

# Chippenham Site Allocations Plan Sustainability Appraisal Report

Wiltshire Council

ATKINS

Part One B – A Review of the Sustainability Appraisal of Strategic Areas

April 2015

# Notice

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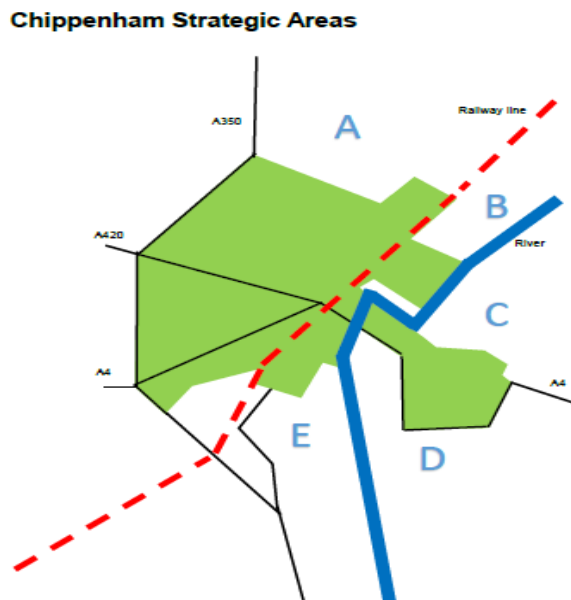
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# 1. Strategic areas assessment

## 1.1 Introduction

- 1.1.1 This section provides a high level assessment of the five indicative strategic areas (A to E) identified in the Chippenham diagram contained in the Wiltshire Core Strategy. The SA of the Core Strategy does not provide an assessment of Areas A to E and instead they are assessed in this SA Report for the Chippenham Site Allocations Plan.
- 1.1.2 These strategic areas may, in principle, be suitable to accommodate large mixed use sites on the edge of the town. These areas lie adjacent to the north-eastern, eastern, south-eastern and southern boundaries of Chippenham and are defined by barriers such as main roads, rivers and the main railway line. The five strategic areas in Chippenham are provided in the Figure 1.1 below.

**Figure 1.1: Chippenham Strategic Areas Diagram**



- 1.1.3 No areas were identified by the Council for assessment west of Chippenham as this direction of growth is not considered suited to the development of large mixed use sites and, therefore, not considered a reasonable alternative for the purpose of SA/SEA. (Further information provided in Chippenham Site Allocations Plan, Briefing Note 2 – Definition of the Chippenham Strategic Areas available on the Wiltshire Council web site<sup>1</sup>.)
- 1.1.4 In addition to this, no strategic areas were considered within existing urban areas of Chippenham given the limited opportunities for redevelopment, as stated in the Para 5.47 of the Wiltshire Core Strategy (2015) *“Currently, the limited opportunities for the redevelopment of brownfield sites in Chippenham means that it is necessary to identify greenfield sites on the edge of town”*

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<sup>1</sup> <http://www.wiltshire.gov.uk/briefing-note-2-definition-of-chippenham-strategic-areas.pdf>

- 1.1.5 The high level assessment of strategic areas A to E provides initial information as to which strategic area (or parts of strategic areas) or combination of areas are best suited to accommodate strategic development on the periphery of Chippenham town.
- 1.1.6 It is important to note that given the high level nature of the strategic of areas A to E, there is some uncertainty in effects against SA objectives. It should also be noted that the level of assessment of these areas that has been undertaken allows for a proportionate use of evidence appropriate for a comparison of broad strategic areas and provides a relatively comprehensive identification and assessment of key receptors, resources and effects.

## 1.2 Methodology

- 1.2.1 A Sustainability Threshold Assessment (STA) methodology has been used which allows for the evaluation and comparison of effects for five strategic areas. The generic assessment scale that has been utilised is shown in Table 1.1. Further details on the methodology that has been utilised are set in the SA Methodology chapter in Part One A.
- 1.2.2 Information contained in the various thematic evidence papers prepared in support of the Chippenham Site Allocations Plan (see SA Methodology Chapter in Part One A) has been utilised in the assessment together with information from constraints maps (in Appendix A) which have been prepared covering the following topics:
- Biodiversity (linked to SA Objective 1)
  - RIGS (linked to SA Objective 1)
  - BAP Priority Habitats (linked to SA Objective 1)
  - Agricultural Land (linked to SA Objective 2)
  - Contaminated Land (linked to SA Objective 2)
  - Mineral Safeguarding Areas (linked to SA Objective 2)
  - Water Resources and Flooding (linked to SA Objective 3)
  - Air Quality (linked to SA Objective 4)
  - Heritage (linked to SA Objective 6)
  - Landscape and Townscape (linked to SA Objective 7)
  - Community Facilities (linked to SA Objective 8)
  - Open Space (linked to SA Objective 8)
  - Public Rights of Way (linked to SA Objective 8)
  - Multiple Deprivation (linked to SA Objective 8)
- 1.2.3 The description of the Strategic Areas provided in Appendix B has been extracted from Evidence Paper 4: Chippenham Landscape Setting Assessment.
- 1.2.4 It should be noted that the STA methodology has a particular focus on likely adverse effects that may arise from development as it acts as a first sieve in the identification of areas or sub-areas inside each strategic area with the most ability to accommodate development.
- 1.2.5 The assessment methodology takes into consideration constraints to development in each of the five strategic areas and is based on the following generic approach:
- 1- The existence of absolute sustainability constraints covering the whole of a strategic area will lead to the exclusion of an area.

- 2- Sustainability constraints which result in significant adverse effects for which mitigation is problematic will require the search for development to be located in better performing areas; if no better performing strategic areas exist then an approach is set as to how the area could still accommodate development.
- 3- Sustainability constraints which result in adverse effects capable of being mitigated mean that development can be located inside the strategic area. In this case, mitigation measures are identified to prevent and/or minimise identified likely adverse effects.
- 4- No sustainability constraints result in no adverse effects and development can be located inside the strategic area.

**Table 1.1: Thresholds for Assessment**

Not suitable for development		Absolute sustainability constraints; exclude this option.
Significant adverse effect on...		Sustainability issues; mitigation considered problematic.
Limited adverse effect on...		Sustainability issues; mitigation considered achievable.
No adverse effect		No sustainability constraints.
Opportunities to...		Development will support sustainability objective.

## 1.3 Assessment Summary

- 1.3.1 The summary of the strategic areas assessments scores is presented in Table 1.2. Detailed assessment results for each strategic area are presented in Appendix B.
- 1.3.2 Overall, the assessments show that no absolute constraints to development exist in the five strategic areas (denoted by the absence of red cells in Table 1.2); although some constraints resulting in significant adverse effects arising from development for which mitigation would be problematic (denoted by orange cells in Table 1.2) are present in all areas to a greater or lesser extent. All areas also exhibit a number of constraints of achievable mitigation (denoted by the yellow cells in Table 1.2)
- 1.3.3 A number of generic mitigation measures have been identified which could be applied in most if not all of the strategic areas. These are set out below, with related SA objectives listed in parenthesis:
- Ecological surveys will be required to accurately assess likely effects once development details become available (SA Objective 1).
  - Integrated surface water management and pollution prevention measures such as SUDS should be introduced as part of new development (SA Objective 3).
  - Air quality monitoring and noise surveys will be required to determine baseline conditions and understand the extent of potential constraints in specific identified areas (SA Objective 4).
  - Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required in specific identified areas (SA Objective 4).
  - Buildings should be designed so as to minimise construction and operational carbon emissions (SA Objective 5).
  - Trees or new woodland should be planted as part of development to sequestrate carbon, as well as to screen development which would alter the character of the rural landscape, where relevant (SA Objectives 5 and 7).

- Mitigation of effects on heritage assets should be prioritised as: avoidance; preservation in situ of discrete areas of archaeological remains; or archaeological recording for more widespread remains. Archaeological investigations should be considered to assess the significance of any unknown heritage assets (SA Objective 6).
- Any landscape planting should be drought resistant and have a low water demand (SA Objective 7).
- Buffer zones should be used to avoid or reduce impacts on biodiversity, heritage and landscape assets (SA Objectives 1, 6 and 7).
- Public transport improvements would have to bring about a substantial modal shift in all areas in order to alleviate congestion (SA Objective 10).

1.3.4 The subsections below summarise key assessment results for each strategic area, as well as identifying, where applicable, sub-areas within each strategic area with least constraints to development and therefore more suitable for development. Reference should be made to Table 1.2 where environmental objectives and socio-economic objectives are categorised.

**Table 1.2: Strategic Areas Assessment Summary Table**

SA Objective	Area A revised	Area B revised	Area C revised	Area D revised	Area E revised
<b>Environmental</b>					
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses	Orange	Yellow	Yellow	Yellow	Yellow
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings	Orange	Orange	Orange	Orange	Orange
3. Use and manage water resources in a sustainable manner.	Yellow	Yellow	Yellow	Yellow	Yellow
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution	Yellow	Yellow	Orange	Orange	Yellow
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects	Yellow	Yellow	Yellow	Yellow	Yellow
6. Protect, maintain and enhance the historic environment	Yellow	Yellow	Yellow	Yellow	Yellow
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place	Yellow	Orange	Yellow	Yellow	Yellow
<b>Socio-economic</b>					
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures	Green	Green	Green	Green	Green
9. Reduce poverty and deprivation and promote more inclusive and self- contained communities	Yellow	Yellow	Yellow	Yellow	Yellow
10. Reduce the need to travel and promote more sustainable transport choices	Yellow	Yellow	Yellow	Yellow	Blue
11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth	Green	Green	Green	Green	Green
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce	Blue	Yellow	Yellow	Yellow	Blue

### **Area A**

- 1.3.5 In terms of socio-economic SA objectives, Area A generally provides positive support for the housing and local economy SA objectives. There are, however, two constraints relating to inclusive and self-contained communities and promotion of sustainable travel choices. In particular, the constraints relate to non-motorised access to community facilities and the town centre but mitigation is considered achievable.
- 1.3.6 With regard to environmental SA objectives, the assessment results indicate marked constraints of problematic mitigation in relation to biodiversity and geological features and efficient use of land. Area A encompasses a number of important ecological resources, including two BAP priority habitats, Birds Marsh Wood County Wildlife Site as well as several protected species. The majority of land in the strategic area not covered by the approved application comprises BMV agricultural land, making mitigation through avoidance of BMV also problematic.
- 1.3.7 The eastern part of the strategic area is formed of land which contributes to the setting of a number of heritage assets and includes some landscapes with particular sensitivity. These constraints could be achievable mitigated through sensitive design, layout and landscaping which address the need to enhance or better reveal the settings of these assets. Other environmental constraints regarding water resources, air quality and environmental pollution and communities are also achievable mitigated. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.
- 1.3.8 Regarding sustainable transport, the Area is well situated in relation to the PRN with the A350 adjoining the western boundary of the Area, and affords good access to the existing principal employment site to the east. The Area has moderate non-motorised access to the town centre. Relative ease of access to the M4 corridor from this Area may encourage longer distance commuting and road transport focused employment development, which may result in lack of integration with the town centre. These factors combined indicate strong potential for marked reliance on motorised transport from development in the Area, with the risk of exacerbating congestion and associated air quality and noise issues on the B4069 route to the east and the town centre. In order to alleviate congestion public transport improvements would have to bring about a substantial modal shift. This mitigation is considered achievable.
- 1.3.9 The best performing part of the Area comprises that already covered by the approved application. Improvement to the existing public transport network will be required as part of the approved application and there is potential for the approved application to extend existing bus routes to serve the area. The B4069 would serve the Area well as a future public transport corridor. Any development in the Area should also seek to appropriately integrate with the link road proposed in the approved application to support optimal access to the PRN, the town centre, existing employment sites and key facilities.

### **Area B**

- 1.3.10 With regard to socio-economic SA objectives, Area B generally provides positive support for the housing and local economy SA objectives. There is, however, one constraint related to the promotion of sustainable travel choices to employment areas. Improvements to public transport network in Chippenham would be needed to support employment development at Area B. This mitigation is considered achievable.
- 1.3.11 The assessment results indicate that development in Area B is subject to a number of environmental constraints. The extent of BMV agricultural land, which is considered too extensive to adequately mitigate through avoidance, is deemed problematic. None of the other environmental constraints are deemed problematic to mitigate. Constraints in Area B concern biodiversity, efficient and effective use of water resources, mitigation of and vulnerability to climate change, heritage assets and the quality of urban and rural landscapes. Biodiversity constraints include the River Avon CWS which can be avoided. Mitigation of effects from development in an Outer SPZ is considered achievable, as are mitigation of impacts on and vulnerability to climate change through building design, carbon sequestration and reduced focus on the private vehicle. Constraints associated with heritage relate to land which contributes to the setting and character of Langley Burrell and Tytherton Lucas Conservation Areas and listed buildings at Rawlings Farm and Upper Peckinggell Farm. Additionally visual effects of



development in Area B on the rural landscape, particularly in terms of the setting of the village of Tytherton Lucas, are of problematic mitigation.

