



6. Character and Appearance

- 6.1 Character Areas
- 6.2 Materials Palette
- 6.3 Innox Square
- 6.4 The Mill Quarter
- 6.5 Central Street
- 6.6 The Cloth House

6.1 Character Areas

The strategy for the layout proposes distinct character areas, which would all have distinct design features. The concept for the zoning is informed by the historic zones as seen in chapter 2.6.

The character areas are as follows:

- A. Riverside Park** - Communal area with active frontages along the River Biss. Higher density provided along riverside asset to benefit more residents.
- B. The Mill Quarter** - Higher density homes with some apartments and deck housing. The character of the architecture will be influenced by the existing mill building.
- C. The Sidings** - Traditional terrace family housing that relates to the immediate residential context and is appropriate in this location.
- D. Innox Square and The Old Chapel** - A mix of commercial uses focusing on the existing building assets and enhancing the special character of the site. The enclosure of Innox Square is enhanced by the introduction of a considered and contemporary building on the historic chapel site adjacent to Innox Place. This new intervention will act as an interesting and engaging counterpoint to the range of historic buildings at the front of the site facing the town centre.
- E. Stallard Street** - A light touch approach is provided for these important buildings to bring them back into use (as part of a recently consented planning application). The refurbishment of the existing buildings is balanced with the introduction of a new contextual retail and apartment building that acts as a bookend to the street. This new building is informed by the scale, proportion and character of the existing buildings on Stallard Street.
- F. Bowers Place** - A range of family housing that relates to the new routes and listed buildings on Stallard Street
- G. The Cloth House** - A new focal building with a mix of uses and promotes activity and will be clearly visible within the site.



Proposed Character Areas



Proposed Aerial View

6.2 Materials Palette

The right choice of building materials are vital to ensure a strong sense of place is achieved that is both sustainable and attractive.

Material choices should be informed from the immediate and wider context of the site. Consideration should be given to the range of materials, detailing and traditional and established construction methods.

In addition to ensuring a good understanding of context is adopted, buildings should be designed to consider robustness, how materials age, energy use (in production and performance), reuse and familiarity. Cost is also an important factor.

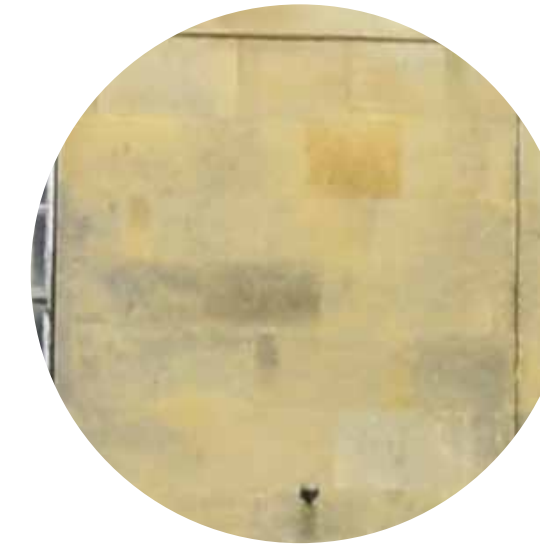
Within the site the majority of the residential development will be brick in a range of textures and tones. Limited areas of render may be considered. Pitched roofs to housing will typically be slate with limited areas of clay roof tiles. Flat roofs will be single ply membrane with upstand parapets and metal or metal copings. Windows will be a range of high quality metal, uPVC or timber.

Distinctive materials will be provided in nodal locations such as The Entrance Building and The Old Chapel on Stallard Street. The introduction of additional materials to these key buildings will provide the necessary interest at the entrance to the site/conservation area and will help set the overall tone and quality for the development.

Within the site, additional materials and textures are proposed for feature buildings such as The Cloth House. This mixed-use building will act as a focus for the development and therefore will have a distinctive appearance with additional materials that distinguishes it from the surrounding housing.



