

## 5.18 Westbury Community Area Strategy

- 5.18.1** Westbury is an historic market town located in the west of Wiltshire between Trowbridge and Warminster. Although the town is smaller than other nearby settlements - including Frome, it has a significant employment base of strategic value and enjoys excellent rail connectivity, with direct links to Bristol, London, Portsmouth and Exeter. The town has seen significant housing development in the past which has not been matched by an appropriate provision of services, facilities and new jobs. Although the town has strong independent retailers, larger retailers are lacking.
- 5.18.2** Westbury has been identified as a location for new strategic employment growth. The town's location between Warminster and Trowbridge allied with its position as a junction for rail travel makes it an accessible location and enhances its catchment. The employment base in Westbury should be relatively resistant to changes, but the recent growth in housing has not as yet been matched by employment growth and there are existing employment allocations that need to be retained and developed to create a better balance in the town. There is a large existing and potential supply of employment land in Westbury, and the town should be considered as a key location for delivering economic development in Wiltshire.
- 5.18.3** New employment development in Westbury supports the overall strategy of concentrating on accessible locations within the A350 corridor.
- 5.18.4** The strategy for Westbury will deliver a reduction in housing growth compared to historic trends, with a focus on improving facilities, services and job creation. Existing employment in Westbury will be protected and expanded to reflect the wider strategic needs of west Wiltshire. Overall, the town should not seek to compete with the larger nearby centres, but rather consolidate and enhance its existing role and improve linkages with neighbouring settlements.
- 5.18.5** Specific issues to be addressed in planning for the Westbury Community Area, include:
- the strategic employment role of Westbury will be maintained and enhanced. Linkages between the town and the industrial sites located to the north of the town will be strengthened through developing the area in proximity to the railway station.
  - the delivery of a saved housing allocation in close proximity to the railway station will help deliver an enhanced gateway to the town, in addition to providing a new crossing of the railway line, thus alleviating traffic from Oldfield Road.
  - development around Westbury railway station should also deliver improved access, particularly for buses with improved and integrated public transport connectivity; quality pedestrian and cycle linkages with the town centre and high quality public space with exemplar design.
  - the de-allocation of an employment site at Station Road (West Wiltshire District Plan) will allow greater flexibility in considering the use of this land and thus help to improve the deliverability of development in the area as a whole.
  - the focus for development away from Station Road will be to help facilitate the delivery of town centre enhancement and improved community facilities through financial contributions. Retail expansion in Westbury is not appropriate, with the focus instead being on protecting the existing independent sector and enhancing the town centre with stronger linkages between areas which currently feel fragmented and by improving the public realm. These issues are being addressed more directly through a Town Planning process which is being led by the community.
  - Westbury suffers from traffic issues associated with the A350 which runs through the town centre and is designated as an Air Quality Management Area (AQMA). Overcoming this issue will be challenging following the rejection of a proposed bypass at public inquiry.
  - the provision of a new secondary school in Westbury could help deliver improved services, such as sports facilities with additional public access. However, the possible relocation of the existing school and identifying suitable funding opportunities needs further detailed

assessment. This matter may be addressed through a subsequent Westbury Town or Neighbourhood Plan to be led by the community.

- ensuring the future of the former Lafarge cement works is appropriately resolved including:
  - the potential for continuing a cement manufacturing base on site.
  - the appropriate demolition of redundant buildings and restoration of the site.
  - the satisfactory restoration of the former chalk and clay quarries (including long-term aftercare arrangements).
  - appropriate alternative uses for land within the footprint of the former cement works.

