centre and railway station. There would be opportunities to extend existing public transport routed on the A4 into the site but this is a feature common with all strategic site options in Area D, although this site is well placed to benefit from any extended public transport that does occur.</p> <p>Site D1 comes out as the weakest strategic site within Strategic Area D. While it has some isolated strengths (proximity to key bus corridor and access to secondary schools) it is generally weaker overall. Key issues are its distance from the town centre, rail station, and existing employment sites, as well as its distance from the A350.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>		

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>The landscape character is classified as being attractive, whilst the development capacity of the area is considered to be moderate-low.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Scope for mitigation:                  Extend block of woodland near Forest Farm to the southeast                  Maintain green buffer along London Road approach and enhance with tree planting</p>	

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	<p>Retain green buffer fronting Pewsham Way near Lodge Road and to the historic line of the Wiltshire and Berkshire Canal. EP4 Proforma A</p>	
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>The visual prominence of the area is considered to be Moderate-high, whilst the tranquility of the area has been categorised as Peaceful.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham Way.</p> <p>Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.</p> <p>EP4 Proforma A</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>The northern boundary is defined by the A4 (Pewsham Way). The eastern site boundary is defined by the Wilts and Berks canal (now partly restored) and cycleway with mature trees on both sides of the canal. This forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north. Willow pollards alongside the canal may provide suitable roosting for bats, while a population of Great crested newt is known to be breeding in the canal. Habitat links to the north-eastern part of the site into Area C are important.</p> <p>EP5 Page 8-9</p>	<p>The River Avon CWS defines the western boundary for Sites D3 and D7. The southern half of this area is low-lying land that is associated with the floodplain of the River Avon and is potentially ecologically valuable.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>There are no designated heritage assets within this site. However, it does have a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest).</p> <p>The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>The Landscape Setting Assessment highlights the Lodges within the strategic area as a special quality to be safeguarded, as Strategic Area D is within a former royal hunting forest, and Lodges within the strategic area reflect this historic function. The forest is, however, not well preserved having been enclosed for agricultural land.</p> <p>EP4 Appendix A &amp; EP7 Paragraph 4.20-4.24</p>	<p>Sites D3, D4 and D7 also function as agricultural land although historically the land was part of a royal hunting forest (or deer park), known as Pewsham Forest.</p> <p>A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor also extends into D3 and D7.</p>

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<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality, categorised as “soft well vegetated urban edge, limited views of principal rooflines”. There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach. EP4 Proforma Area D</p>	<p>The position is the same for Sites D3, D4 and D7.</p>
<p>Connectivity to public rights of way through and into the countryside</p>	<p>This site has few PROW connections and is categorised as average. A Type 4 footpath runs through the middle of the site into the town centre via the Pewsham estate and in the opposite direction towards Derry Hill. Constraints Map Open Space</p>	<p>Sites D3, D4 and D7 also have few connections.</p>
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>The area includes attractive landscape and the site has moderate to low development capacity. There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham. There are limited opportunities for improvement and development of the site is likely to undermine the existing fringe and approach.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5,</p>		

<p>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</p>		
<p><i>Indicator</i></p>	<p><i>A: Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Amount of flood zone 1,2 and 3</p>	<p>The site lies entirely in Flood Zone 1 – the area of least risk. EP6 Figure 1 Page 6</p> <p>The site has &lt;25% susceptibility to groundwater flooding. EP6 Figure 2 Page 9</p> <p>Any development would drain directly to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effect on water levels downstream could be significant and so any developments would need to mimic the green field runoff state or preferably improve on it.</p>	<p>Site D3 includes some land located within the River Avon Corridor and Flood Zone 2 and 3. The majority of Site D3 is flood zone 1 and Site D4 is identical to Site D1 because it is also entirely within Flood Zone 1. Area D is very flat compared to</p>



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	EP6	<p>some other areas creating difficulties for drainage by gravity.</p> <p>If a new link road incorporating a river crossing is included in any proposals will have to satisfy the exception test in accordance with NPPF paragraph 102</p>
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Strategic Site Option D3: Summary SWOT

	Strategic Site option name D3			
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			This site relies on a Southern Link Road in association with Strategic Area E to improve access to the primary road network and thereby its attractiveness to employers. Consequently the site could be subject to high development costs	In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor. Furthermore as the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery.  Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park, although there are other options within Strategic Area D which have a better relationship to both of these facilities	The site provides the potential to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism.	Relationship to both the sewerage treatment works and the refuse disposal site is a potential threat. There may also be a threat to delivery of affordable housing dependant on cost and requirement for a southern link road.	
3. Road network		Opportunity to create a southern	The opportunity to provide a link	Without the inclusion of a southern

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		link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors.	road may be tempered by the delay to development this may introduce.	link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors
4. Accessibility		There are weak opportunities to extend existing public transport routed on the A4 into the site		
5. Environment			If required, a new road and dedicated links across the river could affect certain features of ecological value such as Mortimores Wood County Wildlife Site, the River Avon County Wildlife Site and the disused canal and cycleway; it is also in close proximity to Rowden Conservation Area.	There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.
6. Flood risk	Low risk of flooding, with very small amounts of the site within flood zone 2 and 3		If required, a new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.	

**Strategic Site Option D3: Detailed policy analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic</i>

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		<i>Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The site is assessed as partially moderate, with some areas of weak and some of very weak potential access to the Primary Route Network (PRN). Table 4-2 CEPS/04a p19</p> <p>This relies on a Southern Link Road to connect the site to the A350. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>The majority of the site is assessed as weak proximity to congested corridors (between 500m and 1000m) although there are areas categorised as very weak to strong in distance from most congested corridors. CEPS/04a Table 4-1</p>	Overall, this site option performs significantly better than D1 and D4 and slightly better than D7.
Distance to railway station	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a)</p> <p>Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 67% (54ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)</p>	This site option matches D7 for proximity to the railway station, however there is more area in the moderate section as well. However the worst section of the site is the same as the best of options D1 and D4.
Fit with economic assessment	<p>The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>Employment land in Area D including this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4. Currently access to and from the site is via the A4 which also provides the link with the A350 and M4. It is currently assessed as having a moderate fit with economic assessment as there is a need for a more direct link e.g. a southern distributor road and including a river crossing and this option can provide a SLR</p>	All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options D3 and D7 so these could fit best against economic assessment.
Contribution to wider economic growth	<p>Weak proximity to existing PEAs, however moderate potential to offer wider economic growth benefits by providing an area for PEA as no others in area.</p> <p>There is a moderate contribution to wider economic growth as the indicative layout of the site shows an employment site of 10ha which could provide a choice of employment opportunities.</p>	Options D3, D4 and D7 all have approximately 10ha of employment land so perform better than D1.
Development costs	A Greenfield Site, accessible from the A4 is likely to have average development costs. However the	Option D3 could include a SLR

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	<p>site could have high development costs due to potential requirement for SLR. This site requires relatively long connection to water supply (reservoir north of town) which is likely to be more expensive.</p>	<p>which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR. Should perform better than D7 due to less issue with ransom strip.</p>
Speed of delivery	<p>Unknown willingness of land owner or developer; site not available at present as in multiple or unknown ownership (Wiltshire SHLAA Appendix 3 for Chippenham community area)</p> <p>Likely to have a low speed of delivery</p>	<p>Option D3 is likely to have a lower speed of delivery than Option D1 which is being actively promoted and has a planning application submitted.</p>
Environmental attractiveness	<p>Environment attractiveness for business is considered to be moderate. The proximity of Pewsham Way (A4) would be attractive for new businesses with convenient access to the local road network. However, development of Area D for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. It is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. page 75 of CEPS/06.</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	
Relationship with existing residential development	<p>The employment section of the site is bounded by A4 to the north and the residential development above the A4 is well screened by greenery. Consequently the site is likely to have a good relationship with existing residential development.</p>	
Introduction of choice	<p>No distinctive USP for the site.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>This site relies on a Southern Link Road to connect it to the A350 and could consequently be subject to high development costs. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor. Employment land in Area D including this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4.</p> <p>The existing residential development above the A4 is well screened by greenery. However development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is not currently being promoted actively by the land owner therefore it is likely there will be a low speed of delivery.</p>		

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On balance the economic potential of the site is a weakness given the employment led strategy for Chippenham. This weakness could be exacerbated by the potential delay to bringing attractive land for employment forward being dependant on the inclusion of a southern link road. The opportunity to deliver a southern link road is considered further in relation to criterion 3.

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The A3 proformas in CEPS/06 reference strong recreation potential on page 75. Relevant to the site is the Avon Valley Walk routed to the north of Area D and then along the Old Canal and an additional footpath loop along the northern side of the River Avon to the south of Area D.</p> <p>The site also has the ability to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism listed as an added opportunity.</p>	The larger area captures more recreational potential and as the site encompasses the canal it performs more strongly than options which do not.
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas.</p> <p>However, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p> <p>A3 Area proformas on page 75 of CEPS/06</p>	
Noise, contamination and other pollution (including smell and air pollution)	There is considered to be moderate risk of noise, contamination and other pollution. There are two possible pollution sources which are located just outside the site boundary. The first is the Sewage Works and the other Refuse Disposal. As both are buffered by green space it is uncertain whether they will impinge upon residential area of site.	Option D3, along with D7, are closest to the potential pollution source and so are at a higher risk than other options within the strategic area.
Exceptional development costs	Distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. Part of the area is within a minerals safeguarding zone. The site could have high development costs due to potential requirement for SLR, which would also include the requirement for a bridge between this area and strategic area E, which has implications for cost and time. Page 52 CEPS/02	Option D3 could include a SLR which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR. A GPSS pipeline runs through the D1 & D4
Impacts upon nearby schools	<p>Mixed impacts upon nearby schools. Development in area likely to require a new primary school (depending on size and capacity of Charter and King's Lodge sites).</p> <p>However the site is fairly close to Abbeyfield School, which is described as the preferred secondary</p>	Within Strategic Area D, option D3 is second furthest from Abbeyfield School.

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	<p>school option in page 59 of CEPS/02.                  Table 3-3 of CEPS/04a shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.</p>	
Impacts upon health facilities	<p>Mixed impacts on health facilities. Lodge Surgery is located in Pewsham and is accessible to the site, however it is at or near capacity and so additional GP services needs to be provided as soon as possible. GP SoCG.                  Figure 3-4 &amp; Table 3-6 shows that the site has strong – weak ease of access by non-motorised modes to the hospital, although the route to the hospital currently goes into the town centre and back out again. Rowden Surgery is located alongside the hospital and could also be accessed from D3. However this is also at capacity.                  GP SoCG.</p>	<p>None of the sites in the strategic area can easily access a GP surgery with capacity, however D3 performs slightly stronger than other options due to its closer proximity to the hospital, although not as strong as D7 which is classed as strong-moderate ease of access to the hospital.</p>
Impacts on leisure facilities	<p>Strong impacts on leisure facilities. The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop Stanley Park                  Paragraph 11.5 in CEPS/02</p>	<p>D3 is not as close to Stanley Park as D1 and D4, but closer than D7.</p>
Potential for green energy	<p>Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 84 of CEPS/02.                   All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	
<p><b>Overall judgement in relation to CP10 Criterion 2</b></p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the River Avon to create an SLR represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the relationship to Stanley Park; although there are other options within Strategic Area D which have a better relationship to both of these facilities.</p> <p>The site provides the potential to enhance existing assets with the restoration of the Wiltshire and Berkshire Canal for leisure and tourism, which is not possible for site D7.</p> <p>There is a potential risk for this site in its relationship to both the sewerage treatment works and the water supply although the extent of these risks is unknown at the moment. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of a southern link road in association with development in Area E. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the southern link road to ameliorate the impact on congested corridors.</p> <p>Against this criterion, the proximity to the sewerage treatment works and the relative distance from Abbeyfield School means the option is less attractive than those located to the east of the strategic area.</p>		



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The opportunity to deliver a southern link road is considered further in relation to criterion 3.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>The site is assessed as partially moderate, with some areas of weak and some of very weak potential access to the Primary Route Network (PRN). Table 4-2 CEPS/04a p19</p> <p>This relies on a Southern Link Road to connect the site to the A350. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p>	<p>Compared to other options within the strategic area this option scores comparatively well for access to the PRN although D7 does not include any areas of very weak potential access.</p>
Adding traffic to town centre streets	<p>The majority of the site is assessed as weak proximity to congested corridors (between 500m and 1000m) although there are areas categorised as very weak to strong in distance from most congested corridors. (CEPS/04a Table 4-1)</p> <p>In the absence of new link roads Strategic Area D would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Part of the site is located close to the congested corridors and consequently scores poorly, however it performs better than D7 as some of the area is classed as moderate.</p>
Time and distance to town centre (Neeld Hall)	<p>In terms of non-motorised access to the town centre the location of the majority of the site is within the area classified as moderate (1-1.5 miles), although there are areas of weak access (14%) and areas of strong access (2%). Table 3-1 of CEPS/04a</p>	
Impact on queue lengths and critical junctions	<p>The majority of the site is assessed as weak proximity to congested corridors (between 500m and 1000m) although there are areas categorised as very weak to strong in distance from most congested corridors. (CEPS/04a Table 4-1)</p> <p>In the absence of new link roads Strategic Area D would need to be reassessed, as traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre.</p>	<p>Part of the site is located close to the congested corridors and consequently scores poorly, however it performs better than D7 as some of the area is classed as moderate.</p>

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<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate to very weak non-motorised access to the town centre. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area D.</p> <p>Further transport work advises that the site demonstrates just one of the three transport attributes. It is likely to present wider transport opportunities for existing communities, but it is not particularly good for sustainable access or highway access.</p> <p>There is the opportunity within this option to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors. Some other sites in Strategic Area D do not offer this opportunity which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for a southern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area D which provide an opportunity for a link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	In terms of non-motorised access to the town centre the location of the majority of the site is within the area classified as moderate (1-1.5 miles), although there are areas of weak access (14%) and areas of strong access (2%). Table 3-1 of CEPS/04a	This site option performs better than D1 and D4 and similarly to D7.
Time taken, safety and quality of travel to railway station	Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance. (Table 3-2 CEPS/04a)  Strategic Site Option D1 has over two-thirds of development land area classed as 'Weak' or 'Very Weak' (more than 1.5 miles from the railway station). Specifically 67% (54ha) is over 1.5miles and is classed as weak non-motorised access to the railway station. (para 3.7 and Table 3-2 CEPS/04a)	Due to proximity to the town centre this site option has the best result in the strategic area in relation to distance from the railway station, although none of strategic area D performs strongly in this regard. However, this site option performs better than D1 and D4 and similarly to D7.
Time taken, safety and	The site is close to Abbeyfield School, which is described as the preferred secondary school option in	

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<p>quality of travel to secondary schools</p>	<p>page 59 of CEPS/02. Table 3-3 of CEPS/04a shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.</p>	
<p>Time taken, safety and quality of travel to College</p>	<p>This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a</p>	<p>Within Strategic Area D, site D3 performs second most strongly after D7 against this objective.</p>
<p>Access to the existing public transport, footpath and cycle network</p>	<p>Site D3 is within the area, classed as having moderate/weak access to the existing public transport, i.e. outside of reasonable access to commercially viable public transport corridors (Table 3-6 CEPS/04a). Strategic Site Option D3 has no land within 400 metres (1/4 mile) of a main bus corridor. (para 3.11 CEPS/04a)</p> <p>Although Strategic Area D has areas of land alongside the A4 corridor which is classed as strong for public transport access, bespoke subsidised services may be required to serve the other parts of the strategic area that are beyond a reasonable walking distance from the A4 / London Road.</p> <p>The site has a bridleway along its eastern boundary leading up to Pewsham Way. There is also a footpath to the north of Pewsham Way which leads into Chippenham Town Centre.</p>	<p>Performs less well than option D1 and D3 which are adjacent to London Road and public transport corridors, but better than D7.</p>
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Low opportunities to create extensions to the existing public transport, footpath and cycle network. CEPS/04 suggests that the entire strategic area has a limited ability to deliver new attractive walking and cycling links (paragraph 5.11) or improved public transport accessibility (paragraph 5.15). This is because these areas would probably need to be served by development specific or 'orbital' type services which require ongoing subsidy in order for them to be sustained. In addition existing trip generators and trip attractors are primarily located to the north of Strategic Area E.</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised, it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship and this site is in that part of Area D that has the best relationship with the town centre and railway station,. There would be weak opportunities to extend existing public transport routed on the A4 into the site, this is a feature consistent across all strategic site options in Area D, however Site D3 is highlighted as performing particularly poorly.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>		

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves

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biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>CEPS/06 drawing number D4646.019E shows that the site is within an area classed as of moderate-low development capacity. The site is currently assessed as attractive and mostly consistent which may be affected by development unless mitigated.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The area contributes to a strong sense of separation and has a moderate-high visual prominence. Page 76 of CEPS/06 advises that the strategic area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill). The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham Way. Therefore, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.</p>	
Impacts on designated ecological sites and/or protected species	<p>Moderate impacts on designated ecological sites and/or protected species. CEPS/09 identifies the River Avon County Wildlife Site and its associated floodplain and the disused canal and cycleway as important ecology features. The Wilts and Berks canal (now partly restored) and cycleway with mature trees on both sides of the canal forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north.</p> <p>The river corridor is also a significant ecological feature opportunity area. Mortimore's Wood CWS (Woodland Trust) is located adjacent to the River Avon and forms an important part of a developing woodland corridor adjacent to the river. These areas are areas of green space within the option.</p> <p>The evidence paper goes on to conclude that the higher-lying land is not as constrained and could be developed sensitively to take account of important habitats and habitat connectivity.</p>	Performs worst in strategic area as the site includes potential impacts on biodiversity towards the River Avon as well as that at the disused canal and cycleway.
Impacts on heritage assets, their setting	Para 4.20 of CEPS/11 advises there are no designated heritage assets within the approximate Strategic Area D. However, the site is adjacent to Rowden Conservation Area.	Sites D1, D4 and D7 also function as agricultural land

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<p>and archaeological potential</p>	<p>In addition there is a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest) (para 4.22) although mitigation of effects on heritage assets with archaeological interest is achievable either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p>	<p>although historically the land was part of a royal hunting forest (or deer park) known as Pewsham Forest.</p> <p>A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor extends into D3 and D7 so these options perform less well under this criterion.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The site provides limited opportunities for improvement. Page 75 of CEPS/06 concludes that the existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality. There are limited opportunities for improvement and the development of Area D would undermine the existing fringe and approach.</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>The site has certain features of ecological value such as Mortimores Wood County Wildlife Site, the River Avon County Wildlife Site and the disused canal and cycleway; it is also in close proximity to Rowden Conservation Area. The area includes attractive landscape and the site has moderate to low development capacity, however there is potential for mitigation in relation to each aspect.</p> <p>There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5. However, due to its larger coverage there are more potential impacts on biodiversity in this option than the others.</p>		

<p>Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere</p>		
<p><i>Indicator</i></p>	<p><i>A: Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>

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<p>Amount of flood zone 1,2 and 3</p>	<p>Low risk of flooding, with very small amounts of the site within flood zone 2 and 3. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town. New road and dedicated links across the river for pedestrians and cyclists would be necessary to properly connect potential development. Such new structures outside flood zone 1 may displace water, disrupt natural flows or involve the loss of existing flood storage. None of these aspects involve insurmountable problems but do add a further level of complication (para 4.28 CEPS/10).</p>	
<p>Overall judgement in relation to CP10 Criterion 6</p> <p>Low risk of flooding. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.</p>		

Strategic Site Option D4: Summary SWOT

	Strategic Site option name D4			
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			<p>This may not immediately be a site that businesses will be interested in.</p> <p>A section of the site is being promoted by a developer; a planning application has been submitted for Phase 1 and known interest in the remainder of the land part of Option D1 However there is unknown willingness of land owner or developer for the other part of the site. Consequently the site is likely to have a medium/low speed of delivery.</p>	<p>This site is not located in the A350 corridor. Access is via the A4, and through the town centre. Development places significant pressure on the A4 corridor as commercial vehicles access the site from the north.</p> <p>No opportunity to create better relationship with the A350 corridor on its own and increase the sites attractiveness to employers. Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.</p>
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park	<p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility.</p> <p>Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism</p>	One small site located along the southern edge of D1 identified as medium risk contaminated site.	A Government Pipelines and Storage System (GPSS) runs through the site. GPSS wayleaves are generally 6 metres wide (3 metres each side of the pipeline).

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3. Road network			Does not easily present wider transport opportunities for existing communities.	On its own, the site does not facilitate a Southern Link Road as additional land under separate ownership, would be required in the future to complete the southern link road.
4. Accessibility	Strong relationship with Abbeyfield school	There are poor opportunities to extend existing public transport routed on the A4 into the site, although this site is well placed to benefit from any extended public transport that does occur.		<p>The site has a weak relationship with the town centre, rail station, and existing employment sites, it is also far from the A350.</p> <p>Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>
5. Environment		<p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>Potential for restoration of the Wiltshire and Berkshire Canal to improve ecological value.</p>	Development could reduce the value of the ecological assets in this area, such as the Wiltshire and Berkshire Canal.	<p>There is concern that development will undermine the separation between Derry Hill, Naish Hill and Chippenham. There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach.</p> <p>The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Potential impact on the visual relationship between the Bowood Estate and the edge of</p>



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				Chippenham.
6. Flood risk	Low risk of flooding, with the entire site located in Flood Zone 1.			