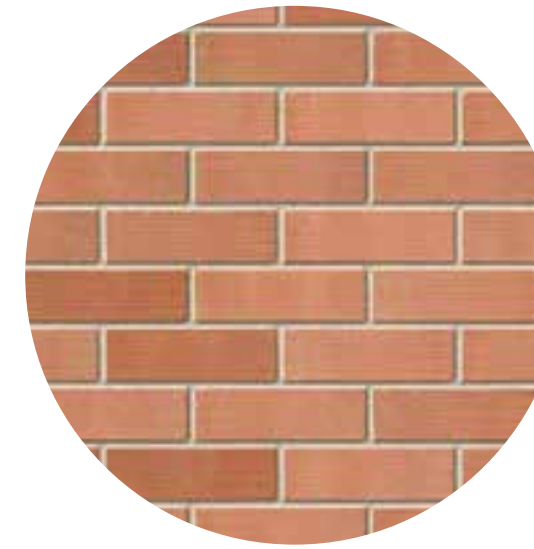
1. Existing Brick Buildings on Site



2. Existing Stone on Innox Place



3. Proposed Rain Gardens to Assist with Drainage and Soften Landscape



4. Red Brick



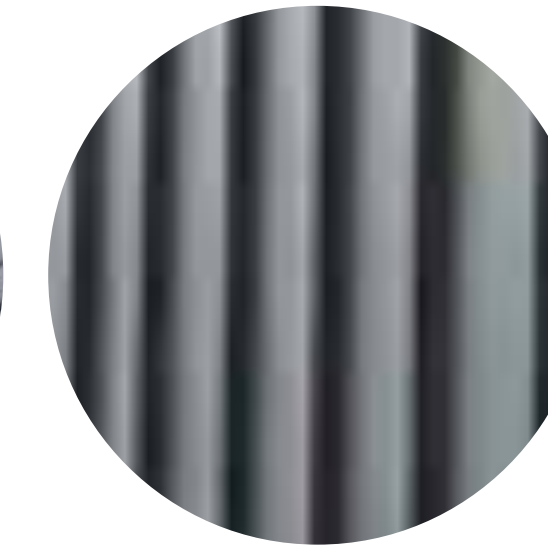
5. Buff Brick



6. Render



7. Slate Roof Tiles



8. Zinc Cladding

6.3 Innox Square

Innox Square will provide a vibrant and active focus for the site. A range of uses can be accommodated including food and beverage, employment, community facilities and retail. The range of uses will complement the wider residential uses and ensure a sustainable '24 hour' community is promoted.

The re-use and refurbishment of the existing buildings will ensure the development is interesting and promotes the distinctive character of the development. These properties will adopt a 'light touch' refurbishment approach and retain the uniqueness and industrial character of the buildings.

The range of existing buildings provide flexibility for different tenants and uses.



6.4 The Mill Quarter

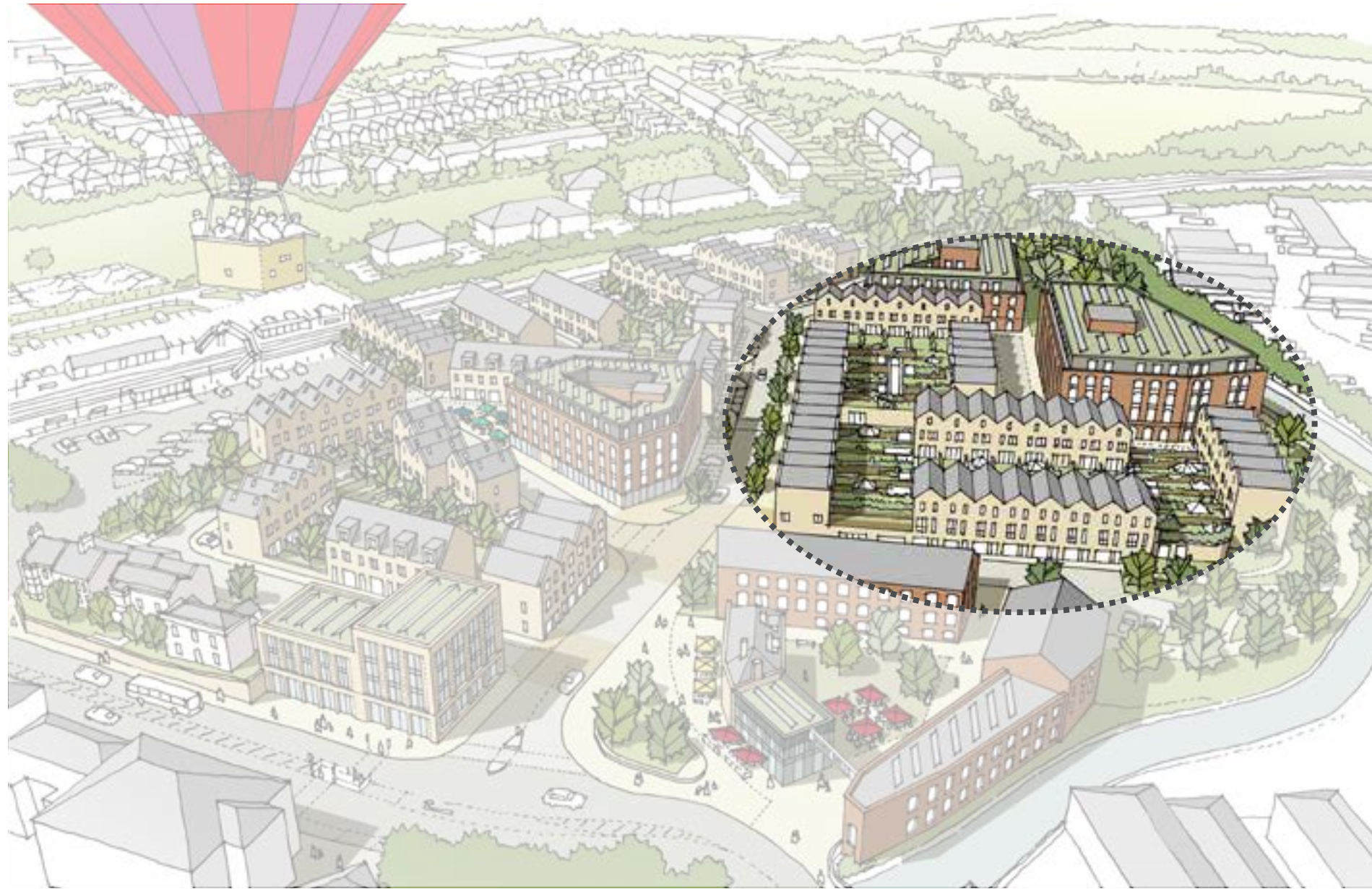
The Mill Quarter will be provided with good quality, higher density urban living. The majority of development at The Mill Quarter will provide three and four storey family housing with private gardens decks over allocated parking at grade. The main living spaces in houses will be on the first floor with direct access to the private deck gardens.

