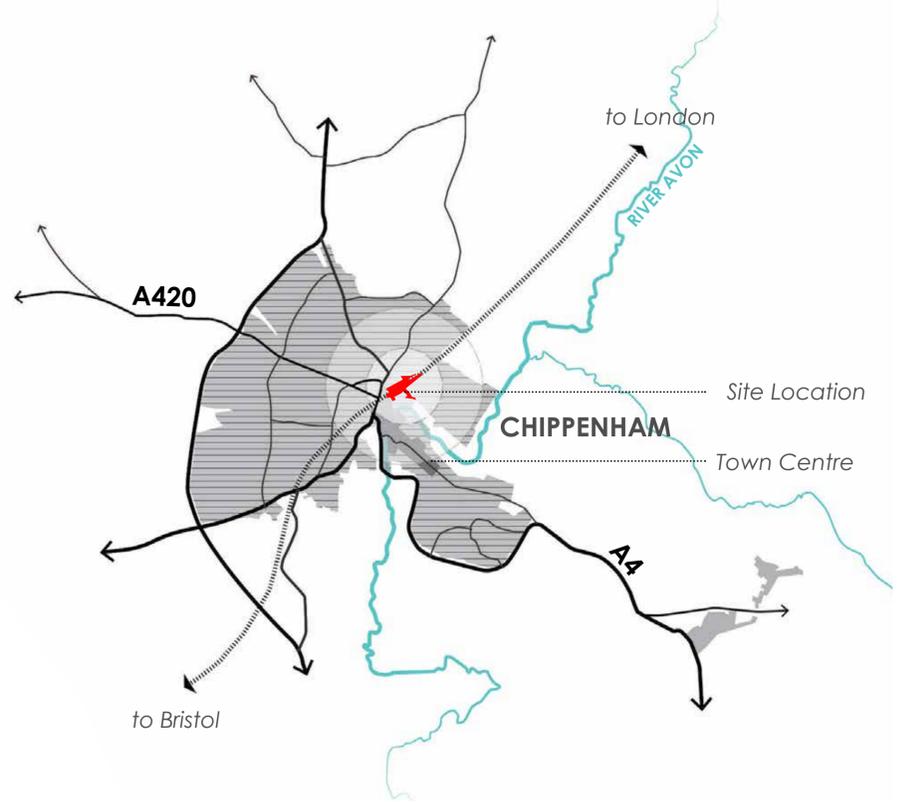


# 1. Welcome

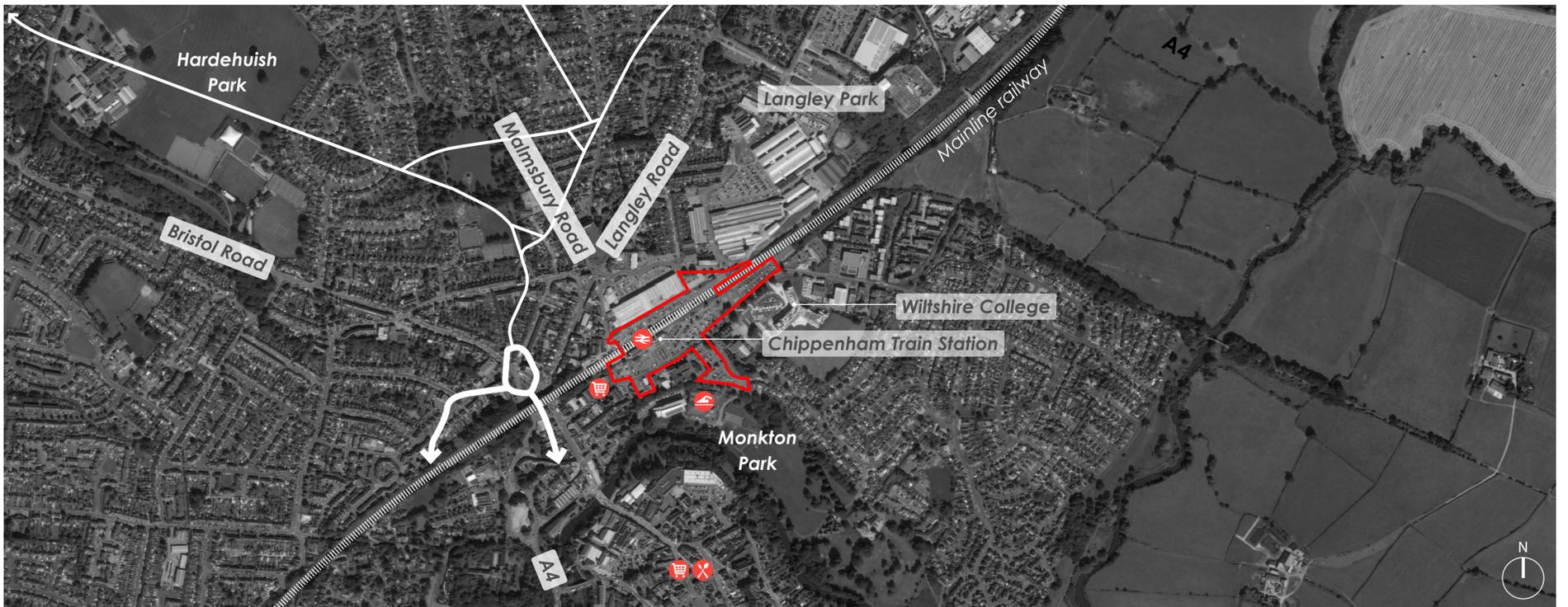
Wiltshire Council, Great Western Railway ('GWR'), Network Rail and the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) are working together to bring forward proposals for redevelopment of land around Chippenham Station. The purpose of this public exhibition is to inform and update you on the emerging masterplan.

