

Wiltshire Local Plan Review

Planning for Westbury

Introduction

1. What will Westbury be like in the future?
 - How much should the town grow?
 - What priorities should we tackle?
 - Where should development take place?
2. Answers to these fundamental questions affect how the town develops over the next 15 years.
3. The Council is thinking about these questions in planning Wiltshire's future. It's an important stage in the Council's review of the current Wiltshire Core Strategy and the development of the Local Plan.
4. The Wiltshire Core Strategy is the basis for determining most planning applications. It also identifies land for development that provides for new homes, jobs and infrastructure for our growing communities whilst balancing the need to protect the environment. The Local Plan will continue this role and therefore help shape the places the community of Wiltshire live and work within.
5. The Council has come to some initial answers to these three questions. It is sharing them and wants your views.

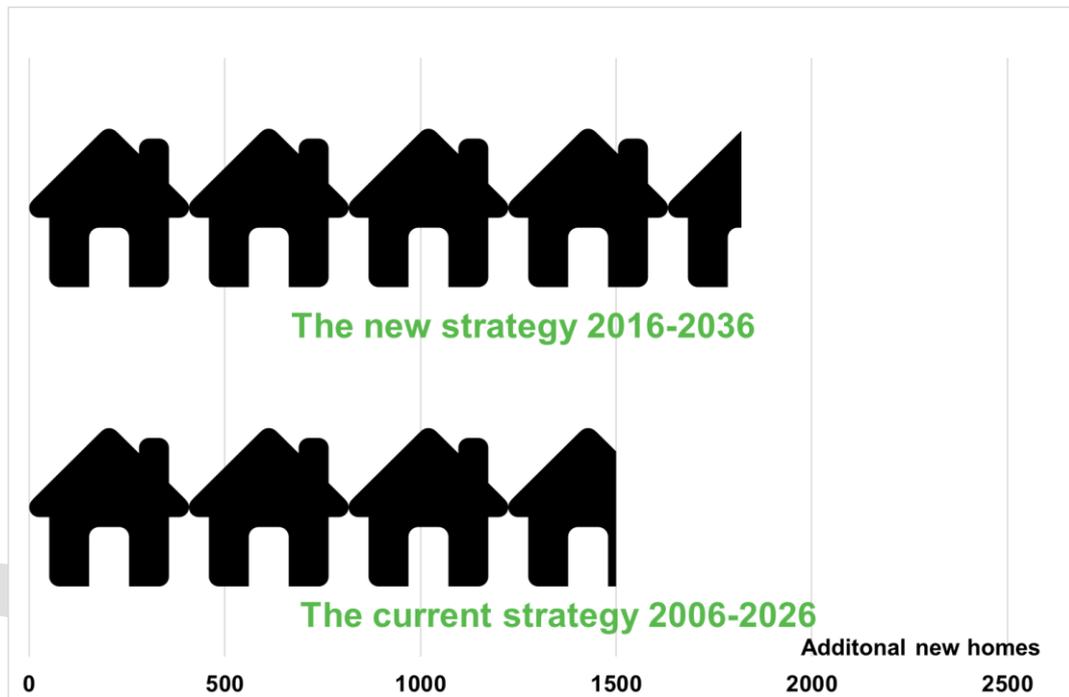
Scale of growth

How much should the town grow?