At ground floor, immediate individual access is provided with defensible space onto the street for each home. Active residential accommodation fronting the street at the ground floor is provided including home/office, live/work or studio spaces. This ground floor accommodation may also provide additional living space such as a fourth bedroom, guest room or small family annex. The main bedrooms for each house will typically be provided at second and third floor (including roof voids).

This arrangement of housing will provide an appropriate residential urban density with 'hidden' car parking and a positive sense of place that is not dominated by parking to the front of homes. Residential accommodation will also be attractive with the identity of 'own front doors' and private gardens with direct access from living spaces.

The floor area of each house will give suitable accommodation for families and will be logically arranged. The homes will be designed efficiently to ensure sufficient numbers of houses are provided on the site to support sustainability and vibrancy criteria. The suggested density for the housing in this location is 60dph.

Some of the residential accommodation at The Mill Quarter will be apartment blocks. These buildings will be designed to respond to the industrial heritage character of the site and provide a range of residential accommodation. Ground floor active uses are proposed at street level and car parking is shielded from frontages within the centre of the apartment buildings. These buildings will be a maximum of five stories and will have an appropriate relationship to the adjoining townhouses.



1. Active frontage onto streets.
2. Ground floor accommodation to include workshop, office, integral garage or extra bedroom.
3. Main living area opening onto the deck garden.
4. Bedrooms on the upper floors.
5. Deck garden.
6. Undercroft parking with the gardens above.

Illustrative Sectional Perspective of Housing Proposed within The Mill Quarter.

6.5 Central Street

The Central Street separates the site, with The Mill Quarter to the north and the other four character zones to the south.

This street is lined with trees and rain-gardens, softening the built form and hard landscape. A mix of house types front this street, ranging from The Cloth House, a five storey mixed use building), to four storey live/work units.

Forming the main access into the site, the central street also allows the creation for two vehicular loop routes to be created for ease of access within the site. The main cycle and pedestrian route also sits along this central street alignment.

Housing sits close to the edge of the footways and creates active frontages and natural surveillance to the public spaces.



View along the Central Street Towards Innox Mill

6.6 The Cloth House

The Cloth House is a mixed-use, pivotal building within the site, and is located on a triangular island site, facing three main streets: the Central Street, and the two streets that lead to the station.

Sitting opposite Innox Mill, this building concentrates the view from the station towards Innox Mill.



View Towards the Cloth Factory and Innox Mills



7. Landscape

- 7.1 Landscape Strategy
- 7.2 Landscape Parameter Plan and Drainage
- 7.3 Planting
- 7.4 Hard Landscape

7.1 Landscape Strategy

This section should be read in conjunction with GLA's Landscape Strategy and drawings submitted as part of this application.

The following pages contain images and extracts from GLA's documents.

Landscape Vision

The landscape vision for the site is to achieve a scheme that celebrates the site history, while providing a series of spaces that can be used for play and recreation. Ensuring climate resiliency is vital, and this can be achieved through the use of SUDs and planting that attracts pollinators and other wildlife.

Good design of the landscape will be vital for a positive urban scheme.



1. Provide opportunity for play across the landscape



2. Implement climate resiliency via use of SUDs



3. Increase biodiversity throughout the site



4. Connect people back to the River Biss



5. Acknowledge the industrial heritage by design



6. Provide flexible spaces across the site for play and recreation

Images from GLA's Landscape Strategy p. 16



Key

- 1 Vehicular access from Stallard Street
- 1A Pedestrian access from Stallard Street
- 1B Central spine road
- 2 Innox Square
- 3 Existing cluster of listed buildings
- 4 Southern part of the site, made up with residential housing and mixed use commercial and apartment block
- 5 Northern part of the site, made up with mixed use commercial and apartment block, an apartment block and residential housing
- 6 Pedestrian link adjacent to the railway line, connecting to Trowbridge train station
- 7 Riverside Park (POS)
- 7A Links from the POS to the wider strategic path, leading to Kennet & Avon canal towpath and underpass to the railway line
- 7B Play area (LEAP)
- 7C Attenuation basin
- 7D Node within the POS
- 7E Play area (LAP)

