

# Welcome to Our Consultation



**Thank you for taking the time to come and view our proposals for this important site.**

Our vision is to create a vibrant new residential-led mixed-use quarter with around 300 new homes, a mix of food, leisure and employment; a convenience store, gym and potentially street markets and pop up stalls; places for families and friends to meet and enjoy, workspace, quality public realm and improved links connecting Trowbridge.

Over the last three years we've been listening to local feedback, talking to potential users, exploring opportunities, carrying out site investigation works, responding to the changing retail and economic situation and developing these high-level proposals.

These are not the definitive plans and could well change as the scheme evolves. Today is about giving you and the wider community the opportunity to review, discuss and feed into the proposals at an appropriate early stage.





# The Vision for the Site

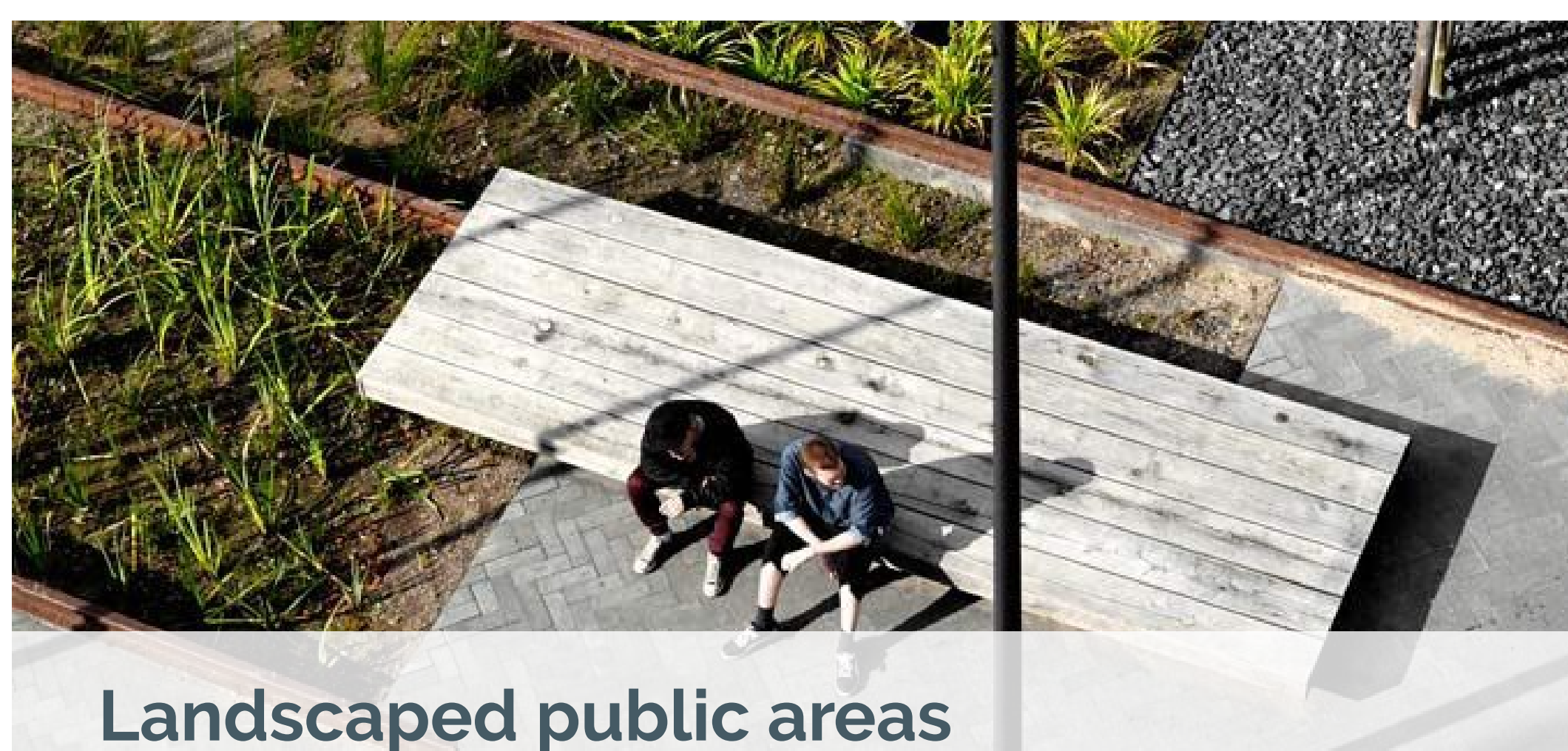
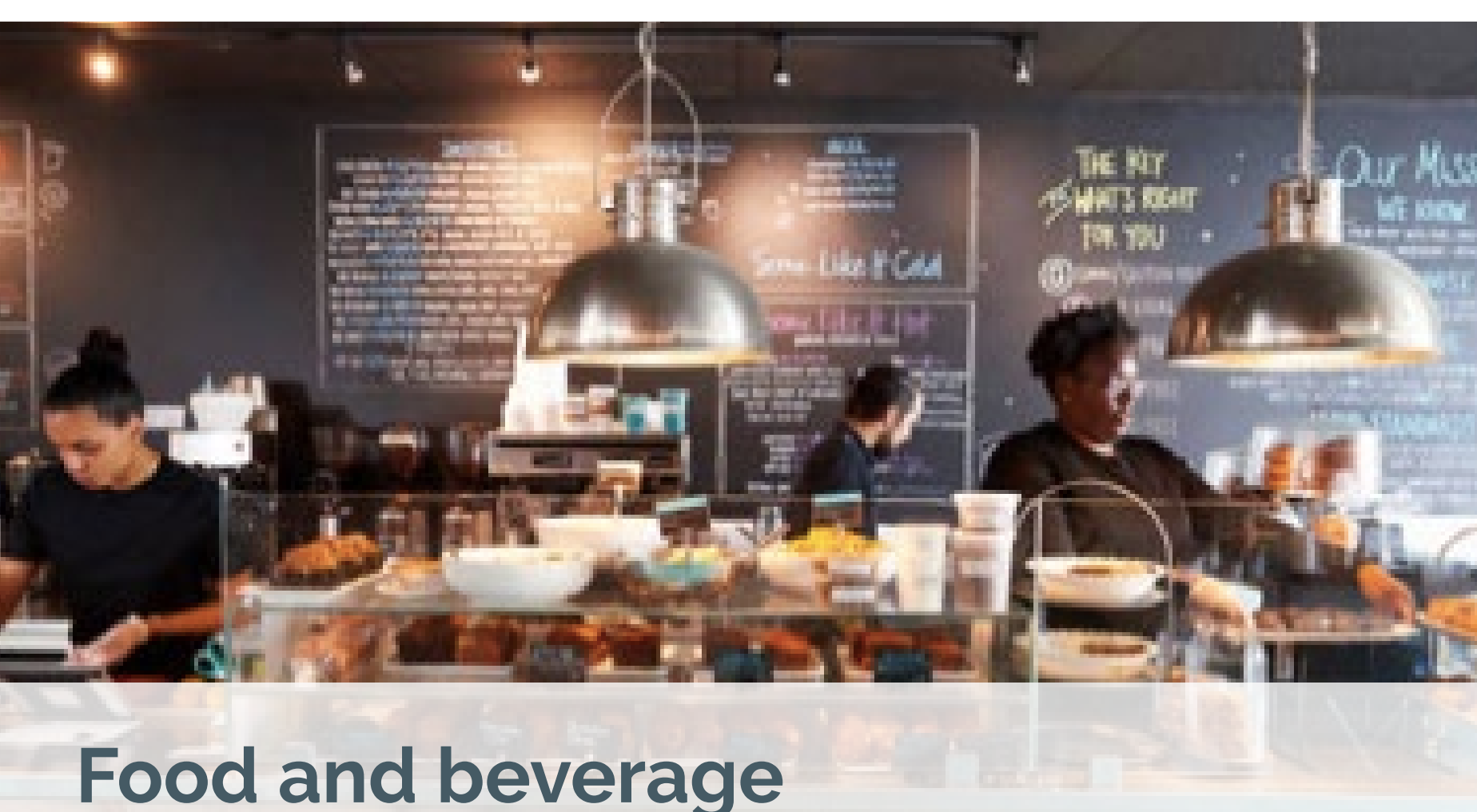