Chippenham station is well used by commuters and the car parks are often full or near to capacity. Network Rail and GWR are forecasting a significant increase in passengers using the railway due to electrification and growth of Chippenham. The proposals look to provide additional car parking to help meet the forecast demand, along with new housing, commercial and retail space and improved public realm.

Together these improvements can rejuvenate the appearance of the area around the station and enhance connections to the town centre.



Below : site location



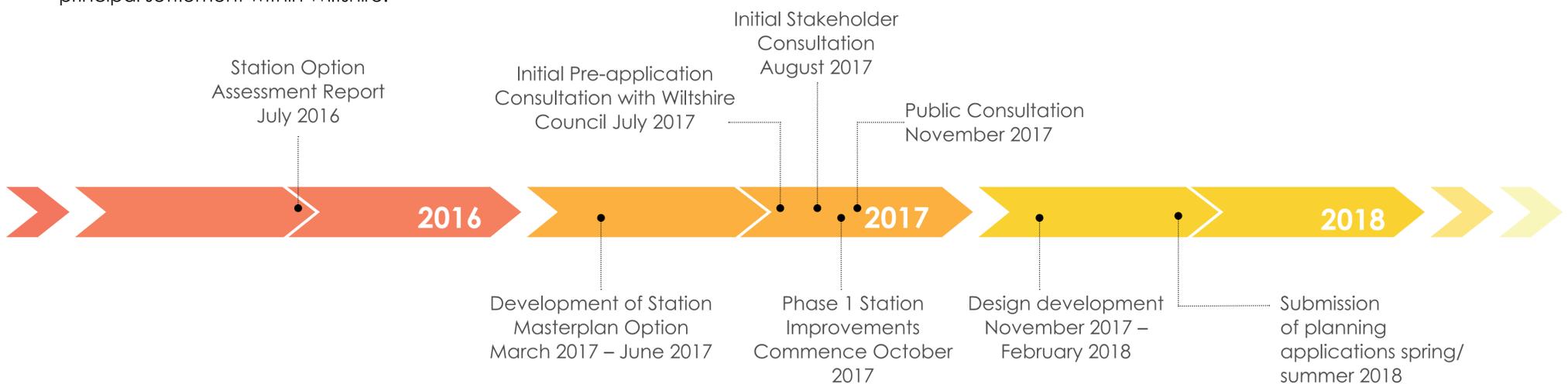
## Context

The electrification of the Great Western Mainline Railway is underway and it is expected to deliver enhanced capacity and reliability to services east between London and Chippenham and west towards Bristol. This presents opportunities for the town, as it will reduce journey times between Chippenham and London, improve the reliability of services, and has the potential to attract further investment. It is projected that there will therefore be an increase of passengers using Chippenham Station.

In addition, there are a number of residential development proposals for large scale growth at Chippenham, which are identified within the adopted Chippenham Site Allocations Plan. This proposal will deliver improvements around the station to support the growth of Chippenham and its role as a principal settlement within Wiltshire.

Phase 1 improvements have commenced, which includes refurbishment of the ticket hall, new ticket gates and accessibility improvements across the platforms.

The Local Growth Fund, secured through the SWLEP, is to be used within the funding timeframe which runs to March 2021. Business cases will be presented to SWLEP at each stage for approval to ensure value for money and viability.