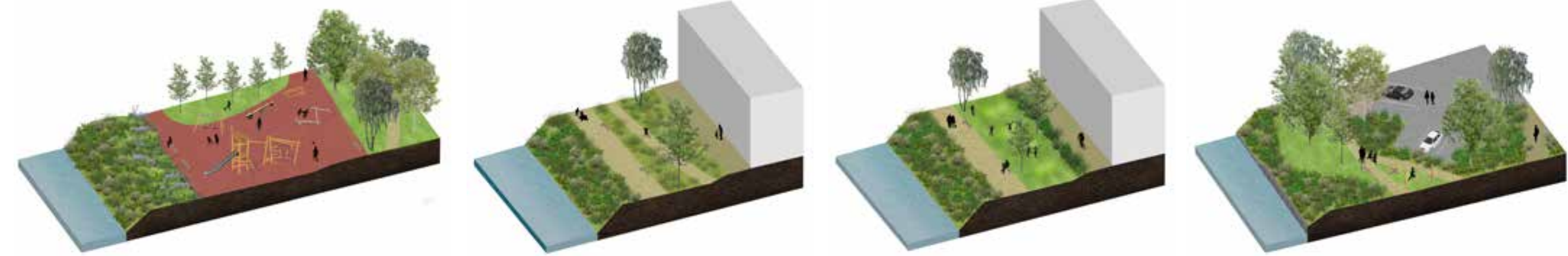
GLA's Illustrative Masterplan

7.2 Landscape Parameter Plan and Drainage

The parameters set out in the drawing ensure that the strategic connections of the site are considered, as well as the provision of a landscape that provide multiple opportunities for the people who live and work in the area. The mix of the landscape, architectural, engineering and ecology proposals present a set of proposals that will be not only in keeping with the context but also to provide both the environmental and social.

From GLA's Landscape Strategy document, p30.

Riverside sections from GLA's Landscape Strategy



A. Section Through River and Play Area

B. Section Through Riverside

C. Section Through Riverside

D. Section Through Play Area and Parking

Flood Risk

Detailed flood modelling has been undertaken of the River Biss to assess the flow and levels of flood waters in the vicinity of the site.

Initial designed plot levels have been defined to be above the top flood level accounting for relevant climate change.

Vehicle arrangements have been reviewed to ensure suitable emergency access is retained at all times during all flooding events.

An 8m corridor is to be provided along the River Biss to allow for environment agency access and will also provide a Bat corridor. Levels in this corridor have been designed to ensure relevant flood compensation and flood routing is provided.

Drainage Strategy

Initial drainage proposals have been undertaken to fit in with existing site constraints, parameters and levels.

A pre application meeting has been held with Wiltshire County Council where constraints were discussed in some detail.

Two new outfalls will be provided into the River Biss with Betterment being provided against the existing drainage flow rates which will require agreement with Wiltshire County Council.

An allowance for 40% climate change will be incorporated into drainage proposals ensuring no surface water flooding will occur during a worst case 1 in 100 year rainfall event.

Various shallow Sustainable Drainage methods are to be incorporated on the scheme including a range of permeable paving, blue roofs, shallow swales and underground cellular storage tanks as well as traditional drainage infrastructure.

Detailed discussions with Wessex Water have been undertaken with further modelling being undertaken by Wessex Water in relation to large strategic sewers and their possible diversion through the site.

- Key**
- Application Boundary
 - Ownership Boundary
 - 8m Offset EA Easement
 - Ecology Zone A 15m Core Habitat
 - Ecology Zone B 15m Buffer Zone
 - Offsets Between LEAP/LAP and Nearest Dwelling
 - 5 and 10m Offsets from the Outside Rail of the Railway Line - Proposed Tree Planting to Follow the Recommended Tree Planting Species from Network Rail
 - Existing Trees
 - Proposed Infrastructure Trees
 - Proposed Plot Trees (Indicative Locations)
 - Public Open Space
 - Proposed Meadow Grass/Wildflower Areas
 - Proposed Infrastructure Shrub Planting
 - Rain Gardens
 - Retention Pond
 - Conveyance Swale
 - Proposed Development Blocks
 - Existing Buildings
 - Infrastructure Roads and Footpaths
 - Shared Surface
 - Informal Pedestrian and Cycle Path (Varied Width Across Site)
 - Play Areas