- 1.3.12 Regarding sustainable transport, the assessment for Area B indicates the northern and eastern parts of the Area are constrained in relation to the weak ease of access to community facilities and services but that these constraints would not be problematic to mitigate. The southern and western parts of the Area enjoy good access to the town centre and existing employment areas, in terms of non-motorised movement. However, access to the PRN is generally weak and would likely entail routing through the town centre, as well as increasing pressure on the already congested B4069. The approved application in Strategic Area A comprises a strategic link road which would improve access from Area B to the PRN.
- 1.3.13 The close proximity to the town centre as well as an existing principal employment site presents a strong opportunity in the south and west of the Area to encourage more compact development focused on non-motorised movement routes, with close attention to ecological and landscape integration. However, this would need to be supported by improved public transportation services using the B4069 corridor in order to avoid increases in vehicle traffic, as well as good quality well integrated employment opportunities and increased provision of community services. Improving access from this Area to Abbeyfield School would require a new river crossing.

### **Area C**

- 1.3.14 Area C provides support for socio-economic SA objectives relating to housing and long-term sustainable economic growth. Additionally, a number of constraints are identified with regard to accessibility, including weak access by public transport and non-motorised modes to proposed employment development as well as access to community facilities and services but these are considered of achievable to mitigate.
- 1.3.15 The Area does not perform well in relation to the environmental SA objectives as it exhibits two constraints which might prove problematic to mitigate against (land efficiency and air quality and environmental pollution). The extent of BMV land in Area C makes strategic mixed-use development in this Area problematic to mitigate as BMV cannot be avoided. The main access to the PRN and the town centre is via the already congested A4. Environmental pollution is a constraint considered problematic to mitigate as development of Area C would increase air and noise pollution along the A4 into Chippenham. A large proportion of the central, northern and eastern parts of the Area is characterised by moderate to poor access to the town centre, existing employment areas and services, and public transport provision. Improved public transport provision on the A4, and fostering of close integration of non-motorised movement routes, development of the south western and southern parts of the Area offer the best mitigation for the environmental pollution issues identified but it is considered that this will not be sufficient to mitigate satisfactorily the significant adverse effects identified.
- 1.3.16 Other constraints in relation to the environmental SA objectives where mitigation is considered achievable include the River Avon CWS biodiversity feature and the outer SPZ which comprises much of the Area, the presence of Tytherton Lucas Conservation Area and impacts on and vulnerability to climate change. Development in subareas in proximity to the town centre could reduce dependency on cars and reduce emissions, and in doing so mitigating the latter constraint. However, this would encourage development in proximity to the River Avon Floodplain where land is vulnerable to flooding and this would have to be taken into account in development proposals. Mitigation of effects on Tytherton Lucas Conservation Area is achievable through avoidance of certain subareas, similarly avoidance of most visually prominent land would mitigate the constraint on the visual amenity and character of the rural landscape.

### **Area D**

- 1.3.17 With regard to socio-economic SA objectives the Area provides positive support for the housing and local economy SA objectives, namely providing good quality affordable housing and encouraging long term sustainable growth. Otherwise there are constraints relating to the provision of high quality employment land with strong public transport and non-motorised access. Neither of these are considered problematic to mitigate.

- 1.3.18 Similar to Area C, assessment against environmental SA objectives indicates constraints deemed problematic to mitigate relating to efficient use of land, due to the extent of BMV land, and air quality and environmental pollution due to the northern part of the Area's proximity to the A4. Furthest overall from the town centre and existing employment sites, access to/from Area D is reliant on the already congested A4 which borders the north of the Area and this will exacerbate existing air quality and environmental pollution issues. Accessibility via public transport or non-motorised modes is considered generally weak over much of the Area, although the north east of the Area has good non-motorised access to Abbeyfields secondary school. Development of the northern part of the Area, in particular the north east, offers the best potential performance in terms of likely significant effects. However, this would require improvement to public transport services to reduce potential negative effects on the A4 corridor and town centre as well as low car ownership/car free type of development, but it is considered that this will not be sufficient to mitigate satisfactorily the significant adverse effects identified.
- 1.3.19 The assessment results indicate a number of constraints against environmental SA objectives deemed achievable to mitigate through avoidance. The Area is partially situated within a Minerals Safeguarding Area. There are a number of important biodiversity features in the Area, in particular associated with riparian and woodland habitats, the linear nature of which makes severance an issue. Bordered in the west and south by the River Avon, flood risk and drainage issues are constraints in these and adjacent parts of the Area. The more remote, rural landscape in the south of the Area, and the setting of some heritage assets in the northwest, pose constraints to development in these areas. Mitigation of adverse effects on the settings of Rowden Conservation Area is achievable through the introduction of buffer zones. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.

#### **Area E**

- 1.3.20 The assessment results indicate that development in Area E would support the socio-economic SA objectives relating to housing and providing for long-term sustainable growth. The results also indicate no constraints on the socio-economic objectives relating to sustainable transport choices for new employment land and providing high quality employment land.
- 1.3.21 Only one constraint deemed problematic to mitigate is identified through the assessment, this relates to the environmental SA objective: efficiency of land use. The extent of BMV land in the Area would prove problematic to mitigate through avoidance.
- 1.3.22 The assessment results indicate that remaining environmental SA objectives pose constraints deemed achievable to mitigate. Biodiversity features, including the River Avon CWS can be avoided by development in Area E, similarly there is sufficient Flood Zone 1 land in the Area for development to avoid Flood Zones 2 and 3, the Mineral Safeguarding Area can be avoided and mitigation of adverse effects on the settings of Rowden Conservation Area is achievable through the introduction of buffer zones. The constraint relating to mitigation of and vulnerability to climate change can be mitigated through reduced car dependency, carbon sequestration and design which minimises carbon emissions during construction and operation.
- 1.3.23 The Area combines good access to the A350 in the southern part, and strong access to existing public transport corridors (B4643), the town centre and existing employment areas in the northern part. The majority of the Area has moderate to weak access by non-motorised modes of transport to secondary schools with the north of the area performing best. Identified air quality and environmental pollution issues are deemed achievable to mitigate.
- 1.3.24 There is a strong opportunity in the north of the Area to encourage more compact development focused on non-motorised movement routes which directly link into the nearby town centre, capitalising on the good network of existing PRowS. Encouraging development of high quality employment opportunities, particularly less motorised transport focused businesses, with close integration with the public network, would help establish such an area as more self-contained and less reliant on highway linkages, helping to reduce traffic pressure on the A4, where bus services could be increased, and ameliorate associated congestion, air quality and noise issues. Compact, human-scale development, with a strong emphasis on low car or car free movement, in

the northern part of Area E should also help facilitate sensitive approaches to the Rowden Conservation Area setting and context.

## 1.4 Conclusions

- 1.4.1 Based on the assessment results and taking into account both socio-economic and environmental constraints to development, it is concluded that:
- No absolute constraints to development are identified in any of the five strategic areas.
  - All five strategic areas perform similarly with regard to socio-economic SA objectives; although Areas A and E are identified as performing slightly better, having no adverse effects on SA objective 12 where Areas B, C and D show adverse effects which require mitigation.
  - All five strategic areas will require improved public transportation in order to be able accommodate new development.
  - All areas are assessed to have significant adverse effects on BMV agricultural land. The extent of BMV land across all five Areas makes the constraint problematic to mitigate. It should be noted that the assessments make no distinction between Grades 3a and 3b as no such information is available across all areas. The assessments results are therefore precautionary and will require further testing at the strategic site options assessment stage.
  - Area A is assessed to have biodiversity constraints considered problematic to mitigate, whereas with the other strategic areas mitigation is considered achievable.
  - Area B is assessed to have landscape constraints considered problematic to mitigate, whereas with the other strategic areas mitigation is considered achievable.
  - Areas C and D have constraints considered problematic to mitigate relating to air quality, whereas the constraints for Areas A, B and E are considered achievable to mitigate.
  - All areas are equally affected by a number of constraints (relating to use of water resources, climate change, the historic environment and landscape and townscape). Mitigation is considered achievable for all of these constraints.
  - Overall, Area E performs marginally better than Areas A, B, C and D; having the least number of constraints considered problematic to mitigate.

# Appendix A. Constraints Maps

**IN SEPARATE FILE DUE TO SIZE**

# **Appendix B. Strategic area assessment – detailed assessment tables**

**Table B.1: Area A Assessment**

**Description of Area A**

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area A. The Strategic Area is approximately 1.6km to the north of Chippenham town centre. It is immediately to the north of housing development which is predominantly along the southern edge of Hill Corner Road. Hill Corner Road separates the north of Chippenham and the Strategic Area, although the northern side of the road is well vegetated with trees and hedgerows. In the west a narrow woodland buffer is situated adjacent to the Wiltshire Ambulance Headquarters and a modern office complex on the other side. Jacksom's Lane runs east to west in the north of the Strategic Area, also to the north of the Area lies a small wooded river valley along Stein Brook and the village of Langley Burrell. The railway embankment runs along the east of Area A. Built development is predominantly on the periphery of the Strategic Area and is mainly along the southern edge. Within the Area built form includes buildings at Barrow Farm (listed), Kilvert's Parsonage, some farmhouses and cottages on Maud Heath's Causeway and farms along Jacksom's Lane.

Planning application 12/00560/OUT was approved on 16th April 2014 in Area A . The application comprises up to 750 dwellings and 12,710m2 employment development. The application site is situated in the south and west of Area A along Hill Corner Road and the A350. The application site binds the south and west of Birds Marsh Wood CWS. This substantial planned development in Area A has been a key consideration in the assessment of Area A.

SA Objective	STA score	Comment on Area A	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations inside Area A, however, this area contains a number of biodiversity constraints (Evidence Paper 5: Biodiversity and Biodiversity Constraints Map in Appendix A).</p> <p>The Birds Marsh Wood County Wildlife Site (CWS) is situated in the northwest of Area A. Two BAP Priority Habitats are associated with Birds Marsh Wood, an area of Mixed Woodland BAP surrounds the CWS on its north, south and west sides whilst a patch of Improved Grassland BAP is situated in the north of the site adjacent to the CWS (See BAP constraints map in Appendix A).</p> <p>An area of Improved Grassland BAP is located east of the B4069 directly north of St Peter's Church, Langley Burrell.</p> <p>East of Birds Marsh Wood the land comprises of neutral</p>	<p>Any development in Area A further to the approved application (12/00560/OUT) in the southwest of the Area would have adverse effects on the CWS. Lessening these effects would be problematic as using buffer zones between the CWS and any development to the north or east of it is unlikely to be sufficient.</p> <p>Development should be considered in Strategic Areas which are less constrained by biodiversity. Should development occur within Area A in proximity to the CWS and BAP priority habitats, efforts must be made through conscientious design to compensate for the resulting harm.</p> <p>Development in Area A must ensure habitat connectivity between Birds Marsh Wood and the wider area is preserved and therefore development in the</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>grassland, wood pasture, copses and ponds. A network of mature hedgerows supports known populations of protected species.</p> <p>Unprotected areas with ecological significance within Area A include wetlands, woodland around Greenways Business Park along the western boundary and the green corridor along the railway line which forms Area A's eastern boundary.</p> <p>Protected species known to be present in Area A include Great crested newt, and Lesser and Greater horseshoe bat.</p> <p>Species records include Badger, reptiles (Adder, Grass snake, Slow worm), Great crested newt, Barn owl and several bat species (Lesser horseshoe, Greater horseshoe, Serotine, Myotis and Pipistrelle)</p>	<p>Area should not encircle Birds Marsh Wood.</p> <p>Any further development of Area A should retain existing mature hedgerow trees and other important habitats and ensure habitat connectivity.</p> <p>Development should seek to protect and enhance local BAP habitats and improve habitat connectivity.</p> <p>There are opportunities to enhance the Birds Marsh Wood CWS by creating additional woodland in the fields adjacent to the north (Evidence Paper 5: Biodiversity).</p> <p>An extensive area of Area A, particularly Birds Marsh Wood and land to the east, are known to support populations of protected species. Southern and eastern parts of Area A should be the focus for any further development in favour of the more ecologically sensitive part of Area A near Birds Marsh Wood.</p> <p>Ecological surveys will be required to accurately assess likely impacts once development details become available for this Strategic Area.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>The Soil Constraints Map in Appendix A shows the east of Area A comprising largely of Grade 2 (very good) agricultural land with a strip of Grade 3 (good to moderate) north of Langley Burrell.</p> <p>Land to the north and east of Birds Marsh Woods is also classified as Grade 3 agricultural land whilst a small area to the west is Grade 2. The south of Area A bordering Chippenham comprises non-agricultural urban lands, this area is subject to outline permission for application</p>	<p>Mitigation will be problematic in Area A as the majority of existing non-agricultural urban lands are subject to the approved application (12/00560/OUT). The remaining land in the Area is Best and Most Versatile (BMV) agricultural land.</p> <p>Any major development should first be considered in Strategic Areas which are less extensively constrained by BMV agricultural land than Area A.</p> <p>Should development occur in Area A then it should follow the sequential approach set out in para.112 of the NPPF – developing poorer quality land (grade 3) in preference to that of a higher quality (grades 1 and 2).</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>12/00560/OUT.</p> <p>Area A is not situated within a Mineral Safeguarding Area (See Mineral Safeguarding Areas Constraints Map in Appendix A).</p> <p>Due to its current agricultural use, the Area is unlikely to require remediation of contamination, the Area is not located in proximity to any existing or historic waste or mineral management sites (see Contamination Constraints Map in Appendix A).</p>	
<p>3. Use and manage water resources in a sustainable manner</p>		<p>The Area is situated entirely within Flood Zone 1 (see Water Resources and Flood Constraints Map in Appendix A).</p> <p>The Area is situated entirely within an Outer Zone – subsurface activity only Groundwater Source Protection Zone (SPZ). A number of springs associated with tributaries of the River Avon are situated within Area A (see Water Resources and Flood Constraints Map in Appendix A).</p> <p>Development within the Area would lead to an increase in impermeable surfaces on currently greenfield land, increasing surface water runoff, potentially carrying anthropogenic contaminants, causing pollution and flooding issues in the area and downstream.</p> <p>Area A is identified as having drainage issues resulting from its raised and flat topography and its location on the edge of Chippenham’s drainage network (Evidence Paper 6: Flood Risk and Surface Water Management)</p>	<p>The Area has low risk of fluvial flooding due to its entire location within Flood Zone 1. However, any development within Area A will be required to achieve equivalent to existing greenfield rates of runoff as a minimum in order to prevent increased flooding that could be caused by new development.</p> <p>Mitigation of effects from development in an Outer SPZ is considered achievable.</p> <p>Any development in Area A should ensure appropriate land management practices and provide buffer strips between development and springs and tributaries.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of any development within Area A.</p>
<p>4. Improve air quality throughout Wiltshire and minimise all sources of environmental</p>		<p>There are no air quality management areas (AQMAs) in Chippenham. The nearest AQMA is located approximately 6.5km to the east in Calne (see Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network new vehicle traffic generated from the development of Area A would have strong</p>	<p>Area A performs poorly in regard to road network impacts. Based on the existing road network a development which proposes motorised access from the B4069 would likely increase congestion and associated air quality and noise issues in Chippenham town centre, due to the distance from the PRN, and along the B4069. A development which proposes</p>



