



Land off the A363 White Horse Business Park

Trowbridge

MASTERPLAN DOCUMENT

August 2023

On Behalf of Castlewood and Vistry

Turley

Foreword

This masterplan document has been produced in conjunction with a wider project team of environmental and technical consultants and supports development of Wiltshire Housing Allocation H2.2.

The document seeks to establish a series of development principles for the site as well as set-out the proposals of the overall masterplan. These proposals have been formed in response to the various site-specific considerations identified by the wider consultant team, and through post submission conversations with Wiltshire Council.

Contact

Dan Hilliard
Urban Designer
daniel.hilliard@turley.co.uk

Office Address

40 Queen Square
Bristol, BS1 4QP

Telephone

0117 989 7000

Date of issue

August 2023

Disclaimer

This document is for illustrative purposes only and should not be used for any construction or estimation purposes. Do not scale drawings. No liability or responsibility is accepted arising from reliance upon the information contained in this drawing/document.

Copyright

All drawings are Crown Copyright 2023.
All rights reserved. License number 100020449.

Issue Record	
date	Aug 2023
revision	C
author	DH
authorised	NH



Contents

The Wider Site	4
Site Constraints & Opportunities	6
Masterplan Evolution	8
Masterplan Concept	10
Comprehensive Masterplan Proposal	12
Ecology and Landscape	14
Play and Leisure	16
Land Use	18
Density	20
Building Heights	20
Access and Movement	22
Street Hierarchy	22
Pedestrian and Cycle Movement	28
Drainage	30
Sustainability	32



The Wider Site

The wider site, extending from Bradley Road to Westbury Road is allocated in the Wiltshire Housing Site Allocations Plan (adopted February 2020) for development under Policy H2.2 Land off the A363 at White Horse Business Park. Residential development on the site is therefore supported in principle.

The development of this site for housing would result in a logical extension to the settlement of Trowbridge. Policy H2.2 states the following objectives for the development of the site:

- Core bat habitat will be protected and enhanced. Design and layout will be informed by appropriate surveys, impact assessments and the Trowbridge Bat Mitigation Strategy (TBMS);
- Retention and enhancement of existing hedgerows and trees as part of wider landscaping and green infrastructure requirements;
- The delivery of new housing for Trowbridge providing growth for the area;
- Incorporating open space provision. Development will be expected to enhance a key gateway approach to the town and retain visual separation between Trowbridge and North Bradley;
- Sensitive design and layout, which ensures the significance of heritage assets and their settings are not subject to unacceptable harm. This shall be informed by appropriate heritage and archaeological assessments. Development proposals will make a positive contribution towards conserving and enhancing the significance of the Baptist Burial Ground, its gateway, and its setting; and
- A Flood Risk Assessment (incorporating an assessment of the predicted effects of climate change) and comprehensive drainage strategy to inform site layout and design so that surface water is controlled and does not exacerbate flooding off-site.

This Masterplan Document covers both the Castlewood and Vistry Land areas covering the scheme for Policy H2.2 as a whole.

Fig. 1: Site Location Plan



Bradley Road (A363)