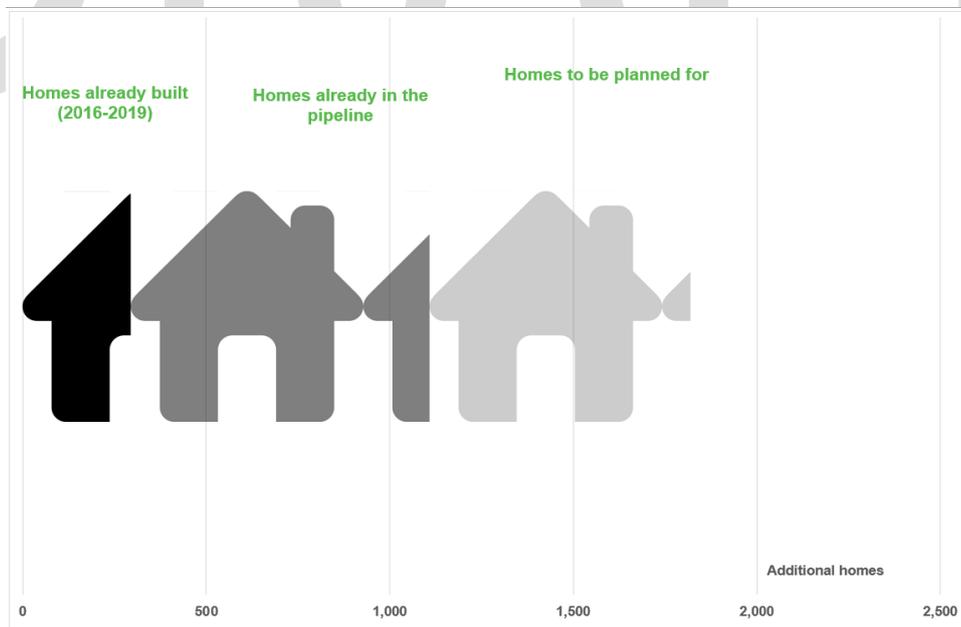
6. The Council assesses what amount of new homes are needed between 2016 and 2036, the period of the Local Plan. It does the same for how much land will be needed for new jobs and business. Detail on these requirements can be found in the 'Emerging Spatial Strategy' paper.

Additional homes

7. Assessments estimate levels of need for new homes within housing market areas, as these reflect where the majority of the local population live and work, where the majority of home moves take place and where there is a common range of private sector rents. There are four housing market areas in Wiltshire and each area includes many settlements. Westbury is in the Trowbridge Housing Market Area.
8. The Council has considered how best to accommodate needs for new homes, setting scales of growth by testing different distributions. The result of this work suggests the scale of growth should change from what is currently planned as shown below:



9. The current strategy 2006-2026, the Wiltshire Core Strategy, identified a requirement for 1,500 homes. The new strategy proposes a requirement of 1,820 homes for the plan period 2016-2036.
10. From this total estimate of need over the plan period can be deducted homes already built and those already in the pipeline as shown in the diagram below¹.



11. When the number of homes built and in the pipeline is deducted it leaves a further 710 homes to be accommodated up until 2036¹.

¹ In Westbury 294 dwellings have been built between 2016-2019 and at 1 April 2019 815 homes are already in the pipeline (i.e. they have planning permission or have resolution to grant planning permission).

12. Both the Local Plan and neighbourhood plan can allocate sites for development. Each community is encouraged to help determine where development takes place through the preparation of a neighbourhood plan. But given the amount of new homes that need to be planned for, the Local Plan will allocate some land to ensure a supply of deliverable land to meet strategic housing needs and if there are large or complex sites.
13. The Local Plan and Neighbourhood Plan will be prepared along broadly similar timescales. The emerging Westbury Neighbourhood Plan will also be able to identify sites on which new homes can be built. The Neighbourhood Plan will also be able to propose development on sites, for example, that meet a particular housing need, for self-build housing or for other uses, or that positively plan for brownfield sites.
14. Needs for development land should be met as far as possible on brownfield sites in order to help minimise the loss of greenfield land. The Council suggests that a target of 90 homes could be built on brownfield sites over the next 10 years².
15. The Local Plan ensures that the proposed scale of growth will be accommodated. It must be certain that there is a land supply sufficient to meet assessed need. It cannot rely on the brownfield target being met by as yet unidentified windfall redevelopment, the scale or timing of which is uncertain.
16. Planning positively for brownfield sites, as a part of preparing a neighbourhood plan, can also work alongside allocations of greenfield land. Where there can be certainty about brownfield sites coming forward, this will reduce the amount of greenfield land sought in this review of the plan.
17. Alongside neighbourhood plans, development briefs for individual sites and master plans for larger areas, are a means for the community, with developers and landowners, to help bring forward opportunities and achieve appropriate designs.

The Local Economy

18. The Council has assessed what additional land is needed for business in each of the economic zones of the County. These zones encompass many settlements. It has considered how best to accommodate needs for new business by testing different distributions³.
19. On current evidence, further employment land is needed at Westbury over and above land already allocated in the Local Plan (Core Strategy). This is supported by the historically high level of housing development in the town. However, there are already significant employment areas, such as the West Wilts Trading Estate, Northacre Industrial Park and Hawk Ridge Business Park, and there is a need to support and manage churn on these and other existing sites. Therefore, only a modest amount (1ha) of extra employment land is required.

² Further detail can be found in the Emerging Spatial Strategy paper.