SA Objective	STA score	Comment on Area A	Recommendations
pollution		<p>access from the west to the Primary Route Network (PRN) due to the Area's proximity to the A350 (Evidence Paper 3: Transport and Accessibility).</p> <p>Access from the east would increase pressure on the B4069 corridor north of Chippenham and could increase congestion, air quality and noise issues along the corridor and in Chippenham town centre.</p> <p>Outline consent for application 12/00560/OUT includes a link road between the A350 and A4069. Any further development would benefit from this link road, directing vehicle traffic from the centre of Chippenham.</p> <p>Development in proximity of the railway line bordering the east of the Area A may be constrained by noise issues.</p>	<p>motorised access from the A350 would likely have a less adverse effect on local air quality and noise issues in Chippenham.</p> <p>Any development in the Area should seek to appropriately integrate with the link road proposed in approved application 12/00560/OUT in order to reduce air quality and noise issues on the B4069 corridor through Chippenham.</p> <p>The Area has strong to moderate ease of access to town centre by non-motorised modes (see Evidence Paper 3: Transport and Accessibility Part 1). Any development in Area A should capitalise on the ease of non-motorised access to the town centre and reduce emphasis on private vehicles, hence preventing associated air and noise pollution.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>Existing noise associated with the railway line may constrain development in some of the Area and surveys should be undertaken to understand the extent of this constraining factor.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area A would lead to an increase in greenhouse gas emissions (particularly carbon emissions) due to increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account. The poor drainage and the presence of several tributaries of the River Avon may increase the Area's vulnerability to extreme flooding. Development of Area A may exacerbate such events, making areas downstream more</p>	<p>Any development of the Area should capitalise on the close proximity to the town centre and existing public transportation in order to reduce car dependency and emissions from vehicles.</p> <p>Building design should seek to minimise carbon emissions during construction and operation.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p>

SA Objective	STA score	Comment on Area A	Recommendations
		vulnerable.	Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.
6. Protect, maintain and enhance the historic environment		<p>No World Heritage Sites are located within proximity of Chippenham or Area A (see Heritage Constraints Map at Appendix A).</p> <p>Part of the Langley Burrell Conservation Area is situated in the northeast of Area A at Langley Burrell (Evidence Paper 7: Heritage Assets). The character of the Conservation Area is rural village within an agricultural landscape. Land which contributes to its setting is situated within the Strategic Area.</p> <p>15 listed buildings are situated within Area A, five within the Conservation Area, a cluster of three along the B4069 and two at Barrow Farm. The setting of a number of proximate listed buildings are made up by land within the Area.</p> <p>Maude Heath's Causeway, a non-designated heritage asset built in the 15<sup>th</sup> century, is situated within Area A near Langley Burrell.</p> <p>There is a high potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods. Some unknown archaeological assets may have significance equivalent to a scheduled monument.</p>	<p>The land which comprises approved application 12/00560/OUT in the southwest of the Area is situated away from the majority of heritage assets in Area A.</p> <p>Any development within Area A which falls within the Langley Burrell Conservation Area or on land which contributes to its setting or the setting of any heritage asset should seek to enhance or better reveal the significance of the heritage area in accordance with para.137 of the NPPF. Should enhancement not be possible then soft landscaping or buffer zones should be considered, this could reduce the developable area within Area A.</p> <p>Archaeological investigations should be considered to assess the significance of any unknown heritage assets, particularly the Roman settlement. Undiscovered archaeology could be of sufficient importance to affect development although mitigation by way of avoidance, through preservation in situ of discrete areas of archaeological remains or archaeological recording for more widespread remains is considered achievable.</p>
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and		<p>Development in Area A would not have an impact on the Cotswold AONB. The east of Area A falls within the Open Clay Valley Landscape Character Area whilst the Area to the west of B4069 falls within the Limestone Lowland Landscape Character Area (Evidence Paper 4: Landscape Setting Assessment).</p> <p>The character of the Area is generally rural with Langley Burrell and the northern extent of Chippenham providing the only areas of built form with the exception of some linear</p>	<p>Any development in Area A should safeguard:</p> <ul style="list-style-type: none"> <li>- the interconnected network of mature hedgerows in the west of the Area;</li> <li>- the local prominence of Birds Marsh Wood; and</li> <li>- the undeveloped and open countryside between Kingston Langley and Chippenham</li> </ul> <p>Development west of the B4069 in Area A must</p>

SA Objective	STA score	Comment on Area A	Recommendations
sense of place		<p>development along the B4069 and several farmsteads.</p> <p>The Area gently undulates and consists largely of agricultural fields with mature hedgerows. Hedges and copses create a sense of enclosure which reduce distant views, particularly in the west of Area A. Visual prominence of the area is moderate to low.</p> <p>Birds Marsh Wood is prominent on higher ground and is a significant contributor to maintaining the separation of Kingston Langley and Chippenham.</p> <p>Development of Area A has the potential to adversely affect the rural character of the local landscape.</p> <p>Development in the east of Area A has the potential to damage or disturb the remoteness of Langley Burrell and its distinctiveness as a separate settlement beyond Chippenham.</p>	<p>consider the cumulative impacts of proposals and the existing permission on Birds Marsh Wood and seek to protect and enhance it as an accessible open space as well as prevent development engulfing the CWS.</p> <p>Any development in the east of Area A should consider the impact on the rural landscape and setting of Langley Burrell.</p> <p>Trees or new woodland should be planted to screen development which would alter the character of the rural landscape.</p>
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		<p>Any mixed use development in this Strategic Area which include residential development has the opportunity to provide good quality affordable housing that meets the needs of local people in terms of tenure type and size.</p>	<p>No recommendations</p>
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The Area is situated on the northern fringe of Chippenham adjacent to areas of low density residential development and a number of employment sites. The Area to the west of the B4069 is considered to have moderate to strong sustainable access, performing well in regard to non-motorised access to schools but performing poorly in regard to access to the hospital (Evidence Paper 3: Transport and Accessibility Part 1).</p> <p>Development of Strategic Area A would create a new</p>	<p>Development further to the existing permission in Area A would have moderate non-motorised access to the town centre but would benefit from the facilities provided by the existing permission.</p> <p>The south and west of the Area comprises the most accessible (non-motorised) to the town centre and community facilities in Area A, however this land is subject to the existing permission for development.</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>community with moderate to weak non-motorised access to the town centre. The strongest performing land in Area A in this regard is that which is subject to outline consent.</p> <p>Although the Area has strong potential access to public transportation the B4069 is not presently a public transport corridor.</p> <p>The development with approved application (12/00560/OUT) includes employment land, a school and local centre.</p> <p>Birds Marsh Wood has been designated village green status and is identified as accessible open space although footpaths are in poor condition which affect its accessibility for recreation (Open Spaces Constraints Map in Appendix A and Evidence Paper 4: Landscape Setting Assessment). One further open space is situated within Area A; this is a small area to the east of Birds Marsh Wood.</p> <p>The network of Public Rights of Way is comprehensive within Area A, north to south and east to west routes interconnect regularly providing good access to north Chippenham, Langley Burrell, Kingston Langley, development along the A350 and Birds Marsh Wood CWS (see PRow Constraints Map at Appendix A).</p>	<p>Any major development should improve non-motorised access to existing public transport and facilities and the B4069 should be considered as a new public transport corridor in order to ensure inclusive access to services.</p> <p>Development west of the B4069 in Area A must seek to protect Birds Marsh Wood and enhance it as an accessible open space.</p> <p>Any development in Area A would likely impact on the PRow network. Development should safeguard existing Rights of Way or provide suitable alternative routes.</p>
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Based on the current road network, new vehicle traffic generated from development with access from the A350 would ensure strong links to the PRN and could direct traffic away from the centre of Chippenham, this might encourage vehicle use.</p> <p>Access from the B4069 could place additional pressure on the corridor into Chippenham.</p> <p>Based on the findings from Evidence Paper 3: Transport and Accessibility Area A is located within strong accessibility to public transportation, however the B4069 is not currently a public transport corridor. Evidence Paper 3 suggests there is</p>	<p>The south and west of the Area comprises the most accessible (non-motorised) to the town centre and community facilities in Area A, however this land is subject to the existing permission for development.</p> <p>The proximity of the Area to Chippenham town centre is suited to a development with reduced dependency on the private vehicle, although strengthening non-motorised access between development in Area A and the town centre might be necessary to facilitate this.</p> <p>Any development in Area A should be supported by new public transport services using the B4069 corridor</p>

SA Objective	STA score	Comment on Area A	Recommendations
		<p>potential for it to become one.</p> <p>The Area has moderate non-motorised access to the town centre. Car-dependant development would also lead to increases in traffic along the A350 and B4069 if access is provided from these roads.</p>	<p>to ensure sufficient levels of access to enable development.</p> <p>New walking and cycling routes fully integrated and connected to current pedestrian and cycle network will be required.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>As Area A is generally Greenfield land loss of employment sites is unlikely. The Area is proximate to several existing employment sites. A mixed use development has the potential to create new employment land to meet local need and support the local economy.</p>	<p>No recommendations</p>

SA Objective	STA score	Comment on Area A	Recommendations
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>		<p>Any mixed use development comprising new employment land would benefit the local economy. A number of employment sites are present within proximity of the south of the Area.</p> <p>The approved application in Strategic Area A (reference 12/00560/OUT) makes provision for a strategic link road between the A350 Malmesbury Road Roundabout and the B4069 at Maud's Heath Causeway. This would create strong access to the PRN for employment development proposed in the Strategic Area A.</p> <p>A large scale employment development would require improvements to the existing public transport network to support growth, The B4069 has been identified as having potential to become a future bus route (Evidence Paper 3: Transport and Accessibility). Small scale employment development could be supported by the existing bus services to the south of the area, The Design and Access Statement prepared for application 12/00560/OUT outlines the potential for an extension to existing bus corridors to support the proposed development. This would have beneficial effects for the Strategic Area.</p>	<p>The approved application in Area A will improve access to the PRN for further proposals for employment development in Area A. The approved application has the potential to extend the existing public transport network to support further major development within Area A. The B4069 has potential to become a future bus corridor (see also SA Objective 10).</p>

**Table B.2: Area B Assessment**

**Description of Area B**

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area B. The Strategic Area includes land to the east of the Great Western Railway which slopes down to the River Avon. This river forms a natural eastern boundary to the area. In the north of the Area is a collection of buildings at Upper Peckingell Farm, a number of listed buildings are situated here. In the south of Area B lies the disused railway which has been converted to the North Wiltshire Rivers Route which is a long distance footpath and cycleway (National Cycle Route 4). The area forms pastoral land that slopes down to the River Avon and contains isolated farms including Rawlings Farm and a collection of buildings around Peckingell and Upper Peckingell Farm.