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Strategic Site Option D4 Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The M4 is accessed via the A350 (PRN). The majority of the site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak, although a small amount (4%) is classed as weak. Table 4-2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site alone does not facilitate a Southern Link Road which means compared to options which do, the journey time to the primary road network is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>Site categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre. Strategic Site Option D4 has no development land within 500 metres of a congested corridor CEPS/04a Paragraph 4.5</p>	<p>This site performs slightly better than D1 because it includes some land which is nearer the A350 corridor and the M4.</p> <p>However, with a southern link road, Sites D3 and D7 are closer to the PRN and would perform better as businesses would perceive them to be more easily accessible to and from the M4.</p> <p>Overall this site performs the same as Site D1, but is worse than Sites D3 and D7.</p>
Distance to railway station	<p>Access to the railway station by non-motorised means of travel is classified as moderate-weak i.e. between 1 and 2 miles. The majority of the site (95%) is within the area classed as having weak access to the railway station. CEPS/04a Table 3-2</p>	<p>This site is furthest from the railway station. Sites D3 and D7 are closer to and have stronger links to the town centre/railway station.</p> <p>Overall this site performs the same as D1, but is worse than Sites D3 and D7.</p>
Fit with economic assessment	<p>The scope to provide office and industrial premises that are in demand is considered to be weak. The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>The indicative plans suggest the site can provide up to 8.5ha employment land. The Planning</p>	<p>All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options</p>

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	<p>application submitted recently for Phase 1 includes 3.3ha B1 use land accessible from the A4 (15/11153/OUT). This site is located on the eastern side of Chippenham, accessible from the A4. However there is no opportunity for a Southern Link Road if this option is taken forward by itself.</p> <p>EP3 identifies a shortage of employment land for B1 Office and Light Industrial and B2 Industrial () proposed employment land could contribute to addressing some of this demand.</p>	<p>D3 and D7 so these could fit best against economic assessment.</p>
Contribution to wider economic growth	<p>The contribution to wider economic growth is considered to be weak. The need to establish a new employment location away from the A350 corridor (the existing focus of employment sites) unrelated to an existing PEAs generates concerns about whether the site could contribute to the wider economic growth of the town.</p> <p>The indicative layout of the site shows an employment site of 8.5ha over two sites which could provide a choice of employment opportunities.</p>	<p>All sites have the potential to provide at least 10ha employment.</p>
Development costs	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive.</p> <p>GPSS underground pipelines also cross the northern part of the site, for which wayleaves are generally 6 metres wide. (page 47 CEPS/02)</p>	<p>Similar position for Sites D3 and D1. However, Site D7 could have higher development costs due to potential requirement for SLR and because it could include a SLR unlike Sites D1, D3 and D4 which spatially do not allow for a SLR.</p>
Speed of delivery	<p>The speed of delivery is unknown.</p> <p>A developer is promoting part of this site and a planning application has been submitted for the northern part of the site nearest to the A4 (15/11153/OUT). However there is unknown willingness of land owner or developer for the wider. Consequently the site is likely to have a medium/low speed of delivery.</p> <p>The masterplan for the entire site includes 8.5ha employment land. However, the site has not been appraised as part of Workspace and Employment Land Review 2011. Therefore market impressions of the site are unknown and this may have an effect on the time it takes to build and bring the site to market.</p>	<p>This site performs better than Sites D3 and D7 because it has developer interest and a planning application has been submitted for part of the site. Sites D3 and D7 have a lower speed of delivery. Site D4 includes this site and additional land under the control of different landowner.</p>
Environmental attractiveness	<p>Environment attractiveness for business is considered to be moderate.</p> <p>The proximity of Pewsham Way (A4) would be attractive for new businesses with convenient access</p>	<p>This position is the same for all sites.</p>

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	to the local road network. However, development for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. EP4 Strategic Area D Proforma	
Ability to meet ICT needs	EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.	This position applies to all sites in Area D.
Relationship with existing residential development	The masterplan shows an employment site surrounded on three sides by new residential development. This is more likely to be suited to B1 uses rather than B2 and B8. The site is likely to have a good relationship with existing housing.	This position applies to all sites in Area D.
Introduction of choice	It is unlikely the site will introduce choice and enable a choice of locations to support different types of business to help support economic resilience. The site will only provide 8.5ha employment land. The location of the site away from the A350 and M4 corridor is unlikely to appeal to businesses unless a new southern link road were to be provided.	Other sites also have no distinctive USP.
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>The site has very weak access to the Primary Route Network (PRN) and is in a location that would create pressure on existing congested corridors. On its own, the site does not facilitate a Southern Link Road.</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is greenfield and is accessible from the A4; consequently it is likely to have average development costs.</p> <p>As part of the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery.</p> <p>On balance the economic potential of the site is a significant weakness given the employment led strategy for Chippenham.</p>		

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within</i>

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		<i>Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>The scope to provide informal and formal recreation space is considered to be strong.</p> <p>The Avon Valley Walk routed to the north of Area D and then along the Old Canal provides an existing recreational facility. Potential for restoration of the Wiltshire and Berkshire Canal for leisure and tourism. EP4 Proforma Area D</p> <p>Site is located near to Stanley Sports Ground (opposite side of A4). Monkton Park. There is the opportunity for a country park and recreational space nearby. Although the site is located furthest from the town centre and the country park. EP2 Table 4.1</p>	All sites have the scope to provide informal and formal recreation for both new and existing population.
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas. However development could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. EP4 Proforma Area D</p>	Similar position for all sites in Area D.
Noise, contamination and other pollution (including smell and air pollution)	<p>The risk of noise, contamination and other pollution is considered to be low.</p> <p>There is one small site located along the southern edge of D1 identified as medium risk contaminated site. Unlikely to be so significant so as to reduce quality of life. Constraints Map Sites of Potential Contamination</p> <p>No specific noise issues identified. EP2 Page 33</p>	All the sites either have some form of noise, contamination or other pollution. Sites D3 and D7 include land located nearer to the Sewage Works and Refuse Deposal and so are at a higher risk than other sites within the strategic area.
Exceptional	There is medium risk of exception development costs.	The position is similar for all

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development costs	<p>The GPSS pipeline runs through the site. GPSS (wayleaves are generally 6 metres wide). The distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. EP2 Page 52</p>	<p>sites in Area D. However, Sites D3 and D7 not affected by the GPSS.</p>
Impacts upon nearby schools	<p>The impact upon nearby schools is considered to be mixed.</p> <p>The nearest school is King’s Lodge Community School, Pewsham This has very few surplus spaces, but does have the potential to expand from 2FE to 2.5FE.</p> <p>Charter Primary School, Pewsham has a substantial number of surplus spaces and has a large site, but has limited scope for expansion due to the site conditions.</p> <p>Evidence Paper 2 Page 59</p> <p>The closest secondary school is Abbeyfield School at which there are available places. The school is located on the opposite side of A4 and is easily accessible. It is estimated that additional accommodation will be required from 2017/18. Evidence Paper 2 Addendum Paragraph 2.6</p>	<p>Position for all sites in Area D is similar.</p>
Impacts upon health facilities	<p>The impact upon health facilities is considered to be Poor.</p> <p>Nearest GP Surgery is Lodge Surgery, Pewsham. Constraints Map Community Facilities</p> <p>There is a current shortfall of Primary Care floorspace at this surgery. This will be exacerbated by population increases as a result of development of site D1.</p>	<p>Similar position for other GPs in the town. Therefore the similar position for all sites in Area D. D7 performs slightly stronger than other options due to its closer proximity to the hospital.</p>
Impacts on leisure facilities	<p>Impact on leisure facilities is considered to be strong.</p> <p>The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop Stanley Park Paragraph 11.5 EP2.</p>	<p>This site is closest to Stanley Park. Site D7 includes land which is furthest from Stanley Park.</p>
Potential for green energy	<p>Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 79 of CEPS/02.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	<p>Similar position for all sites In Area D.</p>

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Overall judgement in relation to CP10 Criterion 2

Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines that cross the site represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and the sites relationship to Stanley Park.

There is a medium contamination risk from one small site located along the southern edge of D4 and the GPSS pipeline runs through the site.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
Indicator	A: Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time and distance to A350	<p>The M4 is accessed via the A350 (PRN). The majority of the site is over 2500m from the nearest access point on the Primary Route Network (PRN) and is categorised as very weak, although a small amount (4%) is classed as weak. Table 4-2 CEPS/04a p19</p> <p>Development on this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site alone does not facilitate a Southern Link Road which means compared to options which do, the journey time to the primary road network is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p>	<p>This site performs worst when compared with D3 and D7 because it is furthest from the PRN. Whilst D3 and D7 both contain land which is located nearer to the PRN, their accessibility relies on a Southern Link Road to connect the site to the A350 and solely, site D4 does not facilitate a SLR.</p>
Adding traffic to town centre streets	<p>Site has moderate to strong network impacts due to the distance of the site to congested corridors. Strategic Site Option D4 is categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre). Strategic Site Option D4 has no development land within 500 metres of a congested corridor CEPS/04a Paragraph 4.5</p>	<p>Site D1 is similar. Sites D3 and D7 perform worst as they contain areas that are closer to congested corridors.</p>
Time and distance to	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e.</p>	<p>Site D1 is similar.</p>

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town centre (Neeld Hall)	<p>between 1 and 2 miles distance.</p> <p>Strategic Site Option D4 has no development land area within 1 mile, and has 24 hectares within the 1.5 to 2 miles ('Weak') category Table 3-1 CEPS/04a</p>	Sites D3 and D7 both perform better as they contain some land which is nearer to the town centre.
Impact on queue lengths and critical junctions	<p>Site has moderate to strong network impacts due to the distance of the site to congested corridors. Strategic Site Option D4 is categorised as strong-moderate from most congested corridors (between 1000-1500m from network congestion points in the town centre). Strategic Site Option D4 has no development land within 500 metres of a congested corridor CEPS/04a Paragraph 4.5</p> <p>However, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre as it is not possible to create a Southern Link Road using just this option, EP3 Paragraph 4.13 and Figure 4-1</p>	All sites in Area D place significant pressure on the A4, although the options which could facilitate a SLR perform better.
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non motorised access to the town centre. On its own this site provides the opportunity to provide part of a southern link road, but additional land is required to create a southern link road which links with the A350. Only once a link road reaches the A350 will it reduce the potential impact of development on existing congested corridors. Other sites in Area D offer the opportunity to link to the A350.</p> <p>Further transport work concludes that as a strategic site option it does not easily present wider transport opportunities for existing communities. For wider highway opportunities for example, options D3-D7 would be better as they would allow for a southern link road.</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>Access to the town centre by non-motorised means of travel is classified as moderate/weak i.e. between 1 and 2 miles distance.</p> <p>Strategic Site Option D4 has no development land area within 1 mile, and has 24 hectares within the 1.5 to 2 miles ('Weak') category Table 3-1 CEPS/04a</p>	Sites D3 & D7 perform slightly better as they include land which is nearer to the Neeld Hall.



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<p>Time taken, safety and quality of travel to railway station</p>	<p>Access to the railway station by non-motorised means of travel is classified as moderate-weak i.e. between 1 and 2 miles. The majority of the site (95%) is within the area classed as having weak access to the railway station. CEPS/04a Table 3-2</p>	<p>Sites D3 &amp; D7 performs slightly better as they include land which is nearer to the railway station.</p>
<p>Time taken, safety and quality of travel to secondary schools</p>	<p>The site is very close to Abbeyfield School with 100% of development land area within 1 mile of Abbeyfield Secondary School (para 3.8 and Table 3-3 CEPS/04a)  Abbeyfield School is described as the preferred secondary school option in page 59 of CEPS/02.</p>	<p>This site performs better than Sites D3 and D7 which both include land further away from Abbeyfield School.</p>
<p>Time taken, safety and quality of travel to College</p>	<p>This site has moderate/weak access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles. Table 3-2 CEPS/04a</p>	<p>Sites D3 &amp; D7 perform slightly better as they include land which is nearer to the Wiltshire College Cocklebury Lane Site.</p>
<p>Access to the existing public transport, footpath and cycle network</p>	<p>Site D1 is located immediately adjacent to London Road; the A4 corridor and therefore is considered to have strong/moderate access to public transport corridors. However, bespoke subsidised services may be required to serve the other parts of the strategic area that are beyond a reasonable walking distance from the A4 / London Road. Table 3-6 CEPS/04a and Paragraph 3.25 Page 22 CEPS/04.  The PROW network is easily accessible from the site. The Cycle Network is located further away from the site. Constraints Map Public Rights of Way</p>	<p>This site performs better than Sites D3 and D7. Site D7 performs worst because it has weaker access to public transport corridors.</p>
<p>Opportunity to create extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>The opportunity to deliver new attractive walking and cycling links of use to the existing community are limited, although the existing trip generators and trip attractors are primarily located near to the site (i.e. A4 corridor). CEPS/04 suggests that the entire strategic area has a limited ability to deliver new attractive walking and cycling links (paragraph 5.11) or improved public transport accessibility (paragraph 5.15). Limited opportunities may exist to increase walking and cycling among existing residents if the site can sustain new services to which residents could walk or cycle. EP3 Paragraph 5.11 Page 36.  The ability for Site D4 to lead to improved public transport accessibility for existing residents is likely to be limited, as the majority of the area would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.</p>	<p>The opportunity for development within Sites D1, D3, D7, to deliver new attractive walking and cycling links, which are of use to existing communities may also be limited.</p>

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Overall judgement in relation to CP10 Criterion 4

Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship with the town centre and railway station. There are weak opportunities to extend existing public transport routed on the A4 into the site but this is a feature common with all strategic site options in Area D, although this site is well placed to benefit from any extended public transport that does occur.

Site D4 has some isolated strengths (proximity to key bus corridor and access to secondary schools) however it is generally weaker overall. Key issues are its distance from the town centre, rail station, and existing employment sites, as well as its distance from the A350.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.

Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>The landscape character is classified as being attractive, whilst the development capacity of the area is considered to be moderate-low.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character and the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>Scope for mitigation:                      Extend block of woodland near Forest Farm to the southeast                      Maintain green buffer along London Road approach and enhance with tree planting                      Retain green buffer fronting Pewsham Way near Lodge Road and to the historic line of the Wiltshire and Berkshire Canal.                      EP4 Proforma A</p>	
Scale of development at which there will be potentially harmful encroachment on settings to settlements	<p>The visual prominence of the area is considered to be Moderate-high, whilst the tranquility of the area has been categorised as Peaceful.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham</p>	.

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	<p>Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.</p> <p>EP4 Proforma A</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>The northern boundary is defined by the A4 (Pewsham Way). The Wilts and Berks canal (now partly restored) and cycleway with mature trees on both sides of the canal is within the site. The canal forms an important linear corridor of wetland habitats linking the River Avon with several other small linear features in the landscape to the north. Willow pollards alongside the canal may provide suitable roosting for bats, while a population of Great crested newt is known to be breeding in the canal. Habitat links to the north-eastern part of the site into Area C are important.</p> <p>EP5 Page 8-9</p>	<p>The River Avon CWS defines the western boundary for Sites D3 and D7. The southern half of this area is low-lying land that is associated with the floodplain of the River Avon and is potentially ecologically valuable.</p>
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>There are no designated heritage assets within this site. However, it does have a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest).</p> <p>The total loss of any non-designated heritage asset of high heritage significance could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interest is achievable; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p> <p>The Landscape Setting Assessment highlights the Lodges within the strategic area as a special quality to be safeguarded, as Strategic Area D is within a former royal hunting forest, and Lodges within the strategic area reflect this historic function. The forest is, however, not well preserved having been enclosed for agricultural land.</p> <p>EP4 Appendix A &amp; EP7 Paragraph 4.20-4.24</p>	<p>Sites D1, D3 and D7 also function as agricultural land although historically the land was part of a royal hunting forest (or deer park), known as Pewsham Forest. A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor also extends into D3 and D7.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality categorised as "soft well vegetated urban edge, limited views of principal rooflines". There are limited opportunities for improvement and development of the site would undermine the existing fringe and approach.</p> <p>EP4 Proforma Area D</p>	<p>The position is the same for Sites D1, D3, and D7.</p>
<p>Connectivity to public</p>	<p>This site has few PROW connections and is categorised as average. A Type 4 footpath runs through</p>	<p>Sites D1, D3 and D7 also</p>

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rights of way through and into the countryside	the middle of the site into the town centre via the Pewsham estate and in the opposite direction towards Derry Hill.  Constraints Map Open Space	have few connections.
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>The site has archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park, although there is potential for mitigation.</p> <p>The area includes attractive landscape and the site has moderate to low development capacity.</p> <p>There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham. There are limited opportunities for improvement and development of the site is likely to undermine the existing fringe and approach.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5, although within Strategic Area D; the site is furthest from Rowden Conservation Area.</p>		

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>The site lies entirely in Flood Zone 1 – the area of least risk. EP6 Figure 1 Page 6</p> <p>The site has &lt;25% susceptibility to groundwater flooding.  EP6 Figure 2 Page 9</p> <p>Any development would drain directly to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effect on water levels downstream could be significant and so any developments would need to mimic the green field runoff state or preferably improve on it. EP6</p>	<p>Site D3 includes some land located within the River Avon Corridor and Flood Zone 2 and 3. The majority of Site D3 is flood zone 1 and Site D1 is identical to Site D4 because it is also entirely within Flood Zone 1.</p> <p>Area D is very flat compared to some other areas creating difficulties for drainage by</p>

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		<p>gravity.</p> <p>If a new link road incorporating a river crossing is included in any proposals will have to satisfy the exception test in accordance with NPPF paragraph 102.</p>
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Strategic Site Option D7: Summary SWOT

Strategic Site option D7				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy			<p>This site relies on a Southern Link Road in association with Strategic Area E to improve access to the primary road network and thereby its attractiveness to employers. Consequently the site could be subject to high development costs</p> <p>The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a significant risk to delivery</p>	<p>In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor. Furthermore as the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery</p> <p>Development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.</p>
2. Social	Proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park, although there are other options within Strategic Area D which have a better relationship to both of these facilities		Relationship to both the sewerage treatment works and the refuse disposal site is a potential threat. There may also be a threat to delivery of affordable housing dependant on cost and requirement for a southern link road.	
3. Road network		Opportunity to create a southern link road to improve access to the A350 through Strategic Area E and reduce the potential impact of development on	The opportunity to provide a link road may be tempered by the delay to development this may introduce	Without the inclusion of a southern link road this site, overall, has weak potential to offer wider transport benefits to the community as it is located close to congested

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		existing congested corridors.		corridors
4. Accessibility		There are poor opportunities to extend existing public transport routed on the A4 into the site		Extended public transport routes would probably need to be served by development specific or 'orbital' type services. Typically, it is these types of services that require ongoing subsidy in order for them to be sustained. The medium to long term potential for public transport services is therefore questionable.
5. Environment			If required, a new road and dedicated links across the river could affect certain features of ecological value such as Mortimores Wood County Wildlife Site and the River Avon County Wildlife Site; it is also in close proximity to Rowden Conservation Area.	There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.
6. Flood risk	Low risk of flooding, with very small amounts of the site within flood zone 2 and 3		If required, a new road and dedicated links across the river could, if located outside flood zone 1, displace water, disrupt natural flows or involve the loss of existing flood storage.	

**Strategic Site Option D7 Detailed policy analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience

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<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>The majority of the site is assessed as of moderate potential access to the Primary Route Network (PRN) with the remainder being assessed as having weak access to the PRN. Table 4-2 CEPS/04a p19</p> <p>To improve the relationship to the A350/M4 the site is well located to provide an element of a Southern Link Road. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13 and Figure 4-1</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p> <p>The majority of the site is categorised as weak-very weak in distance from most congested corridors (between 0-1000m from network congestion points in the town centre). Although a small amount (5%) is of moderate proximity to congested corridors. Table 4-1 CEPS/04a</p>	<p>Compared to other options within the strategic area this option scores comparatively well for access to the PRN, but due to proximity to the town centre it has the worst result in the strategic area in relation to distance from congested corridors.</p> <p>Overall, this site option performs better than D1 and D4 and similarly to D3.</p>
Distance to railway station	<p>The majority of the site is categorised as having moderate ease of access to the town centre by non-motorised modes, although 47% is classed as weak.</p> <p>Strategic Site Option D7 has no development land area within 1 mile of the station Table 3-2 and para 3.7 CEPS/04a</p>	<p>Due to proximity to the town centre this site option has the best result in the strategic area in relation to distance from the railway station.</p> <p>Overall, this site option performs better than D1 and D4 and similarly to D3.</p>
Fit with economic assessment	<p>The site was not considered within the Workspace and Employment Land Review 2011.</p> <p>Employment land in Area D including this site is considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4. Currently access to and from the site is via the A4 which also provides the link with the A350 and M4. It is currently assessed as having a moderate fit with economic assessment as there is a need for a more direct link e.g. a southern distributor road and including a river crossing and this option can provide a SLR.</p>	<p>All sites within Strategic Area D perform similarly. However there is the potential for a southern link road in options D3 and D7 so these could fit best against economic assessment.</p>
Contribution to wider	Weak proximity to existing PEAs, however moderate potential to offer wider economic growth benefits	Options D3, D4 and D7 all



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<p>economic growth</p>	<p>by providing an area for PEA as no others in area.</p> <p>There is a moderate contribution to wider economic growth as the indicative layout of the site shows an employment site of 10ha which could provide a choice of employment opportunities.</p>	<p>have approximately 10ha of employment land so perform better than D1.</p>
<p>Development costs</p>	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs. However the site could have high development costs due to potential requirement for SLR.</p> <p>This site requires relatively long connection to water supply (reservoir north of town) which is likely to be more expensive.</p> <p>Importantly the strip of land adjacent to the A4 is in a separate ownership to the main part of the site which introduces the issue of 'ransom'. Unlocking the development value of the land could involve protracted discussions and affect the overall viability of the site.</p> <p>Page 47 CEPS/02</p>	<p>Option D7 could include a SLR which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR.</p>
<p>Speed of delivery</p>	<p>Unknown willingness of land owner or developer; site not available at present as in multiple or unknown ownership (Wiltshire SHLAA Appendix 3 for Chippenham community area)</p> <p>Likely to have a low speed of delivery</p> <p>Importantly the strip of land adjacent to the A4 is in a separate ownership to the main part of the site which introduces the issue of 'ransom'.</p> <p>Speed of delivery may also be affected should a Southern Link Road be part of the proposal as there are additional land ownerships to be identified and river crossing to be built.</p>	<p>Option D7 will have a lower speed of delivery than Option D1 which is being actively promoted and has a planning application submitted. In addition, a strip of land alongside Pewsham Way controlling access to D7 is owned by a different landowner who is unlikely to be willing to let go of the land under these conditions.</p>
<p>Environmental attractiveness</p>	<p>Environment attractiveness for business is considered to be moderate.</p> <p>The proximity of Pewsham Way (A4) would be attractive for new businesses with convenient access to the local road network. However, development of Area D for business could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way. It is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development.</p> <p>page 75 of CEPS/06</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown.</p>	

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Relationship with existing residential development	The employment section of the site is bounded by A4 to the north and the residential development above the A4 is well screened by greenery. Consequently the site is likely to have a good relationship with existing residential development.	
Introduction of choice	No distinctive USP for the site.	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has moderate/average potential to ensure the delivery of a choice of premises or land for employment. The site can physically accommodate employment land or premises without prejudice to existing residential properties given the separation provided by the A4 and due to the fact that the existing residential development above the A4 is well screened by greenery. However development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. This is a similar result to other sites within the strategic area.</p> <p>The site is in a location that would create pressure on existing congested corridors and relies on the provision of a southern link road to improve access to the primary road network and could consequently be subject to high development costs.</p> <p>The site is considered to be deliverable later or beyond the plan period due to the current lack of developer interest, the need for infrastructure to access the site and the opportunity provide a suitable link with the A350 and M4 to mitigate the anticipated impact on the local road network. The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a significant risk to delivery. Similarly land in separate ownership alongside the river could present a further ransom to gain access to the site via a southern link road.</p> <p>On balance the economic potential of the site is a weakness given the employment led strategy for Chippenham. This weakness could be exacerbated by the potential delay to bringing attractive land for employment forward being dependant on the inclusion of a southern link road. The opportunity to deliver a southern link road is considered further in relation to criterion 3.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	There is moderate recreation potential with one relevant opportunity recorded in the A3 Area proformas on page 75 of CEPS/06. Relevant to the site is the Avon Valley Walk routed to the north of Area D and then along the Old Canal and an additional footpath loop along the northern side of the River Avon to the south of Area D.	
Environmental attractiveness	<p>The scope to provide interest and use existing features is considered to be moderate.</p> <p>The undulating landform is an attractive feature for housing development as it could enable the capture of a variety of views from properties and the street and pedestrian network towards the Limestone Ridge.</p> <p>Retention of the mature field boundaries and vegetation could help create provide a high quality setting for development and provide some distinctive character areas.</p> <p>However, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p> <p>A3 Area proformas on page 75 of CEPS/06</p>	
Noise, contamination and other pollution (including smell and air pollution)	There is considered to be moderate risk of noise, contamination and other pollution. There are two possible pollution sources which are located just outside the site boundary. The first is the Sewage Works and the other Refuse Disposal. As both are buffered by green space it is uncertain whether they will impinge upon residential area of site.	Option D7, along with D3, are closest to the potential pollution source and so are at a higher risk than other options within the strategic area.
Exceptional development costs	Distance from the strategic area to the water supply (reservoir north of town) would require a relatively long and expensive connection. Overland electricity lines cross the area. Part of the area is within a minerals safeguarding zone. The site could have high development costs due to requirement for SLR, which would also include the requirement for a bridge between this area and strategic area E, which has implications for cost and time. Page 52 CEPS/02	Option D7 could include a SLR which means development costs are likely to be higher than for Options D1 and D4 which spatially do not allow for a SLR.
Impacts upon nearby schools	<p>Mixed impacts upon nearby schools. Development in area likely to require a new primary school (depending on size and capacity of Charter and King's Lodge sites).</p> <p>However the site is fairly close to Abbeyfield School, which is the preferred secondary school option.</p>	Within Strategic Area D, option D7 is furthest from Abbeyfield School and has the lowest rating for