Quality New Homes · Cafes, Bars and Restaurants ·  
Entertainment and Leisure · Workspace ·  
A Convenience Store and New Gym · Public Open Space ·  
Green Streets · New Cycle and Pedestrian Routes ·  
Improved Connectivity · Investment in Local Infrastructure

**Innox Mills is a fantastic regeneration opportunity at a town centre brownfield site that has been dormant since 2009. The site is close to the town centre and railway station and, as such, has potential to create a positive legacy for Trowbridge.**

## Our Placemaking Principles:

- Collaborative approach
- High quality bespoke design
- Mixed-use including retail and leisure
- Homes for all ages
- Improved connectivity
- Investment in infrastructure
- Low carbon
- Inspiring public realm
- Attention to detail







Since acquiring the site, we've listened to lots of ideas and suggestions such as cinemas and bowling alleys, shopping quarters, convenience food stores, petrol stations, new homes and employment and outdoor entertainment space.

We have extensively market tested these different ideas and considered what would be the best, most realistic and importantly, most sustainable options for the long term.

The current design proposals are residential-led but also include a good balance of employment and retail, along with a package of infrastructure and public realm enhancement works.

In Summary

- c300 new homes
- Offices
- Shops
- Food and beverage
- Public realm and transport improvements

Planning Situation

The Local Plan and masterplan for Trowbridge identify the site as a regeneration priority.

Pre-application advice provided by Wiltshire Council has confirmed that a residential-led regeneration scheme would be acceptable in terms of planning policy.