SA Objective	STA score	Comment on Area B	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations within Area B.</p> <p>The River Avon CWS forms a natural eastern boundary of the Area (see Biodiversity Constraints Map in Appendix A). The River is also a Priority Habitat Running Water BAP (see BAP Constraints Map in Appendix A). There are records of European Otter on the river.</p> <p>Mature hedgerows and trees along the south and west of the Area form a significant linear ecological feature which connect with hedgerows through the Area.</p> <p>Habitats which hold the potential for roosting bats are present along the river.</p> <p>Species records include Barn owl, Kingfisher, Badger, Grass snake, Otter and several bat species (Daubenton's, Serotine, Myotis, Pipistrelle and Lesser horseshoe).</p>	<p>Development within Area B should avoid the River Avon CWS so that this area remains untouched by development. Avoidance of this area using buffer zones would be the preferred method of mitigation. Access restrictions may also be required.</p> <p>Development in Area B which does not require the severing of the River Avon CWS would be preferable.</p> <p>The network of interconnected hedgerows and linear woods should be protected to ensure habitat connectivity throughout the Area.</p> <p>Ecological surveys will be required to accurately assess likely impacts once development details become available.</p>
2. Ensure efficient and effective use of land and the use of suitably located previously developed land and		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>The Area is comprised generally of Grade 2 (very good) agricultural land with a small strip of grade 3 (good to moderate) in the southeast and urban lands along the</p>	<p>Any development in Area B should first be considered on non-agricultural urban lands in the southwest of the Area in line with the sequential approach set out in para.112 of the NPPF which seeks development on urban, Grade 5 (very poor) and Grade 4 (poor) agricultural land prior to the development of BMV</p>

SA Objective	STA score	Comment on Area B	Recommendations
buildings		<p>southern border (See Soil Constraints Map in Appendix A).</p> <p>The majority of the Area is agricultural land and unlikely to require remediation. There are no existing or historic mineral or waste management sites within Area B (see Contamination Constraints Map in Appendix A).</p> <p>Area B is not situated in a Mineral Safeguard Area (see Mineral Safeguarding Area Constraints Map in Appendix A).</p>	<p>agricultural land. There is insufficient poor agricultural land within Area B to support the delivery of a major mixed use development. As such this would be problematic to mitigate.</p> <p>Other Strategic Areas with unconstrained non-agricultural urban, very poor and poor agricultural lands should be developed prior to development of BMV agricultural land in Area B.</p> <p>Should insufficient urban or poorer agricultural land be available within other Strategic Areas BMV agricultural land should be developed using a sequential approach (favouring development on Grade 3, then Grade 2 very good and Grade 1 excellent as a last resort).</p>
3. Use and manage water resources in a sustainable manner		<p>The River Avon runs along the east of Area B. As the riverbank rises sharply only a small area at the east of Area B is situated within Flood Zones 2 and 3 (high probability of flooding). The rest is in Flood Zone 1 (see Water Resources and Flooding Map in Appendix A).</p> <p>The Area drains directly into the River Avon and any increase in impervious surfaces here could increase the flood risk in Chippenham town centre. The Chippenham Sewage Treatment Works is situated downstream in proximity of this Area.</p> <p>The entire Area is situated within an Outer SPZ (Zone 2c). Two tributaries of the Avon form or run through the Area. Any Development within Area B would increase in impermeable areas on currently greenfield land. This would increase surface water runoff, potentially carrying anthropogenic contaminants, causing pollution and flooding issues in the Area and downstream.</p>	<p>The Area has low risk of fluvial flooding due to its location mainly within Flood Zone 1. Any development will need to be directed to Flood Zone 1.</p> <p>Mitigation of effects from development in an Outer SPZ is considered achievable. Any development in this Area should ensure appropriate land management practices are considered and provide buffer strips between development and springs and tributaries.</p> <p>In order to ensure that Chippenham town centre is not placed at greater risk of flooding, development at the Area would have to incorporate surface water management such as SUDS in order to achieve rates of runoff equivalent to the current greenfield rates as a minimum.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of new development.</p>
4. Improve air quality throughout		<p>There are no AQMAs in Chippenham. The nearest AQMA is located approximately 6.5km away in Calne (see Air Quality</p>	<p>Development of Area B would likely increase congestion and associated air quality and noise issues</p>



SA Objective	STA score	Comment on Area B	Recommendations
<p>Wiltshire and minimise all sources of environmental pollution</p>		<p>Constraints Map in Appendix A).</p> <p>Based on the current road network, new vehicle traffic generated from development at this Area could increase pressure on the B4069 corridor into Chippenham town centre. The B4069 is identified as a congested corridor. Access to the Area from the PRN is generally weak and would likely be directed through the town centre, exacerbating local congestion and increasing vehicle emissions (Evidence Paper 6: Transport and Accessibility).</p> <p>The increase in vehicles associated with development in Area B would also worsen air quality and noise issues for receptors in Langley Burrell and along the B4069.</p> <p>The railway line running along the western boundary of Area B is an existing noise source which may constrain some development in its proximity.</p>	<p>in Chippenham town centre due to the Area's distance from the PRN and on the B4069 corridor</p> <p>Public transport and other sustainable modes of transport based type of development (rather than private car) for Area B would avoid worsening air quality and noise pollution and could mitigate these effects (see assessment for SA objective 10 for further explanation). Evidence Paper 6 finds Area B's sustainable access to be moderate to strong, supporting the concept of a reduced car development.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>Existing noise associated with the railway line may constrain development in some of the Area and surveys should be undertaken to understand the extent of this constraining factor.</p>
<p>5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects</p>		<p>Any development of greenfield sites in Area B would lead to an increase in greenhouse gas emissions (in particular carbon emissions) due to increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account. The proximity of the Area to the River Avon is likely to make the Area more vulnerable to increasing occurrences of extreme flooding events.</p>	<p>Any development in Area B should capitalise on the strong to moderate non-motorised access to the town centre and public transport in order to reduce car dependency and encourage sustainable transport modes for local journeys. This would reduce carbon emissions.</p> <p>Building design should seek to minimise carbon emissions during construction and operation.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>

SA Objective	STA score	Comment on Area B	Recommendations
<p>6. Protect, maintain and enhance the historic environment</p>		<p>No World Heritage Sites are located within proximity of Chippenham or Area B.</p> <p>There are no Conservation Areas within Area B although the Area does form part of the setting to Langley Burrell and Tytherton Lucas Conservation Areas (Evidence Paper 7: Heritage Assets).</p> <p>Area B contains three grade II listed buildings, one at Rawlings Farm and two at Upper Peckingell Farm (see Heritage Constraints Map in Appendix A).</p> <p>There is a high potential for heritage assets with archaeological interest dating to the prehistoric, Roman and medieval periods.</p> <p>Six non-designated heritage assets are recorded by the Wiltshire Historic Environment Record as being approximately within Area B.</p>	<p>Any development within Area B that falls within land which contributes to the setting of the Langley Burrell or Tytherton Lucas Conservation Areas or the setting of the heritage asset at Rawlings Farm or Upper Peckingell Farm should seek to enhance or better reveal the significance of the asset in accordance with para.137 of the NPPF. Should enhancement not be possible then a buffer zone should be considered, potentially reducing the extent of the developable area.</p> <p>Development should ideally consider the effects of development on non-designated heritage assets and avoid, through use of buffer zones.</p> <p>Archaeological investigations should be considered to assess the significance of any unknown heritage assets, particularly the Roman settlement. Undiscovered archaeology could be of sufficient importance to affect development although mitigation by way of avoidance, through preservation in situ of discrete areas of archaeological remains or archaeological recording for more widespread remains is considered achievable.</p>
<p>7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place</p>		<p>Development in Area B would not have an impact on the Cotswold AONB.</p> <p>Area B is situated within the Open Clay Vales Landscape Character Type and the Avon Vales Landscape Character Area. The Area consists predominantly of agricultural land characterised by small and medium sized fields sloping down towards the River Avon. Area B has a strong rural character (Evidence Paper 4: Landscape Setting Assessment).</p> <p>The Area has high visual prominence and farms on higher ground than the adjacent floodplain are particularly prominent.</p> <p>Development of Area B would increase the urban influence</p>	<p>Any development in Area B should conserve and enhance woodland and hedgerows in order to conserve the remote and separate character of Tytherton Lucas.</p> <p>Development should avoid the most prominent areas of Area B to minimize impact on distant views, particularly to the east.</p> <p>The south and west of the Area borders existing development and is better suited to development than the more rural north.</p>

SA Objective	STA score	Comment on Area B	Recommendations
		and reduce the sense of separation and remote character present in the village of Tytherton Lucas. This is likely to be problematic to mitigate.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		Any new development in the Area that includes residential development has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.	No recommendations
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The Area is considered to have strong to moderate non-motorised access to the town centre and public transportation (Evidence Paper 3: Transport and Accessibility). The southwest of the Area performs particularly strongly.</p> <p>Whilst ease of access to Abbeyfield secondary school by non-motorised modes is considered strong to moderate, the River Avon constrains this access and development would require a river crossing to enable access. Non-motorised access to the hospital is weak.</p> <p>The Area has potential for strong to moderate access from public transportation from the B4069, however it is not currently a public transport corridor.</p> <p>The Area is situated adjacent to major employment site and thus has strong access to employment.</p> <p>There are no areas of open space within Area B.</p> <p>Several PRoWs run through the Area and connect with the wider PRoW network with links to the town centre.</p>	<p>Development of Area B should capitalise on the potential for strong access by public transport through the provision of a new public transportation corridor along the B4069 corridor. At present the B4069 is not a public transport corridor and the Area is poorly served.</p> <p>. A new river crossing would be necessary for unconstrained access to Abbeyfield secondary school. This mitigation is considered achievable.</p> <p>Development of Area B would have weak ease of access to the hospital by non-motorised modes, combined with the existing lack of public transport services along the A4069 sustainable access.. This could be mitigated through improved public transport services along the B4069 corridor.</p> <p>Improvements to pedestrian and cycle routes between any development and the town centre would ensure inclusive access to community facilities.</p> <p>Development at Area B would benefit from the provision of some community facilities to meet new needs and ensure inclusive access.</p>

SA Objective	STA score	Comment on Area B	Recommendations
			<p>Any development in the Area should seek to protect the PRoW network and PRoW's should be reinstated where development extinguishes them.</p> <p>Any development in Area B should be focused in the southwest of the Area which performs strongest overall for this SA objective.</p>
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Based on the current road network, new vehicle traffic generated from development in the north of this Area with access from the B4069 would increase congestion along the corridor into Chippenham. The B4069 is identified as a congested corridor (Evidence Paper 3: Transport and Accessibility Part 1).</p> <p>Area B is categorised as having strong to moderate potential access to public transport, although the corridor is not currently used by public transport services. Area B is also categorised as having strong to moderate non-motorised access to the town centre and strong access to employment areas.</p> <p>Access to the hospital is moderate to weak and whilst access to secondary schools is strong to moderate a river crossing would be required to provide access to Abbeyfield School.</p>	<p>Development at Area B would need to be supported by improved public transportation services using the B4069 corridor in order to avoid increases in vehicle traffic.</p> <p>Any development in Area B should seek to further strengthen pedestrian and cycle access to town centre services and the railway station.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is greenfield land and is, therefore it is unlikely to lead to the loss of any major employment land. Mixed use development creating new employment land would meet local needs and support the local economy.</p> <p>Depending upon the specific development proposals, there is the potential to create new employment land in the Area, which will create new employment opportunities to meet the local needs and support the local economy.</p> <p>A principal employment site is situated immediately adjacent to the west of Area B.</p>	<p>No recommendations</p>

SA Objective	STA score	Comment on Area B	Recommendations
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>		<p>Any future employment development in the Area will support overall employment development and regeneration within Chippenham, however when considering development options, it is important to ensure development is in an appropriate location in terms of access by sustainable transport modes.</p> <p>Area B has strong to moderate potential for access by public transport (Evidence Paper 3: Transport and Accessibility).</p>	<p>Improvements to public transport network in Chippenham would be needed to support employment development at Area B. The B4069 would serve the Area well as a future public transport corridor (see also SA Objective 10).</p>

**Table B.3: Area C Assessment**

**Description of Area C**

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area C. The Strategic Area covers land closely associated with the River Avon; predominantly along the valley bottom but also including land to the south of Stanley Lane that rises to a high point of 72m AOD south of Hither Farm. The River Marden, a tributary of the River Avon, forms a natural northern boundary as it flows from high ground between Bencroft Hill and Derry Hill towards the River Avon. In the east lies Pound Farm, Stanley Lane and Pudding Brook, the A4 London Road runs along the south boundary. To the south west and west of Area C lies the urban edge of Chippenham and the River Avon. The land across the Strategic Area is broadly flat with localised rolling high points at New Leaze Farm (61m AOD) and another of 62m AOD further southeast and a high point south of Stanley Lane noted above.

