

# Planning For Trowbridge

**July 2023**

# 1. Introduction

‘Planning for Trowbridge’ is a guide to how the Local Plan Review (‘the Plan’), which will replace the Wiltshire Core Strategy, will affect the town over the coming years. It sets out the evidence and processes that have informed the policies of the Plan that relate to Trowbridge, as follows:

Policy	Title
52	Trowbridge Principal Settlement
53	Land North of Trowbridge
54	North Trowbridge Country Park
55	Land at Innox Mills, Trowbridge
56	Trowbridge Central Area

A table containing the current planning policies for Trowbridge and their status is included in Appendix 1.

The plan sets what local priorities will shape development and future growth in Trowbridge (‘place shaping priorities’). They include taking opportunities to improve the town for the local community and protect important assets. The Plan also sets a scale of growth, as part of a wider spatial strategy for Wiltshire, by which the town will expand over the plan period (2020-2038). This is expressed in additional homes and land for new businesses. It then identifies land to be built on not just for new homes and business, but also for supporting infrastructure.

This document explains the context and rationale for these decisions. It summarises what significant change has taken place recently, what protections and constraints upon growth will continue and what is already set to take place. Local priorities need to be seen in this context. Shaping the town’s future, to help deliver these priorities, this document explains what role growth will play; why some areas have been earmarked for development and others not; the direction for the town centre; and how the Plan supports the services and facilities the community requires. Altogether it tells how the Plan moves forward the existing planning framework for the town to meet fresh challenges and additional needs.

This document therefore combines many strands of evidence gathered over the preparation of the Plan. It pulls together the comments and advice received from, amongst others, local residents, landowners, business, and service providers who also influenced the Plan content through consultation. All this information is available to read and is referenced so this further detail can also be examined.

## 2. Trowbridge - Context and challenges

Population	37,200 <sup>1</sup>	2nd largest of the County's 16 main settlements
Strategic role	Principal Town	Trowbridge is the County Town of Wiltshire and maintains an important strategic role and has the potential for significant development to help sustain, and where necessary enhance, their services and facilities, promoting better levels of self-containment and viable sustainable communities.

### Environment

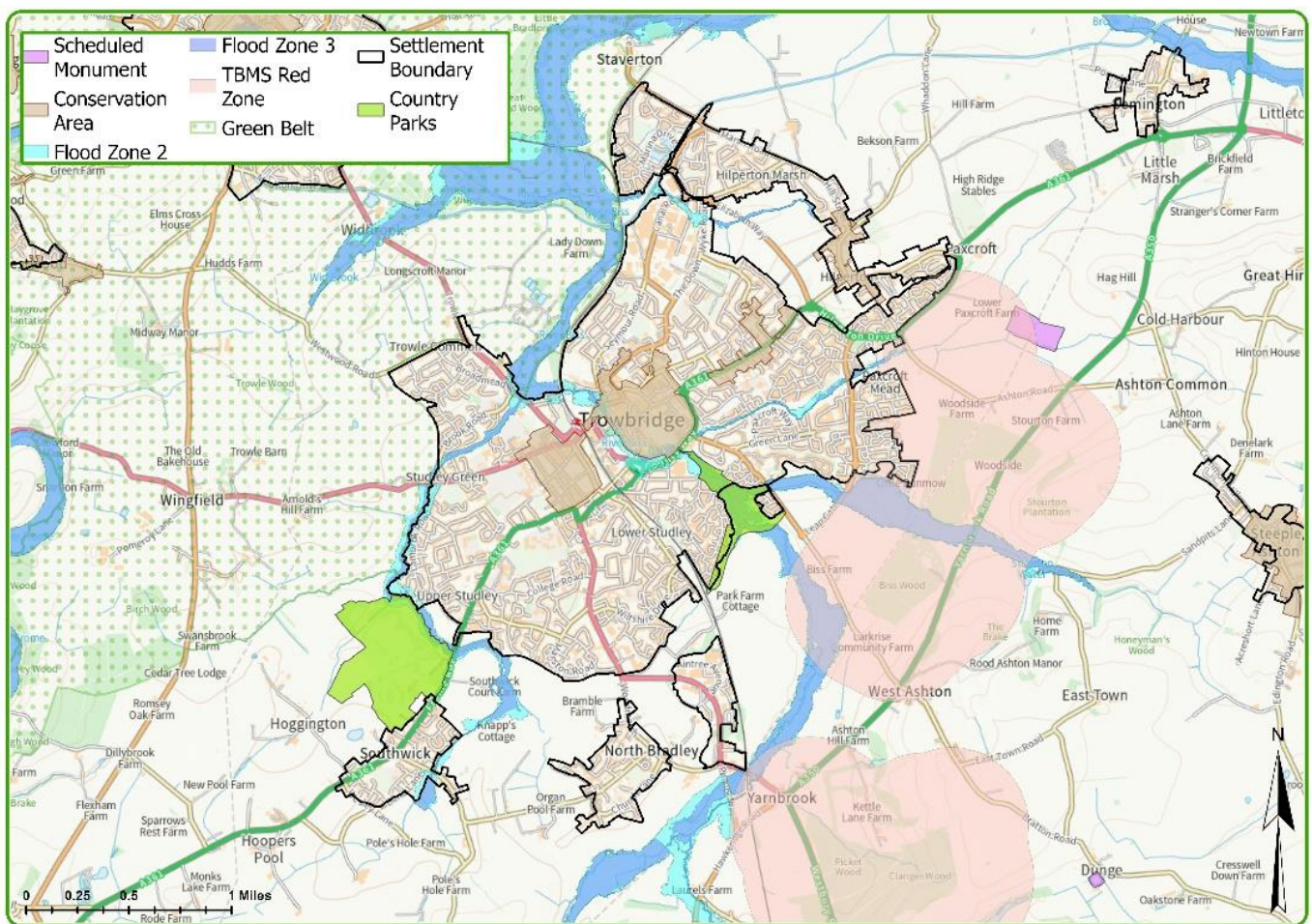


Figure 1. Environmental constraints and designations at Trowbridge.

The town is constrained by environmental factors – it is adjacent to the Green Belt to the west, with colonies of bats to the east and south relating to the Bath and Bradford on Avon Bats Special Area of Conservation (SAC).

<sup>1</sup> [Census 2021, ONS](https://www.ons.gov.uk)

Green Lane Wood, Biss Wood and Clanger and Pickett Wood are located southeast of the town near to the A350. Great Bradford Wood is located west of the town. These woodlands require buffering and protection, whilst other associated landscape elements (agricultural fields, hedgerows, water features) have a role helping to support a breeding population of protected Bechstein bats, associated with the Bath and Bradford on Avon Bats SAC. The expansion of the settlement must conserve the landscape and scenic beauty and give protection to bats species.

The Trowbridge Bat Mitigation Strategy (TBMS) contains a comprehensive set of measures to prevent adverse effects on the Bath and Bradford on Avon Bats Special Area of Conservation (SAC). It will be necessary to avoid wider impacts from development that might conflict with this strategy. The strategy identifies landscape features, including woodlands to the west of Trowbridge, that are important to protect and mitigate against any harm from currently planned development. The assessment of sites at Trowbridge therefore includes potential impacts on these features. The strategy identifies several 'red zones' that are landscape elements where it is unlikely that development would be able to provide sufficient mitigation to ensure no adverse effect on the integrity of the SAC. Therefore, land within red zones is not considered a reasonable alternative for potential development.

Southwick Country Park, located southwest of the town, forms the outer boundary area to the designated Western Wiltshire Green Belt and is kept open in character to prevent urban sprawl.

The River Biss flows through the town, includes floodplain areas, and provides an important corridor which should be enhanced through blue and green infrastructure linkages. The Kennet and Avon Canal is to the north of the town. The A350 road is a main traffic artery through the County and defines the eastern and south-eastern edge of Trowbridge.

Trowbridge has a strong industrial heritage and has two conservation areas which are assets to the town and should be maintained and enhanced where possible. It also contains many important designated and undesignated heritage assets including the Town Hall, mill buildings and buildings associated with the cloth industry.

The town plays a role as an employment, administration, and service centre for the west Wiltshire area, and has good transport links to many nearby settlements, including Bath and Bristol. There are good transport links with the rest of the county, notably the strategically important A350 road with the M4 motorway and south coast. Recent infrastructure improvements include leisure and entertainment provision in the town centre.

## How has Trowbridge developed?

There have been large pockets of housing development completed during the Wiltshire Core Strategy (WCS) plan period with some residential expansion into neighbouring parishes.

The following diagram shows how much housing has been delivered in Trowbridge from 2006 to 2022.

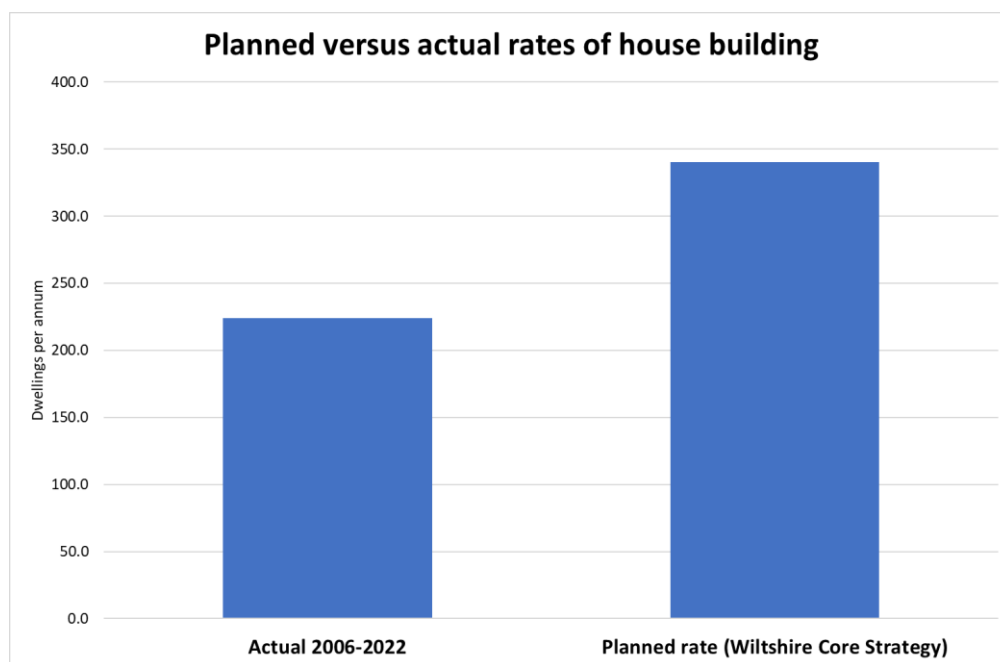


Figure 2. *Wiltshire Core Strategy planned growth versus actual rates of house building at Trowbridge.*

Trowbridge has not significantly grown as anticipated in the WCS. Planned growth at Ashton Park has yet to be delivered but all housing allocations in the Wiltshire Housing Site Allocations Plan (WHSAP) have applied for or received planning permission and will deliver housing for the town. Saved policies from the West Wiltshire District Plan have also largely been built out.

Current policy states that further housing can be delivered once improved secondary school provision is in place. However due to the downwards birth-rate trend within the town, combined with the undelivered housing, this requirement has not been needed despite the further housing delivered through the WHSAP.

Employment sites have matched this trend and not transpired as forecasted and existing employment land is vacant. Three proposed employment sites from the Wiltshire Core Strategy are yet to come to fruition. However, the Wholesale & Retail Trade sector is the largest in absolute terms, and the Manufacturing sector has seen robust growth recently and has a higher concentration of employment than the national average.

There have been positive investments including the St Stephen’s Place leisure/ food/ retail quarter, the Novuna Vehicle Solutions new headquarters and several factory expansions/ investments. The White Horse Business Park has strong occupancy as has the Canal Road Industrial Estate. Both are protected from alternative uses by their designation as a Principal Employment Area (PEA) and they have limited further development space. Residential/ mixed-use redevelopment of the long-empty former offices at The Pavilions is in progress.

Permission has been granted, subject to the completion of a Section 106 Legal Agreement, for the Ashton Park Urban Extension, which will provide 15ha of employment land (intended to act as a buffer to protected habitats) and up to 2,500 dwellings. This will take longer than envisaged

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in the Core Strategy and development is likely to continue into this plan period. A masterplan was agreed as per the development template in the WCS.

The town centre has recently benefited from Future High Street Fund regeneration projects, which seek to improve the street scene and connectivity around the town. There is work underway in securing a site and provision for a new leisure centre for the town.

The Wiltshire Retail and Town Centres Study (WRTCS)<sup>2</sup> concludes that, overall, Trowbridge remains one of the most popular retail destinations in Wiltshire and is a healthy town centre. The Gateway development has helped to provide modern retail floorspace in addition to the Shires Shopping Centre. Further retail and leisure uses at Cradle Bridge have also provided a further positive impact upon the health and attractiveness of the town centre. St Stephen's Place has contributed a significant amount of new leisure floorspace to the town centre, including a new cinema and food/ beverage provision. The town now retains a large majority of cinema-going trips and has a strong leisure catchment.

These new developments have meant that Trowbridge has been the focus for town centre development projects over the past several years. The town may have reached its peak potential in terms of retail and leisure floorspace.

Further opportunities for regeneration remain and further development in Trowbridge should be focussed on retaining existing businesses and diversifying under-used and vacant space. The proportion of vacant units in the centre has remained well above the national average over the past several years.

The area of Trowbridge identified under WCS Core Policy 30 for an energy network has also not led to any scheme coming forward. Any proposed future schemes can be supported through Policies 3 and 88 on climate change and renewable energy.

The map below illustrates the Wiltshire Core Strategy land use policies along with significant development sites at the town.

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<sup>2</sup> Wiltshire Retail and Town Centres Study (Avison Young, 2020)

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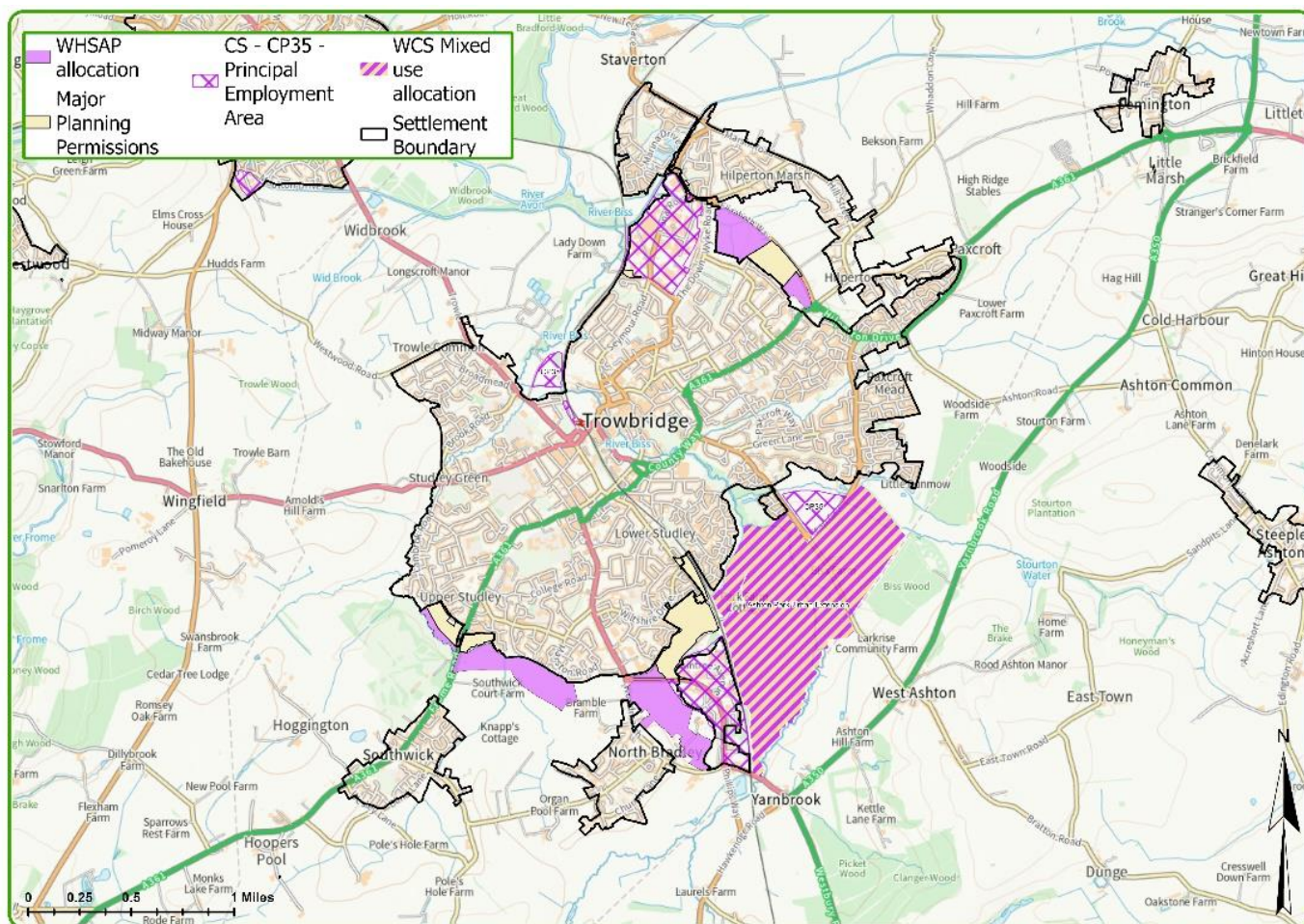


Figure 3. Major planning permissions and commitments at Trowbridge.

