

ANNEX 2: STRATEGIC SITE OPTIONS

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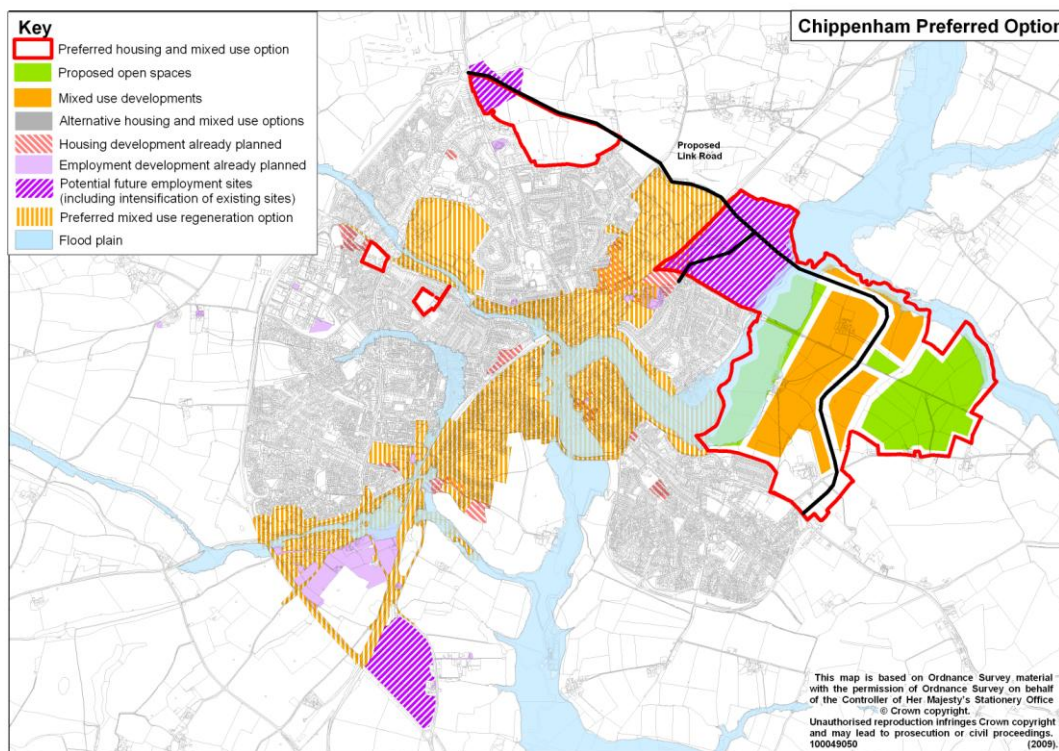
CHIPPENHAM

In Chippenham an option capable of delivering 3,466 dwellings has been identified as a preferred strategic site option. A town centre strategic site capable of delivering 184 dwellings and regeneration sites has also been identified as part of the preferred strategic site option. Together, these would deliver 3,650 dwellings in Chippenham. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation why the other options have not been selected is also outlined.

Recommendations for future employment land supply are set out in the Wiltshire Workspace and Employment Land Strategy 2009 by DTZ. Further details of these can be found in the background paper on strategic sites. For Chippenham this includes the potential development of 16ha of employment land at Showell Farm and 12.5ha of employment land at Hunters Moon. It is also intended that there should be employment development in the town centre and mixed use development as part of the preferred housing option. Further work is required to identify any other employment opportunities in Chippenham, and this will be fed into the Core Strategy.

At present there is an outstanding housing allocation at Langley Park. While this has been included in the outstanding housing figures, the DTZ study has suggested that it should be developed for employment use. This issue needs to be resolved in the Core Strategy.

Map Showing the Preferred Strategic Site Option for Chippenham:



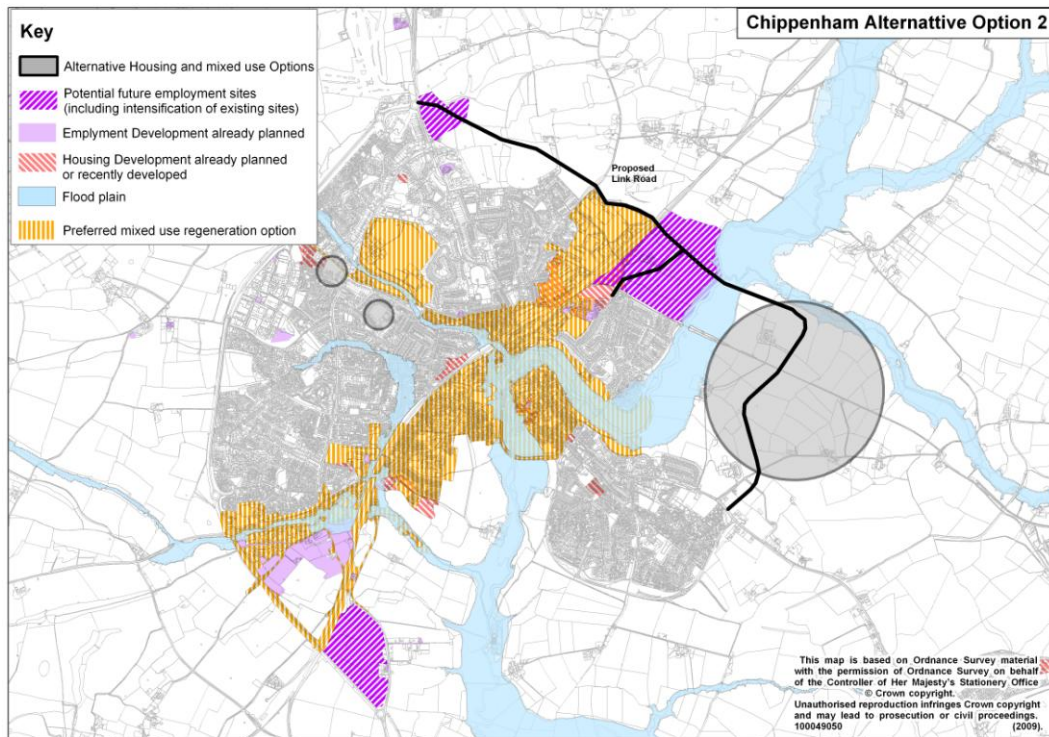
Chippenham Preferred Option 3650 dwellings, employment land and mixed use development	
Description	<p>The preferred option comprises an urban extension to the northeast and east of Chippenham and a town centre strategic site. Details of the specific sites can be found in the background paper.</p>
Size and Potential Allocation	<p>39.5ha.</p> <p>Land North East of Chippenham – 800 dwellings. It is also likely to include 5-7ha employment land although further assessment is required on employment sites.</p> <p>Land East of Chippenham - 2666 dwellings. It is also likely to include 6ha of employment land although further assessment is required on employment sites.</p> <p>Town Centre Strategic Site – 184 dwellings and regeneration sites.</p> <p>Whilst further employment work is required, the potential employment sites of Land at Showell Farm and land at Hunters Moon are likely to provide suitable employment land in this area of Chippenham.</p>
Opportunities and Constraints.	<p>The preferred option is an opportunity to develop a coherent urban extension to the north and east of Chippenham that would balance housing and employment, and a strategic town centre site that would regenerate the town centre of Chippenham.</p> <p>(i) An urban extension north east and east of Chippenham.</p> <p>This urban extension will be able to provide a mix of housing and employment with good accessibility to employment provision and the opportunity for people to live and work in the same location, thereby increasing the self-containment of Chippenham.</p> <p>The urban extension is in close proximity to the town centre providing good access to services and facilities.</p> <p>The north east parcel of the urban extension is adjacent to a residential area and to the Greenways Business Park. Additional potential employment land is located near to the A350, enabling easy access to the M4. Birds Marsh Wood is nearby, which is ecologically sensitive but careful design and masterplanning would minimise impact on this site.</p> <p>The eastern parcel of the urban extension contains land within flood zones 2 and 3 and grade 1 agricultural land. However, the area is large enough to accommodate development on land outside of these areas. There is the opportunity to utilise the area within the floodplain for green infrastructure and this would be linked with improvements to the riverside within the Town</p>

	<p>Centre Strategic Site.</p> <p>An electricity powerline runs through the site but masterplanning can ensure that this is avoided.</p> <p>Access for the urban extension is reliant upon a new eastern bypass, including a new railway bridge. This would ensure that the urban extension is effectively connected into the existing road network.</p> <p>The proximity of the urban extension to the town centre and the railway station allow for alternative methods of transport other than the car to be used. Bus connectivity around Chippenham in general is poor. However, the urban extension is near to existing bus service routes and gives the opportunity for the routes to be extended to include the new development.</p> <p>The urban extension is near to existing emergency services (for example, Fire and Rescue, GP and Ambulance Services). Further work is required to establish whether a new combined site can be provided as part of any development.</p> <p>(ii) Town Centre Strategic Site</p> <p>The town centre contains several potential regeneration sites which provide an opportunity both to develop the town centre itself and to improve and extend the services and facilities it offers in line with its status as an SSCT. The regeneration sites will also provide a mix of housing, employment and services, which will afford the opportunity for people to live and work in the same location.</p> <p>It includes the Foundry Lane and Station Hill sites. These are in close proximity to the railway station, thus providing an opportunity to use an alternative means of access.</p> <p>It also includes the Hygrade Site. This site is located adjacent to the River Avon and contains flood zones 2 and 3. Further assessment needs to be undertaken on suitable uses for this site.</p> <p>The River Avon runs through the site. The Monkton Park and riverside area provide the opportunity to improve green space for Chippenham as a whole. This would be linked with the green infrastructure to be provided within the eastern urban extension.</p> <p>(iii) Employment provision</p> <p>More detailed work is required to assess employment sites in Chippenham for the Core Strategy. However, land identified at Hunters Moon and land at Showell Farm could provide a large proportion of the additional employment land required.</p>
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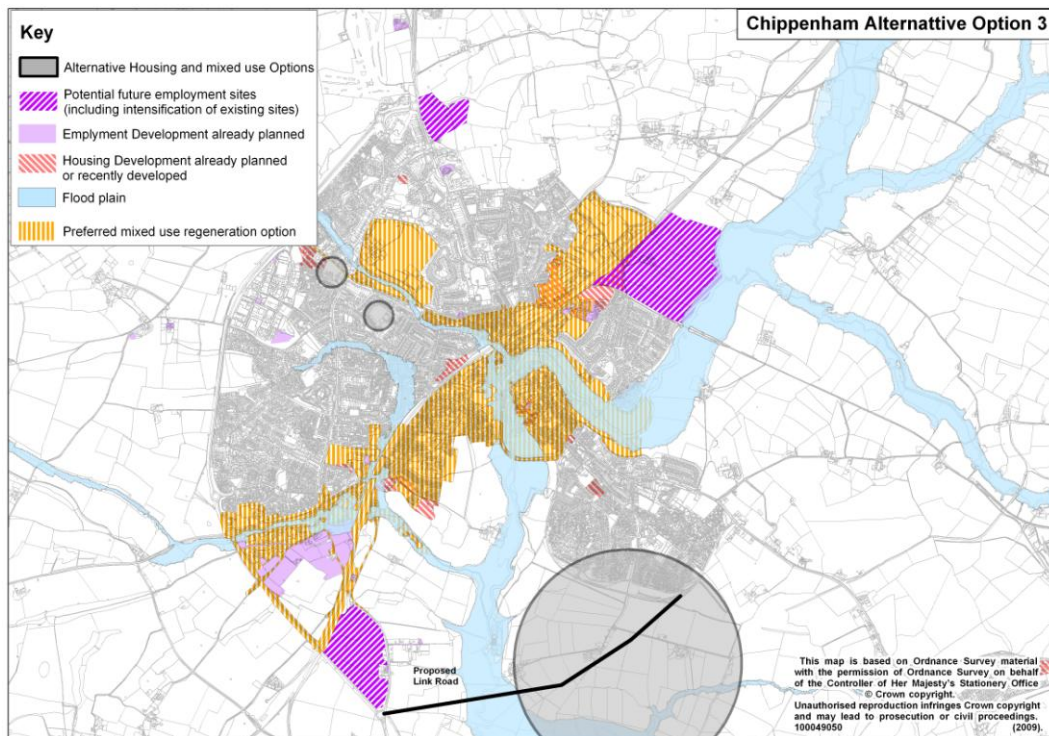
Sustainability Appraisal	<p>Although there is a high degree of similarity between the four options under consideration, Options 1 and 2 perform most favourably in the SA assessment. Option 3 is least favourable. Likely significant negative effects have been identified for all of the options and suitable mitigation would be required. A particular issue relates to air quality and pollution and transport. This particularly relates to the possible increase in commuting using the M4 which is located in close proximity to many of the options. It is suggested that the options would need careful phasing, provision of employment land and the use of sustainable transport solutions. The sites will need to be as self-contained as possible.</p> <p>Large scale development is likely to increase greenhouse gas emissions and high standards of sustainable construction and provision of renewable heat and energy would be expected.</p> <p>Option 1 is favoured for a number of reasons which are set out in the SA Report. In particular, development to the north and east of Chippenham may facilitate the delivery of a northern distributor road, which would help reduce through town traffic.</p>
Availability and Phasing	<p>Available.</p> <p>Phasing to be identified for the next consultation stage.</p>
Infrastructure Requirements	<p>Further detailed work will be carried out on the access arrangements for the preferred option, including a new distributor road, and the need for the provision of a new railway bridge.</p> <p>3 new primary schools will be required. Further work will be carried out on the need for a new secondary school. Abbeyfield Secondary School is located within the eastern parcel. This school has spare capacity and in the short term could accommodate some additional school places. There is not spare capacity at the Hardenhuish and Sheldon Secondary Schools.</p> <p>The urban extension is large enough to justify having its own local services that could also serve the Monkton Park area. The Calne and Swindon bus service could be extended.</p> <p>The urban extension provides the opportunity to consider providing one centre for emergency services. Work will continue on infrastructure requirements, including water resources.</p>
Justification for the Preferred Option	<p>This option is preferred because it provides one main coherent urban extension to the east and north of Chippenham that would provide a mix of housing and employment, within close proximity of the town centre and the railway station. It could also enable the development of an Eastern Bypass. The town centre strategic site will enable regeneration opportunities in the town centre to be taken forward.</p>

Three alternative options have been identified for Chippenham as shown below. Each is a combination of sites that may appear in more than one option.