SA Objective	STA score	Comment on Area C	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations in Area C.</p> <p>The Kellaways-West Tytherton River Avon SSSI is located approximately 0.6km upstream of Area C (see Biodiversity Constraints Map in Appendix A). The SSSI is designated for its geological importance (Natural England).</p> <p>The River Avon CWS runs along the western boundary of the Area, the River Avon is also a Running Water BAP Priority Habitat. These biodiversity constraints coincide with Flood Zones 2 and 3 (see Biodiversity Constraints Map in Appendix A, BAP Constraints Map in Appendix A and Water Resources and Flooding Constraints Map in Appendix A). The River Marden runs to the north and east of the Area. The Area is less ecologically diverse than other Areas due to the dominance of agriculturally improved fields although the floodplain grazing marsh along the Avon and Marden could be important to wading and wintering birds (Evidence Paper 5: Biodiversity).</p> <p>Willows are dominant along the banks of the Avon and Marden and have the potential for roosting bats.</p> <p>Several habitat corridors are of importance within Area C,</p>	<p>Development should avoid the Kellaways-West Tytherton River Avon SSSI.</p> <p>Any development in Area C should avoid the Rivers Avon and Marden and associated floodplain grazing marsh so that these areas remain untouched. Avoidance of these areas using buffer zones would be the preferred method of mitigation. Access restrictions may also be required.</p> <p>Development within Area C which is dependent on access which crosses the River Avon would sever the River Avon CWS. Development should avoid severing the CWS to prevent loss of biodiversity and habitat connectivity, however should it be demonstrated that this is unavoidable mitigation measures should be pursued using the sequential approach to the 'mitigation hierarchy' as set out in the Core Strategy CP50. Where it can be demonstrated that avoidance is unachievable efforts to reduce, moderate and minimise impacts should be demonstrated instead.</p> <p>Development should seek to preserve habitat connectivity within Area C, particularly the network of</p>

SA Objective	STA score	Comment on Area C	Recommendations
		<p>these are formed by Pudding Brook, other small watercourses and hedgerows, linking habitats north to south through the Area.</p>	<p>watercourses and hedgerows in the east of the Area.</p> <p>Opportunities exist as part of development proposals to enhance areas of the River Avon floodplain by increasing diversity of wetland habitats</p> <p>Ecological surveys will be required to accurately assess likely impacts once development details become available. Ecological survey work is needed to assess the Area's value, potentially to protected species, and priority habitats, particularly species-rich grasslands.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>Area C lies extensively within Grade 3 (good to moderate) agricultural land. A strip of Grade 4 (poor) agricultural land runs along the east of the Avon in the west of the Area (See Soil Constraints Map in Appendix A). In the southwest, adjacent to Pewsham, a small area of urban land is present. In the northwest there is a small area of Grade 2 (very good) agricultural land.</p> <p>A small parcel of land in the north of Area C on the bank of River Marden is situated within a Mineral Safeguarding Area (see Mineral Safeguarding Constraints Map in Appendix A).</p> <p>Due to its current agricultural use, most of the Area is unlikely to require remediation of contamination. However, two sites of potential land contamination are within the Area; a parcel of land on the A4 at Spires View and the Chippenham Sea Cadets Headquarters on in the southwest of the Area on the River Avon (Defra Landfill Map).</p>	<p>Mitigation will be problematic as Areas C lies extensively within Grade 3 agricultural land. Development should be first be considered in Strategic Areas which are less extensively constrained by BMV agricultural land than Area C, prior to consideration of this Area for development.</p> <p>Any development within Area C should prioritise grade 4 agricultural land which isn't constrained by flood risk and urban land in favour of grade 3 agricultural land. Should insufficient urban or poorer agricultural land be available within the Strategic Areas BMV agricultural land should be developed using a sequential approach (favouring development on Grade 3, then Grade 2 very good and Grade 1 excellent as a last resort).</p> <p>Development should avoid sterilising land which is situated within a Mineral Safeguarding Area.</p> <p>Remediation of contaminated land should be considered if potential development sites overlap with or are in the vicinity of the contaminated sites identified.</p>
<p>3. Use and manage water resources in</p>		<p>The River Avon and River Marden comprise the north and west boundaries of Area C. This Area has the most land</p>	<p>There is sufficient land in Flood Zone 1 for new development within Area C and Flood Zones 2 and 3</p>

SA Objective	STA score	Comment on Area C	Recommendations
a sustainable manner		<p>constrained by Flood Zones 2 and 3 of all the Strategic Areas (Evidence Paper 7: Flood Risk and Surface Water Management).</p> <p>Development in Strategic Area C will drain directly into the River Avon and River Marden. An increase in peak flows downstream could have significant effect on Chippenham Town Centre and downstream settlements. The Blackwell Hams Sewage Treatment Works is also situated downstream in proximity of this Area.</p> <p>Land at the north and particularly at the west of Area C lies within Flood Zones 2 and 3 (see Water Resources and Flooding Constraints Map in Appendix A). The floodplain in Area C is a major contributor to upstream flood storage, safeguarding the town centre from flooding.</p> <p>Despite the extensiveness of the floodplain in Area C a significant part of the Area is situated in Flood Zone 1.</p> <p>An Outer Source Protection Zone (Zone 2c) coincides with much of the north of the Area (see Water Resources and Flood Constraints Map in Appendix A). The south of Area C along the A4 is not located within the Outer SPZ or Flood Zones 2 or 3.</p>	<p>should be avoided.</p> <p>River Avon crossings which coincide with Flood Zones 2 and 3 should be avoided as they may restrict flows and exacerbate flooding downstream in Chippenham. Should this be unavoidable then proposals will need to satisfy the exception test in accordance with NPPF paragraph 102. In summary, it must be demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk and a site-specific flood risk assessment must demonstrate that the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.</p> <p>Development should incorporate SUDS systems which achieve greenfield equivalent rates of runoff as a minimum.</p> <p>While mitigation of effects from development in an Outer SPZ is considered achievable, development should first be focused in the south of Area C, beyond the SPZ. Development in the SPZ in Area C should propose appropriate land management practices and provide buffer strips between development and springs and tributaries.</p>
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution		<p>There are no air quality management areas (AQMAs) in Chippenham. The nearest AQMA is located approximately 6km to the east in Calne (see Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network, new vehicle traffic generated from development in Area C with access from the A4 east of Pewsham would place additional pressure on the</p>	<p>Reducing dependency on the car and encouraging use of public transport would go some way to mitigating against worsening air quality and noise issues as well as reducing carbon emissions.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p>



SA Objective	STA score	Comment on Area C	Recommendations
		<p>already constrained A4 corridor.</p> <p>Existing levels of congestion along the corridor between Chippenham and Calne would be exacerbated by the increase in vehicles associated by a new development at Area C.</p> <p>Access to the PRN is categorised as poor and would direct vehicles through Chippenham town centre, increasing local congestion and worsening air quality and noise issues (Evidence Paper 3: Transport and Accessibility).</p>	<p>Based on the location of the PRN in relation to Area C it would be problematic to mitigate against increasing congestion in the centre of Chippenham and thus worsening air quality.</p>
<p>5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects</p>		<p>Any development of greenfield sites in Area C would lead to an increase in greenhouse gas emissions (particularly carbon emissions) due to increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account.</p> <p>Parts of the Area (located in Flood Zones 2 and 3) are prone to flooding and may be vulnerable to increases in extreme flooding events but there is sufficient land in Flood Zone 1 where new development can take place and be less vulnerable.</p>	<p>Development in the south of Area C should seek to improve access to the public transport corridor along the A4. This should be supported by improvements to public transport services. This would reduce carbon emissions from transport.</p> <p>Development in the west of Area C should capitalise on the close proximity to the town centre by incorporating strong non-motorised access into the design. Again, this would reduce carbon emissions from transport.</p> <p>Building design should seek to minimise carbon emissions during construction and operation.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>
<p>6. Protect, maintain and enhance the historic</p>		<p>Neither Strategic Area C nor Chippenham are situated in proximity to a World Heritage Site.</p> <p>The Heritage Constraints Map (see Appendix A) shows that</p>	<p>Any development within Area C that occurs on land which contributes to the setting of the Tytherton Lucas Conservation Area or the setting of any heritage asset</p>

SA Objective	STA score	Comment on Area C	Recommendations
environment		<p>Area C contains six listed buildings, the Evidence Paper 7: Heritage Assets identifies two areas of land within Area C contribute to the setting of Tytherton Lucas Conservation Area.</p> <p>Six non-designated heritage assets are situated within Area C, including potentially prehistoric features at New Leaze Farm, a medieval settlement at Harden's Farm and the Calne and Chippenham branch of the Great Western Railway. The Wiltshire and Berkshire Canal Route, a non-designated heritage asset, passes through the centre of Strategic Area C.</p> <p>Whilst there is limited risk to the known historic environment, there is high potential for unknown heritage assets with archaeological interest dating from the prehistoric and medieval periods.</p>	<p>should seek to enhance or better reveal the significance of the asset in accordance with para.137 of the NPPF. Should enhancement not be possible then a buffer zone should be considered, which may reduce the extent of the developable area.</p> <p>Development should ideally consider the effects of development on non-designated heritage asset and avoid these areas, through use of buffer zones.</p> <p>Archaeological investigations should be considered to assess the significance of any unknown heritage assets. Undiscovered archaeology could be of sufficient importance to affect development although mitigation by way of avoidance, through preservation in situ of discrete areas of archaeological remains or archaeological recording for more widespread remains is considered achievable.</p>
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place		<p>Development in Area C would not have an impact on the Cotswold AONB.</p> <p>The Area falls within Open Clay Vale landscape character type and Avon Vale Landscape Character Area (Evidence Paper 4: Landscape Setting Assessment).</p> <p>The character of the landscape in Area C is closely associated with the River Avon floodplain and lies on lower land than the west bank of the river. Although Area C is predominantly agricultural riparian trees lining watercourses give the perception a wooded landscape.</p> <p>In the east of the Area the character is particularly rural, however south of the cycleway the landscape has an increasingly urban character.</p> <p>Built form is generally individual farms and isolated properties, particularly along Stanley Lane.</p> <p>Ribbon development along the A4 at the south of the Area</p>	<p>Development should conserve and where possible enhance the rural character in the north of the Area.</p> <p>South of the cycleway the landscape has an increasingly urban character, development would be better suited to the south of the Area where the urban fringe character would be less sensitive to development than the more rural north and east.</p>

SA Objective	STA score	Comment on Area C	Recommendations
		consists of farms, sui generis uses and a sports ground.	
8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures		Any new development in the Area that includes residential development has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.	No recommendations
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The west of Area C is categorised as having strong to moderate non-motorised access to the town centre although a bridge over the River Avon would improve this accessibility (Evidence Paper 3: Transport and Accessibility). The areas with the strongest access are constrained by Flood Zones 2 and 3. In the east of the Area non-motorised access is weak.</p> <p>Non-motorised access to secondary schools is very strong in the south of Area C, however non-motorised access to the hospital is moderate to weak and very weak in the east.</p> <p>There is strong potential for access by public transport in the south of Area C.</p> <p>Sustrans National Cycle Route passes through the Area on the Wiltshire and Berkshire Canal.</p> <p>There are three open spaces within Area C; the Stanley Park Sports Ground on the A4, sports fields at Abbeyfield School and a park between the Avon the A4 on Long Close are all located in the south of the Area.</p> <p>A PRow passes northeast to southwest through the west of the Area. A PRow connects the A4 with Stanley Lane in the south of the Area (see PRow Constraints Map in Appendix A).</p>	<p>Improvements to non-motorised access, including a pedestrian crossing of the Avon in the northwest of the Area, and improved public transport services along the A4 corridor would ensure more inclusive access to a wider range of existing services, community facilities and employment sites.</p> <p>Accessible open space is located in the south of the Area, development should protect these open spaces and seek to improve access to them.</p> <p>Development in Area C could impact the PRow network, development should safeguard existing PRows or provide suitable alternative routes where they are extinguished.</p>