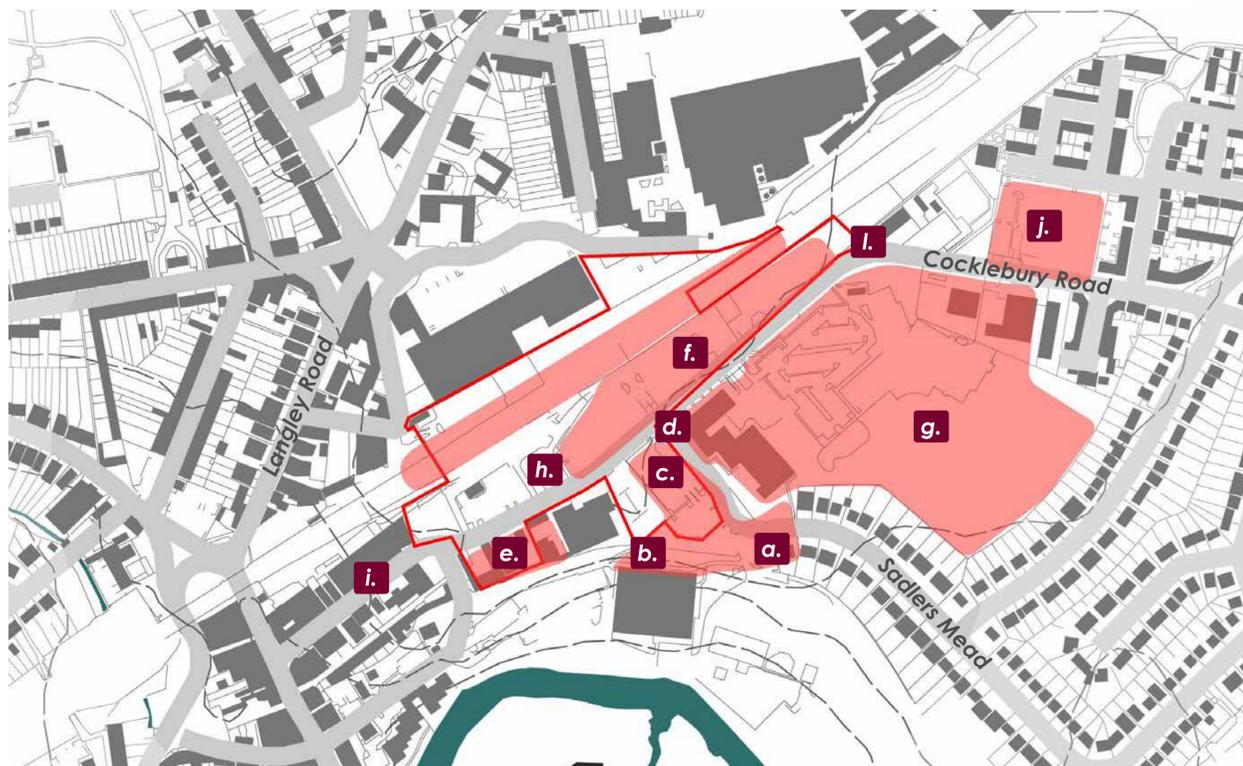


# 2. Background

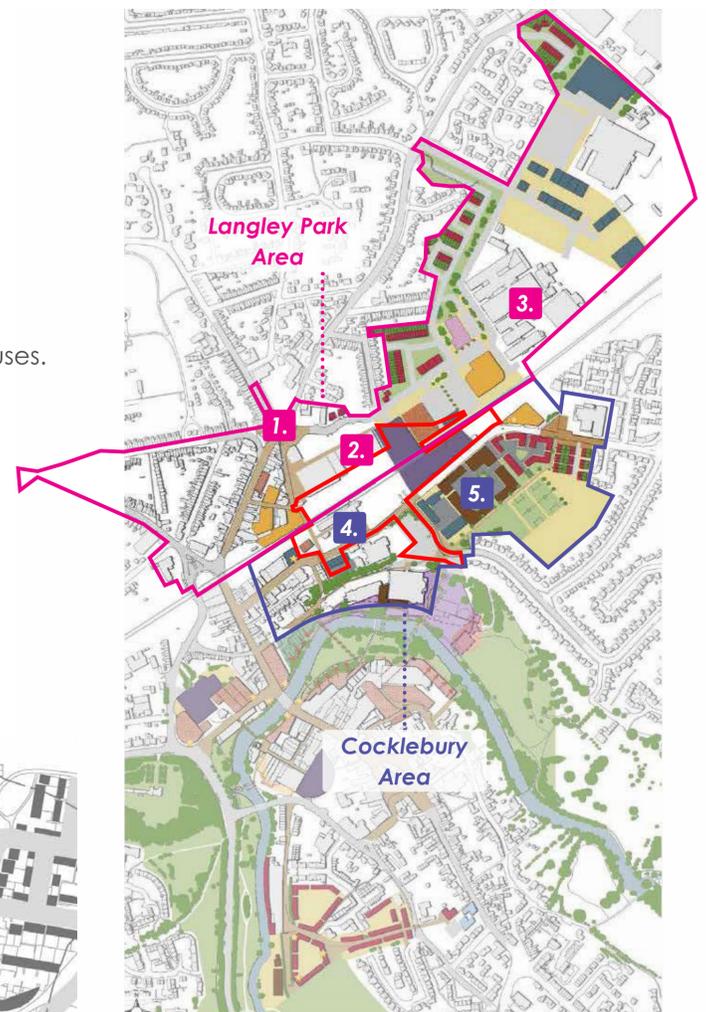
## Chippenham Central Area Masterplan

The Wiltshire Core Strategy identifies the need for the regeneration of the central area of Chippenham as a priority. A draft Chippenham Central Area Masterplan was consulted upon in October 2013. The site falls within the 'Cocklebury Area' where the Masterplan identifies the following issues, which have underpinned the design rationale for the proposals:

- a.** Poor quality cumulative, piecemeal (sprawling) urban transition into park.
- b.** Legibility of the access between Monkton Park and the Olympiad is inadequate.
- c.** Poor connections, ill-defined land use. Poor linkages between Wiltshire College and other uses.
- d.** Poor wayfinding, specifically linkages to the High Street area.
- e.** Inactive frontage, negative impression from arrival at the train station.
- f.** Projected parking capacity issues.
- g.** College requirements to modernise and reinvigorate estate.
- h.** The railway constrains movement between Langley Park and Cocklebury areas.
- i.** Poor wayfinding to High Street, unattractive public realm, vehicle congested route.
- j.** History Centre isolated from town centre, especially for pedestrians



Above : Cocklebury Area Issues Map



Above : Chippenham Central Area Masterplan

- 1.** Little George Roundabout
- 2.** Hathaway Retail Park
- 3.** Langley Park
- 4.** Chippenham Station
- 5.** Wiltshire College

## Vision

Chippenham is a historic market town in Wiltshire with beautiful natural assets, including the River Avon, which meanders through the heart of the town. It benefits from being in a strategic location along the Great Western Mainline and M4 corridor and is a focus for growth within the Wiltshire Core Strategy.

