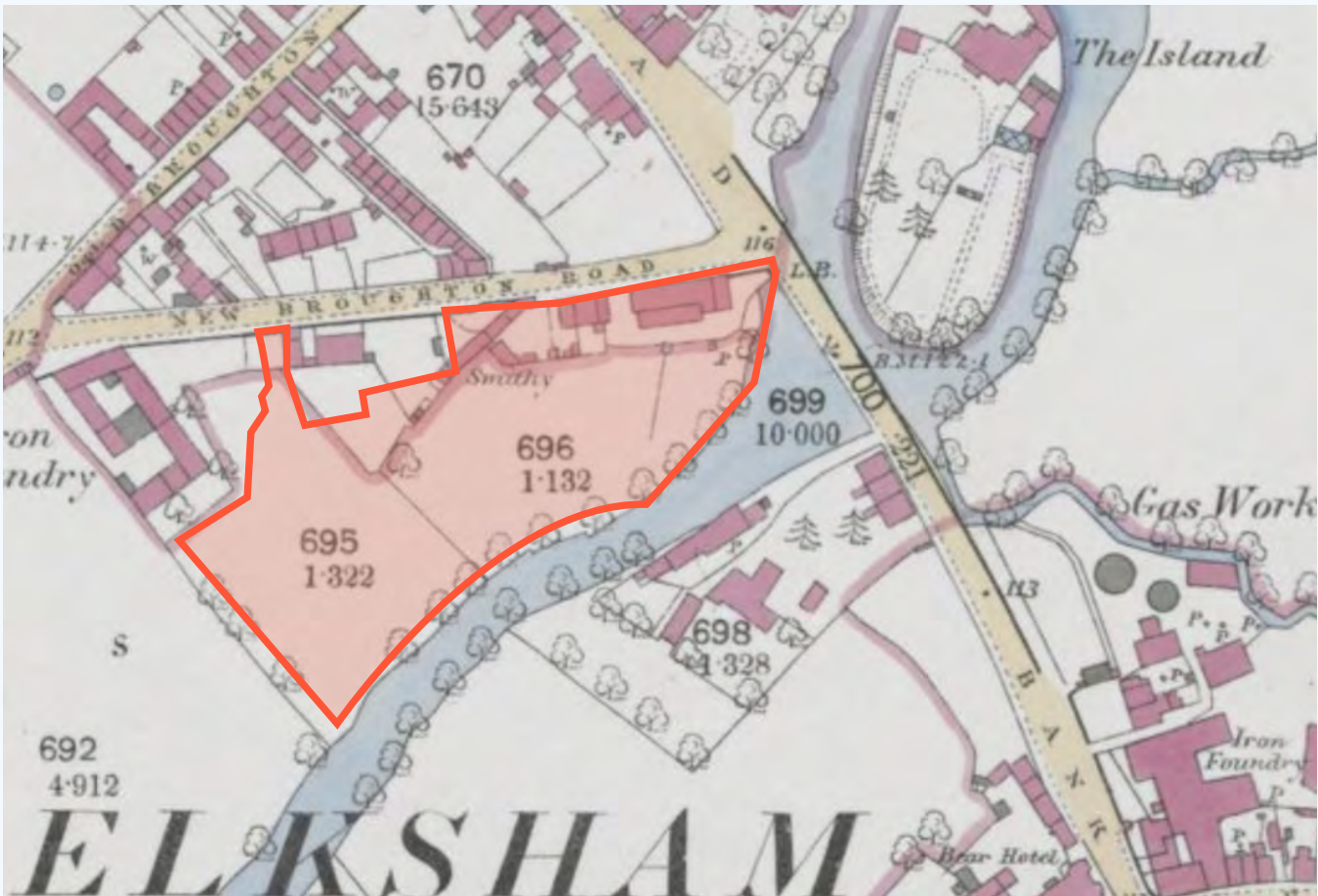


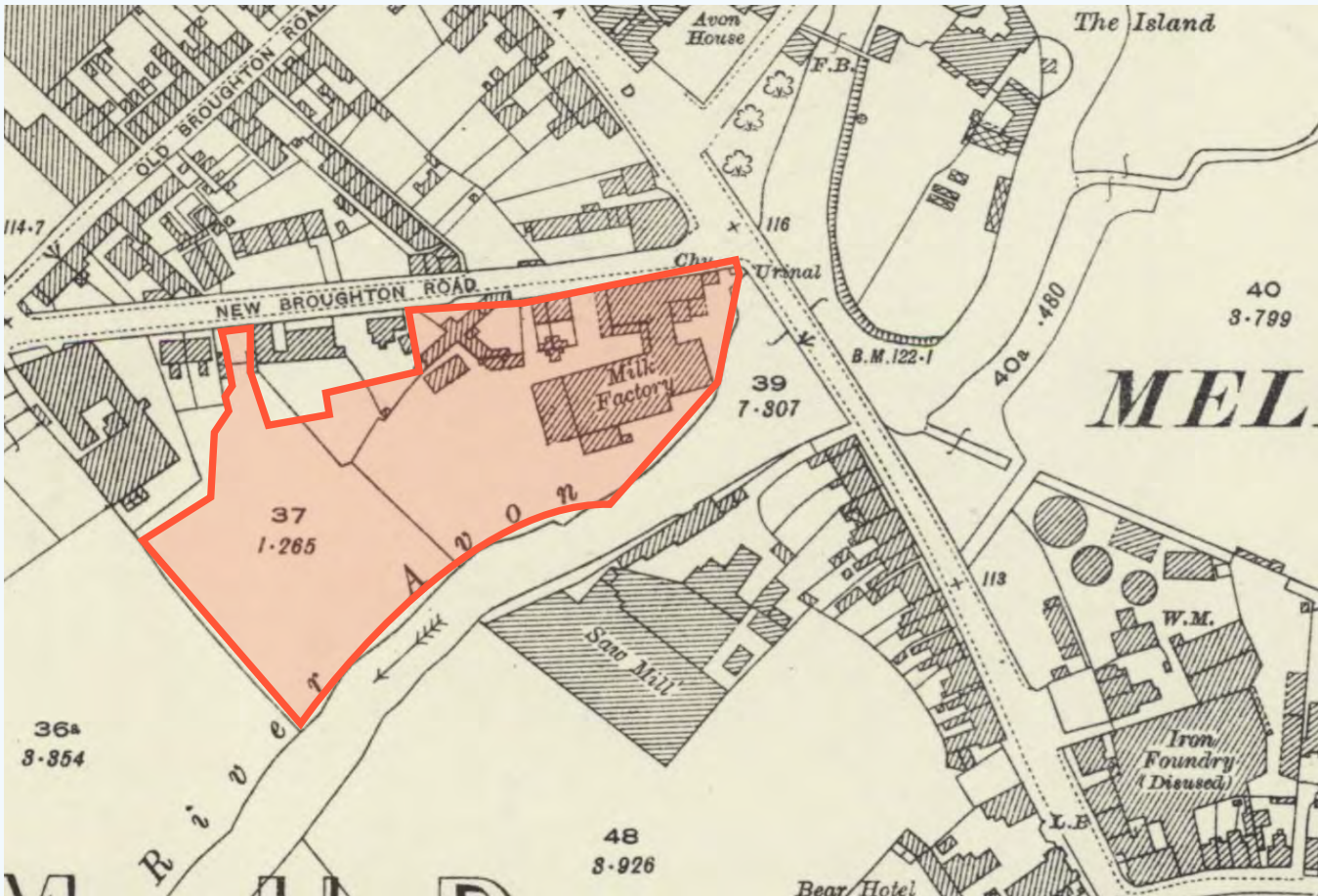
Site History

4.02 Avonside Over Time

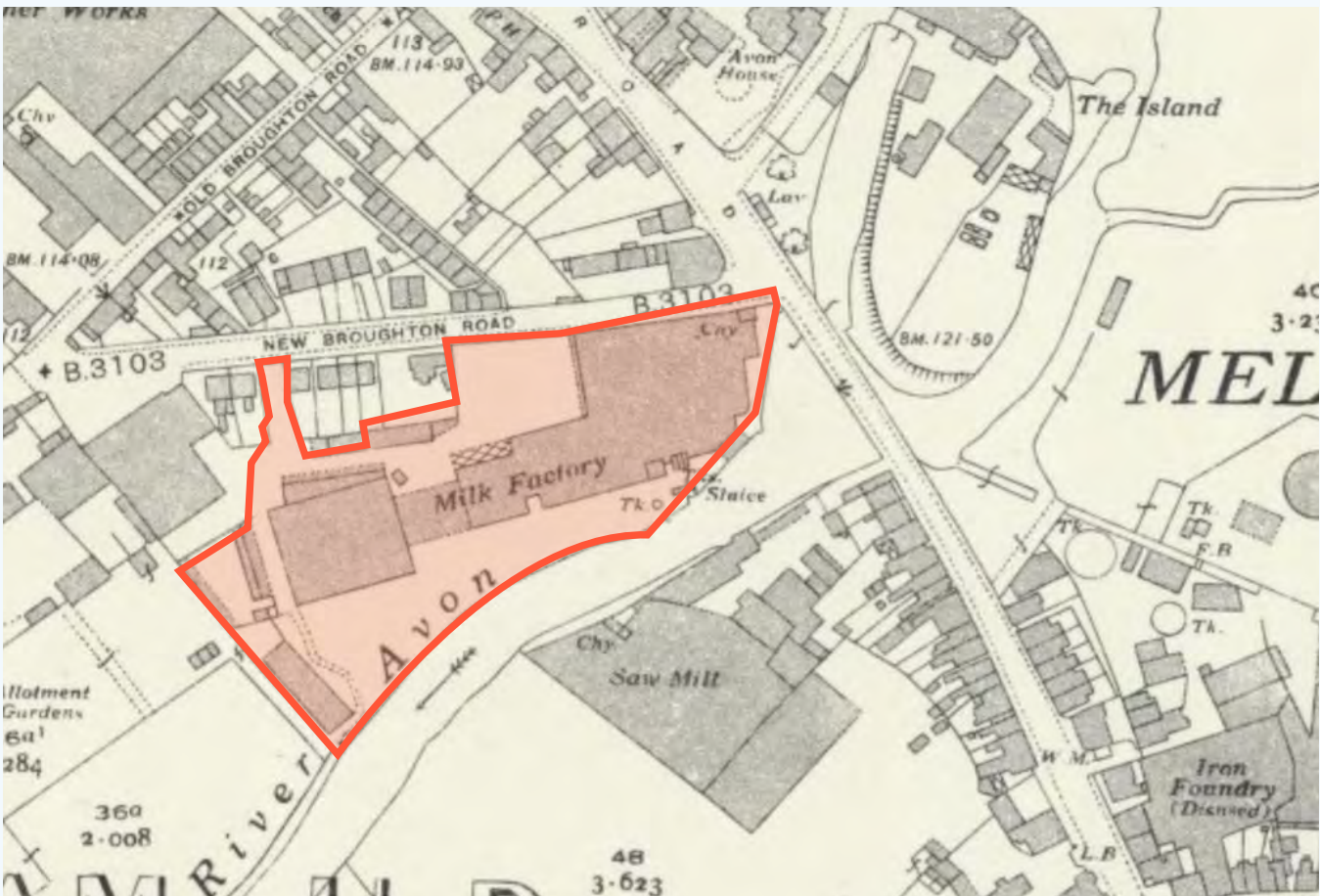
As Melksham’s industrial heritage developed, the Avonside area became a key part of this growth, with the first buildings appearing in the late 1800s. The milk factory arrived and expanded in the early 1900s, and when it eventually ceased operations, the site transitioned into a more versatile space, accommodating a range of smaller businesses and multiple functions.