SA Objective	STA score	Comment on Area C	Recommendations
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Based on the existing road network, new vehicle traffic generated by development of Area C with access from the A4 would worsen congestion on the A4 corridor east of Chippenham and into the town centre. This stretch of road is identified as constrained by congestion (Evidence Paper 3: Transport and Accessibility).</p> <p>Area C, particularly in the south, has strong potential for access by public transport.</p> <p>The southwest of Area C has strong to moderate non-motorised access to the town centre. Access is increasingly weak further east in Area C.</p> <p>Sustrans National Cycle Route passes through the Area on the Wiltshire and Berkshire Canal.</p> <p>A PRow passes northeast to southwest through the west of the Area. A PRow connects the A4 with Stanley Lane in the south of the Area (see PRow Constraints Map in Appendix A).</p>	<p>Any development within Area C should be focused in the south and southwest of the Area. Non-motorised access from the southwest of the Area to the town centre should be enhanced and links improved, and public transport along the A4 should be improved to support development in the south of the Area.</p> <p>Development should provide facilities and employment land to meet new need and reduce the need to travel.</p> <p>Development should improve and integrate with National Cycle Route 403 along the Wiltshire and Berkshire Canal.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is greenfield land, therefore it is unlikely to lead to any loss of any major employment land.</p> <p>A mixed use development holds the potential to create new employment land which could contribute to long-term sustainable economic growth.</p> <p>Depending upon the specific development proposals, there is the potential to create new employment land in the Area, which will create new employment opportunities to meet the local needs and support the local economy.</p>	<p>No recommendations.</p>

SA Objective	STA score	Comment on Area C	Recommendations
12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce		<p>Any development in Area C which allows for the provision of employment land will support overall employment development within Chippenham.</p> <p>The south of Area C has potential for strong links by public transport, however much of the Area is located beyond reasonable access to public transport suggesting much of the area might be less attractive to business</p>	<p>Employment development would be best suited to the south of Area C where potential for access to public transport is strongest; improvements to public transport and non-motorised access from the town centre would also be required.</p>

Table B.4: Area D Assessment

### Description of Area D

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area D. Area D is located 1.5km south of Chippenham town centre on higher ground to the east of the River Avon. The Area is situated immediately south of the Pewsham housing estate (constructed within the past 10-20 years) and is occupied by pastoral and arable farmland. There are three farm complexes and two residential cottages accessed from Forest Lane, with Forest Farm to the east accessed from London Road. Field parcels are geometric and relatively large with regularly maintained hedgerows and a few hedgerow trees. A strip of mature woodland has been maintained near the A4, at the northeastern edge of the Area. An overhead power line is routed across the site in an east-west direction. The northern boundary is defined by the A4 (Pewsham Way) skirting the southern boundary of the settlement east of the River Avon, the eastern boundary by the A4 (London Road) linking Pewsham to Derry Hill. The southern boundary is defined by the River Avon and the western boundary by Lower Lodge Farm, a sewage treatment works and Mortimore's Wood. A small area to the north west is included in the Rowden conservation area.

SA Objective	STA score	Comment on Area D	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>There are no international, national or regional biodiversity and geodiversity designations inside Area D. However, this area is bordered/crossed by a number of biodiversity constraints (Evidence Paper 4: Biodiversity 2015 and Biodiversity Constraints Map in Appendix A).</p> <p>The River Avon County Wildlife Site (CWS) defines the western and southern natural boundaries of this area. The southern part of the site comprises extensive areas of River Avon floodplain grazing marsh, which could potentially be important for wading /wintering birds. Near the western boundary, Mortimore's Wood CWS and LNR is located adjacent to the River Avon CWS and forms an important part of a developing woodland corridor adjacent to the river. Mortimore's Wood is also a BAP priority habitat (see BAP Constraints Map in Appendix A).</p> <p>The Wilts and Berks canal (now partly restored) and cycleway, with mature trees on both sides of the canal, runs through the Strategic Area. 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</p>	<p>Any development within Area D should avoid the River Avon CWS and its associated southern floodplain, Mortimore's Wood CWS and the Wilts and Berks disused canal route so that these areas remain untouched by development. Buffer zones (the exact extent to be determined as part of development proposals) should be created between these and any new development areas in order to mitigate any negative effects arising from new development in the vicinity. Public access restrictions to the CWS may also be required.</p> <p>Development which requires the crossing of the river Avon should be avoided as this will sever the River Avon CWS and potentially lead to loss of biodiversity. Should it be demonstrated that severing the CWS is unavoidable, mitigation measures should be pursued using the sequential approach to the 'mitigation hierarchy' as set out in Core Strategy CP50. Where it can be demonstrated that avoidance is not achievable efforts to reduce, moderate and minimise impacts should then be demonstrated.</p>

SA Objective	STA score	Comment on Area D	Recommendations
		<p>roosting for bats, while a population of Great crested newt is known to be breeding in the canal.</p> <p>The rest of the land is predominantly agricultural pasture with woodlands and hedgerows. There are mature hedgerow trees, individual field trees and small clusters within fields.</p> <p>Species records in the area include Redwing, Fieldfare, Badger, Kingfisher and bats (Brandt's, Serotine, Daubenton's, Whiskered, Natterer's, Noctule, Soprano pipistrelle, Brown long-eared, and Greater and Lesser horseshoe).</p> <p>Development of Area D will need to take account of the above mentioned sites, woodlands and hedgerows as well as the identified protected species.</p>	<p>Any development of Area D will need to retain existing mature hedgerow trees and other important habitats and ensure habitat connectivity.</p> <p>Ecological surveys will be required to accurately assess likely effects once development details become available for this strategic area.</p> <p>There is an opportunity to enhance the extensive areas of the River Avon floodplain grazing marsh by reducing the intensity of management, creating / restoring drainage features and increasing the diversity of wetland habitats, as part of development proposals in other parts of the strategic area.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>Area D is comprised of Grade 3 (good) BMV agricultural land and Grade 4 (poor) agricultural land (see Soil Constraints Map in Appendix A). Areas of Grade 4 (poor) agricultural land largely coincide with areas of biodiversity importance and flood risk which as discussed above and below should not be developed.</p> <p>Area D is situated partially within a Mineral Safeguarding Area. Strips of land along the River Avon to the west, southwest and south of Area D are affected. Development in these areas which would sterilise the mineral reserves would not constitute efficient use of land.</p> <p>Due to its current agricultural use, most of the Area is unlikely to require remediation of contamination. However, two sites of medium potential contamination exist on the western side of Area D (see Land Contamination Constraints Map in Appendix A). One of the sites is the defunct Westmead Refuse Tip, operating from 1947 to 1990. Evidence suggests</p>	<p>Development should be considered in other Strategic Areas which do not have Grade 3 BMV agricultural land prior to consideration of this strategic area for development. Mitigation will be problematic in this area given the extensive coverage of the area by BMV agricultural land. Should land not be available elsewhere then areas of poorer quality land (grade 3) in preference to that of a higher quality (grades 1 and 2) should be considered.</p> <p>Development would need to avoid sterilising land within the Mineral Safeguarding Area; however parts of the MSA coincide with areas at risk of flooding which won't be developed.</p> <p>Remediation of contaminated land should be considered if potential development sites overlap with or are in the vicinity of the contaminated sites identified.</p>

SA Objective	STA score	Comment on Area D	Recommendations
		that inert, industrial, commercial, household and liquid/sludge waste may have been buried at the site. The second site coincides with the existing sewage treatment works..	
3. Use and manage water resources in a sustainable manner		<p>The Area is bordered extensively to the south and to the west by the River Avon Flood Zones 2 and 3 (high probability of flooding) which perform an important flood protection function (see Evidence Paper 6: Flood Risk and Surface Water Management 2015 and Water Resources and Flooding Constraints Map in Appendix A). The rest of the area is Flood Zone 1.</p> <p>New development inside this strategic area could lead to an increased impermeable area within land that is currently greenfield. , This would increase surface water runoff potentially carrying anthropogenic contaminants (such as urban runoff from roads and street litter) causing pollution and flooding issues in the River Avon and nearby watercourses.</p> <p>Any development in area D would drain directly to the River Avon and Chippenham Sewage Treatment Works run by Wessex Water. The drainage effect on the River Avon water levels downstream could be significant and have an effect on downstream settlements, this would need to be avoided.</p> <p>Area D is also very flat compared to some other areas creating difficulties for drainage by gravity. This issue may have a bearing on the potential for and design of SUDS in this area as they may not work by gravity and require more expensive solutions involving pumping water.</p> <p>There are no Source Protection Zones within Area D.</p>	<p>Any development in Area D will need to be directed to Flood Zone 1. Development must avoid Flood Zones 2 and 3..</p> <p>River Avon crossing(s) affecting Flood Zones 2 and 3 in this Area should be avoided as they may restrict flows and exacerbate flooding. Should this be unavoidable then proposals will need to satisfy the exception test in accordance with NPPF paragraph 102. In summary, it must be demonstrated that the development provides wider sustainability benefits to the community that outweigh flood risk and a site-specific flood risk assessment must demonstrate that the development will be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere, and, where possible, will reduce flood risk overall.</p> <p>Surface water management that achieves equivalent of current Greenfield rates of runoff as a minimum (or preferably improve on) will be required in order to prevent increased flooding.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of new development.</p>
4. Improve air quality throughout Wiltshire and minimise all sources of		<p>There are no AQMAs in Chippenham. The nearest AQMA is located approx. 6.5km away in Calne (see Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network, new car traffic generated from this Area would place significant pressure on the A4</p>	<p>Consideration of public transport and other sustainable modes of transport based type of development (rather than private car) for Area D will avoid worsening air quality and noise pollution (see assessment for SA Objective 10 for further explanation).</p>



SA Objective	STA score	Comment on Area D	Recommendations
environmental pollution		<p>corridor from Pewsham and through Chippenham town centre. Development in Area D would require further traffic to be directed through the centre of Chippenham for those approaching/leaving from a westerly direction and therefore exacerbate local congestion and traffic issues. It could also result in increased congestion and worsening air quality further along the A4 in Calne as a result of additional traffic approaching/leaving the area using the A4 in an easterly direction through Calne.</p> <p>Noise issues will also originate as a result of increased traffic levels on the A4 corridor.</p> <p>In addition, the Wessex Water waste water treatment works are located in the western section of strategic area D, and will be a consideration / constraint with regards to odour.</p>	<p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>A cordon sanitaire associated with the wastewater treatment works should be a consideration when determining the area suitable for development.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area D would lead to an increase in greenhouse gas emissions (in particular carbon emissions) due to emissions generated by increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable and new development will need to take these into account.</p> <p>The areas within Flood Zones 2-3 in Area D would be particularly vulnerable to increases in extreme flood events but there is sufficient land in Flood Zone 1 where new development can take place and be less vulnerable.</p>	<p>Consideration of public transport and other sustainable modes of transport (rather than private car) based type of development for Area D will avoid increase in carbon emissions (see assessment for SA objective 10 for further explanation).</p> <p>Buildings should be designed so as to minimise construction and operational carbon emissions.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>
6. Protect, maintain and enhance the historic		<p>No World Heritage Sites are located within close proximity to Chippenham and therefore Area D. There are no listed buildings inside Area D. Some land to the west of Area D contributes to a small part of the setting of Rowden Park</p>	<p>Any development within Area D that falls within Rowden Conservation Area or on land which contributes to its setting will have to enhance or better reveal the significance of the conservation area in</p>