White Horse
Business Park

Baptist Burial
Ground

Little Common

Westbury Road

Hitachi Capital
Vehicle
Solutions

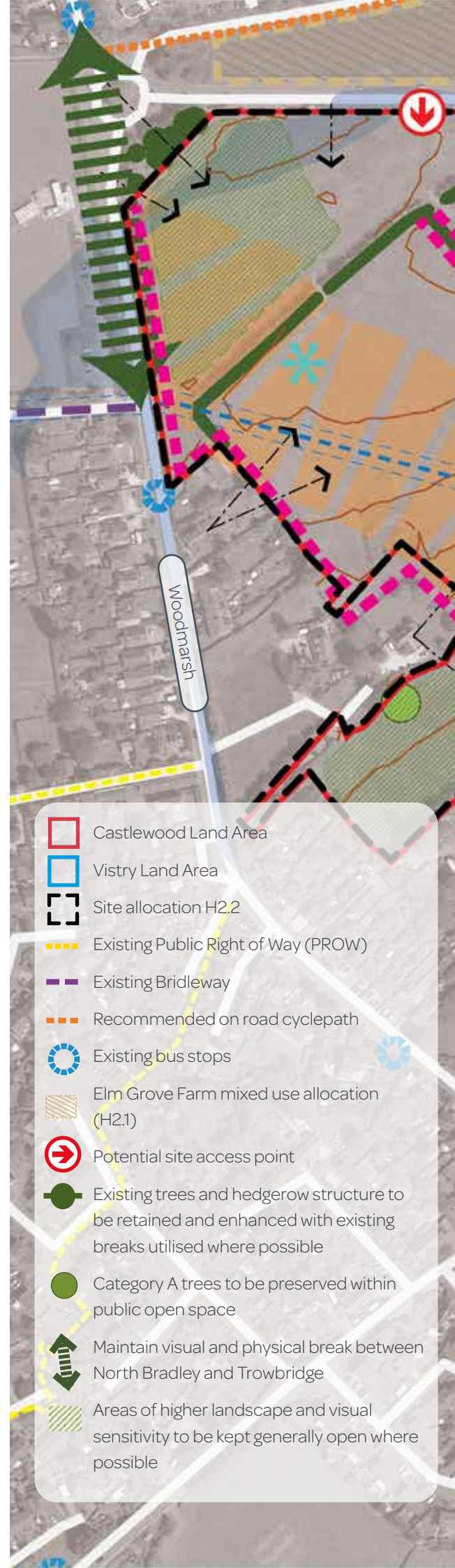
Site Constraints & Opportunities

The site assessment undertaken between both sites has identified site specific constraints and opportunities that will underpin the design elements for both Castlewood Properties land and Vistry Group land. Key considerations include:

- Core Bat Habitat to be protected and buffered where possible, but overall aim is maintain/provide a coherent/robust habitat for bats to move through the landscape.
- Retain areas of higher landscape and visual sensitivity as public open space.
- The woodland belts associated with the White Horse Business Park and the network of mature hedgerows and trees should be retained, where possible.
- The separation between North Bradley and Trowbridge should be respected and protected with a landscaped offset to provide an area of open space between the village and the development.
- New highway access via A363 Bradley Road that would connect through Castlewood Land into Vistry Group Land with pedestrian and cycle access onto Woodmarsh via Little Common.
- Connection point between developments to create a clear through route in the site allocation land.
- Maintaining privacy and security to rear garden boundaries of existing properties backing onto the site.
- Development at Elm Grove Farm to the north would potentially push the settlement edge of Trowbridge further south to abut the northern boundary of the Site.
- Make connections between the wider allocation site and existing Public Rights of Way (PROWs).
- There is potential for a crossing point along Woodmarsh to provide improved pedestrian connectivity to Trowbridge.
- Whilst there is no standing water on-site, there are ponds within 250m of the site at the White Horse Business Park. These ponds along with the hedgerows and grassland habitats on site are considered to be of local value to Great Crested Newts (GCN).
- Attenuation features for capturing surface water runoff should be incorporated within the site, preferably at the lowest topographical point of the site.
- Ensure no development takes place within the easement of the existing water main that crosses the allocation site.

NOTE: Constraints information for Vistry Land taken from submitted DAS (Application REF: PL/2022/05426)

Fig. 2: Constraints and Opportunities Plan





Bradley Road (A363)

White Horse
Business Park

Baptist Burial
Ground

Little Common

Westbury Road

- Core bat habitat area
- Offsite ponds (habitats of value for GCN)
- Surface water flooding
- Potential attenuation feature location
- Listed buildings or monuments
- Views into the site
- Existing water main with 3m easements
- Running Water
- Indicative landscape buffer
- 1m Contours
- Slope of Land

Masterplan Evolution

The masterplan began as a response to Wiltshire Housing Site Allocations Plan H2.2 with the view of providing between 150 and 170 homes across 18.88ha of land west of the White Horse Business Park at Trowbridge.

The original proposal envisaged providing housing parcels across the whole H2.2 allocation, however as the project has progressed the proposed developable area has decreased. An enlarged landscape buffer has been provided between the development and North Bradley both to reduce the potential of coalescence and to provide a wider dark corridor for bats which have been identified on-site.

The area of development has been reduced to two parcels, one within the ownership of Castlewood and the other under the control of Vistry. 70% of these sites will be green infrastructure.

Masterplan - April 2020



Fig. 3: Combined Masterplan - April 2020

The first iteration masterplan was submitted as part of two outline applications by Castlewood and Vistry in June 2020 and July 2020.

- Masterplan as per application submissions 20/03641/OUT and 20/05805/OUT
- access from Bradley Road and Little Common
- 200 homes (100 Castlewood and 100 Linden)
- care home of up to 64 beds (up to 3,750 sqm)
- associated landscape and infrastructure

Masterplan - December 2021



Fig. 4: Wider Masterplan RevF

Masterplan - July 2022



Fig. 5: Comprehensive Land Use Plan RevE

Following officer comments revisions were made to the layout to reduce its visual impact on the landscape setting of North Bradley.

- removal of care home in north of the site responding to a key gateway approach to the town and retain visual separation between the town and North Bradley'
- reduced developable area on the Castlewood site from 2.67ha to 2.56ha.

In July 2022 Vistry submitted a new full application featuring revised access arrangements and an amended layout. Vehicular access from Little Common was discarded due to consultation responses received on the outline application.

- application submission PL/2022/05426 in July 2022 superseded 20/05805/OUT
- access from Little Common revised to pedestrian, cycle, and emergency access only
- vehicular access now taken exclusively from Bradley Road
- number of dwellings on the Vistry site revised down to 82 homes

Masterplan Concept

The proposed residential development is located within the eastern half of the site, adjacent to the White Horse Business Park. The existing central hedgerow defines the extent of the development area and contains the built form. This is to provide a landscape separation zone between the proposed built form and North Bradley, avoiding coalescence, creating visual and physical separation and to create a green space for bats and other protected species.

