

Update for Chippenham Area Board

Update from	Chippenham Vision Board
Date of Area Board Meeting	5 July 2010

Headlines/Key Issues

- **Developing the Vision**

We have to refine the ‘Vision’ and make sure the Core Strategy reflects it in order to:

- Reverse the trend to a dormitory town by a new strategy for ‘self-containment’
- Build a new Vision upon the ‘unique potential’ that Chippenham offers
- Influence the Core Strategy as it is formed, not wait for the consultation
- Address the current limitations of Transport, Traffic and Parking
- Analyse Chippenham’s unique potential
- Be clear about scale – changes regarding the Regional Spatial Strategy present an opportunity

- **Engaging with Developers**

The Vision is engaging with all significant developers and landlords to ensure that new major developments lead to

- High quality housing
- Sensitive to environment
- Appropriate retail, leisure, and open space
- Better connection with the town centre for walking, cycling, private & public transport
- Financial contribution to town centre regeneration
- Industrial traffic is kept away from the town centre
- Office & technology is close to bus and rail links
- Maximum use of Council land as incentive

- **Masterplan**

The Vision is working to create a Master Plan that will influence all development in the short / medium term, and will:

- Resolve current shortcomings eg. in retail, leisure, traffic, parking and urban realm
- Lead to a future Chippenham that realises the agreed Vision

Projects

- **Development Brief for Westmead / Riverside**

A development brief for Flowers Yard and Riverside (the site) was adopted by North Wiltshire District Council as Supplementary Planning Guidance on the 9th January 2001.

This document was produced in order to influence development within the area marked on the drawing titled ‘Site Location’ within the SPG.

The 2001 development brief was not a ‘saved’ document within the Wiltshire Local Development Scheme (January 2009) and is therefore afforded no development control ‘weight’ and consequently would not be considered a material consideration relating to any planning application made affecting this area.

The Vision Director for Chippenham is aware and party to discussions with owners and developers at and around the site regarding the potential for development in the near future.

The Chippenham Vision is in the process of having a masterplan prepared for the town,

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however this is not currently in production and it is probable that at least one application at the site will precede its creation.

The recently (April 2010) adopted Chippenham Conservation Area Management Plan acknowledges that this site has been subject to recent development and that some or all of its development guidelines may be outdated.

One part of the site identified in the 2001 Brief has been recently developed for residential use with relatively high density.

The probable redevelopment of the adjacent site known as the Bath Road Site presents an opportunity for the southern part of the town centre to be developed in a coordinated manner that matches the aspirations of the Chippenham Vision and Wiltshire Council.

The Vision has therefore initiated the production of a Development Brief for this site in order to maximise opportunities offered by its development.

• Masterplan

The aim is to provide a Development Framework for the town and Masterplan for the Town Centre Strategic Site.

Key objectives:

- Development of an overall strategy to improve the town
- Direct enhancements to the town to enable it to meet the needs of a growing and economically diverse population
- Provide clear direction and sustainable, achievable proposals for public and private sector investment
- Achieve community acceptance and consensus for the emerging strategy

Outcomes:

- A graphical illustration of the Vision – strong physical vision and identification of priority projects
- A framework to guide the sustainable development of the town over the next 20 years
- A tool to assist with the retention and growth of key employers

Future Events/Dates for the diary

- **Chippenham River Festival 2010** – August 28th and 29th (jointly promoted with ChAP). New events this year will include Raft Racing and a parachute display by the Red Devils. Please support with generous sponsorship and by entering teams for the Raft Races (£10 a head). See www.chippenhamriverfestival.co.uk
- **‘Action for Market Towns’ annual convention, October 12th and 13th**. Chippenham has won the competition to host the 2010 convention and the Vision Board will work with ChAP and the Town Council to showcase examples of progress in workshops and study tours. There are good opportunities for businesses to exhibit at the convention, and sponsorship packages will be issued shortly. Thanks to all who supported the bid.

Signed: John Clark

Date: 24 June 2010