Many of the buildings in the town centre and to the north of the station are attractive but the railway line and vast surface level car parking around the station does not provide a welcoming and legible entrance to the town.

The key principles for development in the Chippenham Central Area that are set out within the Wiltshire Core Strategy are:

- A place to live and work
- The river as a defining and connecting feature of the town
- A retail destination of choice
- A vibrant business location
- An accessible town centre

The team has reviewed the issues on the site and developed key goals that underpin the project. These are:

- Support regeneration around the Station to enhance visitor experience and attract commercial occupiers;
- Enhance links to Chippenham town centre through public realm improvements and enhanced signage;
- Meet demand for services and jobs that result from the electrification programme;
- Increase car parking for the station and the town centre to release land for development whilst meeting the needs of the town;
- Create a high quality arrival space to promote Chippenham as a place to live and work;
- Provide housing within Chippenham town centre including affordable housing.

# 3. The Site

The site relates to land and buildings surrounding Chippenham railway station. This consultation concerns the redevelopment of the entire red line area to provide a mixture of new residential development, offices, convenience retail and consolidated/increased parking provision, together with public realm and transport improvements. The site falls between a number of different land owners who are working together to bring forward the development.

The proposals will respond to the changing character and context of the site and its surroundings. This surrounding context has underpinned the rationale for the emerging masterplan.

## Heritage

The Site lies within Chippenham Conservation Area. The Conservation Area is divided into a number of smaller Character Areas, of which the Site falls into Character Area 4 : Railway Station. This Character Area is summarised as **'a major gateway to the town that is currently badly served by the lack of cohesion between structures, spaces and materials'** (Character Area 4 : Railway Station Management Plan) and a number of objectives have been recognised for the area to enhance positive views, improve the relationship with the River Avon and improve the public realm.

There are 4 Grade II listed structures ('buildings of special interest') within the Site boundary, and a number of listed properties also lie within close proximity of the boundary; primarily located along New Road, Marshfield Road and around the High Street.

-  Conservation area
-  Character Area 4 ; Railway Station
-  Listed buildings

## Transport and Access

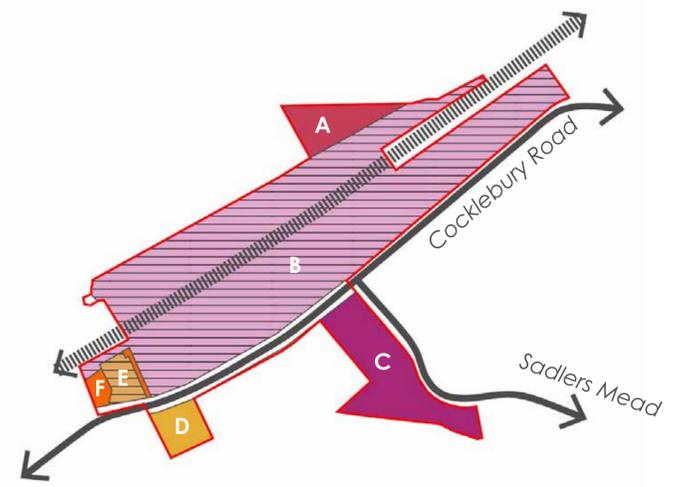
There are existing issues of local traffic congestion around the Site, particularly at junctions to the west, due to severance caused by the railway line. However, highways improvements to the Little George Roundabout under the Langley Park proposals, and the new vehicular railway bridge at Rawlings Farm which will provide an additional north-south vehicular connection across the railway line, are expected to improve this situation. Proposals for the Site are also intended to be phased to limit impact on the local highways network during construction work.

-  Existing vehicular access
-  Public Right of Way
-  1. Proposed highways improvements to Little George Roundabout as part of Langley Park development
-  2. Proposed vehicular crossing point linking Parsonage Way to Darcy Close via new railway bridge as part of Rawlings Green proposals

