

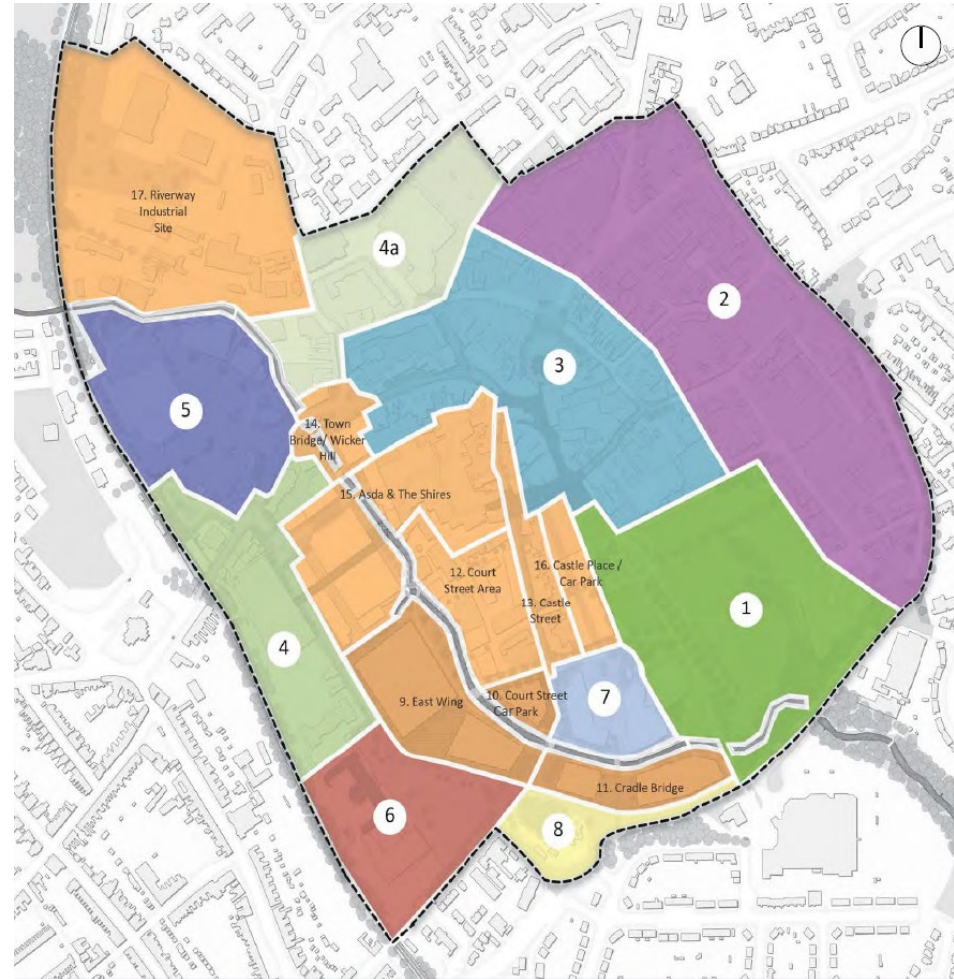
Trowbridge Area Board Update November 2019

Chris Hilton MRICS
Interim Head of Economic Development

Contents

- Trowbridge Masterplan 2014
- Masterplan Refresh and Future High Streets Fund Bid
- East Wing Update

Trowbridge Masterplan 2014



Area 1 - Peoples Park

High quality Civic and public open spaces

- Improved activity around the edges of the park and quality of sports and recreation facilities
- Improvements to way parking and linages with town centre and edge of centre retail and leisure



Area 2 - North east edge of centre

Professional services, secondary retail and residential uses

- Improved functional links with town centre through improvements to public realm and way marking



The Halve

Area 3 - Historic town centre

Retail and service core

- Improved public realm and relationship with the riverside
- Explore opportunities for above ground residential uses and office accommodation



Area 4/4a - Edge of centre

Bythesea road/ Wicker Hill / Stallard street – edge of centre retail, small retail units and residential users

- Transport interchange – seek enhancements to improve public realm, way making and links to the town centre and edge of centre users