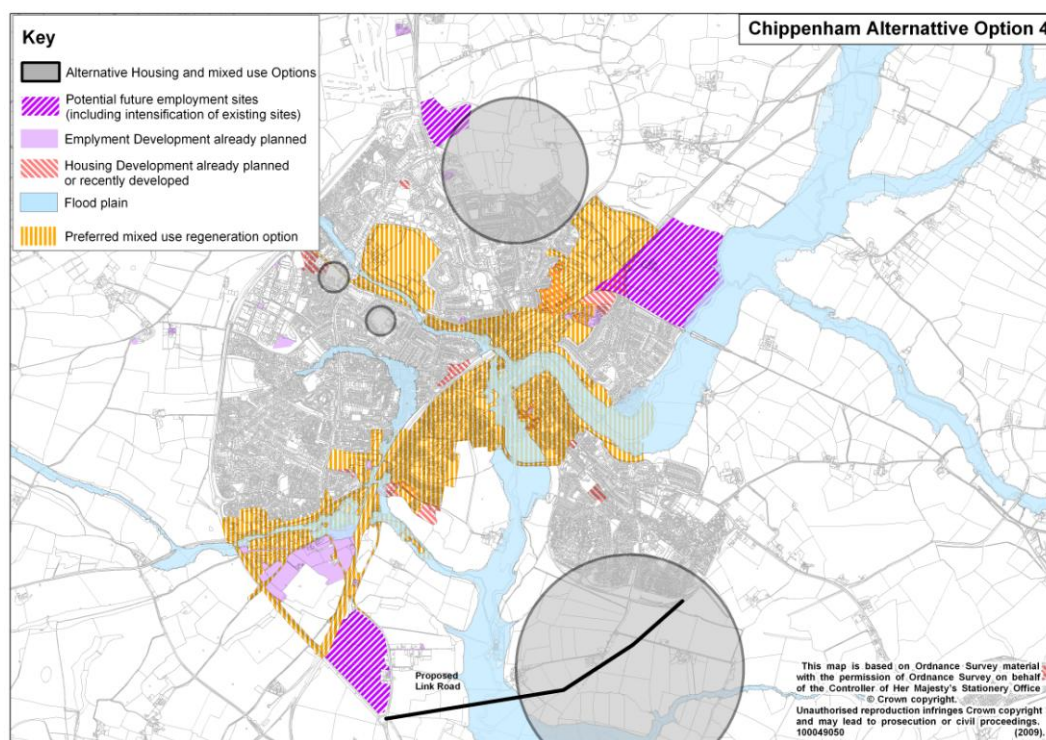
Maps Showing the Alternative Strategic Site Options for Chippenham: Alternative Option 2:



Alternative Option 3:



Alternative Option 4:



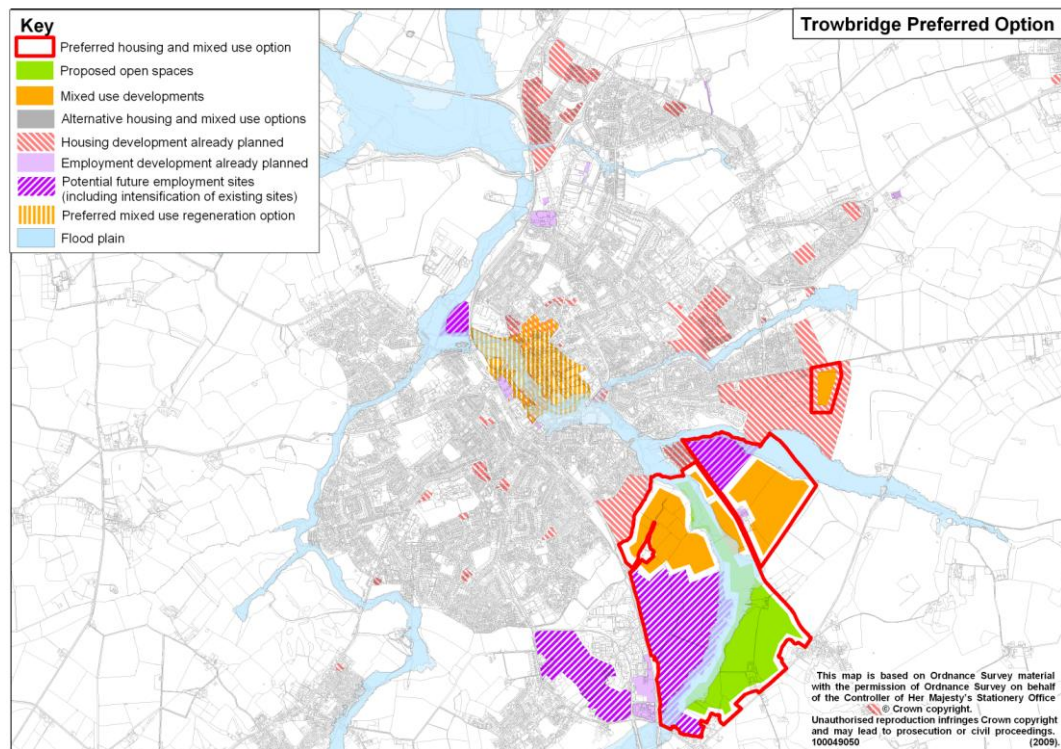
Chippenham Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Chippenham Option 2 Development focused on Land East of Chippenham - 3466 dwellings and 6ha employment land. Town Centre Strategic Site – 184 dwellings.	There is a need for extensive road infrastructure and a new railway bridge, ideally connecting the A350 Malmesbury Road with the A4 Calne Road. This option proposes employment at Hills Corner but with no additional housing in the northern area. The land for the preferred route for the road is therefore not being developed. This could prejudice the delivery of the road. It is therefore not preferred.
Chippenham Option 3 Land South of Chippenham – 3466 dwellings. Town Centre Strategic Site – 184 dwellings.	Some sites have been discounted as they are affected by flood issues, a Minerals Safeguarding Area, grade 1 agricultural land and the sewage treatment works. The remaining land is considered to be less well connected with the town and the railway station. Existing services are further away. It is therefore not preferred.
Chippenham Option 4 Land South of Chippenham and land North East of Chippenham - 3,466 dwellings. Town Centre Strategic Site - 184 dwellings.	This option distributes the housing development between the north and south of Chippenham. This option would generate extensive infrastructure requirements. It is therefore not preferred.

TROWBRIDGE

In Trowbridge an option capable of delivering 2650 dwellings and 35ha of employment land (some of which is already allocated) has been identified as a preferred strategic site option. A town centre strategic site has also been identified as a preferred strategic site. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred option is given below. An explanation outlines why the alternatives have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further detail on the recommendations can be found in the background paper on strategic sites. In the case of Trowbridge this includes the potential development of 23.7ha on land at Yarnbrook, 10ha of land at West Ashton (already a Local Plan allocation) and 4.4 ha of land at Bradford Road. Other potential employment sites are also under consideration. There is also likely to be some employment development within the town centre strategic site and mixed use development as part of the preferred housing option. Further work is still required to identify other employment opportunities in Trowbridge.

Map Showing the Preferred Strategic Site Option for Trowbridge:



Trowbridge Preferred Option 2650 dwellings and 35 ha employment land (some of this is already allocated) south east of Trowbridge.	
Description	<p>The preferred option comprises a collection of sites that could deliver a coherent sustainable urban extension to the south east of Trowbridge and a town centre strategic site. Details of the specific sites can be found in the background paper.</p> <p>The site is bounded to the west by a railway line and to the south by the A350.</p>
Size	170 ha (approximate collective area of sites; the area to be developed for residential uses is likely to be less than 75 ha).
Key Opportunities and Constraints	<p>This option provides an opportunity to deliver a coherent sustainable urban extension for Trowbridge. The option would deliver the required housing and employment land for the town and presents a number of advantages.</p> <p>The location provides good accessibility to both existing and proposed employment land. This would increase opportunities for people to live and work in the same location and reduce through town traffic that might result from the alternative options.</p> <p>The proposed employment land included within the preferred option is supported by the Mid Wiltshire Economic Partnership and the business community. The option provides an opportunity to deliver high quality employment space with good accessibility.</p> <p>The location of development to the south east of Trowbridge also improves the proximity of housing and employment to Westbury, which has historically been the location of large employers in the area.</p> <p>Although the option contains areas of flood plain and is in close proximity to County Wildlife Sites, residential development can be located outside of the floodplain. Significant opportunities exist to provide green infrastructure and recreational space, thus enhancing habitat for wildlife benefit. Safe pedestrian and cycle routes to the town centre can also be provided, for example along the River Biss corridor.</p> <p>The option can be served by public transport. As development will be co-located as part of an urban extension, maximum benefits can be derived from any additional investment into public transport.</p> <p>Significant road infrastructure improvements are needed in Trowbridge, particularly on the A350 around</p>

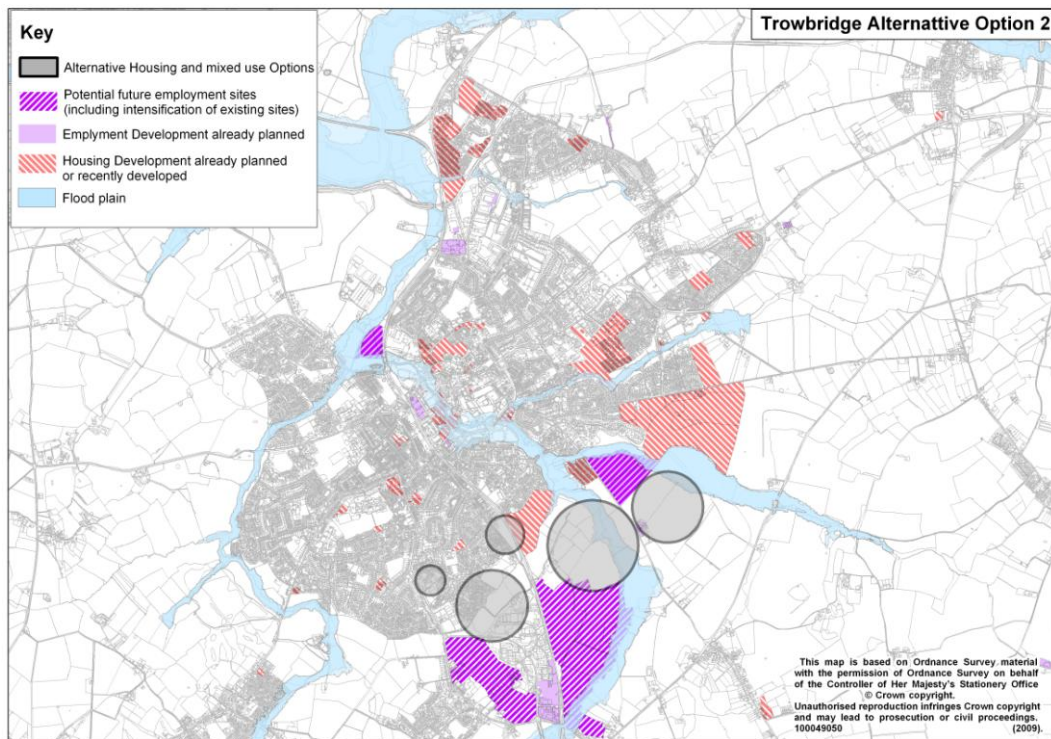
	<p>Yarnbrook. These improvements are required irrespective of development taking place. However, the locating of development to the south east of Trowbridge would help facilitate these improvements, which would also have significant wider sustainability benefits</p> <p>The Highways Authority has indicated that they favour this option in comparison to alternatives.</p> <p>Potential exists for additional infrastructure to be provided as part of this option. For example, a new secondary school located to the south east of Trowbridge would be well located for the proposed new development and recent development located to the east of the town. This would help reduce through town traffic which is currently a problem in Trowbridge.</p> <p>If development were directed to this option, significant development could be avoided in the smaller settlements around Trowbridge including Southwick, North Bradley and Hilperton. Such development is considered undesirable as it would lead to coalescence and the loss of the character of these villages.</p> <p>The town centre contains several regeneration sites which provide an opportunity to develop the town centre. Further work is required to assess the potential of the town centre strategic site.</p>
Sustainability Appraisal	<p>This option has been identified as the most favourable following SA assessment of the options under consideration.</p> <p>Some likely significant negative effects of development on the preferred site have been identified but these are capable of mitigation. For example, flood mitigation and habitat creation providing enhancement for wildlife and green infrastructure would be required. A development of this size will increase greenhouse gas emissions. High standards of sustainable construction and provision of renewable heat and energy would be expected.</p> <p>The alternative options would split development between different parts of Trowbridge, thus increasing through town traffic, associated costs and emissions and would be more difficult to serve by public transport.</p>
Availability and Phasing	<p>The site is regarded as available. It is believed that the option can be delivered through suitable phasing with mixed use development to the east of the West Ashton Road being a priority.</p>

Infrastructure Requirements	A new primary school, secondary school, GP surgery and financial contributions towards significant road infrastructure improvements are likely to be needed.
Justification for the Preferred Option	This option is preferred because it offers the opportunity to deliver a coherent sustainable urban extension for Trowbridge with good accessibility to employment land and it is well located to deliver the transport infrastructure required in Trowbridge.