## Development of adjacent sites

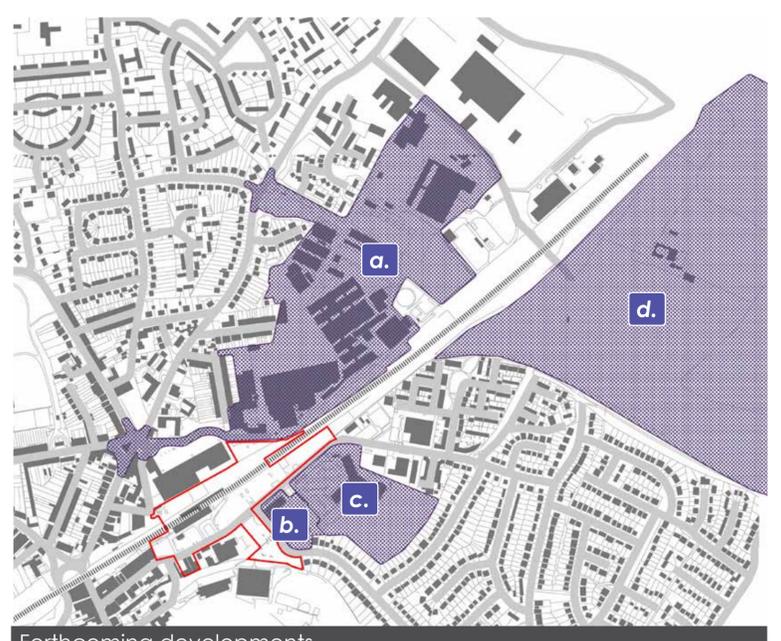
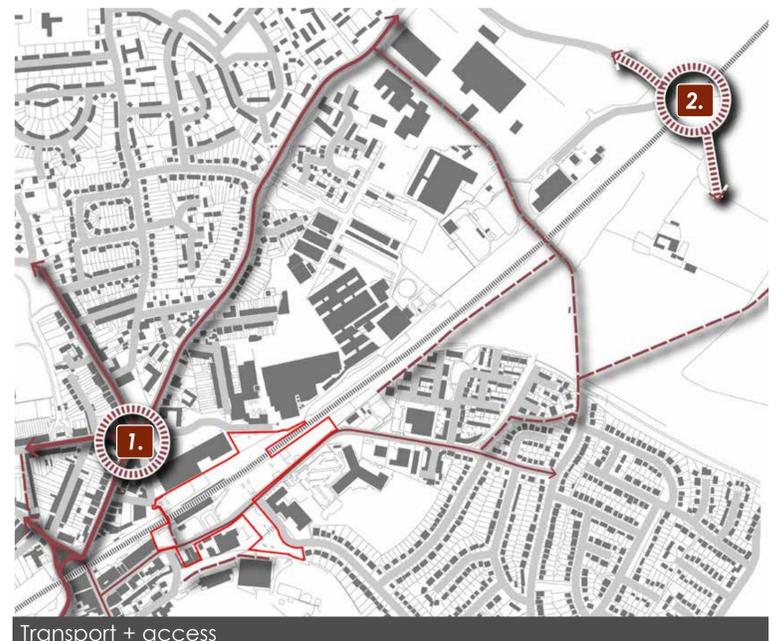
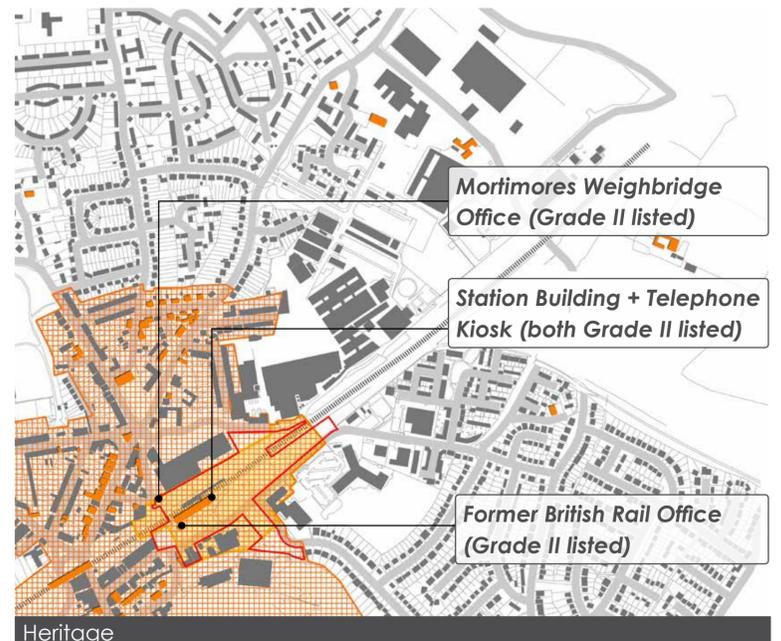
There are other developments in the local area including consented mixed use development at Langley Park to the north of the site, the Wiltshire College Campus redevelopment, and the new proposals for retirement accommodation in the former college site. Wiltshire College and the retirement proposals are larger scale including a 5 storey building with ground floor retail space, likely to be a café, at the corner of Sadler's Mead and Cocklebury Road. The station building and buildings to the west of the site are lower in height. This surrounding context has underpinned the rationale for the emerging masterplan.

-  a. Mixed use development at Langley Park. Phase 1 to include supermarket, 69 bed hotel with cafe and 22 residential units.
-  b. Extra Care retirement scheme at former Wiltshire College site
-  c. Redevelopment of Wiltshire College Campus
-  d. Rawlings Green residential scheme and primary school



-  A Aegon UK Property Fund
-  B Network Rail
-  C Wiltshire Council
-  D Chippenham 2020
-  E Cranmear Capital Ltd
-  F Lanfear LLP

Above : Land Ownership Boundaries



Forthcoming developments

# 4. Design Principles

## Transport

- Create new pedestrian and cycle connections to proposals at Langley Park, via extension of green link
- Improve pedestrian connectivity and permeability between the station, River Avon and onto the town centre and existing network of footpaths
- Retain a suitable transport interchange at the station square
- Rationalise the existing car parking in the vicinity of the station and provide additional parking spaces in line with anticipated increased use of the area
- Phasing of the scheme is intended to limit disruption of the overall development, and its impact on the local road network.