Area 5 – Bowyers/Innox Mills

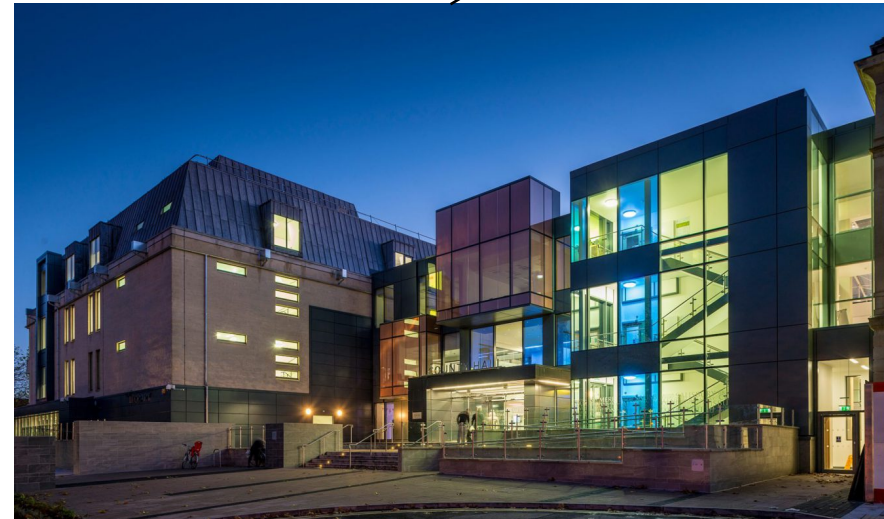
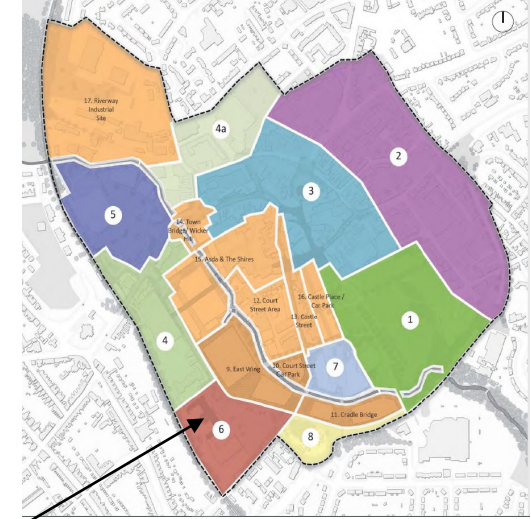
- Comprehensive redevelopment of the site comprising a food store, non-food retail units, leisure floorspace, food and drink floorspace and associated petrol filling station



Area 6 - County Hall

Primary county town administrative building including library and café

- Enhance linkages to transport interchanges and town and edge of centre users

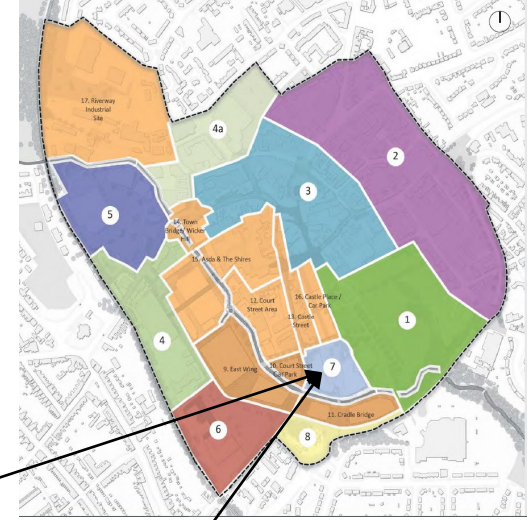


Area 7 - St Stephens Place



Implemented scheme

- Comprehensive redevelopment of the site comprising multi-screen digital cinema, hotel, restaurants/cafes/bars/retail and associated car parking, public realm and pedestrian cycle links



Area 9 - East Wing

Site now cleared

- Comprehensive redevelopment of east wing supporting high quality, vibrant, mixed use development. As part of a series of new linked destinations along the river corridor.