³ Further detail can be found in the Emerging Spatial Strategy paper.

20. There is a need to appropriately resolve the future of the site of the former Lafarge cement works in Westbury, which was demolished in 2016, including consideration of alternative uses.

QUESTIONS

What do you think to this scale of growth? Should there be a brownfield target? Should they be higher or lower?

Place shaping priorities

What priorities should we tackle?

21. The Local Plan will contain a set of place shaping priorities for each main settlement. They play a central role in developing planning policies and proposals for development. They will be the basis for an overarching planning policy for Westbury that will guide development and the direction of growth.
22. Some priorities apply equally everywhere, notably the need to address climate change and achieve carbon reduction. Place-shaping priorities are intended to be those distinct to a place. They may include:
- Important local objectives or issues and how they can be addressed
 - Opportunities that have been identified that can help support a local community's vision
 - Infrastructure requirements for which there are local aspirations and capable of delivery or that are necessary to support likely future growth
23. They must relate to the development and use of land and so should revolve around specific outcomes and their benefits
24. They are also a starting point for policies that can be in neighbourhood plans. The Council will continue to work with Town and Parish Councils to find the priorities best suited to delivering sustainable development and town centre improvements. At this stage of the plan making process these are the draft priorities that have been identified for Westbury.

- Development should deliver well-designed homes, properly supported by infrastructure, to meet Westbury's needs.
- Development should contribute towards sustainable transport links (particularly walking and cycling routes) within the town and to the surrounding parishes and between the railway station, employment areas and the town centre
- Develop a strategy for the regeneration of the town centre taking into consideration the emerging Westbury Town Plan, to encourage spending, improve accessibility, better manage traffic and parking and safeguard heritage assets
- Development should contribute towards the improvement of air quality and support the Air Quality Management Area (AQMA) in Westbury town centre. It should address traffic issues in the town including consideration of, where appropriate, the route of the A350 through the town, including options for a bypass, and the need for a distributor road to relieve congestion on Oldfield Road.
- Development should deliver well thought out open spaces and landscaping to ensure residents can benefit from and enjoy their environment, regardless of whether they

are on foot or using transport, and should link with other areas to allow easy access to all parts of the town

- Retain existing employment areas and support their expansion to provide employment locally

QUESTIONS

Are these the right priorities? What priorities may be missing? How might these priorities be achieved?

Potential Development Sites

Where should development take place?

25. Land around much of Westbury is being promoted for development by landowners or prospective developers. From this larger amount of land, the Council is focussing its own assessment on a smaller pool of potential development sites that are shown on the map below. How these sites have been chosen is explained in a separate 'site selection report', published alongside this document. Not all these sites will be needed to meet the housing requirement in Westbury, further assessment will be carried out following the consultation to identify which site or site(s) will be allocated in the plan for development.
26. The Local Plan ensures the proposed scale of growth will be accommodated. The amount to be planned for takes account of development that is already certain and in the pipeline, including as many brownfield sites as can be relied on, such as those with planning permission.
27. If Westbury is to expand, assuming all identified brownfield sites have been taken into account, the next difficult question focuses on where and how the built-up area may need to extend to accommodate change. Therefore, what will the role be for the release of greenfield land at Westbury and where is it most appropriate to consider development options.
28. Each potential development site has its own individual characteristics. Rarely is one site very clearly the best choice. There are a range of different constraints and opportunities associated with each. Some are common to several or even all potential development sites. The information below shows what features, possibly both good and bad, set each one apart from others under consideration using current evidence. This pool of sites can be used to allocate sites in the Local Plan. One or more sites in whole or in part will be selected and the rest of the pool of the potential development sites will remain as they are – i.e. potentially available for consideration in any subsequent plan review. The results of this consultation might remove some sites, might restore others that were rejected or might even throw up new ones that have not so far been considered.
29. In Westbury, land is required to meet strategic housing requirements. The emerging Westbury Neighbourhood Plan will be able to propose and allocate sites for development, for example, that meet a particular local housing need, e.g. an

identified need for self-build homes or affordable housing, or development that provides particular community benefits.

QUESTIONS

What land do you think is the most appropriate upon which to build? What type and form of development should be brought forward at the town?

Is this the right pool of potential development sites? Are there any other sites we should be considering?

Are there important factors you think we've missed that need to be considered, generally or in respect of individual sites?