GLA's Landscape Parameter Plan

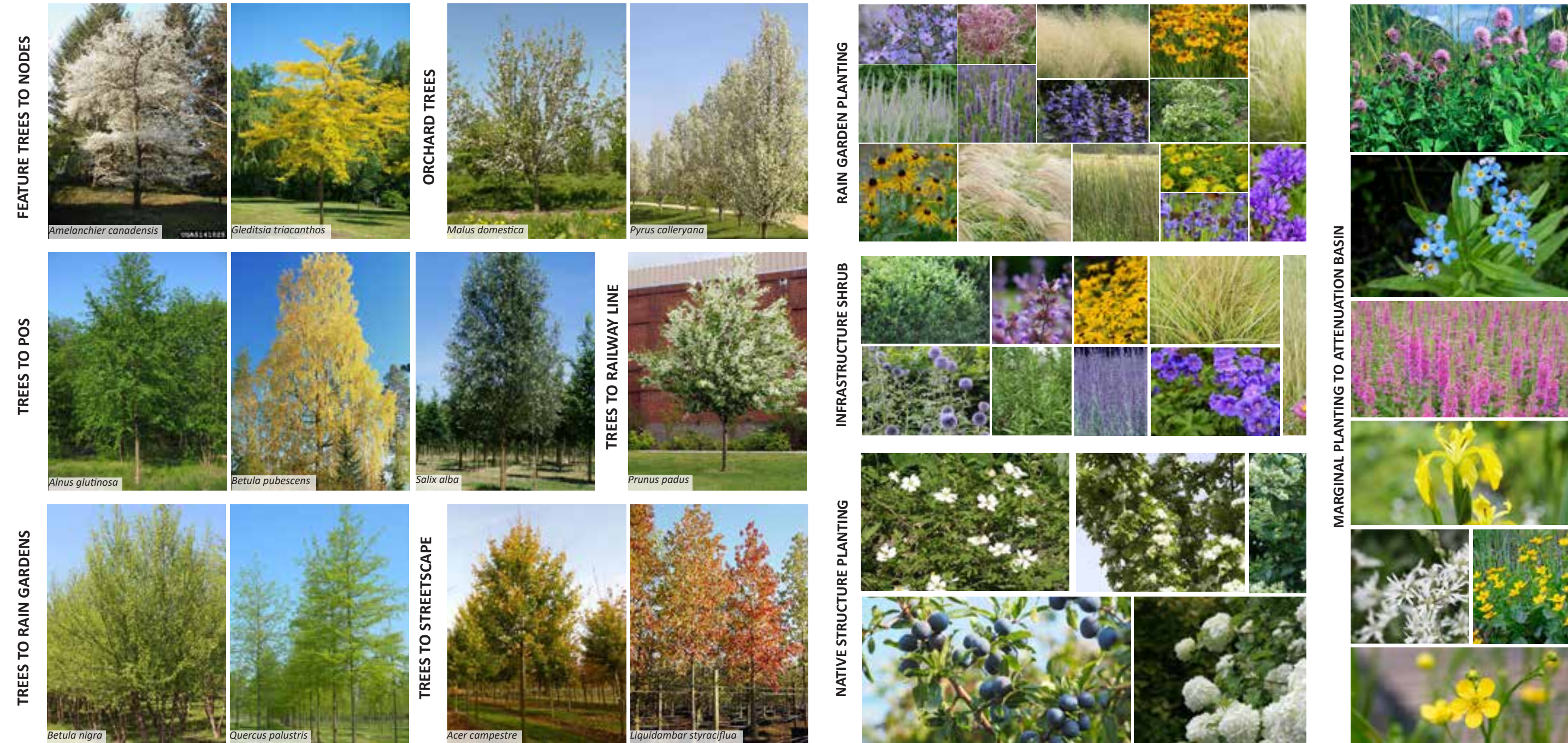
7.3 Planting

A mix of tree and plant species is proposed across the site. Appropriate species are proposed for the different character areas and depending on the function.

The tree planting strategy incorporates feature trees, orchard trees, trees for the streetscape, trees along the railway line, trees for the POS and within the raingardens.

The various planting mixes will have species that support biodiversity and have seasonal interest across the year.

See GLA's Landscape Strategy document for more information.



7.4 Hard Landscape

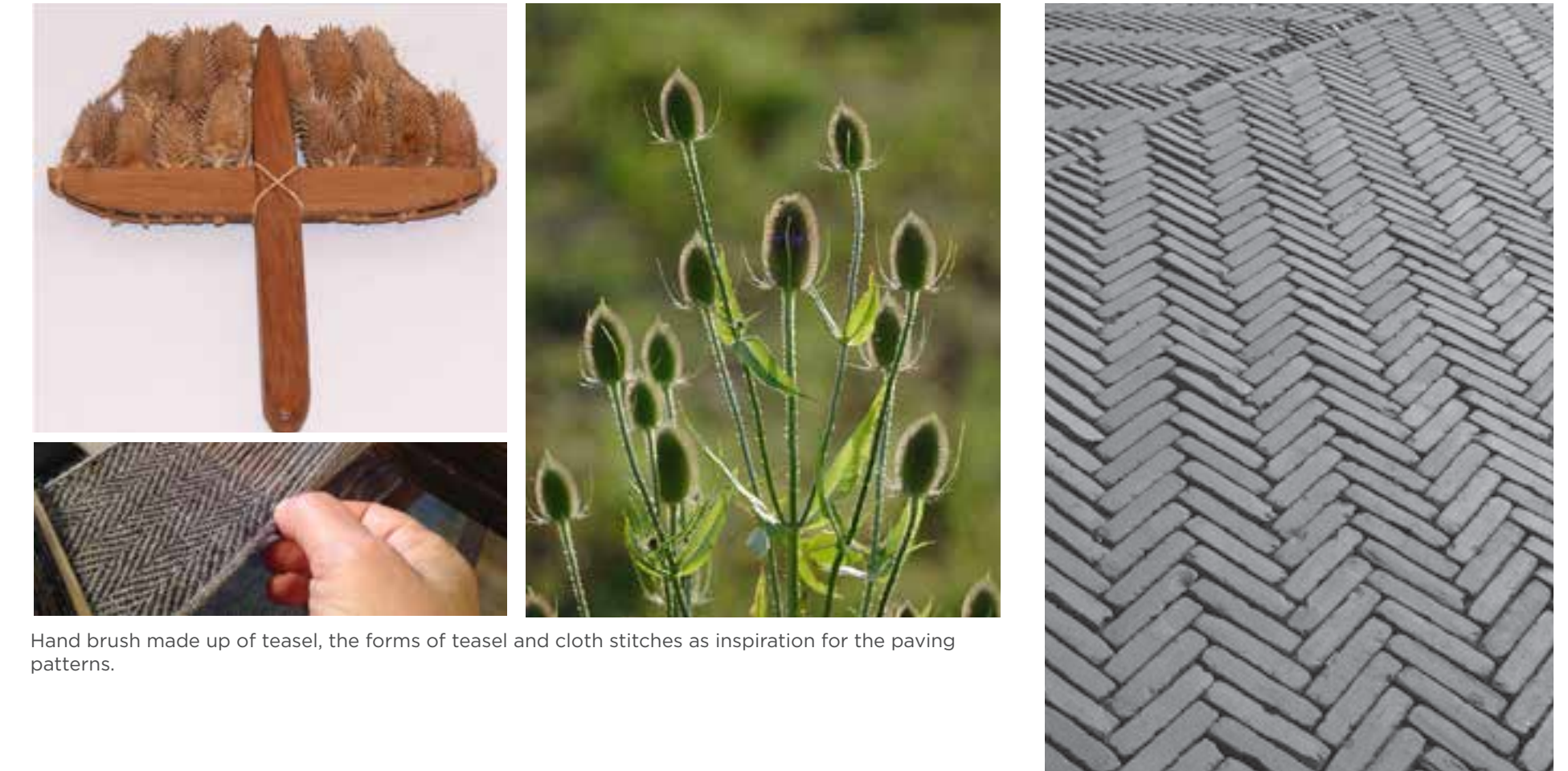
The hard landscape proposal is largely inspired by the historical relevance of the site. Contributing to the town's growing cloth industry throughout the 1800s, the design language of the hard landscape features will reference this timeline of the site's heritage.