The proposal is landscape led with green infrastructure covering over half of the site area, featuring a mixture of amenity open space, natural/semi-natural open space, tree planting, an orchard, and spaces for play. The majority of existing trees and hedgerows will be retained and integrated into the scheme's open space strategy. Sustainable Drainage Systems (SuDS) are provided at natural low points on the site.

The movement strategy features a single point of vehicular access from North Bradley Road (A363). This connects to a primary street forming the spine of the development. There will be three points of pedestrian and cycle access, one onto North Bradley Road, one onto Woodmarsh and the final onto Little Common. The connection to Little Common will also serve as emergency access. There will also be pedestrian and cycle routes through the sites green infrastructure to maximise connectivity.

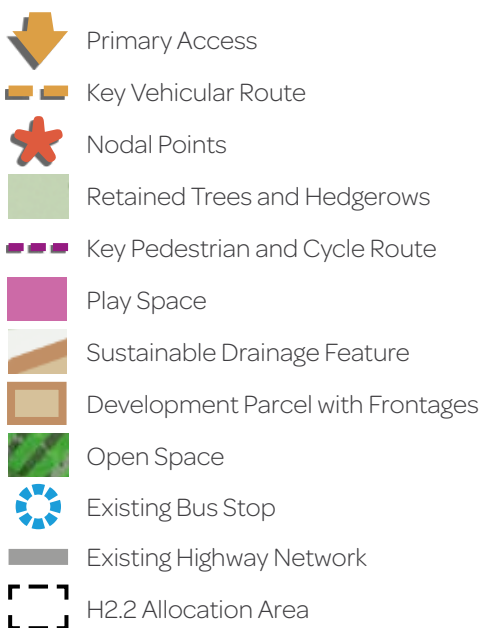


Fig. 6: Concept Diagram





White Horse
Business Park
Bus Stop

White Horse
Business Park

Little Common

Westbury Road

Comprehensive Masterplan Proposal

The masterplan, on the next page, sets out the broad areas of land use, landscape connections and accessibility.

Submitted Framework Masterplan

The masterplan has undergone an iterative design evolution involving the various technical assessments associated with the site to ensure a fully resolved masterplan is outlined.

The revised masterplan seeks to demonstrate the delivery of a high quality, landscape-led scheme, providing a biodiversity enhancements within the site and reducing adverse impact to existing habitats and species within the site.



Site Boundary



H2.2 Allocation Boundary



Core Bat Habitat Area



Retained Trees and/or hedgerow



Public Open Space



Sustainable Drainage Features



Proposed Tree Planting



Proposed Road



Residential Area



Play Area

- 1 Primary access point via a new junction on Bradley Road.
- 2 Threshold between Castlewood and Vistry Land
- 3 Pedestrian & Cycle access to Woodmarsh
- 4 Proposed Pedestrian routes around the site
- 5 Proposed Cycleway
- 6 Existing trees and hedges to be retained, where possible
- 7 Woodland, tree and scrub planting, and grassland management to provide a green buffer between the proposed built development and the existing built development at North Bradley.
- 8 Existing established tree to become focal a focal point of central green spaces
- 9 New tree planting within landscape buffers
- 10 Proposed Orchard
- 11 A series of flood attenuation features proposed within the lower parts of the site which would be designed to maximise their biodiversity value.
- 12 Proposed Pumping Station
- 13 Play Area
- 14 Localised areas of grassland to be managed shorter to allow for informal play/recreation
- 15 Pedestrian & Cycle access to Westbury Road



Approved
Elm Grove
Development



White Horse
Business Park

Bradley Road (A363)

Woodmarsh

Undeveloped
Land

Little Common

Westbury Road

Ecology and Landscape

This masterplan incorporates an integrated ecological strategy that works harmoniously with the landscape, retaining and enhancing existing trees and hedgerows which characterise the site. Planting retention and additional habitat improvements have been carefully considered to contribute to biodiversity enhancements within the site.

The south western half of the site is proposed to be a buffer of green infrastructure to create visual separation between North Bradley and the proposed development.

This provides a field's width of at least 100m between the proposed development and development within North Bradley. With the addition of woodland, tree and scrub planting, sensitive grassland management and the creation of permanent water bodies, this will create a robust corridor for bat species, including those associated with Trowbridge bat woodlands, to move and feed through the landscape. In addition, a series of smaller habitat buffers proposed across/around the remaining boundaries of the built development proposals.

This approach was determined in preference to the standard measures set out within the Trowbridge Bat Mitigation Strategy (which would have required a series of smaller buffers across/through the proposed development) through detailed consultation with Natural England and Wiltshire Council, given the need to provide a robust corridor for which bats to move between the Trowbridge bat woodlands and habitat to the north (including the Bath and Bradford-on-Avon Bats SAC).

These proposals include proposed landscape details that would benefit a range of other protected species including Great Crested Newts, which have suitable habitats within the Whitehorse Business Park.

This buffer could support a range of informal facilities, including footpaths and incidental play features. Existing trees and hedgerows will be retained and enhanced with additional planting.