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	<p>Page 59 CEPS/02                  Figure 3-3 of CEPS/04 shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.</p>	<p>this criterion.</p>
<p>Impacts upon health facilities</p>	<p>Mixed impacts on health facilities. Lodge Surgery is located in Pewsham and is accessible to the site, however it is at or near capacity and so additional GP services needs to be provided as soon as possible. (GP SoCG CSOCCG/14).                  Figure 3-4 &amp; Table 3-6 shows that the site has strong – moderate ease of access by non-motorised modes to the hospital, although the route to the hospital currently goes into the town centre and back out again. Rowden Surgery is located alongside the hospital and could also be accessed from D7. However this is also at capacity. (GP SoCG CSOCCG/14).</p>	<p>None of the sites in the strategic area can easily access a GP surgery with capacity, however D7 performs slightly stronger than other options due to its closer proximity to the hospital.</p>
<p>Impacts on leisure facilities</p>	<p>Strong impacts on leisure facilities. The site is within 1600m of Stanley Park and Chippenham Town Council are keen to further develop Stanley Park                  Paragraph 11.5 in CEPS/02</p>	<p>D7 is furthest away from Stanley Park</p>
<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and very viable wind speed identified on page 84 of CEPS/02.                   All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>Based on evidence presented to support the core strategy it is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. The power lines and need for a bridge crossing of the River Avon to create an SLR represent additional costs to the development which could affect the proportions of affordable housing provided. The main strengths of this option are its proximity to Abbeyfield School where there is known capacity and relationship to Stanley Park although there are other options within Strategic Area D which have a better relationship to both of these facilities.</p> <p>There is a potential risk for this site in its relationship to both the sewerage treatment works and the water supply, although the extent of these risks is unknown at the moment. A further risk could be the delivery of appropriate levels of affordable housing if a requirement of the site is the provision of a southern link road in association with development in Area E. This raises two issues – the viability of the site given the additional cost of a link road and river crossing and delay to delivery of housing which could be linked to the completion of the southern link road to ameliorate the impact on congested corridors.</p> <p>Against this criterion, the proximity to the sewerage treatment works and the relative distance from Abbeyfield School means the option is less attractive than those located to the east of the strategic area.</p>		

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The opportunity to deliver a southern link road is considered further in relation to criterion 3.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>The majority of the site is assessed as of moderate potential access to the Primary Route Network (PRN) with the remainder being assessed as having weak access to the PRN. Table 4-2 CEPS/04a p19</p> <p>To improve the relationship to the A350/M4 the site is well located to provide an element of a Southern Link Road and would be necessary to enable development. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13</p> <p>The site without a SLR is less reliable as traffic would have to travel towards the town centre and out again before reaching the PRN, encountering many junctions.</p>	<p>Compared to other options within the strategic area this option scores comparatively well for access to the PRN Overall, this site option performs better than D1 and D4 and similarly to D3.</p>
Adding traffic to town centre streets	<p>The majority of the site is categorised as weak-very weak in distance from most congested corridors (between 0-1000m from network congestion points in the town centre) so the site is close to congested corridors. However a small amount (5%) is of moderate proximity to congested corridors. Table 4-1 CEPS/04a</p> <p>In the absence of new link roads traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13</p>	<p>Due to proximity to the town centre it has the worst result in the strategic area in relation to distance from congested corridors.</p>
Time and distance to town centre (Neeld Hall)	<p>In terms of non-motorised access to the town centre the majority of the site is within the area classified as moderate, with small amounts of strong access (4%) and weak access (1%) to the town centre. Table 3-1 of CEPS/04a</p>	

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<p>Impact on queue lengths and critical junctions</p>	<p>The majority of the site is categorised as weak-very weak in distance from most congested corridors (between 0-1000m from network congestion points in the town centre) so the site is close to congested corridors. However a small amount (5%) is of moderate proximity to congested corridors. Table 4-1 CEPS/04a</p> <p>In the absence of new link roads traffic from here would then place significant pressure on the A4 corridor from Pewsham and through the town centre. EP3 Paragraph 4.13</p>	<p>Due to proximity to the town centre it has the worst result in the strategic area in relation to distance from congested corridors.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>A southern Link Road is required under this strategic site option to enable development. Without the inclusion of a southern link road this site, has weak potential to offer wider transport benefits to the community as it is located close to congested corridors and has moderate non-motorised access to the town centre. In the absence of any new link roads, development of this site would place significant pressure on the A4 corridor from Pewsham and through the town centre. This is the same for all site options in Strategic Area D.</p> <p>Further transport work advises that the site demonstrates just one of the three transport attributes. It is likely to present wider transport opportunities for existing communities, but it is not particularly good for sustainable access or highway access.</p> <p>Creating a southern link road will improve access to the A350 through Strategic Area E and reduce the potential impact of development on existing congested corridors. Other sites in Strategic Area D do not offer this opportunity which means this option performs better against criterion 3 overall than those without a link road.</p> <p>The opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10. Furthermore the requirement for a southern link road may raise questions of viability. Although this issue is common to all site options within Strategic Area D which provide an opportunity for a link road.</p>		

<p>Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Time taken, safety and</p>	<p>In terms of non-motorised access to the town centre the majority of the site is within the area</p>	<p>This site option performs</p>

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quality of travel to town centre (Neeld Hall)	classified as moderate, with small amounts of strong access (4%) and weak access (1%) to the town centre. Table 3-1 of CEPS/04a	better than D1 and D4 and similarly to D3.
Time taken, safety and quality of travel to railway station	The majority of the site is categorised as having moderate ease of access to the town centre by non-motorised modes, although 47% is classed as weak.  Strategic Site Option D7 has no development land area within 1 mile of the station Table 3-2 and para 3.7 CEPS/04a	Due to proximity to the town centre this site option has the best result in the strategic area in relation to distance from the railway station although none of strategic area D performs strongly in this regard. However, this site option performs better than D1 and D4 and similarly to D3.
Time taken, safety and quality of travel to secondary schools	The site is close to Abbeyfield School, which is described as the preferred secondary school option in page 59 of CEPS/02.  Table 3-3 of CEPS/04a shows that the site has strong – moderate ease of access to secondary schools. However CEPS/02 advises that some safe travel routes would need to be devised to be confident that secondary pupils could access the school.	D7 is the furthest from Abbeyfield school of all the Strategic Area D options.
Time taken, safety and quality of travel to College	This site has moderate/weak access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles. Table 3-2 CEPS/04a	Within Strategic Area D, site D7 performs most strongly against this objective.
Access to the existing public transport, footpath and cycle network	Site D7 is within this area, classed as weak or very weak access to the existing public transport, i.e. outside of reasonable access to commercially viable public transport corridors (Figure 3-6 CEPS/04). The site is beyond 400 metres from any main bus corridor (Table 3-6 & para 3.11 CEPS/04a).  Although Strategic Area D has areas of land alongside the A4 corridor which is classed as strong for public transport access, bespoke subsidised services may be required to serve the other parts of the strategic area that are beyond a reasonable walking distance from the A4 / London Road.  The site has a bridleway along its eastern boundary leading up to Pewsham Way. There is also a footpath to the north of Pewsham Way which leads into Chippenham Town Centre.	Performs less well than option D1 and D3 which are adjacent to London Road and public transport corridors.
Opportunity to create	Low opportunities to create extensions to the existing public transport, footpath and cycle network.	

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<p>extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>CEPS/04 suggests that the entire strategic area has a limited ability to deliver new attractive walking and cycling links (paragraph 5.11) or improved public transport accessibility (paragraph 5.15). This is because these areas would probably need to be served by development specific or 'orbital' type services which require ongoing subsidy in order for them to be sustained. In addition existing trip generators and trip attractors are primarily located to the north of Strategic Area D.</p>	
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Overall the site has moderate opportunities to improve access to key facilities by non-motorised transport. As already recognised, it has a strong relationship with Abbeyfield school although other sites within Area D would have a closer relationship. The site is in that part of Area D which has the best relationship with the town centre and railway station. There are weak opportunities to extend existing public transport routed on the A4 into the site, this is a feature comment with all strategic site options in Area D, however Site D7 is highlighted as performing particularly poorly.</p> <p>There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 4.</p>		

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>CEPS/06 drawing number D4646.019E shows that the site is within an area classed as of moderate-low development capacity. The site is currently assessed as attractive and mostly consistent which may be affected by development unless mitigated.</p> <p>The area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill), it is mostly consistent with wider landscape character although the area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p>	
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>The site contributes to a strong sense of separation and has a moderate-high visual prominence. Page 76 of CEPS/06 advises that the strategic area maintains separation between Chippenham and Derry Hill and the limestone ridge (Naish Hill). The area is visually prominent from the A4 (Pewsham Way) and Naish Hill.</p> <p>The presence of development on the higher ground of Area D would reduce the sense of separation between Pewsham and the Limestone Ridge and the rural character of the approach along Pewsham Way. Therefore, development of Area D for housing could undermine a number of qualities to be safeguarded including; visual separation between the Limestone Ridge and Pewsham and the rural</p>	



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	<p>character of the south eastern approach to Chippenham using Pewsham Way. Due to the nature of the local topography, there would be the risk that development of Area D for housing or business would result in a similar adverse effect already caused by Pewsham, where the housing development is highly visible from southern directions.</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Low impacts on designated ecological sites and/or protected species. CEPS/09 identifies the River Avon County Wildlife Site and its associated floodplain as an important ecology feature. The river corridor is also a significant ecological feature opportunity area. Mortimores Wood CWS (Woodland Trust) is located adjacent to the River Avon and forms an important part of a developing woodland corridor adjacent to the river. These areas are areas of green space within the option. The evidence paper goes on to conclude that the higher-lying land is not as constrained and could be developed sensitively to take account of important habitats and habitat connectivity.</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Para 4.20 of CEPS/11 advises there are no designated heritage assets within the approximate Strategic Area D. However, the site is adjacent to Rowden Conservation Area.</p> <p>In addition there is a high potential for heritage assets with archaeological interest associated with the former Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest) (para 4.22) although mitigation of effects on heritage assets with archaeological interest is achievable either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains.</p>	<p>Sites D1, D3 and D4 also function as agricultural land although historically the land was part of a royal hunting forest (or deer park) known as Pewsham Forest. A small isolated remnant remains as 'Mortimores Wood' at the north west corner of D3 and D7. Rowden conservation area associated with Rowden Manor extends into D3 and D7 so these options perform less well under this criterion.</p>
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>The site provides limited opportunities for improvement. Page 75 of CEPS/06 concludes that the existing landscaped edge to Pewsham and approach along Pewsham Way are of a high quality. There are limited opportunities for improvement and the development of Area D would undermine the existing fringe and approach.</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views (page 74 CEPS/06).</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p>		

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Although the site has certain features of ecological value such as Mortimores Wood CWS and the River Avon County Wildlife site, it is close proximity to Rowden Conservation Area and it includes attractive landscape there is potential for mitigation in relation to each aspect which means the site has moderate to low development capacity.

There is concern that development will undermine the separation between Derry Hill and Chippenham and the area is visually prominent from the A4 at Pewsham.

There are no overriding features of the site that would make it more attractive than others within the area in relation to criterion 5.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	Low risk of flooding, with very small amounts of the site within flood zone 2 and 3. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town. New road and dedicated links across the river for pedestrians and cyclists would be necessary to properly connect potential development. Such new structures outside flood zone 1 may displace water, disrupt natural flows or involve the loss of existing flood storage. None of these aspects involve insurmountable problems but do add a further level of complication (para 4.28 CEPS/10).	
Overall judgement in relation to CP10 Criterion 6		
Low risk of flooding. However appropriate development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town.		

**STRATEGIC AREA E**

**Strategic Site Option E1: Summary SWOT**

Strategic Site option name E1				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Close proximity/good access to the A350/PRN</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The site is positioned in a strategic location mainly away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion.</p> <p>Has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries</p>	<p>Showell Farm employment area is near to the existing PEA of Methuen Park. This along with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p>	<p>A larger site than E1 is being actively promoted by the land owner and subject to a planning application which means a smaller site could be viable and deliverable in the short to medium term.</p>	<p>The site has weak access for residents to the railway station</p>
2. Social	<p>In terms of noise, contamination and other</p>	<p>The floodplain associated with the river Avon provides a</p>	<p>The distance from the strategic area to the water supply to the</p>	<p>The site does not have a good relationship with any secondary</p>

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	<p>pollution, as this site does not extend as far south as others, it does not pass close to the sewage treatment works and the southernmost residential development does not sit on the main A350 trunk road. Land contamination is thought to be low with the majority of land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>north of town requires a relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line</p>	<p>schools.</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350.</p> <p>The site has moderate/strong links to the town centre by non-motorised modes of transport.</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however such a scheme may not be viable due to the smaller size of E1.</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion.</p>	<p>The site has sections of land that are in close proximity to congested corridors, and hence may add to congestion.</p>
4. Accessibility	<p>The majority of the site is assessed as being strong/moderate in terms of ease of access by non-motorised transport to the town</p>	<p>Potential to extend the existing public footpaths leading to the centre of Chippenham from the south western approach to the town centre, while the increased</p>		<p>Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E1 is classified as 62% weak in terms of</p>

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	centre and public transport corridors.	demand may also lead the way in regards to improving the commercial viability of improving public transport links.		ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5 miles from a secondary school  The site has weak access for residents to the railway station
5. Environment	E1 does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do.	The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.  The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.	Impact on heritage assets and the setting of the conservation area.	
6. Flood risk	E1 has the smallest region that adjoins the River Avon floodplain and hence will have the least management of flood risk of all the three site options		Drainage from this area will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage	Some of the site has the propensity to groundwater flooding, although much of the affected area is close to the river Avon and identified as greenspace. However it may have

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	in that regard.		effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.	a bearing on the potential for and design of SUDS.  The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.
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**Strategic Site Option E1 Detailed policy analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the PRN. The majority of the site has moderate access to the PRN. The site is on the whole strong (0m-1000m) and moderate (1000m-2000m) with the only weak areas being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19</p> <p>The employment section of the site is located directly off of the A350, which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS04 Paragraph 4.21.</p>	All options perform strongly.
Distance to railway station	<p>The site option has 49% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 51% assessed as weak. CEPS/04a, Table 3-2</p> <p>Strategic Site Option E1 has no development land area within 1 mile of the station Para 3.7 CEPS/04a</p>	Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of

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<p>Fit with economic assessment</p>	<p>Strong New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham. CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates class B1(b), class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses. Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above.</p> <p>Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS/01 Pg 25.</p>	<p>land with weak access. Indicative Employment area is the same across all three area E options.</p>
<p>Contribution to wider economic growth</p>	<p>Strong Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17</p> <p>This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth. Planning application at Showell farm highlights how the site can also accommodate car parking which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	
<p>Development costs</p>	<p>Considered as Average</p> <p>A Greenfield Site, accessible from the A4 is likely to have average development costs. This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive.</p> <p>GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace. Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).</p> <p>A bridge may be required between this site and strategic area D, which would have implications for cost and time of delivery in Strategic Area D but this site would safeguard the future connection so no major infrastructure delays.</p>	<p>E5 could have higher development costs than E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>



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<p>Speed of delivery</p>	<p>Considered as Moderate. The site is a greenfield site, although there is some existing development, for example Milbourne Farm is included in the central region of the residential land which may delay development.</p> <p>A planning application has been submitted for Showell Farm and demonstrates the willingness of the developer to bring this site forward for employment. Therefore anticipate delivery in the short term.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/western residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery.</p> <p>Good location in regards to road network</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criterion as no major barriers to delivery anticipated..</p>
<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network.</p> <p>A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space. The conservation of this area and its setting will have to be taken into consideration.</p> <p>While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59.</p>	<p>Larger development sites may have greater impact on the conservation area and its setting.</p>
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
<p>Relationship with existing residential development</p>	<p>Distance to significant existing residential development: Moderate The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings. In addition, the eastern edge of the site is not well screened from Showell Nurseries</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site</p>

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	<p>Coppice Close housing.</p> <p>Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59. Site option E1 has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries</p>	<p>option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship with existing housing.</p>
<p>Introduction of choice</p>	<p>The site option includes a large amount of employment land in a strategic location which provides the potential for the introduction of choice. The planning application for Showell Farm (N/13/00308/OUT) outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping &amp; Works</p> <p>The site has a good strategic location in terms of motor vehicle access which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has good potential to ensure the delivery of a good mix of premises or land for employment. The employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth. It has a strong fit with the economic assessment and it is a large employment site which would provide a good introduction of choice.</p> <p>The site has a direct link to the A350 and the wider PRN. It is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>Site option E1 has the smallest amount of residential development with an undeveloped buffer retained between development and existing housing at Showell Nurseries</p> <p>There is a submitted planning application within the strategic area which is larger than site option E1, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site E1 is smaller than the application it could introduce complications to equalisation discussions between landowners.</p> <p>The site has strong economic potential.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>Average recreation potential</p> <p>Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon eg though better interpretation of the listed buildings and conservation area.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application (which is however reflecting a site larger than this one) where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p>	
Environmental attractiveness	<p>Moderate environmental attractiveness.</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development.</p> <p>CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>There is a sewage treatment works to the east of the site across the River Avon, however there is a substantial buffer of green space between the works and any residential development. Possible extending of the greenspace on the indicative layout if it is found that a larger buffer is required around the sewage treatment works to the south west of the strategic site. However due to the river Avon floodplain, the nearest residence is likely to be at least 500m away.</p> <p>CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the potential employment and residential areas of the site.</p> <p>CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development.</p> <p>CEPS/02, Pg 31</p>	<p>Benefits of the site not extending as far south as other options include the fact that this means they do not pass as close to the sewage treatment works and the southernmost residential development does not sit right on the main A350 trunk road.</p>

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<p>Exceptional development costs</p>	<p>The site is likely to have average development costs. It is a greenfield site and it is accessible from the B4528/B4643 in a number of locations. Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area. A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site. CEPS/02, Pg 48.</p>	
<p>Impacts upon nearby schools</p>	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwelling would see around 310 additional primary aged children arrive on the site, consequently a new primary school would be required to meet the additional capacity created by this strategic site option. Site Option E1 has no development land within 1 mile of a secondary school (para 3.8 CEPS/04a). Generally the strategic area has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
<p>Impacts upon health facilities</p>	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services will be required. Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery. There is an identified need for a new/extended GP surgery. CEPS/02 Pg 66 Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs, it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would place Area E in a very strong position for providing any new residents with extended health care within a close proximity to their homes.</p>	<p>Rowden Surgery and Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest to the health facilities.</p>
<p>Impacts on leisure facilities</p>	<p>Strategic site option E1 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range. There is the opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development CEPS/02 Pg 73-74.</p>	

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<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>Furthermore, the site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.</p> <p>There are some risks for this site, relating to the potential pollution sources at the sewage works and the railway line, as well as the distance to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.</p>		

<p>Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Time and distance to A350</p>	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the</p>	

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	<p>PRN. The majority of the site has moderate access to the PRN. The site is on the whole strong (0m-1000m) and moderate (1000m-2000m) with the only weak areas being within the proposed green space to the far north of the site, hence being less of a detriment to the site.</p> <p>Table 4-2 CEPS/04a p19</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS/04 Paragraph 4.21.</p>	
<p>Adding traffic to town centre streets</p>	<p>Strategic Area E contains 46% of land that is classified as weak (500m-1000m) or very weak (0m-500m) in terms of Network Impact - distance to congested corridors (Table 4-2 CEPS/04, Pg 29). However the majority of the area classed as weak is greenspace, with additional transport work showing that the majority of site E1 has moderate network impacts (Table 4-1 CEPS/04a).</p> <p>Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (&lt;18% or &lt;13 hectares). (para 4.5 of CEPS/04a)</p>	
<p>Time and distance to town centre (Neeld Hall)</p>	<p>In terms of ease of access to the town centre by non-motorised modes of transport, area E has its strongest region within the green space to the north of the site. The majority of the residential area in strategic site E1 has moderate (1600m- 2400m) access to the town centre. However there are areas which have strong access (19%) and others with weak access (24%) to the town centre.</p> <p>Table 3-1 CEPS/04a Pg 10.</p>	<p>Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category</p>
<p>Impact on queue lengths and critical junctions</p>	<p>The majority of strategic site option E1 has moderate network impacts (Table 4-1 CEPS/04a).</p> <p>Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (&lt;18% or &lt;13 hectares) (para 4.5 of CEPS/04a).</p>	<p>Scale of development may influence traffic impacts Therefore Area E1 is likely to perform best</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350. The site has moderate/strong links to the town centre by non-motorised modes of transport.</p> <p>However, this proximity to the Town Centre means that the site performs weakly in terms of the risk of adding to the traffic passing through Chippenham. The site also has large sections of land that are of a close proximity to congested corridors, and hence may add to this problem. The site could contribute towards the production of an Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however such a scheme may not be viable due to the smaller size of E1.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	The majority of the residential area in strategic site E1 has moderate (1600m- 2400m) access to the town centre. However there are areas which have strong access (19%) and others with weak access (24%) to the town centre. Table 3-1 CEPS/04a Pg 10.	E1 with fewer homes is closest to the town centre. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 49% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 51% assessed as weak. CEPS/04a, Table 3-2  Strategic Site Option E1 has no development land area within 1 mile of the station Para 3.7 CEPS/04a	Option E3 has the most amount of land with weak access To the railway station.
Time taken, safety and quality of travel to secondary schools	Strategic Site Option E1 has no development land within 1 mile of a secondary school. The majority of the site is assessed as having weak access to secondary schools, with some areas having moderate access (32%) and some very weak access (6%) to secondary schools. Table 3-3 CEPS/04a  The site is closest to Hardenhuish and Sheldon Schools, whereas Abbeyfield Secondary School is described as the preferred secondary school option in page 59 of CEPS/02	
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	CEPS/04 highlights that Strategic Area E performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 97% of the area performing strongly. Table 3-5 CEPS/04a p15. Strategic site E1 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create extensions to the	Medium opportunities to create extensions to the existing public transport network. Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the	Scale of development will influence degree to which