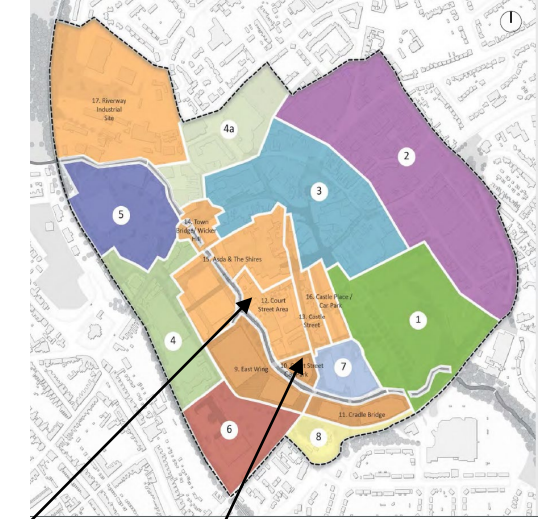


Area 10 & 12 - Court Street & Area

Council owned car park

Existing employment area comprising of under-used former mill building, warehouses, workshops and office accommodation

- Create an attractive working environment supporting innovation and growth in independent, cultural and creative business.
- Protect and enhance the existing heritage assets of the area and provide new pedestrian links with the river. Improve public realm and the traditional warehouse facades

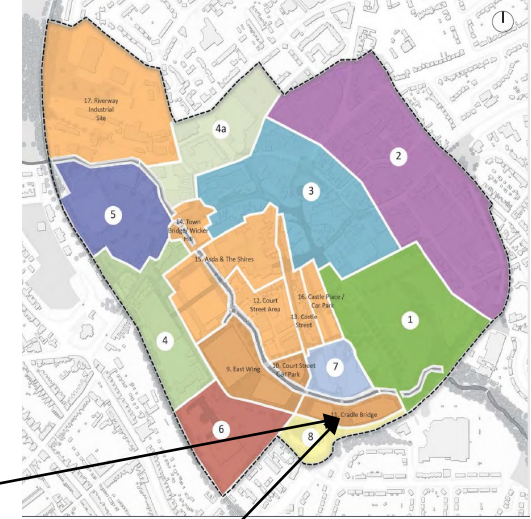


Area – 11 Cradle Bridge



Former 'Peter Black' site comprising vacant buildings and external servicing

- Comprehensive redevelopment of East Wing, Court Street car park and Cradle Bridge supporting high quality, vibrant, mixed use development.
- As part of a series of new linked destinations along the river corridor and encourage people to make linked trips.
- Establish a new east-west pedestrian and cycle link across the River Biss.



Area 13 - Castle Street

Key north – south route into the historic core supporting a mix of smaller independent businesses, some units remain vacant

- Support complementary retail, leisure and commercial uses allowing for mix day and night time activity.
- Castle street as a key walking street encouraging links trips.
- Support potential future redevelopment of the toy store/garage to accommodate larger retail units.



Area 14 - Town Bridge / Wicker Hill

An important access point and gateway to the town and the river

- Creation of a new civic spaces at town bridge focused on the River Biss through comprehensive public realm works
- Maximise active development frontage onto the River Biss corridor and Wicker Hill



Area 15 - Asda and The Shires

Shopping centre, car park, supermarket and servicing

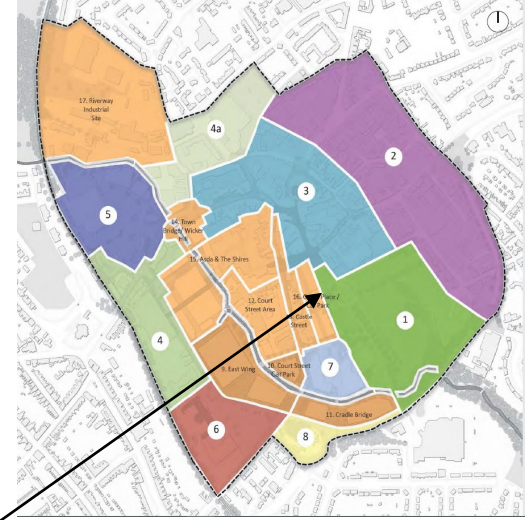
- To improve public realm, waymarking and relationship with the riverside, the historic core, the Gateway development and railway station
- Explore opportunities to reconfigure space to provide larger retail units set with an attractive environment.