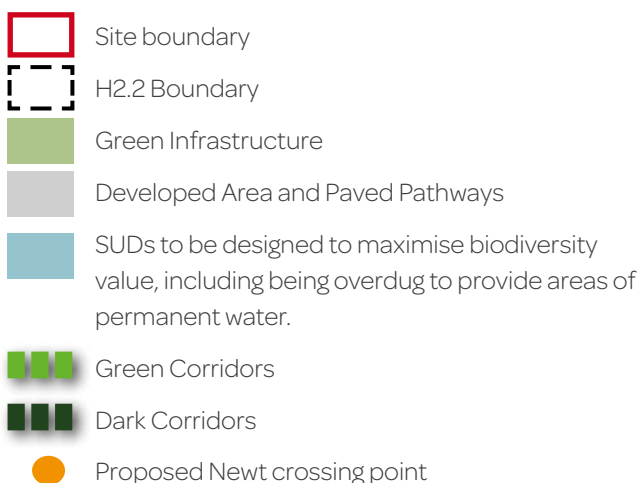


Fig. 8: Ecology Plan



Bradley Road (A363)

Woodmarsh

Undeveloped Land

Little Common

Westbury Road

Play and Leisure

Play Spaces

The public open space strategy is based upon Wiltshire’s Draft Open Space Study 2015 - 2026 policy requirements.

Two play areas will be provided on site meeting the play space policy requirements for 132 homes. Both play spaces are located within 480 metres or 10 minute walking distance from all the new homes.

Alongside the play area will be informal recreation opportunities in areas of public open space including a play trail. Children will engage with and explore nature through play equipment of predominately natural materials including grassed mounds, sand, sculpted wood, logs and stone. The play area will also include planting to enable children to experience natural scent, colour, and texture.

Public Open Space

Public open spaces are to be kept informal, so the landscape appears to flow organically around the site; paths meander, grassland is only lightly managed, wildflowers and bulbs create a carpet of seasonal colour and tree planting is arranged in informal drifts.

The Landscape Separation Zone would include new areas of woodland belt planting to maintain a degree of visual separation between the proposed development and North Bradley. The woodland belts will be mix of native species and be 25-30m in depth which would ebb and flow along its length.

The public open space would be multi-functional, not only providing for human interests through walking routes and a community space for residents to enjoy the landscape; but also accommodating ecological, hydrological, and visual integration.

The planting proposals for public open spaces will utilise seasonally interesting, large, and medium scale, native trees inclusive of fruit and nut bearing species which are attractive to wildlife including Crab Apple, Elder, Wild/Bird Cherry and Blackthorn. Woodland and native proposed tree species could include: Oak, Beech, Alder, Field Maple, Hornbeam, Silver Birch, Rowan, Aspen, Grey Willow and shrubs Hazel, Spindleberry and Hawthorn.



Fig. 9: Children’s play equipment made from natural materials

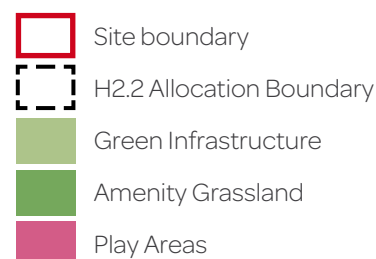


Fig. 10: Play Spaces Plan



Bradley Road (A363)

Woodmarsh

Amenity
Grassland

Play Area

Play Area

Undeveloped
Land

Little Common

Westbury Road

Land Use

The site area is 14.76ha (36.47ac), this includes land controlled by Castlewood and Vistry but not the land south of Little Common. The wider H2.2 Allocation has an overall area of 20.67ha (51.07ac).

3.66ha (9.04ac) of the site area is proposed to be residential use for approximately 132 homes at an average net density of roughly 37dph. The scheme provides a range of housetypes of varying sizes and tenure to ensure the delivery of a varied residential community. 30% of the total number of dwellings will be affordable homes in line with Wiltshire Council Core Strategy policy. Affordable housing will be dispersed throughout the proposal to encourage integration and social cohesion.

10.96ha (27.28ac) of the site will be classified as green infrastructure. This equates to 74% of the overall site area. This will include both formal and informal play areas, informal play areas, on-site attenuation features and landscape planting.

Housetype	Number
1 Bed Apartment	4
1 Bed Maisonette	8
2 Bed FOG	2
2 Bed Home	53
3 Bed Home	78
4 Bed Home	16

Total	132
-------	-----

*Above housing mix is indicative and based on combined numbers from both the Vistry full application and the Castlewood outline application.

Land Use	Area (ha)
Residential Land	3.66
Green Infrastructure	10.96
Highways Land	0.14
Sustainable Drainage Systems (overlaps with GI)	0.52

Site Area	14.76
H2.2 Allocation Boundary	20.67



Fig. 11: Land Use Plan



Bradley Road (A363)

Woodmarsh

Undeveloped
Land

Little Common

Westbury Road

Density

The development will provide a mix of densities to promote a varied development with up to 40dph proposed within the developable area.