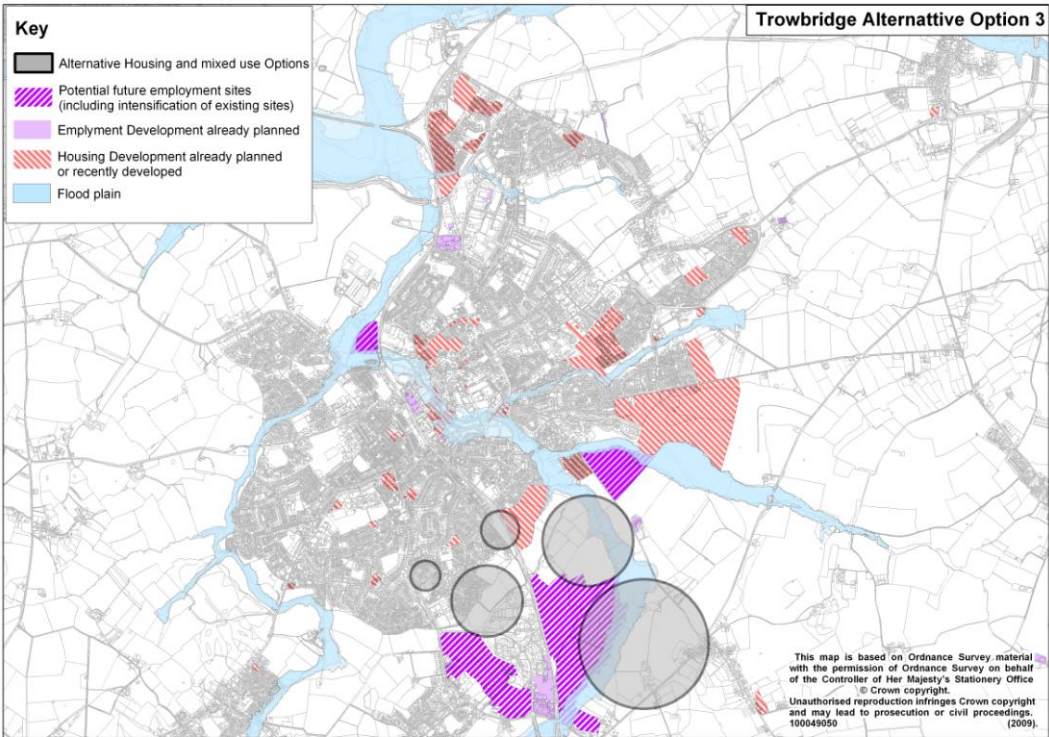
Four alternative options have been identified for Trowbridge as shown below. Each is a combination of sites that may appear in more than one option.

Maps Showing Alternative Strategic Site Options for Trowbridge:

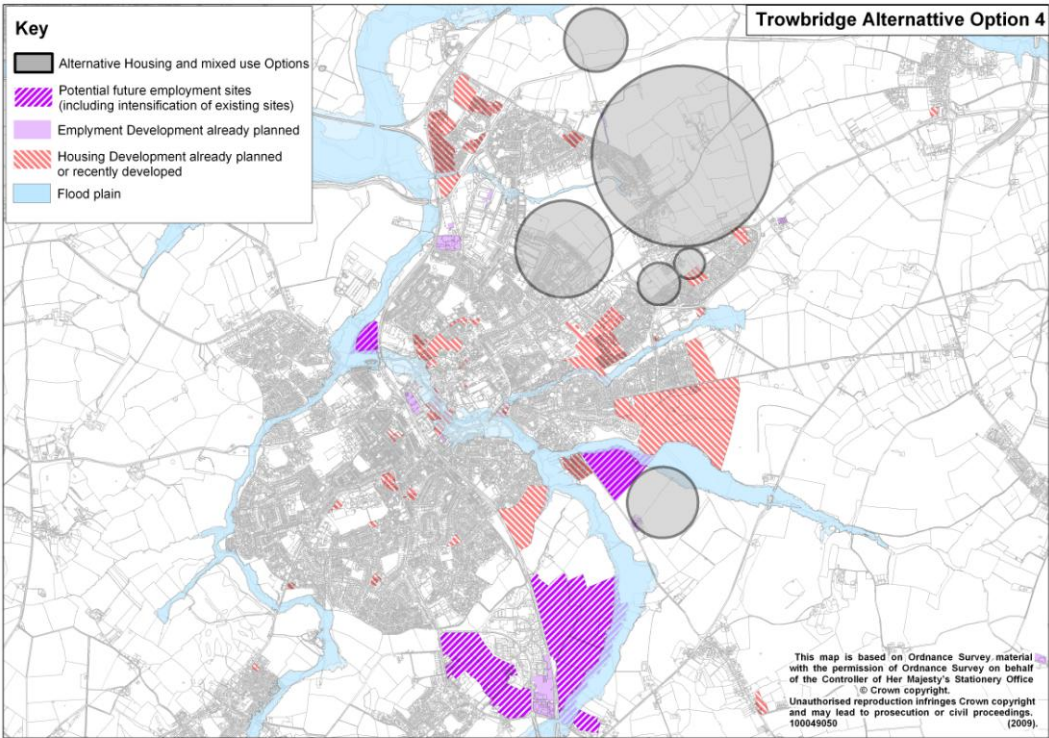
Alternative Option 2:



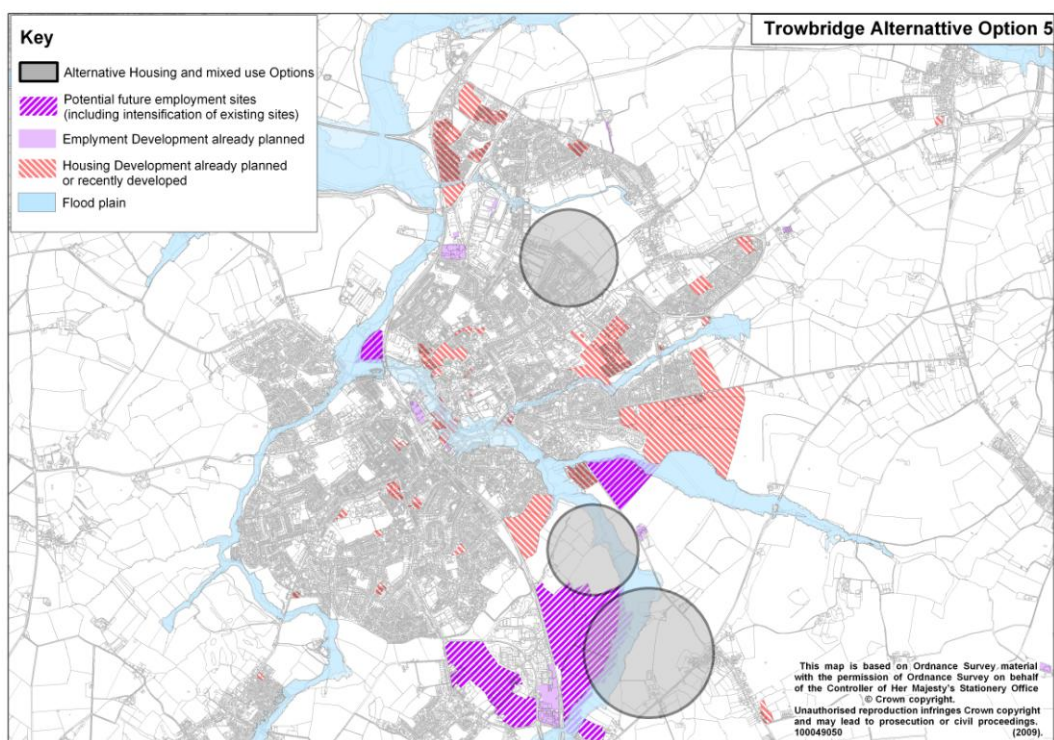
Alternative Option 3:



Alternative Option 4:



Alternative Option 5:

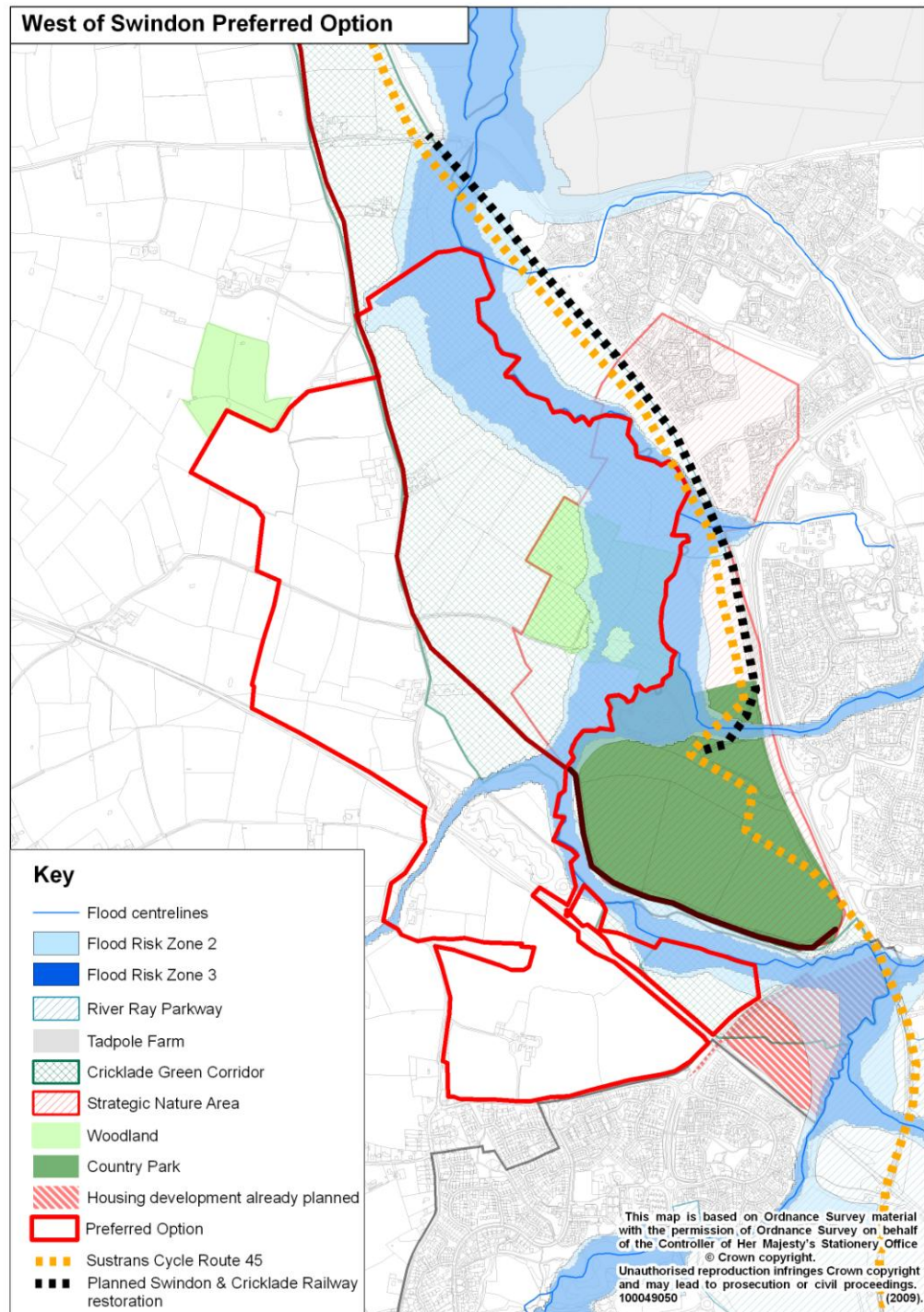


Trowbridge Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Trowbridge Option 2 South and East of Trowbridge.	This option would be more difficult to serve by public transport. The opportunity to provide a coherent sustainable urban extension is reduced, along with the potential benefits outlined above. It is therefore not preferred.
Trowbridge Option 3 Options 1 and 2 combined.	This option would deliver 4,000 dwellings which is more than the identified requirement. This option has not been assessed in detail. Comments relating to Options 1 and 2 apply. It is therefore not preferred.
Trowbridge Option 4 East and North Trowbridge.	Residential development to the north of Trowbridge would increase through town traffic as existing and proposed employment is located to the south of Trowbridge. The Highways Agency does not support significant residential development in North Trowbridge. Access to this option is poor. It is therefore not preferred.
Trowbridge Option 5 Option 1 and development to the north of Trowbridge located in Hilperton Gap.	This option would deliver 4,000 dwellings which is more than the identified requirement. There are no advantages in splitting residential development to the north and south of Trowbridge as this will increase through town traffic. The opportunity to provide a coherent sustainable urban extension is reduced, along with the potential benefits outlined above. It is therefore not preferred.

THE WEST OF SWINDON

To the west of Swindon a preferred option capable of delivering 2,800 dwellings has been identified. The background to this exercise is set out in paragraphs 7.10 and 7.11 above. A number of other options have been considered, but rejected for development. A summary justifying the selection of the preferred option is outlined below, together with an explanation why the other options have not been selected.

Further information on the study background and methodology can be found in the Background Paper on the West of Swindon.