## Sustainability

- Provide high quality housing which includes a proportion of affordable units, and provides a range of different house styles and sizes in an appropriate location
- Create new positive opportunities for the local and regional economy, which are appropriate to the location
- Increase the amount of soft landscape throughout

the site, to aid sustainable drainage and improve overall quality of the environment

- Provide a net gain in green in the amount of green infrastructure
- Improve local economy through providing retail and commercial units in a sustainable location, concentrated around the station square

## Heritage

- Create a scheme which respects and improves the setting of local listed buildings in and around the site (namely Brunel's Office and the train station frontage), protecting and enhancing the historic environment
- Address Conservation Area management plans for the Railway Station Character Area, to conserve and enhance the setting of the existing heritage assets, by relocating and consolidating parking spaces in a more appropriate locations and forms, allowing the listed buildings breathing space

## Landscape

- Improve the public realm in the vicinity of the station, creating a high quality landscape
- Create active frontages along Cocklebury Road

and Sadlers Mead, and around the station square to create a safe and vibrant space

- Improve the sense of place by using materials which are reflective of local character, and use a more consistent palette to help create a more coherent and legible landscape
- Improve biodiversity through introduction of more planting and wildlife friendly species

## Visual

- Improve positive vistas, enhancing sight lines towards the historic town core and key local landmarks, including visual connections between the station building and telephone exchange
- Provide screening against poor quality facades and built form, including the southern elevation of Hathaway Retail Park, and telephone exchange extension.

## Services

- The masterplan takes into consideration existing service locations, and easements around the railway, which have helped to shape the emerging layout.



Improved connectivity towards the town centre



High quality housing, business and retail units, which respects heritage setting



Improved public realm, sense of place, and legibility



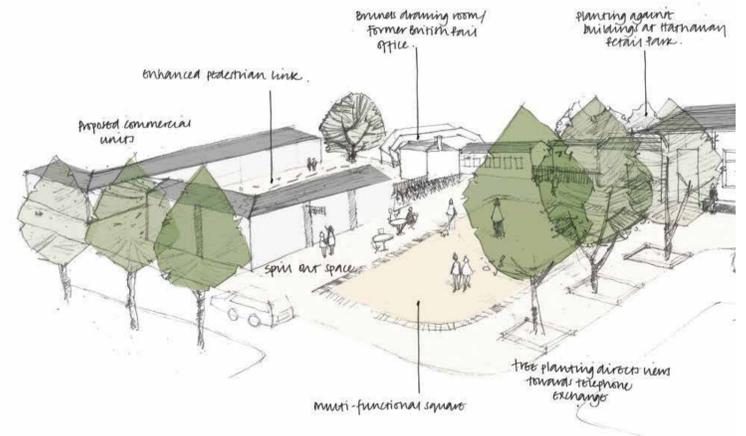
Creation of new pedestrian and cycle links to network of green spaces and urban realm

# 5. Project Evolution

A number of outline schemes have previously been developed for the site on the basis of providing:

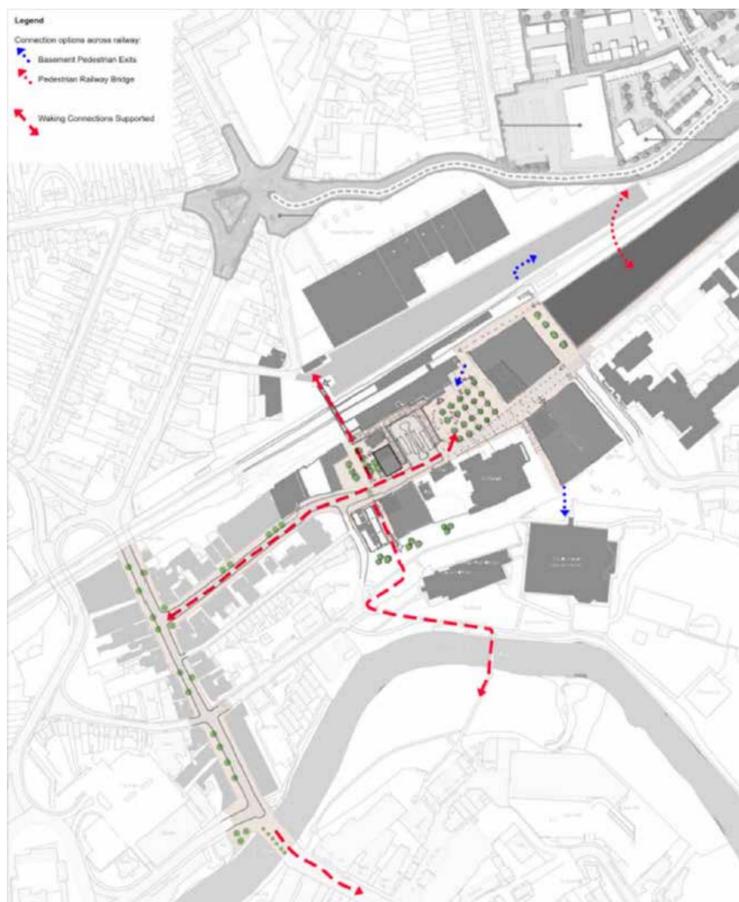
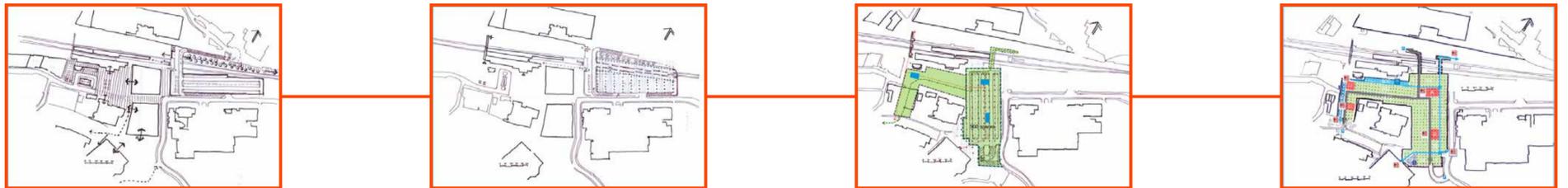
- an enhanced station entrance;
- improved routes between the station and town centre;
- a new railway crossing for pedestrians and cyclists;
- a railway crossing for motor vehicles;
- car parking; and
- opportunities for commercial and residential development.