This will generally be graded from highest along the primary street and at nodal points, to the lowest along the park edges that front onto public open space. These characteristics are outlined in more detail within the street hierarchy section.

The density distribution will be reflected within the dwelling typologies and car parking strategies. As well as density, architectural style, and housetypes will provide a varied streetscape.



Less Dense Urban Edge



Higher Density Core

Building Heights

The majority of units on the Site are two storey dwellings with associated single storey garages to the side of the properties. This is in keeping with the general theme of the surrounding properties.

The Site contains some 2.5 storey blocks along the spine road acting as key feature buildings and providing architectural variations within the building frontages.



Less Dense Urban Edge



Higher Density Core

-  Site boundary
-  H2.2 Allocation Boundary
-  Up to 40dph, Up to 2.5 storey houses

Fig. 12: Density Plan



Bradley Road (A363)

Woodmarsh

Undeveloped Land

Little Common

Westbury Road

Access and Movement

Vehicular access into the site will be taken from the A363 (Bradley Road). The proposed junction will be designed to facilitate the delivery of the entire Policy H2.2 Allocation area. From this junction the primary street will provide the main thoroughfare which serves the heart of the development. Secondary streets and park edges will connect the remainder of the masterplan.

Pedestrian routes will be integral to the development proposals, creating connections along the streets, through the scheme's public open spaces, and with the wider landscape. The masterplan creates a permeable pedestrian/cycle network, linking to Trowbridge Town Centre, White Horse Business Park, and North Bradley.

Street Hierarchy

The layout has been designed to provide a clear, simple street hierarchy comprising;

- **Primary Streets** which form a spine serving the heart of the developable area ;
- **Secondary Streets** will branch off from the primary route and will vary in character slightly from the primary street, and;
- **Park Edges** will predominantly be located where development fronts onto public open space and will serve the remainder of the development.

All of the roads will be designed to encourage low vehicle speeds, helping to ensure that more vulnerable road users, such as cyclists, feel safe sharing the road with motorised traffic.

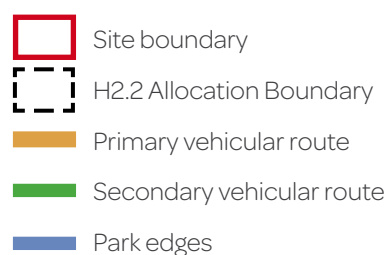


Fig. 13: Street Hierarchy Plan



Bradley Road (A363)

Woodmarsh

Undeveloped Land

Little Common

Westbury Road

Primary Street

The primary street will form a central route through the development.

The character of the primary route will be formal in manner with consistent or stepped frontage and will accommodate all traffic passing through the site.

Parking will be provided on plot or within dedicated on street parking bays.

A grass verge will be provided to both sides of the street featuring tree planting to provide shading and to break up the dominance of cars on the streetscape.



Primary Street Design Principles

Total Corridor Width	Up to 16m
Carriageway Width	Up to 5.5m tarmac paved
Design Speed	30mph
Footway	2m footpath
Public Verge	Up to 3m double-sided
Private Garden	Up to 2m
Parking Provision	On-plot allocated. Restricted on-street parking
Vehicle Swept Path	Refuse Vehicle Passing
Direct Access to Properties	Yes

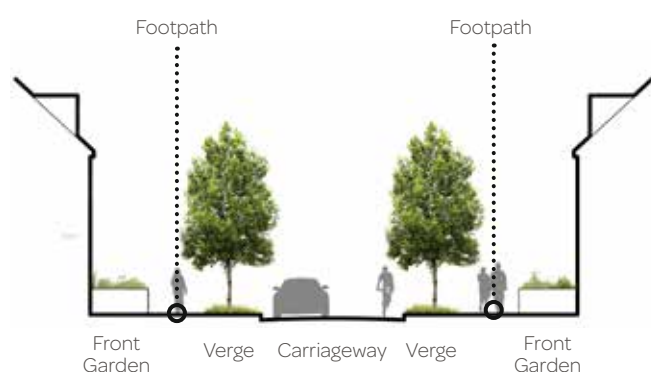


Fig. 14: Indicative Primary Street Section



Secondary Street

The secondary streets will consist of reduced carriageway widths in comparison to the primary route.

Parking will be provided either on-plot or within dedicated on street parking bays.

Properties fronting secondary routes will have and a consistent or slightly staggered urban form to define the streetscape.

Informal tree planting could be provided within the streetscape where appropriate.