West of Swindon Preferred Option 2,800 dwellings to the west of Swindon on land at Pry Farm and Ridgeway Farm.	
Description	<p>The preferred option provides the opportunity to deliver a concentrated development in the form of a single urban extension to the western edge of Swindon, with at least 2,000 dwellings provided within the Pry Farm area and at least 700 at Ridgeway Farm.</p> <p>Land at Pry Farm is situated to the north of Mouldon Hill Country Park, between the Swindon Northern Development Area and the B4533 to the northwest of Swindon. Ridgeway Farm is situated to the north of Roughmoor between Purton and the Swindon to Gloucester railway line to the west of Swindon.</p> <p>Details of the specific sites can be found in the West of Swindon Background Paper.</p>
Size	c.206 ha
Key Opportunities and Constraints	<p>This area has a number of environmental constraints. These are significant but the size of this development area is sufficient to provide appropriate mitigation measures, together with the enhancement of important environmental features.</p> <p>The key constraints are:</p> <ul style="list-style-type: none"> • designated Flood Zones to the east of the Pry Farm site and along the River Ray; • the River Ray Corridor is a priority river corridor habitat area; • the Cricklade Country Way represents a significant element of Swindon's Green Infrastructure Strategy; • there are Sites of Special Scientific Interest within the Preferred Option area; • the proposed restoration route of the Wilts and Berks Canal, a Sustrans cycle route and Cricklade Steam Railway run through Preferred Option. Any development will need to be sympathetic to the function and setting of these intended routes; • areas of high amenity value; • Strategic Nature Area designation within the Pry Farm area of the Preferred Option; • Purton Fuel Storage Depot and fuel pipelines; • Bremhill Farm County Wildlife Site is located in the centre of this site and there are a number of species rich hedgerows; • high landscape value • landfill area; • Great Western Community Forest; • accessibility issues; • risk of coalescence with Purton. <p>The area to the north of the railway line area (Pry Farm) does not at present have good access to existing services and</p>

	<p>facilities. In general, a lower level of development to the north of the railway line performs poorly in the overall assessment due to its isolation. However, at higher levels of development, in excess of 2,000 dwellings, the scale would be sufficient to deliver its own local facilities, making it more sustainable.</p> <p>Accessibility improves to the south of the railway line. Local employment sites are within walking/cycling distance and a regular bus service (every 20 minutes) is available adjacent to the site at Purton Road.</p> <p>Physical access to the Pry Farm area is currently being assessed. Wiltshire Council, in partnership with Swindon Borough Council, is testing alternative access options. One of these is to take access via Ridgeway Farm, crossing the railway line, together with improvements to the existing road bridge adjacent to the Purton Fuel Storage Depot. Providing viable and appropriate access to the Pry Farm area will be crucial to the successful delivery of this site.</p> <p>Combining the development with land to the south of the railway can assist in the delivery of associated infrastructure and provide important access linkages across the railway line, which would result in a single coherent urban extension.</p> <p>The opportunity exists within the Preferred Option to take advantage of the strong environmental features that are prominent throughout. The creation of wildlife corridors and an extension to some existing amenity areas would provide areas of public amenity and biodiversity enhancements.</p> <p>The Cricklade Country Way represents an important part of Swindon's Green Infrastructure. Therefore any development at any scale will need to protect this corridor. Careful masterplanning can deliver a high quality development with a considerable environmental focus. This could include measures such as reinstating the canal and enhancements to existing country parks and areas of important biodiversity value. There is also the opportunity to take advantage of the 'Green Lung' which serves Swindon and which leads directly to Swindon town centre.</p> <p>The concentration of development can provide the critical mass and economies of scale to deliver self-containment and provide opportunities for employment, retail and leisure. Delivering a self-contained development can help to reduce car-based trips from this site, ensuring greater sustainability.</p>
Sustainability Appraisal	<p>The SA notes that there are significant constraints to development in this area. However it is concluded that such constraints can be successfully mitigated through effective masterplanning which considers wide-ranging Green Infrastructure policy to protect and enhance existing biodiversity features. An important aspect of this masterplanning process will be partnership working with organisations such as Natural England and the Environment</p>

	Agency, as well as Swindon Borough Council and local interest groups such as the Cricklade Country Way.
Availability and Phasing	<p>Land at Pry Farm is currently in multiple ownership, although a Landowners' Consortium has been established to promote development of the site. The site is available from 2012/2013 to deliver 250 dwellings per annum.</p> <p>Land at Ridgeway Farm is available to deliver housing from 2011/12 at a rate of 50 to 200 dwellings per annum.</p> <p>The first phase of development would take place at Moredon Bridge/Ridgeway Farm, with the Pry Farm area being developed later in the plan period.</p>
Infrastructure Requirements	<p>The aim of a single concentrated development is to provide the critical mass and economies of scale required to ensure the delivery of the appropriate level of infrastructure.</p> <p>This will include the need for a new primary school to serve the development. Discussions regarding secondary school provision are continuing between Wiltshire and Swindon Education Authorities to determine future needs.</p> <p>Additional primary health care provision is likely to be required, mainly GPs and dentists, but other services will be required, for example for maternity and children.</p> <p>Development will be expected to make appropriate contributions towards the delivery of a new transport link between the development area and the Swindon central area.</p> <p>Crucial to achieving a sustainable development will be the contributions to the provision Green Infrastructure. In particular, the strategic objectives in respect of the Cricklade Country Way, the River Ray Wildlife Corridor and other Green Infrastructure links need to be taken into account.</p>
Justification for the Preferred Option	<p>The area of search is restricted by the strategic requirements of the RSS. The Preferred Option does include a number of constraints but the size of the site provides sufficient scope to employ appropriate mitigation measures and environmental enhancement opportunities. Although there are some land ownership issues with Pry Farm, significant progress been made to show confidence in the deliverability of this part of the Preferred Option. Delivery in the short-term (five years) is likely be provided by Moredon Bridge, which already has outline planning permission, and Ridgway Farm, which has no legal or ownership constraints to development.</p> <p>A single concentrated development is preferred to small, piecemeal development, as a single urban extension allows effective masterplanning to ensure that the extension functions in an integrated and sustainable manner.</p>

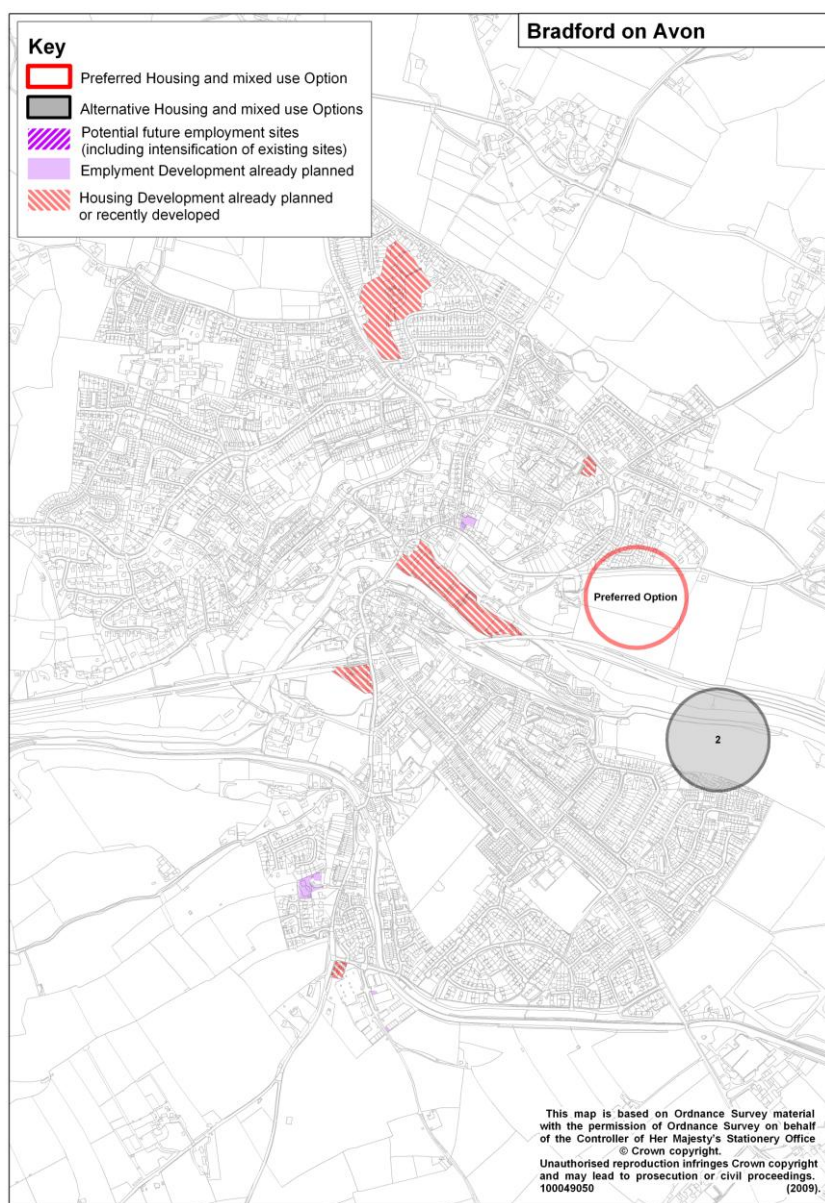
West of Swindon Alternative Options	
Alternative Strategic Site	Reasons Not Preferred
<p>Alternative Option 1: 2,800 dwellings spread along the western edge of Swindon incorporating parts of all sites identified on the map above.</p>	<p>Small-scale piecemeal development will lead to urban creep towards the villages of Lydiard Tregoze and Lydiard Millicent. It would also restrict the ability of the Local Planning Authority to ensure a sustainable pattern of development. This includes the ability to secure significant areas of land for public amenity.</p> <p>The likelihood of multiple land ownership issues could undermine the deliverability of a number of small sites across the western edge of Swindon.</p> <p>Development along the western edge will still require some development within land south of Hook Street or land at Pry Farm, due to the need to meet the RSS requirements. Small-scale development in these locations is likely to make such development unviable, due to the need for infrastructure improvements to serve the development. This option is therefore not preferred.</p>
<p>Alternative Option 2: 2,800 dwellings focused on land south of Hook Street with a separate urban extension either on land at Washpool or land at Ridgway Farm.</p>	<p>Land South at Hook Street is the only alternative site that could accommodate at least 2,500 dwellings, and with detailed masterplanning this site could possibly increase its capacity.</p> <p>This alternative option would effectively lead to separate urban extensions which would not provide the benefits associated with a single, sustainable urban extension.</p> <p>The proximity of Hook Street to Lydiard Park, whose biodiversity value is recognised in the Swindon Biodiversity Action Plan, represents a significant constraint. Any adjacent development may potentially threaten the ecological systems and nature conservation associated with Lydiard Park. Further investigation and survey work would be required to access the detailed impact of development on the existing ecology of the park.</p> <p>Coalescence with Hook is a significant concern, although the size of the site does allow for some form of buffer to mitigate this impact. When combined with the impact on Lydiard Park and the need to consider the motorway, which runs directly along the southern edge, it may not be possible to deliver the higher housing numbers.</p> <p>There are significant highway concerns regarding the impact of development on both the existing Swindon road network and the strategic road network, in particular Junction 16 of the M4. Traffic modelling confirms that there is little or no spare capacity on the existing network and the Highways Agency has reinforced this view. This option is therefore not preferred.</p>

BRADFORD ON AVON

In Bradford on Avon a preferred strategic site option capable of delivering 150 dwellings and mixed use development has been identified. A number of other options have also been considered, but these have not been selected. A summary justifying the selection of the preferred option is outlined below. An explanation is also given why the other options have not been chosen.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further information can be found in the strategic sites background paper. Bradford on Avon is not identified as a town for strategic employment growth. However, the preferred option is likely to be a mixed use development, containing some employment. Further assessment will be carried out on employment sites in Bradford on Avon.

Map Showing Options for Development in Bradford on Avon:



Bradford on Avon Preferred Option 150 dwellings and mixed use development on land at the Moulton Estate.	
Description	The preferred option comprises a site on the Moulton Estate to the east of the town. Details of the area can be found in the background paper.
Size	7ha.
Key Opportunities and Constraints.	<p>This option offers the opportunity to provide development that is well related to the existing built form of Bradford on Avon and to retain some existing employment provision on the site which will help balance housing and employment in Bradford on Avon.</p> <p>The site is well related to the town and has good road connections to the M4, Melksham and Bath.</p> <p>The site adjoins the Green Belt but was removed from this designation in the 2004 Local Plan to enable consideration to be given to the possible future development of the site.</p> <p>The development could impact on the setting of a Grade 1 listed building and Conservation Area and it must therefore have regard to these. The development may provide the opportunity to give public access to the listed building and parkland.</p> <p>Two specialist engineering companies are located on the site. Development on the site could enable these companies to expand and offer further employment opportunities in the town.</p> <p>As the site is located to the north of the River Avon, northbound traffic will not contribute to through town congestion. The opportunity could be taken to improve pedestrian access through the site.</p>
Sustainability Appraisal	Option 1 performs much more favourably in relation to the SA assessment and presents many opportunities to contribute towards improving the sustainability of the town. A number of likely negative effects have been identified in relation to Option 2. The location of the options is the most important issue. Development to the south of the River Avon would increase north-bound traffic through the town travelling to the M4 or Bristol. This would increase a known issue concerning pollution in Bradford on Avon centre which is subject to Air Quality Monitoring. As Option 1 is located to the north of the River Avon this site is preferred.
Availability and Phasing	The site is available during the first 5 years of the plan.
Infrastructure Requirements	Assessment of the impact on wildlife related to the River Avon and on the impact on bat foraging ground may be required.

	There is a former quarry on the site. This needs further assessment.
Justification for the Preferred Option	The option is preferred because it is well related to the existing town and would provide additional employment opportunities helping to balance housing and employment in the town, potentially increasing its self-containment.