## Planning to 2038

Looking ahead, against the backdrop of its environmental context, the strategic direction that flows from how Trowbridge has developed over recent years is in summary:

Trowbridge will continue as a principal focus for development serving west Wiltshire. Employment growth will depend upon a good spread of employment sites linked to the A350 and by further regeneration of the town centre. Further housing development will reflect a slightly reduced forecast need, located to avoid green belt, in tandem with mitigation to prevent adverse effects on vulnerable, protected bat species.

Growth at the town is constrained by the position of the Green Belt to the west of the town and the need to protect bat populations to the south and east which are a protected species. However, with sensitive development growth can be accommodated and bat species protected.

There has been a recent decline in housing and employment growth at the town. Housing delivery has not been forthcoming as planned for in the Wiltshire Core Strategy and employment land take up has not used up all the land allocated. The priority for Trowbridge is therefore growth and regeneration of the town.

Brownfield sites within the town centre should be promoted alongside the existing identified housing sites within the WHSAP. However, this is not enough planned growth to take the town through to the end of this plan period and, therefore, there is a need to identify a further greenfield site to the north of the town where development is less environmentally constrained.

There is a need to accompany this planned growth with a long-term framework for the town, which includes Suitable Alternative Green Space (SANG) whereby there is less intrusion to the woods to the east of the town, where there are roosting bats, by the creation of a new country park. There is also a desire to future proof secondary education provision by identifying land for a new school and to improve the transport network to the north of the town at Staverton.

To secure these additional requirements, the plan commits to planning for the longer term, looking beyond the plan period, to ensure the proper coordination of this and other major infrastructure, such as the provision of schools.

Educational requirements as set out in the WCS have been reassessed and there is an option to deliver both primary and secondary schools within the development to the north of Trowbridge which could serve both the development and the town.

A set of Place Shaping Priorities (PSPs) address matters first highlighted in the Wiltshire Core Strategy and new issues that now also need to be tackled as set out above. They result from working with Trowbridge Town Council and wider consultation with the community and other stakeholders carried out in 2021.

They are as follows:

#### **PLACE SHAPING PRIORITIES**

**PSP1 Housing needs:** To deliver an appropriate mix, tenure and type of housing to meet local needs.

**PSP2 Town Centre:** To improve the resilience of the town centre by:

- protecting, improving and extending the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss, further enhancing it as a key feature of the town that connects and draws residents towards the town centre
- regenerating and repurposing the town centre / Trowbridge central area as a resilient service area that supports the development of the whole town and wider area, though the delivery of the Trowbridge Masterplan and Neighbourhood Plans. These plans will be outcome focused and help deliver a holistic strategy for the town centre that encourages spending, improves accessibility, better manages traffic and parking, accommodates some residential development through brownfield sites and the conversion of existing stock and safeguards heritage.
- focusing leisure and retail developments in the central area in order to safeguard the integrity of the town centre as a destination of choice.



**PSP3 Employment:** To deliver job growth and encourage business investment at the town to support job growth and greater levels of self-containment, thereby help reduce the need to travel away from the town.

**PSP4 Sustainable transport:** A more agile range of transport modes that serve the town as a whole to reduce reliance on the private car and, levels of traffic congestion in the town through improved walking, cycling and bus routes and connectivity to the railway station.

**PSP5 Environment - bats:** To respect the integrity of the Bath and Bradford on Avon Bats Special Area of Conservation (SAC) by protecting and enhancing important bat habitats around the town, as set out in the adopted Trowbridge Bat Mitigation Strategy and any associated strategies.

**PSP6 Rural Community:** To balance the need to accommodate additional growth at the town with the need to respect, as far as is reasonably practicable, the individual identities of the villages of Hilperton, North Bradley, Southwick and West Ashton within the landscape setting of Trowbridge and their relationship to the town.

**PSP7 Green and blue Infrastructure:** To protect, improve and extend the local green infrastructure network, particularly along the River Biss and Kennet & Avon Canal.

PSPs sit alongside the spatial strategy for Trowbridge. One of their purposes is to describe what growth intends to help deliver and how change should be managed. They form the basis for an overarching planning policy for Trowbridge that guides development and the direction of growth.

PSPs therefore provide a succinct strategic context within which to better understand the spatial strategy for the main settlements. They also set a framework to co-ordinate the high level and strategic role of the Local Plan with the function of neighbourhood plans prepared by town and parish councils that set more detailed visions for the future of each community. The two sets of plans therefore work in harness.

PSPs are also used to influence how and more precisely where development will take place as an important part in the selection of sites for new development. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Others are more specific to a particular place. PSPs aim to address unresolved issues that were previously highlighted in the Wiltshire Core Strategy and new issues that need to be tackled during the next plan period.

The spatial strategy for Trowbridge reflects the findings of an Employment Land Review<sup>3</sup>, which concludes that there is significantly more supply than demand in the area and the town could

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<sup>3</sup> Wiltshire Employment Land Review, paragraph 6.3.12 (Hardisty Jones Associates, 2023)

accommodate pressure from other areas to give a good spread of potential supply along the A350 Functional Economic Market Area (FEMA) (comprising 2.1-5.2ha for office and 5.6ha industrial).

The new strategy identifies a requirement of 4,420 homes for the plan period 2020 to 2038. A decrease in rates of house building compared to the Wiltshire Core Strategy is justified moving forwards.



Figure 4. Wiltshire Core Strategy growth compared to Wiltshire Local Plan Review growth at Trowbridge.

The growth planned for Trowbridge will help to support the vitality and viability of the town centre, increasing the available pool of local spending. Where development takes place is also a consideration. If it can be located as near to the centre as possible this will help it to capitalise on growth. If there are opportunities to improve connections to and between the centre and sites for new development, this can also help. Improvements to footpaths, cycleways and public transport can be provided in conjunction with developments. Growth can be guided to ensure continued investment in the town centre, in accordance with PSPs 1, 2, 3 and 4 (above) that seek these outcomes.

The evidence suggests there will not be strong demand to develop additional retail floorspace but maintain existing retail and diversify (as discussed above). Opportunities for investment in the town centre may need to be driven by other sectors.

## 3. Local Plan Proposals

### Protecting the environment

Trowbridge is located adjacent to the Green Belt to west and has colonies of bats to the east and south relating to the Bath and Bradford on Avon Bat SAC. These are significant environmental constraints to outward expansion of the town. The Local Plan recognises and protects their importance, and any future growth of the settlement must conserve both landscape and scenic beauty and give protection to bats species. Mitigation measures will include dark corridors, protection and enhancement of habitat, and the creation of alternative green spaces where required.

Future brownfield development proposals which are well connected to the town centre have been considered, allied to scope for provision for sustainable transport and active travel routes to the town centre, such as new and improved bus routes and pedestrian and cycling routes, together with greater connectivity to the railway station. Careful consideration has been given to the potential impacts of any new development on traffic congestion within the town and north of Trowbridge at Staverton. A proposal for a diversion at the heavily congested Staverton bridge is considered as part of the approach to future development.

### How many more homes?

From the reduced scale of growth over the plan period (see above), can be deducted homes already built and those already in the pipeline. What is left and necessary to plan for is called the residual requirement. When the number of homes built and in the pipeline is deducted it leaves a further 810 homes to be accommodated at Trowbridge up until 2038.

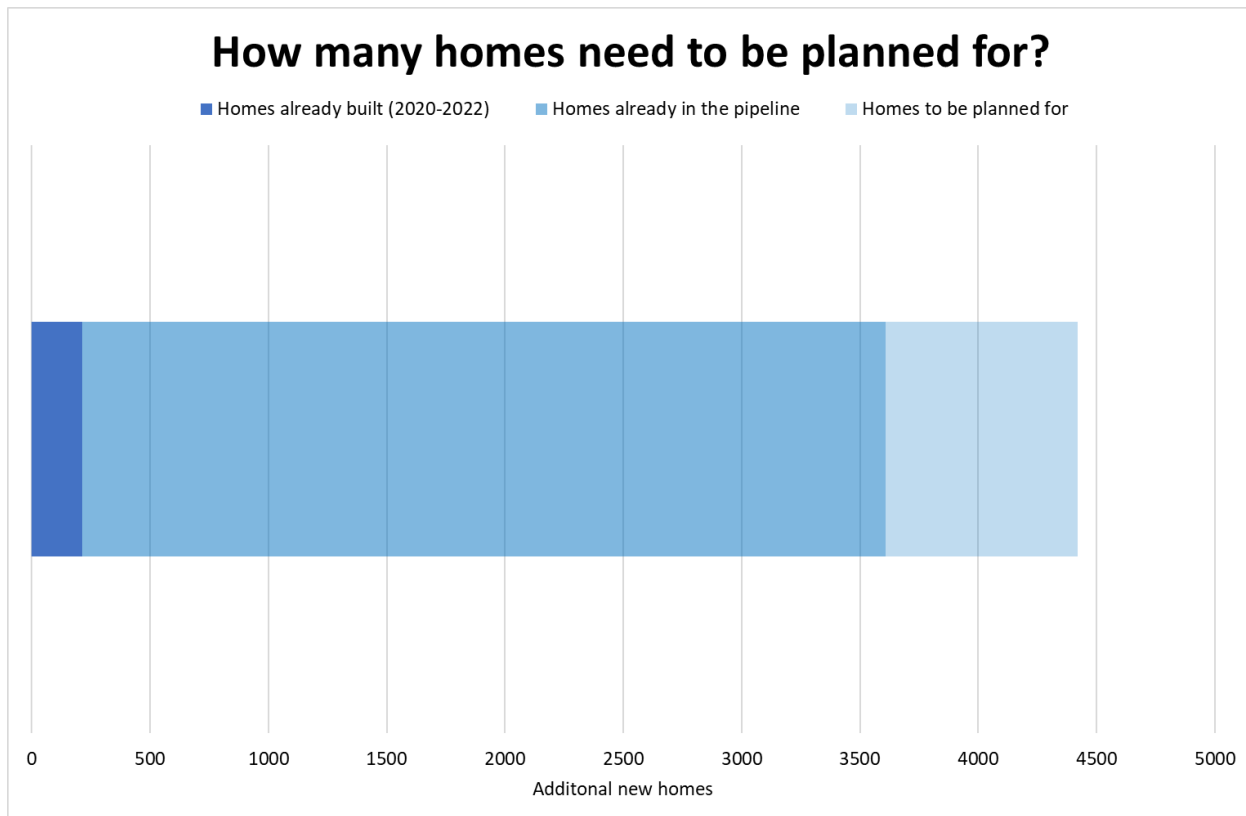


Figure 5. Calculating how many homes need to be planned for at Trowbridge.

### Selecting sites

Six sites were considered reasonable alternatives for new homes and assessed through Sustainability Appraisal. (See map)

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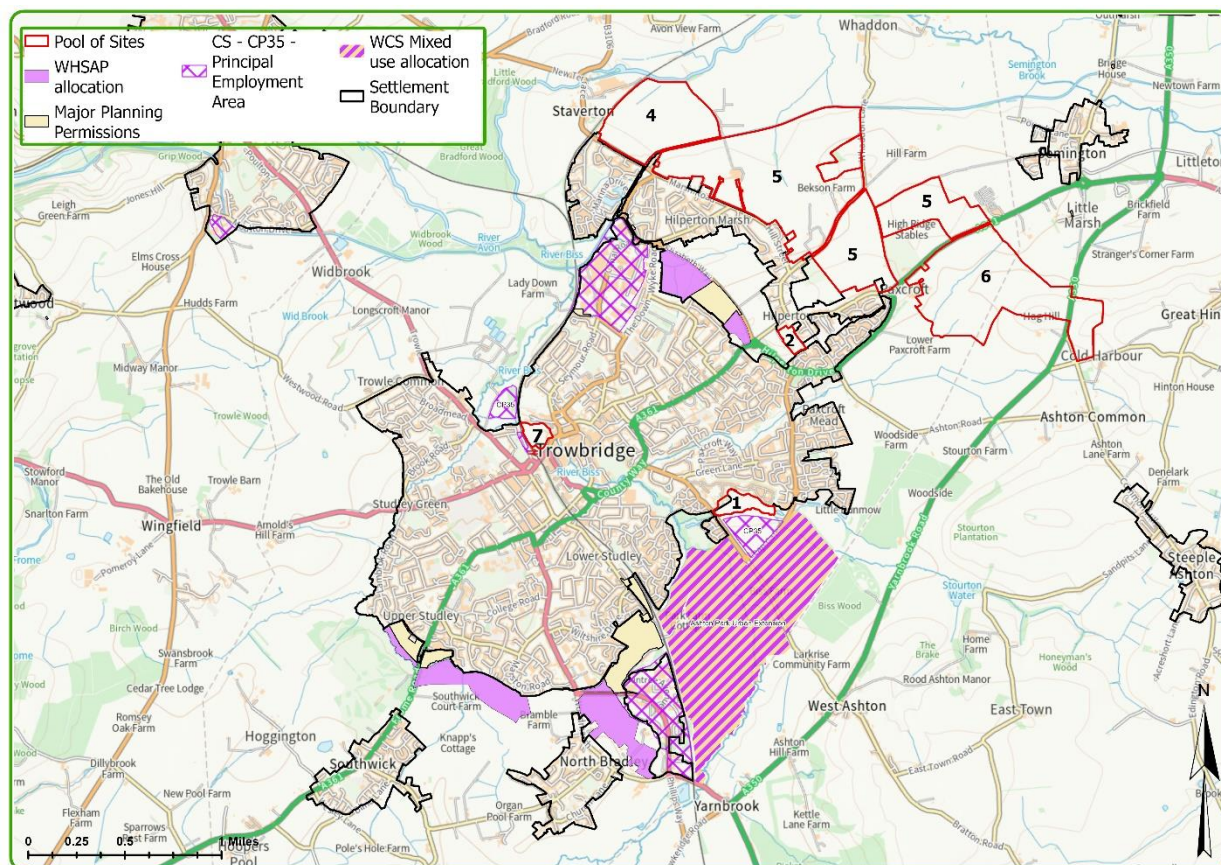


Figure 5. *The pool of sites for sustainability appraisal at Trowbridge.*

These sites resulted from a two-stage sifting process that removed land incapable of being developed without unacceptable impacts. Sustainability Appraisal assesses what likely significant effects development of a site would incur, both positive and negative. Those sites that performed better in sustainability terms were those that were considered likely to have fewer significant adverse environmental effects and greater social and economic benefits. Sustainability Appraisal ranked sites by their social, environmental, and economic effects.