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<p>existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>B4528/B4643 corridor, and its close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving their commercial viability and allowing for increased service frequencies and extended operating hours. In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge. See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>additional public transport can be provided. With strategic site E2 being larger than E1, it has a greater capacity to improve the public transport access. However the scale of E3 would then mean that E3 performs best in this regard.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Ease of access to the town centre and public transport is assessed as being good. Access to the railway station is weak, but access to the secondary schools of Chippenham is clearly the main weakness of the area.</p> <p>The main opportunity is the potential to extend the existing public footpaths leading to the centre of Chippenham from the south western approach to the town, while the increased demand may also lead the way in regards to improving the commercial viability of improving the public transport links. These may then lead to improved access to Chippenham’s secondary schools.</p>		

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity. This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643. Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved. The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham’s historic core and the undulating landform of the area. Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to</p>	<p>Area E1 performs best in terms of preserving the southern landscape value of the strategic area. It has been identified that the southern area is more attractive and remote, and also is more visible/directly linked to the limestone ridge to the southeast. The qualities of the southern region are partly</p>



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	<p>preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D. CEPS/06</p>	<p>due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings. On this basis, E1, purely due to its size, performs better than E2, E3 and E5.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west. From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this. In general the visual prominence of the region is contained by its location on lower ground, the screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham. CEPS/06</p>	<p>The southern region of the strategic area has been identified as being more attractive and remote, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its setting in terms of the southern rural approach, and in terms of the views from the limestone ridge to the southeast..</p>

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		On this basis, E1, purely due to its size, performs better than E2, E3 and E5
Impacts on designated ecological sites and/or protected species	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area.</p> <p>CEPS/09 Pg 10-11</p>	
Impacts on heritage assets, their setting and archaeological potential	<p>Appendix A of CEPS/06:</p> <p>High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area.</p> <p>CEPS/11 Pg 14.</p> <p>Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give "considerable importance and weight" to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p> <p>Area E has archaeological interest dating from the roman times in the region of Showell Farm Nurseries and from the medieval period in the region of Rowden Farm.</p> <p>Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains.</p> <p>The designated conservation area around Rowden Manor will protect this heritage asset.</p>	

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	CEPS/06	
	CEPS/11: overall high risk to the known historic environment	
Opportunity to repair urban fringe and approaches to Chippenham	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p> <p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas.</p> <p>However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east.</p> <p>CEPS/06</p>	
Connectivity to public rights of way through and into the countryside	<p>Average connectivity to public rights of way through and into the countryside with some public views. The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon.</p> <p>CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Overall, this site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p> <p>The site preserves ecological, archaeological and heritage assets by retaining the conservation area, while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p> <p>The sites green space opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the area.</p> <p>As E1 is within the north of Strategic Area E, it also does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do.</p>		

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
Indicator	A: Individual Assessment	B: Comparison within Strategic Area (As 'A')

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		<i>column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime. However, the majority of land within the flood zone is located in the indicative green space of the conservation area and land alongside the River Avon,</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the propensity for groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS. CEPS/10 Figure 1 &amp; Figure 2. Pg 6-7 &amp; 15</p>	<p>E1 performs worse in regards to a large percentage of the site being taken up by the pudding brook flood zones. As Area E2, E3 and E5 are larger site options, there is a larger amount of land available for residential development.</p> <p>Nevertheless, E1 has the smallest region that adjoins the River Avon floodplain and hence will have the least management of flood risk of all the site options in Strategic Area E.</p>

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Strategic Site Option E2: Summary SWOT

Strategic Site option name E2				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>The site is being actively promoted by the land owner and subject to a planning application.</p> <p>Close proximity/good access to the A350/PRN.</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The site is positioned in a strategic location mainly away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount</p>	<p>Showell Farm employment area is nearby to the existing PEA of Methuen Park. This along with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p>	<p>The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p>	<p>The site has weak access for residents to the railway station</p>

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	to the delivery of this site.			
2. Social	<p>Land contamination is thought to be low with the majority of land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>The distance from the strategic area to the water supply to the north of town requires a relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.</p>	<p>The site does not have a good relationship with any secondary schools.</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350.</p> <p>The site has moderate/strong links to the town centre by non-motorised modes of transport.</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors.</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion which may be worse with the additional motorised transport a larger residential development will bring.</p>	<p>The site has large sections of land that are in close proximity to congested corridors, and hence may add to the congestion.</p>
4. Accessibility	<p>The majority of the site is assessed as being strong/moderate in terms of ease of access to the Town Centre and public transport corridors by non-motorised transport.</p>	<p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of</p>		<p>The site has weak access for residents to the railway station. Furthermore, relatively more residents are assessed as having weak access to the railway station than in E1.</p> <p>Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E2 is</p>

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		Chippenham.		classified as 68% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5 miles from a secondary school.
5. Environment	E2 does not significantly encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do.	<p>The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p> <p>The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p>	Impact on heritage assets and the setting of the conservation area must be minimised.	
6. Flood risk			Drainage from this area will be directed to the River Avon and	Some of the site has the propensity to groundwater flooding, although

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			<p>Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p>	<p>much of the affected area is close to the river Avon and identified as greenspace. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.</p>
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**Strategic Site Option E2 Detailed policy analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the PRN</p> <p>The majority of Strategic Site Option E1 has moderate access to the PRN. The site is on the whole strong (43%) and moderate (51%) with the only weak areas (8%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19</p> <p>The employment section of the site is located directly off of the A350 which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS/04 Paragraph 4.21.</p>	<p>All options perform strongly. The residential area in option E3 extends further to the south towards the A350 so performs marginally better than E1, E2 and E5</p>



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<p>Distance to railway station</p>	<p>The site option has 42% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 58% assessed as weak. CEPS/04a, Table 3-2</p>	<p>Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of land with weak access</p>
<p>Fit with economic assessment</p>	<p>Strong                      New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham.                      CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses.</p> <p>Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above.</p> <p>Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS01 Pg 25.</p>	<p>Indicative Employment area is the same across all three area E options.</p>
<p>Contribution to wider economic growth</p>	<p>Strong</p> <p>Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available.                      CEPS/01, Paragraph 6.17</p> <p>This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth.</p> <p>Planning application at Showell farm highlights how the site can also accommodate car parking which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	<p>.</p>
<p>Development costs</p>	<p>Considered as Average</p>	<p>E5 could have higher</p>

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	<p>A Greenfield Site, accessible from the A4 is likely to have average development costs.</p> <p>This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive. GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace.</p> <p>Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).</p> <p>However a bridge may be required between this site and strategic area D, which has implications for cost and time.</p>	<p>development costs that E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>
<p>Speed of delivery</p>	<p>Considered as Moderate.</p> <p>The site is a greenfield site, although there is some existing development, for example Milbourne Farm is included in the central region of the residential land which may delay development.</p> <p>A planning application (14/12118/OUT) has been submitted which exactly matches site E2, which suggest that the site is deliverable as it is being actively promoted and subject to a planning application.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/western residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25.</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criterion.</p>
<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network.</p> <p>A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space. The conservation of this area will have to be taken into consideration.</p> <p>While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from</p>	

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	<p>the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59.</p>	
Ability to meet ICT needs	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
Relationship with existing residential development	<p>Distance to significant existing residential development: Moderate</p> <p>The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings. In addition, the eastern edge of the employment site is not well screened from Showell Nurseries</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built Coppice Close housing.. The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p> <p>Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59.</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship with existing housing.</p>
Introduction of choice	<p>The site option includes a large amount of employment land in a strategic location which provides the potential for the introduction of choice. The planning application for Showell Farm (N/13/00308/OUT) outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping &amp; Works</p> <p>The site has a good strategic location in terms of motor vehicle access, which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has good potential to ensure the delivery of a good mix of premises or land for employment. The employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth. The employment site is a strong fit with the economic assessment and it is a large employment site which would provide a good introduction of choice.</p>		

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The site has a direct link to the A350 and the wider PRN. It is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.

The site extends around Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.

The site is being actively promoted by the land owner and subject to a planning application which means the site is likely to be viable and deliverable in the short to medium term.

The site has strong economic potential.

Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>Average recreation potential</p> <p>Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p>	<p>Possibly a greater viability for the provision and generation of recreational opportunities due to the larger residential area of E2 in comparison to E1.</p>
Environmental attractiveness	<p>Moderate environmental attractiveness.</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable</p>	

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	<p>the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development. CEPS/06, page 80.</p>	
<p>Noise, contamination and other pollution (including smell and air pollution)</p>	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>This indicative residential area within site option E2 is within 350m of the sewage treatment works. CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the potential employment and residential areas of the site. CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development. CEPS/02, Pg 31</p>	<p>The indicative residential area within area E2 places housing development within 350m of the sewage treatment works, this is circa 150m closer than Area E1.</p>
<p>Exceptional development costs</p>	<p>The site is likely to have average development costs.</p> <p>It is a greenfield site, accessible from the B4528/B4643 in a number of locations.</p> <p>Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area.</p> <p>A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site. CEPS/02, Pg 48.</p>	
<p>Impacts upon nearby schools</p>	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required</p> <p>CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwelling would see around 310 additional primary aged children arrive on the site consequently a new primary school would be required to meet the additional capacity created by on this strategic site option. The Rowden Park</p>	

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	<p>application is for 1000 dwellings, given that strategic site E2 matches this application, it is likely a Primary School will be viable.</p> <p>Site Option E2 has no development land within 1 mile of a secondary school (para 3.8 CEPS/04a). Generally the site option has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
<p>Impacts upon health facilities</p>	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services will be required</p> <p>Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery.</p> <p>There is an identified need for a new/extended GP surgery. CEPS/02 Pg 66</p> <p>Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs, it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would clearly place Area E in a very strong position for providing any new residents with health care within a close proximity to their homes.</p>	<p>Rowden Surgery and Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest to the health facilities.</p>
<p>Impacts on leisure facilities</p>	<p>Strategic site option E2 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range.</p> <p>There is the opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development. CEPS02 Pg 73-74.</p>	
<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby</p>	

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	<p>Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development.. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>This site has strong relationship with health facilities as it is also closely linked with the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.</p> <p>There are several risks for this site, relating to the potential pollution sources at the sewage works and the railway line, the indicative residential area within area E2 places housing development within 350m of the sewage treatment works. There is also a relatively long connection to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.</p>		

<p>Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As 'A' column unless stated)</i></p>
<p>Time and distance to A350</p>	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E1 has more than one third of its development land within 1000 metres of the PRN</p> <p>The majority of Strategic Site Option E1 has moderate access to the PRN. The site is on the whole strong (43%) and moderate (51%) with the only weak areas (8%) being within the</p>	

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	proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a p19	
Adding traffic to town centre streets	Strategic Area E contains 46% of land that is classified as weak (500m-1000m) or very weak (0m- 500m) in terms of Network Impact - distance to congested corridors (Table 4-2 CEPS/04, Pg 29). However the majority of the area classed as weak is greenspace, with additional transport work showing that the majority of site E2 has moderate network impacts (Table 4-1 CEPS/04a).  Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)	
Time and distance to town centre (Neeld Hall)	In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E2 has moderate (1600m- 2400m) access to the town centre. However there are areas of strong access (16%) and weak access (21%) to the town centre. Table 3-1 CEPS/04a	Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category
Impact on queue lengths and critical junctions	Strategic Site Option E2 has moderate network impacts (Table 4-1 CEPS/04a).  Although Strategic Area E has the greatest proportion of land within 500 metres, this is a relatively small amount (<18% or <13 hectares). (para 4.5 of CEPS/04a)	Scale of development may influence traffic impacts. Therefore Area E2 is likely to perform better than E3 but worse than E1.
Overall judgement in relation to CP10 Criterion 3		
<p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350. E2 also performs well in terms of access to the town centre by non-motorised modes of transport, however the additional development in the southern region of the strategic area in comparison to E1 means that proportionally more housing is being built with weaker access to the town centre.</p> <p>This larger scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to the risk of adding to existing traffic passing through the town centre, adding to the congestion already experienced in these nearby congested corridors.. The site could contribute towards the production of an Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however this may pose a significant development cost upon the strategic site</p>		

Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic



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		<i>Area (As 'A' column unless stated)</i>
Time taken, safety and quality of travel to town centre (Neeld Hall)	Moderate In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E2 has moderate (1600m- 2400m) access to the town centre. However there are areas of strong access (16%) and weak access (21%) to the town centre. Table 3-1 CEPS/04a	E1 has relatively more housing located close to the town centre, performing better than E2 and E5. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 42% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 58% assessed as weak. CEPS/04a, Table 3-2	Strategic site option E2 extends circa 300m further to the south than option E1. Option E1 performs best, followed by E2 and E5. Option E3 has the most amount of land with weak access.
Time taken, safety and quality of travel to secondary schools	Site Option E2 has no development land within 1 mile of a secondary school (para 3.8 CEPS/04a). Generally the site option has moderate (27%) to weak (68%) non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.	
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	Table 3-6 of CEPS/04a highlights that Strategic Site Option E2 performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 92% of the area performing strongly.  Strategic site E2 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create extensions to the existing public transport, footpath and cycle network that	Medium opportunities to create extensions to the existing public transport network.  Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the B4528/B4643 corridor, and its close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving	Scale of development will influence degree to which additional public transport can be provided. With strategic site option E2 being larger than E1,

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<p>improves access to town centre etc</p>	<p>their commercial viability and allowing for increased service frequencies and extended operating hours.</p> <p>In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge. See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>it has a greater capacity to improve the public transport access. However the scale of E3 would then mean that E3 performs best in this regard.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Ease of access to the town centre and public transport is assessed as being good. Access to the railway station is weak, but access to the secondary schools of Chippenham is clearly the main weakness of the area. The additional land in this option is further to the south than land in E1, so this option performs relatively weaker in terms of access to the town centre and associated facilities.</p> <p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham. These may then open up the possibility of improved links to Chippenham’s existing secondary schools.</p>		

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Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Capacity to preserve or enhance landscape characteristics	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity.</p> <p>This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643.</p> <p>Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved.</p> <p>The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham's historic core and the undulating landform of the area.</p> <p>Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D.</p> <p>CEPS/06</p>	<p>Area E2 performs broadly similarly as E1 as it only extends approximately 350m further south than E1. However it performs better than E3 which extends significantly further south into the countryside, and is encroaching upon the limestone ridge to the south-east.</p> <p>Furthermore, it has been highlighted that the southern region of the strategic area is more remote and attractive, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings.</p>

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		<p>On this basis, while E2 scores slightly worse than E1, it has similar impacts to E5 and scores significantly better than E3.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west.</p> <p>From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this.</p> <p>In general the visual prominence of the region is contained by its location on lower ground, the screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham.</p> <p>CEPS/06</p>	<p>The further south the development extends, the higher the likelihood that development will have adverse effects upon its setting in terms of the southern rural approach, and in terms of the views from the limestone ridge to the southeast.</p> <p>Due to the additional southern extent of development in strategic site E2, the site does perform marginally worse compared to E1. This site performs similarly to E5 and better than strategic site E3 due to the large distance further south that E3 extends.</p>
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through</p>	

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	<p>the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area. CEPS/09 Pg 10-11</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Appendix A of CEPS/06: High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area. CEPS/11 Pg 14. Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p> <p>Area E has archaeological interest dating from the roman times in the region of Showell Farm Nurseries and from the medieval period in the region of Rowden Farm. Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. The designated conservation area around Rowden Manor will protect this heritage asset. CEPS/06</p> <p>CEPS/11: overall high risk to the known historic environment</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p>	

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	<p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas. However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east.</p> <p>CEPS06</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views.</p> <p>CEPS/06 Pg 79The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon.</p> <p>CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Overall, though this site option is slightly larger, it does not extend beyond the existing footprint of Chippenham. The site option could preserve the landscape characteristics in regards to Rowden Manor and its associated conservation area, along with the River Avon valley. Scope to preserve the views of the historic core of Chippenham are also possible with the retention of green buffers, which would help maintain the urban fringes and rural approaches to Chippenham.</p> <p>The sites green space opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the area.</p> <p>The site preserves ecological, archaeological and heritage assets by retaining the conservation area. The site surrounds the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area and green space incorporated in the site.</p> <p>Site E2 stretches slightly further south than E1, however does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being strongly affected as much as a development stretching further south would do.</p>		

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime.</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the propensity for groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS. CEPS/10 Figure 1 &amp; Figure 2. Pg 6-7 &amp; 15</p>	<p>Due to its slightly longer boundary with a flood risk area, Area E2 performs slightly worse than E1, as an increased boundary would lead to an increased management of risk. However E2 performs better than E3, and the same as E5.</p>

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**Strategic Site Option E3: Summary SWOT**

Strategic Site option name E3				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Close proximity/good access to the A350/PRN. The additional land in this site option is all within the area assessed as having strong access to the PRN.</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The employment allocation itself is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount</p>	<p>Showell Farm employment area is nearby to the existing PEA of Methuen Park and with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p>	<p>The site completely encircles Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development.</p>	<p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station</p>



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	to the delivery of this site.			
2. Social	<p>Land contamination is thought to be low with the majority of land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>The distance from the strategic area to the water supply to the north of town requires a relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.</p> <p>E3 proposes a significant amount more residential development, which could essentially fulfil Chippenham's housing need. Due to the large number of houses the site would provide, Chippenham would be relying upon it to deliver it's housing need, which could slow the speed of delivery in regards to Chippenham as a whole.</p>	<p>The site does not have a good relationship with any secondary schools</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350. Strategic Site Option E3 provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion which may be worse with the additional motorised transport a larger residential development will bring.</p>	<p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the town centre.</p> <p>The site has large sections of land that are in close proximity to congested corridors, and hence may add to the congestion.</p>
4. Accessibility	<p>The majority of the site is</p>	<p>Due to the strategic location and</p>		<p>Ease of access to Chippenham's</p>

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	<p>assessed as being strong/moderate in terms of ease of access to the Town Centre and public transport corridors by non-motorised transport.</p>	<p>scale of this site, there are good opportunities to improve the provision of public transport and expand the public footpath network to the town centre and other facilities in and around Chippenham.</p>		<p>secondary schools has been a weakness across all of the strategic area E options, however option E3 performs worst in this regard. Site option E3 is classified as 73% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport, at more than 1.5 miles from a secondary school.</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station.</p> <p>Option E3 performs relatively weakest in Strategic Area E in terms of access to the town centre and public transport corridors.</p>
<p>5. Environment</p>		<p>The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p>	<p>While the quality of the environment of the River Avon valley and within the conservation area could be enhanced, the development within E3 could detrimentally impact upon the environment further south of the area, while also impacting upon the distinctive visual quality of the limestone ridge to the southeast.</p> <p>Impact on heritage assets and the setting of the conservation area must be minimised</p>	<p>This strategic site extends around 850m further south than E1. The southern part of the strategic area has a higher landscape quality than the northern part and therefore option E3 is encroaching upon the more remote and attractive landscape to the south of the strategic area.</p>

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		<p>The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p>		
<p>6. Flood risk</p>			<p>Drainage from this area will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p>	<p>Some of the site has the propensity to groundwater flooding, although much of the affected area is close to the river Avon and identified as greenspace. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.</p>

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Strategic Site Option E3: Detailed policy analysis

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). The residential area in E3 stretches further to the south of the strategic area, this additional area is all within the area assessed as having strong access to the PRN.</p> <p>Strategic Site Option E3 has more than one third of its development land within 1000 metres of the PRN. The majority of the site has strong access (0m-1000m) to the PRN. The site is on the whole strong (59%) and moderate (37%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site.</p> <p>Table 4-2 CEPS/04a p19</p> <p>The employment section of the site is located directly off of the A350 which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental impact upon Chippenham's existing highway network. CEPS04 Paragraph 4.21.</p>	<p>All options perform strongly. The residential area in option E3 extends further to the south towards the A350 so performs marginally better than E1, E2 and E5</p>
Distance to railway station	<p>The site option has 30% of its area assessed as having moderate non-motorised access to the railway station, 60% assessed as weak and the remainder very weak.</p> <p>CEPS/04a, Table 3-2</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category, which equates to over two-thirds of development land area more than 1.5 miles from the railway station.</p>	<p>Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of land with weak access</p>
Fit with economic assessment	<p>Strong</p> <p>New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham.</p> <p>CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a)</p>	<p>Indicative Employment area is the same across all three area E options.</p>

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	<p>uses Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above. Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS/01 Pg 25.</p>	
Contribution to wider economic growth	<p>Strong Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17 This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth. Planning application at Showell farm highlights how the site can also accommodate car parking which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	
Development costs	<p>Considered as Average A Greenfield Site, accessible from the A4 is likely to have average development costs.  This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive. GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace.  Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).  A bridge may be required between this site and strategic area D, which would have implications for cost and time of delivery in Strategic Area D but this site would safeguard the future connection so no major infrastructure delays</p>	<p>E5 could have higher development costs than E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>
Speed of delivery	<p>Considered as Moderate. The site is a greenfield site, although there is some existing development, for example Milbourne Farm is included in the northern area of the residential land which may delay development. Allocating the entire requirement on one site may mean a slower delivery of houses than if two separate sites were developed alongside each other across Chippenham as a whole. Due to the size of E3, the majority of the housing need would be met by this one site, and so a slower delivery of housing may be present for Chippenham as a whole. A planning application (14/12118/OUT) has been submitted in the strategic area, for a smaller</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criteria.</p>

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	<p>site than E3 which suggest that the general area is deliverable as the site is being actively promoted and subject to a planning application. However as site E3 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved and added complexities are identified in terms of service delivery..</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/west residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery. The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25.</p>	
<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network. A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space. The conservation of this area will have to be taken into consideration. While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
<p>Relationship with existing residential development</p>	<p>Distance to significant existing residential development: Moderate The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings. In addition, the eastern edge of the employment site is not well screened from Showell Nurseries</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built Coppice Close housing. The site completely encircles Showell Nurseries and the existing housing on this site is likely to</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship</p>

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	<p>come into direct contact with any new development,. Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59.</p>	<p>with existing housing.</p>
<p>Introduction of choice</p>	<p>The site option includes a large amount of employment land in a strategic location which provides the potential for the introduction of choice The planning application Showell Farm (N/13/00308/OUT) outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping &amp; Works</p> <p>The site has a good strategic location in terms of motor vehicle access, which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site performs well in terms of access to the PRN, with the proposed employment area to the south sitting directly on the A350; the additional land in this site option is all within the area assessed as having strong access to the PRN. However proportionally, access to the railway station is not so strong for this site, having a large amount of development proposed further south. Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category for access to the railway station</p> <p>E3 has good potential to ensure the delivery of a good mix of premises or land for employment. The Employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth.</p> <p>The employment allocation itself is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>The site completely encircles Showell Nurseries and the existing housing on this site is likely to come into direct contact with any new development,</p> <p>There is a submitted planning application within the strategic area which is smaller than site option E3, however it suggest the area is likely to be viable and deliverable in the short to medium term. However as site E3 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved.</p> <p>The site has strong economic potential.</p> <p>E3 proposes a significant amount more residential development, which could essentially fulfil Chippenham's housing need. Due to the large number of houses the site would provide, Chippenham would be relying upon it to deliver it's housing need, which could slow the speed of delivery in regards to Chippenham as a whole.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Recreation potential	<p>Average recreation potential</p> <p>Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p> <p>Area E3 may provide additional scope to open up the river corridor for recreational opportunities due to the additional southern extent of the strategic site option.</p>	<p>Possibly a greater viability for the provision and generation of recreational opportunities due to the larger residential area of E3 in comparison to E1 &amp; E2.</p>
Environmental attractiveness	<p>Moderate environmental attractiveness...</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development. CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>The indicative residential area within site option E3 is within 350m of the sewage treatment works. CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the potential employment and residential areas of the site. The indicative residential area placed</p>	<p>The indicative residential area within area E3 places housing development within 350m of the sewage treatment works, this is circa 150m closer than Area E1, and the same as E2 and E5.</p>

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	<p>the housing very close to the A350 trunk road to the south, so the site option may have an increased risk of noise pollution CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development. CEPS/02, Pg 31</p>	
Exceptional development costs	<p>The site is likely to have average development costs.</p> <p>It is a greenfield site, accessible from the B4528/B4643 in a number of locations.</p> <p>Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area.</p> <p>A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site.</p> <p>CEPS/02, Pg 48.</p>	
Impacts upon nearby schools	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwelling would see around 310 additional primary aged children arrive on the site consequently a new primary school would be required to meet the additional capacity created by this strategic site option. Given that strategic site option E3 is a large housing allocation consideration will need to be given to the impact on local schools.</p> <p>Strategic Site Option E3 has 81% of development land (79 hectares) classed as 'Weak' or 'Very Weak', at more than 1.5 miles from any secondary school (para 3.8 CEPS/04a). The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
Impacts upon health facilities	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services will be required</p> <p>Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery.</p> <p>There is an identified need for a new/extended GP surgery.</p>	<p>Rowden Surgery and Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest</p>

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	<p>CEPS/02 Pg 66</p> <p>Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs, it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would clearly place Area E in a very strong position for providing any new residents with health care within a close proximity to their homes.</p>	<p>to the health facilities.</p>
<p>Impacts on leisure facilities</p>	<p>Strategic site option E3 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range.</p> <p>It has already been highlighted there is an opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development. CEPS/02 Pg 73-74.</p>	
<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p>		

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This site has strong relationship with health facilities as is also closely linked with the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.