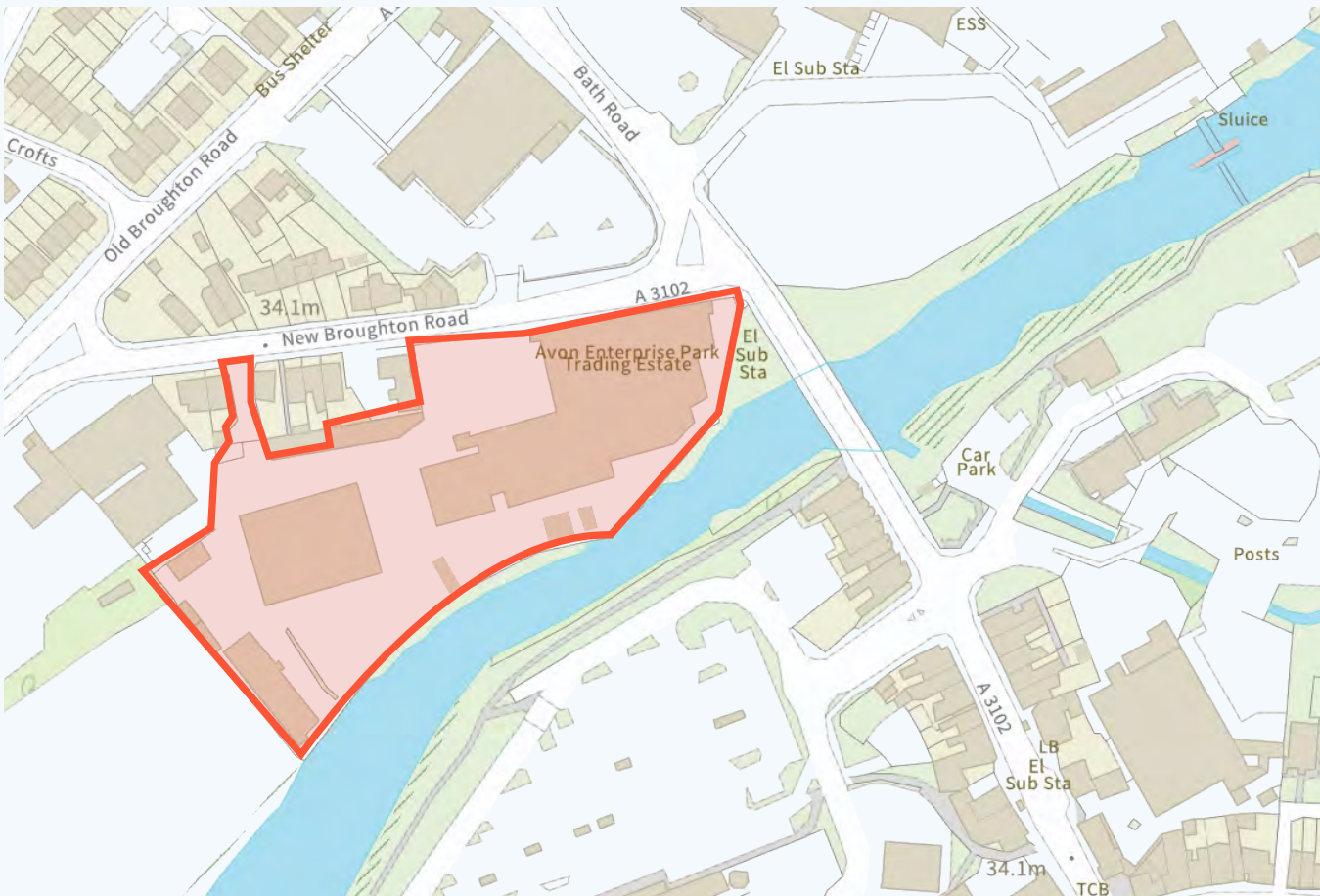
1885 Melksham



1922 Melksham



1942 Melksham



Today

Site History

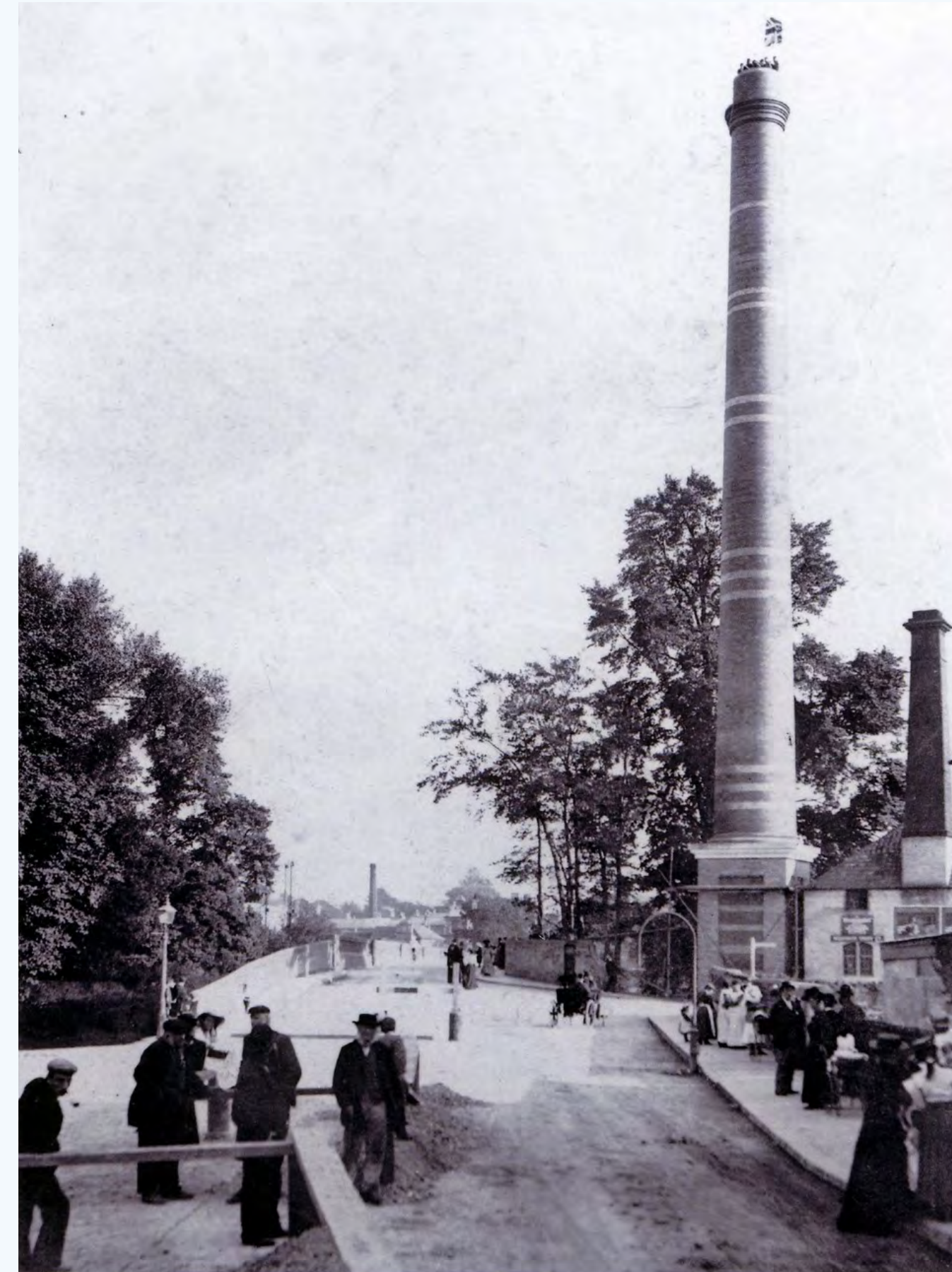
United Dairies

4.03 Avonside's History Overview

Avonside in Melksham has a rich industrial history, once serving as a key site for United Dairies, a major dairy producer. Established in the late 19th century, the creamery became an iconic part of the town's economy, employing many locals and shaping the area's industrial landscape.

The prominent and now truncated chimney, a lasting feature of the site, stands as a reminder of the factory's role in transforming Melksham into a hub of dairy production. United Dairies' presence brought significant growth to the town, driving both economic development and community prosperity before the business eventually moved on in the 1980s.

Today, Avonside stands as a symbol of Melksham's industrial legacy while offering new opportunities for redevelopment and growth.



A3105 Looking South

Site History

Inside The Dairy

4.04 Industry, Innovation & Daily life

At its peak, the United Dairies creamery at Avonside operated as a bustling centre of industrial precision and daily routine. Equipped with large-scale pasteurisation units, bottling lines, and cold storage facilities, the site was designed to handle and distribute thousands of litres of milk daily across Wiltshire and beyond. Deliveries arrived by rail and lorry, and processed milk left the site in iconic glass bottles—making Melksham a key node in Britain’s 20th-century dairy network.

Workers, many of whom were local, formed a tight-knit industrial community, with shifts structured around the rhythms of milk production. The factory was not only a place of employment but a defining part of Avonside’s social fabric, contributing to the identity and daily life of the area.

The remaining chimney and fragments of the factory layout hint at a once-thriving machine of rural-urban industry, emblematic of Britain’s food supply infrastructure in the post-war era.



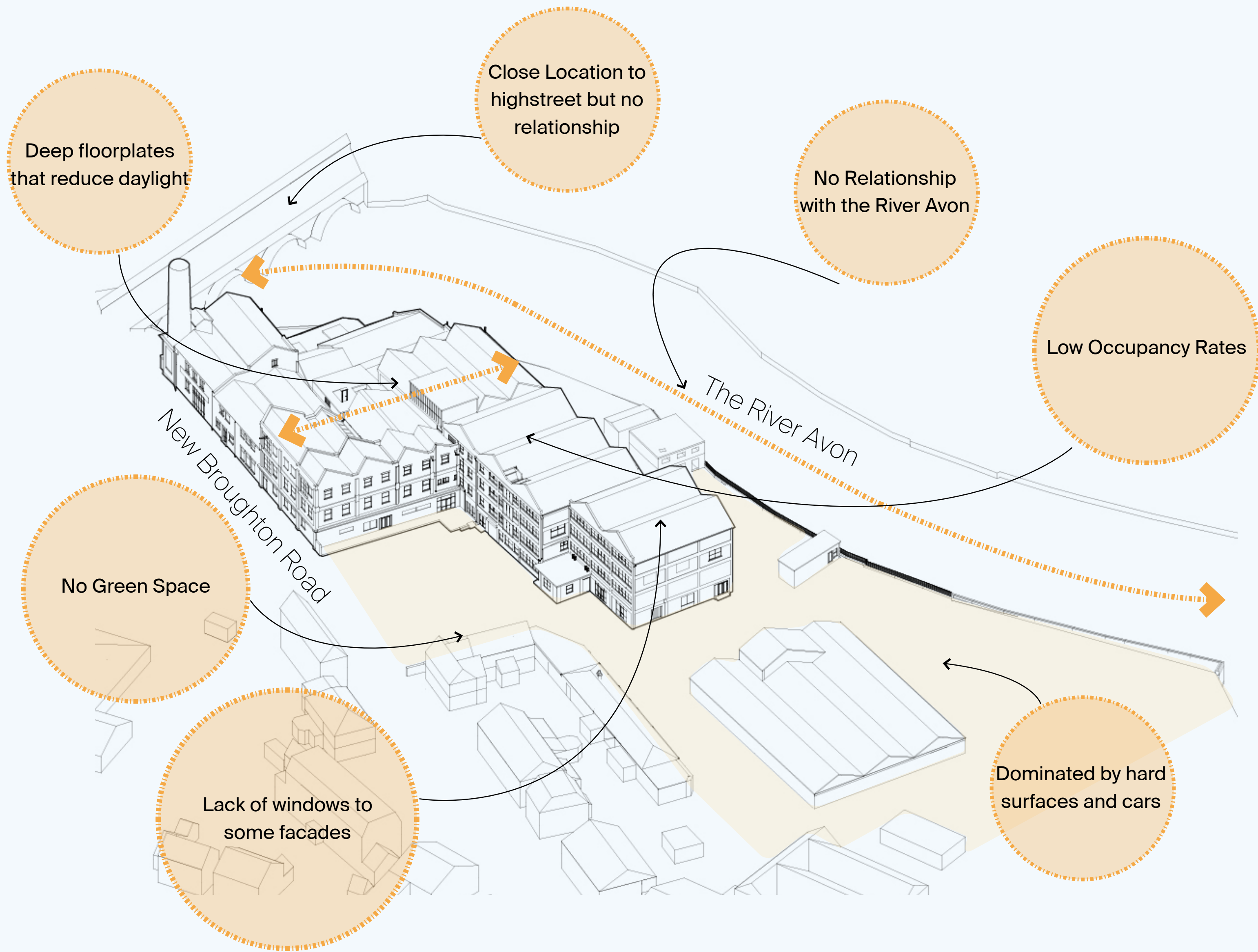
5.0
Opportunities and Constraints

Opportunities and Constraints

5.01 Site Constraints

The site as it stands faces several constraints that limit its value both to itself and to the wider Melksham area. As its use has shifted from a factory to a mixed commercial space, the deep floor plates and generous volumes offer potential for a diverse range of functions. However, challenges with daylight, site circulation, and the significant upgrades needed for many units have left much of the space under used. Additionally, the site lacks a meaningful relationship with its surrounding outdoor areas and the adjacent River Avon. Painting the building and renovating Block A has already seen an increase in tenants on site.