Secondary Route Design Principles	
Total Corridor Width	Up to 13m
Carriageway Width	Up to 4.8m with footway, 6m shared surface, tarmac paved
Design Speed	20mph
Footway	2m footpath/shared surface
Public Verge	up to 3m single sided - Intermittent
Private Garden	Up to 2m
Parking Provision	On-plot allocated. Restricted on-street parking
Vehicle Swept Path	Refuse Vehicle Passing
Direct Access to Properties	Yes

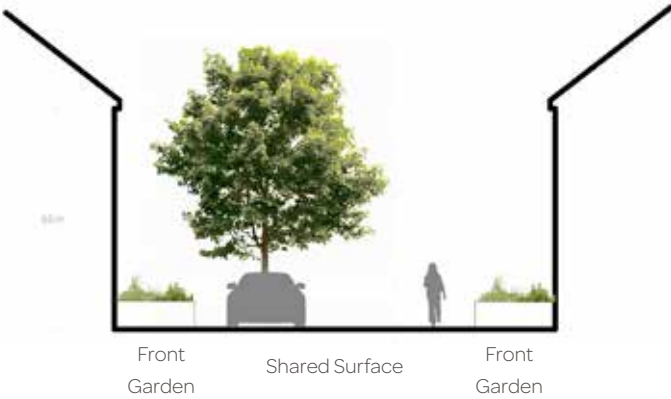


Fig. 15: Indicative Secondary Street Section

Park Edges

Private drives and lanes within the scheme will serve a small number of houses, predominantly detached or semi-detached, typically along the green edges.

The lanes will have a shared surface treatment to emphasise pedestrian priority. This change in surface material will help to identify change in street dynamic and further reduce vehicular speeds.

Properties will be more organically arranged along Park Edges with space for vegetation to soften the outward appearance of the development.

Parking will be predominately on plot with garages and visitor parking set within landscaping.



Park Edge Design Principles	
Total Corridor Width	Up to 7m
Carriageway Width	Up to 5.5m tarmac paved
Design Speed	10-20mph
Footway	Up to 4.8m shared surface + 2m service zone
Public Verge	N/A - Optional landscaped parking areas
Private Garden	Up to 3m
Parking Provision	On-plot allocated. Restricted on-street parking
Vehicle Swept Path	Refuse Vehicle Passing & Turning Head Provision
Direct Access to Properties	Yes



Fig. 16: Indicative Park Edge Section

Parking Arrangements

Parking will be provided in accordance with Wiltshire Local Transport Plan, which identifies the following:

- 1 space per 1 bedroom unit
- 2 spaces per 2-3 bedroom unit
- 3 spaces per 4+ bedroom unit

Visitor parking should also be considered at 0.2 spaces per dwelling.

Parking spaces will be provided using a variety of strategies including:

- Side of Plot Parking - particularly for detached and semi-detached properties
- Corner Parking - around the corner from the frontage of the dwelling typically accessed from the back of the plot. Used where detached and semi-detached dwellings are located at junctions and function as corner turners.
- Front of Plot Parking - used at semi-detached and terraced homes.
- Rear Parking Courtyard - used in conjunction with a Flat Over Garage (FOG) units to provide additional spaces in areas of higher housing density.

Cycle parking will be provided in accordance with Wiltshire Local Transport Plan, which states the requirement for 1-4 spaces per dwelling, dependant on dwelling size. Secure cycle parking will be provided within garages, sheds, or other storage facilities.



Fig. 17: Side of plot parking illustration

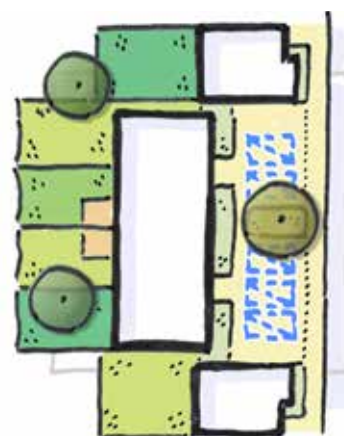


Fig. 18: Front of plot parking illustration



Fig. 19: Corner parking illustration



Fig. 20: Rear parking court illustration

Pedestrian and Cycle Movement

The masterplan will seek to deliver a considered pedestrian and cycle network which aims to maximise permeability within the site and into Trowbridge, enhancing opportunities for active travel and reducing dependency on private car ownership.

Key pedestrian routes are proposed to connect to Woodmarsh, Bradley Road - A363, and Westbury Road, via Little Common. The connection to Woodmarsh facilitates quick access to local bus services from Mash Tun bus stop. Bus routes from this stop provide direct connections to Trowbridge town centre, Bath, Frome, and Warminster.

The link to Bradley Road will allow for active travel users to reach the White Horse Business Park and amenities on the south side of Trowbridge. Bus stops within the business park provide connections to Trowbridge town centre, Bath, Warminster, and Devizes.