There are several risks for this site, relating to the potential pollution sources at the sewage works and the railway line, the indicative residential area within area E3 places housing development within 350m of the sewage treatment works. There is also a relatively long connection to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). The residential area in E3 stretches further to the south of the strategic area, this additional area is all within the area assessed as having strong access to the PRN.</p> <p>Strategic Site Option E3 has more than one third of its development land within 1000 metres of the PRN this is the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350 (para 4.6 of CEPS/04a).</p> <p>The majority of the site has strong access (0m-1000m) to the PRN. The site is on the whole strong (59%) and moderate (37%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site.</p> <p>Table 4-2 CEPS/04a p19</p>	
Adding traffic to town centre streets	<p>Strategic Site Option E3 contains 66% of land that is classified as strong or moderate (over 1000m from congested corridors).</p> <p>Table 4-1 CEPS/04a</p> <p>Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (&lt;18% or &lt;13 hectares). (para 4.5 of CEPS/04a)</p>	
Time and distance to town centre (Neeld Hall)	<p>In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E3 has moderate access to the town centre, with some areas having strong access (12%) and some with weak access (42%) to the town centre (CEPS/04a Table 3-1).</p>	<p>Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the greatest land area in the 'Weak' category.</p>

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	Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category in terms of access to the town centre (para 3.6 CEPS/04a).	
Impact on queue lengths and critical junctions	<p>Strategic Site Option E3 contains 66% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a</p> <p>Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (&lt;18% or &lt;13 hectares). (para 4.5 of CEPS/04a)</p>	Scale of development may influence traffic impacts. Therefore as site E3 is significantly larger than either E1 or E2, could cause a larger impact on congestion
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350 The site option provides the greatest amount of land, in percentage and absolute terms, within 1000 metres of the A350. While E3 on the whole also performs moderately in terms of access to the town centre by non-motorised modes of transport, the additional development in the southern region of the strategic site means that proportionally more housing is being built with weaker access to the town centre. With Strategic Site Option E3 assessed as having the greatest land area (41 hectares) in the 'Weak' category for access to the town centre.</p> <p>This large scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to the risk of adding to existing traffic passing through the town centre, adding to the congestion already experienced in these nearby congested corridors. The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however this may pose a significant development cost upon the strategic site option.</p>		

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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	<p>In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E3 has moderate access to the town centre, with some areas having strong access (12%) and some with weak access (42%) to the town centre (CEPS/04a Table 3-1).</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category in terms of access to the town centre (para 3.6 CEPS/04a).</p>	E1 has relatively more housing located close to the town centre, performing better than E2 and E5. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	<p>The site option has 30% of its area assessed as having moderate non-motorised access to the railway station, 60% assessed as weak and the remainder very weak. CEPS/04a, Table 3-2</p> <p>Strategic Site Option E3 has the greatest land area (41 hectares) in the 'Weak' category, which equates to over two-thirds of development land area more than 1.5 miles from the railway station.</p>	Strategic option E3 extends circa 550m further to the south than option E2. Option E1 performs best, followed by E2 and E5. Option E3 has the most amount of land with weak access.
Time taken, safety and quality of travel to secondary schools	Strategic Site Option E3 has 81% of development land (79 hectares) classed as 'Weak' or 'Very Weak', at more than 1.5 miles from any secondary school (para 3.8 CEPS/04a). The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.	Site options E1, E2 and E5 perform better than E3.
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	<p>CEPS/04a highlights that Strategic Area E performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 89% of the area performing strongly. Table 3-6 CEPS/04a.</p> <p>Strategic site E3 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.</p>	
Opportunity to create	Medium opportunities to create extensions to the existing public transport network.	Scale of development will

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<p>extensions to the existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the B4528/B4643 corridor, and its close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving their commercial viability and allowing for increased service frequencies and extended operating hours.</p> <p>In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge.</p> <p>See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>influence degree to which additional public transport can be provided. With strategic site E3 being larger than E1 &amp; E2, it has a greater capacity to improve the public transport access. Due to the scale of strategic area E3, this area may perform best in this regard.</p>
<p><b>Overall judgement in relation to CP10 Criterion 4</b></p> <p>Overall ease of access to the town centre and public transport is assessed as being good, however option E3, due to its extent further south, performs relatively weaker. Ease of access to the railway station and Chippenham’s secondary schools has been a weakness across all of the strategic area E options, however option E3 is weakest in this regard.</p> <p>Where public transport is concerned, due to its location in terms of existing routes, the site performs well. Furthermore, due to the size of the site and the funding it is likely to produce, there are good opportunities to improve the provision of public transport and expand the public footpath network to the town centre and other facilities in and around Chippenham.</p>		

<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity.</p> <p>This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643.</p> <p>Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in</p>	<p>Area E2 performs broadly similarly as E1 as it only extends circa 350m further south than E1. However Area E3 which extends significantly further south into the countryside, and is encroaching upon the limestone ridge to the southeast, performs worse in this regard.</p>

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	<p>area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved.</p> <p>The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham’s historic core and the undulating landform of the area.</p> <p>Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D.</p> <p>CEPS/06</p>	<p>It has been highlighted that the southern region of the strategic area is more remote and attractive, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings. Hence why the significant additional residential stretch of Area E3 could detrimentally affect the landscape character of the area.</p> <p>On this basis it is clear that E3 scores the lowest of the three site options in this regard.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west.</p> <p>From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this.</p> <p>In general the visual prominence of the region is contained by its location on lower ground, the</p>	<p>The additional residential proposal within Area E3 extend a significant distance further south than the Showell Farm Nurseries, and therefore compromises the rural approach to a greater extent than the other options.</p>



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	<p>screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham.</p> <p>CEPS/06</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area.</p> <p>CEPS/09 Pg 10-11</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Appendix A of CEPS/06: High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area. CEPS/11 Pg 14.</p> <p>Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p>	

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	<p>Area E has archaeological interest dating from the roman times in the region of Showell Farm Nurseries and from the medieval period in the region of Rowden Farm.                  Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains.                  The designated conservation area around Rowden Manor will protect this heritage asset.                  CEPS/06</p> <p>CEPS/11: overall high risk to the known historic environment</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p> <p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas. However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east, the impact is minimised.                  CEPS/06</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. CEPS/06 Pg 79</p> <p>The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon.                  CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>This strategic site option extends around 850m further south than E1. The southern part of the strategic area has a higher landscape quality than the northern part and therefore option E3 is encroaching upon the more remote and attractive landscape to the south of the strategic area. It is possible that while the quality of the environment of the River Avon valley and within the conservation area could be enhanced, the development within E3 could detrimentally impact upon the environment in the south of the area, while also impacting more upon the distinctive visual quality of the limestone ridge to the</p>		

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southeast. Scope to preserve the views of the historic core of Chippenham are possible with the retention of green buffers, which also helps repair/retain the urban fringes and approaches to Chippenham which are currently rural from the south west.

The preservation of ecological sites and associated species appears to be possible through the management of the conservation area, River Avon valley and railway embankment. The preservation of the above also opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the site. The large southern extent of the site may further open up opportunities to improve non-motorised transport options from the south of Chippenham.

The southern extent of the site means that the Showell Farm nurseries would be surrounded by development. This site has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area.

Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime.</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the highest propensity to groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS.</p> <p>CEPS/10 Figure 1 &amp; Figure 2. Pg 6-7 &amp; 15</p>	<p>Due to its longer boundary with a flood risk area, Area E3 performs worse than E1 &amp; E2 in that regard, as an increased boundary would lead to an increased management of risk.</p>

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**Strategic Site Option E5: Summary SWOT**

Strategic Site option name E5				
CP10 criteria	Strength	Opportunity	Threat	Weakness
1. Economy	<p>Close proximity/good access to the A350/PRN.</p> <p>It has a strong fit with the economic assessment.</p> <p>The attractive environment and views would provide an appealing setting to the development with recreational opportunities possible for employees.</p> <p>The site is positioned in a strategic location mainly away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p>	<p>Showell Farm employment area is nearby to the existing PEA of Methuen Park. This along with its good links to the wider PRN has good potential to contribute to wider economic growth.</p> <p>It provides a large employment site which would facilitate a good introduction of choice.</p> <p>The site encompasses Showell Nurseries as part of the development, redevelopment of the nursery site may reduce potential conflict between existing housing and new development .</p>	<p>The brownfield redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost and slow the speed of delivery for this option.</p>	<p>The site has weak access for residents to the railway station.</p>
2. Social	<p>Land contamination is thought to be low with the majority of</p>	<p>The floodplain associated with the river Avon provides a suitable location for increasing</p>	<p>The distance from the strategic area to the water supply to the north of town requires a</p>	<p>The site does not have a good relationship with any secondary</p>

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	<p>land being farmland.</p> <p>The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>The site has strong relationship with health facilities as it is closely linked to the Rowden Community Hospital.</p>	<p>opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.</p>	<p>relatively long and expensive connection and may impact on the viability of this site.</p> <p>There are potential pollution sources at the sewage works and the railway line. The housing development would be within 350m of the sewage treatment works.</p> <p>The inclusion of SHLAA sites 639 &amp; 504 places residential development in this area directly alongside the railway line by developing west of the B4643, development in this area would be at a higher susceptibility of higher levels of noise pollution.</p> <p>Furthermore, development of brownfield land may be subject to contamination.</p>	<p>schools.</p>
3. Road network	<p>Due to its location in regards to the A350, this site performs well in terms of access to the PRN/A350.</p> <p>The site has moderate/strong links to the town centre by non-motorised modes of transport.</p>	<p>The site could contribute towards the production of a Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors,</p>	<p>Proximity to the Town Centre means that there is a risk that the site will add to the traffic passing through Chippenham and worsen congestion which may be worse with the additional motorised transport a larger residential development will bring.</p>	<p>The site has large sections of land that are of a close proximity to congested corridors, and hence may add to the congestion.</p>
4. Accessibility	<p>The majority of the site is assessed as being strong/moderate in terms of ease of access to the Town Centre and public transport corridors by non-motorised</p>	<p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for</p>		<p>The site has weak access for residents to the railway station. Furthermore, relatively more residents are assessed as having weak access to the railway station</p>

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	<p>transport.</p>	<p>improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham.</p>		<p>than in E1. Ease of access to Chippenham's secondary schools has been a weakness across all of the strategic area E options. Site option E5 is classified as 68% weak in terms of ease of access to Secondary Schools by non-motorised Modes of transport at more than 1.5 miles from a secondary school.</p>
<p>5. Environment</p>	<p>E5 does not significantly encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being affected as much as a development stretching further south would do..</p>	<p>The site option could preserve the landscape characteristics in regards to the Rowden Farm conservation area and associated river valley, while the development itself could be developed in such a way that the undulating landform and views of the historic core of Chippenham are preserved through measures such as the retention of green buffers around the site, which in turn also helps preserve the urban fringe and retain the rural approach to Chippenham.</p> <p>The site opens up opportunities to preserve ecological, archaeological and heritage assets through the conservation area being retained while archaeological interests can be preserved either in situ or widespread archaeological remains can be recorded.</p>	<p>With development proposed in the Showell Farm Nursery area within E5 (SHLAA site 472), it is possible that additional research and mitigation would need to take place due to the archaeological interests identified in the Showell Farm Nursery area.</p> <p>Impact on heritage assets and the setting of the conservation area must be minimised</p>	

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6. Flood risk			<p>Drainage from this area will be directed to the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p>	<p>Some of the site has the propensity to groundwater flooding, although much of the affected area is close to the river Avon and identified as greenspace. However it may have a bearing on the potential for and design of SUDS.</p> <p>The site includes several small tributary watercourses draining to the river Avon which reduce the amount of developable land.</p>
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**Strategic Site Option E5 Detailed policy analysis**

Core Policy 10 criterion 1. The scope for the area to ensure the delivery of premises and/or land for employment development reflecting the priority to support local economic growth and settlement resilience		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Distance to M4/profile prominence	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E5 has more than one third of its development land within 1000 metres of the PRN (para 4.6 CEPS/04a).</p> <p>The majority of the site has moderate access (1000m-2000m) to the PRN. The site is on the whole strong (44%) and moderate (51%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a</p> <p>The employment section of the site is located directly off of the A350 which could be attractive economically.</p> <p>Area E, along with Area A provides the largest amount of land classified as strong in terms of overall highway access and impact. So both have large amount of land that are easily accessible to the PRN and are least likely, if developed, to have a detrimental</p>	<p>All options perform strongly. The residential area in option E3 extends further to the south towards the A350 so performs marginally better than E1, E2 and E5</p>

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	impact upon Chippenham’s existing highway network. CEPS04 Paragraph 4.21.	
Distance to railway station	<p>The site option has 41% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 59% assessed as weak. CEPS/04a, Table 3-2</p> <p>Strategic Site Option E5 has no development land area within 1 mile of the station (para 3.7 CEPS/04a)</p>	Other strategic areas perform better in this regard. However option E1 performs best within Strategic Area E, followed by E2 and E5. Option E3 has the most amount of land with weak access
Fit with economic assessment	<p>Strong</p> <p>New employment land is required at Chippenham in order to meet the needs of businesses wishing to expand or to relocate to the area. There is a shortage of employment land for B2 Industrial and B1 light industrial uses in Chippenham. CEPS/01, Pg 25.</p> <p>Planning application Showell Farm: N/13/00308/OUT highlights that the employment area within strategic area E has the potential to accommodate 50,000sqm employment development which incorporates Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses.</p> <p>Therefore this site could provide a mix of employment opportunities, which could help address some of the demand issues highlighted above.</p> <p>Furthermore, the land at Showell Farm, indicative employment area of Area E, is considered to be deliverable in the short term. CEPS/01 Pg 25.</p>	Indicative Employment area is the same across all three area E options.
Contribution to wider economic growth	<p>Strong</p> <p>Employment land in Chippenham is required as businesses advise that they do not have sufficient space to grow, and their growth plans could be constrained by the lack of employment land available. CEPS/01, Paragraph 6.17</p> <p>This site has good access to the Primary Route Network as it adjoins the A350. It is also close to the nearby Principle Employment Area of Methuen Park. These good links could contribute to wider economic growth.</p> <p>Planning application at Showell farm highlights how the site can also accommodate car parking</p>	



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	<p>which CEPS/01 Paragraph 6.17 highlights as an important criteria underpinning the choice of new businesses.</p>	
<p>Development costs</p>	<p>Considered as Average</p> <p>The majority of the site is greenfield and accessible from the B4528/B4643, consequently it likely to have average development costs. However the redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost to this option.</p> <p>This site requires relatively long connection to the water supply (reservoir north of town) which is likely to be more expensive. GPSS underground pipelines cross the northern part of the site, which is to remain as greenspace.</p> <p>Part of the area is within a minerals safeguarding zone (though considered that it is not capable of being worked as a viable mineral extraction operation).</p> <p>However a bridge may be required between this site and strategic area D, which has implications for cost and time.</p>	<p>E5 could have higher development costs that E1, E2 and E3 due to redeveloping Showell Nurseries, a brownfield site.</p>
<p>Speed of delivery</p>	<p>Considered as Moderate.</p> <p>A planning application (14/12118/OUT) has been submitted in the strategic area, for a smaller site than E5 which suggest that the general area is deliverable as the site is being actively promoted and subject to a planning application. However as site E5 is larger than the submitted application, the speed of delivery may be slower due to additional landowners becoming involved.</p> <p>The majority of site is a greenfield site, although Milbourne Farm is included in the central region of the residential land and this option also includes the brownfield redevelopment of Showell Nurseries. The inclusion of brownfield development may also slow down the speed of delivery.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25. The southern employment extent of the site is accessible from the A350 and the north/western residential extent of site is accessible off road linking Rowden Hill and A350. The good accessibility of the site could help the speed of delivery.</p> <p>The employment site has been highlighted as being deliverable in the short term. CEPS/01 Pg 25.</p>	<p>Site E2 corresponds with the submitted planning application and consequently performs best against this criterion.</p> <p>Due to the 4 additional SHLAA sites that are included in Strategic Area E5, it could be that this slows the speed of delivery due to the added complications that may arise with more landowners being involved in the process.</p>

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<p>Environmental attractiveness</p>	<p>The sites proximity to the A350 to the south would be attractive for businesses providing good access to the road network.</p> <p>A large section of this site is taken up by Rowden conservation area, although the indicative site layouts retain the conservation area as green space.. The conservation of this area will have to be taken into consideration.</p> <p>While the north of the site has good access to the town centre and associated amenities, the indicative map places the employment land to the south. The proximity to the PRN is attractive from a business point of view, but it may restrict employee's ease of access to the town centre/travel in from the town centre. However the established natural environment setting is attractive for new businesses with recreation potential for employees during the day. CEPS/06, Pg 59.</p>	
<p>Ability to meet ICT needs</p>	<p>EP1 Paragraph 6.58 (Page 29) states that Chippenham has existing commercial broadband coverage. Additional coverage will be provided through Wiltshire Online and new premises should be able to connect from 2014. However specific information on the site is unknown</p>	
<p>Relationship with existing residential development</p>	<p>Distance to significant existing residential development: Moderate</p> <p>The majority of the employment site is likely to have a good relationship with existing residential development as it is bounded by roads and the railway line, although there are some existing dwellings to the north and south which include the listed buildings of Showell Farm. There is currently no screening between the proposed employment area and Showell Farm which may lead to a poor relationship as it is important to retain the setting around listed buildings.</p> <p>On the sites eastern edge it is surrounded by Rowden conservation area and thus will not be near existing residential development. The northern tip of the residential site borders the newly built Coppice Close housing. The site encompasses the entirety of Showell Nurseries and the existing housing on this site will be redeveloped, reducing the potential conflict between existing housing and new development.</p> <p>Development in the northern part of Area E would affect views from parts of Pewsham and Pewsham Way, all site options include development in the northern part of Strategic Area E. CEPS/06, Pg 59.</p>	<p>All sites have the same employment area, however the residential area varies in size.</p> <p>Site option E1 has the smallest residential area so is likely to have the best relationship with existing housing. Site option E2 is adjacent to Showell Nurseries, site option E3 encircles and E5 encompasses Showell Nurseries so the options have a progressively worse relationship with existing housing.</p>
<p>Introduction of choice</p>	<p>The site option includes a large amount of employment land in a strategic location which</p>	

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	<p>provides the potential for the introduction of choice. The planning application for Showell Farm: N/13/00308/OUT outlines plans for 50,000sqm employment development incorporating Class B1(b), Class B1(c), B2 With Ancillary B1(a), B8 &amp; Ancillary B1(a) uses Including Means of Access, Car Parking, Servicing, Associated Landscaping &amp; Works</p> <p>The site has a good strategic location in terms of motor vehicle access, which is likely to attract businesses.</p>	
<p>Overall judgement in relation to CP10 Criterion 1</p> <p>Overall the site has good potential to ensure the delivery of a good mix of premises or land for employment. The employment area has been identified as being deliverable in the short term and with its good location in regards to an existing PEA and its potential in terms of its strategic location, it has the capacity to contribute to wider economic growth. The employment site is a strong fit with the economic assessment and it is a large employment site which would provide a good introduction of choice.</p> <p>The site has a direct link to the A350 and the wider PRN. It is situated at a strategic location away from congested corridors within the centre of Chippenham, and hence does not rely upon significant infrastructure to be in place prior/during its completion. A bridge to Strategic Area D might be required to open up the development potential of sites in area D, which could have cost and timing implications, but this additional infrastructure is not paramount to the delivery of this site.</p> <p>The site encompasses Showell Nurseries as part of the development, redevelopment of the nursery site may reduce potential conflict between existing housing and new development. However the redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost to this option.</p> <p>The site has strong economic potential.</p>		

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Core Policy 10 criterion 2. The capacity to provide a mix of house types, for both market and affordable housing alongside the timely delivery of the facilities and infrastructure necessary to serve them		
Indicator	A: Individual Assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Recreation potential	<p>Average recreation potential</p> <p>Firstly the extensive Rowden Conservation Area to the north/east of the site would provide an extensive region of green space providing recreational opportunities along with the river corridor of the Avon.</p> <p>As per a strategic site of this size on a greenfield site, other recreational opportunities would be possible, as is highlighted in the Rowden Park planning application where they have included the provision of Public Open Space Including Riverside Park and Allotments.</p> <p>Recreation potential is highlighted within CEPS/06 on page 80, describing how the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also the potential for the pedestrian and cycle route that links Chippenham and Lacock on the west of the River Avon.</p>	<p>Possibly a greater viability for the provision and generation of recreational opportunities due to the larger residential area of E5 in comparison to E1 &amp; E2.</p>
Environmental attractiveness	<p>Moderate environmental attractiveness.</p> <p>Where housing is concerned, the undulating landform is an attractive feature, as it could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley. The wooded limestone ridge could provide an attractive backdrop while if the mature field boundaries were maintained with the vegetation and tributaries to the River Avon could help provide a high quality setting for development. CEPS/06, page 80.</p>	
Noise, contamination and other pollution (including smell and air pollution)	<p>There is a moderate risk of noise, contamination and other pollution.</p> <p>This indicative residential area within site option E5 is within 350m of the sewage treatment works. CEPS/02, Pg 31</p> <p>The most likely sources of noise pollution are the Great Western Mainline Railway to the west, the A350 to the South-West, and to a lesser extent the B4528/B4643 as it passes between the</p>	<p>The indicative residential area within area E5 places housing development within 350m of the sewage treatment works, this is circa 150m closer than Area E1.</p>