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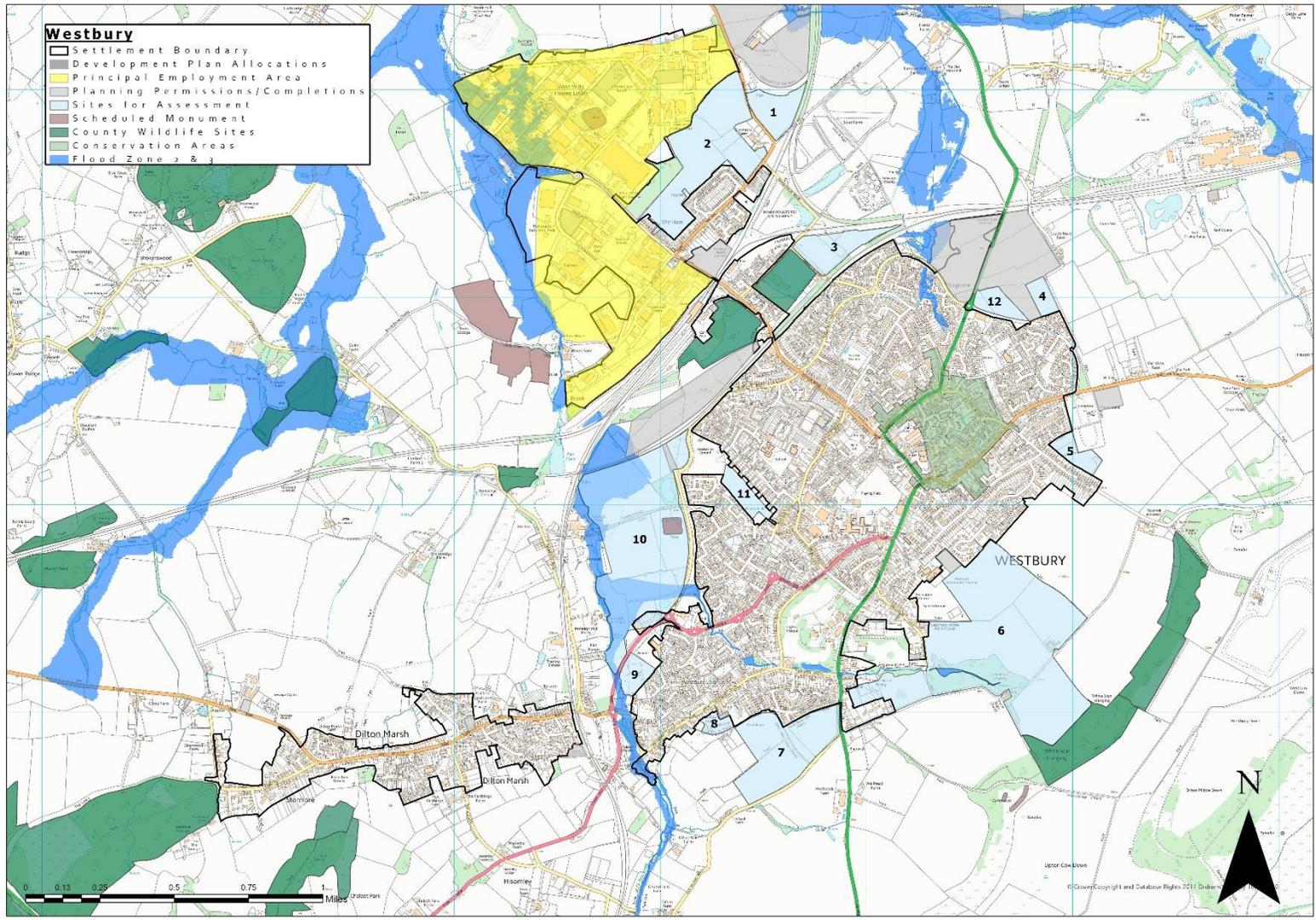


Figure 1 Map showing potential development sites for assessment

12 potential sites have been identified in Westbury for further assessment of their development potential. Not all these sites will be allocated for development. Key considerations for these potential site options are provided below.