# What will the Development Feel Like?

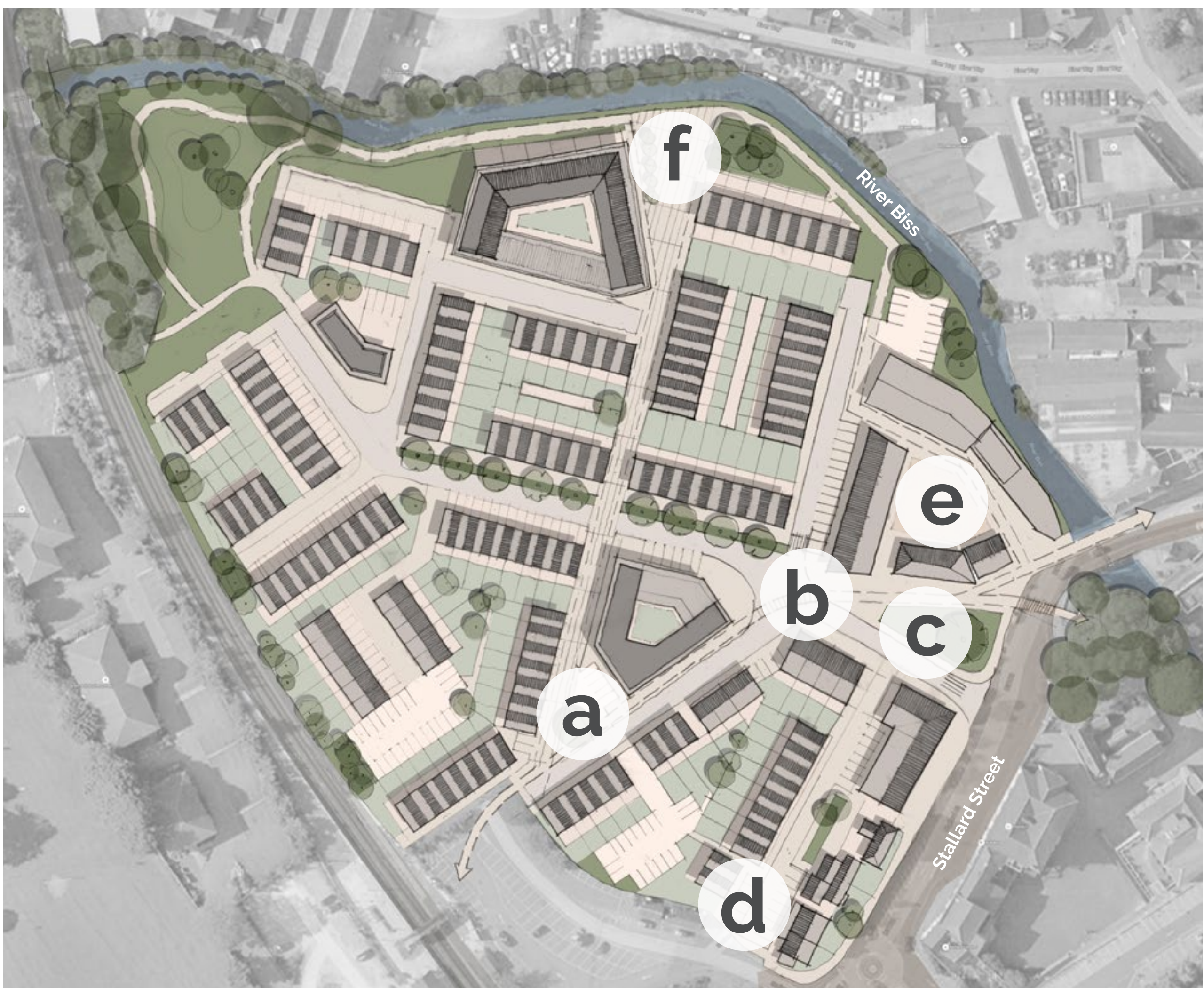


It is important that we create an attractive and desirable proposal that the people of Trowbridge wish to engage with and are proud of.

In key areas of the site there will be a mix of uses at street level. This strategy will ensure good viability and promote increased footfall and pedestrian activity. There will be vibrancy at the front of the site, around the station and along a new public route that provides access towards the town centre. These areas will consist of cafés, restaurants, a convenience store and gym.

Employment uses for small business 'start-ups' will be provided in and around the existing listed buildings with meeting spaces and a variety of business facilities. We propose an area for a regular street market, pop up stalls and local events. This design approach will promote a day and night economy and support the town centre.

This masterplan strategy will ensure the overall development is appealing and therefore enhance the wider character of Trowbridge.



**Image Key**

- a. View from the station towards the listed Innox Mills building.
- b. The listed Innox Mills building to be regenerated.
- c. View from the entrance of the site towards the listed Innox Mills building.
- d. The regenerated Stallard Street properties.
- e. Kingston Mills in Bradford on Avon, and Paintworks in Bristol, show examples of active courtyards that could be used for markets, cafes, restaurants, and community gatherings.
- f. View from the river towards the railway station.





# The Landscape and Public Open Space



The landscape and public realm proposals are an integral element of the redevelopment of the Innex Mills site. The new streets, square and riverside park will create an attractive place to live and work, and also reconnect the site with the town centre, train station and established local residential areas.

Opportunities for biodiversity enhancement will be incorporated across the site. The proposals are improving and responding to existing important habitats whilst creating new areas along the riverside walk, park and tree lined streets.

## Key Landscape Spaces

### 1. Innox Square

- Celebrating the site heritage
- Creating a unique sense of place
- Social space at the heart of the regeneration scheme

### 2. Riverside Walk

- Linear walk that reconnects the site with the River Biss
- Opportunities for new recreation
- Connects with wider footpath network

### 3. Innox Park

- Primary public open space
- Dedicated area focusing on natural play
- Creates a strong connection with the river





New Homes and Employment



Proposed Illustrative View of the Housing, Looking Towards the Listed Innox Mills Building

There is a significant need for new housing in the UK and Innox Mills provides an excellent opportunity to deliver housing in a very sustainable location.