## **How do we expect Westbury Community Area to change by 2026?**

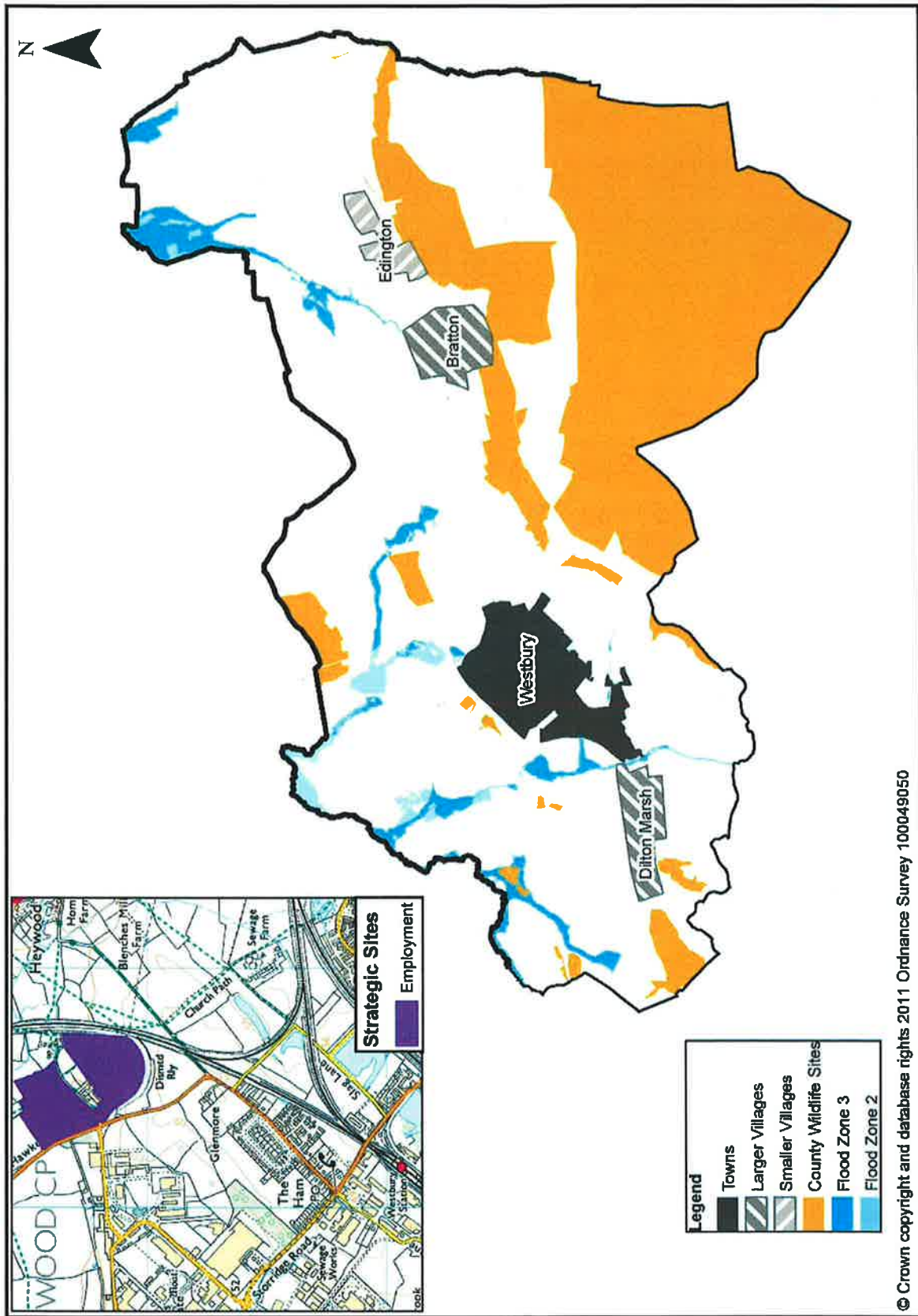
**5.18.6** Housing development will be at a reduced rate compared to the past with a focus on improving and consolidating the town's infrastructure and services. Public transport will be more integrated, particularly with improved linkages to the railway station and the industrial sites to the north of the town. Housing growth on a saved local plan allocation at Station Road will have helped to deliver public realm enhancements, particular around the railway station, and deliver a new rail crossing. Town centre improvements will have been delivered with strengthened linkages and public realm. The important strategic role of employment provision in Westbury will be maintained and expanded.

### **Westbury town centre enhancement**

**5.18.7** The enhancement of Westbury town centre is a priority for the community who are leading a town planning process. The preparation of a town plan, which could be adopted as SPD, or other similar document (e.g. a Neighbourhood Plan) may offer an opportunity to assist in the delivery of town centre enhancement. The town has a strong independent retail sector and contains many important historical buildings. However, the central area of the town currently feels fragmented and its quality overall is weakened by the post war shopping arcade, which is not in character with the rest of the town centre. Re-developing and shaping the High Street precinct with a more organic street pattern containing a mix of uses, mainly retail and residential, would help to substantially improve the central area of the town.