Considerations relevant to all the sites:

- Impact on the A350, which runs through Westbury, that suffers from traffic congestion and is an Air Quality Management Area (AQMA)
- Improving sustainable transport (i.e. public transport, walking and cycling routes) connectivity between the town centre and the area around the railway station and employment areas on the north west of the town.
- Likely contributions to primary and secondary school provision

Site 1: Land north of Shallow Waggon Lane (SHELAA site 3445)

- Likely to impact on setting of Grade II Hawkridge Farmhouse but this is already compromised by existing permissions
- The site is generally well-screened but is set apart from settlement boundary
- May be seen as isolated and urban encroachment if developed on its own but could form part of a structured and phased approach if developed as part of other sites, such as SHELAA site 1014

Site 2: Land south-east of the West Wilts Trading Estate, land at Glenmore Farm and land off Storridge Road (SHELAA sites 742, 1014, 883375)

- The site is generally well screened from far views and near views could be mitigated by better management of boundary hedges and subsequent reinforcement through additional planting.
- Consideration will need to be given to the woodland belt green corridor running along the west side of this site.
- Development might lead to coalescence between West Wilts Trading Estate and existing residential development.

Site 3: Land at Slag Lane (SHELAA site 3218)

- Surface water flood risk covers a sizeable (20%) part of the site but is limited to select areas.
- The site is nestled in between railway embankments giving good screening to near views, though there are far views to the Westbury Hill escarpment.
- Development would provide the opportunity to consider the adjacent old gravel workings and railway lines, which are important green infrastructure corridors.

Site 4: Land to the west of Coach Road (SHELAA site 3620)

- The site is generally well enclosed by existing trees and development.
- Sitting on the settlement boundary it would not adversely affect any views to the countryside beyond

Site 5: Land at Fairdown Avenue and to the east of Newtown (SHELAA sites 272, 3170)

- Well-screened by surrounding development to protect it from views and careful masterplanning will help address amount of current overlooking.
- The site is just behind the residential area of Newtown and the Cemetery and whilst on a rising site with views across the wider Avon valley its location within an existing residential zone, small size and good boundary hedges would help it fit into its context.

Site 6: Chalford Gardens (SHELAA site 251, 1011)

- Partial screening by existing development lessons impact on the setting of Leighton House.
- Well-screened from countryside views to the east.
- Development of the whole of 1011 would be unacceptable on landscape grounds but there might be an opportunity for a small part of the site, to the west adjacent to 251, to be developed

Site 7: Land south of Sandhole Lane, adjoining Old Dilton Road and Turnpike Field (SHELAA sites 622, 3337, 3375)

- Consider Ground Water flood risk across part of site (SHELAA site 622)
- Potential impact on views both to and from important Upton Cow Down escarpment is likely to be less than for sites further to the south and east because of the site's location adjacent to the settlement boundary and with careful mitigation along its southern edge reinforcing existing hedgerows.

Site 8: Land to the rear of 71 Westbury Leigh (SHELAA site 3223)

- Impact on setting of Malthouse requires assessment but harm unlikely to be increased over and above harm caused by existing development.
- The site is generally well enclosed by existing trees and development.
- Sitting on the current settlement boundary it would not adversely affect any views to the countryside beyond.

Site 9: Land at Leigh Park (SHELAA site 268)

- Mitigation of heritage impact on setting of Grade II Listed Penleigh Mill only likely to affect area of site north of Mane Way (A3098).
- Opportunities to mitigate impacts on views from Mane Way, through strategic tree planting along the boundary, and on River Biss Brook green infrastructure corridor that runs along the west of the development.

Site 10: Land to the west of Mane Way (SHELAA site 3205)

- The size of the site creates opportunities to avoid parts of the site in Flood Zone 2/ Flood Zone 3a.

- Its large size may also provide the opportunity to mitigate the site's impact on the Scheduled Penleigh moated site and Grade II Listed Penleigh House, Farmhouse and Mill and their setting
- The site is exposed to views from Mane Way (A3098) but there is opportunity to mitigate this through planting along the boundary and to consider the Biss Brook Green Infrastructure Corridor, which runs along the west of the site

Site 11: Land at Redland Lane (SHELAA site 269)

- Well-screened by surrounding development to protect it from views and careful masterplanning will help address amount of current overlooking.

Site 12: Land at Gas House Farm (SHELAA site 299)

- Surface water flood risk confined to the eastern part of the site
- Site generally well-enclosed by existing trees and development and sites on the edge of the settlement boundary

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Settlement profiles

30. When planning for growth it is important to consider the characteristics of the town in terms of important services and infrastructure (green infrastructure, health, education, transport and utilities), as well as housing need and the local economy. The following profiles therefore summarise measures in place or being put in place to address known infrastructure issues and their timing, what additional provision would be needed to support growth and what other opportunities there may be.