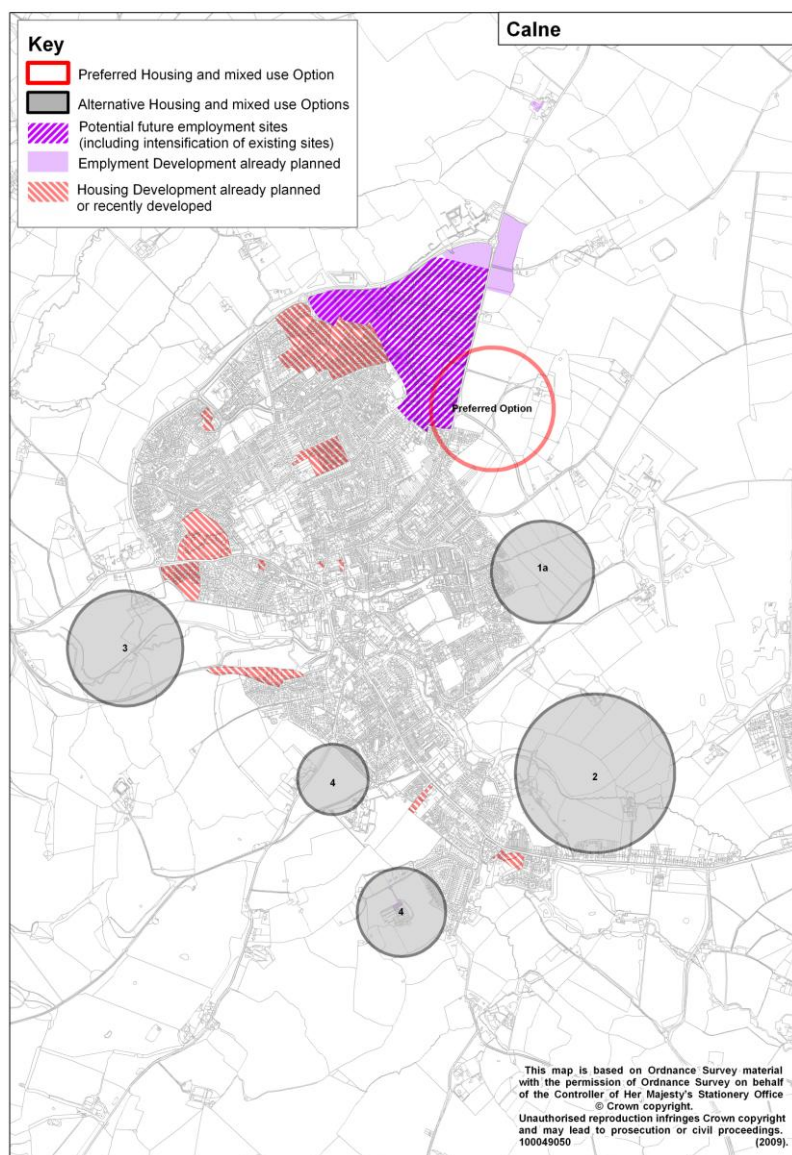
Bradford on Avon Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Bradford on Avon Option 2: 150 dwellings on land at the Gold Course to the east of Bradford on Avon.	The option site is south of the river and could therefore lead to more traffic congestion than the preferred option, which makes it less suitable for employment use. This, in turn, would not provide the same opportunity to improve the balance of jobs and homes in the town. The site is currently in use for recreation. It is also filled land, which is likely to be less suitable for development. It is consequently not preferred.

CALNE

An option capable of delivering 500 dwellings and mixed use development has been identified as a preferred strategic site option for Calne. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. In the case of Calne this includes the intensification of the use of Portemmarsh Industrial Estate. The preferred option is also likely to incorporate employment as well as housing. Further assessment will be carried out on employment sites in Calne.

Map Showing Options for Development in Calne:



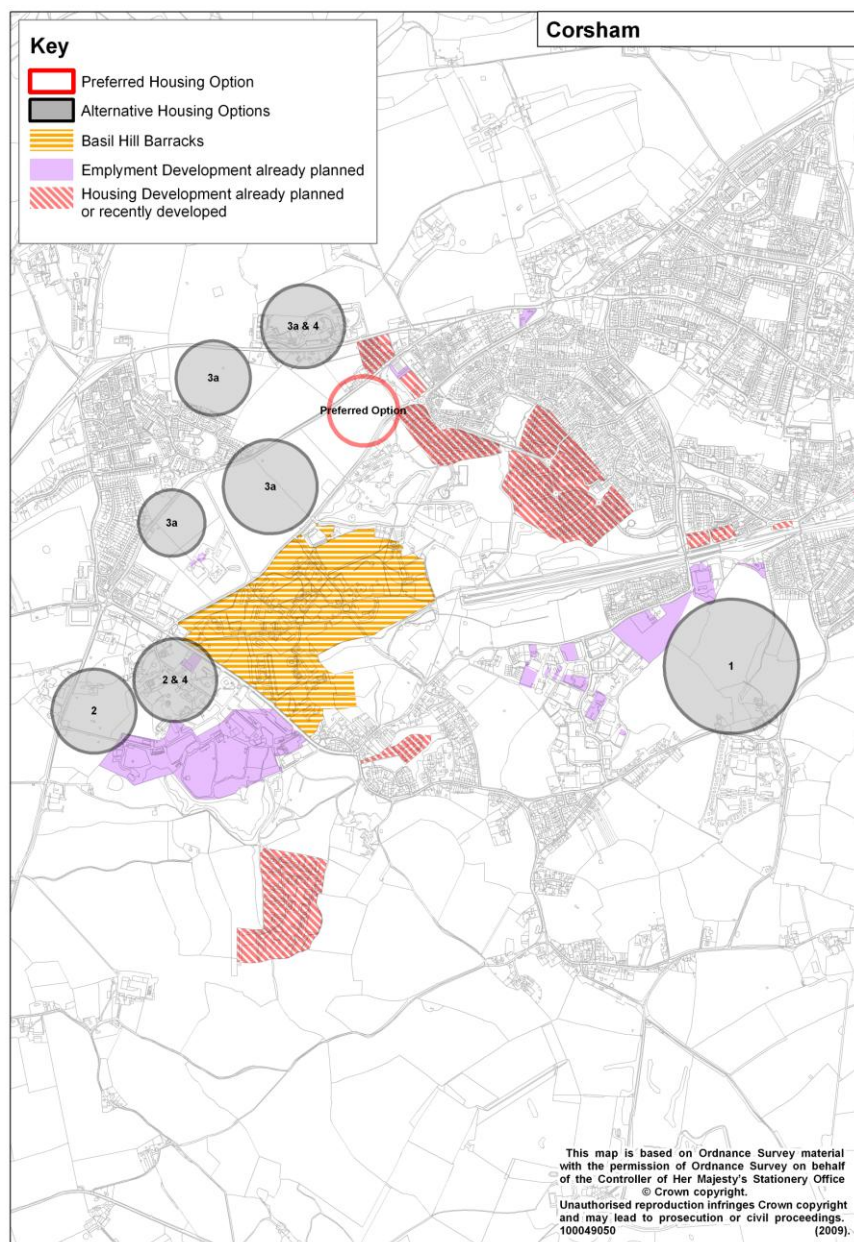
Calne Preferred Option 500 dwellings and mixed use development north east of Calne.	
Description	<p>The Preferred Option consists of four sites which would form an urban extension to the north east of Calne. Details of the specific sites can be found in the background paper.</p> <p>The eastern boundary of this option runs alongside the north eastern edge of Calne, including Portmarsh Industrial Estate.</p>
Size	33ha
Key Opportunities and Constraints.	<p>This option provides the opportunity to deliver a single urban extension to the north east of the town. It lies adjacent to the Portmarsh Industrial Estate and proposed employment development on land at Beversbrook Farm. This location would therefore provide good accessibility to existing and proposed employment provision. In turn, this would increase the opportunity for people to live and work in the same location and potentially improve the self-containment of Calne.</p> <p>There are no major constraints identified for the option site.</p> <p>The northern part of the site is well connected by bus and the development of one urban extension provides the opportunity to maximise the benefits of investment in public transport.</p> <p>It is likely that road infrastructure improvements will be needed for the urban extension and transport solutions will need to be investigated in detail.</p> <p>Historically an Eastern Distributor Road has been an aspiration for Calne. It is likely at least 1,500 dwellings would be required to ensure adequate funding for this. The potential housing need for Calne is substantially lower than this figure and would not therefore facilitate the delivery of such a road within the plan period.</p>
Sustainability Appraisal	<p>Few likely significant effects were identified for any of the options within Calne. Option 1 was identified as the most sustainable option and this is in part due to the likely delivery of mixed use development on this site. Option 3 was identified as the least sustainable, which is in part due to the extent that this site is constrained by the flood plain.</p>
Availability and Phasing	<p>Available but awaiting updated information.</p> <p>Phasing to be identified for the next consultation stage.</p>
Infrastructure Requirements	<p>The allocation for Calne is not of an appropriate scale to fund an Eastern Distributor Road.</p> <p>A new primary school and financial contribution towards secondary school provision is likely to be required.</p>
Justification for the Preferred Option	<p>This option is preferred because the land is unconstrained and could provide a single urban extension with good accessibility to employment provision, potentially increasing the self-containment of Calne.</p>

Calne Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Calne Option 1a: Land east of Calne.	The land contains a flood zone and is affected by the exclusion zone for an extraction and landfill site. It is not needed to meet the housing allocation as part of the wider preferred option north east of Calne.
Calne Option 2: 500 dwellings and mixed use development south east of Calne at Quemerford.	There is an extraction and landfill site located to the north and east of the site. This is likely to require a 250 metre buffer zone, which would make a significant portion of the site less viable for development. It is therefore not preferred.
Calne Option 3: 500 dwellings and mixed use development on land west of Calne on land at Berhills Farm.	This option scores the best in terms of transport objectives but is highly constrained and affected by flood issues, a strategic landscape designation, a Minerals Safeguarding Area and Grade 1 agricultural land. It is therefore not preferred.
Calne Option 4: 500 dwellings and mixed use development south of Calne on land at Marden Hill Farm and Silver Street.	The two sites that comprise this option are unconstrained but less well connected to Calne and the employment provision. It is therefore not preferred.

CORSHAM

In Corsham a preferred strategic site option capable of delivering 100 dwellings has been identified. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. Corsham is not identified as a town for strategic employment growth. Further assessment will be carried out on employment sites in Corsham. In particular it is recognised that there are a number military sites in and around Corsham which may become available for future development.



Corsham Preferred Option 100 dwellings on land to the west of Corsham.	
Description	The preferred option consists of 100 dwellings on greenfield land to the west of Corsham. The site is a small part of the land at Rudloe site. Details of the specific site can be found in the background paper.
Size	Approximately 3.5ha.
Key Opportunities and Constraints	<p>The small section of the site required is on the east of the Rudloe site. It is well related to the existing built up area and there have been a number of recent housing completions in the vicinity.</p> <p>The entire Rudloe site lies between Corsham and Rudloe and development of the whole site could erode the strategic gap between the two settlements. However the preferred option requires only approximately 3.5ha in the east of the site. This is therefore unlikely to have any significant impact on the strategic gap.</p> <p>The site is relatively unconstrained apart from any potential impact on the setting of the AONB, which is located to the west of Corsham.</p> <p>The site is well located for existing public transport.</p> <p>The site is well located for access to existing primary schools.</p> <p>A quarry is located to the east of the site. Further assessment of the noise impact from the quarry is required.</p>
Infrastructure Requirements	Hedgerows and mature trees would need to be retained for foraging bats.
Justification for the Preferred Option	This option is preferred because the land is relatively unconstrained, it is well related to the existing built area, and lies close to a number of recent completions.

Corsham Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Corsham Option 1: Land to the South of Corsham.	Only a small portion to the north east of this option would be required to deliver 100 dwellings. It is furthest away from the landscape constraints that affect the west of Corsham. However, it is located adjacent to the railway line and based on current information it is not considered possible effectively to access the site. It is therefore not preferred.
Corsham Option 2: Land at Gorse Farm and Rudloe Manor.	Option 2 is situated on military land which may become available during the plan period. Further information is required on contamination and whether the site is suitable for housing. There are landscape

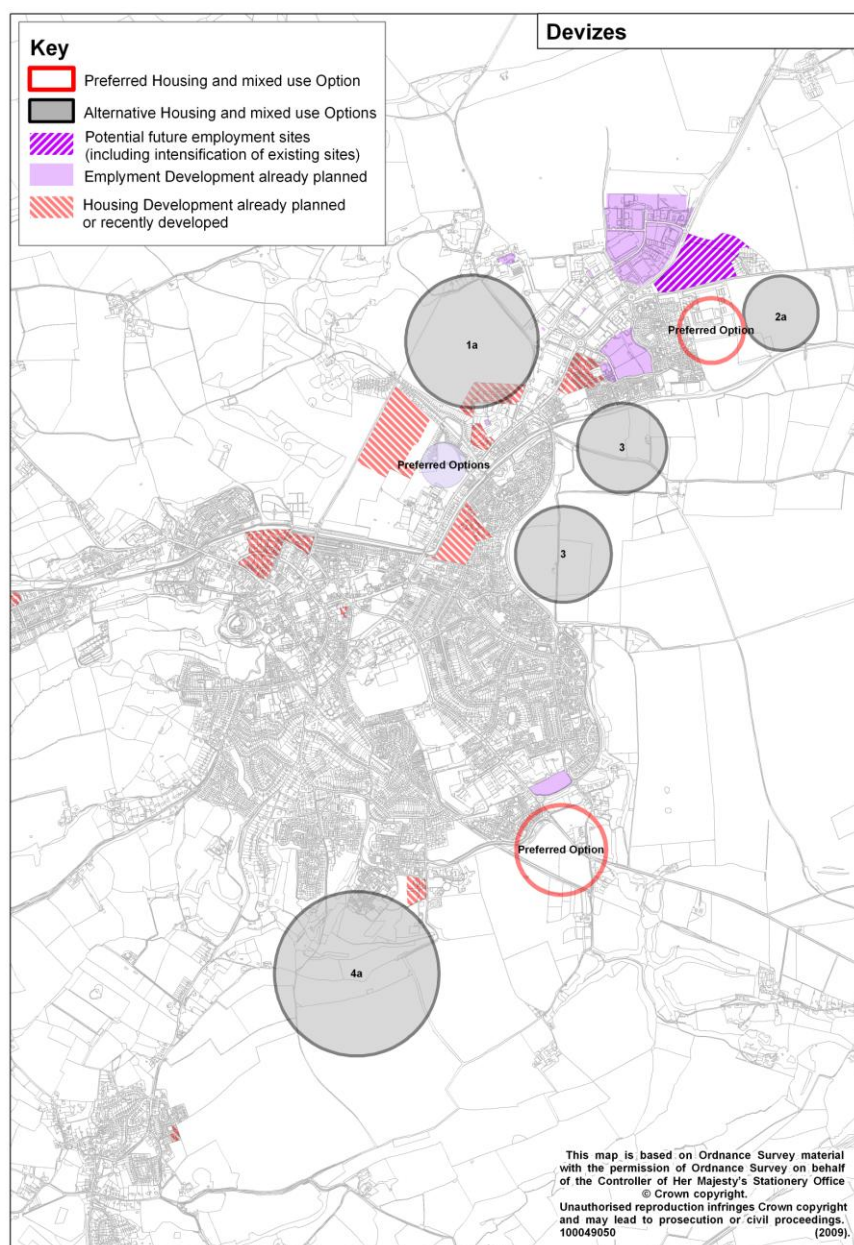
	and ecology constraints which would need further assessment. The site is located adjacent to Rudloe rather than Corsham and is therefore not well related to the built up area of Corsham. It is therefore not preferred.
Corsham Option 3a The remainder of Land at Rudloe and Hatham Quarry.	<p>Land at Rudloe is a greenfield site and is located between Corsham and Rudloe. A small part of this land is identified as the preferred option. The rest of the land joins Corsham and Rudloe and development here could erode the strategic gap between the two settlements. There are also landscape constraints which would require further assessment. It is therefore not preferred.</p> <p>Land at Hatham Quarry is used by the military and may become available for development during the plan period. Further information is required on possible contamination and whether the land is suitable for housing. It is located to the north of the A4 within a Strategic Landscape Area. It is therefore not preferred.</p>
Corsham Option 4 Land at Hatham Quarry and the land at Rudloe Manor.	<p>Option 2 is military land which may become available for development during the plan period. Further information is required on possible contamination and whether the land is suitable for housing. Land at Rudloe Manor is also included in Option 2 above. Land at Hatham Quarry is also included in Option 3 above. The reasons for not preferring the sites are given in these options.</p>