**5.18.8** Contributions from future development should be focused on delivering enhancement to the town centre in line with the emerging community led town planning work. A Westbury Vision and Scoping Study<sup>(27)</sup> identifies a number of key recommendations for strengthening the town centre. Where possible, key community services and facilities should be retained in the town centre, to assist with the aims of enhancing the central area of the town, in accordance with national planning policy.

Map 5.18 Map of Westbury Community Area showing selected constraints



## Core Policy 19 - Spatial strategy: Westbury Community Area

Development in the Westbury Community Area should be in accordance with the Settlement Strategy set out in Core Policy 1:

Market towns: Westbury  
Large villages: Dilton Marsh and Bratton  
Small villages: Edington

18.5 ha of employment land will be provided<sup>(28)</sup>.

Land at Mill Lane, Hawkeridge	New strategic employment allocation	14.7 hectares
North Acre Industrial Estate	Saved West Wiltshire Local Plan allocation	3.8 hectares

The strategic allocation will be brought forward through a master planning process agreed between the community, local planning authority and the developer and must deliver the following:

- 14.7ha of employment land.
- business park function.

Development must ensure:

- investigation and mitigation of any impacts on the habitat for great crested newts, water voles, reptiles, badgers and bats.
- effective access to the site must be provided off Hawkeridge Road.
- flood mitigation should be provided.

Essential infrastructure requirements will include:

- effective public transport links should be provided to the town centre of Westbury.

The following Principal Employment Areas will be supported in accordance with Core Policy 2: West Wiltshire Trading Estate; Brook Lane Trading Estate and North Acre Industrial Estate

Over the plan period (2006 to 2026), 1,390 new homes will be provided of which 1,290 should occur at Westbury. There will be no strategic housing sites allocated within Westbury. 100 homes will be provided in the rest of the community area. Land for residential development in the Westbury Community Area may consist of a range of sites in accordance with Core Policy 2. If required, non strategic sites within the community area will be identified through either a Neighbourhood Plan or a site allocations development plan document.

Proposals for mixed use development on the saved West Wiltshire Local Plan - Station Road allocation will be supported providing it will deliver a new road crossing of the railway to connect Station Road and the A3098 and clearly demonstrate enhancement of the area as described in the supporting text.

Proposals for development in Westbury should demonstrate how they will contribute to the enhancement of the central area of the town, in accordance with the community led town planning process. The re-development of the High Street precinct will be supported, providing this provides a high quality traditional street pattern and is in keeping with the historic character of Westbury. It should be demonstrated how any new retailing proposed would not negatively impact on the vitality of the existing retail offer.

## Delivery of proposed housing 2006 to 2026, Westbury Community Area

Area	Housing already provided for			Housing to be identified	
	Proposed requirement 2006-26	Completions 2006-10	Specific permitted sites	Proposed strategic sites	Remainder to be identified
Westbury town	1290	468	323	0	499
Remainder	100	35	14	0	51
Community area total	1390	503	337	0	550

### Infrastructure requirements

**5.18.9** The Infrastructure Delivery Plan (IDP) sets out the infrastructure necessary to deliver development proposed in the Core Strategy. Discussions with service providers during the previous “Wiltshire 2026” consultation identified the following essential infrastructure requirements for the Westbury community area:

- sustainable transport solution to traffic congestion on the A350, which runs through the town centre and is designated as an AQMA.
- expansion or relocation of Matravers Secondary School because of capacity issues.
- financial contributions towards primary school provision.
- improvements to town centre public realm.
- strengthening of linkages between town and industrial sites to the north.
- increased provision of entertainment and cultural facilities.
- need for new childcare places in Leigh Park.

#### Question 19

Are there any changes that you would suggest to the spatial strategy set out for the Westbury Community Area in Core Policy 19?

Are there additional infrastructure requirements needed to support development in the Westbury Community Area?

28 the provision of employment land will not be limited to the amount identified here. Further opportunities for employment provision which have local support can be brought forward in accordance with Core Policy 21. Further research is being commissioned to confirm the scale of employment land required at each of the strategic locations for employment growth. This research will inform the preparation of the submission draft Core Strategy.