Area 16 - Castle Place & Car park

Shopping centre, multi-storey car park and leisure centre

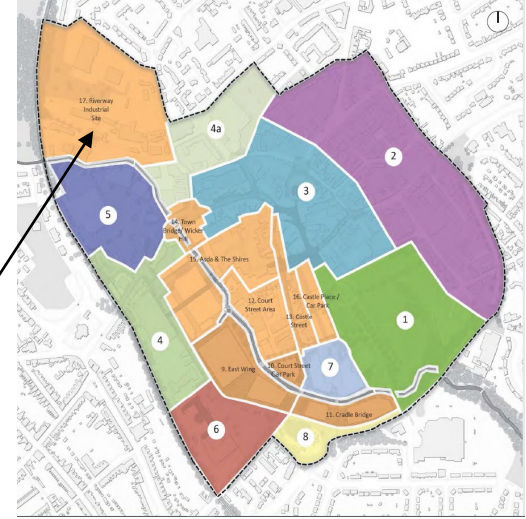
- Facilitate longer term redevelopment if the wider parking strategy for Trowbridge can be achieved.
- Support vibrant and mixed use development to encourage people to make linked trips



Area 17 - River way Industrial site (shails)

Light industrial and recycling facilities

- Facilitate longer term redevelopment opportunity for a mix of uses to include housing, office, business and/or leisure uses.
- Prepare a site specific development brief setting out the development and design principles.



Other opportunities?

Trowbridge Town Hall Trust



The Masterplan Refresh

- A quick exercise. FHSF is not about doing more plans.
- Delivery Plan is key.
- Next step is delivery



Inner Circle Consulting - an award-winning consultancy - strategy development, programme management and project delivery in public sector regeneration.