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	<p>potential employment and residential areas of the site. Site E5 includes SHLAA sites 639 &amp; 504 as residential development. This places residential development in an area directly alongside the railway line. CEPS/02, Pg 31</p> <p>Where land contamination is concerned, as the majority of the land is farmland, land quality issues are unlikely to produce any threat to development. Although development of brownfield land (Showell Nurseries) may be at a higher risk of being subject to contamination. CEPS/02, Pg 31</p>	
<p>Exceptional development costs</p>	<p>The site is likely to have average development costs.</p> <p>The majority of the site is greenfield and accessible from the B4528/B4643 in a number of locations, consequently it likely to have average development costs. However the redevelopment of SHLAA site 472 (Showell Nurseries) may add a development cost to this option.</p> <p>Distance from the strategic area to the water supply to the north of town would require a relatively long and expensive connection. Overland electricity lines cross the area. GPSS (Government pipeline and storage system) underground pipelines cross the area.</p> <p>A bridge may be required between this area and strategic area D, which has cost and time implications, however this additional infrastructure is not required for the delivery of the site.</p> <p>CEPS02, Pg 48.</p>	
<p>Impacts upon nearby schools</p>	<p>Mixed impacts on nearby schools. There is some capacity but an additional school is required. CEPS/03 outlines how there is a certain level of spare capacity within Chippenham's Primary Schools. CEPS/03 advises that 1000 additional dwellings would see around 310 additional primary aged children arrive on the site consequently a new primary school would be required to meet the additional capacity created by on this strategic site option. The Rowden Park application is for 1000 dwellings, given that strategic site E5 is slightly larger than this application, and due to the nature of the site, it is likely a Primary School will be viable.</p> <p>Site Option E5 has no development land within 1 mile of a secondary school. Generally the strategic area has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.</p>	
<p>Impacts upon health</p>	<p>There are mixed impacts on health facilities, there is some capacity but additional GP services</p>	<p>Rowden Surgery and</p>

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<p>facilities</p>	<p>will be required Area E performs strongly in terms of distance to health facilities due to its proximity to Chippenham Community Hospital and associated Rowden GP surgery.</p> <p>There is an identified need for a new/extended GP surgery. CEPS/02 Pg 66</p> <p>Within the SOCG between Wiltshire Council and NHS England and Chippenham GPs (CSOCCG/14), it has been highlighted that any new residential development should be delivered alongside new extended or additional healthcare facilities to mitigate the impact of population growth on the existing infrastructure. It was established that the preferred option for the improvement of the delivery of GP services within Chippenham was the redevelopment of Chippenham Community Hospital. This would clearly place Area E in a very strong position for providing any new residents with health care within a close proximity to their homes.</p>	<p>Chippenham Community Hospital are located to the north of the strategic area, this means that all site options in Strategic Area E contain the area closest to the health facilities.</p>
<p>Impacts on leisure facilities</p>	<p>Strategic site option E5 performs weakly in terms of its location with existing leisure facilities. While the greenspace (floodplain) is within 1600m of the Olympiad Leisure Centre (the nearest leisure facility) the residential development on the indicative maps is outside of this range.</p> <p>There is the opportunity due to the scale and nature of the site to provide new formal sports pitches as part of the development. CEPS/02 Pg 73-74.</p>	
<p>Potential for green energy</p>	<p>Moderate potential for green energy as opportunity for hydro production and viable wind speed of 6.2-6.4 m/s identified on page 79 of CEPS/02.</p> <p>The developers of the site are further assessing potential for green energy. Developers of the site are assessing potential for green energy and have been in contact with Malaby Biogas. Rowden Park Anaerobic Digestion was originally posited in 2012 by the developer of Malaby Biogas in Warminster. Since then, the Malaby facility has flourished and there is no reason to suggest that a similar venture in Chippenham would not work. The distance from Warminster would be beneficial as food waste would be readily available.</p> <p>All sites are well served by 33 Kv power lines that would allow for onward transmission of renewable electricity.</p>	
<p>Overall judgement in relation to CP10 Criterion 2</p> <p>It is assumed that all sites have the potential to provide a mix of house types for both market and affordable housing in accordance with the core strategy unless there are specific development costs that could affect the viability of the site. There are no exceptional development costs associated with this development. The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access</p>		

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provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.

This site has strong relationship with health facilities as it is also closely linked with the Rowden Community Hospital. With this being identified as the preferred site for redevelopment within the SOCG, this could place this area in a good strategic location in relation to this facility.

There are several risks for this site, relating to the potential pollution sources at the sewage works and the railway line, the indicative residential area within area E2 places housing development within 350m of the sewage treatment works. There is also a relatively long connection to the water supply to the north of town, which may impact on the viability of this site, although the extent of these risks is unknown at the moment. Furthermore the site does not have a good relationship with any secondary schools.

Core Policy 10 criterion 3. Offers wider transport benefits for the existing community, has safe and convenient access to the local and primary road network and is capable of redressing traffic impacts, including impacts affecting the attractiveness of the town centre		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Time and distance to A350	<p>This site performs well in terms of distance to the PRN, access to the A350 (M4). Strategic Site Option E5 has more than one third of its development land within 1000 metres of the PRN (para 4.6 CEPS/04a).</p> <p>The majority of the site has moderate access (1000m-2000m) to the PRN. The site is on the whole strong (44%) and moderate (51%) with the only weak areas (5%) being within the proposed green space to the far north of the site, hence being less of a detriment to the site. Table 4-2 CEPS/04a</p>	
Adding traffic to town centre streets	<p>Strategic Site Option E3 contains 51% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a</p> <p>Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (&lt;18% or &lt;13 hectares). (para 4.5 of CEPS/04a)</p>	
Time and distance to town centre (Neeld Hall)	<p>In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E5 has moderate access to the town centre, with some areas having</p>	<p>Site options E1, E2 and E5 perform better than E3 as Strategic Site Option E3 has the</p>

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	<p>strong access (14%) and some with weak access (20%) to the town centre (CEPS/04a Table 3-1).</p>	<p>greatest land area (41 hectares) in the 'Weak' category</p>
<p>Impact on queue lengths and critical junctions</p>	<p>Strategic Site Option E3 contains 51% of land that is classified as strong or moderate (over 1000m from congested corridors). Table 4-1 CEPS/04a</p> <p>Although options in Strategic Area E have the greatest proportion of land within 500 metres, this is a relatively small amount (&lt;18% or &lt;13 hectares). (para 4.5 of CEPS/04a)</p>	<p>Scale of development may influence traffic impacts. Therefore Area E5 is likely to perform better than E3 but worse than E1 &amp; E2.</p>
<p>Overall judgement in relation to CP10 Criterion 3</p> <p>Due to its location in regards to the A350, this site performs particularly well in terms of access to the PRN/A350. E5 also performs well in terms of access to the town centre by non-motorised modes of transport, however the additional development in the southern region of the strategic area in comparison to E1 means that proportionally more housing is being built with weaker access to the town centre.</p> <p>This larger scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to the risk of adding to existing traffic passing through the town centre, adding to the congestion already experienced in these nearby congested corridors.. The site could contribute towards the production of an Southern Link Road (SLR) which could reduce the potential impact of development on existing congested corridors, however this may pose a significant development cost upon the strategic site.</p>		



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Core Policy 10 criterion 4. Improves accessibility by alternatives to the private car to the town centre, railway station, schools and colleges and employment		
Indicator	A: Individual assessment	B: Comparison within Strategic Area (As 'A' column unless stated)
Time taken, safety and quality of travel to town centre (Neeld Hall)	In terms of ease of access to the town centre by non-motorised modes of transport, strategic area E has its strongest region within the green space to the north of the site. The majority of Strategic Site Option E5 has moderate access to the town centre, with some areas having strong access (14%) and some with weak access (20%) to the town centre (CEPS/04a Table 3-1).	E1 has relatively more housing located close to the town centre, performing better than E2 and E5. Site E3 extends furthest south and so performs weakest when considering relative performance in Strategic Area E for access to the town centre.
Time taken, safety and quality of travel to railway station	The site option has 41% of its area assessed as having moderate non-motorised access to the railway station, with the remaining 59% assessed as weak. CEPS04a, Table 3-2  Strategic Site Option E5 has no development land area within 1 mile of the station (para 3.7 CEPS/04a)	Strategic site option E5 extends circa 300m further to the south than Area E1. Option E1 performs best, followed by E2 and E5. Option E3 has the most amount of land with weak access.
Time taken, safety and quality of travel to secondary schools	Site Option E5 has no development land within 1 mile of a secondary school. Generally the strategic area has moderate to weak non-motorised access to any of the three existing secondary schools. The preference would be to Abbeyfield, which has capacity and is described as the preferred secondary school option in page 59 of CEPS/02, however safe access would need to be demonstrated.	
Time taken, safety and quality of travel to College	This site has moderate/weak non-motorised access to the Wiltshire College site on Cocklebury Road i.e. It is approximately 1 to 2 miles away. Table 3-2 CEPS/04a	
Access to the existing public transport, footpath and cycle network	Table 3-6 of CEPS/04a states that Strategic Site Option E5 performs well in terms of potential for access to public transport. 100% of the area falls within the strong or moderate distance bands, with 93% of the area performing strongly.  Strategic site E5 has a few footpaths running through it. One of which runs north to the town centre past the hospital, the other runs north through Rowden Conservation Area, following parallel to the River Avon. There are also a couple of links running south from the site, one of which would allow people to walk to Lacock from the site.	
Opportunity to create extensions to the	Medium opportunities to create extensions to the existing public transport network.	Scale of development will influence degree to which

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<p>existing public transport, footpath and cycle network that improves access to town centre etc</p>	<p>Paragraph 5.18 (CEPS/04 Pg 37) highlights how, due to the site being directly located on the B4528/B4643 corridor, and it is in close proximity to the A4 Bath Road/Rowden Hill corridor, a large scale development here is likely to increase demand for this service potentially improving their commercial viability and allowing for increased service frequencies and extended operating hours.</p> <p>In terms of non-motorised forms of transport, the opportunity for Strategic Area E to deliver new attractive walking and cycle links is limited. CEPS/04 Paragraph 5.11 Pg 36. This is because existing trip generators and trip attractors do not run directly through the strategic area. However if the new strategic area produces and sustains new services for the residents, then some limited opportunities to develop walk/cycle routes could emerge. See discussion in EP3 paras 5.10 – 5.18. pp 36-7.</p>	<p>additional public transport can be provided. With strategic site option E5 being larger than E1 &amp; E2, it has a greater capacity to improve the public transport access. However the scale of E3 would then mean that E3 performs best in this regard.</p>
<p>Overall judgement in relation to CP10 Criterion 4</p> <p>Ease of access to the town centre and public transport is already assessed as being good. Access to the railway station is weak, but access to the secondary schools of Chippenham is clearly the main weakness of the area. The additional land in this option is further to the south than land in E1 and E2, so this option performs relatively weaker in terms of access to the town centre and associated facilities.</p> <p>Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham. These may then open up the possibility of improved links to Chippenham’s existing secondary schools.</p>		
<p>Core Policy 10 criterion 5. Has an acceptable landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, improves biodiversity and access and enjoyment of the countryside</p>		
<p><i>Indicator</i></p>	<p><i>A: Individual Assessment</i></p>	<p><i>B: Comparison within Strategic Area (As ‘A’ column unless stated)</i></p>
<p>Capacity to preserve or enhance landscape characteristics</p>	<p>Page 81 of CEPS/06 shows that the site is within an area classed as of moderate-high development capacity. This is a sensitive area that provides a green finger linking the town centre and the green area to the south. This provides a physical separation between Pewsham and Rowden Hill. This region is also important in defining the rural approach along B4528/B4643.</p> <p>Despite its sensitivity, area E does not extend a large distance beyond the overall footprint of Chippenham and is not generally visually prominent. Development could be accommodated in area E provided the setting of Rowden Manor is maintained and key features of the river Avon valley are conserved.</p>	<p>Area E5 performs broadly similarly as E1 as it only extends circa 350m further south than E1. However it performs better than E3 which extends significantly further south into the countryside, and is encroaching upon the limestone ridge to the southeast.</p>

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	<p>The key areas to be safeguarded within this area are: Integrity of the River Avon Valley, the setting of Rowden Manor, view of Chippenham’s historic core and the undulating landform of the area.</p> <p>Given that the setting of Rowden Manor is within the conservation area within the green space in the indicative maps, and that the corridor of the Avon also runs along this area, there is scope to preserve/enhance this Landscape character. Furthermore the development area itself is not visually prominent and is screened from the west by the wooded great western railway embankment, while views from the east are largely screened by the rising landforms of Area D.</p> <p>CEPS/06</p>	<p>Furthermore, it has been highlighted that the southern region of the strategic area is more remote and attractive, partly due to its association with the river and being on lower ground than the surroundings, and partly due to its connections to the limestone ridge to the east which is largely wooded. This means that the further south the development extends, the higher the likelihood that development will have adverse effects upon its surroundings.</p> <p>On this basis, while E5 scores slightly worse than E1, it has similar impacts to E2 and scores significantly better than E3.</p>
<p>Scale of development at which there will be potentially harmful encroachment on settings to settlements</p>	<p>Area E has a moderate-low visual prominence judgement (page 79 of CEPS/06). On the southern approach, following the West Cepen way roundabout, views into the area are limited by residential properties near Showell Farm Nurseries, mature trees near Holywell house and continuous hedgerows. Given that the landform to the east of this approach generally falls away, the strategic area is generally at a lower level than this approach route. The railway embankment to the west of the approach is an important feature as it is occupied by mature vegetation and provides a continuous screening affect from views from the west.</p> <p>From the Northern approach, the Rowden Hill area is generally separated by building form and vegetation. Visibility from the approach route is therefore fairly limited. Views are more prominent from Pewsham Way/Avenue La Fleche (A4) with open views to the area north of Rowden Manor. The public right of way network also offers some views of the area, however field boundaries tend to contain this.</p> <p>In general the visual prominence of the region is contained by its location on lower ground, the screening effect of the railway embankment to the west and Chippenham to the east. Development could screen views towards the skyline of the historic core of Chippenham; however the retention of green buffers, particularly along the river Avon would help to mitigate</p>	<p>The further south the development extends, the higher the likelihood that development will have adverse effects upon its setting in terms of the southern rural approach, and in terms of the views from the limestone ridge to the southeast.</p> <p>Due to the additional southern extent of development in strategic site E5, the site does perform marginally worse compared to E1. This site performs similarly to E2 and better than strategic site E3 due to the large distance further south that E3 extends.</p>

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	<p>this. Development in the northern part of area E would affect views from parts of Pewsham way and Pewsham. CEPS/06</p>	
<p>Impacts on designated ecological sites and/or protected species</p>	<p>Area E contains a number of important ecological features and therefore a number of habitats exist along with associated species diversity.</p> <p>The River Avon County Wildlife Site and its associated floodplain forms a significant feature along the eastern boundary. The western boundary is formed by the embankment to the main railway line, which is a significant linear green corridor. The Pudding Brook then runs from Patterdown to the river in the east, and forms a significant green corridor linking those features. Rowden conservation area lies to the north and north east.</p> <p>The MG6 neutral grassland in the fields next to the community hospital could be improved through the appropriate management to increase its value and develop MG5 species rich grassland. This has been identified as an opportunity area. Other important features include the hedgerows, mature tree lines, wetlands, woodlands and bat roosts.</p> <p>A number of opportunity areas within this area have been identified including the 100m buffer around the River Avon and Rowden conservation area.</p> <p>Restoration and creation of key habitat is key to ensuring the sensitive design of any development in this area. CEPS/09 Pg 10-11</p>	
<p>Impacts on heritage assets, their setting and archaeological potential</p>	<p>Appendix A of CEPS/06: High potential for heritage assets with archaeological interest</p> <p>There are 6 designated heritage assets within area E, and 16 non-designated heritage assets within the approximate strategic area. CEPS/11 Pg 14. Area E includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. The importance of heritage aspects is noted through the need to demonstrably give “considerable importance and weight” to the desirability of preserving heritage assets and to refer expressly to the advice in both the first part of paragraph 132, and 134 of the NPPF in cases where even less than substantial harm to heritage assets has been identified. The site option proposes the entire northern area to be green space to continue to preserve the setting and importance of Rowden Manor.</p> <p>Area E has archaeological interest dating from the roman times in the region of Showell Farm</p>	

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	<p>Nurseries and from the medieval period in the region of Rowden Farm. With development proposed in the Showell Farm Nursery area within E5 (SHLAA site 472), it is possible that additional research and mitigation would need to take place due to the archaeological interests identified in the Showell Farm Nursery area.</p> <p>Area E has high potential for as yet unknown heritage assets with archaeological interest. The total loss of any of these non-designated heritage assets could represent substantial harm. However, mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains.</p> <p>The designated conservation area around Rowden Manor will protect this heritage asset. CEPS/06</p> <p>CEPS/11: overall high risk to the known historic environment</p>	
<p>Opportunity to repair urban fringe and approaches to Chippenham</p>	<p>Page 79 of CEPS/06 advises that the urban edge is partially visible in this area. Consequently there is an opportunity for improvement.</p> <p>Settlement here could screen views towards the skyline of Chippenham. However the retention of green buffers, particularly along the River Avon would help mitigate against the loss of some of these views.</p> <p>Development in the northern part of area E would affect the views from Pewsham/Avenue la Fleche. This could be mitigated against through the planting of additional vegetation in these areas. However generally, due to its location on lower ground and the screening effect of the railway embankment to the west and Chippenham to the east. CEPS/06</p>	
<p>Connectivity to public rights of way through and into the countryside</p>	<p>Average connectivity to public rights of way through and into the countryside with some public views. CEPS/06 Pg 79</p> <p>The floodplain along the River Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. There is also potential for the pedestrian and cycle route that links Chippenham and Lacock on the west side of the River Avon. CEPS/06</p>	
<p>Overall judgement in relation to CP10 Criterion 5</p> <p>Overall, though this site option is slightly larger, it does not extend beyond the existing footprint of Chippenham. The site option could preserve the landscape characteristics in regards to Rowden Manor and its associated conservation area, along with the River Avon valley. The scope to preserve the</p>		

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views of the historic core of Chippenham are also possible with the retention of green buffers, which would help maintain the urban fringes and rural approaches to Chippenham.

The sites green space opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the area.

The site preserves ecological, archaeological and heritage assets by retaining the conservation area. The additional residential development proposed in E5 means the development of the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area and green space incorporated in the site.

Site E5 stretches slightly further south than E1, however does not encroach onto the more remote and valued setting to the south of the strategic area, with the views from the limestone ridge not being strongly affected as much as a development stretching further south would do, such as E3.

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Core Policy 10 criterion 6. Avoids all areas of flood risk (therefore within zone 1) and surface water management reduces the risk of flooding elsewhere		
<i>Indicator</i>	<i>A: Individual Assessment</i>	<i>B: Comparison within Strategic Area (As 'A' column unless stated)</i>
Amount of flood zone 1,2 and 3	<p>Area E abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime.</p> <p>Area E would drain directly into the River Avon and Blackwell Hams Sewage Treatment Works run by Wessex Water. The drainage effects on river levels could be significant, and so any development would need to at least mimic the green field runoff state or preferably improve it.</p> <p>Furthermore, some of area E has the propensity for groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS. CEPS/10 Figure 1 &amp; Figure 2. Pg 6-7 &amp; 15</p>	<p>Due to its slightly longer boundary with a flood risk area, Area E5 performs slightly worse than E1, as an increased boundary would lead to an increased management of risk. However E5 performs better than E3, and the same as E2.</p>

## **Appendix 7:**

# **Alternative Development Strategies Risk Assessment**



## Step 6: Alternative Development Strategies Risk Assessment

### Introduction

The Council's schedule of work proposes that supporting evidence for each alternative will involve understanding traffic impacts, viability assessment and an assessment of risks to delivery associated with each development strategy. Each reasonable alternative strategy can therefore be tested as to whether it has a reasonable prospect of delivery.

There are four alternative development strategies under consideration. These are summarised in appendix one to this document and are:

- A Southern Link Road (SLR) strategy
- An Eastern Link Road (ELR) strategy
- Submitted Plan strategy
- A Mixed Strategy

This paper sets out the results of a risk assessment of each one. The assessment considers what aspects may prevent or undermine the delivery of each strategy. To do so the assessment is based around the definition of deliverability of sites for housing development contained in the National Planning Policy Framework. These factors are considered in turn for each strategic site organised under the headings of availability, suitability, achievability and viability. A separate viability assessment is being carried out to ascertain the viability of each of the sites contained in the alternative development strategies.

The assessment makes judgements about the risks affecting each strategy as a whole. This has involved some overall judgements when information on one site, say with less risk, pulls against another site part of the same strategy that has much more. The assessment commentary shows where these points occur.

Like most risk assessments, risk itself is measured in terms of the probability of an event occurring and the severity of the consequences if it occurs. A strategy with the least risk is the one that has the least chance and the least severe consequences of risks materialising. The assessment of the four alternative strategies involves comparing each one with the others.

### Methodology

A number of site specific risks as well as generic risks are identified against each strategy. They are then scored under the two heading 'probability' and 'consequences'. Multiplied together the assessment gives a 'score' against each.

An overall score is reported in terms of a percentage of the maximum worst score. The main purpose of the assessment is, however, to identify different nature and form of risks involved with each of the strategies under consideration.

The following scales have guided judgements on each risk.

#### Probability:

**Remote** - Probability of less than 10%.

**Highly Unlikely** - Probability between 10% and 35%.

**Possible** - Probability between 36% to 50%.

**Probable** - Probability between 51% to 60%.

**Highly Likely** - Probability 61% to 90%.

**Certain** - Probability above 90%.

**Consequences:**

**Insignificant** - Easily handled within the with no additional costs or delay

**Minor** - Some disruption to the expected delivery, slight shortfall against strategy objectives. Risks are manageable with minimum estimated cost.

**Moderate** – Delivery delayed possibly with moderate additional cost. Strategy falls has a moderate shortfall in delivering one or more objectives.

**Major** – Lengthy delay, possibly with a high additional cost. Strategy delivery severely disrupted and significant shortfall against one or more objectives

**Critical** - Delay with little prospect for resolution or insurmountable barriers preventing strategy delivery. Strategy fails completely to deliver one or more objectives.

Strategy objectives are set out in the submitted Chippenham Site Allocations Plan and correspond to each of the criteria contained in the area strategy for Chippenham Core Policy 10.

In terms of each of the strategies, their delivery is considered against the following factors:

<b>Unavailable</b>	Land not made available by land owners or no clear undertaking to do so
<b>Unsuitable</b>	Location cannot be developed or employment land requirements will not be met or there will be significantly less (developable land
<b>Unachievable</b>	Unrealistic prospect of significant (20%) development within 5 years
<b>Unviable</b>	Insufficient incentive for land owner/developer

As an employment led strategy risks to the delivery of employment land might merit a special prominence. The provision of road links to enable development to proceed or complete proposals is a key factor in terms of achieving delivery all the strategies. Viability also encompasses the degree to which policy compliant levels of affordable housing are likely to be achieved.