Following this, the sites were assessed by their performance against the Place Shaping Priorities. Preferred sites were identified through a combination of assessment against the Sustainability Appraisal and the Place Shaping Priorities.

Sustainability Appraisal showed all the sites had a range of effects. There is one brownfield site and five greenfield sites that are in agricultural use. The brownfield site had the least adverse environmental effects, scoring positively in half the environmental effects. Of the greenfield options, sites 2 and 4 narrowly performed slightly ahead of others in terms of Sustainability Appraisal.

All the sites were evaluated according to how well they could support the Place Shaping Priorities. Looking at the assessment of all the sites in the Sustainability Appraisal, the brownfield town centre site scores well and does not change its ranking of being the top site.

The larger greenfield sites on the edge of town are not situated in the location needed to meet some of the PSPs.

Sites 1 and 2, whilst performing well in the Sustainability Appraisal and against the PSPs, have strong ecological value that, when considered in more detail, would reduce the potential housing on the site to the extent that it could not be considered a strategic site for the purpose of this Local Plan. Both sites have hedgerows and trees that would require significant buffering. These sites should be removed from further consideration at this time.

Site 4 is north of the Kennet and Avon canal and, without the large site south of the canal coming forward, would not be contiguous to the town settlement boundary and isolated from the built form and, for this reason, should be removed from further consideration at this time.

Site 5 benefits from being able to come forward in phases and deliver the required infrastructure needed for the town in relation to bat mitigation, education provision and highway improvement via a Staverton diversion scheme.

Site 6 would not be contiguous to the town settlement boundary and for this reason should be removed from further consideration for housing. However, the site has the potential to offer a country park and biodiversity net gains to support Site 5 and beyond, and for this reason is allocated as such.

Site 7, a brownfield site, is taken forward and allocated as it is ranked top in the Sustainability Appraisal and against the PSPs.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report<sup>4</sup>.

### **What development is proposed?**

Sites 7 and 5 are more than capable of meeting the scale of residual requirements for new homes. On current evidence, no further employment land is needed at Trowbridge. Sufficient land is already allocated in the existing Wiltshire Core Strategy.

Neighbourhood planning lends itself to identifying small to medium sized sites for housing and other forms of development. Smaller sites in the neighbourhood plan will supplement proposals in the Local Plan Review. Currently there is no neighbourhood plan for Trowbridge.

The Local Plan Review, however, includes central, strategic, development proposals. They are explained below.

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<sup>4</sup> Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

## Site 7: Land at Innox Mills

Use	Scale/Area
Residential	Approximately 175 dwellings with a minimum of 10% affordable housing provision
<p>A new vehicular access off Stallard Street and improvements to connectivity to the railway station through a new entrance to the site which will incorporate bus loop.</p> <p>Greenspace to include strengthening of blue/ green corridor along the river to incorporate flood defencing. Improvements to cycling and walking routes though the site to link to the existing network including the town and railway station.</p>	

The main role for this site is to provide additional homes over the plan period. There will be a variety of dwelling types, including apartments in the converted existing heritage stock and to incorporate new housing within the site. The development will also include mixed use class E uses including retail and leisure with public realm and landscaping to provide a commercial feel and green spaces. Viability assessment establishes the target of 40% of homes being fully achievable.

Such a number of homes creates a new neighbourhood of the town that should have a local centre to include services and facilities to serve it. A small retail element could provide convenience without undermining the primary role of the town centre. Educational provision would be sought offsite and developer contributions made for this.

An aim of the Plan is to provide opportunities for business. The environment created by the development offers the opportunity of an attractive location for office uses, retail and leisure and capable of easy access from nearby. This would help broaden the town's economic base and accord with the Place Shaping Priorities.

The site is well connected to the town centre; with walking and cycling adjacent to the site that can be incorporated as part of the vibrant quarter of the development. The railway station is opposite the site and are already regular bus services on the site periphery. Residents would be able to easily visit the town centre, indeed the development could be seen as extension to the heart of the town, which would help to increase footfall and boost local trade. It is also near a range of employment opportunities within the town centre and Canal Road Industrial Estate. The proposals support Place Shaping Priorities for a more vibrant town centre and sustainable travel choices.

The amount of housing also provides good scope to provide a mix of housing types, including a proportion of affordable homes (PSP1), improve the resilience of the town (PSP2), provide new employment opportunities (PSP3), improved walking, cycling and bus routes and connectivity to the railway station (PSP4) and protect, improve and extend the local green infrastructure network along the River Biss (PSP7).

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

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- Enhancements should be made to Stallard Street to increase the standard and size of bus stops and waiting areas and pedestrian infrastructure, wherever possible this should tie in with the Council's Future High Streets fund scheme.
- Improvements to cycling and walking routes through the site to link to the existing network ensuring that the linkages from the site to the town and key destination points.
- Access to the railway station should also be served by a new lift access to the railway line bridge in order to facilitate disabled access to both platforms from within the station.
- Core bat habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS) and including funding contributions towards management, monitoring and any off-site measures as necessary, as informed by the TBMS
- Redevelopment should be of high quality design which allows for vistas into and through the site to the key features of the town including the architectural buildings and church. The layout of the site should be in accordance with easements required for the infrastructure below ground. Development of the site has the potential to impact on the conservation area, which includes Grade II Listed Buildings. Development of the site must respect the setting and character of the historic environment, and enhance it.
- Sensitive design and layout, which ensures the significance of heritage assets and their settings, on and adjacent to the site, including the Trowbridge Conservation Area and its setting, are not subject to unacceptable harm.
- Appropriate retention, restoration and reuse of heritage assets is secured to ensure they are converted to viable new uses. This shall be informed by appropriate heritage and archaeological assessments.
- The riverside should be developed with attractive river frontage with public realm improvements to incorporate bat mitigation, flood alleviation and open space provision to enhance the River Biss corridor. The River Biss is lined by self-seeded trees for about 2/3 of its length with this feature being of importance to species including bats. Development should avoid any light spill onto the river and its banks while also avoiding any removal of trees. A buffer should be provided to this feature of open space that is appropriate in width. There is a moderate flood risk associated with a tributary of the River Biss to the north of the site. A more detailed Flood Risk Assessment will ensure there is no flood risk to the site and that development of this site will not exacerbate flood risk elsewhere. Wide buffer zones should be left adjacent to those watercourses with significant biodiversity enhancement and green infrastructure.
- It is likely that moderate off-site infrastructure reinforcement would be required for both water supply and foul water drainage. Significant wastewater infrastructure/service crossing traverse the site, which may affect development viability.
- The requirement of an odour assessment to assess the potential impacts of the odour buffer of the sewage treatment works. Results of the assessment and any mitigation measures should be adopted.
- The requirement of a noise assessment to assess the potential impacts of the highway network. Results of the assessment and any mitigation measures should be adopted.



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## Land at Innox Mills, Trowbridge

## Concept Plan

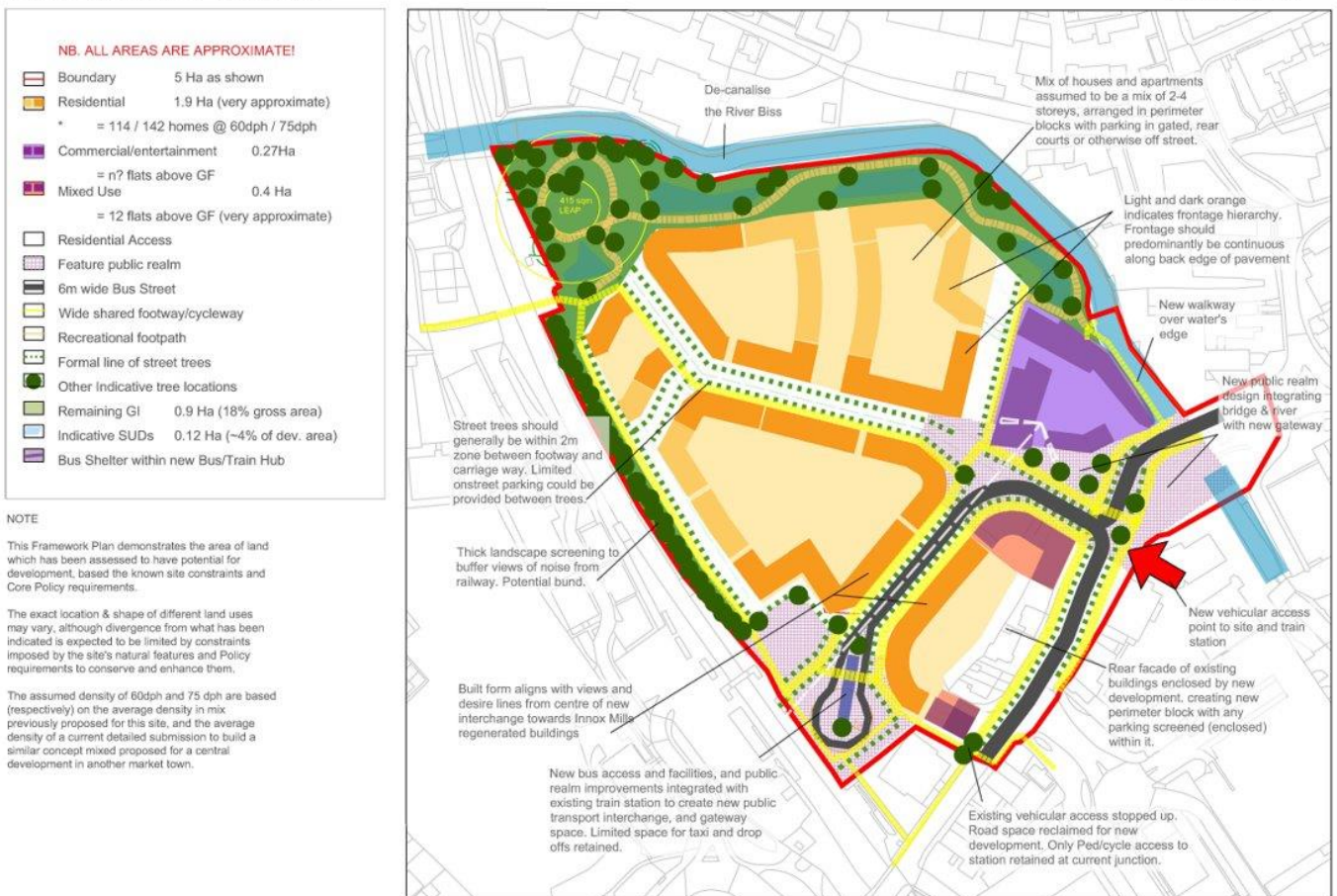


Figure 6. Concept plan for Land at Innox Mills.

## Site 5: Land north of Trowbridge

The main function of the allocation is to provide additional homes over the plan period. There will be a variety of dwelling types, including affordable housing with landscaping to blend with the existing dwellings and green spaces. Viability assessment establishes the target of 40% of homes being fully achievable.

The scale of development proposed will generate the need for a local centre to include services and facilities to serve it. A small retail element could provide a convenience store alongside nursery and primary provision. Allotments and a high-quality public realm will give a vibrant hub for the development.

The site would provide walking and cycling connectivity to the surrounding parts of the town, the canal to the north and the newly established Country Park. It is also near employment opportunities at Canal Road Industrial Estate.

The amount of housing also provides good scope to provide a mix of housing types, including a proportion of affordable homes (PSP1) and provide the required country park with SANG (PSP5).

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Further growth of the allocation can be extended into the next plan period providing certainty of growth for the town and the provision of much needed local infrastructure such as the Staverton Diversion. Other benefits to consider in a longer term planning for growth would include securing the provision of education facilities, including a secondary school, and a country park to the north of the town.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

Use	Scale/Area
Residential	Approximately 600 dwellings
Education	2.24ha
Retail/Service	0.08ha
Allotments	0.2ha
Green space	14ha with an additional 1ha for SUDS (Sustainable Urban Drainage Systems)
<p>Vehicular access from existing roundabout on A361 Devizes Road. This location is however on the Principal Road Network and Strategic Bus Network and serves wider destinations by car and bus, avoiding congestion at Staverton.</p> <p>Greenspace to include strengthening of a blue/ green corridor to the east of the site to serve as a buffer to established bat corridor and the provision of a country park to the east of the site to offset impacts of recreational pressure on Biss and Green Lane Woods.</p>	

There has been lack of supply of housing stock within the town over the WCS plan period and to provide certainty this allocation is seen as the first phase of development to provide needed infrastructure to the town and the provision of alternative recreational space to protect the bat population to the east of the town.

Evidence establishes potential for a range of negative effects that will be mitigated as follows:

- The principal vehicular access should be from the A361 and masterplanning will be required to direct vehicles to this point of access and active travel users in the opposite direction where travel distances and infrastructure opportunities are marginally better (with improvements to Whaddon Lane).
- Land for community orchards and allotments.
- Improvements to cycling and walking routes though the site to link to the existing network.
- Provision of Suitable Alternative Natural Greenspace secured in accordance with Policy 54.
- Core bat habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and Trowbridge Bat Mitigation Strategy (TBMS).

Appropriate mitigation to protect bats, including funding contributions towards management, monitoring and any-off site measures as necessary, as informed by the TBMS. On site bat mitigation including a dark corridor on the eastern boundary of the site, as informed by the TBMS. Consideration should be given for bats within and adjacent to the site. Protection and enhancement of existing hedgerows and trees throughout the site and overall layout and design should ensure that habitat creation provides connectivity to adjacent or nearby habitat areas. There are opportunities for net gain as the site is currently intensively agricultural. New woodlands and wetlands would be readily created in this area of heavy clays, would be quickly taken up by bats and newts and would provide stepping stones between Great Bradford Wood and Green Lane Wood.

- Sensitive design and layout, which ensured the significance of heritage assets and their settings, including the Hilperton Conservation Area and it's setting, are not subject to unacceptable harm. This shall be informed by appropriate heritage and archaeological assessments. The site borders a conservation area which follows the extent of historic built settlement and there is likely to be an impact on the setting of the Hilperton conservation area. Mitigation can be achieved through appropriate design which meets with Policy 99 requirements, but it may impact on the capacity of the site. It is a large site, however, so the impact on heritage assets could be managed.
- Development sensitively addresses the urban edge of the town.
- Layout and design to be informed by noise, dust and odour and pest impact assessments arising from nearby working farm and sewage treatment works.
- Significant offsite infrastructure reinforcement for water supply and foul drainage will be likely to be required.

How the site may be developed is shown on the draft framework plan below. This illustrates one treatment of the site that meets mitigation requirements and the homes, employment, other uses, and infrastructure envisaged.