Housing here reduces the pressure of building on green fields or in less sustainable locations and helps support the town centre.

Car and cycle parking will be provided at a level that is appropriate for an edge of town centre site.

Various residential tenures will be provided from apartments to family homes, starter to downsizer homes.

Workspace will be included, strengthening the Trowbridge economy and reducing the need for people to commute.

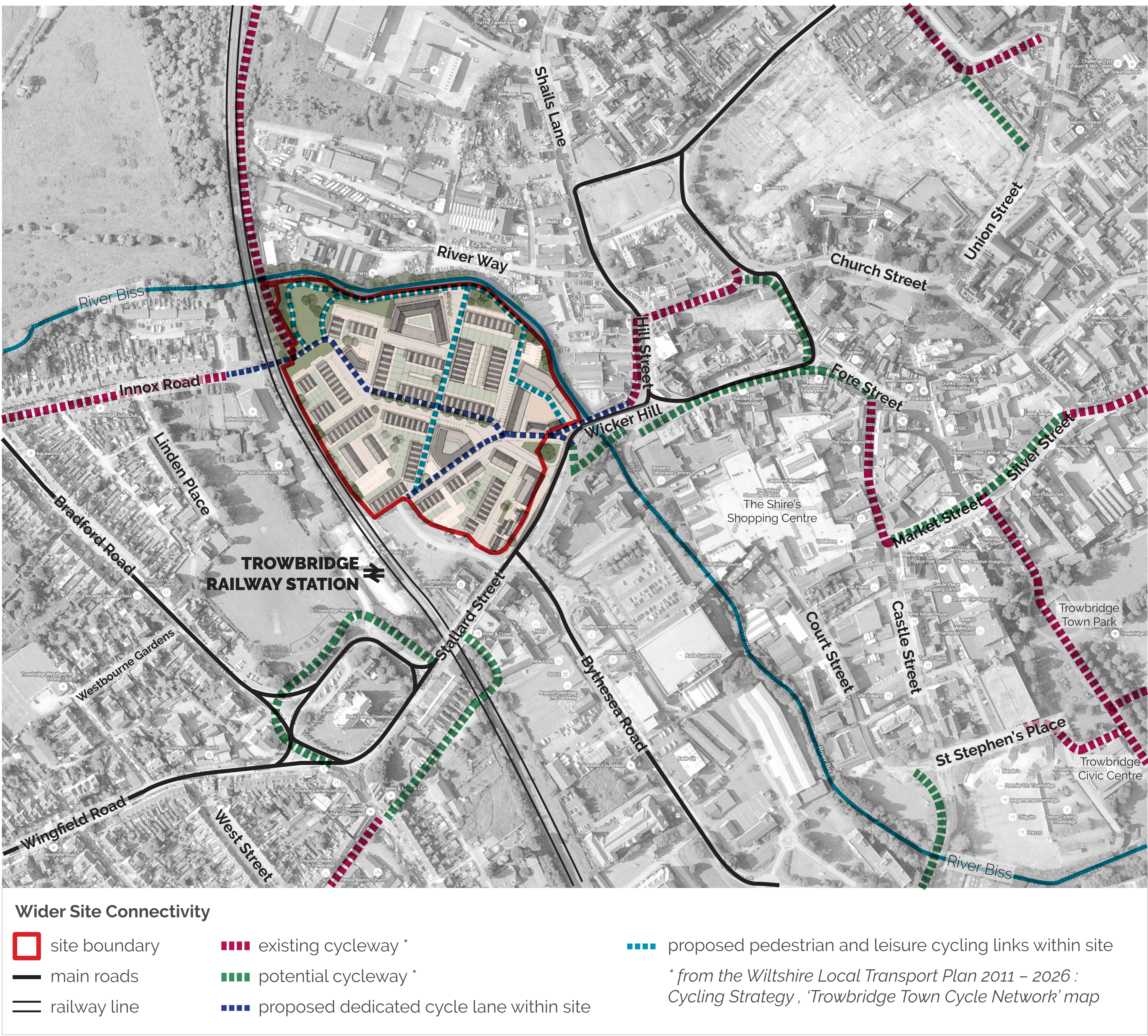
Do you agree with the need for housing?