DEVIZES

In Devizes a preferred strategic site option capable of delivering 700 dwellings and some employment has been identified. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. For Devizes this includes the redevelopment of land at Folly Road and the Bureau West site. It also recommends a potential new employment site on land between the A361 and Horton Road. Further assessment will be carried out on employment sites in Devizes.

Map Showing Options for Development in Devizes:



Devizes Preferred Option

700 dwellings on land north east of Devizes, north west of Devizes and south east of Devizes. The 700 dwellings would be split between the 3 sites.

Description

The preferred option for Devizes comprises three separate small scale extensions. These are:

- land north east of Devizes to the south of the Hopton Park Industrial Estate.
- land north west of Devizes to the west of the Hopton Park Industrial Estate.
- land south east of Devizes.

Details of the specific sites can be found in the background paper.

Size

25ha.

Key Opportunities and Constraints.

Land north east of Devizes:

- The North Wessex Downs Area of Outstanding Natural Beauty (AONB) is located to the north of the site. However the site adjoins the existing built up area and will have less impact on the setting of the AONB.
- There are no other constraints on the site.

Land north west of Devizes:

- The site is adjacent to the Hopton Park Industrial Estate. The location would provide good accessibility to employment provision and the opportunity for people to live and work in the same location.
- The North Wessex Downs AONB is located to the east of the site. Whilst part of the site is previously developed land, consideration needs to be given to the impact on the setting of the AONB.
- The site is well connected by bus and provides a logical extension to the town.
- This option includes the Bureau West site referred to for potential employment use above. The site is currently subject to an appeal. The result of this may change this option.
- The southern boundary of the site is bounded by the Canal. The impact on this needs to be considered.
- The County Wildlife site is located along the canal. The potential impact on this site needs to be considered.
- There are wildlife considerations related to woodland and hedgerow.

Land south east of Devizes:

- The site is unconstrained and provides a logical extension to the main built up area of Devizes.

Sustainability Appraisal

Option 2 emerges as the most favourable from an SA assessment perspective. However, a number of likely significant negative effects have been identified, which relate to all four options put forward within the town. In particular, these relate to air quality and pollution and transport. A known issue associated with traffic

congestion exists in the town and the scale of development has been restricted to avoid exacerbating this issue. Development may help facilitate the implementation of mitigation and enhancement measures.

The preferred option consists of relatively small areas of a number of the initial options which are well located in relation to exiting employment with good access and connectivity.

Availability and Phasing

Available but awaiting updated information.

Phasing to be identified for the next consultation stage.

Infrastructure Requirements

Devizes is constrained by transport issues. Traffic modelling has suggested that there will be no capacity post 2021 for further development without the introduction of transport measures.

Justification for the Preferred Option

The Sustainability Appraisal shows that all four initial options do not score highly in regard to sustainability. Three parts of the initial options have therefore been identified. The preferred sites are the least constrained and have the least impact on the setting of the AONB.

Devizes Alternative Options

Alternative Strategic Site

Reason Not Preferred

Devizes Option 1a:

Land to the north west of Devizes adjacent to Hopton Park Industrial Estate.

The North Wessex Downs AONB is located to the north of the option. The landform of the site means it would impact on the setting of the AONB. It is therefore not preferred.

Devizes Option 2a:

Land to the north east of Devizes.

The North Wessex Downs AONB is located to the east of the option. The landform of the site means it would impact on the setting of the AONB. It is therefore not preferred.

Devizes Option 3:

Land to the east of Devizes.

The North Wessex Downs AONB is located to the east of the option. The landform of the site means it would impact on the setting of the AONB. It is therefore not preferred.

Devizes Option 4a:

Land to the south of Devizes.

This option has the least impact on the setting of the AONB and has few physical constraints. However, it does not relate well to the rest of the town, has poor road and bus connectivity, and a number of wildlife issues that would need to be addressed. It is therefore not preferred.

MALMESBURY

In Malmesbury a preferred strategic site option capable of delivering 200 dwellings has been identified. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. Malmesbury is not identified as a town for strategic employment growth. However, further assessment will be carried out on employment sites in Malmesbury.

Map Showing Options for Development in Malmesbury:



Malmesbury Preferred Option 200 dwellings on land north of Malmesbury	
Description	The preferred option consists of three sites to the north east of Malmesbury. Two of these sites are located to the east of Tetbury Hill, and the third (small) site is located to the west of Tetbury Hill. Details of the specific sites can be found in the background paper.
Size	7.4 ha
Key Opportunities and Constraints.	<p>This option provides a small scale urban extension that is well related to employment land and the existing built form of Malmesbury. It is in close proximity to the Dyson Factory site and Malmesbury Business Park, and is therefore well related to existing employment opportunities. It therefore increases the opportunity for people to live and work in the same place and could increase the self-containment of Malmesbury.</p> <p>This option would also fit in well with the recent residential development at The Kingsway and is well related to the existing built up area of Malmesbury.</p> <p>No major constraints have been identified within this option. The land is on the far side of town from the Cotswolds AONB, which is located to the west. The land is also located some distance from the environmental and flood risk constraints to the south of the town.</p> <p>Hedgerows and areas of rough grassland within the option would be retained to protect habitats and provide green infrastructure.</p>
Sustainability Appraisal	The SA process of the initial options examined the preferred option and Option 2a (see below) together. The preferred option (in combination with option 2a) and alternative Option 3 (see below) performed most favourably with regards to sustainability, although there are not large differences between any of the options. Alternative Options 1 and 4 performed less well due to potential impacts of flood risk.
Availability and Phasing	Available but awaiting updated information. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	Financial contributions may be needed towards secondary school and health care provision. A new bus service would be required.
Justification for the Preferred Option	This option is preferred because it is well related to the existing employment land to the north of Malmesbury increasing the potential for self containment, it is well related to the existing built form and is less constrained than the alternative options.

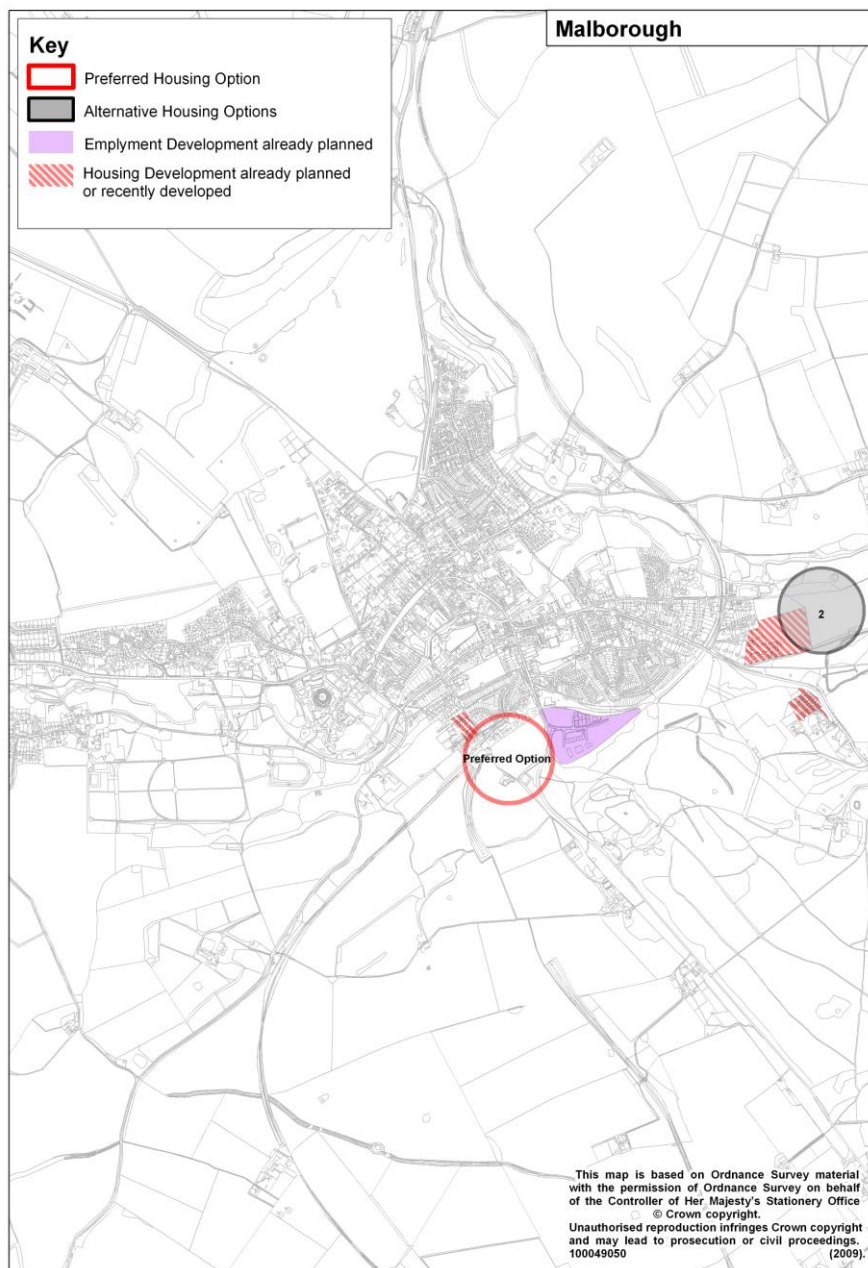
Malmesbury Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Malmesbury Option 1: 200 dwellings to the west of Malmesbury	This option contains ecological and flood risk constraints, and could potentially impact on the setting of the AONB. It is therefore not preferred.
Malmesbury Option 2a:	This land is adjacent to a Conservation Area and County Wildlife sites to the south, and is in close proximity to an area of flood risk, also to the south. It is not needed to meet the housing allocation as part of the wider option to the north and east of Malmesbury. It is therefore not preferred.
Malmesbury Option 3: 200 dwellings to the south of Malmesbury, at Burton Hill	The land to the south of Malmesbury at Burton Hill is separated from the main settlement by a large roundabout. It is therefore not preferred.
Malmesbury Option 4: 200 dwellings on PDL to the south of Malmesbury at Burton Hill and to the south west, off Sherston Road	The site to the south west of Malmesbury, off Sherston Road, is highly constrained. The majority of this site is within the flood plain, and the site is wholly within the AONB. The other land within Option 4 (to the south of Malmesbury at Burton Hill) has already been considered as part of Option 3. This option is therefore not preferred.

MARLBOROUGH

In Marlborough a preferred strategic site option capable of delivering 260 dwellings has been identified. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. Marlborough is not identified as a town for strategic employment growth. Further assessment will be carried out on employment sites in Marlborough.

Map Showing Options for Development in Marlborough:



Marlborough Preferred Option 260 dwellings land to the south of Marlborough.	
Description	The preferred option comprises two sites to the east and west of Salisbury Road. Details of the specific sites can be found in the background paper.
Size	6.4ha.
Key Opportunities and Constraints.	<p>Marlborough is relatively constrained by environmental factors but this option provides the opportunity for a small scale urban extension which has good access to employment and education facilities.</p> <p>The preferred option is adjacent to the Marlborough Business Park and St Johns Community College (currently under construction). This offers good connectivity to employment and education facilities, potentially increasing the opportunity for improved self-containment.</p> <p>The option lies within the North Wessex Downs Area of Outstanding Natural Beauty but careful design and masterplanning would mitigate any impact of development on the landscape.</p> <p>The option is adjacent to a Site of Special Scientific Interest and a Strategic Nature Area. The impact on these would need to be assessed but green infrastructure and careful design would safeguard these features.</p> <p>The preferred option does not cause any significant highways impact and transport measures would effectively link development with the new community college and Marlborough Business Park.</p>
Sustainability Appraisal	Option 1 performs more favourably than Option 2 through the SA assessment and this is largely due to the proximity of this site to existing employment, a secondary school and good general connectivity. A specific access difficulty has been identified which relates to Option 2 which would be difficult to overcome.
Availability and Phasing	Available but awaiting updated information. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	Financial contribution towards primary school facilities would be required.
Justification for the Preferred Option	The option is preferred because it is well located for access to employment and education facilities, potentially increasing the opportunity for greater self-containment in Marlborough, and it is less constrained by access than the alternative option.