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## Land North of Trowbridge

## Concept Plan

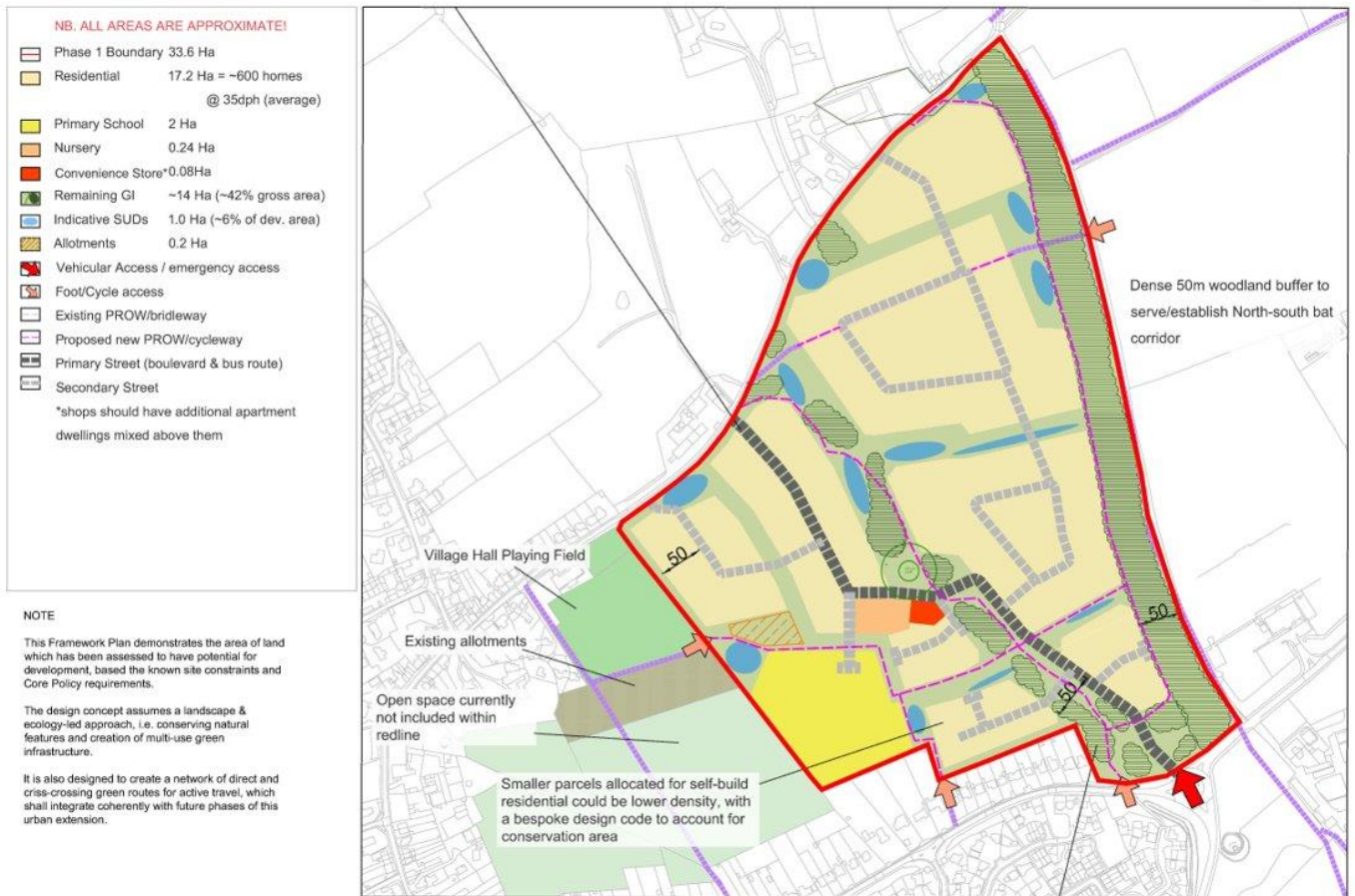


Figure 7. Concept plan for Land North of Trowbridge.

## North Trowbridge Country Park

Use	Scale/ area
Green space	65ha
<p>Major development in the north of Trowbridge should make provision for a Country Park, approximately 65 ha in size, functioning as Suitable Alternative Natural Greenspace (SANG). It will be available in perpetuity for public access to informal recreation prior to the occupation of the first dwelling of the North of Trowbridge allocation.</p>	

The purpose of this policy is to set out the approach to mitigate potential likely significant effects arising from development in the north of Trowbridge. The Country Park will ensure that the planned growth within the plan period will seek to avoid harm to the Bechstein's bat maternity colonies in Green Lane and Biss Woods to the south-east of the town which are functionally linked to the Bath and Bradford-on-Avon Bats SAC that is protected by the EC Habitats Directive, specific provisions of which are applied in the UK by the Conservation of Habitats and Species Regulations 2017 (the Habitats Regulations).

Visitors to the proposed Country Park already have access to the top of Hag Hill by Public Rights of Way (PRoW), the allocation would allow for the remaining part of the site to be made fully accessible to the public. Visitors would include those by car and there would be a free, on-site car park. The location of the car park should take into account the setting of the Scheduled Monument Shrunken Settlement of Paxcroft to the west of Paxcroft Farm and that the layout of the access routes could take account of the historic landscape features such as field patterns, hedgerows and mature trees. Access by foot could include linkages with green and blue corridors within the area and a crossing of the A361 from the proposed development linked to the site to the south-west. Provision should be made for access to the Country Park by public transport that links to the development to the north of Trowbridge and the town centre. It should be sustainably accessed and enjoyed by all.

The site should have a choice of circular routes, of varying lengths and for all year-round use, to provide an attractive alternative walk to the protected woods to be a minimum of 2.5km in length. These paths should blend into the landscape and not detract from the natural feel of the site. Suitable furniture should be provided to allow for enjoyment of different areas of the park.

In order to recreate the quality of the woodlands that will be protected, areas of the park near to the A361 will be planted with native tree species to encourage a diverse range of flora and fauna and will contribute to biodiversity net gain. The Hag Hill area of the site will be maintained given the landscape feature it currently provides. The overall management approach will be to provide a natural landscape with a mix of open and semi-woodland to balance the varying desires of those using the site and enhanced where appropriate to provide good habitat for bats including woodland, grassland and ponds. Consideration should be given to bringing forward the Country Park in advance of any development within the proposed allocation.

### **Broad location for growth**

The plan commits to planning for a longer-term pattern of growth for the town. This would include consideration of a significant urban extension. Further work will define where and what scale, type, mix and form of development it may deliver, enabling a lengthy lead in to identify and Plan for the co-ordination of major infrastructure and extensive community engagement to shape their form. They are intended to be delivered toward the end of the plan period and beyond its end date.

## Supporting the Town Centre

The Local Plan contains a framework that describes how all the different uses found in the central area function together. It provides context and certainty to business and services. It indicates how the area will operate over the plan period.

Trowbridge has one of the largest town centres within Wiltshire and serves a reasonably wide catchment. The town centre provides retail, entertainment, and cultural facilities, as well as supporting a number of businesses. It has strong road and rail transport links which support it as the principal location for services and facilities for the local community and smaller towns in the surrounding area. The town centre forms part of the historic core of the town, presenting a strong and recognisable industrial history associated with the cloth industry. The River Biss flows through the central area and presents a significant opportunity for public realm enhancements that would link development areas to the south of the town to the town centre. Recently work undertaken through the Retail and Town Centres Study 2020 tells us that there is enough provision at the town at this time.

The Retail and Town Centres Study 2020 identifies a sufficient level of convenience and comparison retail floorspace at the town over the period up to 2035. While the town tends to attract a wider community for food shopping, it competes with Bath with regards to non-food shopping goods provision. The town centre also faces competition with out-of-town shopping at Trowbridge. The aim is to therefore maintain a good supply of convenience floorspace and improve the range of comparison goods retail in the town through the churn of supply. Environmental improvements are likely to be able to support the town centre in attracting more shopping trips. There is good potential to grow the food and beverage market over the plan period.

The Trowbridge Masterplan 2014 identifies several opportunity sites within the town centre and while some of these have been built out, a number remain undeveloped or underdeveloped and provide an opportunity for regeneration over the plan period. Additionally, there are opportunities to bring vacant units back into use, as well as improvements to the fabric and environment of the town centre, including the enhancements of the River Biss corridor, to create a more legible and connected centre. Accessibility to the town centre is to be enhanced through the implementation of the Trowbridge Local Cycling and Walking Infrastructure Plan. Some works to improve the town centre will be addressed by the Future High Streets Fund.

Future reviews of the Trowbridge Masterplan, site-specific masterplanning and a neighbourhood plan for the area, will provide opportunities to set out a more detailed framework for the delivery of regeneration projects within the town centre. These documents should:

- Maintain a good level of services and facilities in the town centre;
- Promote the town as a shopping destination;
- Support the consolidation of the commercial area;
- Deliver a holistic strategy for the town centre that complements existing and committed land uses and encourage spending;
- support improvements to active travel, way marking, accessibility, traffic management and parking throughout the town;

- accommodate reasonable levels of residential development through brownfield sites and the conversion of existing stock; and
- conserve and enhance heritage assets.

Further work can improve the look and feel of the town centre through street furniture and lighting and work along the River Biss corridor combined with walking and cycling routes to the railway station as set out in the Place Shaping Priorities.

Going forward the town needs to maintain what it has, improving where possible. It can also make the look and feel of the place better through looking at Areas of Opportunity, see map below, as identified in WCS Core Policy 28 and the Trowbridge Masterplan 2014. This also incorporates saved policy from the West Wiltshire District Local Plan (Court Street/ Castle Street). While some of the sites have been developed already there are still several sites that can be developed.

### **Trowbridge Areas of Opportunity**

The Trowbridge Masterplan 2014 and Wiltshire Core Strategy identified areas of opportunity in the town. These areas are:

#### **1. Court Street**

This area has an existing mix of uses comprising a number of under-used former mill buildings, car parking, warehouses, workshops/art studios, housing and office accommodation. There is the opportunity to create an attractive working environment supporting innovation and growth in independent / cultural and creative business and to enable linked trips between the town centre and edge of centre uses. Development here should protect and enhance the existing heritage assets of the area and provide new pedestrian links to the river as well as improving public realm and the traditional warehouse facades

#### **2. Castle Street**

Development at Castle Street should support complementary retail, leisure and commercial uses allowing for a mix of day and night time activity. It should be promoted as a key walking street and thereby encouraging linked trips between the town centre and edge of town retail / leisure attractions to the north / west and south. Proposals to redevelop the toy shop and adjacent garage site should be supported. There is scope to improve the public realm and create an attractive, safe and comfortable walking environment.

#### **3. Town Bridge/ Wicker Hill**

There is the opportunity to create a new civic space at Town Bridge focussed on the River Biss through comprehensive public realm works that maximises active development frontage onto the River Biss corridor, Innox Mills and Wicker Hill.

#### **4. Asda and The Shires**

There is the opportunity to improve public realm, way-marking and the relationship with the riverside, historic core, the Shires Gateway retail development and the rail station as well as to

create a public space centred on the river. There are also opportunities to reconfigure space to provide larger retail units set within an attractive environment.

### 5. Castle Place and the Multi-Storey Car Park

The longer term redevelopment of Multi-Storey Car Park and leisure centre will be informed by a review of the council's car parking strategy. Support should be given to vibrant, mixed use development that will encourage people to make linked trips between the town centre and St Stephen's Place and thereby actively address functional relationships with the People's Park.

### 6. Riverway Industrial Site (Shails Lane)

This area is currently occupied by a range of light industrial, car showroom and recycling facilities. Redevelopment of the area should focus on delivering a mix of uses to include housing, office, business and / or leisure uses.

### 7. East Wing

The site is vacant and has been used as a car park in recent years. The redevelopment of the site could be an anchor point of the town with potential for mixed uses which could include commercial, leisure, recreation and cultural uses. The site should be deliver public realm improvements to incorporate the enhancement of the River Biss and mitigation for bats in accordance with the TBMS.

## Areas of Opportunity for Trowbridge:

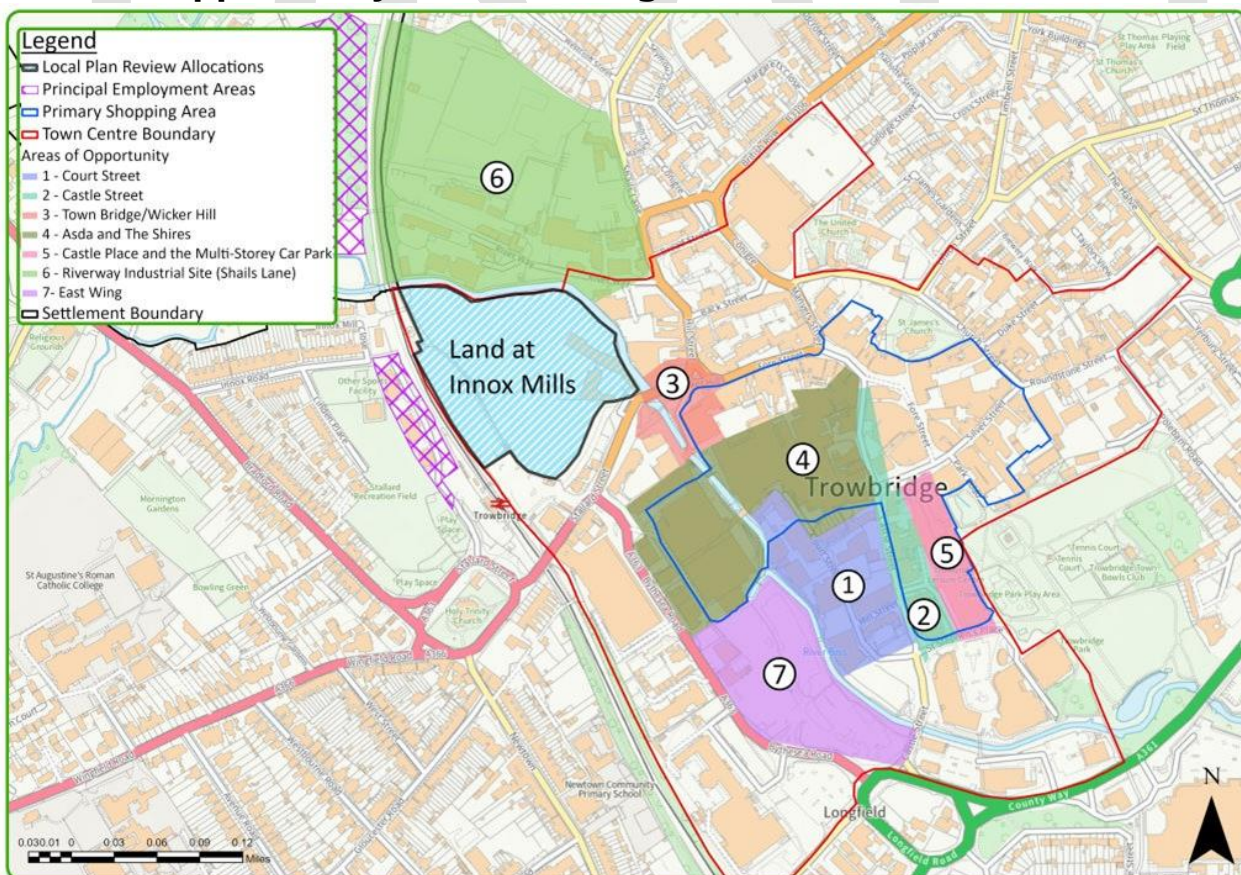


Figure 8. Areas of opportunity at Trowbridge town centre.



The central area policy sets out that these are the areas where the focus of new development for the town should be. The allocation at Innox Mills, which is highlighted in white above, will help contribute to the improvements to the town centre. Greater connectivity can be achieved through the sites through the River Biss corridor. Innox Mills will be mixed use containing both residential and commercial units with a clear link from the town to the railway station.

## 4. How will growth be delivered?

Landowners, businesses, and housebuilders are the main drivers of development over the plan period. Service providers will also come forward with proposals to invest in new facilities that support growth in new homes and local business. The Council as local planning authority determines their planning applications in accordance with the Local Plan. It also determines them in accordance with policies of a neighbourhood plan that serves to guide the shape and form of non-strategic aspects of development, such as developing locally distinctive policies on design.

### Role of Neighbourhood planning

The Local Plan sets the overarching context for neighbourhood planning in Wiltshire. Strategic policies of the Local Plan are high level and limited to those necessary to address strategic priorities in Wiltshire. At a local level, communities can play an important role in shaping their areas by producing neighbourhood plans which direct where new development should take place, and how it should look. Neighbourhood plans must be in general conformity with the strategic policies set by the Local Plan but can add further locally specific requirements that reflect the wishes of the local community.

The Local Plan sets out a series of Place Shaping Priorities for Trowbridge that have been devised in consultation with Trowbridge Town Council. The Place Shaping Priorities set a range of outcomes for the town over the lifetime of the Local Plan to 2038. The Place Shaping Priorities also provide a context that can influence the direction of neighbourhood plans.

In order to assist in the production of neighbourhood plans, Wiltshire Council is also required to provide a scale of housing to plan for, for each one. Sites allocated through neighbourhood plans contribute towards meeting the overall of scale of growth set by the Local Plan, as well as meeting local needs identified through the evidence gathering process for the neighbourhood plan. An element of the Local Plan strategy is therefore to be delivered by neighbourhood plans.