Despite these limitations, the site holds the potential to become a transformative project – one that not only revitalises and celebrates its industrial heritage but also creates a positive, lasting impact on Melksham itself. By effectively extending the town’s high street across the river and integrating spaces for living, working, leisure, food, and drink, the development could draw people into the town and reconnect it with its riverside setting.



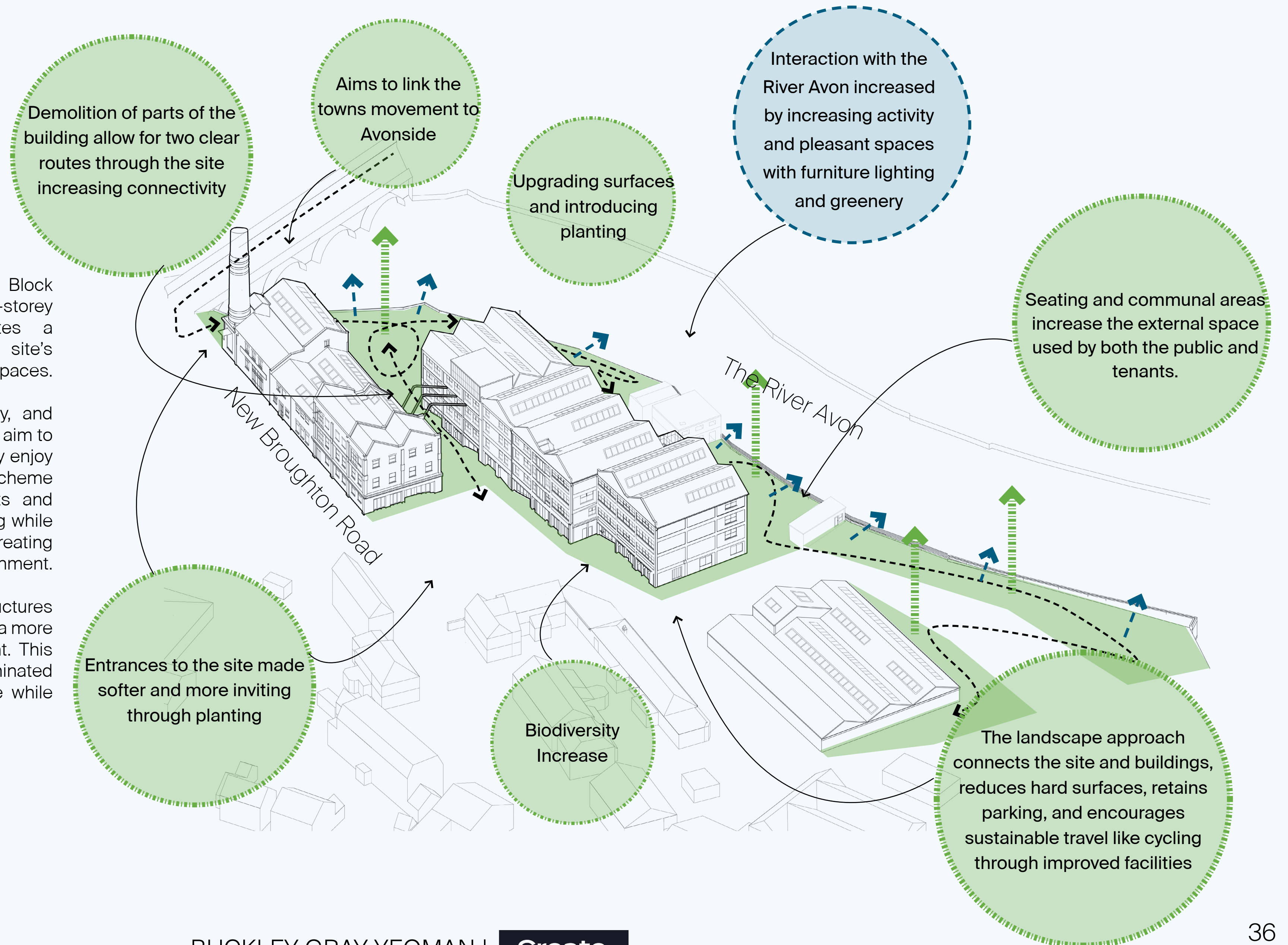
Opportunities and Constraints

5.02 External Space Opportunities

The demolition of parts of Block D, Block G, the reception space, the single-storey elements, and Scotts Gym creates a valuable opportunity to improve the site's connection with its external spaces.

By introducing seating areas, greenery, and pedestrian-friendly routes, the proposals aim to open up the site and allow people to fully enjoy its exceptional riverside setting. The scheme is designed not just to serve tenants and occupants, but to support their wellbeing while diversifying the ground floor uses and creating a more welcoming, dynamic environment.

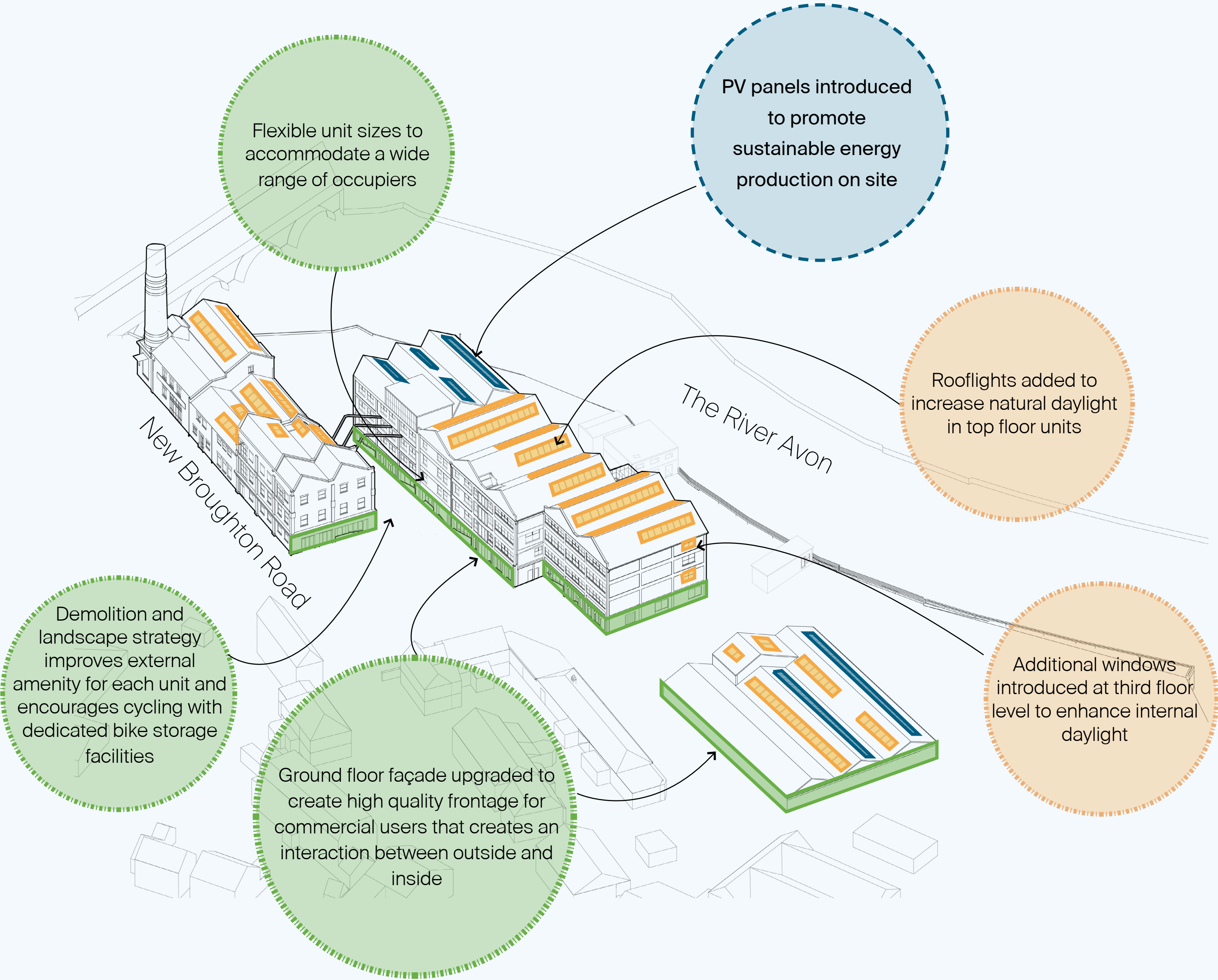
In addition, the removal of certain structures and the introduction of landscaping offer a more resilient approach to flood management. This strategy softens the previously car-dominated character of the site, integrating nature while preserving essential functionality.



Opportunities and Constraints

5.03 Upgrading the existing

The key interventions to the existing buildings focus on activating the ground floor and strengthening the connection with the new landscaping strategy. This includes adding new windows to the upper floors, of Block C and areas affected by demolition, increasing natural light to internal spaces, and enhancing the overall sense of openness. The introduction of PV panels, along with these upgrades, aims to make the site more appealing to tenants and create a vibrant, desirable destination for living, working, and socialising.



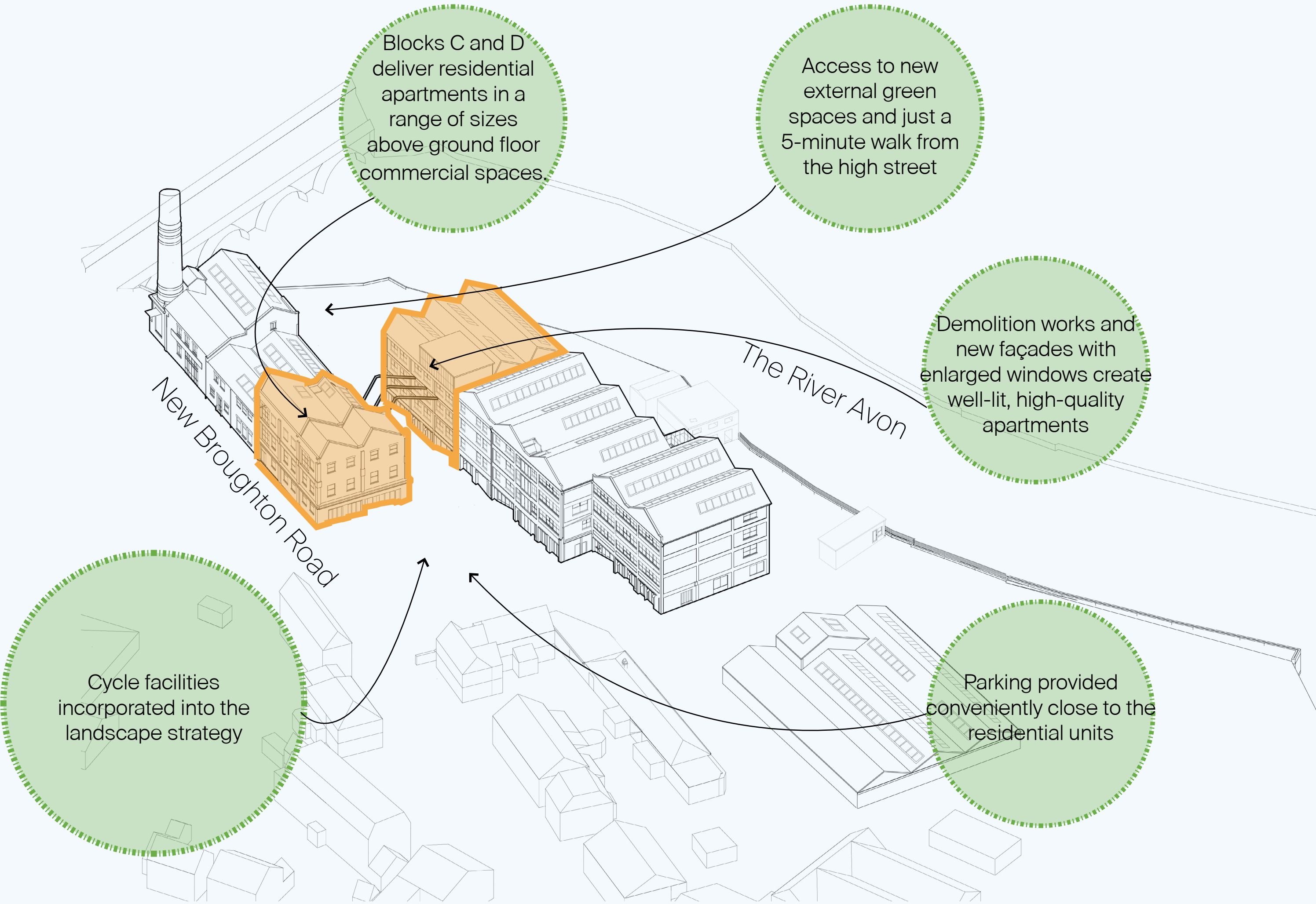
Opportunities and Constraints

5.04 Creating a place to live

Alongside the wider upgrade strategies, the proposal also creates the opportunity to introduce residential units within Blocks C and D. This addition of homes to the mixed-use site brings several benefits – helping to create a vibrant, active community that supports businesses, activates the site throughout the day and evening, and makes better use of under utilised spaces.