QUESTIONS

Are there any other issues or infrastructure requirements that should be identified?

Topic	Comment
Education	<p>Early years education provision at Westbury is not currently subject to any surplus.</p> <p>Westbury Infant and Junior and Westbury Leigh Primary schools are subject to some surplus of primary places. Bitham Primary School has been identified as being full.</p> <p>There is also some surplus at Matravers School and opportunities to expand if necessary.</p>
Energy	<p>According to Scottish and Southern Electricity Network's (SSEN) Network Capacity Map, the substation and supply points in and around Westbury are currently unconstrained. They are also unconstrained in relation to energy generation, according to SSEN's Generation Availability Map.</p>
Green and Blue Infrastructure	<p>A multi-functional 'Local Green Blue Infrastructure (GBI) Network' has been identified and is shown on the map in figure ii below. The Map indicates areas where improvements will need to be sought – i.e. in the form of functional and sufficiently scaled corridors within which the aim would be to consolidate and incorporate new green and blue spaces into the existing GBI networks.</p> <p>The map in figure iii below identifies biodiversity and heritage assets which are also GBI assets. These features are important waypoints within the existing landscape and should be considered as being integral to how new development areas are sensitively planned.</p>

Topic	Comment
Sport and Leisure Facilities	<p>At Westbury there is a need for the following, as identified by the Wiltshire Playing Pitch Strategy:</p> <ul style="list-style-type: none"> • Grass pitches are sufficient in Westbury. However, a 3G ATP is required which could be in the Warminster / Westbury area. • Privately owned sports pitches are located at the 'Old Cement Works' which requires drainage works which and general improvement works which could be funded via any new developments. • Westbury United Football Ground is currently at Meadow Lane and there may be a need to identify a site to relocate if there are other plans for the current site. <p>Leisure Facilities Wiltshire Council is in the process of undertaking a Leisure Facility Needs Analysis. Any requirements relating to Westbury Swimming Pool and Leighton Recreation Centre will be informed by this work, which will include planned growth and demand.</p>
Health	There is 1 GP surgery with no current capacity issues.
Housing needs	<p>In the years 2016-2036 the older population is expected to increase by 44% in the 60-74 age group and 104% in the 75+ age group. At the same time the 0-14 age group is expected to increase by 17% and the 15-29 age group to increase by 13%. Finally, the 30-44 age group is expected to increase by 19% and the 45-59 age group to decrease by 4%.</p> <p>Local Household Incomes</p> <p>The annual average gross income is £34,600 and the net income after housing costs is £23,600.</p> <p>Affordability Ratio (based on 2 bed property)</p> <p>Median price is £161 100 Annual gross income £34 600 Affordability ratio is 4.74</p>
The local economy	<ul style="list-style-type: none"> • High concentration of jobs in Transportation & Storage, and noticeable concentrations in Manufacturing and Construction • Welton Bibby & Baron have invested significantly at their West Wiltshire Trading Estate site following relocation to the area. Other investments included increased capacity at Arla Westbury Dairies and the adjacent Hills Group MBT Plant

Topic	Comment
	<ul style="list-style-type: none"> • Significant investment into Hawke Ridge Business Park, located next to the A350 between Westbury and Trowbridge • Weight limit on Station Road bridge limiting factor on accessing employment sites • Low level of unemployment • Town centre vacancies are slightly higher than the national average. • There is a small capacity for convenience retail floorspace up to 2036. This is likely to be best achieved through redevelopment/expansion of existing convenience food retail provision. • A very limited capacity for additional comparison retail floorspace up to 2036.
Transport	<p>Key features</p> <p>Westbury is well connected via the strategic highway network; it is situated on the A350 (providing north-south links) with the A36 to the south (providing east-west links). Bus services are available from most of the residential areas of Westbury to the town centre. There is a generally hourly bus service to Trowbridge, Bradford on Avon and Bath; also to Warminster and Salisbury.</p> <p>Westbury is a significant rail hub, with direct services in six directions, including services to Bristol, Swindon, London, Salisbury and the South West.</p> <p>Current constraints/local concerns</p> <ul style="list-style-type: none"> • The A350 passing through the town causes delay and local social and environmental impacts. • A traffic related Air Quality Management Area (AQMA) has been designated on the A350 in the centre of Westbury. • Peak hour delays on the A350 and into key destinations affecting bus services (partly as a result of a lack of bus priority measures). • Westbury's railway station is situated about 1.3km from the town centre with limited bus integration. • Future development growth in Westbury may increase traffic on the A350, possibly jeopardising its strategic role and deteriorating air quality. <p>Opportunities</p> <ul style="list-style-type: none"> • A350 West Ashton/ Yarnbrook Relief Road will reduce congestion north of Westbury.