To set an appropriate scale of growth to be planned for through neighbourhood plans at the main settlements (Principal Settlements and Market Towns), a range of factors have been considered:

- Neighbourhood planning lends itself to identifying small to medium sized sites for housing development; and national planning policy sets a target of 10% of overall requirements to be met on sites no larger than a hectare.

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- The stage a neighbourhood plan has reached in its preparation, the community's appetite to plan for new homes and its focus all affect the degree to which neighbourhood planning can contribute. The neighbourhood plan can help to meet housing needs in a form that matches local needs.
- The nature and extent of the area designation and what scope there is to identify sites for housing development may be limited, for example, if boundaries are drawn tight to the built-up area and most opportunities will be windfall and difficult to identify.

Ten per cent of the scale of growth suggests a baseline requirement of 442 dwellings in the neighbourhood (parish) area. Currently there is no neighbourhood plan for Trowbridge with no plans to prepare one. Trowbridge is constrained by environmental factors, but there is scope for some sites to be identified in a future Neighbourhood Plan. A total neighbourhood area designation housing requirement is set at 300 dwellings and recognises that it can be difficult to identify residential sites within urban areas which by their nature often come forward as windfall sites. This could include brownfield sites or land within the built edges of the settlement where potential impacts on the historic environment are likely to be reduced.

There are no other Local Service Centres or Large Villages within the Trowbridge neighbourhood area (parish boundary) that have their own separate indicative rural housing requirements<sup>5</sup>.

The neighbourhood area requirement should be considered in combination with other evidence of local needs as determined by the neighbourhood planning group. The neighbourhood area requirement is for the Local Plan period up to 2038, and therefore may be delivered over one or more iterations of a neighbourhood plan within this period.

Trowbridge neighbourhood area requirement (2020 to 2038)	300
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## Local Infrastructure

The growth of Trowbridge needs to be supported by the correct infrastructure, services, and facilities. When planning for growth, it is important to consider the characteristics of the town in terms of key services and infrastructure (e.g., community facilities, green infrastructure, health, education, transport, and utilities), as well as housing need and the local economy. The following summarises the measures required to be put in place to address growth proposals for Trowbridge as well as known infrastructure issues and their timing, what additional provision is necessary to support growth and what other opportunities there may be.

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<sup>5</sup> Neighbourhood area requirements for the rural parishes are calculated separately, as set out within the Rural Housing Requirements Methodology paper.

## Country Park to the north of Trowbridge

The purpose of the Country Park is to set out the approach to mitigate potential likely significant effects arising from development on the north side of Trowbridge. The Country Park will ensure that the planned growth within the plan period and beyond will seek to avoid harm to the bats in Green Lane and Biss Woods, Trowbridge, which are protected under Habitats Regulations.

The Local Plan is subject to a Habitats Regulations Assessment (HRA) which sets out possible measures that need to be provided to enable development to be delivered. The Council has also produced a Trowbridge Bat Mitigation Strategy (TBMS) which should be read in conjunction with this policy. The role of Country Park is to provide alternative green space to prevent an increase in visitor pressure and divert visitors away from both Biss and Green Lane woods to the east of the town.

Visitors to the proposed Country Park already have access to the top of Hag Hill by Public Rights of Way (PRoW), the allocation would allow for the remaining part of the site to be made fully accessible to the public. Visitors would include those by car and there would be a free, on-site car park to accommodate the anticipated numbers using the site. Access by foot could include linkages with green and blue corridors within the area and a crossing of the A361 from the proposed development linked to the site to the south-west.

The site should have a choice of circular routes, of varying lengths and for all year-round use, to provide an attractive alternative walk to the protected woods to be a minimum of 2.5km in length. These paths should blend into the landscape and not detract from the natural feel of the site. Suitable furniture should be provided to allow for enjoyment of different areas of the park.

In order to recreate the quality of the woodlands that will be protected, areas of the park near to the A361 would be planted with native tree species to encourage a diverse range of flora and fauna and would contribute to biodiversity net gain. The Hag Hill area of the site would be maintained given the landscape feature it currently provides. The overall management approach would be to provide a natural landscape with a mix of open and semi-woodland to balance the varying desires of those using the site and enhanced where appropriate to provide good habitat for bats including woodland, grassland, and ponds. Consideration should be given to bringing forward the Country Park in advance of any development within the proposed allocation.

Use	Scale/Area
<i>Country Park, functioning as Suitable Alternative Natural Greenspace (SANG)</i>	63ha
<i>It will be available in perpetuity for public access to informal recreation prior to the occupation of the first dwelling of the North of Trowbridge extension</i>	

## Education

Additional school places at both primary and secondary levels will be provided, as necessary, by funding from developer contributions.

Education facilities are essential in supporting the scale of growth at the town. Education relates to growth proposals and will be achieved through developer contributions.

New nursery provision is likely to be required to support new housing development.

There are 2 new primary schools to be delivered at the planned Ashton Park site which could be expanded and/or expansion of existing schools could provide the additional places required.

Land for a secondary school has been secured on the Ashton Park site. But the site for the school is too small to support any additional growth beyond that planned at Ashton Park.

Financial contributions would be required to supply new secondary school places offsite. To increase capacity in existing or new facilities financial contributions would be required.

The alternative education strategy would be to secure land for a new secondary school that could then be utilised as and when projected growth (i.e., projected pupil numbers) at the town exceeds the capacity of existing and committed schools in the area.

## Sustainable transport

Trowbridge has good transport links with the rest of the county notably the strategically important A350 with the M4 and south coast. The A350 is a main traffic artery through the County and defines the eastern and south-eastern edge of Trowbridge.

Trowbridge Railway services the town well and good connectivity to the south-west and beyond. There are regular bus routes between the town and Bath and surrounding towns and villages.

Current transport constraints/ concerns include:

- The highway network suffers from peak time delays in the town centre.
- The shuttle working signals on the B3105 at Staverton cause delays and development in the area will look to address this going forward.
- A Trowbridge Transport Strategy has been developed that highlights key junction improvements in Trowbridge and along the A350.
- Peak hour delays in the town centre and into key destinations affect bus services (partly because of a lack of bus priority measures).
- The potential options for housing sites at Trowbridge are located on the outer edges of the town. This will require good quality radial cycle routes and safe cycle storage facilities if high levels of mode shift from car to bicycle are to be realised.
- There are opportunities for better bus-rail integration including ticketing and promotion.

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- Increased pressure on the highway network because of significant development growth could exacerbate congestion hot spots such as Staverton without intervention being put in place.
- Developing the old Bowyers site in a way that optimises the accessibility of its location next to Trowbridge rail station.

Highway connectivity and sustainable modes of transport are essential in supporting the scale of growth at the town and a high priority in the place shaping priorities. These infrastructure issues are currently identified in the town and not directly related to growth proposals. These seek improvements to the local transport network that reduce traffic congestion, improve air quality in the town centre and promote sustainable transport and active travel, such as new and improved bus routes and pedestrian and cycling routes. However, infrastructure provision sought in the local plan can help address these needs and in part will be achieved through financial contributions.

Cycling and walking are an important part of the Wiltshire Local Transport Plan. The Trowbridge Local Cycling and Walking Infrastructure Plan (LCWIP) looks at ways that cycling and walking infrastructure improvements throughout the town can be made.

### **Health and social care**

There are two GP surgeries in Trowbridge.

The Trowbridge area had the highest gap in health care provision in the entire Wiltshire Clinical Commissioning Group (CCG) area in September 2016 (-1,050m2). The CCG is considering relocating services from Trowbridge Hospital to a new build facility, situated next to the existing hospital or on the White Horse Business Park off A365 Bradley Road. Plans for this Integrated Care Centre are to include required additional primary care space. Trowbridge Hospital birthing unit has closed but has been replaced by a community hub for antenatal and postnatal services.

These infrastructure improvements will be funded through financial contributions.

### **Utilities**

Electricity infrastructure is constrained across much of Wiltshire. The Bulk Supply Points across Wiltshire are also constrained.

With the uptake of low carbon technology, the move towards net zero, there are estimates that energy demand could almost treble by 2050. This increased pressure on the system is something Scottish and Southern Electricity Network (SSEN), as Distribution Systems Operator, is working on to manage new capacity. Solutions may include flexible connections, renewable energy, and further investment to reinforce the current infrastructure.

Information from SSEN indicates the substation and supply points in and around Trowbridge are currently unconstrained. However, the infrastructure is constrained in relation to energy generation, according to SSEN's Generation Availability Map. This means new generators may require investment in the infrastructure to be able to connect to the grid.

Investment in water supply and foul water capacity would both need significant infrastructure reinforcement for significant future development of the town to occur.

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## Appendix 1 Policy Context

Policy	Title	Retained, Replaced or Deleted
Wiltshire Core Strategy: Core Policy 28	Trowbridge Central Areas of Opportunity	Replaced with Policy 56 Trowbridge Central Area
Wiltshire Core Strategy: Core Policy 29	Spatial Strategy: Trowbridge Community Area	Replaced with Policy 52 Trowbridge
Wiltshire Core Strategy: Core Policy 30	Trowbridge Low-Carbon, Renewable Energy Network	Replaced with Policy 4 Addressing Climate Change
West Wiltshire District Plan Policy R7	Trowbridge Cricket Ground	DELETE and REPLACE with Policy 84 Public Open Space and Play Facilities
West Wiltshire District Plan Policy H3	Urban Brownfield Allocations - Holtbrook Lane, Trowbridge	DELETE
West Wiltshire District Plan Policy H4	Urban Mixed Use Brownfield Allocations - Court Street, Trowbridge	DELETE
West Wiltshire District Plan Policy H8b	Blue Hills, Devizes Road, Trowbridge	DELETE
West Wiltshire District Plan Policy H8c	Land North of Green Lane, Trowbridge	DELETE
West Wiltshire District Plan Policy H11- Saved Policies	Land South of Paxcroft Mead, Trowbridge	DELETE
West Wiltshire District Plan Policy E1A	New Employment Land Allocation: West Ashton Road, Trowbridge (12.1 ha)	Replaced with Policy 52 Trowbridge
West Wiltshire District Plan Policy T4	New Distributor Roads: A Paxcroft Mead, Trowbridge B West Ashton Road, Trowbridge	DELETE

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	C Land to the east and south of Paxcroft Mead	
West Wiltshire District Plan Policy T5	T5 New Link Roads The policy safeguards land for an essential new link road at Paxcroft Mead and Hammond Way, Trowbridge.	DELETE
West Wiltshire District Plan2 Policy SP2	Land at Court Street/Castle Street, Trowbridge	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP1	Town Centre Shopping	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP4	Primary Retail Frontages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP5	Secondary Retail Frontages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy SP6	Local Shopping in Towns and Villages	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy TC1	Upper Floor Uses in Town Centres	Replaced with Policy 68 Managing Town Centres
West Wiltshire District Plan Policy LE2	St Stephens Place, Trowbridge	DELETE
Wiltshire Housing Site Allocations Plan: H2.1	Elm Grove Farm	RETAIN
Wiltshire Housing Site Allocations Plan: H2.2	Land off A363 at White Horse Business Park	RETAIN
Wiltshire Housing Site Allocations Plan: H2.3	Elizabeth Way	RETAIN
Wiltshire Housing Site Allocations Plan: H2.4	Church Lane	RETAIN
Wiltshire Housing Site Allocations Plan: H2.5	Upper Studley	RETAIN



Wiltshire Housing Site Allocations Plan: H2.6	Southwick Court	RETAIN
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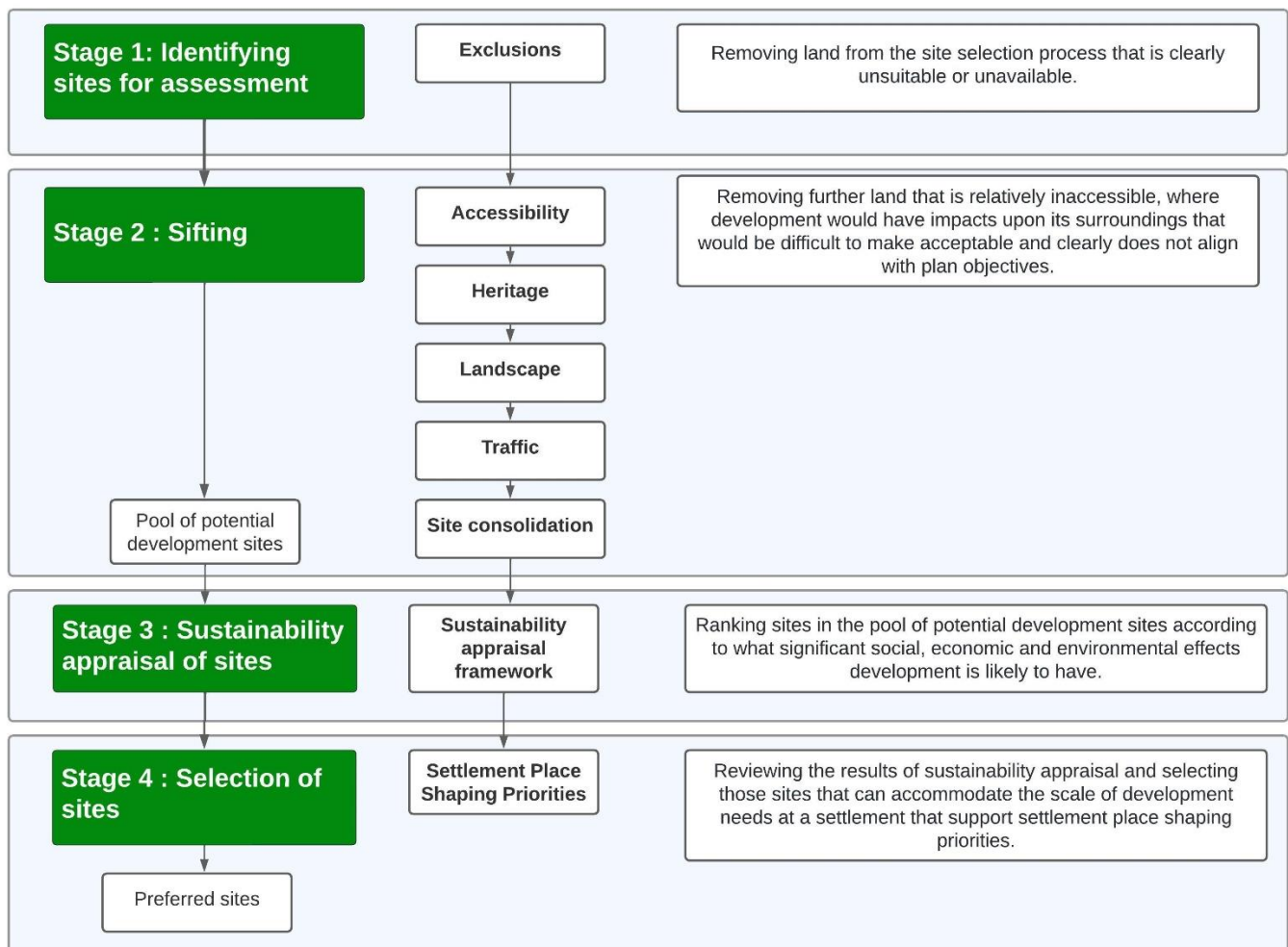
# Appendix 2 Site Selection

## Site Selection: Trowbridge

The purpose of this appendix is to explain the site selection process at Trowbridge, which takes place over a number of stages, as illustrated in the flow diagram below. The full methodology can be found in the supporting Site Selection Methodology report.

This appendix briefly describes the methodology, and explains the outputs that emerge from Stages 1-4, with the concluding stages set out within the main body of this paper.

### Summary of the site selection process



### Strategic Housing and Employment Land Availability Assessment

The Strategic Housing and Economic Land Availability Assessment<sup>6</sup> (SHELAA) provides the initial pool of land from which sites may be selected. The SHELAA is a register of land promoted for development by landowners and prospective developers. Parcels of land are submitted to Wiltshire Council for consideration as potential allocations in the Local Plan, as well as Parish and Town Council neighbourhood plans<sup>7</sup>. Plan preparation and not the SHELAA determines what land is suitable for development through a process of selecting the most appropriate sites.