LB Waltham Forest
Town Hall Campus
Redevelopment



Transforming Walthamstow's
EMD Cinema



West King Street renewal_Ha...
Hammersmith and Fulham



Cornwall Council
Pydar Street Development



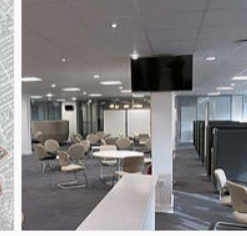
North Yorkshire
OPE



St Neots
Masterplan for Growth



LB Haringey
Wood Green Regeneration
Programme



LB Haringey
Future Ways of Working
Programme



Bath and NE Somerset Council
Customer Access Programme



LB Waltham Forest
Housing Direction of Travel



LB Waltham Forest
Property Transformation
Strategy



Isle of Wight Council
Regeneration Programme



Isle of Wight Council
Extra Care Investment



LB Barking and Dagenham
'Be First' Company Set-up



Isle of Wight
One Public Estate Programme



LB Hillingdon Strategic
Infrastructure Plan



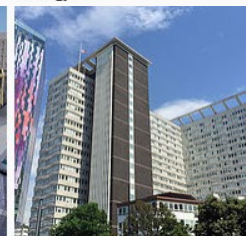
Hayes Development
Funding Strategy



Home Office Headquarters
Rationalisation



Bath and NE Somerset Council
Workplaces Programme



Home Office
Smarter Working Programme



CG - Department of Education
Old Admiralty Building



London Cancer Hub
Options Appraisal



London Cancer Hub
Programme Management



LB Barnet
Regeneration Programme



LB Harrow
Regeneration Strategy

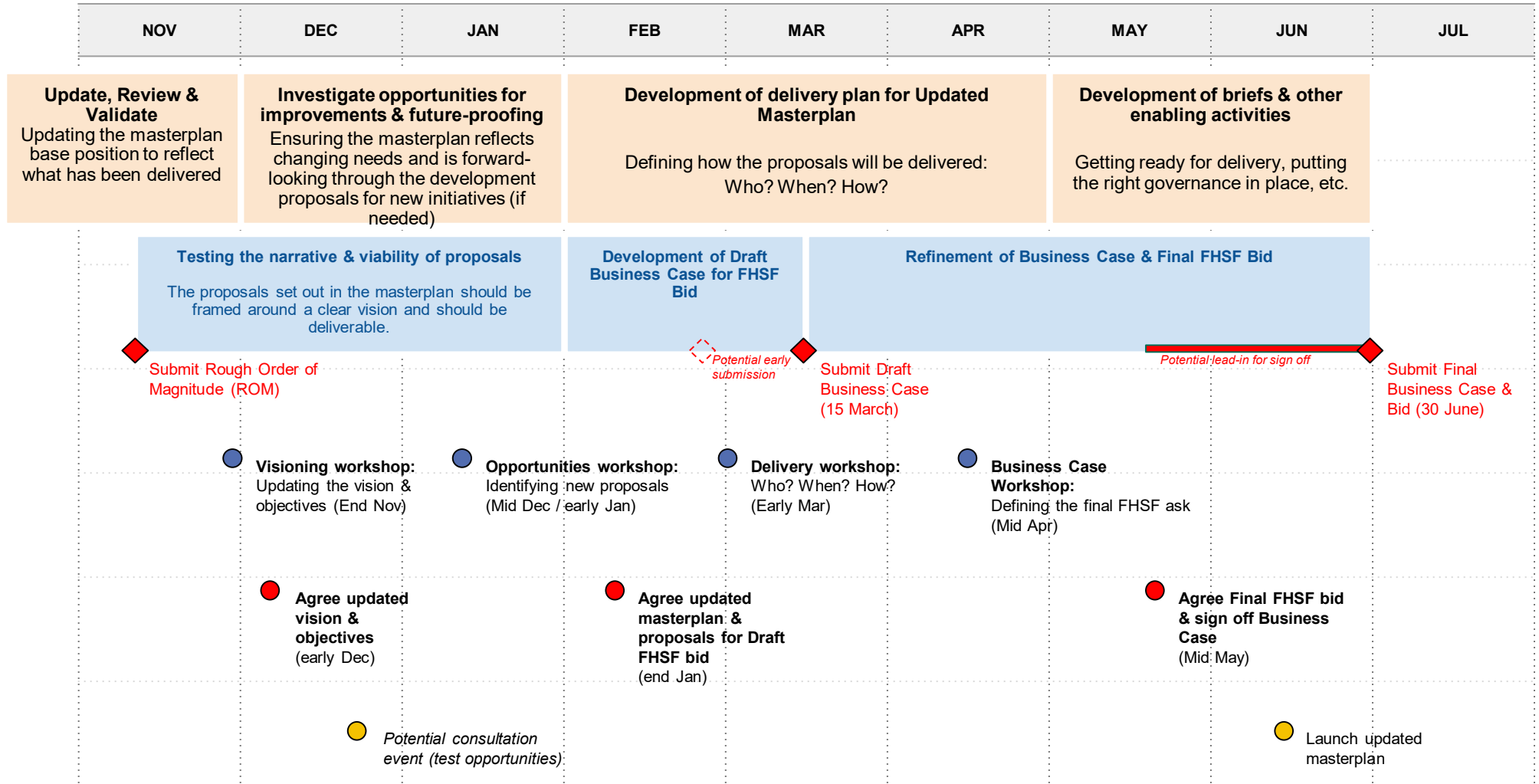


LB Harrow
Civic Centre



LB Harrow
Haslam House

TROWBRIDGE FUTURE HIGH STREET FUND - APPROACH & TIMESCALES



Key

- SB Project Board
- KS Key stakeholders
- ES External Stakeholders
- ◆ M FHSF Milestone

East Wing

CCG commissioned Kavanaghs in April 2019

11 sites long-listed

East Wing - PCT

Criteria	Short description	Weight
Meets service requirement	extent to which the site can accommodate the building and provide expansion space.	20
Meets parking requirement	extent to which the site can accommodate the identified need for parking	10
Location	potential for the site to provide a suitable environment for an ICC	12
Access	road and pedestrian access and transport links	12
Planning	potential for planning to be granted in a timely fashion	8
Site acquisition	tenure being offered and potential for site to be acquired in a timely fashion	8
Deliverability	potential for a development on this site to meet the project programme	15
Value for Money	potential to provide value for money	15

East Wing - PCT

	Site	Raw score	Raw rank	Weighted score	Weighted rank
1	East Wing	58	=4	713	5
4	South Trowbridge Business Park, West Ashton Road	58	=4	747	4
6	The Pavilions, White Horse Business Park	63	2	803	2
7	Trowbridge Community Hospital and vacant land adjacent	74	1	925	1
8	Land adjacent to The Pavilions, White Horse Business Park	62	3	781	3
11	Castle Place Shopping Centre	56	6	694	6

East Wing - PCT

Site	No weights	Original weights	Simple reverse	Greater reverse	Extreme reverse	Remove vfm and equal weights
East Wing	=4	5	4	4	4	4
S. Trowbridge Business Park, West Ashton Road	=4	4	5	5	6	5
The Pavilions, White Horse Business Park	2	2	2	2	3	=2
Trowbridge Community Hosp and vacant land adjacent	1	1	1	1	1	1
Land adjacent The Pavilions, White Horse Business Park	3	3	3	3	2	=2
Castle Place Shopping Centre	6	6	6	6	5	6