What sort of housing is needed?



Illustrative Section Through Housing with Raised Gardens





Innox Mills is an extremely sustainable site with excellent pedestrian, cycle and public transport links meaning car use will be reduced.

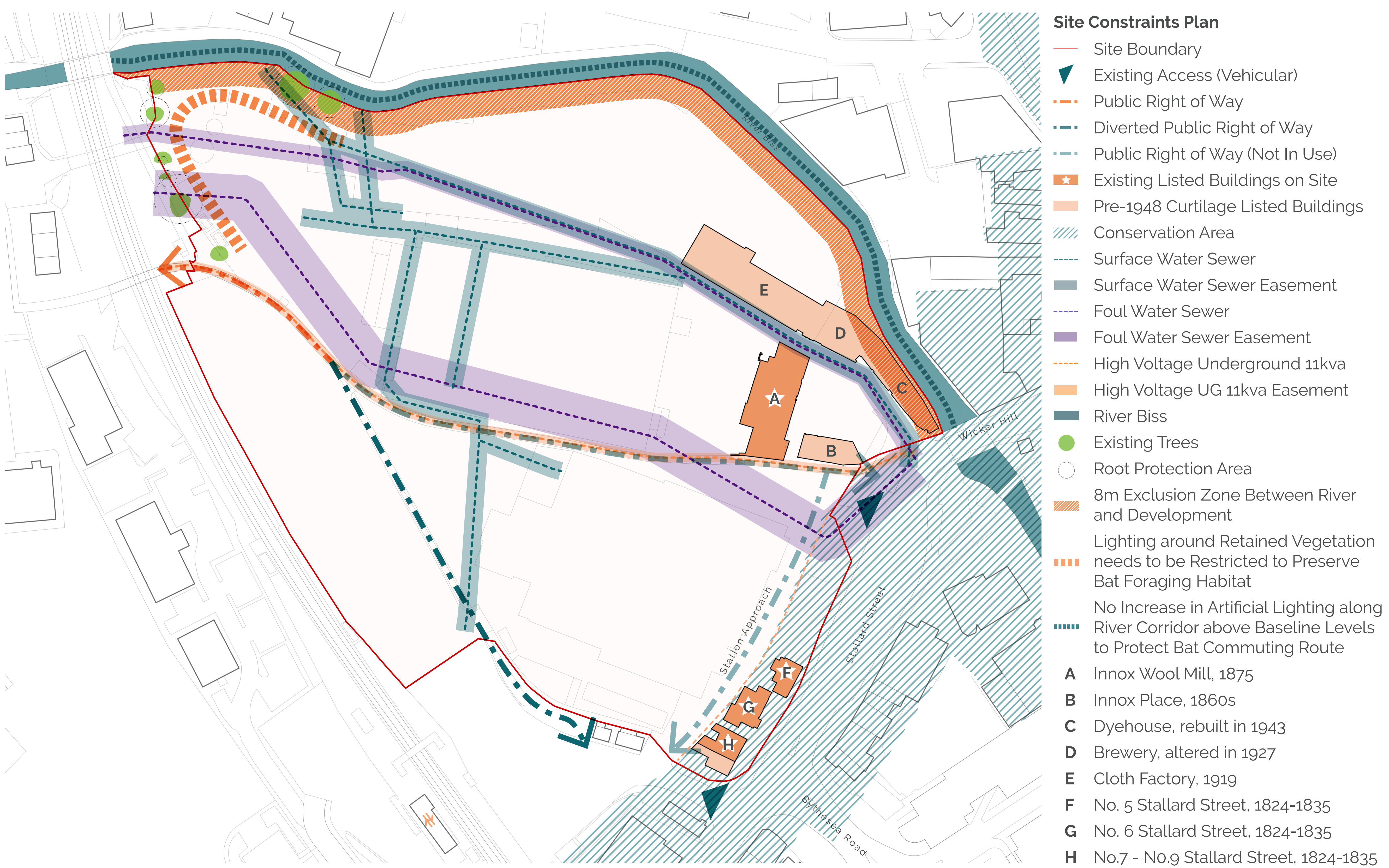
Transport modelling is still being undertaken; however, some of the key points are likely to include:

- Vehicle access will be retained from Stallard Street in broadly the same location as the existing vehicle access
- New pedestrian and cycle linkages will connect the town centre through to the railway path and underpass to Innnox Road.
- The existing Stallard Street pavement will be widened and improvements made to the existing bus stops.
- Parking will be provided in line with local policy. It is anticipated that not all residents will need parking and measures such as car clubs, Travel Plans and cycle storage will help support this.





# Constraints and Phasing



## Constraints

This is a difficult site with a number of challenges that the team are having to overcome. Constraints include:

- Listed buildings that need to be protected, repaired and converted.
- Contaminated land that needs remediating.
- A number of significant drains crossing the site that need upgrading but also restrict where we can build.
- Investment to Stallard Street and the river
- Japanese Knotweed needs to be removed.
- Viability challenges due to high costs of the above and infrastructure delivery.
- The changing retail situation.

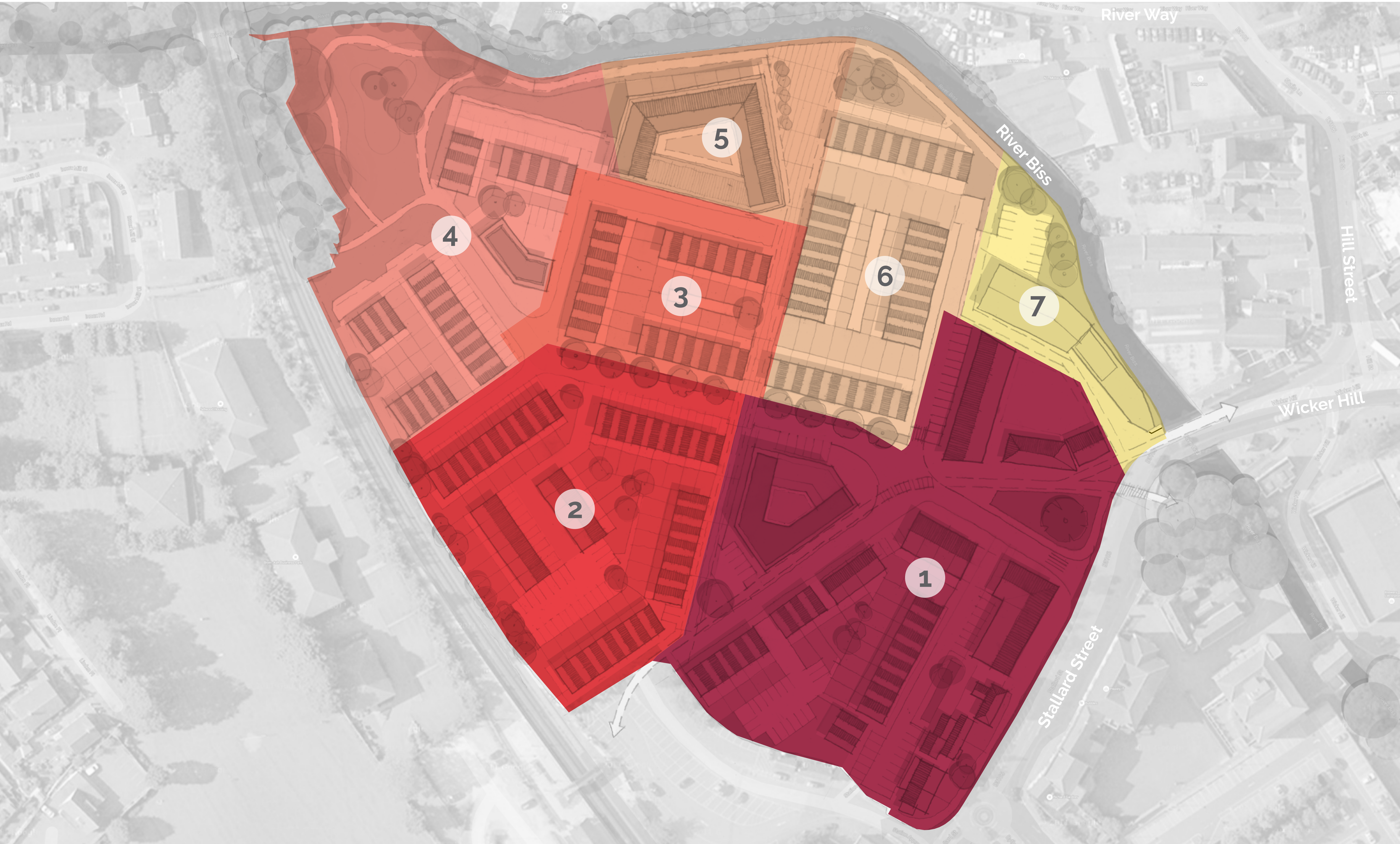
## Phasing

The development is likely to be delivered over a phased five or more year period.

Phase one will include the main areas including the main street, some of the housing and the public open space. This will help establish the developments character and help fund the later phases.