The cloth industry used teasel as part of the cloth making process progressing from hand held tools to machinery that incorporated the plant. The forms of the teasel can be replicated across the site through seating and play features.

In addition, the threading pattern of the paving can be made up of paving that portray weaving patterns, materiality and subtle tonal changes.

Self binding gravel, permeable block paving and clay brick paving are all suitable options for the various pedestrian and vehicular roads, including tarmac that will occupy much of the central vehicular road.

From GLA's Landscape Strategy document, p26.



Hand brush made up of teasel, the forms of teasel and cloth stitches as inspiration for the paving patterns.

Weaving pattern within central nodes



Self-binding gravel to paths

Permeable block paving

Clay paving



8. Detailed Application - Block A, The Gateway Building

- 8.1 Block A - The Gateway Building
- 8.2 Design Strategy
- 8.3 Floorplans
- 8.4 Elevations
- 8.5 Stallard Street Elevation

8.1 Block A - The Gateway Building

At the main entrance to the site a new mixed use building is proposed. This site sits at the end of the existing properties on Stallard Street.

The proposed building is informed by the language, form, scale, height and proportion of the existing buildings on Stallard Street but also relates to the mill building opposite.

The use of this building will provide a retail unit (333sqm) at ground floor and 12no apartments above.

The quality of materials and detailing to this building is crucial not only to respond to the important buildings on Stallard Street and the mill buildings but also because it reflects the wider quality and aspirations of the overall development.

High quality detailing and materials are proposed. Deep reveals are proposed to the windows that match the proportion and rhythm of the surrounding buildings. The deep reveals express robustness and quality.



Location of Block A - Gateway Building Within Masterplan

8.2 Design Strategy

1. Building Height

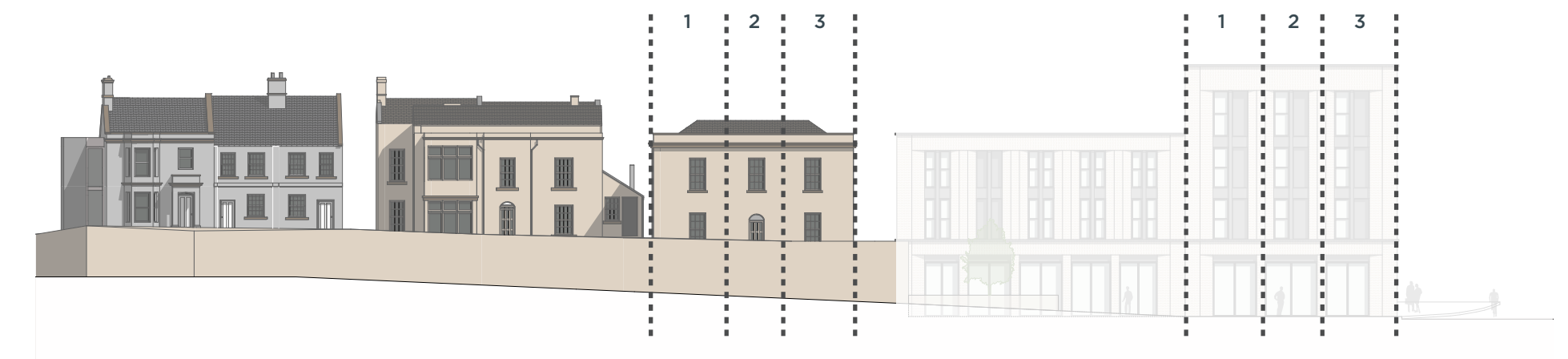
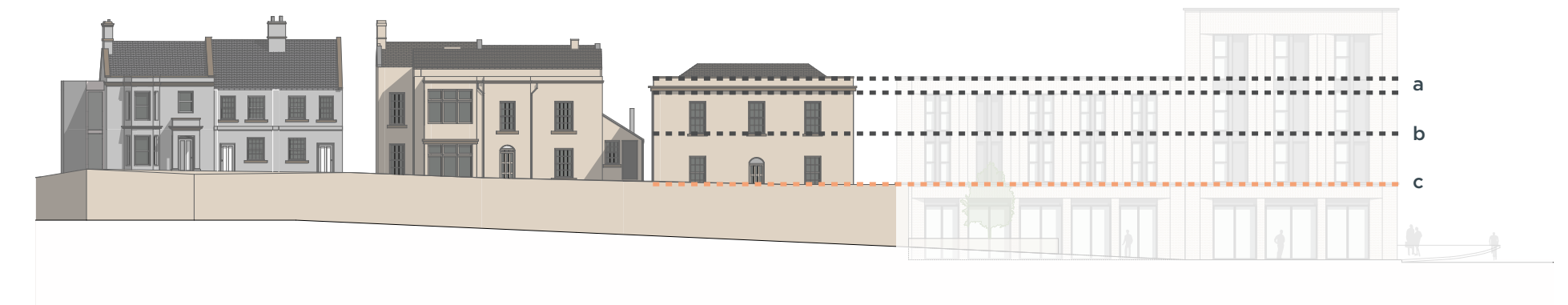
The height of the proposed building is informed by the neighbouring Grade II Listed No.5 Stallard Street. The parapet level (a) is kept on the proposed building determining the height of the second floor. The sill level of the windows at first floor of No.5 (b) are used as a datum for the proposed building, and this height is used for the sill level of the windows at second floor. Finally the height of the existing wall running along Stallard Street (c) is used as a datum for the first floor. The proposed building has to account for a change in level between Stallard Street and the back of the site, whilst also ensuring active frontage to all elevations.