SA Objective	STA score	Comment on Area D	Recommendations
environment		<p>Conservation Area. (Evidence Paper 7: Heritage Assets 2015 and Heritage Constraints Map in Appendix A).</p> <p>Area D has a high potential for heritage assets with archaeological interest associated with the former non-designated heritage assets - Wiltshire and Berkshire Canal, a post medieval brickworks and the medieval deer park (Pewsham Forest) which are located in the area.</p> <p>The total loss of any non-designated heritage asset of high heritage significance as a result of development could represent substantial harm and development in this area would have to consider these heritage assets.</p>	<p>accordance with para.137 of the NPPF. Should enhancement not be possible then a reduction of extent of the developable area through the introduction of a buffer zone will need to be considered.</p> <p>Archaeological investigations will need to be undertaken prior to the site allocations as currently undiscovered archaeology could be of sufficient importance to significantly affect the development as mitigation could be problematic. However, mitigation of effects on non-designated heritage assets with archaeological interest is achievable in most cases; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains, but this needs to be confirmed for this strategic area.</p> <p>Development within Area D, where necessary, should be informed by archaeological assessments which identify the significance of non-designated assets.</p> <p>Potential restoration of the Wiltshire and Berkshire Canal for leisure and tourism as part of new development should be considered.</p>
7. Conserve and enhance the character and quality of Wiltshire's rural and urban landscapes, maintaining and strengthening local distinctiveness and sense of place		<p>Development in Area D would not have an effect on the Cotswold AONB nor Green Belt (see Landscape and Townscape Constraints Map at Appendix A).</p> <p>Based on the findings of the Evidence Paper 4: Landscape Setting Assessment December 2014 (Appendix A), the area falls within LCA Avon Clay Vale with hedgerow patterns, riparian vegetation and water ways of varied character being locally valued features. Also characteristic of this type of landscape is rural tranquillity and wide open views.</p> <p>The land rises up from the Pewsham Way and with the River Avon located to the west and south, the landform almost</p>	<p>Any development in Area D should consider (as set Evidence Paper 4: Landscape Setting Assessment December 2014) :</p> <ul style="list-style-type: none"> <li>- Extending the block of woodland near Forest Farm to the southeast</li> <li>- Maintaining a green buffer along London Road approach and enhance with tree planting</li> <li>- Retaining green buffer fronting Pewsham Way near Lodge Road and to the historic line of the Wiltshire and Berkshire Canal.</li> </ul>

SA Objective	STA score	Comment on Area D	Recommendations
		<p>creates a 'dome' effect.</p> <p>The northern part of the Area is affected partly by the busy A4 (Pewsham Way) and there are some views of the large housing estate to the north. However the landscape treatment to the northern side of Pewsham Way provides containment to that edge of Chippenham with limited views of rooflines.</p> <p>Forest Lane is located along the high point of the local topography and is bordered by a mature hedgerow, with hedgerow trees.</p> <p>The southern part of the Area is more consistent with wider landscape character, more remote and is visually connected with the River Avon and Bowden and Derry Hill.</p> <p>The pylons and overhead conductors pass across the central part of the area and are a visual detractor.</p> <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>Development of Area D for housing and employment, in particular on the higher ground of Area D could undermine a number of landscape qualities including the visual separation between the Limestone Ridge (Naish Hill) and Pewsham and the rural character of the south eastern approach to Chippenham using Pewsham Way.</p>	<ul style="list-style-type: none"> <li>- Conserving the network of intact hedgerows within the area;</li> <li>- Maintaining the distinctive mature hedgerow trees and woodlands throughout the landscape and seek opportunities for new woodland and hedgerow planting to maintain green links between wooded areas;</li> <li>- Conserving and where possible enhancing the riparian character along the River Avon with a network of planting extending from the river corridor; and</li> <li>- Protecting and enhancing the area of open space along the River Avon.</li> </ul> <p>Any development in Area D should avoid development of the accessible open space associated with Mortimore's Wood (protected from development under SA objective 1) and maintain and where possible enhance access to it.</p>
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes, types and tenures</p>		<p>Any mixed use development in the Area will include residential development which has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.</p>	<p>No recommendations</p>

SA Objective	STA score	Comment on Area D	Recommendations
<p>9. Reduce poverty and deprivation and promote more inclusive and self-contained communities</p>		<p>The northwest of Area D is identified as having strong to moderate access by non-motorised modes of transport to Chippenham hospital (see Evidence Paper 7: Transport and Accessibility). Non-motorised access to the hospital from Area D, which is impeded by the River Avon, could be improved by as part of a new development in the area. The east and south of Area D has weak to very weak access to the hospital.</p> <p>The best performing areas in regard to non-motorised access to health facilities coincides with land constrained by Flood Zones 2 and 3 and within the Rowden Conservation Area. Recommendations have been made above for SA objectives 3 and 5 to avoid or limit development of these areas.</p> <p>Much of Area D has strong to moderate secondary school access by non-motorised modes, the northeast of the area performs particularly well.</p> <p>The Area contains a single area of accessible open space (Mortimore's Wood) situated on the eastern bank of the River Avon.</p> <p>The Area is currently crossed by a number of PRowWs on the north eastern side (see PRowW Constraints Map at Appendix A).</p>	<p>Despite the proximity, safe travel routes will need to be devised to be confident that secondary pupils could access the school.</p> <p>Development should consider improving access to the hospital in the northwest of the strategic area to capitalise on the hospitals close proximity.</p> <p>Any development in Area E should seek to maintain access to the identified open space (Mortimore's Wood).</p> <p>PRowWs will need to be reinstated if development of the area takes place.</p>
<p>10. Reduce the need to travel and promote more sustainable transport choices</p>		<p>Currently the private car is the dominant mode of travel in Chippenham. Evidence Paper 3: Transport and Accessibility identifies Area D as having questionable medium to long term potential for public transport services.</p> <p>Given the current traffic congestion in the A4 corridor and in Chippenham town centre, car based development in Area D is likely to result in significant adverse effects given that it will need to link to an already congested A4.</p> <p>Based on the findings from the Transport and Accessibility Strategic Areas Assessment October 2014, in Area D almost half the area is categorised as either in very weak (8%) or</p>	<p>Consideration of a non-car, public transport and other sustainable modes of transport based type of development for Area D will ensure a better alignment with this objective as congestion issues already exist and adding more cars to the roads will only exacerbate these issues. Development of Area D should first focus on the north area which has strong and moderate public transport accessibility and strong and moderate non-motorised access to health and education facilities.</p> <p>Additional public transport services should be</p>

SA Objective	STA score	Comment on Area D	Recommendations
		<p>weak (34%) access to public transport corridor with 13% having strong accessibility and 45% moderate accessibility.</p> <p>With regards to current walking and cycling access to facilities and services in Chippenham town centre, approx. half of Area D is categorised as having strong to moderate access whereas the other half has weak access.</p>	<p>considered if development is to occur in currently less accessible areas. These services may need to be initially subsidised so as to attract new users.</p> <p>New walking and cycling routes fully integrated and connected to current pedestrian and cycle network will be required if development is to occur in less accessible areas.</p>
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is Greenfield land, therefore it is unlikely to lead to any loss of any major employment land. Depending upon the specific development proposals, there is the potential to create new employment land in the Area, which will create new employment opportunities to meet the local needs and support the local economy. The Area also has the potential for development-associated infrastructure for Chippenham, which could assist in promoting economic growth.</p>	<p>No recommendations.</p>
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>		<p>Any future employment development in the Area will support overall employment development and regeneration within Chippenham, however when considering development options, it is important to ensure development is in an appropriate location. Parts of the Area lie close to the A4 and to commercially viable public transport but other parts lie outside of reasonable access on foot to commercially viable public transport. Access to the A350 and M4 would be directed through Chippenham.</p>	<p>Public transport access to new employment areas will need to be improved as part of development within Area D.</p>

**Table B.5: Area E Assessment**

**Description of Area E**

Evidence Paper 4: Chippenham Landscape Setting Assessment provides a description of Strategic Area E. The Strategic Area is located 1km southwest of Chippenham town centre on the western side of a valley formed by the River Avon. The northern part of the Strategic Area is occupied by grassland subject to an annual hay crop rotation, with hedgerows forming field boundaries. The southern part has smaller field parcels, with more substantial field boundaries (including hedgerow trees) and managed for arable and pasture. Rowden Manor (Grade II\* Listed) is located in the northern part of the Area, and with some associated farm buildings, some converted into dwellings. Low density residential areas of Chippenham and Chippenham Community Hospital are situated to the north of the Area. The River Avon CWS runs along the east of the Area. . In the south of Area E agricultural land and a horticultural nursery are present, Lackham College lies further south. The main railway line extends along the west of the Area.

SA Objective	STA score	Comment on Area E	Recommendations
1. Protect and enhance all biodiversity and geological features and avoid irreversible losses		<p>Although there are no international, national or regional biodiversity and geodiversity designations within Area E a number of biodiversity constraints are situated within the approximate area of Area E (Evidence Paper 5: Biodiversity, 2015 and Biodiversity Constraints Map in Appendix A).</p> <p>The River Avon CWS extends southwards in the east of the Strategic Area and is a significant green corridor. The River Avon is also a BAP priority habitat (see BAP constraints map in Appendix A). Areas of floodplain grazing marsh, patches of scrub, overgrown hedges and swamp vegetation associated with the River Avon floodplain are present in the east of the Area.</p> <p>The main line railway embankment running along the west of the Area is a significant green corridor. A green corridor formed by Pudding Brook crosses the Area west to east, linking the embankment with the River Avon.</p> <p>An opportunity area of MG6 neutral grassland is situated adjacent to the Community Hospital in the north of the Area, this has potential to be improved to MG5 species-rich grassland.</p>	<p>Development within Strategic Area E should avoid the River Avon CWS and associated floodplain habitats so that these areas remain untouched by development. Avoidance of these areas using buffer zones would be the preferred method of mitigation.</p> <p>Development which requires the crossing of the river Avon should be avoided as this will sever the River Avon CWS and potentially lead to loss of biodiversity. Should it be demonstrated that severing the CWS is unavoidable mitigation measures should be pursued using the sequential approach to the 'mitigation hierarchy' as set out in Core Strategy CP50. Where it can be demonstrated that avoidance is not achievable efforts to reduce, moderate and minimise impacts should then be demonstrated.</p> <p>Development should retain and protect the network of green corridors formed by the linking of the railway embankment, Pudding Brook and the River Avon. Retention of mature hedgerows is also recommended in order to ensure habitat connectivity.</p> <p>The opportunity area of MG6 neutral grassland</p>

SA Objective	STA score	Comment on Area E	Recommendations
		<p>An area of marshy / neutral grassland / swamp vegetation is also present immediately south of the Gypsy Lane water works.</p> <p>Large, tall, overgrown hedgerows, hedgerow trees and mature, veteran, standing deadwood trees are significant ecological features present throughout the Area.</p> <p>Species records include Redwing, Badger, Duke of Burgundy butterfly, Kingfisher, Adder, Slow worm, Grass snake, Otter, bats (Daubenton's, Whiskered, Pipistrelle, Greater horseshoe, Lesser horseshoe, Brown long-eared, Brandt's, Serotine, Noctule and Soprano pipistrelle). Greater and lesser horseshoe are known to forage over the Patterdown area and Bechstein's have been recorded commuting through the Showell area. A barn owl roost is also present in the Patterdown area.</p> <p>Bats are known to roost at Lower Lodge Farm, Hungerdown Lane, Lackham College, Notton Park, Monkton Park, Esmead and Rowden Road.</p>	<p>should be improved as part of development in the Strategic Area.</p> <p>Opportunities exist as part of development proposals for wetland and terrestrial habitat creation to benefit the existing small populations of Great crested newt.</p> <p>Ecological surveys will be required to accurately assess likely effects once development details become available for this strategic area.</p>
<p>2. Ensure efficient and effective use of land and the use of suitably located previously developed land and buildings</p>		<p>The majority of development would be on greenfield land and would therefore not allow for the reuse of previously developed land.</p> <p>Area E consists of Grade 1 (excellent), Grade 2 (very good), and Grade 3 BMV agricultural land (see Soil Constraints Map in Appendix A).</p> <p>A strip of Grade 4 (poor) agricultural land coincides generally with areas of Flood Zones 2 and 3 along the west of the River Avon.</p> <p>The Area is situated extensively within a Mineral Safeguarding Area. Land adjacent to existing development at the northwest of the Area as well as land in the southwest are situated beyond the MSA (see Minerals Safeguarding Map in Appendix A). Development in these areas which would sterilise mineral</p>	<p>Development should first be considered in Strategic Areas which are less extensively constrained by BMV agricultural land than Area E. Mitigation will be problematic in this Area given the extensive coverage of BMV agricultural land.</p> <p>Should an insufficient quantity of urban, very poor or poor agricultural land be available elsewhere then areas of poorer quality BMV land (grade 3) should be considered in favour of higher quality (grades 1 and 2) land.</p> <p>Remediation of contaminated land should be considered if potential development sites overlap with or are in the vicinity of the contaminated sites identified.</p>