With dedicated cycle provision for both residential and commercial uses, and the site’s prime location close to the station and town centre, the scheme aligns closely with the principles of the local Neighbourhood Plan, promoting sustainable, active travel.

Introducing residential uses not only makes the development more appealing to a broader range of occupants but also contributes to the long-term vitality of the town by encouraging people to live, work, and socialise in one connected, riverside setting.



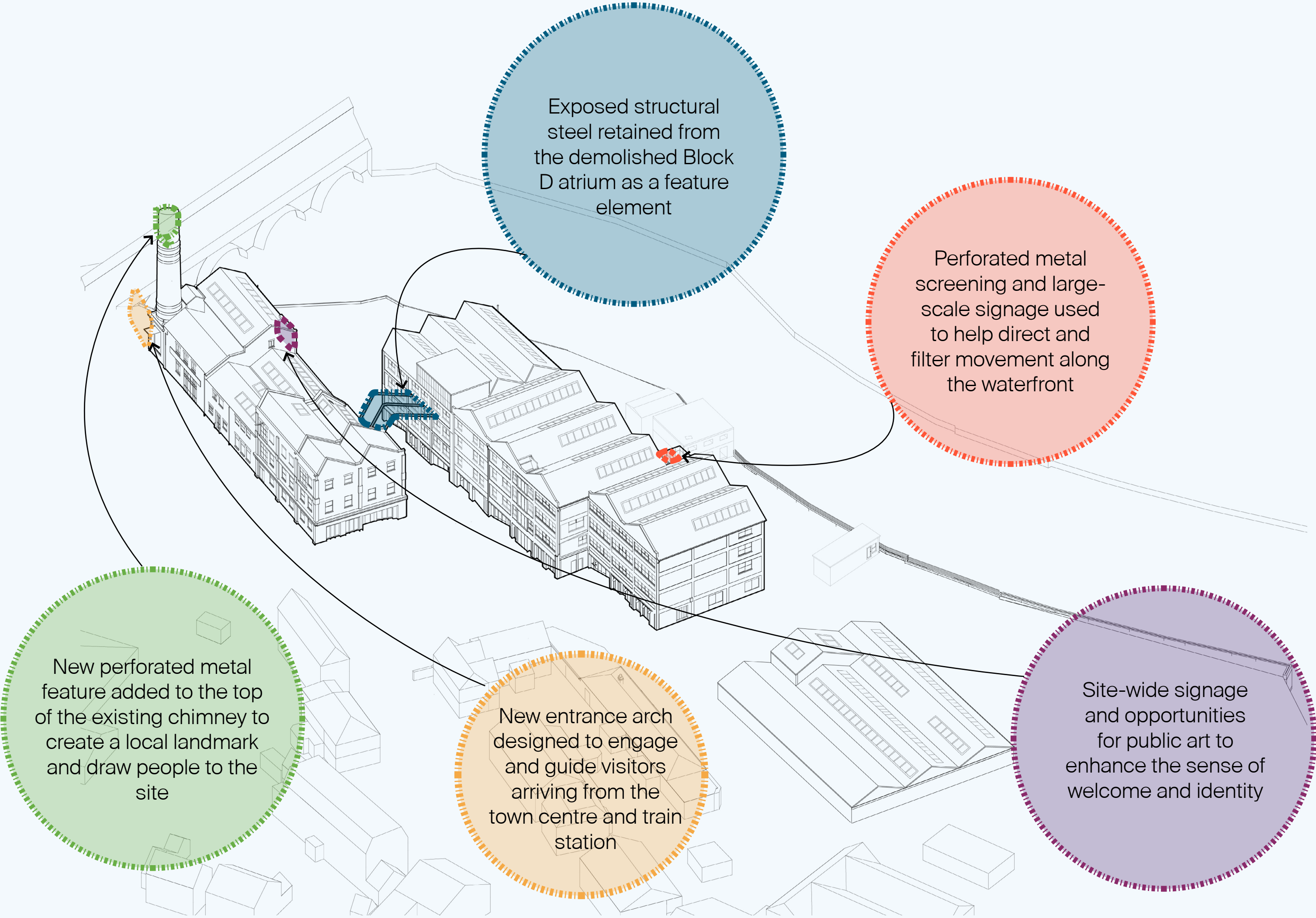
Opportunities and Constraints

5.05 A new Identity

One of the site’s greatest assets is its strong identity, shaped by its distinctive architecture and industrial heritage. To enhance this character while introducing fresh energy, the proposal incorporates several key elements designed to revitalise the site and reconnect it with the town.

Architectural features such as the retained chimney and new feature and the new archway entrance will act as striking visual markers, both from a distance and on approach, creating a welcoming, memorable destination that draws people in. Retaining sections of demolished structures also serves a dual purpose – offering unique routes through the site while respectfully acknowledging its industrial past and the scale of the original buildings.

A broader strategy for signage, public art, and designated spaces for future creative interventions will further reinforce the site’s identity. This approach aims to foster stronger connections with the local community and help the site evolve into a place of pride and engagement for Melksham.



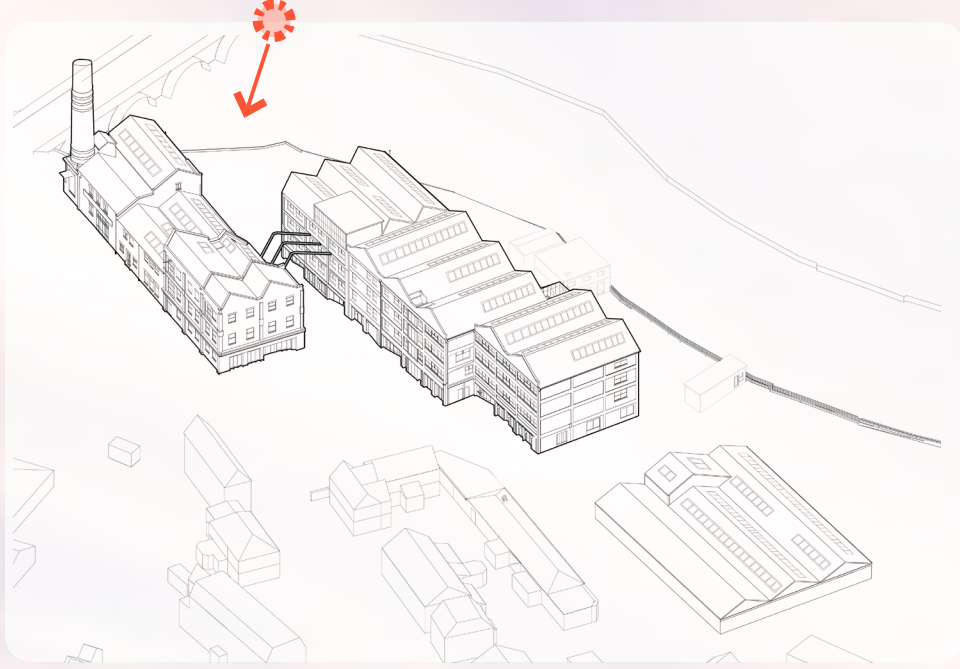
6. **Proposal**

Proposal

6.01 Introduction

The following pages offer a detailed overview of the final proposals, which have been carefully developed and refined based on the investigations outlined in the earlier sections of this document.





The Approach



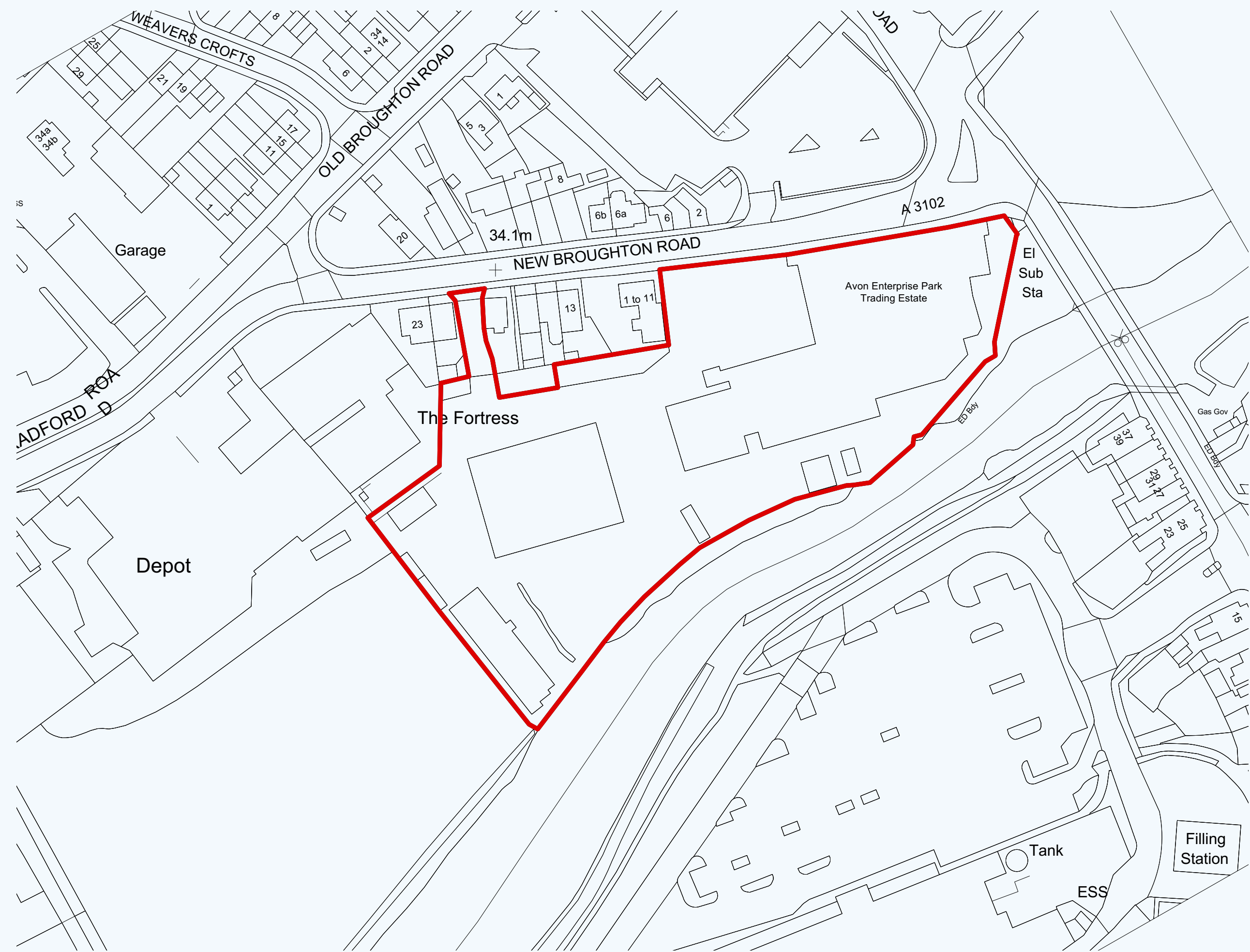
Indicative Landscape: Refer to Landscape Architect Drawings for specific detail

Proposed Development

6.03 Site Boundary Plan

Our red line boundary for this application is shown on the adjacent site plan.

