

Chippenham Vision Board Skate Park Position Statement 15th December 2012

Chippenham Vision commissioned a consultant team led by AECOM and including DTZ to prepare a sustainable Strategic Framework and Masterplan for the regeneration of central Chippenham to attract and channel new investment into the town centre.

This Strategic Framework document forms the basis for the Masterplan. This Framework is based on an analysis of how the region, Chippenham and its town centre are performing and planning for housing and employment growth. Principles and areas where intervention can improve the town centre are set out, which will be tested and developed in more detail at the Masterplan stage. The Framework and the Masterplan take their direction from the agreed Vision for Chippenham.

CHIPPENHAM VISION

- Chippenham will strive to be as attractive as possible in terms of shopping and leisure provision and will emphasise its role as a Riverside Market Town surrounded by beautiful countryside and attractive villages.
- Chippenham will recognise and build on its natural assets and its important heritage will be cherished. Its setting on the River Avon will be its defining and connecting feature combined with the historic centre, the market, pleasant parks and open spaces; creating a thriving artery and distinctive identity for the town.
- Chippenham will be a place where young people choose to stay to live and work, because of the excellent education facilities, the choice and quality of work, range of leisure opportunities and access to housing.
- Chippenham will be a retail destination of choice for the surrounding area due to its range of shops, excellent market, lively cafes and restaurants and leisure facilities which are complemented by its programme of events, festivals and activities.
- Chippenham will take advantage of its excellent rail and road links and its position on the high tech corridor between London, Bristol and beyond. It will strengthen its offer and role as a business location ensuring people can live and work locally.
- Chippenham will have an integrated approach to transport so that traffic flow will be more efficient, the town centre will be less congested and there will be improved access for sustainable modes of transport.

The Framework identifies two sites with potential for enhanced outdoor leisure uses in the town centre area. These are indicated by arrows on the map below.

The Framework does not specify the types of uses to which these spaces should be put to. The Riverfront is the primary character area which binds together all the other character areas. It is the key asset area for Chippenham as a market town. The Framework promotes an enhanced role for the River Avon and associated green spaces as a focus for leisure and recreation uses and improved links between the High Street and a Civic and Academic quarter to the north.

Improved hard and soft landscaping and a more intensive use of the green spaces to the south of the Council offices and The Olympiad and to the north of Emery Gate can act as a transition between the High Street and Monkton Park. The coordinated approach for improvements to these spaces and the opportunities to provide additional crossings can enhance new active frontages on both banks and provide more opportunities for people to utilise the riverside.

The enhanced leisure activities near the riverfront must take into account acoustic sensitivities of both existing residential and potential uses. Opportunities for creating new riverside connections for pedestrians will be explored where they can promote useful linkages.

The Framework identifies the objective of achieving active frontages and improved relationships of key buildings to the riverfront marked on the map below as number 4. This objective may not be complementary with a leisure structure such as a skate park in close proximity. The larger space on the other side of the river is likely to be more appropriate for such a use.