These layouts looked to reconfigure and consolidate the car parking into one main underground location, to enable existing surface car parks to be assigned to new purposes. However, this idea has been dismissed due to cost, and so the new proposals aim to offer a more affordable solution to the original brief, whilst building on the more successful aspects of the previous scheme options.



Above : Conceptual designs for Station Square 'framed' by new and existing buildings; a high quality urban realm, transport interchange and gateway to the town centre with commercial and residential space, designed to enhance the setting of heritage assets and linkages to the town centre.

Below : Initial options and design development



Above : Previous scheme connections and car parking



Above : Previous scheme layout offering up to 280 new homes, 16,650m<sup>2</sup> of mixed use development, a new station square and transport interchange and increased parking across the site, including 1,480 underground spaces.

# 6. Illustrative Masterplan

The intention is to submit two planning applications for different parts of the site that will align with the overarching masterplan. This includes:

- Full planning application for the Sadlers Mead site;
- Hybrid planning application for the remainder of the site.

A full planning application is proposed to be submitted for Sadlers Mead because this part of the site is within the ownership of Wiltshire Council. They are seeking to kickstart the development with the early delivery of a commercial building and increased car parking provision on the plot.

The hybrid planning application will include the wider masterplan with detailed proposals for multi-storey car parking to the north of the railway line and Plot E adjacent to the listed station building. This will also include a public realm and landscape scheme together with outline parameters for the rest of the site.

## Indicative Concept Masterplan

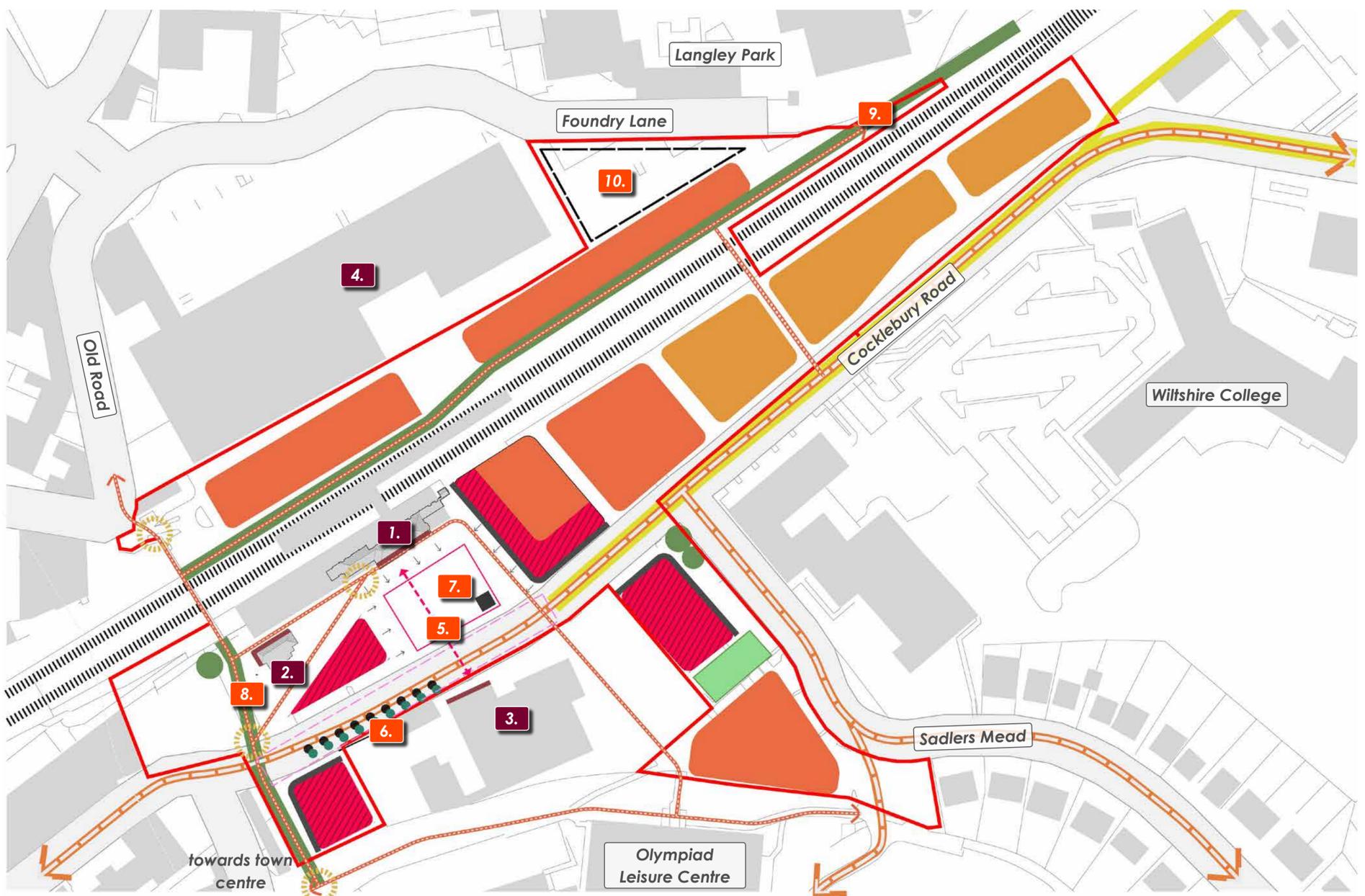
The proposals are currently in concept form and represent the footprints, massing and layout for the entire site. The proposals:

- Establish new built form and context around the station to define public spaces and routes to the town centre;
- Enhance the public realm and connectivity to the town centre through a comprehensive landscaping scheme;
- Address the historic setting of the station building and its role as an arrival point in Chippenham;
- Provide rationalised station car parking within well-designed multi-storey car parks to meet demand for car parking projected by Network Rail and GWR;
- Provide housing including affordable housing in line with Wiltshire Council planning policy;
- Provide a mix of uses including flexible commercial and retail space that is well connected to the surrounding area by public transport;
- Promote Chippenham as an attractive place to invest.

- 1.** Station building (Grade II listed)
- 2.** Former British Rail Office (Grade II listed)
- 3.** Telephone Exchange building
- 4.** Hathaway Retail Park
- 5.** Enhance visual connection between station and telephone exchange

- 6.** Tree planting to screen extension to Telephone Exchange
- 7.** Defined station square with high quality hard surface treatment and active frontages, and transport interchange/ drop off point
- 8.** Improved north-south pedestrian links
- 9.** Footpath / cycle connection via green link to Langley Park
- 10.** Potential development opportunity

-  Site boundary
-  Vehicular access
-  Pedestrian / cycle access
-  Sustrans cycle route (to Calne)
-  Area for residential development
-  Area for commercial development
-  Location of multi storey car parking



# 7. Phasing

As this is a comprehensive scheme that involves a number of landowners and different parcels of land, it is intended that the site will be delivered in phases, funded by a combination of public and private sector funding.

Phasing of the development will help to manage the impacts of each phase and allow for flexibility to adapt to changes in the surrounding area as the scheme is built. This will also help to align with the development of key infrastructure such as the Rawlings Green railway bridge, which will alleviate traffic congestion along Cocklebury Road, and highways improvements linked to the Langley Park Development.

## 7. Residential development

Land that is made available by previous phases will be developed to provide housing, likely to be apartments.

## 3. Station Car Parking Capacity Improvements

Multi-storey car parking to the north of the station to release land to the south of the railway for development and meet Network Rail and GWR car parking demand projections.

## 1. Station Capacity Improvements

Enhancements to station building including ticket barriers and accessibility improvements.

(works have already started)

## 4. Rationalisation of Station Car Parking

Multi-storey car parking with an element of ground floor flexible commercial floorspace adjacent to the station, to the south of the railway line.

## 2. Sadler's Mead

Proposed commercial office building and multi-storey car parking to provide increased car parking and new high quality office space to attract employment to the town.

## 6. Commercial development

Land owned by Chippenham 2020 could be developed to provide new commercial floorspace that will complement Sadlers Mead and attract investment to the town.

## 5. Infrastructure Improvements

A new pedestrian/cycle footbridge to extend access across the railway line from Langley Park together with public realm and landscaping including a new station square.



Subject to planning permissions and SWLEP approvals, the scheme can be delivered on a phased basis between 2017-2023

# 8. Next Steps

The concept masterplan and drawings exhibited here are intended to update you on the principles and rationale that are informing the design development of the scheme. This needs to be taken forward through more technical testing that will help the team to interrogate the constraints and opportunities further.

The team would welcome feedback on the information displayed and there will be further opportunities to comment in future public consultation events as more detail is added. The design development will be underpinned by the feedback from this event and the following survey work, which is still to be undertaken:

- Transport Assessment to include a model that will measure the impacts of the proposed development on the highway network and identify measures that can be incorporated to mitigate the impacts.
- Ecological Appraisal to understand any ecological survey work needed for protected species.
- Noise surveys to understand impacts of the railway on future occupiers and measures for noise insulation that will be incorporated.
- Heritage Impact Assessment to understand the heritage context of the station building and how the masterplan can positively respond to its history.
- Townscape and Visual Impact Appraisal to review how the site sits within the town and the impact of built development in this location.
- Utilities Assessment to understand below-ground utilities that will affect where foundations can be laid.