Marlborough Alternative Option	
Alternative Strategic Site	Reason Not Preferred
Marlborough Option 2: Up to 200 dwellings to the east of Marlborough.	The option is highly constrained in terms of vehicular access. It is therefore not preferred.

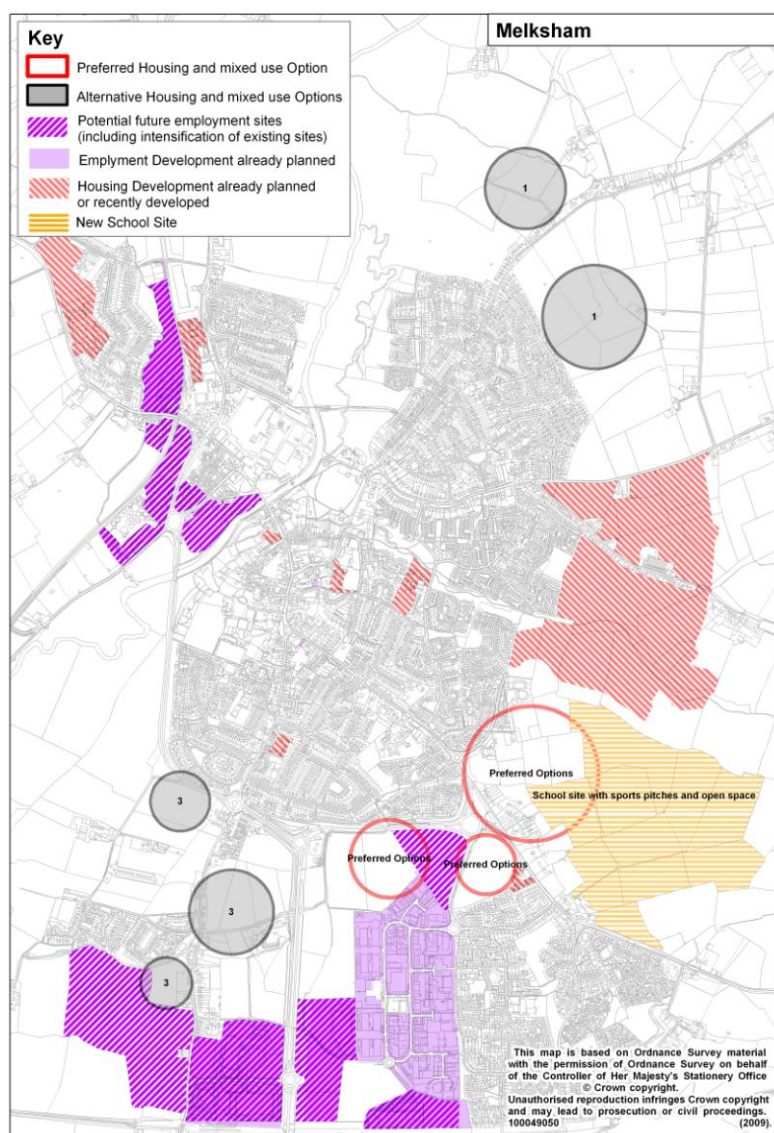
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MELKSHAM

In Melksham a preferred strategic site option capable of delivering 400 dwellings and mixed use development of housing and employment has been identified. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. For Melksham this includes the intensification of use at the railway cluster and Hampton Park. It also recommends potential new employment sites on land south of the A236 and land at Berryfield. Further assessment will be carried out on employment sites in Melksham.

Map Showing Options for Development in Melksham:



Melksham Preferred Option 400 dwellings and mixed use development on land east of Melksham and between Melksham and Bowerhill.	
Description	The preferred option consists of four sites on greenfield land to the east of Melksham and between Melksham and Bowerhill. Details of the specific sites can be found in the background paper.
Size	36ha
Key Opportunities and Constraints.	<p>The eastern part of this option is adjacent to the planned urban extension east of Melksham and is best placed for linking into that new development.</p> <p>It is also well related to the new school and Bowerhill Industrial Estate. This will ensure good accessibility to the school and employment opportunities and help to reduce the need to travel.</p> <p>No major constraints have been identified on the sites.</p> <p>Detailed survey work would need to be carried out on Great Crested Newts.</p> <p>Consideration needs to be given to the potential erosion of the physical gap between Melksham and Bowerhill.</p>
Sustainability Appraisal	The SA of the initial options found that the preferred option is more sustainable than the alternatives, due particularly to its location between the town, a new school and an existing employment area.
Availability and Phasing	Available, but updated information is awaited. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	A financial contribution towards secondary provision is likely to be required.
Justification for the Preferred Option	This option is preferred because it is unconstrained and is in a good location for access to the new urban extension east of Melksham, the new school and the Bowerhill Industrial Estate.

Melksham Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Melksham Option 1 400 dwellings and mixed use development north east of Melksham.	There are potential flood risk issues, and development here could impact on a strategic landscape designation. Whilst development would also link effectively with the new urban extension being developed east of Melksham, it would not relate as well to the new school. It is not well located for access. It is therefore not preferred.
Melksham Option 3 400 dwellings and mixed use development south of Melksham and Berryfields.	This option is not well related to the existing built up area and town centre of Melksham. It is therefore not preferred.

PEWSEY

No strategic housing or employment allocations are proposed in the Pewsey Community Area. Small scale housing allocations will be addressed in the Small Sites Housing Allocations DPD in due course.

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TIDWORTH AND LUDGERSHALL

In Tidworth and Ludgershall an option capable of delivering 1200 dwellings has been identified as a preferred strategic site option. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. Tidworth and Ludgershall were not identified as towns for strategic employment growth. Further assessment will be carried out on employment sites in them both.

Map Showing Options for Development in Tidworth and Ludgershall:



Tidworth and Ludgershall Preferred Option 1,200 dwellings on land to the north west of Ludgershall, south of Ludgershall and in the centre of Tidworth. The 1,200 dwellings would be split between the three sites.	
Description	The preferred option for Tidworth and Ludgershall comprises three separate sites. These are: <ul style="list-style-type: none"> – land to the north west of Ludgershall, – land to the south of Ludgershall, and – land in the centre of Tidworth. Details of the specific sites can be found in the background paper.
Size	30ha
Key Opportunities and Constraints.	<p>This option provides the opportunity to redevelop suitable military land in accessible locations.</p> <p>Land to the north west of Ludgershall:</p> <ul style="list-style-type: none"> – The site has previously been developed adjoins greenfield military land. It provides an opportunity to incorporate military land. Demolition and remediation work would be carried out as part of the redevelopment. – The land is unconstrained. – There is an adjacent employment site, together with the new Wellington Academy. This provides the opportunity for good access to employment and education – There are Great Crested Newts and reptiles in the area. Further assessment is required but careful masterplanning and green infrastructure would provide a habitat for these. <p>Land to the south of Ludgershall:</p> <ul style="list-style-type: none"> – This is greenfield military land and provides an opportunity to incorporate military land. – There is a potential impact on the landscape but careful design and masterplanning would mitigate this. <p>Land in the centre of Tidworth:</p> <ul style="list-style-type: none"> – This is greenfield military land and provides an opportunity to incorporate military land. – The site is central and well located for services and facilities. – The site is unconstrained, although is adjacent to an Area of High Ecological Value. Careful design and masterplanning would safeguard this. – It would lead to a loss of greenfield land in the town but replacement open space of a higher quality would be provided.
Sustainability Appraisal	The SA process has identified a number of likely significant negative effects which would affect each of the four options under consideration. These relate to waste management, water resources, air quality and pollution and transport and climatic factors. This should not preclude development taking place, provided that suitable mitigation and enhancement

	<p>measures can be implemented. Other likely minor effects have also been identified, and these relate in particular to the requirement for new infrastructure to be provided in the town to support the scale of growth envisaged.</p> <p>The preferred option incorporates small parts of Options 1 and 2 which are relatively unconstrained, notwithstanding the generic likely significant negative effects outlined above which would require mitigation. These sites are located in good proximity to existing and proposed employment.</p>
Availability and Phasing	Available but awaiting updated information. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	It is likely a new primary school will be required.
Justification for the Preferred Option	The preferred option provides the opportunity to redevelop suitable military sites which are well located for access to employment and education facilities within the towns. The sites are relatively unconstrained although careful masterplanning and design would be used to avoid impact on the landscape and wildlife.

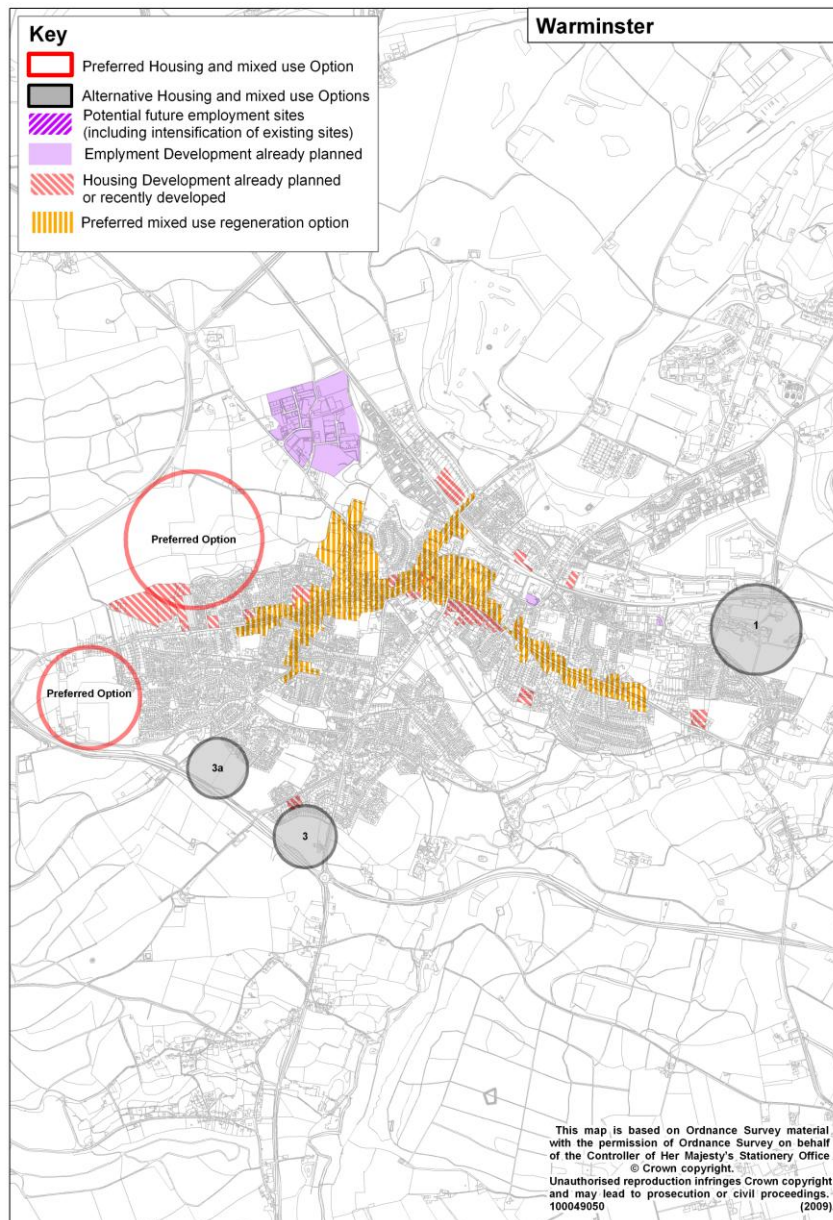
Tidworth and Ludgershall Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Tidworth and Ludgershall Option 2a:	The land is identified as a strategic reserve for the MoD. It is therefore not preferred.
Tidworth and Ludgershall Option 3:	The option has access constraints. It is therefore not preferred.
Tidworth and Ludgershall Option 4:	No longer available within the plan period.
Tidworth and Ludgershall Option 5:	No longer available within the plan period.
Tidworth and Ludgershall Option 6:	This option is now being considered for military housing. It is therefore not preferred within the Core Strategy.
Tidworth and Ludgershall Option 8:	No longer available within the plan period.
Tidworth and Ludgershall Option 9:	No longer available within the plan period.

WARMINSTER

In Warminster a preferred strategic site option capable of delivering 900 dwellings and mixed use development, including employment, has been identified. A number of other options have also been considered, but these have not been selected as preferred options. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. For Warminster this includes the intensification of use at the Warminster Business Park/Crusader Park. Further assessment will be carried out on employment sites in Warminster.

Map Showing Options for Development in Warminster:



Warminster Preferred Option 900 dwellings and mixed use development on land north west and west of Warminster.	
Description	<p>The preferred option consists of a collection of sites to the north and north west of Warminster. These are bounded by Warminster Business Park to the north and the A36 to the south. The option also includes a town centre strategic site. Details of the specific sites can be found in the background paper.</p>
Size	75ha.
Key Opportunities and Constraints	<p>This option offers the opportunity to develop a single coherent urban extension to the north west and west of Warminster which is well related to the existing business opportunities at the Warminster Business Park and which can also be well integrated with the existing built up area of the town.</p> <p>There is good access to the A36 and it would be necessary to ensure effective links between the separate sites and with Warminster town centre.</p> <p>The Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty is located to the west of the option. The impact on the setting of this would need to be assessed, although careful masterplanning and design would safeguard this.</p> <p>There is a County Wildlife Site located between the proposed sites and Warminster, which offers the opportunity to develop a green infrastructure corridor. This would safeguard the County Wildlife Site and act as a buffer for the River Were.</p> <p>The town centre contains sites which provide an opportunity to develop and regenerate the town centre.</p>
Sustainability Appraisal	<p>The SA process indicates that Options 1 and 2 perform most favourably. However, Option 1 is not available for development until the end of the plan period. As Option 3 consists of a number of smaller sites, these would be more difficult to serve by public transport.</p> <p>The preferred option combines Options 2 and parts of Option 3, which could together form a sustainable urban extension to the town. Option 2 in particular is very well related to existing employment sites and suitable access arrangements could be provided.</p> <p>A likely significant negative effect has been identified which would apply to all the options. This relates to water phosphate concentrations in the sewage treatment works discharge and possible impacts on the River Avon Special Area of Conservation. This issue is being investigated through the Habitats</p>

	Regulations Assessment. Appropriate mitigation will need to be found to ensure that any housing for Warminster will not contravene the requirements of the Habitats Directive.
Availability and Phasing	Available but awaiting updated information. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	<p>A new household waste plant may be allocated near the option. Further work needs to be carried out on the implications of this.</p> <p>The water company has stated that there are drainage issues on the site that need to be assessed.</p> <p>It is likely that a new primary school will be required.</p>
Justification for the Preferred Option	This option is preferred because it offers the opportunity to develop a single coherent urban extension which is well related to existing and potential employment opportunities and the town centre, potentially increasing the self-containment of Warminster. The town centre component provides the opportunity to regenerate the town centre.