SA Objective	STA score	Comment on Area E	Recommendations
		<p>reserves would not constitute efficient use of land.</p> <p>Due to the Area's agricultural use, remediation of contamination is unlikely to be required. However, two sites of medium potential contamination exist in Area E (see Defra Waste Map and Contamination Constraints Map in Appendix A).</p> <p>Land at Showell Nursery may have received inert, industrial, commercial and household waste from 1987 to 1993.</p> <p>Land at Chippenham Shooting Range may have received inert waste for a period of three years (See Environment Agency Waste Map and Contamination Constraints Map in Appendix A).</p>	<p>Development should avoid sterilising land within a Mineral Safeguarding Area prior to consideration of development in Area E.</p>
<p>3. Use and manage water resources in a sustainable manner</p>		<p>The River Avon runs along the east of the Area. A strip of land along the river is located within Environment Agency Flood Zones 2 and 3 (high probability of flooding). A strip of land along Pudding Brook also lies in Flood Zone 3.</p> <p>The majority of the Area lies in Flood Zone 1 (low risk of flooding), see Water Resources and Flooding Constraints Map in Appendix A).</p> <p>New development in the Strategic Area could lead to an increase in impermeable areas on currently greenfield land. This would increase the potential for surface water runoff, potentially carrying anthropogenic contaminants, causing pollution and flooding issues in the area and downstream.</p> <p>Development in Strategic Area E will drain directly into the River Avon and Blackwell Hams Sewage Treatment Works. An increase in peak flows downstream could have a significant effect on downstream settlements.</p> <p>The topography of Area E is relatively flat and less suitable for gravity assisted SUDS.</p> <p>Towards the fringes of Area E in the northwest and southwest</p>	<p>There is sufficient land in Flood Zone 1 within Area E to avoid development in areas of flood risk entirely. Development should avoid Flood Zones 2 and 3.</p> <p>Mitigation of effects from development in the small areas of land within Outer SPZ is considered achievable. Development proposals affecting the Outer SPZ should demonstrate appropriate land management practices and provide buffer strips between development and springs and tributaries.</p> <p>Development will be required to achieve equivalent to Greenfield rates of runoff as a minimum in order to prevent increased flooding.</p> <p>Pollution prevention measures such as SUDS should be introduced as part of new development.</p>



SA Objective	STA score	Comment on Area E	Recommendations
		land lies in an Outer Groundwater Source Protection Zone (Zone 2).	
4. Improve air quality throughout Wiltshire and minimise all sources of environmental pollution		<p>There are no AQMAs in Chippenham. The nearest AQMA is located approximately 6.5km away in Calne (See Air Quality Constraints Map in Appendix A).</p> <p>Based on the current road network, new vehicle traffic generated from development in the north of this Area with access to the A4 would place additional pressure on the A4 east of Chippenham town centre. Whereas access from the A350 to the south of Area E would ensure strong links to the PRN and could direct traffic away from the centre of Chippenham.</p> <p>Access from the A350 would have less impact on congestion in the town centre than access from the A4; however vehicle dependant development of the Area would exacerbate local congestion, air quality and noise issues on the local road network regardless of the point of access point.</p> <p>Existing noise sources to be considered include the mainline railway along the west of the Area and the shooting range.</p> <p>The waste water treatment works to the east of the Area will be a consideration with regard to odour.</p>	<p>The north of Area E performs poorly in regard to road network impacts but very well in regard to ease of access to town centre by non-motorised modes (see Evidence Paper 3: Transport and Accessibility Part 1). Development in the north of the Area should capitalise on this by ensuring strong non-motorised links between new development and the town centre and reducing the emphasis on private vehicles.</p> <p>Car free development should be encouraged in the north of Area E in order to lessen the impact of development on congestion, air pollution and noise pollution (see also SA Objective 10).</p> <p>Existing noise sources in the locality may constrain development in some of the Area.</p> <p>Noise-reducing measures such as low noise tarmac and noise bunds / barriers in relation to sensitive receptors may be required.</p> <p>A buffer zone associated with the wastewater treatment works should be a consideration when determining the area suitable for development.</p>
5. Minimise our impacts on climate change and reduce our vulnerability to future climate change effects		<p>Any development of greenfield sites in Area E would lead to an increase in greenhouse gas emissions (in particular carbon emissions) due to emissions generated by increased levels of traffic and new housing and employment buildings.</p> <p>More frequent extreme climatic events such as droughts and floods resulting from climate change make urbanised areas more vulnerable. New development will need to take this into account. The areas within Flood Zones 2-3 and those within the proximity of the River Avon would be particularly vulnerable</p>	<p>Any development of the Area should capitalise on the close proximity to the town centre and existing public transportation corridors in order to reduce car dependency and emissions from vehicles.</p> <p>Buildings should be designed so as to minimise construction and operational carbon emissions.</p> <p>Trees or new woodland should be planted as part of development to sequester carbon. Any landscape planting should be drought resistant and have a low</p>

SA Objective	STA score	Comment on Area E	Recommendations
			<p>water demand.</p> <p>Recommendations made for SA objective 3 (Use and manage water resources in a sustainable manner) concerning flooding apply here.</p>
<p>6. Protect, maintain and enhance the historic environment</p>		<p>No World Heritage Sites are located within proximity of Chippenham or Area E.</p> <p>A large part of the north of Area E contributes to part of the setting of Rowden Park Conservation Area. The setting and character of the conservation area may be affected by development of land which forms the conservation area or contributes to its setting. The Chippenham Conservation Area is situated adjacent to Area E to the north west (see Evidence Paper 7: Heritage Assets 2015 and Heritage Constraints Map in Appendix A).</p> <p>One grade II* listed building, two grade II listed buildings and a scheduled monument are present at Rowden Farm.</p> <p>Three grade II listed buildings at Showell Farm and Patterdown Farmhouse, a grade II listed building, are located within the Area.</p> <p>16 non-designated heritage assets are located within the approximate area of Area E, including evidence for Neolithic, Bronze Age and Roman settlements. The total loss of any non-designated heritage assets of high heritage significance - particularly the roman settlement - as a result of development could represent substantial harm.</p>	<p>Any development within Area E that falls within the Rowden Conservation Area or on land which contributes to its setting or the setting of any heritage asset should seek to enhance or better reveal the significance of the asset in accordance with para.137 of the NPPF. Should enhancement not be possible then a buffer zone should be considered, reducing the extent of the developable area.</p> <p>Development should ideally consider the effects of development on non-designated heritage assets and avoid, by virtue of buffer zones, harm to these heritage assets.</p> <p>Archaeological investigations will need to be undertaken prior to the site allocations as currently undiscovered archaeology could be of sufficient importance to significantly affect the development as mitigation could be problematic. However, mitigation of effects on non-designated heritage assets with archaeological interest is achievable in most cases; either through preservation in situ of discrete areas of archaeological remains and archaeological recording for more widespread remains, but this needs to be confirmed for this strategic area.</p>
<p>7. Conserve and enhance the character and quality of Wiltshire's rural and urban</p>		<p>Development in Area E would not have an impact on the Cotswold AONB (see Landscape and Townscape Constraints Map).</p> <p>Based on the findings of the Evidence Paper 4: Landscape Setting Assessment December 2014 the Area falls within the</p>	<p>Any development in Area E should safeguard (as set Evidence Paper 4: Landscape Setting Assessment December 2014):</p> <ul style="list-style-type: none"> <li>- The integrity of the River Avon valley and</li> </ul>

SA Objective	STA score	Comment on Area E	Recommendations
<p>landscapes, maintaining and strengthening local distinctiveness and sense of place</p>		<p>Avon Vales Landscape Character Area and consists predominantly of intensely farmed pasture and arable land. There is a connected network of vegetation associated with the River Avon and small tributaries to the River Avon.</p> <p>The Area is flat with wide open views and is rural in character, particularly to the south which has a higher landscape quality than the north. Hedgerows are mature and provide enclosure to the southern part of the Area. Several strips of woodland contribute to the enclosure. The land undulates gently.</p> <p>Low density housing development and the community hospital occur along the north west edge of the Area, the Herman Miller Industrial Estate is situated west of the wooded railway embankment.</p> <p>Development of Area E has the potential to adversely affect the rural, remote character of local landscape, particularly in the south of the Strategic Area.</p>	<p>functioning floodplain;</p> <ul style="list-style-type: none"> <li>- The strong network of mature intact hedgerows in the south of the Area;</li> <li>- The setting of Rowden Manor and associated buildings;</li> <li>- Views towards the limestone ridge of Naish Hill and Bowden Hill;</li> <li>- Views of the rooftops of Chippenham’s historic core;</li> <li>- Areas of woodland including Mortimore’s Wood;</li> <li>- The area of open space south of Rowden Lane; and</li> <li>- The rural character of the southern approach.</li> </ul> <p>Development in this strategic area should avoid development of the area of open spaces south of Rowden Lane and maintain and where possible enhance access to it;</p> <p>Any development in the area should conserve the green infrastructure corridor along the River Avon, offering new recreational opportunities.</p> <p>The north of the Area borders the urban fringe and is better suited to new development than the more rural south.</p>
<p>8. Provide everyone with the opportunity to live in good quality, affordable housing, and ensure an appropriate mix of dwelling sizes,</p>		<p>Any mixed use development in the Area will include residential development which has the opportunity to provide good quality, affordable housing that meets the needs of local people in terms of tenure, type and size.</p>	<p>No recommendations.</p>

SA Objective	STA score	Comment on Area E	Recommendations
types and tenures			
9. Reduce poverty and deprivation and promote more inclusive and self-contained communities		<p>The majority of Area E is categorised as having moderate to weak access by non-motorised modes of transport to secondary schools with the north of the area performing best (Evidence Paper 3: Transport and Accessibility).</p> <p>The north of Area E performs particularly well with regard to non-motorised access to Chippenham hospital by non-motorised modes of transport, the whole of the area is categorised as strong or moderate.</p> <p>The best performing areas tend to be situated within the Rowden Conservation Area.</p> <p>The Transport and Accessibility Evidence Paper identifies the north of the Area as having very strong sustainable access and very strong non-motorised access to the town centre.</p> <p>One area of accessible open space is present in Area E, this is in the west of the Area south of Rowden Lane.</p> <p>A number of PRowWs cross the Area, generally running north to south (see PRowW Constraints Map at Appendix A). Development might affect the local PRowW network.</p>	<p>Development should be focused at the north of the Area where non-motorised access to the hospital and town centre is strongest. Development should facilitate ease of pedestrian movement between the Area and town centre.</p> <p>Safe travel routes will need to be devised to ensure access to existing facilities.</p> <p>Any major residential development in the area will need to provide additional facilities such as primary schools, a secondary school and GP surgery to meet new need and ensure strong non-motorised access, particularly for development in the south of Area E.</p> <p>Any development in Area E should seek to maintain access to the identified open space south of Rowden Lane.</p> <p>Any development in the Area should seek to protect the PRowW network and PRowWs should be reinstated where development extinguishes them.</p>
10. Reduce the need to travel and promote more sustainable transport choices		<p>Based on the current road network, new vehicle traffic generated from development in the north of this Area with access to the A4 would place additional pressure on the A4 east of Chippenham town centre. Whereas access from the A350 to the south of Area E would ensure strong links to the PRN and could direct traffic away from the centre of Chippenham.</p> <p>Based on the findings from the Transport Accessibility Strategic Areas Assessment Area E has located strong or moderate potential for access by public transport. The A4 corridor to the north and the B4528/B4643 corridor in the west of Area E are served by a number of bus services at hourly</p>	<p>The Area has strong to moderate non-motorised access to existing public transport corridors, the town centre and employment areas.</p> <p>Any development at Area E should capitalise on this and consider car-free development in the north and aim to reduce car dependency in the south, by strengthening pedestrian, cycle and public transport connections and corridors between the Area and the town centre, B4528/B4643 and Methuen Park.</p>

SA Objective	STA score	Comment on Area E	Recommendations
		<p>and half-hourly headways throughout the day. Non-motorised access to employment is good due to the proximity of Methuen Park and Herman Miller Industrial Estate.</p> <p>The Area is wholly located within strong or moderate non-motorised access to Chippenham hospitals, however access to secondary schools is weak.</p> <p>The majority of Area E has strong to moderate non-motorised ease of access to the town centre, however. 32% has weak non-motorised access.</p> <p>Overall the majority of the area has strong or moderate accessibility.</p>	
<p>11. Encourage a vibrant and diversified economy and provide for long-term sustainable economic growth</p>		<p>The majority of the Area is greenfield land and is unlikely to lead to the loss of employment land. Mixed use development creating new employment land would meet local needs and support the local economy.</p> <p>The Area also has the potential for development-associated infrastructure for Chippenham, which could assist in promoting economic growth.</p>	<p>No recommendations</p>
<p>12. Ensure adequate provision of high quality employment land and diverse employment opportunities to meet the needs of local businesses and a changing workforce</p>		<p>Any future employment development in the Area will support overall employment development and regeneration within Chippenham; however, when considering development options it is important to ensure development is in an appropriate location from a sustainable transport access perspective.</p> <p>Ease of access to public transport corridors is strong in Area E. Non-motorised access to principal employment areas is also good. Any employment development in Area E would be easily accessible.</p> <p>Development in Area E would be accessible from the A350, one of the main strategic road corridors in Wiltshire, providing access to the M4 in the north and employment investors and markets in the south.</p>	<p>An increase in bus services operating along the A4 and the B4528/B4643 corridors would be desirable to further support employment development in Area E.</p>



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