Only sites that were not spatially separated from the built-up edge were considered. The maps below show the SHELAA sites that were considered through the site selection process at Trowbridge.

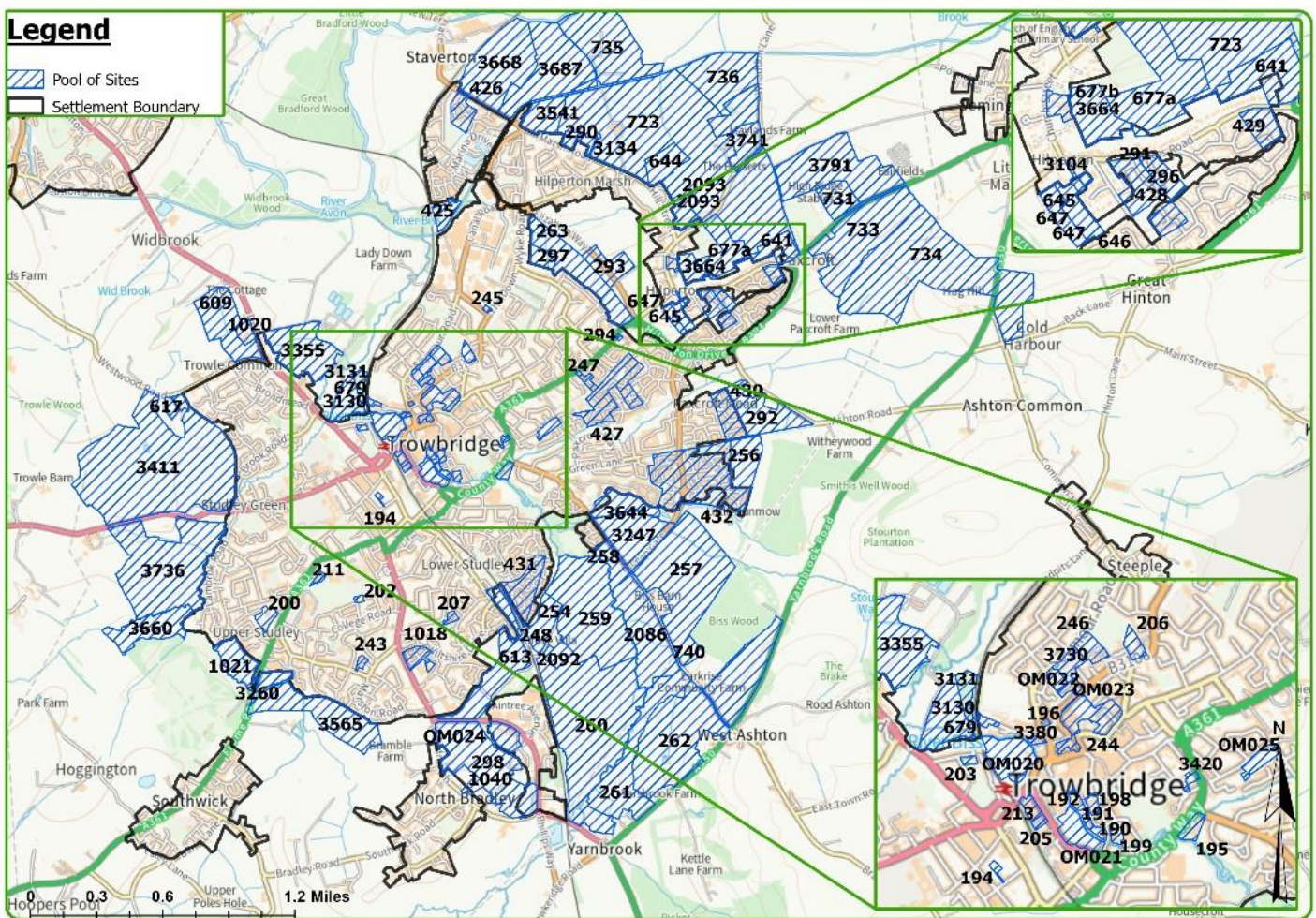


Figure 9. Pool of sites at the start of the site selection process at Trowbridge.

<sup>6</sup> Information about the [Strategic Housing and Employment Land Availability Assessment](#) can be found on the Council website.

<sup>7</sup> Other land, not included in the SHELAA, may possibly be capable of development but because neither a developer nor landowner has promoted the site for development, the site cannot readily be said to be available within the plan period.

The following paragraphs summarise the stages of assessment undertaken through the site selection process.

### Stage 1 – Identifying Sites for Assessment

The initial stage excluded SHELAA sites from further consideration that constitute unsuitable land for development if they are unavailable, separated from the built-edge or clearly unsuitable for development for a range of other reasons, as described within the Site Selection Methodology.

81 sites at Trowbridge were excluded at Stage 1.

Site name	Reason for removal at Stage 1
190	Under 0.5ha.
191	Under 0.5ha.
192	Under 0.5ha.
194	Under 0.5ha.
195	Land no longer promoted. Unavailable.
196	Site comprises land already built out. Unavailable.
198	Under 0.5ha.
199	Site comprises land already built out. Unavailable.
200	Land no longer promoted. Unavailable.
202	Under 0.5ha.
203	Under 0.5ha.
205	Site comprises land already built out. Unavailable.
206	Under 0.5ha.
207	Site comprises land already built out. Unavailable.
211	Site comprises land already built out. Unavailable.
213	Site comprises land already built out. Unavailable.
243	Site comprises land already built out. Unavailable.
244	Site comprises land already built out for residential and supermarket. Unavailable.
245	Under 0.5ha.
246	Land no longer promoted. Unavailable.
247	Site comprises land already built out. Unavailable.,
254	Wiltshire Core Strategy Allocation. Unavailable.
257	Wiltshire Core Strategy Allocation. Unavailable.

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258	Wiltshire Core Strategy Allocation. Unavailable.
259	Wiltshire Core Strategy Allocation. Unavailable.
260	Wiltshire Core Strategy Allocation. Unavailable.
261	Wiltshire Core Strategy Allocation. Unavailable.
262	Wiltshire Core Strategy Allocation. Unavailable.
263	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
291	Site comprises land already built out. Unavailable.
293	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
294	Under 0.5ha.
296	Site comprises land already built out. Unavailable.
297	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
298	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
425	Site no longer promoted. Unavailable.
426	Site comprises land already built out. Unavailable.
427	Site comprises land already built out. Unavailable.
428	Site comprises land already built out. Unavailable.
429	Site comprises land already built out. Unavailable.
430	Site comprises land already built out. Unavailable.
431	Site comprises land already built out. Unavailable.
432	Site comprises land already built out. Unavailable.
609	Site within Greenbelt.
613	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
617	Site within Greenbelt.
645	Under 0.5ha
679	Under 0.5ha
735	Site comprises land already built out as solar farm. Unavailable.
1018	Site comprises land already built out. Unavailable.
1020	Site within Greenbelt.
1040	North Bradley NP allocation – Policy 3 - 54 Woodmarsh
2092	Wiltshire Core Strategy Allocation. Unavailable.
2086	Wiltshire Core Strategy Allocation. Unavailable.

3104	Under 0.5ha
3130	Site comprises employment land allocated as part of a Principal Employment Area. Unsuitable and unavailable.
3131	Site comprises employment land allocated as part of a Principal Employment Area. Unsuitable and unavailable.
3260	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
3247	Site comprises employment land allocated as part of a Principal Employment Area. Unsuitable and unavailable.
3355	Site within Greenbelt.
3380	Under 0.5ha
3411	Site within Greenbelt.
3420	Under 0.5ha
3565	Wiltshire Housing Site Allocation Plan Allocation. Unavailable.
3730	Site no longer available.
3736	Site within Greenbelt.
OM021	Site no longer available.
OM022	Site no longer available.
OM023	Site comprises land already built out. Unavailable.
OM024	Principle Employment Area. Unavailable.
OM025	Site no longer available.

## Stage 2 – Site Sifting

Using the land that passed through Stage 1, a second assessment stage used a limited set of strategic criteria (proportionate evidence<sup>8</sup>) to further refine the list of sites to a set of *reasonable alternatives* for further assessment using sustainability appraisal. The criteria considered at Stage 2 were related to **Accessibility and Wider Impacts**, and **Strategic Context**, and can be summarised as follows:

- **Accessibility and Wider Impacts**

The merits of each site were assessed to understand strengths and weaknesses in terms of how accessible a site location may be and what wider impacts could result from their development. Sites deemed to be inaccessible, for example if no reasonable means of access to the site could be secured without third party land, were excluded from further consideration. This is further detailed in the Site Selection Methodology.

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<sup>8</sup> To meet national requirements, plans must be sound, justified by having an appropriate strategy, considering reasonable alternatives, and based on proportionate evidence.

In addition to accessibility, the following strategic considerations were tested through Stage 2:

1. **Landscape:** A site that was highly likely to lead to landscape or visual harm, that was unlikely to be possible to be mitigated, was rejected.
2. **Heritage:** A site that contained or was within the setting of a heritage asset, that was likely to lead to significant and unmitigable harm was rejected.
3. **Flood Risk:** A site that was wholly within an area at risk from flooding (e.g. in Flood Zones 2 or 3 or other high-risk source of flooding) was rejected.
4. **Traffic:** A site that was likely to lead to an unacceptable degree of harm in terms of traffic and congestion impacts was rejected.

The outcomes from this element of Stage 2 were categorised as high risk of harm (red), medium risk of harm (amber) and low risk of harm (green).

- **Strategic Context**

This part of the Stage 2 assessment considered the pool of sites in relation to the strategic context of the settlement, having regard to:

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

This part of the assessment made a judgement on what pool of possible sites constitute a set of reasonable alternatives for further consideration. This does not pre-judge more detailed testing through Sustainability Appraisal but enables sites that are clearly at odds with the strategic context for the settlement to be ruled out.

Context criteria	Detail
Long-term pattern of development	<p>The West Wiltshire Greenbelt forms a boundary to the west of the town. The A350 is to the east.</p> <p>Past growth has been northwards reaching the villages of Hilperton and Staverton so that parts of these villages join up with the continuous urban area of Trowbridge e.g. Canal Road; Staverton Marina and Hilperton Marsh.</p> <p>The town has expanded and is planned to expand further southwards whilst leaving undeveloped areas around the villages of Southwick and North Bradley to retain their separate identities.</p> <p>New development is planned east of the town towards the villages of Yarnbrook and West Ashton, enclosed within a planned new road alignment to the north of the A350 (Yarnbrook West Ashton Relief Road).</p>

<p>Significant environmental factors</p>	<p>The River Biss flows through the town and includes floodplain areas. The Kennet and Avon Canal goes through Hilperton and Staverton. The A350 is a main traffic artery through the County and defines the eastern and south eastern edge of Trowbridge.</p> <p>Green Lane Wood, Biss Wood and Clanger and Pickett Wood are located south east of the town near to the A350. Great Bradford Wood is located west of the town. These woodlands require particular buffering and protection, whilst other associated landscape elements (agricultural fields, hedgerows, water features) have a role helping to support a breeding population of protected Bechstein bats, associated with the Bath and Bradford on Avon Bats Special Area of Conservation.</p> <p>Southwick Country Park, located southwest of the town, would remain undeveloped and to the east of Trowbridge forms the outer boundary area to the designated Western Wiltshire Green Belt and kept open in character to prevent urban sprawl.</p> <p>The Hilperton Neighbourhood Plan identifies ‘Land Between Hilperton and Trowbridge’ to separate the settlement from the Trowbridge urban area as much as possible in order to sustain the separate identity of the village.</p> <p>Trowbridge has a strong industrial heritage and contains a large number of important designated and undesignated heritage assets including the Town Hall, mill buildings and buildings associated with the cloth industry.</p> <p>Heritage assets outside the built up area include the listed Canal Bridge, Wharf Cottage, and Wharf House in Hilperton.</p>
<p>Scale of growth and strategic priorities</p>	<p>Trowbridge is designated as a Principal Settlement. The town has seen extensive commercial and mixed used redevelopment in the centre and there are further opportunities. It has experienced significant residential expansion through various urban extensions into neighbouring parishes. Continued expansion, at a slightly slower pace, is therefore necessary to help meet forecast housing need.</p> <p>The Place Shaping Priorities identified for Trowbridge are:</p> <ul style="list-style-type: none"> <li>To deliver an appropriate mix, tenure and type of housing to meet local needs.</li> <li>To improve the resilience of the town centre by:</li> </ul>



	<ul style="list-style-type: none"><li>• protecting, improving and extending the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss, further enhancing it as a key feature of the town that connects and draws residents towards the town centre</li><li>• regenerating and repurposing the town centre / Trowbridge central area as a resilient service area that supports the development of the whole town and wider area, through the delivery of the Trowbridge Masterplan and Neighbourhood Plan. These plans will be outcome focused and help deliver a holistic strategy for the town centre that encourages spending, improves accessibility, better manages traffic and parking and safeguards heritage.</li><li>• focusing leisure and retail developments in the central area in order to safeguard the integrity of the town centre as a destination of choice.</li></ul> <p>To deliver job growth and encourage business investment at the town to support job growth and greater levels of self-containment, thereby help reduce the need to travel away from the town.</p> <p>To improve the range of transport modes that serve the town to reduce reliance on the private car and, levels of traffic congestion in the town.</p> <p>To respect the integrity of the Bath &amp; Bradford on Avon Bats Special Area of Conservation (SAC) by protecting and enhancing wherever possible important bat habitats around the town, as set out in the adopted Trowbridge Bat Mitigation Strategy. In particular, the pattern of planned growth at the town should be guided by the environmental constraints that limit the spatial options for development.</p> <p>To ensure that a town-wide approach to future education provision is taken that addresses the need for primary and secondary places in appropriate locations.</p> <p>To balance the need to accommodate additional growth at the town with the need to respect, as far as is reasonably practicable, the individual identities of the villages of Hilperton, North Bradley, Southwick and West Ashton within the landscape setting of Trowbridge and their relationship to the town.</p> <p>To protect, improve and extend the local green infrastructure network, particularly related to formal recreation activities and also along the River Biss.</p>
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## Planning For Trowbridge

Future growth possibilities for the urban area	<p>There remains possible opportunities for future growth at the town but locations are influenced by Green Belt to the west and the policy desire to retain the separate identities of Southwick, North Bradley, Hilperton and West Ashton, as well as the need to protect and enhance the important woodland to the south and southeast of the town.</p> <p>A continuation of growth to the south of Staverton and north/northeast/east of Hilperton potentially provides possibilities for accommodating the forecast growth at the town.</p>
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Table X: Stage 2 assessment conclusions

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA 256	Land South of Green Lane						<p>The site is located to the east of the town. The site would form an extension to land already built out to the west at Castlemead. However the land is adjacent to Green Lane Wood and the whole site is within the Trowbridge Bat Mitigation Strategy (TBMS) Red Zone.</p> <p>The site is very exposed with views across an open countryside to the south from the West Ashton Road and beyond and would require large scale mitigation to the south and east. Development would not lead to harm to heritage assets in the local area.</p> <p>The site has below average accessibility to local facilities. However, the site is unlikely to present any significant harmful effects on the local highway network.</p> <p>The whole site is within a 'red zone' as identified in the TBMS and is therefore not carried forward.</p>	<b>N</b>
290	Former Nursery						<p>The site is located to the east of Trowbridge. It is a nursery and garden centre in active use. There would be an adverse impact on Grade II Listed 77 and 79 Marsh Road. The cottages are attached to the length of wall noted as "kitchen garden wall".</p>	<b>N</b>