Separate red line boundary drawings have been provided for the separate applications submitted to Wiltshire Council.



Proposed Development

6.04 Proposed Site Plan

The landscape proposals and associated design explorations have been a collaborative process between Buckley Gray Yeoman (BGY) Architecture, Connect transport engineers, SLR drainage engineers and Greenhalgh Landscape Architects to provide proposals for the site that looks forward to the resiliency of the future (socially and environmentally) and acknowledges the rich historical development of the site.

NOTE: Indicative Landscape - Refer to Landscape Architects Drawings for detail.

Building 3, 7-11

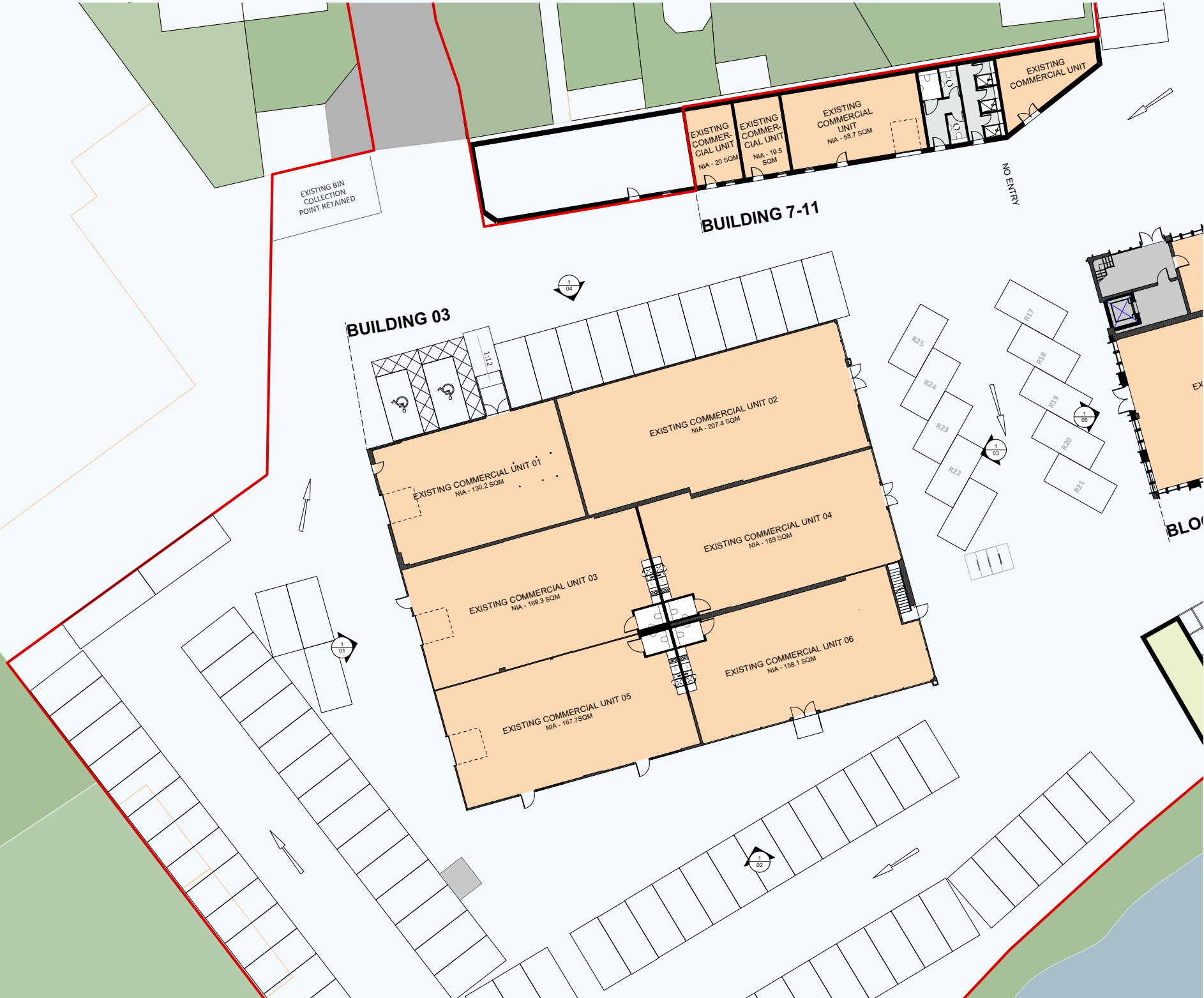
Block A-G

- KEY:
- Site Boundary (External Works/Landscape and Advertisement Applications)
 - Change of Use Application (First Floor Only)
 - Permitted Development for Residential