Topic	Comment
	<ul style="list-style-type: none"><li data-bbox="662 253 1268 324">• Car park extension at Westbury rail station removes a constraint on rail travel growth.

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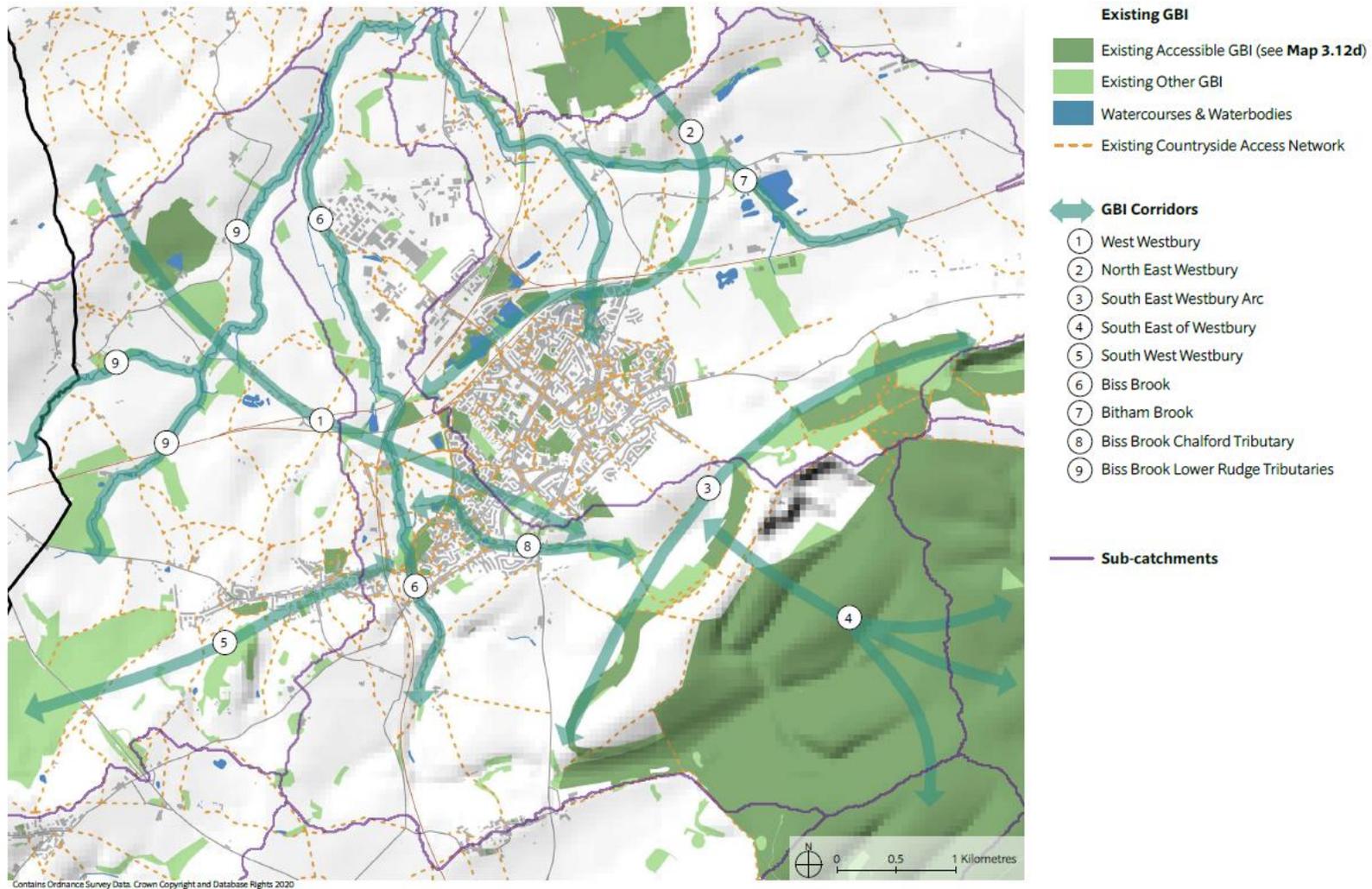


Figure 2 Map showing Westbury Green and Blue Infrastructure Network and improvement corridors (numbered).