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>The walled garden appears to be significant remnant of an historic use which was important within this area and which continues in horticultural use.</p> <p>Although not involving direct and clear 'substantial harm' the public benefit of any significant scale development appears highly unlikely to be such that it can outweigh the harm to the designated asset.</p> <p>Accessibility to local facilities is very good, and the site is unlikely to present any significantly harmful effects on the existing highway network.</p> <p>Exclude from further consideration on heritage grounds.</p>	
292	Land North of Green Lane and East of H8c allocation						<p>The site is located to the east of Trowbridge. The site has existing development to the south and west and is very exposed from the open countryside to the north from Ashton Road and beyond. The site is also close to Green Lane Wood which is an important bat habitat, as identified in the Trowbridge Bat Mitigation Strategy. Any development on this site would require large scale mitigation to the south and east from both a visual landscape and ecological point of view. The whole site is within the Trowbridge Bat Mitigation Strategy (TBMS) Red Zone. Development of the site would not lead to harm to heritage assets in the local area. The site has below average accessibility to local facilities. The site is unlikely to present any significantly harmful effects on the local highway network.</p> <p>The whole site is within a 'red zone' as identified in the TBMS and therefore is not carried forward.</p>	<b>N</b>
293	Land at Hilperton Gap						<p>The site is located to the north east of Trowbridge.</p> <p>The Hilperton Neighbourhood Plan notes the local importance of the 'Hilperton Gap' land as a particularly sensitive location for</p>	<b>N</b>

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>development due to the risk of coalescence between the village and the urban area of Trowbridge. In the Neighbourhood Plan this site is located in a particularly sensitive area adjacent to the Hilperton conservation area and with clear intervisibility of St Michael and all Angels Church, as well as open, long distant views across the Avon Valley. Due to the gently sloping nature of the site these landscape and visual effects issues would be difficult to mitigate. Development of the site may contribute further to the erosion of the separate historic character and identity of Hilperton village (this is identified as a cumulative impact related to the insertion into the landscape of Elizabeth Way and Wiltshire Housing Site Allocations Plan allocation H2.3 - Elizabeth Way, currently the subject of planning applications). Accessibility to local facilities is good, and the site is unlikely to present any significant harmful effects on congested roads. Exclude from further consideration on landscape grounds.</p>	
641	Enniswood House						<p>The site is located to the northeast of Trowbridge and is adjacent to the limits of development surrounding Hilperton (the settlement boundary). The entire site is covered by Groundwater risk. The site sits on the gateway into Hilperton village which currently has a green, strongly rural character to it with pasture land and trees defining the setting of the village. Development of this site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is average. However, development of the site would be unlikely to present any significant harmful effects on the local highway network. It would be appropriate to combine this site with the surrounding sites to coordinate</p>	<b>Y</b>

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							infrastructure provision, supporting place shaping objectives. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
644	Land off Hill Street						<p>The site is located to the north of Trowbridge. The identified surface water risk at this site is contained in the northeast corner of the site and would be capable of being mitigated. The site sits to the north of the historic core of the village of Hilperton and could provide a logical extension of built form northward towards the canal.</p> <p>The site has prominent views from Hill Street as it is relatively open and lacking existing strong hedgerow boundaries. However, such impact would be capable of mitigation. Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is below average. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to be able to coordinate infrastructure provision, supporting place shaping objectives. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
646	Land to rear of 118 Trowbridge Rd						<p>The site is located to the east of Trowbridge. The site is well screened by buildings and prominent hedge lines which could be further strengthened through additional planting. There is a potential to link into and reinforce the green infrastructure corridor cycle path to the south.</p> <p>Development of the site may lead to potential impact on Grade II Listed 117 Willow Cottage</p>	Y

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>(previously 2 cottages) and impact on the designated Hilperton conservation area. The setting to the listed cottage has a limited contribution to its significance as a heritage asset. Mitigation is thought possible to prevent or limit potential harm.</p> <p>It is not clear if vehicular access would be achievable and hence further assessments would be needed. Accessibility to local facilities is good, and development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>At this stage, there do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	
647	Land to rear of 116 Trowbridge Rd						<p>The site is located to the east of Trowbridge. The site is well screened by buildings and prominent hedge lines which could be further strengthened through additional planting. There is a potential to link into and reinforce the green infrastructure corridor cycle path to the south.</p> <p>Development of the site may lead to potential impact on Grade II Listed 117 Willow Cottage (previously 2 cottages) and impact on designated Hilperton conservation area. The setting to the listed cottage provides a limited contribution to its significance as a heritage asset. Mitigation is thought possible to prevent or limit potential harm.</p> <p>It is not clear if vehicular access would be achievable and hence further assessments would need to be undertaken. Accessibility to local facilities is good, and development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage</p>	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							of assessment.	
677a	Land rear of Church Street						<p>The site is located to the east of Trowbridge. Accessibility to local facilities is below average.</p> <p>Development of the western part of the site would likely lead to an impact on the character of the designated conservation area and there would be some impact from back-land development that would be out of character with the historic settlement pattern. However mitigation is potentially possible for an eastern parcel of land. Development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>However, the site has exposed views from the north which would be difficult to mitigate and would be seen as prominent urban encroachment into the countryside.</p> <p>Exclude from further consideration.</p>	<b>N</b>
677b	Land to the rear of Church Farm						<p>The site is located to the east of Trowbridge. Development of the site would likely lead to an impact on the on character of the designated conservation area and the setting of Grade II Listed dwellings on Church Street and on the Grade II Listed Old Rectory. The site is within the the historic core of the village of Hilperton and back-land development would be out of character with the historic settlement pattern. The Rectory may have been designed with its relationship with surrounding countryside in mind. Further assessment would be needed to determine what contribution the setting of the Rectory makes to the significance of the heritage asset. The impact of development on other listed houses in the village is less likely to be a significant constraint and could be mitigated by good design/layout and planting.</p>	<b>N</b>

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							<p>The site is well screened from the existing public realm. Nevertheless, it is still likely that development of this site would harm a characteristic of the conservation area of the - the ribbon style pattern with views of open countryside views between properties. As a back-land location potential harm would be difficult to mitigate.</p> <p>Accessibility to local facilities is good, and development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>Exclude site from further consideration on heritage and landscape grounds.</p>	
723	Land East of Hilperton						<p>The site is located to the northeast of Trowbridge.</p> <p>This is a large site that is situated along the Kennet and Avon Canal green/blue infrastructure corridor. Development could potentially affect wider views across the River Avon valley.</p> <p>Development of the site may lead to impact on Grade II Listed dwellings in village and the impact on character of the conservation area. The size of site suggests that mitigation should be possible.</p> <p>Accessibility to local facilities is below average. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to be able to coordinate infrastructure provision, thereby supporting place shaping priorities. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	<b>Y</b>
731	Paxcroft Farm						<p>The site is located to the east of Trowbridge. The site is adjacent to the rugby club and is isolated from the built-up area of Trowbridge.</p>	<b>Y</b>



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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site so clearly separate from the built-up area would represent an unacceptable urban development in a rural environment. However, this site should be assessed in conjunction with adjacent sites that, together, would adjoin the built-up area.</p> <p>Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>Carry forward to next stage of assessment.</p>	
732	Paxcroft Farm						<p>The site is located to the east of Trowbridge and is isolated from the built-up area of Trowbridge.</p> <p>The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site so clearly separate from the built-up area would represent an unacceptable urban development in a rural environment. However, this site should be assessed in conjunction with adjacent sites that, together, would adjoin the built-up area.</p> <p>Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>Carry forward to next stage of assessment.</p>	<b>Y</b>

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
733	Paxcroft Farm						<p>The site is located to the east of Trowbridge. The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site away from main settlement boundaries might create unacceptable urban extensions into the rural environment.</p> <p>The site is relatively isolated from the built-up area. However, there is an existing farm and residential development adjacent to the site. Development of the site would be unlikely to harm heritage assets in the local area. Accessibility to local facilities is below average. However, development of the site would be unlikely to present any significantly harmful effects on the local highway network.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	<b>Y</b>
734	Paxcroft Farm						<p>The site is located east of Trowbridge. The site is relatively isolated from the built form of Trowbridge. The site would need to be brought forward with 733. However, it is on a ridge with broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site away from main settlement boundary might create unacceptable urban extensions into the rural environment.</p> <p>Development of the site would be unlikely to harm to heritage assets in the local area. Accessibility to local facilities is very poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage</p>	<b>Y</b>

Planning For Trowbridge

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							of assessment.	
736	Marsh Farm						<p>The site is located to the east of Trowbridge. The site is set apart from the main settlement boundary and would create a expanse of urban development in a rural setting with the sensitive green/blue infrastructure corridors of the canal to the north.</p> <p>The risk of surface water flooding at this plot is contained in the north of the site close to the canal. On the basis of evidence from the Council's drainage team it appears as though there maybe a capacity issue with drainage systems in the area. However, this could be overcome through investment in drainage infrastructure.</p> <p>Development of the site would be unlikely to lead to harm to heritage assets. Accessibility to local facilities very poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to be able to deliver required infrastructure, in particular new education capacity for the town and thereby help address a place shaping priority.</p> <p>There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	<b>Y</b>
2093	Whaddon Lane, Hilperton						<p>The site is located north east of Trowbridge. There is likely to be some impact on the setting of designated conservation area due to backland development that would be out of character with the historic settlement pattern of Hilperton. The site is located close to the historic centre of Hilperton. There would be an impact on the rear garden views of the surrounding properties, which would need to be carefully managed. Accessibility to local facilities is good, and the site is unlikely to</p>	<b>Y</b>

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							present any significant harmful effects on the local road network. It would be appropriate to combine this site with the surrounding sites with the view to being able to deliver required infrastructure, in particular additional education capacity for the town and thereby help address a place shaping priority. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
3131	Land adjoining Innox Road development						The site is to the west of the town center and the railway line. It removed from the town and does not relate to built form of the town. Remove on landscape grounds. Only a very small part of this site is at risk from fluvial flooding, but it also shows that historical flooding has also occurred on the extremities of the site. The site has substantial tree cover and is noted under Priority Habitat Inventory as deciduous woodland. The site forms an important extension to the adjacent River Biss green infrastructure corridor, Exclude from further consideration on landscape grounds and a general lack of continuity with the existing urban form of the town.	<b>N</b>
3134	Land east of The Nursery						The site is located to the north of Trowbridge. The main part of the site is tucked behind existing housing and is therefore not greatly exposed to views along Marsh Road. This impact could be further mitigated by the reinforcement and better management of the existing hedge-line that runs around the side of the site. Due to the site's compact nature and proximity to existing housing it is unlikely to have a major impact on the existing character of Hilperton. Possible impact on Grade II 77 and 79 Marsh Road, but mitigation appears possible. Accessibility to local facilities is good, and the	<b>Y</b>

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>site is unlikely to present any significant harmful effects on the local highway network.</p> <p>It would be appropriate to combine this site with the surrounding sites with the view to being able to deliver required infrastructure, in particular expanded education capacity for the town and thereby help address a place shaping priority.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	
3541	Maxcroft Farm						<p>The site is located to the north of Trowbridge. The site could offer the potential to the gateway to development of sites 723 and 736 and for the coordinated provision of infrastructure (e.g. new schools) to serve all three sites, thereby supporting place shaping priority. The site's northern boundary runs adjacent to the Kennet and Avon canal. An undeveloped green infrastructure corridor along the route of the canal would need to be retained in order to maintain its character and attractiveness. Development of the site would not lead to harm to heritage assets in the local area. However development may lead to a possible impact on the Grade II Listed Wharf House.</p> <p>Accessibility to local facilities is good, and the site is unlikely to present any significant harmful effects on the local highway network.</p> <p>It could be possible to combine this site with the surrounding sites with the view to being able to deliver required infrastructure, in particular additional education capacity for the town and link with strategic objective. The site has good accessibility to local facilities.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage</p>	<b>Y</b>

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
3644	Land at The Uplands, Trowbridge	g	g	g	g	o	<p>The site is located to the southeast of the town centre and adjacent to current limits of development, as well as a residential caravan park.</p> <p><b>Development would not lead to</b> harm to designated heritage assets in the local area. The River Biss is situated to the south of the site. As a result, fluvial flood risk would need to be assessed in more detail and appropriately mitigated in much the same manner as has been the case on the adjacent Castlemead development. That said, the site capacity would likely need to be reduced to accommodate a Sustainable Drainage System. The site could form part of a green corridor linking Biss Meadow Country Park to the eastern part of Trowbridge. Development would require large scale mitigation to the south and east from both a visual landscape and ecological point of view. The site would be visible from existing housing to the immediate north of the site.</p> <p>Accessibility to local facilities is good, and the site is unlikely to present any significant harmful effects on the existing highway network.</p> <p>There does not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.</p>	Y
3660	Land west of Lambrok Close, Trowbridge						<p>The site is located to the southwest of Trowbridge.</p> <p>The site lacks continuity with the existing limits of development (the 'settlement boundary') appearing as a limb from the existing built up area. It is not clear whether access is possible. The western side of the site is at risk of flooding due to the nearby Lambrok Stream. The site is highly sensitive in landscape and ecological terms with the Lambrok stream green infrastructure corridor</p>	N

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SHELAA Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
							<p>running east of the site, the Southwick Country Park to the south and the Western Wiltshire Green Belt to the north. Development of the site would not lead to harm to heritage assets in the local area. Accessibility to local facilities is below average, but development of the site would be unlikely to present any significantly harmful effects on the local highway network. Exclude from further consideration on landscape and ecological grounds.</p>	
3668	Land north of Marsh Road, Staverton						<p>The site is located to the north of Trowbridge. The site has average accessibility to local facilities. A small area of the northern part of the site is at risk of flooding due to a nearby watercourse (River Avon). There is also an identified Groundwater risk affecting an isolated pocket of land to the north of the site. This is a large site and there are several pockets of land considered to be susceptible to surface water flooding. However, the site is large enough to address the management of flood risk if planned sequentially utilising a comprehensive drainage strategy. The site affords some intervisibility through gaps in existing hedgerows from New Terrace. However, the site is relatively well screened from middle distance views across the Avon valley due to its position behind the Cereal Partners factory and railway embankment. Development of the site would be unlikely to lead to harm to heritage assets in the local area. Accessibility to local facilities is average. However, development of the site would be unlikely to present any significantly harmful effects on the local highway network. It would be appropriate to combine this site with the adjacent site 3687 to better co-ordinate the provision of infrastructure, thereby supporting a place shaping priority. There is a flood risk from multiple sources to</p>	Y

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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							the north of the site which would need further detailed assessment and mitigation. However there do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
3687	Land north of Marsh Farm 2						<p>The site is located to the north of Trowbridge. The northern part of the site is at risk of flooding due to a nearby watercourse (River Avon). A Groundwater flood risk is also identified as affecting the north of the site. This is a large site and there are several pockets of land that are considered to be susceptible to surface water flooding. A particular flood risk issue is identified at the northwestern end of site. However, in terms of long-term management of flood risk (from all identified sources), parts of the site could be sensibly managed as an amenity green space.</p> <p>The site is positioned between the green/blue corridors of the River Avon and Kennet and Avon Canal and development would need to safeguard the character of each of these important elements of the local ecology and landscape. The opportunity exists for this site to be considered in conjunction with site 3668 to locate development away from the green/blue corridors and thereby provide a strong, landscaped settlement edge to Hilperton.</p> <p>Development of the site may lead to a possible impact on Grade II Listed Canal Bridge, Wharf Cottage and Wharf House (now Maxcroft House) and adjacent to the former wharf on the Kennet and Avon canal. Mitigation via detailed design would likely be required to minimise impact on the settings of the canal and listed wharf side buildings. This is likely to reduce the developable capacity of site.</p> <p>Accessibility to local facilities is below average. However, development of the site be is</p>	<b>Y</b>



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Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA							unlikely to present any significantly harmful effects on the local highway network. It would be appropriate to combine this site with the adjacent site 3668, and also allow for the coordinated provision of infrastructure, in particular new education capacity, thereby supporting a place shaping priority. There are known flood risks from multiple sources affecting the northwest of the site which would need further assessment and mitigation. However there do not appear to be overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	
3741	The Bassetts, 52 Whaddon Lane						The site is located north east of Trowbridge. The site is relatively isolated from the built form of Trowbridge. The site would need to be brought forward with Site 5 (723, 736, 644, 3134, 3541, 2093 & 641). Development of this site in isolation would be urban encroachment into the countryside. Development of the site would be unlikely to harm to heritage assets in the local area. However, development of the site would be unlikely to present any significant harmful effects on the local highway network. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	Y
3791	Land north of the A361						The site is located to the east of Trowbridge and is isolated from the built-up area of Trowbridge. The site has broken views across the valley to Bullen Hill as well as intervisibility from the adjacent A361. Whilst these effects could be mitigated with substantial planting, the location of the site so clearly separate from the built-up area would represent an unacceptable urban development in a rural environment. Development of the site would be unlikely to lead to harm to heritage assets in the local	N

## Planning For Trowbridge

Reference	Site Address	Accessibility	Flood Risk	Heritage	Landscape	Traffic	Stage 2A and Stage 2B - Overall judgement	Taken Forward
SHELAA								
							area. Accessibility to local facilities is poor. However, development of the site would be unlikely to present any significant harmful effects on the local highway network. Exclude from further consideration on landscape grounds and a general lack of continuity with the existing urban form of Paxcroft Mead.	
OM020	Former Bowyers site (Innox Mills)						The site is located close to the town centre and adjacent to the railway station. Due to proximity to the River Biss this site falls into all flood zones and historic flood events. Whilst engineering could free large parts of the site, it would require flood compensation works and close discussions with the EA. There would be some impact on the historic character and the conservation area including the listed buildings Innox Mill and Innox Place. Accessibility to local facilities is good. There do not appear to be any overriding significant impacts that justify excluding the site at this stage. Carry forward to next stage of assessment.	Y

Of those sites that are taken forward, it was appropriate in some cases for to combine sites for the purpose of assessment, where this created more sensible or logical land parcels for further consideration.