Proposed Development

6.05 Proposed Ground Floor Plan



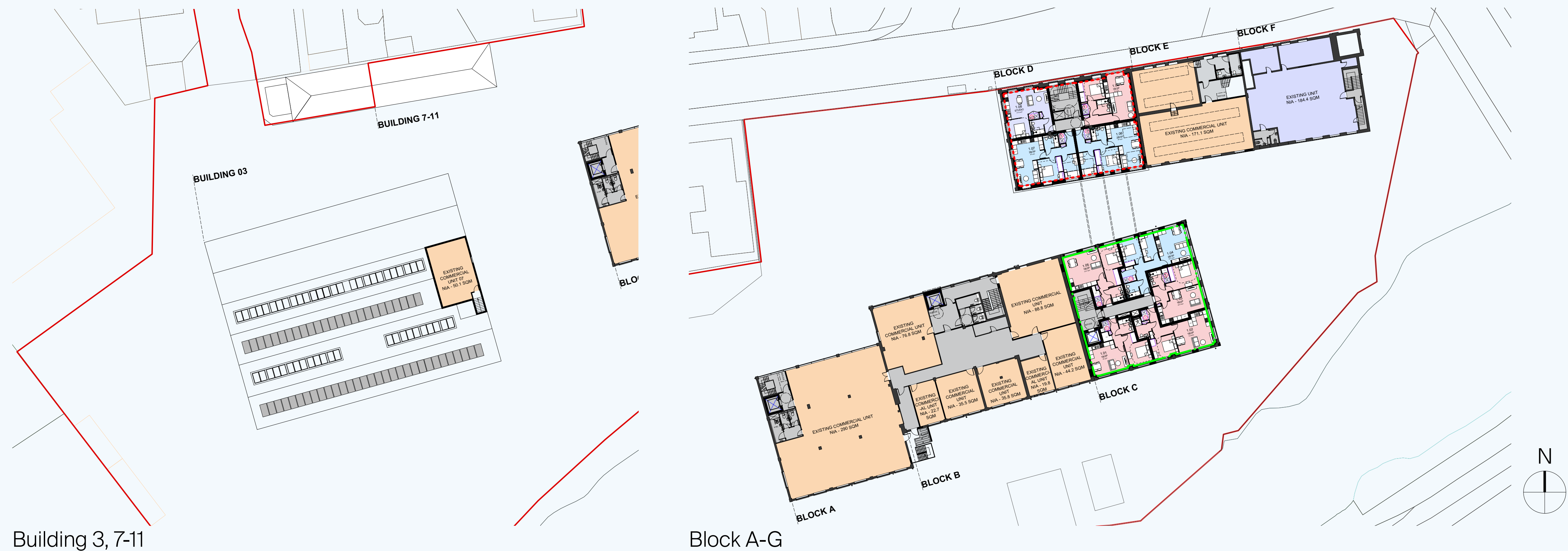
Building 3, 7-11



Block A-G

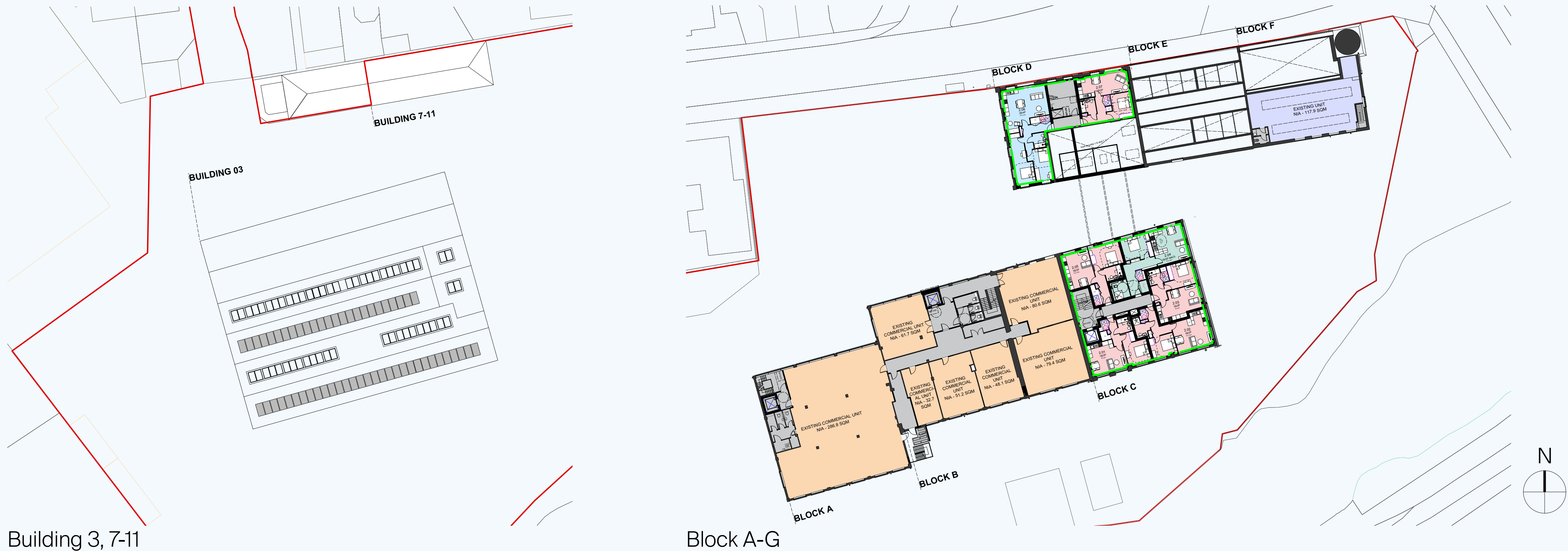
Proposed Development

6.06 Proposed First Floor Plan



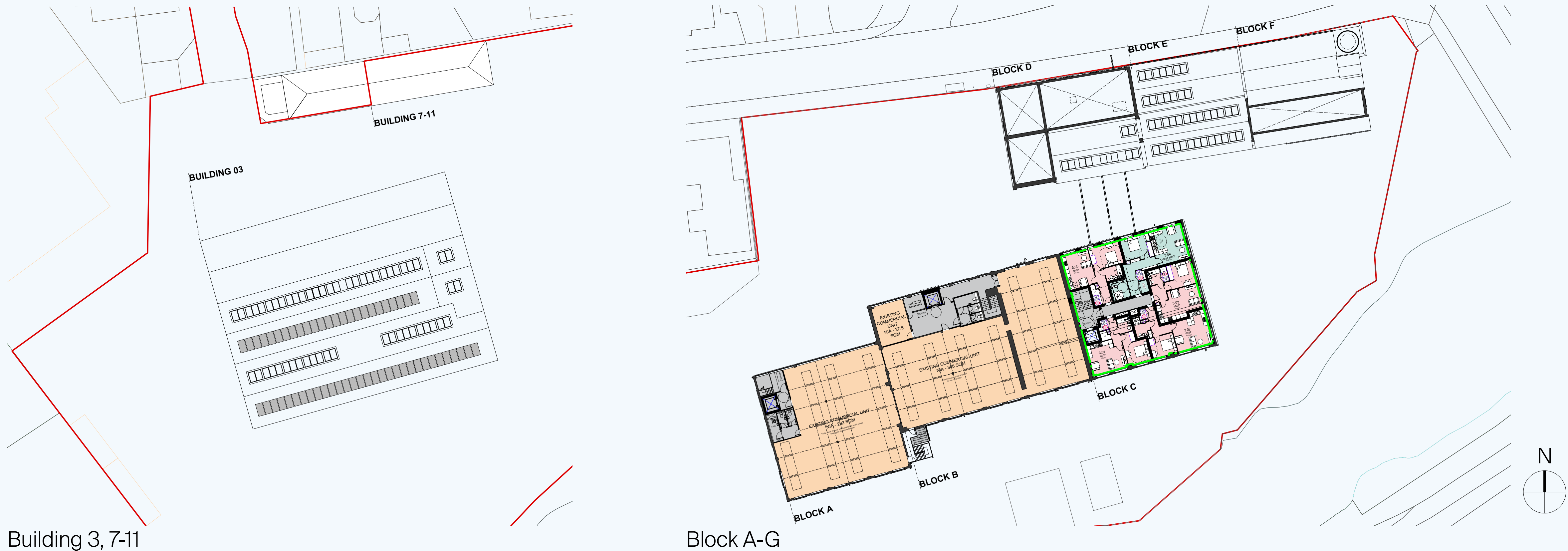
Proposed Development

6.07 Proposed Second Floor Plan



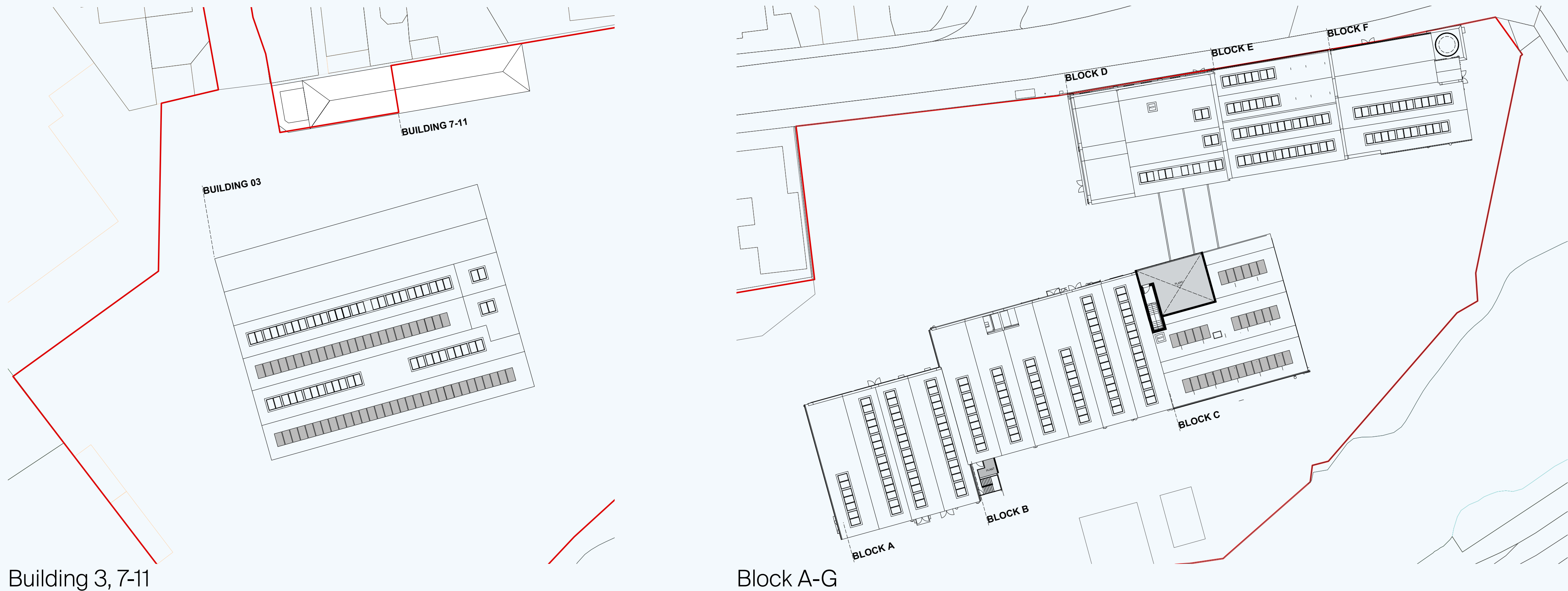
Proposed Development

6.08 Proposed Third Floor Plan



Proposed Development

6.09 Proposed Roof Plan

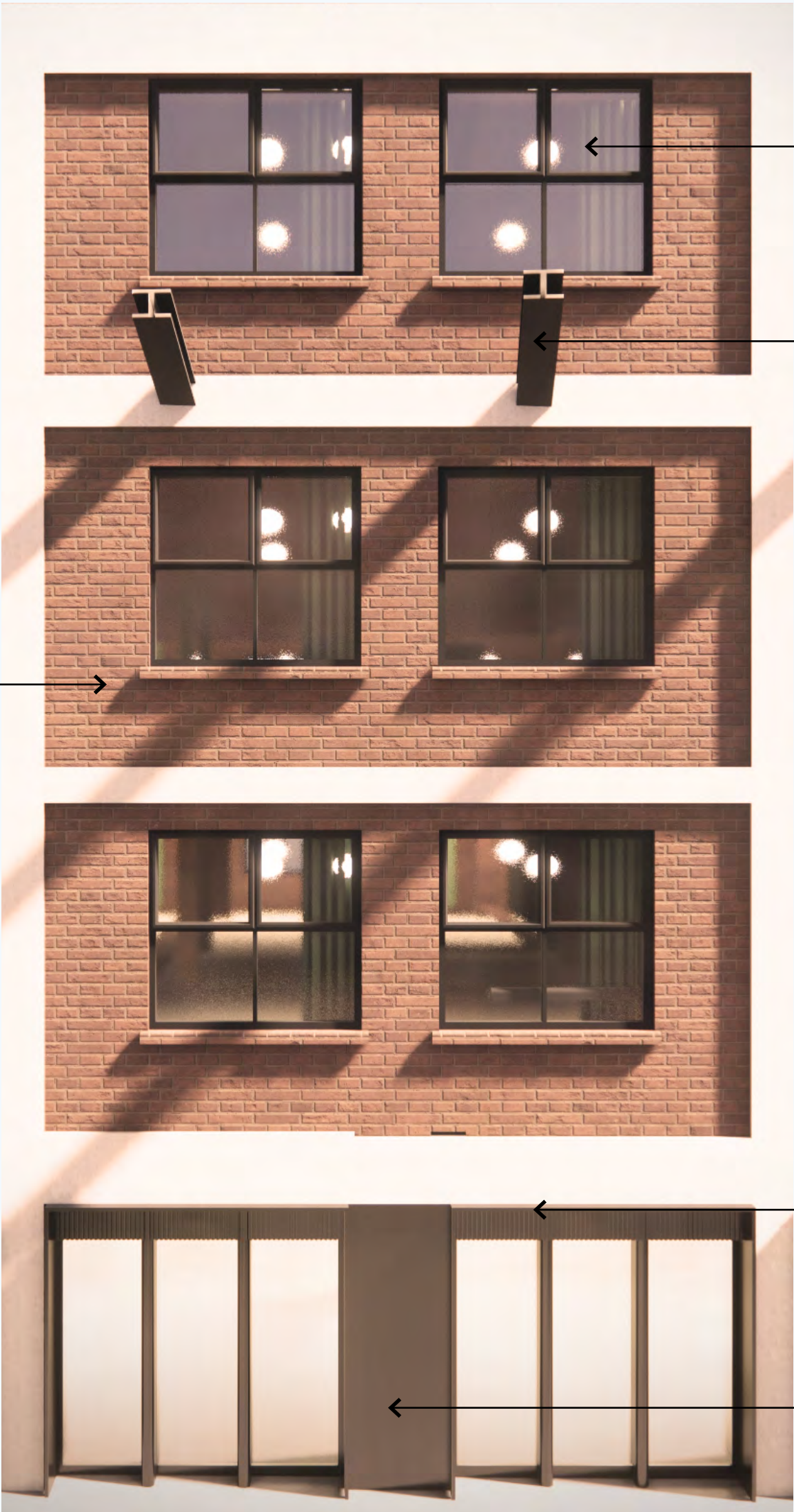


Proposed Development

6.10 Building Key Approaches



New/repaired brick to match existing brick or painted to match blue brick where specified



New Window openings where required to match existing style (Black Frame)



Existing metal features painted black to match all new metal on site



Black PPC metal frontage to specified locations

White Vinyl Signage to different units

Proposed Development

6.11 Landscape Key Approaches

The overall landscape vision has been led by three underlying aims which have steered the landscape design:

- Connecting people with the river and the sites heritage;
- Provide a social spine along the river;
- Improving the sites connectivity by prioritising pedestrian areas and improving key connections to New Broughton and Bath Road.

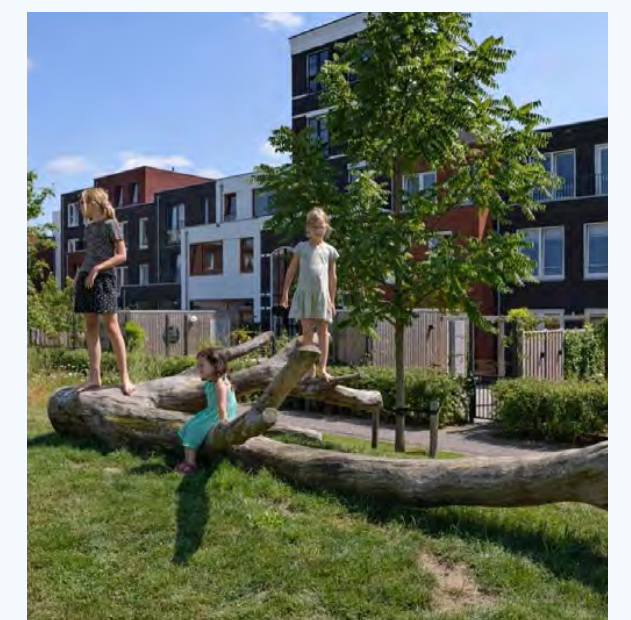
The architectural detailing of the existing buildings and the sites heritage has been translated into the landscape detailing through a series of grid and circular patterns which provide subtle delineation for functions such as street vending, vehicle access, and pedestrian movement.

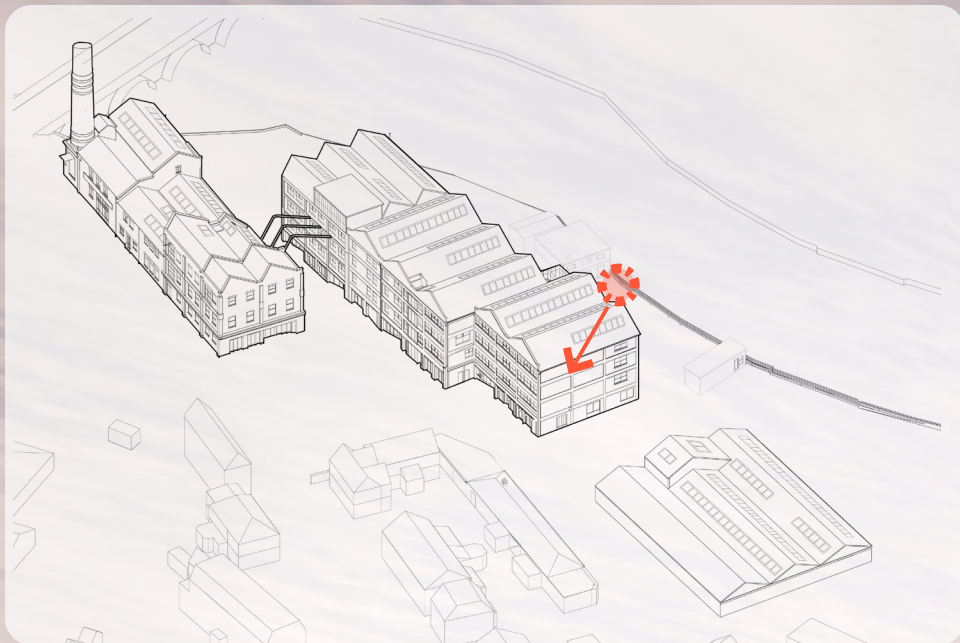
The materials strategy seeks to establish a simple yet elegant palette of robust and sustainable materials that complement and enhance the surrounding landscape and buildings.