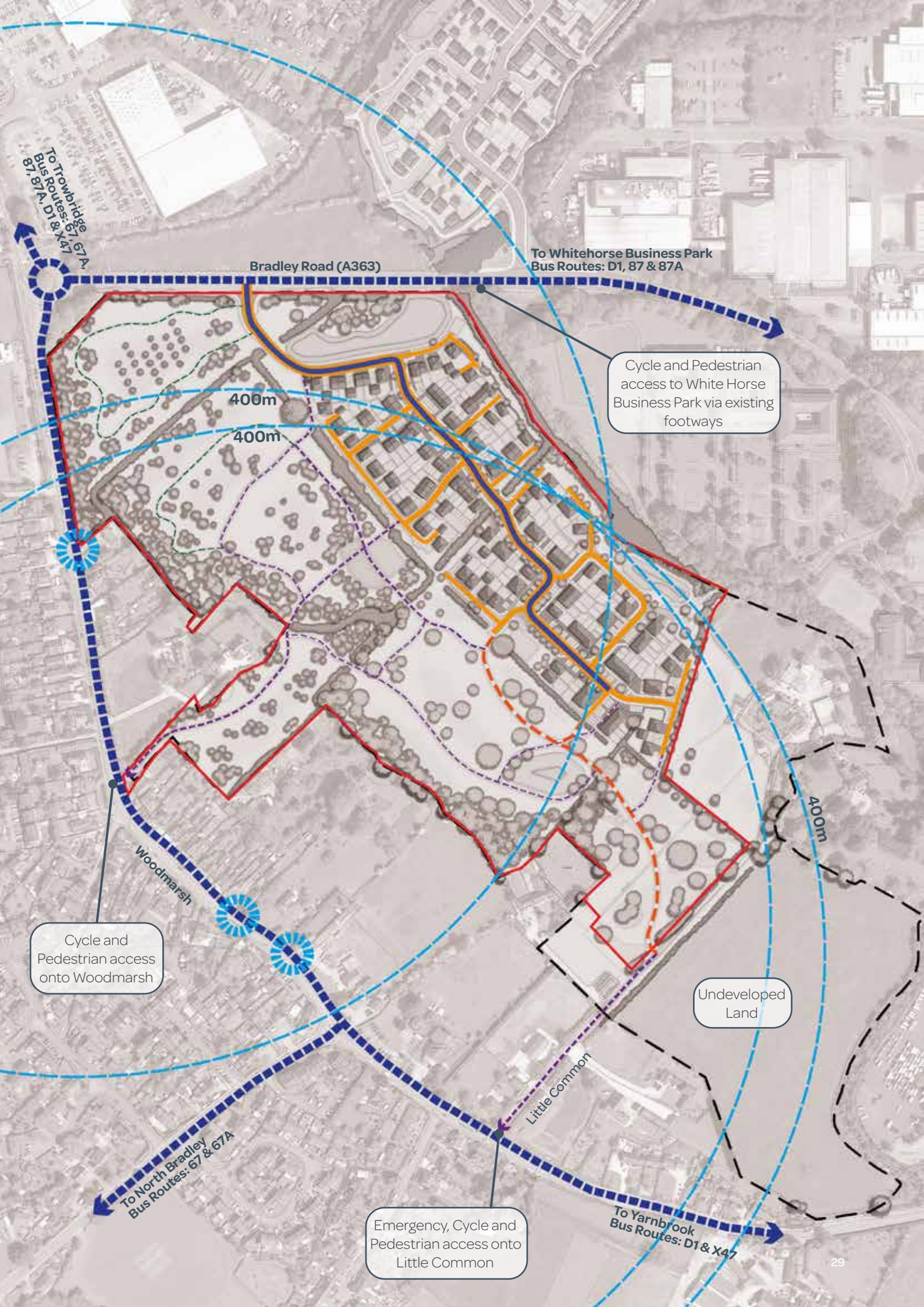
A further key pedestrian/cycle connection will be provided onto Woodmarsh via Little Common, facilitating quick access to the local bus service that provides direct connections to Trowbridge town centre, Frome, Salisbury, and Bath.

Within the site the masterplan will deliver informal meandering pedestrian routes to allow for recreational activity such as dog walking, running and spaces to relax within the scheme, helping to promote a more active community and positively impact both mental and physical well-being.

All roads will be designed to encourage low vehicle speeds around the site, so that vulnerable road users, such as cyclists, feel safer sharing the space with motorised traffic.



Fig. 21: Proposed Active Movement Plan



To Trowbridge
Bus Routes: 67, 67A,
87, 87A, D1 & X47

Bradley Road (A363)

To Whitehorse Business Park
Bus Routes: D1, 87 & 87A

Cycle and Pedestrian
access to White Horse
Business Park via existing
footways

400m

400m

400m

Woodmarsh

Cycle and
Pedestrian access
onto Woodmarsh

Undeveloped
Land

Little Common

Emergency, Cycle and
Pedestrian access onto
Little Common

To North Bradley
Bus Routes: 67 & 67A

To Yarnbrook
Bus Routes: D1 & X47

Drainage

A drainage strategy has been incorporated into the scheme to manage surface water run off as a result of the development. This has been designed to accommodate 1 in a 100 year rainfall event including a 45% allowance for climate change.

The surface water run-off will be conveyed from paved surfaces and hardstanding, into three Sustainable Drainage Basins. These basins are located at the lowest points of the site

Both the Castlewood and Vistry sites have pumping stations to manage foul water within the scheme.