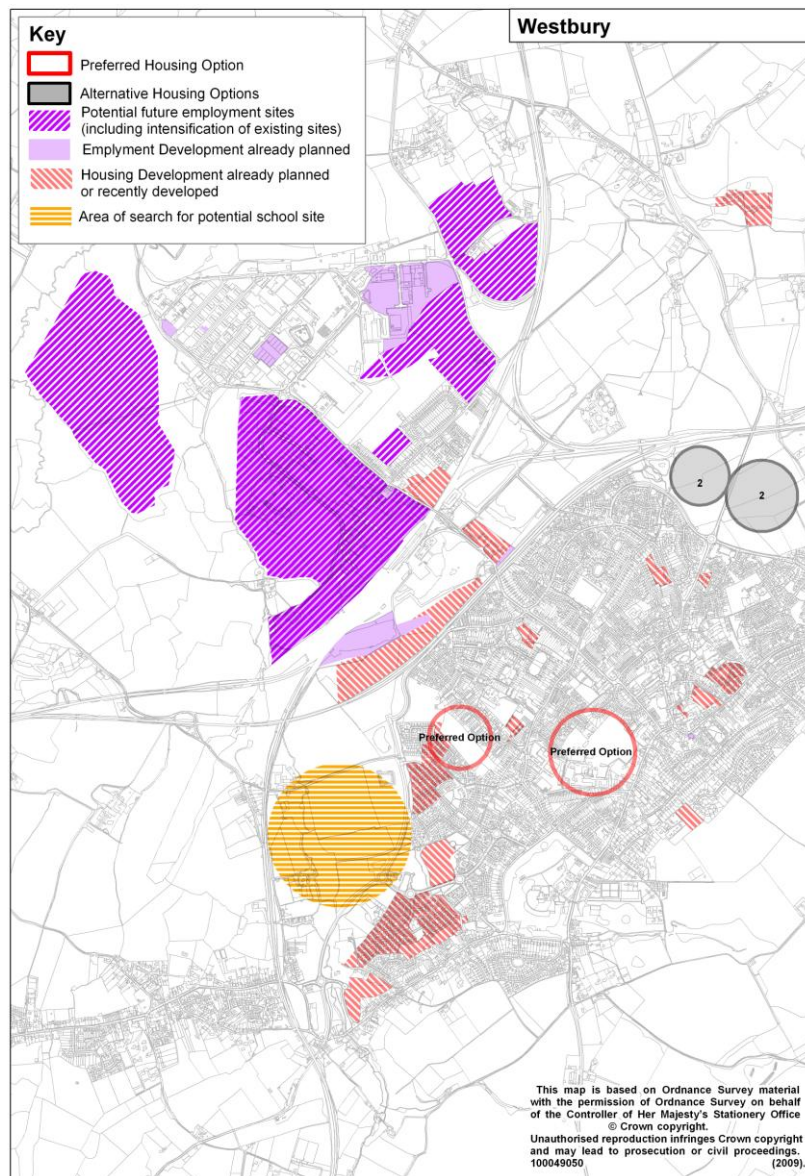
Warminster Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Warminster Option 1: 900 dwellings and mixed use development on MoD land East of Warminster.	The option is well located but the deliverability of the site within this plan period is uncertain. It is therefore not preferred.
Warminster Option 3a: Land to the south west of Warminster.	The option is less well related to the remainder of the sites being taken forward as a single urban extension. It is therefore not preferred.

WESTBURY

In Westbury a preferred strategic site option capable of delivering 300 dwellings has been identified. This preferred option includes the relocation of Matravers Secondary School and the redevelopment of the present school site for housing. One other option also been considered, but this has not been selected as the preferred option. A summary justifying the selection of the preferred options is outlined in the table. An explanation is also outlined for why the other options have not been selected.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further details on the recommendations can be found in the background paper on strategic sites. For Westbury this includes the intensification of use at the Railway Station Cluster and a potential new employment site on land at Mill Lane, Hawkridge. Further assessment will be carried out on employment sites in Westbury.

Map Showing Options for Development in Westbury:



Westbury Preferred Option 300 dwellings on land at Matravers School and land at Redland Lane	
Description	The preferred option consists of the relocation of Matravers Secondary School and the reuse of the site for housing. It also incorporates a small site within the centre of Westbury on land at Redland Lane. Details of the specific sites can be found in the background paper.
Size	10ha
Key Opportunities and Constraints.	<p>This option provides the opportunity to deliver much needed services and infrastructure in Westbury in Westbury town centre through the relocation of the Matravers School, along with housing development in the centre of the town on the existing school site and on land at Redland Lane.</p> <p>Further capacity is needed at Matravers School and it would be difficult to accommodate this on the existing school site. The school would be relocated to a site at Westbury Leigh, to the south west of Westbury.</p> <p>The new school would offer improved education facilities, an arts centre and sports facilities. Some of these facilities would be available to the wider community, thereby improving service provision in Westbury.</p> <p>The smaller site at Redland Lane is currently designated as a sports pitch. New, high quality open space would be provided elsewhere to replace this use.</p> <p>There are no major constraints on the sites.</p> <p>Both housing sites are in town centre locations, although highway capacity is restricted. However, a coordinated approach would ensure that appropriate transport solutions are found.</p>
Sustainability Appraisal	The SA process has identified that Option 1 is clearly more sustainable than alternatives. This option provides an opportunity for town centre mixed use development, and would help facilitate the provision of enhanced community facilities for the town, which are much needed. Option 3 has been identified as the least sustainable.
Availability and Phasing	Available but as a mid to long-term proposal. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	Consideration needs to be given to transport measures for the new school.
Justification for the Preferred Option	This option is preferred because the school relocation would provide new education facilities, and sports and arts facilities that would benefit the wider community. This would provide much needed services and infrastructure to match the housing growth in recent years in Westbury. The housing development would be on unconstrained land located within the town centre. However further work is required on the location of the new school.

Westbury Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Westbury Option 2: 300 dwellings to the north east of Westbury.	This option provides an urban extension on the least constrained greenfield land in Westbury. It is preferable to develop previously developed land and this option is less well connected to the town centre than the other option. It is therefore not preferred.

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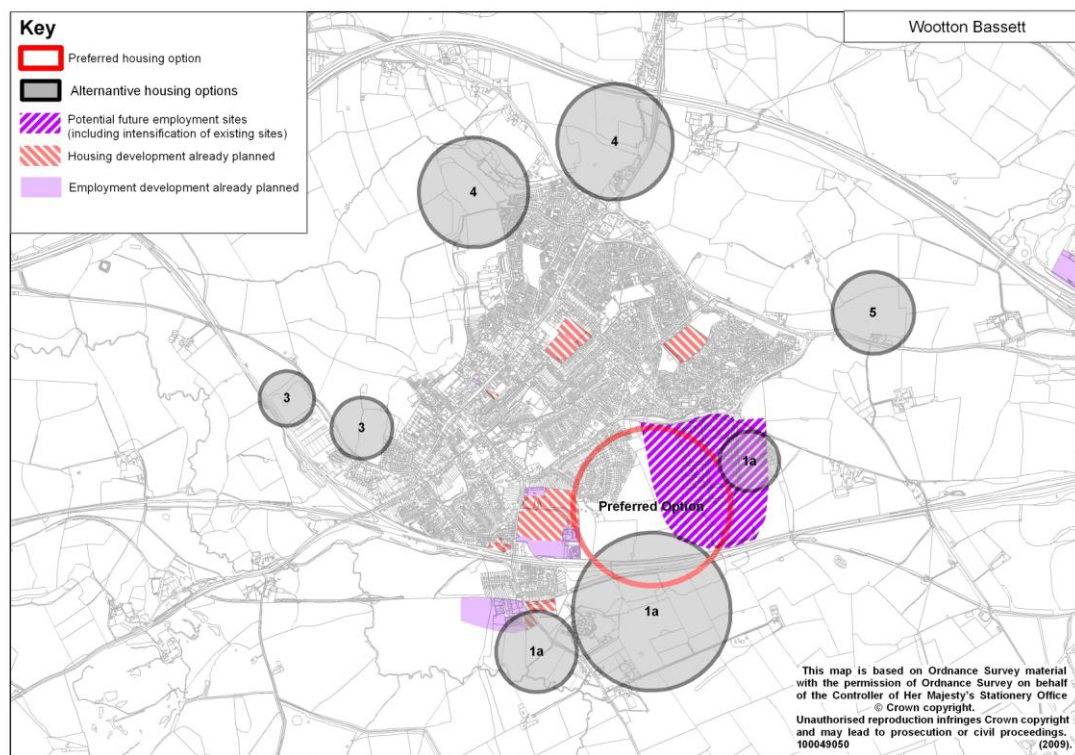
WOOTTON BASSETT

In Wootton Bassett a preferred option capable of delivering 150 dwellings has been identified. A number of other options have also been considered, but these have not been selected. A summary justifying the selection of the preferred option is outlined below. An explanation is also given why the other options have not been chosen.

Recommendations for future employment land supply have been set out in the Wiltshire Workspace and Employment Land Strategy 2009. Further information can be found in the strategic sites background paper. For Wootton Bassett this includes intensification of the use of Interface Industrial Estate and a potential employment site at the former St Ivel Factory.

The Strategy also recommends a number of areas of search for further employment development. These consist of an extension to the Interface Industrial Estate and sites to the north and the south of Wootton Bassett. Each of these areas of search has been considered within one of the housing options outlined below. An extension to the Interface Industrial Estate is identified in the Wiltshire Workspace and Employment Land Strategy 2009 as the preferred option for further employment development in the area. A broad area of search around the Interface Industrial Estate is shown on the map below.

Map Showing Options for Development in Wootton Bassett:



Wootton Bassett Preferred Option 150 dwellings to the south of Wootton Bassett.	
Description	The preferred option comprises a site south of Wootton Bassett but north of the railway line, between the Interface Industrial Estate and the former St Ivel Factory. It also includes the expansion of the Interface Industrial Estate. Details of the specific sites can be found in the background paper.
Size	19ha.
Key Opportunities and Constraints.	<p>The preferred option offers the opportunity to develop a small scale urban extension to the south of Wootton Bassett.</p> <p>The site relates well to the existing town centre, the Interface Industrial Estate and potential redevelopment at the former St Ivel Factory site. This has connectivity with existing and potential employment opportunities, and potentially would increase the self-containment of the town.</p> <p>The option could include an extension to the Interface Industrial Estate, further increasing opportunities for access to employment.</p> <p>Most of the site is relatively unconstrained.</p> <p>There is a small area of flood zone to the east of the site but it will be possible to avoid development in this area and to utilise the land for green infrastructure.</p> <p>The southern boundary of the site is adjacent to the railway line. Consideration would need to be given to noise and air pollution.</p> <p>There are some medieval earthworks to the east of the site that need to be protected from development.</p> <p>There is evidence of birds and reptiles on the site. Further assessment of these would be required but they could be protected through appropriate green infrastructure provision.</p>
Sustainability Appraisal	The SA process identified the northern part of Option 1 as the most sustainable, and this has been selected as the preferred option. Other parts of Option 1 are located in the flood plain. The southern part of Option 1 is less well related to the town and would be unsuitable for development.
Availability and Phasing	Available for development between 2010 and 2015. Phasing to be identified for the next consultation stage.
Infrastructure Requirements	There is a power line across the site.

	<p>The impact of the railway line will need to be mitigated.</p> <p>Financial contributions will be required for education provision.</p>
Justification for the Preferred Option	<p>This option is preferred because it is well located in relation to the existing town and for employment opportunities, potentially increasing the self-containment of the town and reducing out-commuting to Swindon. It is also relatively unconstrained.</p>

Wootton Bassett Alternative Options	
Alternative Strategic Site	Reason Not Preferred
Wootton Bassett Option 1a 150 dwellings on land south of the railway line and land at Lower Woodshaw Farm.	The majority of land in this option is located south of the railway which disconnects it from the main town. It is also constrained by a flood zone and a Site of Specific Scientific Interest. It is therefore not preferred.
Wootton Bassett Option 3 150 dwellings and employment land to the west of Wootton Bassett near Whitehill Lane.	Whilst this option is less constrained it is more isolated from the main town. The eastern part of the option is well related to the existing town but not preferable over land south of Wootton Bassett. It is therefore not preferred.
Wootton Bassett Option 4 150 dwellings and employment land north of Wootton Bassett.	The option is adjacent to Jubilee Lake and could have a negative impact on this. The option is more isolated from the town. It is therefore not preferred.
Wootton Bassett Option 5 150 dwellings to the east of Wootton Bassett.	The option is located to the east of Wootton Bassett and is not directly connected to the existing built form. Coalescence with Swindon is an issue on this side of Wootton Bassett. It is therefore not preferred.