The main site specific risks have been identified as follows:

NPPF Deliverability	Generic risk	Site specific risk
Unavailable	Land not made available by land owners or no clear undertaking to do so	<p>Land is not registered as available for development in the SHLAA</p> <p>Land is not being actively promoted by a land owner or developer</p> <p>There is no evidence (e.g. planning application) of agreement where more than one land interest is involved</p>
Unsuitable	Location cannot be developed or employment land requirements will not be met or there will be significantly less (greater than 10%) developable land	<p>There is a prospect that a strategy will not provide sufficient land to meet strategic employment land requirements. Land for employment development will suffer significant delay. Developers do not promote land for employment development on the scale suggested in the strategy</p> <p>There is less developable land available for housing and business identified by further detailed work or assessments</p> <p>Sustainable drainage measures are far more extensive than envisaged</p> <p>Landscape constraints limit the extent of development or require further strategic landscaping</p> <p>Heritage assets require more extensive land set aside from development to ensure their significance is retained</p>
Unachievable	Unrealistic prospect of significant (20%) development within 5 years	<p>Road bridges across the River Avon cannot be implemented or cannot be delivered in a timely fashion</p> <p>Road access cannot be achieved where this involves third party land owners or</p>

		developers or cannot be done so in a timely way
Unviable	Insufficient incentive for land owner/developer	<p>There are 'big ticket' infrastructure items and it has not been established that a development can fund this and other policy requirements ( such as affordable housing)</p> <p>Target levels of affordable housing will not be achieved or there is serious doubt.</p>

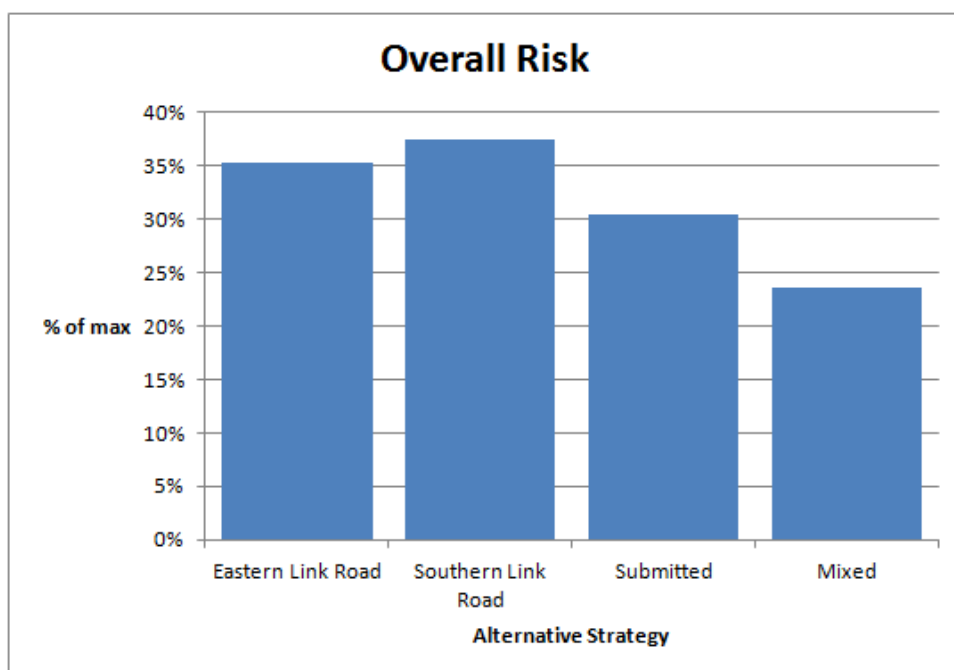
**Figure 2: Deliverability - identified risks**

The assessment requires a degree of judgement since it considers risk to delivery of a strategy involving more than one site and when each site's risks and understanding of them may vary considerably. Reasons for the 'overall view' are noted against each risk.

The assessment, at this stage, scopes the extent and nature of risk involved with each strategy. It does not go on to consider in detail what mitigation measures may remove or manage down the likelihood and consequence of each risk. Broad conclusions can be reached on what measures the Plan might include and what actions the Council itself can undertake. Once a preferred strategy has been chosen then a risk register can support its delivery. A risk register will be made visible to project stakeholders so they can see that risks are being addressed. They may flag risks not identified and give other options for risk mitigation.

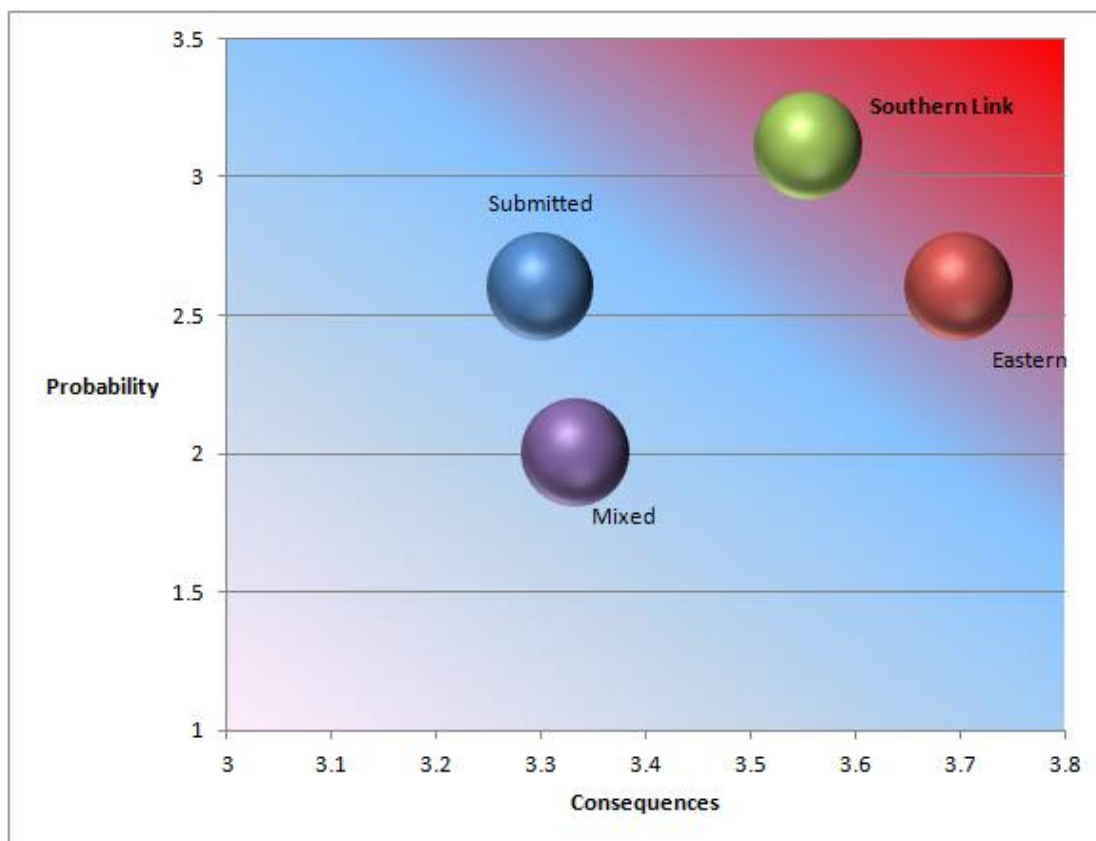
### Summary of results

Overall risk expresses the deliverability of each strategy as a percentage of the maximum possible risk (the maximum probability multiplied by the maximum consequences (5 x 5 = 25)). In terms of delivery any project is only as strong as its weakest link and to that extent the usefulness of a measure of risk is limited. Nevertheless the Southern Link Road strategy appears the riskiest and the mixed strategy possibly the safest.



**Figure 3: Overall Risk**

Separating the probability of each risk occurring from the significance of their consequences, the Southern Link Road strategy has the highest probability of one or more risks undermining deliverability. An Eastern Link Road strategy entails the worst potential consequences if delivery fails.



**Figure 4: Risks - probability and consequences**

The results clearly show that the Eastern and Southern Link Road strategies stand apart from the Submitted and Mixed ones. There are similar risks shared by submitted and eastern link road strategies largely because, to different degrees they rely on the delivery of a link road. An Eastern Link Road strategy has a greater dependency on a link road and this elevates the consequences and impacts of those risks should they materialise. In addition an Eastern Link Road carries a significant risk, for an employment led strategy, of delivering an adequate scale of land for employment development.

The highest risk strategy is possibly a southern link road strategy. There are three fundamental risks that could wholly prevent the success of this strategy. Firstly, it is not clear if and when all the land necessary to deliver the strategy will be made available. Secondly, there is no clear way yet identified to ensure the entire delivery of a southern link road west from the River Avon to the A350. A main potential 'showstopper' is the possible harm that a new road and river crossing may have on the setting to Rowden Manor.

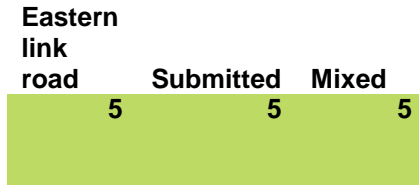
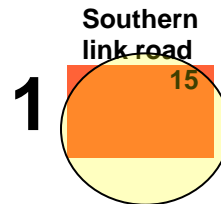
A mixed strategy appears to involve much less risk largely because a lot more is known about the effectiveness and cost of the mitigation measures site options require. There is less risk in so far as it does not involve bridging the River Avon. There is therefore much less prospect of serious risks materialising. However the possible impacts involve a greater seriousness from failing to provide sufficient affordable housing and this makes the overall risk consequences similar to the submitted strategy.

A closer look at the results clearly identifies the different reasons for these variations.

**Risk**

**Unavailable**

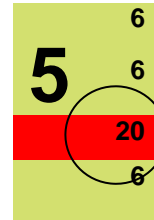
*Land not made available by land owners or no clear undertaking to do so*



**Unsuitable**

*There is significantly less developable land than envisaged because of flood risk, heritage or landscape constraints or employment land requirements are not met*

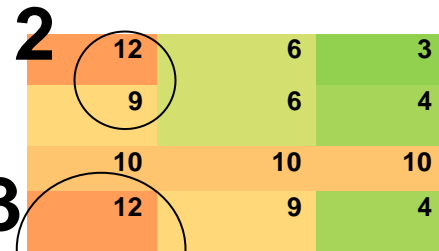
*Employment*



*Flood risk measures*

*Heritage*

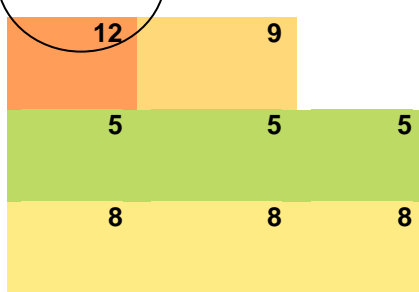
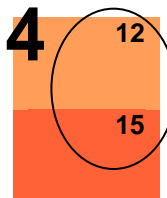
*Landscape and visual*



**Unachievable**

*Unrealistic prospect of significant (20%) development within 5 years*

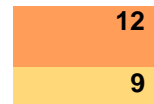
*Access cannot be achieved over the River Avon  
Road cannot be built from the River Avon to the A350*



*Access cannot be achieved over the River Avon  
Access cannot be achieved to Darcy Close from Rawlings Green  
Access cannot be achieved to Parsonage Way and A350*

**Unviable**

*Insufficient incentive for land owner/developer*



*Less than 40% proportion of affordable homes*



Key risk	Description
1	A crucial parcel of land enabling a bridge across the River Avon is not available for development. Other land south of Pewsham is not being actively promoted by a developer. Much less detailed assessment has been undertaken to investigate likely constraints and costs.
2	An Eastern Link Road strategy involves a risk that land for employment development will not be provided until much later in the plan period. Developers are also promoting a scale of development that would not be sufficient to meet strategic employment land requirements
3	Both Eastern Link Road and Submitted strategies involve development in the Marden Valley which is sensitive in landscape terms and may therefore reduce developable land.  Significant delay may also occur because a detailed bridge design has yet to be agreed and there is therefore also no detailed agreement amongst relevant land owners
4	There is no clear way forward on how the full extent of a southern link road can be achieved across land in third party ownership. A lack of vested or mutual interest raises issues to overcome about achieving a viable proposal south of Pewsham
5	The impact on the significance of Rowden Manor, a grade 2* listed building, and associated conservation area from a southern link road and bridge over the River Avon may result in substantial harm.

**Figure 5: Alternative Development Strategies - key risks**

Only the mixed strategy appears to be completely free of key risks and the southern link road strategy the most affected.

## Conclusion

A southern link road strategy appears the only strategy that may have critical flaws in terms of delivery that either represent a fundamental barrier (land not being released for development or substantial harm to heritage assets) or, at least, severe delay and the poorest consequences (with no in principle agreement with necessary third party land owners and, as yet, no developers actively promoting all the land identified in the strategy).

That said a large part of the submitted strategy and eastern link road strategy can be said to have similar risks to a southern link road, but they benefit from being further advanced; land is being made available, detailed assessments have been carried out, developers are actively promoting development and there can be said to be agreement in principle at least



about delivery. There do not appear to be fundamental barriers. Both strategies would nonetheless involve the co-ordination of a number of land owners and developers.

On the other hand, it follows that a mixed strategy that is less ambitious requires less action to co-ordinate. A mixed strategy is more readily effective and sound.

### **The role of the Council reducing risk and managing delivery**

The Council (as land owner) is a key partner without whom the South of Pewsham, Rawlings Green site or East Chippenham can be developed successfully. To date it has not taken a proactive role in delivering the town's growth and has taken a regulatory role using its planning powers in accordance with the development plan.

Planning controls alone are effective up to a certain point. The Submitted Plan consider an Eastern Link Road (ELR) as necessary to enable individual developments. An ELR can therefore be required as a part of a development. Similar is likely to apply to a southern link road (SLR). The Plan can prescribe but not ensure when certain parts of a link road need to be provided. It can also ensure, as far as possible at such a high level of planning, that the scale and form of development can support developer profits, infrastructure costs and appropriate levels of affordable housing and retain an incentive for development to take place.

The Inspector, examining the Plan, has expressed doubts though about whether these instruments alone are adequate for the Plan to be effective and for him to conclude the Plan is sound.

A strategy involving a link road requires some co-ordination between developers and land owners to make sure infrastructure is in place at the right time. Planning controls alone cannot easily ensure the timing of construction or that funding is in place to carry out construction at the appropriate moment. The Council may need to use its land owning position to leverage such practical steps as an active development partner.

Proposals of the Plan also form an important part of delivering the economic strategy of the Local Economic Partnership. In this regard the Council may need to pursue forward funding options, not to subsidise, but to ensure certainty for the timely delivery of infrastructure.

As a guarantee and last resort, the Council will also need to be prepared to use its powers of compulsory purchase if it is necessary to secure land for the delivery of key proposals. It will be a role of the plan, as the adopted development plan, to be the basis for such action and policies of the plan may need to be added to support this avenue.

Southern Link Road Strategy		OVERALL SCORE	37%			
Risk						
Site Specific	Consequence	Assessment	Consequences	Probability	Score	Comment
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	Not all land is included within the SHLAA. None of the current landowners south of Pewsham are actively promoting development of their land. No indication of agreements amongst landowners outside the current application site at SW Chippenham.	5 Major Critical	3 Possible Probable	15	SW Chippenham and, critical. Quite possible therefore i
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Current application for significant provision for employment land at Showell Farm, but no further land being actively promoted, which may result in under provision or delay	3 Moderate Major	2 Remote Highly Unlikely	6	SW Chippenham Overall impact on employment
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Design of sustainable drainage measures advanced west of the river and have not started on the eastern side. No indication that measures would not be effective, but developable area may possibly reduce. Adverse consequences less from being downstream of the urban area.	2 Minor Moderate	3 Highly Unlikely Possible	6	Indicated a developable area for development of developo
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed and mitigation considered possible. Heritage assets identified in SW Chippenham includes Rowden Manor grade II* listed building and scheduled monument, with the land around these assets being classified as a conservation area to preserve the assets setting. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Proposed green space will preserve the setting and importance of Rowden Manor. Fewer assets south of Pewsham but no detailed assessment has been carried out of development impacts, significantly this assessment would need to ascertain whether a bridge over the River Avon would result in substantial harm to the setting of Grade 2* listed Rowden Manor.	4 Moderate Major	5 Probable Highly Likely	20	Critical consequences assessed at equivalent level which is considered justified
Development has unacceptable visual impacts	Intrusive development irreversible significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views	Majority of development considered within the urban envelope of Chippenham and overall impact therefore minor.	2 Minor Moderate	3 Highly Unlikely Possible	6	Main risk is involving landscape possible but
Access cannot be achieved over the River Avon	Significant development takes place using access along the A4 only, creating adverse effects that are difficult to mitigate such as congestion and poor air	No detailed designs for River Avon bridge or any prospect that they are forthcoming. No indication that an acceptable design can be achieved.	4 Major Critical	3 Possible Probable	12	There is no significant impact and C increase. Combination

Eastern Link Road Strategy		OVERALL SCORE	35%			
Risk						
Site Specific	Consequence	Assessment	Consequences	Probability	Score	Comment
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	All land included within SHLAA is considered available. All land owners have indicated a willingness to release land for development but no firm agreement between land owners to ensure comprehensive approach.	5 Major Critical	1 Remote Highly Unlikely	5	Landowner identified is not persu
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Proposals from the developer of East Chippenham suggest a much lower amount of land than necessary to meet strategic requirements based on the suitability of the site. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives	4 Major Critical	3 Possible Probable	12	Statement pursue plan Chippenham proposals. possible an principle th consequen
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Sustainable drainage measures appear at an early stage of development. No indication that effective measures are impossible to implement. Risk that larger amounts of land may be required, reducing developable area, in order to provide comprehensive safeguards.	3 Moderate Major	3 Highly Unlikely Possible	9	Indicated a developabl other strate measures in security an
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed. There is a moderate risk to the historic environment. Mitigation considered possible. Heritage assets identified in Rawlings Green and East Chippenham include Grade 2 listed Rawlings Farm and Grade 2 listed Harden Farmhouse. The setting of Langley Burrell and Tytherton Lucas Conservation Areas are influenced by the sites. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Reduction in developable area at Rawlings Green and East Chippenham will help to preserve the setting to LBs and conservation areas.	2 Minor Moderate	5 Probable Highly Likely	10	It is highly l LBs and rec area may b
Development has unacceptable visual impacts	Intrusive development irreversible, significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views, reduces developable area	Relatively large amount of development proposed within a sensitive part of the site north of the North Wiltshire Rivers Route. Mitigation difficult to achieve for visual, noise and light pollution according to Sustainability Appraisal.	4 Major Critical	3 Highly Unlikely Possible	12	Impacts are this area. C attractiveness
Access cannot be achieved over the River Avon	Significant development takes place using access along the A4 only, creating adverse effects that are difficult to	No detailed designs for River Avon bridge. Early indications are that an acceptable design can be achieved.	4 Moderate Major	3 Highly Unlikely Possible	12	There is no a part or al because of

Submitted Strategy		OVERALL SCORE	30%					
Risk								
Site Specific	Consequence	Assessment	Consequences	Probability	Score	Co		
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	All land included within SHLAA is considered available. All land owners have indicated a willingness to release land for development but no firm agreement between land owners to ensure comprehensive approach.	5 Major Critical	1 Remote Highly Unlikely	5	La ris co		
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Current application for significant provision for employment land at Showell Farm. Proposals reserve land for a future business park but this may come under pressure for release to housing development. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives.	3 Moderate Major	2 Highly Unlikely Possible	6	Sta wi		
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Design of sustainable drainage measures advanced west of the river at SW Chippenham. Sustainable drainage measures appear at an early stage of development at East Chippenham and Rawlings Green. No indication that effective measures are impossible to implement. Risk that larger amounts of land may be required, reducing developable area.	2 Minor Moderate	3 Highly Unlikely Possible	6	Inc the ass ov ag		
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed. There is a moderate risk to the historic environment. Mitigation considered possible. Heritage assets identified in SW Chippenham includes Rowden Manor grade II* listed building and scheduled monument, with a conservation area to preserve the assets setting. Heritage assets identified in Rawlings Green and East Chippenham include Grade 2 listed Rawlings Farm and Grade 2 listed Harden Farmhouse. The setting of Langley Burrell and Tytherton Lucas Conservation Areas are influenced by the sites. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Proposed green space will preserve the setting and importance of Rowden Manor. Reduction in developable area at Rawlings Green and East Chippenham will help to preserve the setting to LBs and conservation areas.	2 Insignificant Minor	5 Probable Highly Likely	10	Im po pla		
Development has unacceptable visual impacts	Intrusive development irreversible significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views, reduces developable area	Development at East Chippenham focussed almost entirely on areas most suited in landscape terms. Development at SW Chippenham within existing visual envelope of urban area. Low density at Rawlings Green appears to be accepted by developers. Impacts relate to the design and alignment of an ELR	3 Minor Moderate	3 Highly Unlikely Possible	9	Im pre for po		
Access cannot be achieved over the River Avon	Significant development takes place using access along the A4 only, creating adverse effects that are difficult to	No detailed designs for River Avon bridge. Early indication that an acceptable design can be achieved.	3 Moderate Major	3 Highly Unlikely Possible	9	Th exp		

Mixed Strategy		OVERALL SCORE	24%					
Risk								
Site Specific	Consequence	Assessment	Consequences		Probability		Score	Com
	Development does not proceed or takes place piecemeal without certainty over adequate infrastructure or environmental impacts	All land included within SHLAA is considered available. All land owners have indicated a willingness to release land for development.	5	Major Critical	1	Remote Highly Unlikely	5	Land iden not p
No employment land is made available, is reduced in scale or is delayed	Development fails to provide for jobs and business necessary to support the town's growth	Current application for significant provision for employment land at Showell Farm. Form of employment provision at Rawlings Green has yet to be agreed and developer aspirations may not conform to plan objectives	3	Minor Moderate	1	Remote Highly Unlikely	3	State to p
Development increases flood risks	Development worsens existing flood risks, in particular for the existing urban area	Design of sustainable drainage measures advanced west of the river at SW Chippenham. Sustainable drainage measures appear at an early stage of development at Rawlings Green. No indication that effective measures are impossible to implement. Risk that larger amounts of land may be required, reducing developable area.	2	Insignificant Minor	2	Highly Unlikely Possible	4	Indic Raw deve
Development has an unacceptable impact upon heritage assets	Substantial harm to the significance of heritage assets	Significance of heritage assets and their setting have been assessed. There is a moderate risk to the historic environment. Mitigation considered possible. Heritage assets identified in SW Chippenham includes Rowden Manor grade II* listed building and scheduled monument, with a conservation area to preserve the assets setting. Heritage assets identified in Rawlings Green include Grade 2 listed Rawlings Farm. The setting of Langley Burrell Conservation Area is influenced by the site. Mitigation of effects on heritage assets with archaeological interests is achievable through either the preservation in situ of areas of archaeological remains and recording of more widespread remains. Proposed green space will preserve the setting and importance of Rowden Manor. Reduction in developable area at Rawlings Green will help to preserve the setting to LBs and conservation areas.	2	Minor Moderate	5	Probable Highly Likely	10	Impa poss cann
Development has unacceptable visual impacts	Intrusive development irreversible significant harm to the tranquility and attractiveness of the immediate area as well as wide landscape views	Low density of development at Rawlings Green appears to be accepted by developers but may be challenged in the future. Development at SW Chippenham considered to be broadly within the existing visual envelope of the urban area.	2	Minor Moderate	2	Highly Unlikely Possible	4	Impa this
Access cannot be achieved to Darcy Close from Rawlings Green	Development at Rawlings Green adds to existing traffic congestion without mitigation	Detailed design stage has been reached and there is agreement in principle between land owners.	5	Major Critical	1	Remote Highly Unlikely	5	Agre
Access cannot be achieved to Parsonage Way and A350	Development at Rawlings Green adds to existing traffic congestion without mitigation	Detailed design stage has been reached and there is agreement in principle between land owners.	4	Major Critical	2	Highly Unlikely Possible	8	Agre Deve
	No development takes place. Developer does not agree to Plan	Developer has submitted planning application for SW Chippenham. Planning application submitted for Rawlings Green, although no developer yet firmly associated with taking forward detailed proposals .	3	Moderate Major	2	Remote Highly Unlikely	6	Mor Chip