East Wing

Two shortlisted:

- *The existing Trowbridge Community Hospital Site and vacant land*
- *The Pavillions, White Horse Business Park*

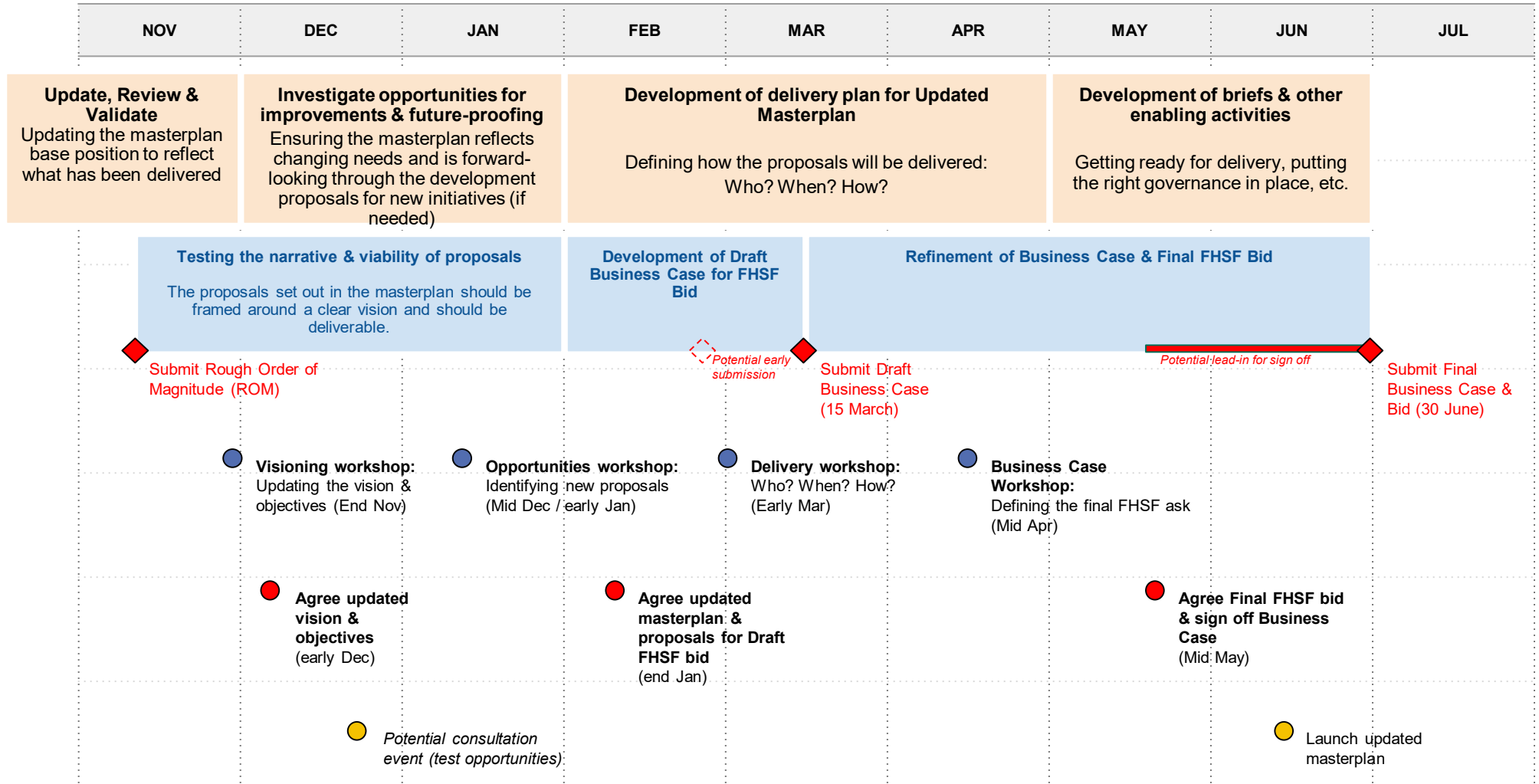
Trowbridge Community Hospital site preferred.

East Wing – Leisure Centre

- Wiltshire-wide Leisure Study – March 2020
- Site Options Analysis – April 2020
- Options for East Wing – December 2019 to March 2020

Cabinet decision

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