The existing site is an industrial hard space with no notable planting. This presents an opportunity to green and soften the spaces so they are enjoyable for residents and workers, as well as providing habitat and food for wildlife.

Tree species have been selected for their resilience within flood zones and industrial settings, while the ground level planting will provide a layering of form and texture to help reinforce the character areas, assist way finding and increase the biodiversity value of the site.

Further detail on the landscaping is provided in the Landscape Strategy by Greenhalgh Landscape Architecture.



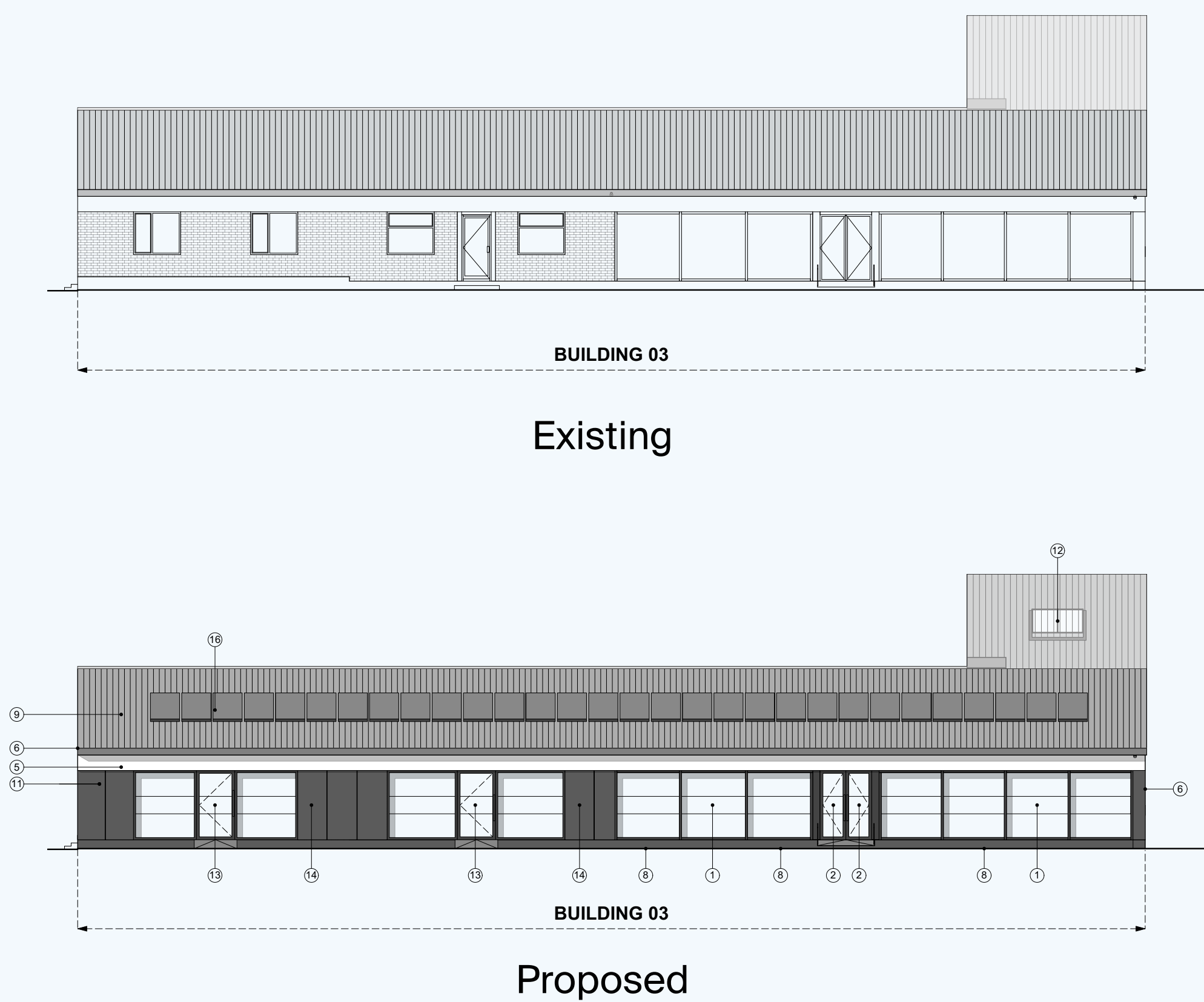


Building A-G | Riverview Courtyard

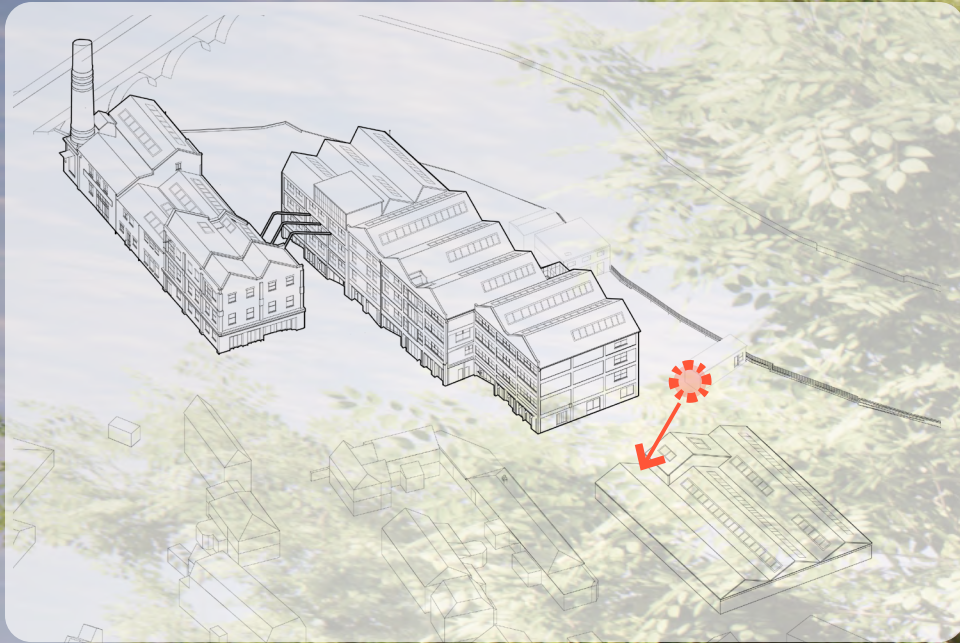


Building 03 | Elevation 02

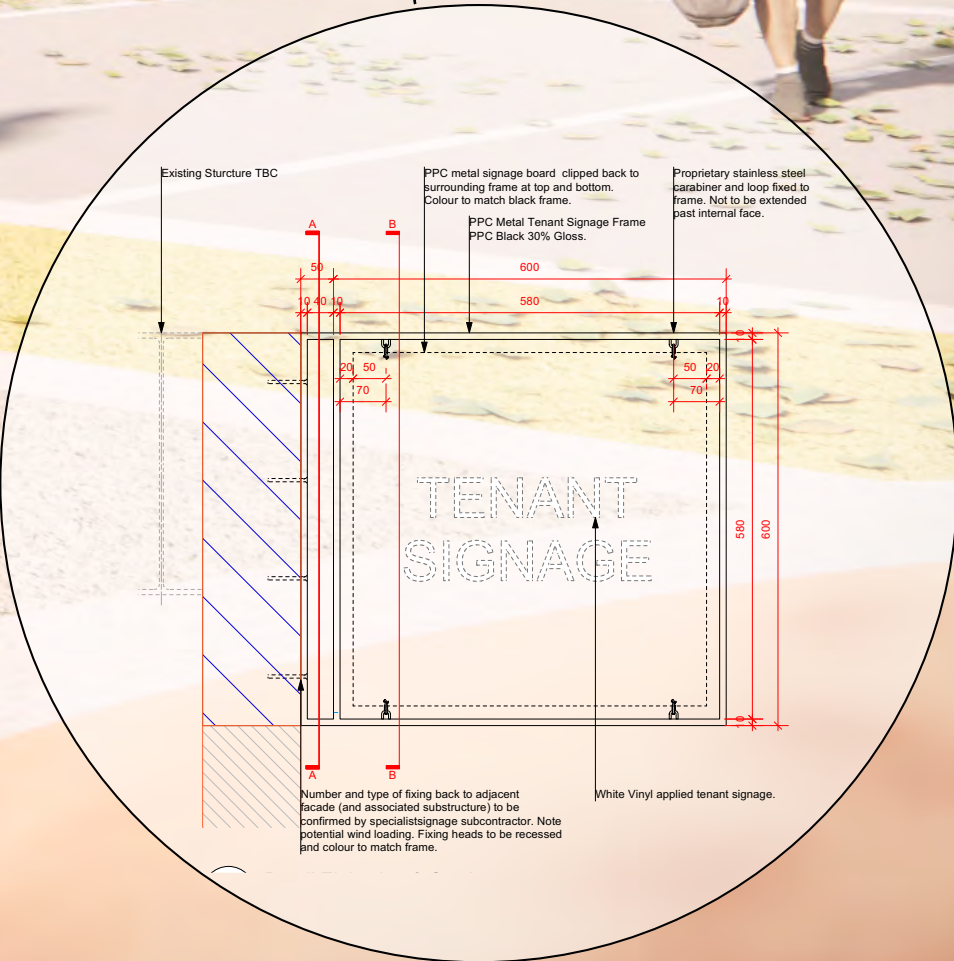
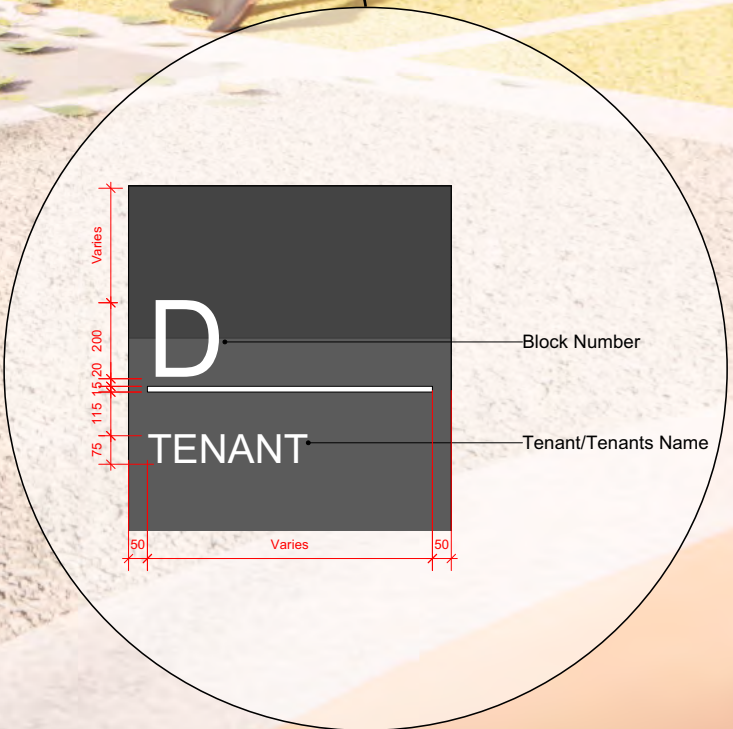
6.12 Proposed Sections, Elevations and Visuals



1. Existing glazing frames to be refurbished and resprayed under Permitted Development Rights
 2. New full-height metal-framed double-glazed doors
 3. Infill existing window opening matching surrounding finishes
 4. Redecorate external brickwork and fascias. Ground level plinth. Under Permitted Development Rights
 5. PPC metal fascia panels - white under Permitted Development Rights
 6. New rainwater goods - galvanised metal (as part of site maintenance)
 7. Existing steelwork to be redecorated - white under Permitted Development Rights
 8. Perimeter guardrails to be refurbished and redecorated - black under Permitted Development Rights
 9. New roof finishes with profile to match existing - black / dark grey
 10. Fascias and soffits to be redecorated - black / dark grey under Permitted Development Rights
 11. PPC metal panels fixed to structure behind black (to be approved under separate advertisement application)
 12. Replace existing rooflights and introduce new rooflights - black / dark grey
 13. New glazed shopfront, incorporating metal-framed full-height double glazed doors with full-height glazed side panels - black.
 14. Metal signage panels - black, (to be approved under separate advertisement application)
 15. Flag signage to designated elevation locations (to be approved under separate advertisement application)
 16. Solar photovoltaic (PV) panels to roof slope. Design Intent to comply with Permitted Development Rights. Specification of PVs TBC.
 17. Fluted metal architectural features - black.
 18. Metal framed glazing - black
 19. Repainted Metal shutters to existing opening black under Permitted Development Rights
 20. Reroute drainage internally where required as part of site maintenance
 21. Adapt existing rainwater drainage - black as part of site maintenance
 22. New windows in new structural openings to the building facade - black.
 23. PPC metal mesh and frame screening to conceal MEP plant platforms Black
 24. Perforated metal feature with backlighting - bronze
 25. Steelwork archway feature fixed to existing brick piers - black.
 26. Redecorate brickwork to match existing dark blue under Permitted Development Rights
 27. New external lighting to replace all existing lighting with cabling routed internally - black. Subject to specification review.
 28. New roof finishes with profile to match existing black / dark grey under Permitted Development Rights
 29. Remove redundant external services and make good or encase retained services in new PPC metal boxes as part of site maintenance
 30. New key clamp handrail system - galvanised under Permitted Development Rights
 31. Metal double doors to residential bin storage black.
 32. Existing steel work to former block D Atrium to be redecorated black under Permitted Development Rights
 33. New facade to match existing brickwork where demolition of Block G and D Atrium exposes internal elevations.
- For external landscape elements please refer to Landscape Architect drawings.