Sites combined	Reason
723, 731,732, 736, 641, 644, 677a, 2093, 3134, 3541, 3741 and 3791	These sites abut each other and are located north of Trowbridge. There are no strong physical barriers between the sites.
3668 and 3687	These sites abut each other and are the only two sites to the south of the railway line and north of the canal. There are no strong physical barriers between the sites.

646 & 647	These sites abut each other to the southwest of the village of Hilperton. There are no strong physical barriers between the sites.
733 & 734	These sites abut each other are situated between the A361 and A350. There are no strong physical barriers between the sites.

In preparation for Stage 3, the remaining sites were relabelled for ease of understanding, as follows:

Site Number	Site Name	SHELAA reference
1	Land at The Uplands, Trowbridge	3644
2	Land to rear of 116 & 118 Trowbridge Rd	646, 647
4	Land north of Marsh Road, Staverton	3668 and 3687
5	Land north of Trowbridge	723, 731, 732, 736, 641, 644, 2093, 3134, 3541, 3741 and 3791
6	Paxcroft Farm	733 & 734
7	Former Bowyers site (Innox Mills)	OM020

### Stage 3 – Sustainability Appraisal

At Stage 3, each of the remaining sites in the pool of sites (reasonable alternatives) was examined through Sustainability Appraisal, by assessing the likely significant effects of potential development under a set of twelve objectives covering social, economic and environmental considerations. A full explanation of the Sustainability Appraisal methodology is provided in a separate report, which also includes the detailed assessments made for each site.

Sustainability Appraisal enabled sites to be scored by their respective sustainability benefits and disadvantages. It also identified where it may be possible to mitigate adverse effects, as well as measures which could increase the benefits of development. Stage 3 enabled sites to be ranked in order of most sustainable to least sustainable, based on the Sustainability Appraisal criteria used.

The table below shows the Sustainability Appraisal conclusions for the reasonable alternative sites that were assessed. The overall Sustainability Appraisal score is shown in column 3 of the table.

The Sustainability Appraisal weights all ‘objectives’ (shown in the top row, below) equally. There are more environmental objectives than others – scores against this type of objective typically tend to be negative. The overall score resulting from the potential development of greenfield sites generally yield a negative value.

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

At Trowbridge, the Sustainability Appraisal identified that all the sites had a range of effects. There was 1 brownfield site and 5 greenfield sites which are predominantly in agricultural use. The brownfield site had the least adverse environmental effects, scoring positively in half the environmental effects. Of the greenfield options sites 2 and 4 narrowly performed slightly ahead of others in terms of Sustainability Appraisal.

All the sites were evaluated according to how well they could support the Place Shaping Priorities. Looking at all the sites from Sustainability Appraisal, the brownfield town centre site score well and do not change its ranking of being the top site. The larger greenfield sites on the edge of town are not situated in the location needed to meet some of the PSPs.

Sites 1 and 2 whilst performing well in the Sustainability Appraisal and against the PSPs have strong ecological value which when considered in more detail would reduce the potential housing on the site down so far it could not be considered a strategic site for the purpose of this Local Plan. Both sites have hedgerows and trees which would require significant buffering. These sites should be removed from further consideration at this time.

Site 4 is north of the Kennet and Avon canal and without the large site south of the canal coming forward this site would not be contiguous the town settlement boundary and isolated from the built form and for this reason should be removed from further consideration at this time.

Site 5 benefits from being able to come forward in phasing and deliver the required infrastructure needed for the town in relation to bat mitigation, education provision and highway improvement via a Staverton diversion scheme.

Site 6 also would not be contiguous the town settlement boundary and for this reason should be removed from further consideration for housing. However, the site has the potential to offer a country park and biodiversity net gains to support Site 5 and beyond, and for this reason is allocated as such.

Site 7, a brownfield site, is taken forward and allocated as ranked top in the Sustainability Appraisal and against the PSPs.

The methodology and detailed assessments made in the site selection process are all explained in the appendix. The Sustainability Appraisal process and its results are contained in a separate report <sup>9</sup>.

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<sup>9</sup> Wiltshire Local Plan Review Sustainability Appraisal Report (Wiltshire Council, July 2023)

## Planning For Trowbridge

- Major adverse effect (---) = -3 points (Mitigation unachievable – recommended that site is not considered further)
- Moderate adverse effect (--) = -2 points (Mitigation achievable but problematic)
- Minor adverse effect (-) = -1 point (Mitigation easily achievable)
- Neutral effect (0) = 0 points
- Minor positive effect (+) = +1 point
- Moderate positive effect (++) = +2 points
- Major positive effect (+++) = +3 points

**Trowbridge: Table showing summary of assessment scores listed in order of site sustainability performance (More ▢ Less)**

SITE	Overall site score and position	SA obj 1 (Biodiversity) overall score	SA obj 2 (Land + soil) overall score	SA obj 3 (Water) overall score	SA obj 4 (Air/poll'n) overall score	SA obj 5 (Climate) overall score	SA obj 6 (Energy) overall score	SA obj 7 (Heritage) overall score	SA obj 8 (Landscape) overall score	SA obj 9 (Housing) overall score	SA obj 10 (Inc comms) overall score	SA obj 11 (Transport) overall score	SA obj 12 (Economic) overall score
7	4 (1st)	-	++	--	-	--	+	-	+++	+	++	-	+++
4	-6 (=3rd)	--	--	--	--	-	0	-	--	+++	++	--	+++
5	-6 (=3rd)	--	--	--	--	-	0	--	--	+++	+++	--	+++
2	-7 (=5th)	--	-	-	--	--	+	-	-	+	+	-	+
6	-7 (=5th)	--	--	--	--	-	0	-	--	+++	++	--	++
1	-8 (7th)	--	-	--	--	--	+	-	--	+	+	-	++

#### Stage 4 – Selection of Sites

Stage 4 enabled the results of the Sustainability Appraisal outcome to be qualitatively examined by consideration of sites in terms of their capability of supporting the Local Plan’s objectives for each community – in particular the identified ‘Place Shaping Priorities that are listed in Section 2 of this report. Stage 4 also provides discussion and analysis of the scale of growth that would be required to be drawn from the pool of the most sustainable site options, in or to meet the identified housing and employments needs for the settlement.

The outcome of Stage 4 refined the results of the Stage 3 Sustainability Appraisal and identified preferred sites that are more sustainable and support the Local Plan objectives.

The sites were evaluated against the Place Shaping Priorities, looking at their strengths, weaknesses, opportunities and threats (SWOT). This enabled decisions to be made between sites options where Stage 3 outcomes were finely balanced.

The SWOT assessment concluded the following outcomes for each site and Place Shaping Priority:

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

Broad proposals were then developed for each of the preferred sites. Proposed uses were identified, including the infrastructure and mitigation necessary to enable development to proceed.

Potential sites at Trowbridge were assessed against the Place Shaping Priorities, which is set out in the following table:

## Planning For Trowbridge

Site	PSP1 Housing	PSP2 Town Centre	PSP3 Employment	PSP4 Traffic	PSP5 Biodiversity	PSP6 Surrounding countryside	PSP7 Green Infrastructure
Site 7	<b>Strength</b>	<b>Strength</b>	<b>Strength</b>	<b>Strength</b>	<b>Neutral</b>	<b>Strength</b>	<b>Strength</b>
	The site is of a size that could deliver a range of housing to meet local needs, with supporting infrastructure at a level that recognises the range of environmental constraints that affect growth at Trowbridge.	This site within the town centre and adjacent to the River Biss. There is the opportunity to include paths and cycleways linking with the town centre and the River which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and improving air quality.	This site could include employment land as part of a mixed-use development and provide some employment which would enable people to live and work locally.	This site can include a network of well-connected footpaths and cycleways to connect to the River Biss corridor and town centre. The site is adjacent to the railway station and can provide connectivity to/through the site from the railway station to the town centre and beyond. It is also in close proximity to the bus network in the town centre.	The River Biss, likely to represent priority habitat, with this feature being of likely importance to species including bats. There is scope for mitigation with good opportunities to maximise wildlife habitat and secure enhancement of key SAC corridors, provide access to open space within and beyond the site.	The site is in the town centre and does not effect the Trowbridge landscape setting. Nor is it in proximity to villages of Hilperton, North Bradley, Southwick or West Ashton.	The site adjacent to the River Biss, however is not located near the canal. There is the opportunity to improve the green/blue corridor along the River Biss.
Site 5	<b>Strength</b>	<b>Neutral</b>	<b>Strength</b>	<b>Strength</b>	<b>Strength</b>	<b>Weakness</b>	<b>Neutral</b>
	The site is of a size that could deliver a range of housing to meet local	This site is some distance from the town centre. However, there is	The site is close to the Canal Road Industrial Estate. There is a further	This is a large site with sufficient capacity to include a network of well-	The area could provide steppingstones for bats between	The site is north of the village of Hilperton and may affect the	The site is not located near the River Biss, but it is located next to the

## Planning For Trowbridge

Site	PSP1 Housing	PSP2 Town Centre	PSP3 Employment	PSP4 Traffic	PSP5 Biodiversity	PSP6 Surrounding countryside	PSP7 Green Infrastructure
	needs with supporting infrastructure at a level that recognises the range of environmental constraints that affect growth at Trowbridge.	the opportunity to include paths and cycleways linking with the town centre, which could provide opportunities for people to visit the town centre ensuring it remains vibrant, minimising congestion and improving air quality.	opportunity to create links to the industrial areas at Semington and Bowerhill, Melksham, which are in closer proximity than other employment areas in Trowbridge	connected footpaths and cycleways. Connectivity for public transport could be provided to/from the town centre, and through into the surrounding countryside. The significant size of this site would suggest that a mixed-use development involving residential, and other uses could be achieved that may help reduce the need to travel.	Great Bradford Wood and Green Lane Wood. Consideration can be given for bats within and adjacent to the site. As this is a very large site there would be plenty of scope to avoid and mitigate impacts of habitat loss, e.g. Suitable Alternative Green Space (SANG) and new woodlands and wetlands.	landscape setting of Hilperton. There is enough capacity within the site to incorporate a buffer to protect and maintain the integrity of the historic core of the village.	canal path and there is the opportunity to improve the green/blue corridor along the canal path towards the River Biss.

The outcome of Stage 4 of the site selection process for Trowbridge can be summarised under the ‘What development is proposed’ section earlier in this paper; concluding that there is sufficient capacity at Innox Mills and Site 5 to deliver growth at Trowbridge.

The maps below illustrate the outcome of the site selection process (Stages 1-4) at Trowbridge.



# Planning For Trowbridge

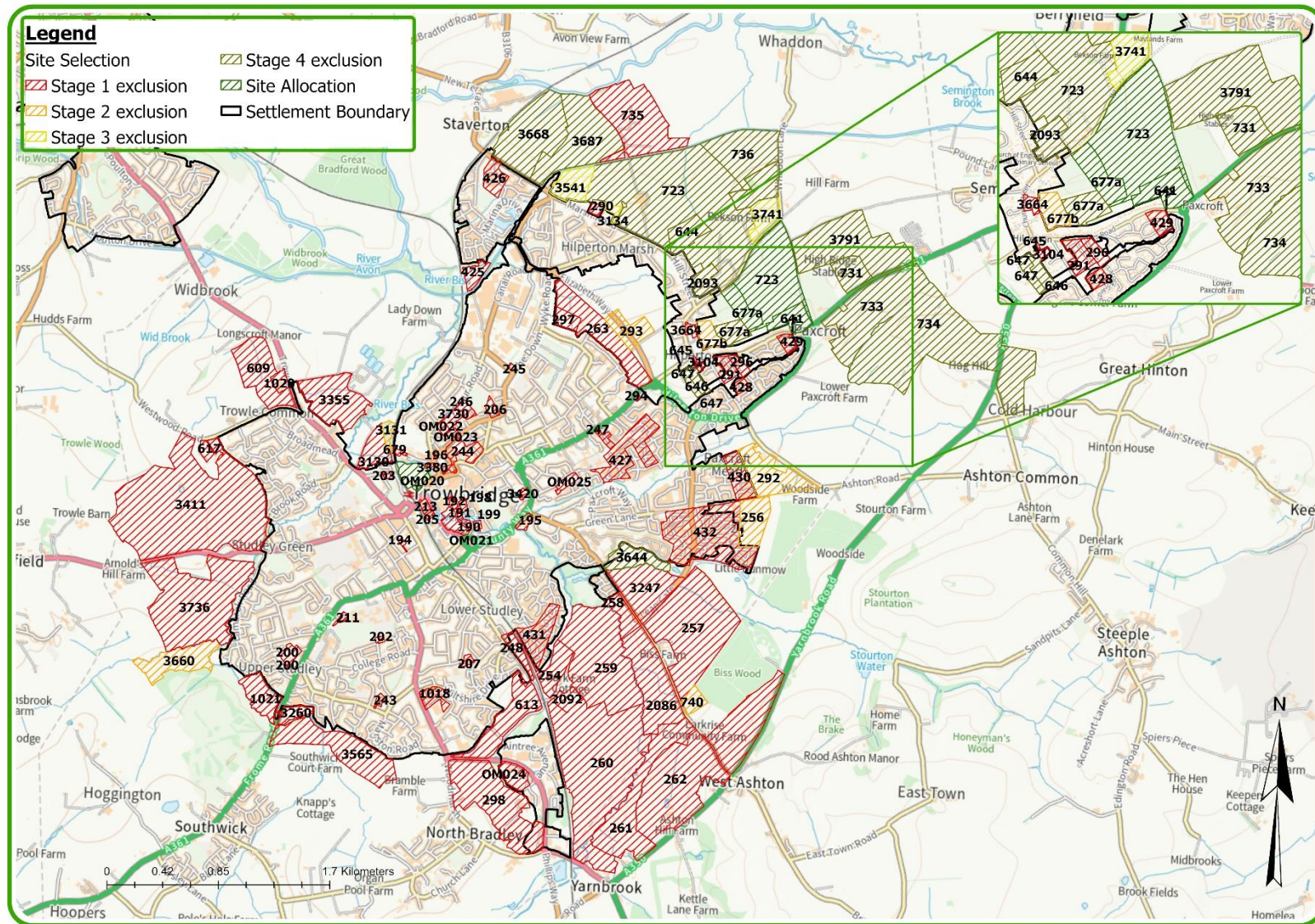


Figure 10. The results of the site selection process at Trowbridge.