(These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)

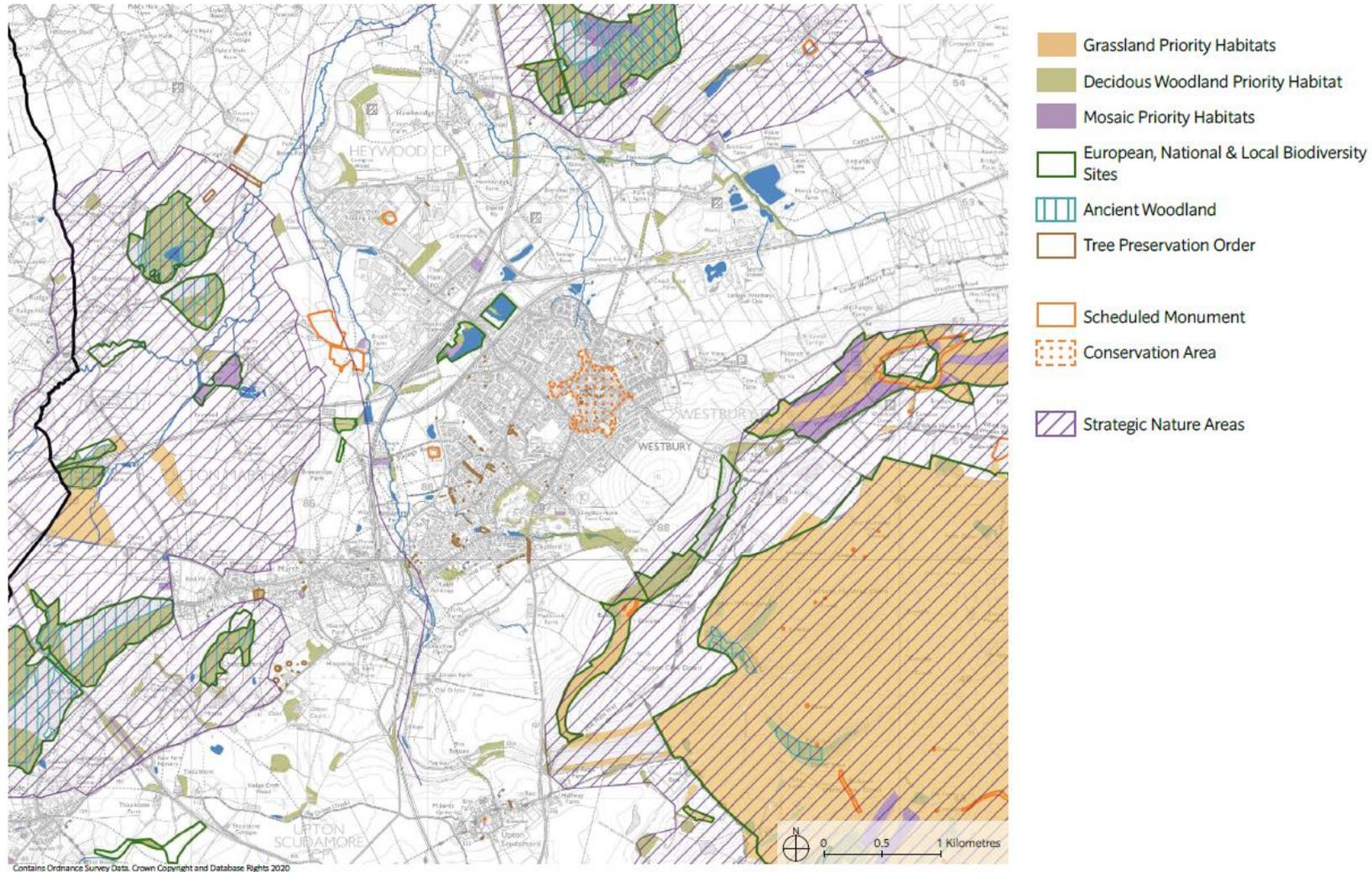


Figure 3 Map showing Westbury Green and Blue Infrastructure Assets in relation to Biodiversity and Heritage.
 (These are draft plans from the emerging Green and Blue Infrastructure Strategy and may change)