Fig. 22: Biodiverse attenuation basins

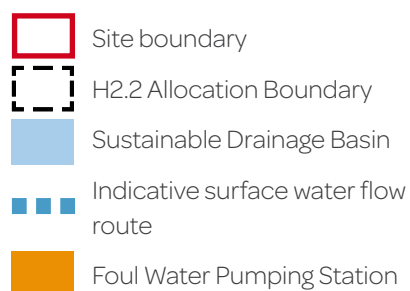


Fig. 23: Proposed Drainage Plan



Bradley Road (A363)

Woodmarsh

Undeveloped Land

Little Common

Westbury Road

Sustainability

The masterplan is committed to delivering a resilient, low carbon development and aims to implement sustainable building methods in line with regulations and requirements that will be implemented during the delivery of the development.

The new homes will be designed and built to be clean, using less energy through fabric and servicing improvements. They will incorporate technologies such as air source heat pumps and photovoltaic cells to generate renewable energy, and energy efficient appliances to reduce energy use.

The homes will include practical spaces to store bicycles, to enable individuals to commute by modes that are alternate to the private car. Electrical Vehicle (EV) charging points will be provided to homes to make these vehicles an easier consumer choice, and to future-proof the development for the transition to low carbon society.

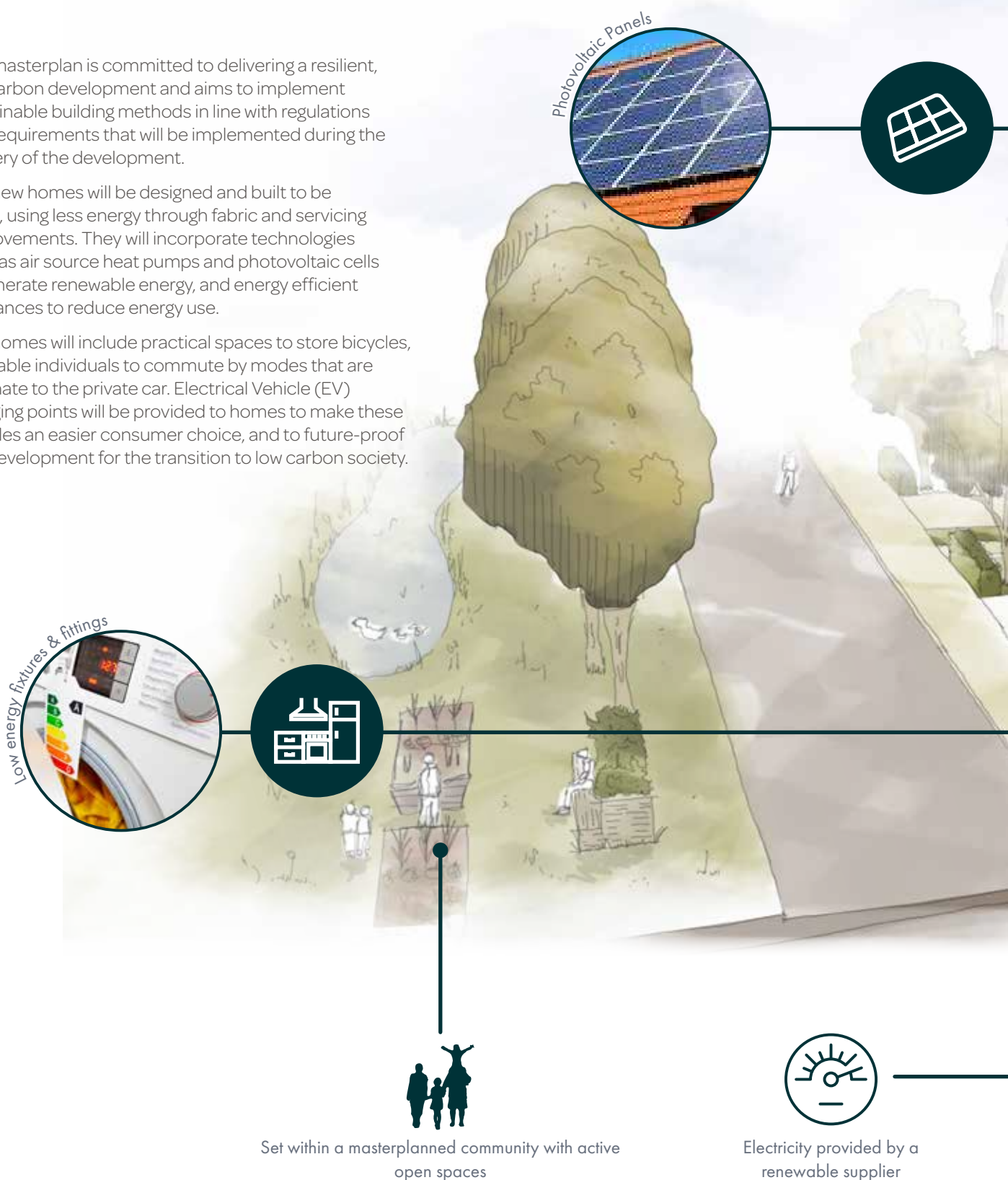




Fig. 24: Indicative Sustainable Design Diagram