Construction will then move toward the rear of the site, delivering the employment and further housing, in a way that minimises disruption to residents and users.

*The plan below shows the proposed construction phasing.*





Board 9  
**Thank you**



**Thank you for coming to the exhibition.**

This is your town and we value local knowledge and input.

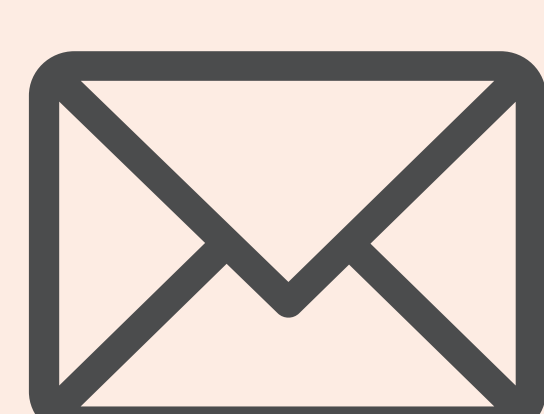
The key to the success of this will be understanding the constraints of the site, listening to what local people and the market want, incorporating as much of this as is possible whilst ensuring that the overall scheme remains viable.

Before leaving, we would be grateful if you could complete a feedback form.

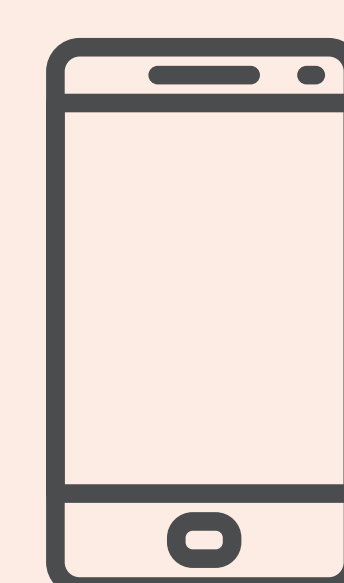
**For further information, you can:**



**Speak to the team**



**Email Tom at  
[info@innoxmills.co.uk](mailto:info@innoxmills.co.uk)**



**Contact Tom on  
07342 039 444  
(during office hours)**

To keep up to date with the progress of the scheme please visit:  
**[www.innoxmills.co.uk](http://www.innoxmills.co.uk)**

**What next:**

Over the next few weeks we will be looking at all the feedback and how it can be incorporated in the plans. We are due to present an update to the Trowbridge Area Board in November and are hoping to submit an application later this year, early next.

If successful, we would hope to be on site late next year, early 2021.