## **Appendix 8:**

# **SWOT assessment of alternative development strategies**

### Summary SWOT Assessment (Performance against CP10 Criteria 1-6)

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)				
	Strength	Opportunity	Threat	Weakness
Eastern Link Road		4 6	2 3 5	1
Southern Link Road	2	4 6	3 5	1
Submitted	1 2	3 4 6	5	
Mixed	1 2	3 4 6	5	

### Eastern Link Road Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
	3 4 6	2 5	1

CP10 Criteria	
Economy	<p>The Eastern Link Road option has low potential to ensure the delivery of a choice of premises for employment. Whilst both sites are subject to current planning applications, the combined amount of employment land is 15ha, which is below the residual requirement for employment land. Additional land would be required to be provided for employment in C1 instead of housing or elsewhere in Chippenham.</p> <p>Extensive new road infrastructure is required which may have significant cost and time implications for the delivery of both sites. The infrastructure would include a railway bridge to Area A, a river crossing between Site B1 and C4, a Cocklebury Link Road and the production of an Eastern Link Road (ELR).</p> <p>Business premises development could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p>



<p><b>Social</b></p>	<p>The Eastern Link Road option has good social opportunities. The overall amount of housing exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing and to provide facilities such as primary schools.</p> <p>However the provision of a eastern link road could risk the delivery of appropriate levels of affordable housing and could result in issues of viability given the additional cost of the railway bridge, link road and river crossing and delay to delivery of housing linked to the completion of the eastern link road to ameliorate the impact on congested corridors.</p> <p>Site B1 has a strong relationship with the railway station, college and leisure centre and has some potential for providing new attractive walking and cycling links. It is a moderate distance to the railway station for the central and western areas within Site C4. Distance to the railway station for the eastern and northern areas beyond the pylon line and the Sustrans route is further. The Eastern Link Road would improve access to the railway by car and/or public transport.</p> <p>One of the main strengths of this option is the proximity to Abbeyfield School where there is known capacity. Neither site in this option is particularly close to any of the existing GP Surgeries. The current preference is to provide additional capacity at the Community Hospital to relieve pressure on individual GPs which is located to the SW of Chippenham and access is weak from this option.</p> <p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor.</p>
<p><b>Road Network</b></p>	<p>The eastern link road option provides the opportunity to create a link road to improve access to the A350 from the east of Chippenham through Strategic Area A and reduce the potential impact of development on existing congested corridors and benefit traffic conditions in the central area.</p> <p>However, the opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of this option in relation to criteria 1 and 2 of CP10.</p>
<p><b>Accessibility</b></p>	<p>The Eastern Link Road option has strong opportunities to improve access to key facilities by non-motorised transport. There is good ease of access to the town centre and railway station from Site B1 with opportunities to extend and improve the currently public transport network from Site C4 as a result of the development of an eastern link road.</p>
<p><b>Environment</b></p>	<p>The Eastern Link Road option will have moderate-high landscape impact upon the countryside and the settings to Chippenham and surrounding settlements although</p>

	<p>it also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity, although the area south of Peckingell Farm is marginally less sensitive. The site consists of improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views. Potential mitigation measures include a lesser density of development and prevention of intrusive large buildings on the site.</p> <p>Site C4 has several areas which have moderate to low development capacity. These include land south of the North Wiltshire Rivers Route as it is located on higher ground that is more visually prominent, land north of the North Wiltshire Rivers Route to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden and Land associated with the floodplain of the River Avon. The area of land in the vicinity of Harden's Mead is marginally less sensitive being located on lower ground next to the eastern edge of Chippenham, but does contain Hardens Farmhouse which is a heritage asset. The asset would be affected by loss of appreciation and understanding of the landscape setting and context to these buildings.</p>
<p>Flood Risk</p>	<p>The eastern link road option contains some flood zone 2 and 3 which is part of the River Avon Corridor. However there remains a developable area outside of this area.</p>

## Southern Link Road Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
<b>2</b>	<b>4 6</b>	<b>3 5</b>	<b>1</b>

CP10 Criteria	
Economy	<p>The Southern Link Road option has moderate potential to ensure the delivery of a choice of premises for employment. One site is subject to a current planning application, whilst the other site is not being actively promoted. Therefore whilst this option could provide 28ha employment land, currently there is certainty that only 18ha could be provided which is below the residual requirement.</p> <p>The employment land within Site E5 has been identified as being deliverable in the short term for a mix of B1/B2/B8 uses. It is situated at a strategic location away from congested corridors, has a direct link to the A350 and the wider PRN, and does not rely upon significant infrastructure to be in place prior to/during its completion.</p> <p>The economic potential of Site D7 is considered to be weak. Although it can physically accommodate employment land or premises without prejudice to existing residential properties, development of business premises in this area could undermine a number of landscape qualities to be safeguarded and it is likely that the scale of building form and associated infrastructure would have a greater adverse effect on qualities to be safeguarded than housing development. In addition, the site is in a location that would create pressure on existing congested corridors and relies on the provision of a southern link road to improve access to the primary road network and could consequently be subject to high development costs. The site is also considered to be deliverable later or beyond the plan period due to the need for infrastructure to access the site and to provide a suitable link with the A350 and M4 and, as the site is not currently being promoted actively by the land owner there is likely to be a low speed of delivery. The separate ownership of a strip of land alongside the A4 which would control access to the site should be seen as a significant risk to delivery.</p>
Social	<p>The Southern Link Road option has good social opportunities. Altogether the overall amount of housing exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing, although the provision of a southern link road could risk the delivery of appropriate levels of affordable housing.</p> <p>Two further issues which could arise are (i) viability given the additional cost of a link road and river crossing and (ii) delay to delivery of housing which could be linked to the completion of the southern link road to ameliorate the impact on congested corridors. Site D7 is not currently being promoted and combined with</p>

	<p>the need for infrastructure is likely to lead to a low speed of delivery.</p> <p>One of the main strengths of D7 located east of the River Avon is its proximity to Abbeyfield School where there is known capacity and its relationship to Stanley Park, whereas Site E5 located west of the River Avon is further away from Abbeyfield School and which is therefore considered to be a weakness.</p> <p>The floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>A potential risk for this option is its relationship to both the sewerage treatment works and the water supply, although the extent of these risks is unknown at the moment.</p>
Road Network	<p>The southern link road option provides the opportunity to create a southern link road to improve access to the A350 from the east of Chippenham through Strategic Area E (which already performs well in terms of access to PRN/A350 and town centre) and reduce the potential impact of development on existing congested corridors.</p> <p>However, the opportunity to provide a link road may be tempered by the delay to development this may introduce ie limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10.</p> <p>Transport evidence indicates that the Eastern Link Road strategy provides greater benefit to the existing community than the Southern Link Road strategy. The Southern Link Road Strategy is predicted to potentially result in some poor traffic impacts in the local network and is therefore a threat.</p>
Accessibility	<p>The Southern Link Road option has moderate opportunities to improve access to key facilities by non-motorised transport. There is good ease of access to the town centre and railway station although there are differences in terms of public transport and access to secondary schools between the east (Site E5) and west (Site D7) part of the option.</p> <p>Site E5 has good access to existing public transport routes and strong opportunity to develop and improve the current public transport network, whereas there are weak opportunities to extend existing public transport routes on the A4 into Site D7.</p> <p>Site D7 has a strong relationship with Abbeyfield School whereas access to secondary schools is a main weakness for Site E5, although there are opportunities to improve the public footpath network in this area which may then open up the possibility of improved links to secondary schools.</p>
Environment	<p>The Southern Link Road option will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, but</p>

	<p>also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>The option contains certain features of ecological value such as Mortimore's Wood CWS and the River Avon County Wildlife Site as well as the Rowden Conservation Area. There is potential for mitigation in relation to each aspect which means there are areas which have moderate to low development capacity. The capacity to preserve and enhance the landscape characteristics within the site appears to be viable with Rowden Manor and its associated conservation area being conserved, along with the River Avon valley. Scope to preserve the views of the historic core of Chippenham is also possible with the retention of green buffers, which also repair the urban fringes and approaches to Chippenham which are currently rural from the south west.</p> <p>The southern extent of Site E5 means that it encroaches around the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Grade II* listed Rowden Manor will remain protected by the conservation area.</p>
<p>Flood Risk</p>	<p>The Southern Link Road Option contains a large amount of developable land within Flood Zone 1. Site D7 located East of the River Avon has a low risk of flooding, although development would be at least partially dependent upon creating crossings to the River Avon in order to ensure proper connections to the town. Site E5 abuts flood risk zones to the east while also including several smaller tributary watercourses draining to the river Avon. This means that a sensible scale and pattern of development would be required along with measures to provide for an acceptable surface water management regime. Some of Site E5 has the highest propensity to groundwater flooding, although much of the affected area is close to the river Avon and as such is on a flood risk area so will not be built on. This may have a bearing on the potential for and design of SUDS.</p>

## Submitted Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
<b>2 1</b>	<b>6 4 3</b>	<b>5</b>	

CP10 Criteria	
Economy	<p>The Submitted Option has good potential to ensure the delivery of a choice of premises for employment. The amount of employment land to be provided exceeds the residual requirement and at least 23ha can be provided within the plan period.</p> <p>The employment land within Site E2 has been identified as being deliverable in the short term for a mix of B1/B2/B8 uses. It is being actively promoted by the landowner and subject to a planning application. It is situated at a strategic location away from congested corridors, has a direct link to the A350 and the wider PRN, and does not rely upon significant infrastructure to be in place prior to/during its completion.</p> <p>The B1 site including the employment land is being actively promoted by the land owner and subject to a planning application which means the site it likely to be viable and deliverable in the short to medium term. The rural aspect and views would provide an attractive setting to the development. Although business premises development in this area could include large buildings and car parking which would be difficult to adequately screen and consequently would increase the urban influences on the wider landscape and considerably extend the perceived edge of Chippenham reducing separation between the town and rural outlying villages.</p> <p>Extensive new road infrastructure would be required if development takes place on sites B1 and C1. The infrastructure would take the form of a railway bridge to Area A, and the production of an Eastern Link Road (ELR). The implementation of this infrastructure could have significant cost and time implications on the delivery of these two sites. The delivery of Site E1 located to the SW of Chippenham would not be affected.</p>
Social	<p>The submitted option has good social opportunities. Altogether the overall amount of housing exceeds the residual requirement and there is potential to provide a mix of house types for both market and affordable housing, although the provision of a eastern link road could risk the delivery of appropriate levels of affordable housing. Two further issues which could arise in relation to Sites B1 and C1 are (i) viability given the additional cost of a link road and river crossing and (ii) delay to delivery of housing which could be linked to the completion of the eastern link road to ameliorate the</p>

	<p>impact on congested corridors.</p> <p>Sites B1 has a network of PRow linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. Site E2 also has a network of Public rights of way and has potential opportunity for improvements to the public footpath network, with improved links possible with the town centre.</p> <p>B1 and C1 are both relatively close to Abbeyfield Secondary School, where there is current capacity. Neither is close to any of the existing GP Surgeries. Site E2 is further away from Abbeyfield School which is considered to be a weakness, although the opportunities for improvements to the PRow may result in improved links. It is relatively close to the Community Hospital where it is the current preference is to provide additional capacity to relieve pressure on individual GPs.</p> <p>All three sites contain some land classified as floodplain associated with the River Avon. This provides a suitable location for increasing opportunities for open space and public access provision along the river corridor. The undulating landform is an attractive feature and could enable the capture of a variety of views from housing and the street and pedestrian network along the river valley.</p> <p>There are potential pollution sources in Langley Park industrial area and the site has a large distance to travel to the waste water works, although the extent of these risks is unknown at the moment.</p>
<p>Road Network</p>	<p>The submitted option provides the opportunity to create an eastern link road to improve access to the A350 from the east of Chippenham from the A4 through Sites C1, B1 and strategic Area A and reduce the potential impact of development on existing congested corridors. The opportunity to provide a link road may result in a delay to development on sites B1 and C1. ie limited number of homes and jobs created until a new link road is available. However Site E2 is not reliant on the provision of a eastern link road.</p>
<p>Accessibility</p>	<p>The Submitted option has moderate opportunities to improve access to key facilities by non-motorised transport.</p>
<p>Environment</p>	<p>The submitted option will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, but also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>The area of Site B1 has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area</p>

	<p>likely to make the urban edge of Chippenham more prominent in the wider landscape. As a result the site has moderate-low development capacity.</p> <p>Site E2 has the capacity to preserve and enhance the landscape characteristics within the site by utilising Rowden Manor and its associated conservation, alongside conserving with the River Avon valley. Views of the historic core of Chippenham can be preserved through the retention of green buffers, which also repair the urban fringes and approaches to Chippenham. Through the conservation of the River Avon Valley, railway embankment and the conservation area the impact upon ecological sites and associated species can be minimised. The site extends around the Showell Farm Nurseries, which has been identified as being a site of archaeological interest. Opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests.</p> <p>For Site C1, the area of land in the vicinity of Harden’s Mead is marginally less sensitive for development being located on lower ground next to the eastern edge of Chippenham. The area of land south of the North Wiltshire Rivers Route has been ascribed a moderate-low development capacity as it is located on higher ground that is more visually prominent and the area of land north of the North Wiltshire Rivers Route also has a low development capacity in order to maintain separation between Chippenham and Tytherton Lucas and retain the remote and tranquil area around the River Marden. There are existing views towards Chippenham from Tytherton Lucas, however at present these are glimpsed and generally the village feels rural and remote. Development has the potential to reduce separation between Tytherton Lucas and Chippenham which would reduce its remote and tranquil character. In addition development would be visually prominent from surrounding high ground and could make this edge of Chippenham considerably more notable in the surrounding countryside. Development would require extensive advanced landscape structure to reduce adverse landscape and visual effects on the surrounding landscape.</p> <p>The area of land south of Stanley Lane has been ascribed a low development capacity as it is located on the highest ground in Area C and is prominent from view from the surrounding limestone ridge. The land also maintains separation between Chippenham and Derry Hill.</p>
<p>Flood Risk</p>	<p>The submitted option contains some land within Flood Zones 2 and 3 which provides the opportunity for However all three sites which make up this option include developable land within Flood Zone 1.</p>



## Mixed Option Alternative Development Strategy SWOT

Step 8 SWOT Assessment (Performance against CP10 criteria 1-6)			
Strength	Opportunity	Threat	Weakness
1 2	3 4 6	5	
CP10 Criteria			
Economy	<p>The Mixed Option has good potential to provide employment land. Over 23ha of employment land can be provided during the plan period which exceeds the residual requirement of 21ha. The employment land is considered to be deliverable for a mix of B1/B2/B8 uses in the early and later stages of the Plan.</p> <p>The employment land within Site E5 is situated at a strategic location away from congested corridors, has a direct link to the A350 and the wider PRN, and does not rely upon significant infrastructure to be in place prior to/during its completion. It has been identified as being deliverable in the short term.</p> <p>Although Site B1 is distant from the economic corridor, its proximity to the town centre and railway station provides a distinctive USP for this location which is also close to the established principal employment area at Langley Park. There is a lack of access to A or B roads to and from this site so extensive new road infrastructure would be required for development to take place on this site. The infrastructure would take the form of a link road from Cocklebury Road across the railway bridge to Area A..The implementation of this infrastructure could have significant cost and time implications on the delivery of the site. However employment land at this site is considered to be deliverable for a mix of B1/B2/B8 uses in the later stages of the Plan provided the Cocklebury Link road is created to open up the land. The site is being actively promoted by the land owner and subject to a planning application which means the site it likely to be viable and deliverable in the short to medium term.</p>		
Social	<p>The mixed option has good social opportunities. The overall amount of housing exceeds the residual requirement of 1780 houses and there is potential to provide a mix of house types for both market and affordable housing alongside the infrastructure required to serve them.</p> <p>The strengths of Site B1 are the network of PRoW crossing the site linking the edge of Chippenham with the wider countryside as well as having strong impacts on leisure facilities due to the sites location relatively close to the Olympiad Leisure Centre, the primary indoor leisure facility in Chippenham. The site is also relatively close to Abbeyfield Secondary School.</p>		

	<p>There are several risks for Site B1. These relate to the potential pollution sources in Langley Park industrial area and the distance to the waste water works, although the extent of these risks is unknown at the moment. Further risks relate to the provision of appropriate levels of affordable housing as the production of a new bridge would have significant cost and time implications on the delivery of the site. Furthermore the site is not close to any of the existing GP Surgeries.</p> <p>The strengths of Site E5 are that the floodplain associated with the river Avon provides a suitable location for increasing opportunities for open space and public access provision along the river corridor, while other opportunities for cycle links with Lacock also exist.. This site is also closely linked with the Rowden Community Hospital. With, this could place this area in a good strategic location in relation to this facility.</p> <p>Furthermore, the size of this site improves the viability in regards to the provision of facilities such as a primary school. Therefore this site could actually have the opportunity to have a positive impact upon Chippenham’s Schools and current spare capacity. The larger residential area also lends itself to providing more in the way of leisure provision, hence also opening up opportunities on this front.</p>
<p>Road Network</p>	<p>The Mixed Option by including Site B1 will contribute towards the production of an Eastern Link Road, which could reduce the potential impact of development on existing congested corridors. Site B1 also has strong potential to offer wider transport benefits to the community as it has strong access to the town centre particularly the railway station and through the access road road required to develop the site will remove an existing cul-de-sac along Cocklebury Road which is seen as creating congestion at Station Road. However, the opportunity to provide a link road may be tempered by the delay to development this may introduce i.e. limited number of homes and jobs created until a new link road is available and, as a consequence the relative benefits of the site in relation to criteria 1 and 2 of CP10.</p> <p>Due to its location in regards to the A350 to the south, Site E5 performs well in terms of access to the PRN/A350. E5 also performs well in terms of access to the town centre by non-motorised modes of transport, however the additional development in the southern region of the strategic site means this region is beginning to provide weaker access to the town centre. This larger scale of development in combination with its proximity to the town centre does mean that the site performs weakly in regards to adding to existing traffic passing through the town centre. The sites close links with existing congested corridors means that in order to mitigate against adding to existing problems, it is possible this site will need to be delivered alongside infrastructure that enables a motorised link with the eastern road network. This may pose a significant development cost upon the strategic site, however will also offer up a wider benefit if the opportunity to provide this link is found to be viable for this strategic site.</p>

<p>Accessibility</p>	<p>The Mixed Option has strong/good opportunities to improve access to key facilities by non-motorised transport.</p> <p>Site B1 has a strong relationship with the railway station. It also has relatively strong or moderate access to public transport corridors and could provide some potential for improving public transport accessibility for existing residents. Furthermore it could provide some potential for providing new attractive walking and cycling links that are of use to existing communities. It also has moderate accessibility to other amenities such as secondary schools and the college.</p> <p>The assessment for Site E5 is more mixed. The ease of access from Site E5 to the town centre, railway station and public transport is assessed as being good overall, although southern sections of the site perform slightly weaker in terms of access to the town centre and associated facilities. Access to the secondary schools of Chippenham is a main weakness. Due to the strategic location and scale of this site, there is a strong opportunity to develop and improve the current public transport network in the local area. This opportunity for improvement also stretches into the public footpath network, with improved links possible with the town centre from this region of Chippenham. This may then open up the possibility of improved links to Chippenham's existing secondary schools.</p>
<p>Environment</p>	<p>The Mixed Option will have some landscape impact upon the countryside and the settings to Chippenham and surrounding settlements, but also provides opportunities to improve biodiversity and access and enjoyment of the countryside.</p> <p>Site B1 forms the southern part of the strategic area around Rawlings Farm, which generally comprises improved agricultural grassland with limited ecological value. There is also strong connectivity to public rights of way through and into the countryside with some public views and a network of PRoW linking the edge of Chippenham and Langley Burrell to the north of the Great Western Railway with the wider countryside and also to the North Wiltshire Rivers Route. The area has a high visual prominence and the site is likely to be sensitive to encroachment from the town, with development in this area likely to make the urban edge of Chippenham more prominent in the wider landscape. The site has moderate-low development capacity; nevertheless the site area (the area south of Peckingell Farm), is marginally less sensitive. There are also concerns about the potential moderate impact on heritage assets within and adjacent to the site.</p> <p>Site E5 does not extend beyond the existing footprint of Chippenham and the capacity to preserve and enhance the landscape characteristics within the site appears to be viable with Rowden Manor and its associated conservation area being conserved, along with the River Avon valley.</p>

	<p>Scope to preserve the views of the historic core of Chippenham are also possible with the retention of green buffers, which also repair the urban fringes and approaches to Chippenham which are currently rural from the south west. The preservation of ecological sites and associated species appears to be possible on this site through the conservation area, River Avon valley and railway embankment. The preservation of the above also opens up opportunities for Public rights of way and the enhancement of the existing network that runs through the site.</p> <p>The southern extent of the site means that it encroaches around the Showell Farm nurseries, which has been identified as being a site of archaeological interest. However opportunities exist to mitigate against the loss of these heritage assets and others across the site by recording and preserving them in situ and recording the more widespread interests. Rowden Manor will remain protected by the conservation area.</p>
<p>Flood Risk</p>	<p>The Mixed Option contains a large amount of developable land within Flood Zone 1. There is a small amount of flood zone 2 and 3 to the east of Site B1. However, there is a developable area protected from the River Avon and River Marden by being on higher ground. There would be limited fluvial flooding on the western bank side due to the natural lie of the land. Drainage from this area will be directed to the River Avon so the creation of large impervious areas here will lead to additional peak flows joining the river and therefore additional flows arriving at the radial gate weir in Chippenham centre. This would add to high flood risk at the radial gate.</p> <p>The majority of land of Site E5 that lies within flood zone 2&amp;3 is located within the indicative greenspace of the conservation area and land along the River Avon. Tributaries are present running through the area, and as such any development would need to be carefully developed. Also, with the groundwater flooding susceptibility and the fact that runoff goes directly into the Avon and Sewage Treatment works, surface water management would have to mimic or better the current greenfield rates of runoff.</p>

**Chippenham Site Allocations Plan  
Site Selection Report  
Appendices**

**Council Version**

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