Building 03



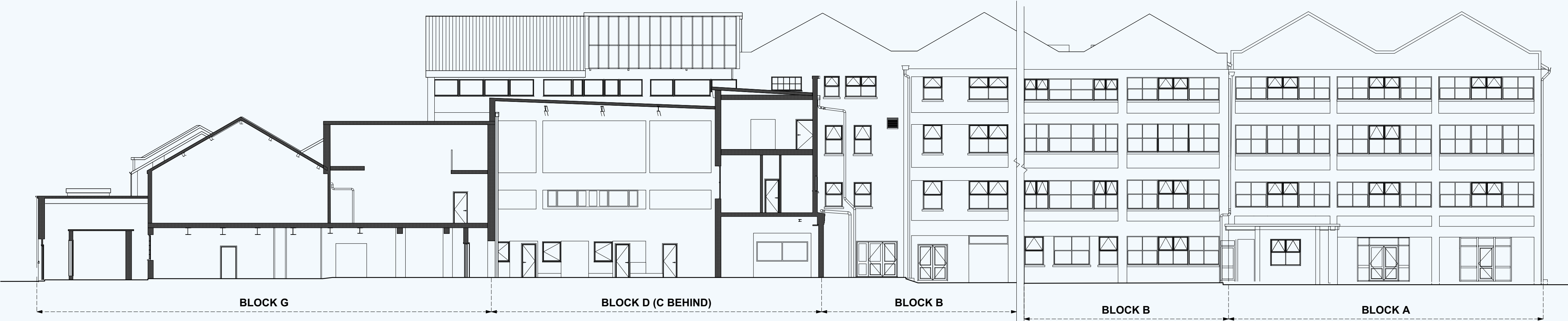
Indicative Landscape: Refer to Landscape Architect Drawings for specific detail

Building 7-11



Indicative Landscape: Refer to Landscape Architect Drawings for specific detail

Blocks A-G | Section 01

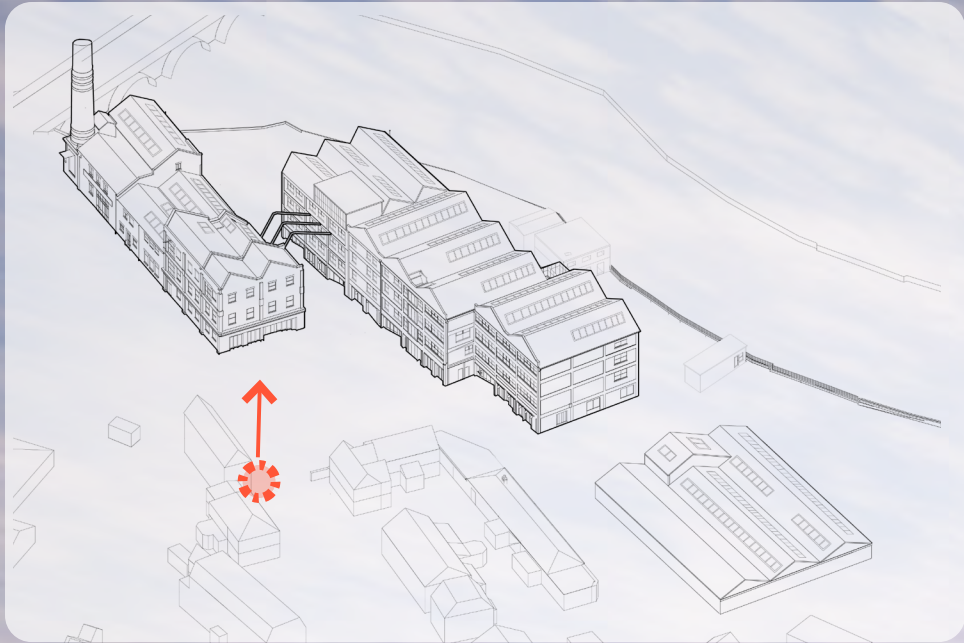


Existing



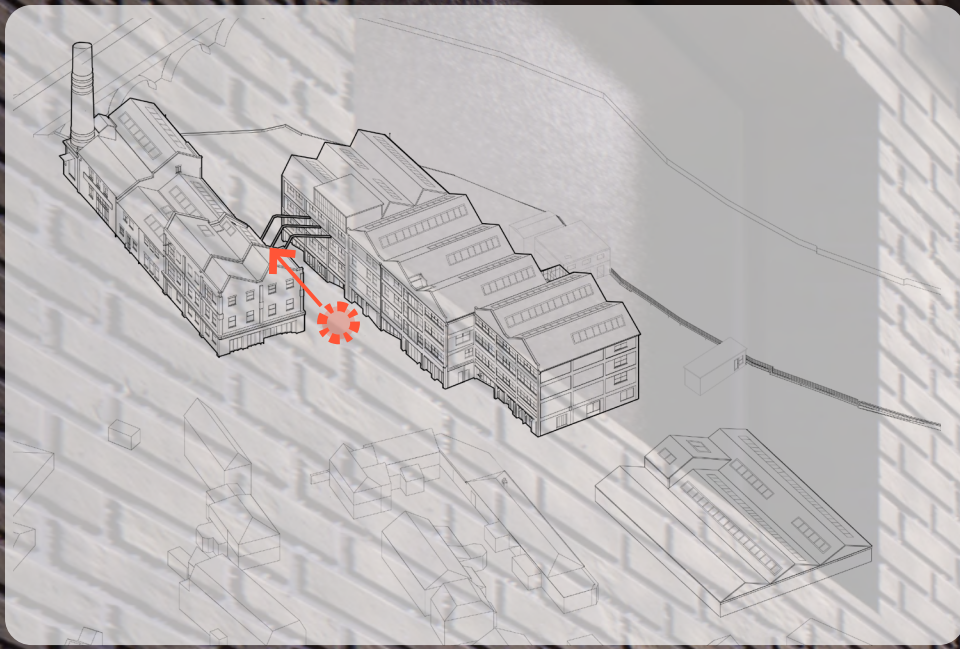
Proposed

Blocks A-G | Upgraded Entrance



Indicative Landscape: Refer to Landscape Architect Drawings for specific detail

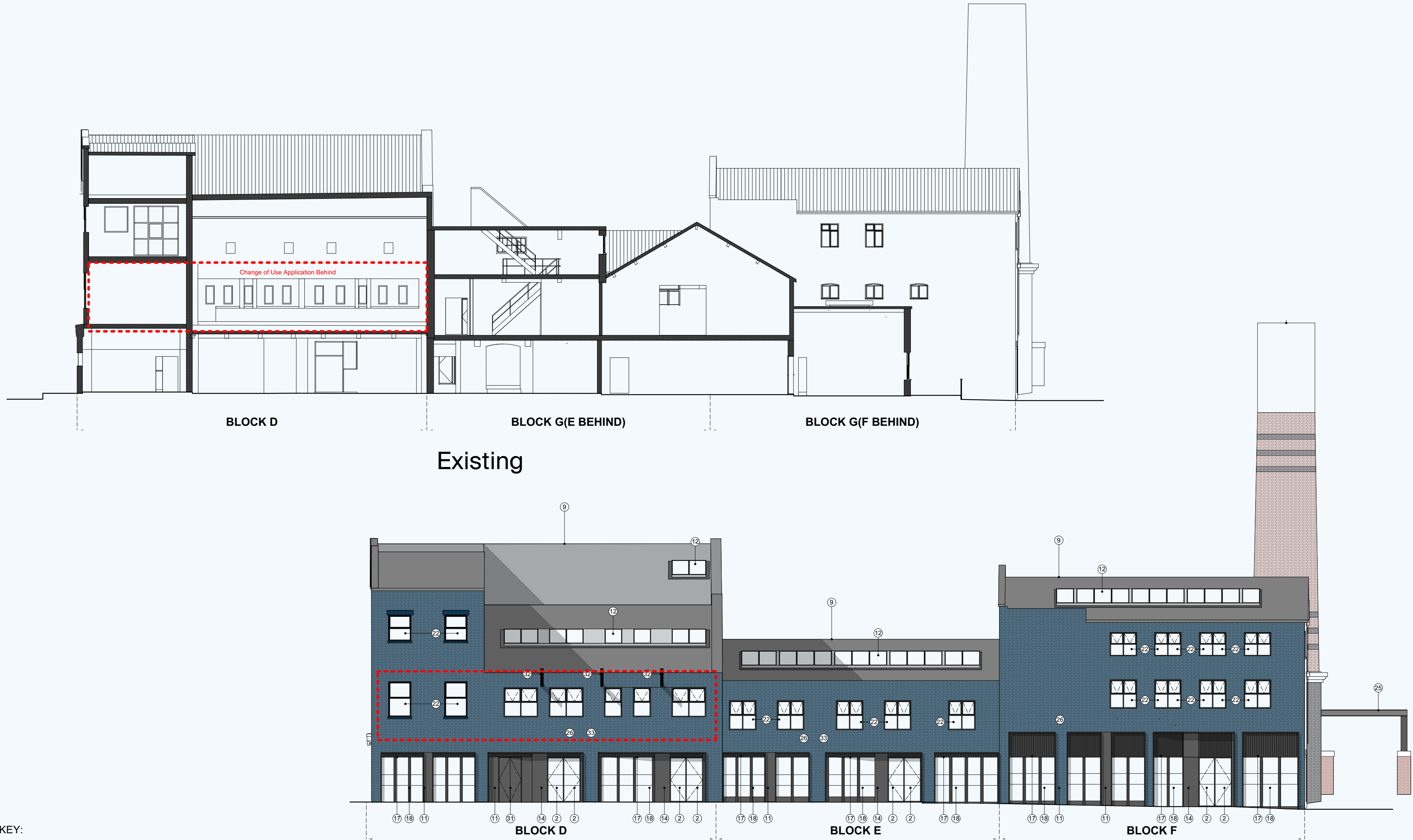
Blocks A-G | New Street



Indicative Landscape: Refer to Landscape Architect Drawings for specific detail

Blocks A-G | Section 03

1. Existing glazing frames to be refurbished and resprayed under Permitted Development Rights
2. New full-height metal-framed double-glazed doors
3. Infill existing window opening matching surrounding finishes
4. Redecorate external brickwork and fascias. Ground level plinth. Under Permitted Development Rights
5. PPC metal fascia panels - white under Permitted Development Rights
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7. Existing steelwork to be redecorated - white under Permitted Development Rights
8. Perimeter guardrails to be refurbished and redecorated - black under Permitted Development Rights
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16. Solar photovoltaic (PV) panels to roof slope. Design Intent to comply with Permitted Development Rights. Specification of PVs to come later.
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18. Metal framed glazing - black
19. Repainted Metal shutters to existing opening black under Permitted Development Rights
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- For external landscape elements please refer to Landscape Architect drawings.



Block F Entrance



Indicative Landscape: Refer to Landscape Architect Drawings for specific detail