2. Divisions

The rhythm of the elevation of No.5 helps to inform the proportions of the proposed elevation. The facade of No.5 is split into 3, and this is used on the proposed elevation.

3. Gateway

This proposed building is a gateway building into the site, thus needs to respond to the whole site. The corner of the building has been designed to be four storeys taller (one storey taller than the adjacent element), This higher section of the building will create a hierarchy in the urban form and allow for a key nodal building to be read as just that on this corner plot.



Location of Block A - Gateway Building Within Masterplan

8.3 Floorplans

Lower Ground Floor

The lower ground floor is at Stallard Street level (34.75m AOD). From this level, there is access provided into the proposed building. A retail unit is proposed for this floor with an area of 333sqm. The unit can be serviced from Stallard Street.

Upper Ground Floor

The upper ground floor level is at 36.00m AOD and provides level access from the street to a lobby servicing the flats in the upper floors. A refuse store and bike store are proposed at this higher street level.

First and Second Floors

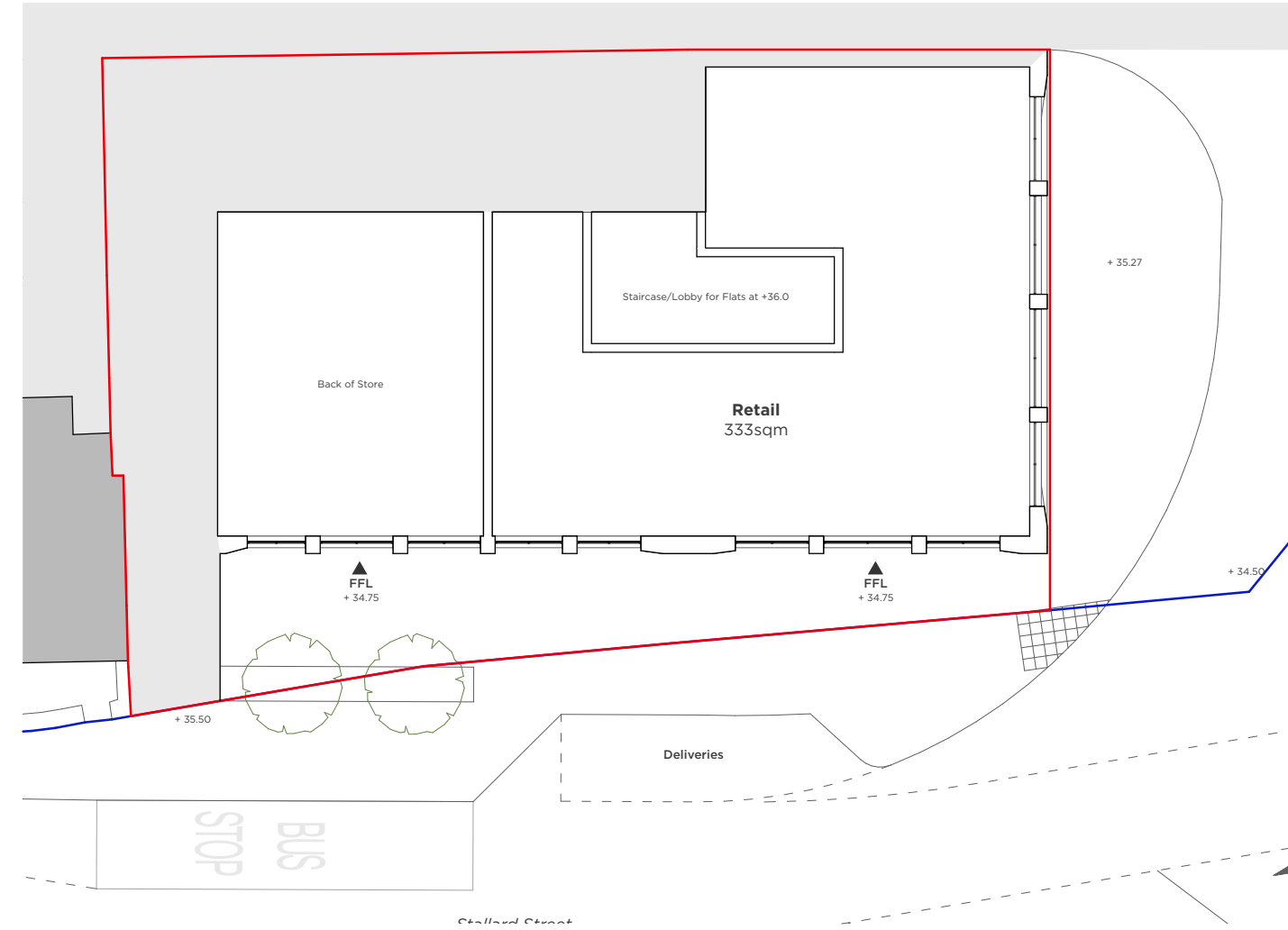
The first and second floors house five flats each:

- Flats 1 and 6 - 50sqm - 1 bed 2 person
- Flats 2 and 7 - 65sqm - 2 bed 3 person
- Flats 3 and 8 - 50sqm - 1 bed 2 person
- Flats 4 and 9 - 74sqm - 2 bed 4 person
- Flats 5 and 10 - 75sqm - 2 bed 4 person

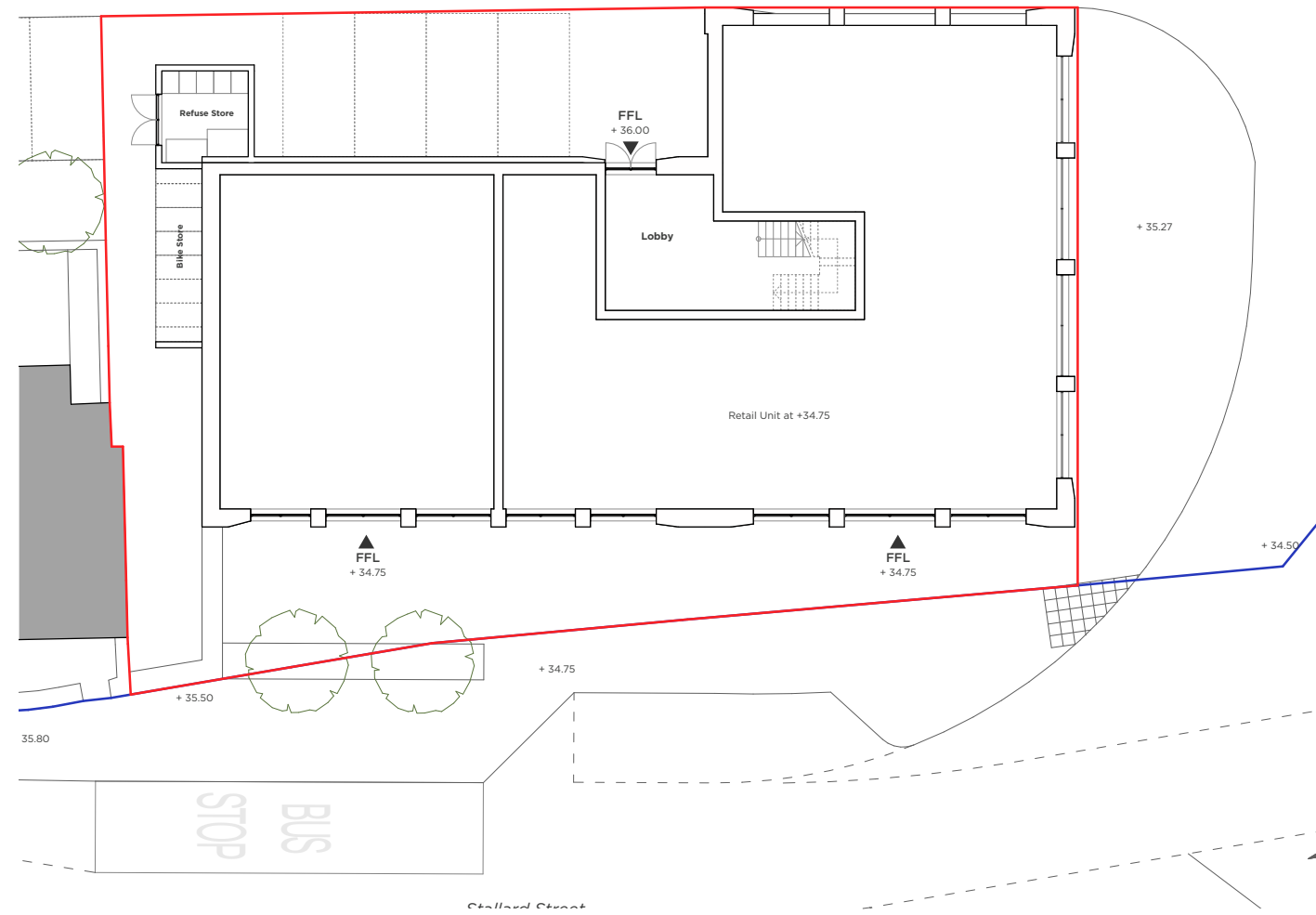
Third Floor

The third floor is located over half the building, providing a higher, nodal corner to the new street and Stallard Street. The third floor houses two flats:

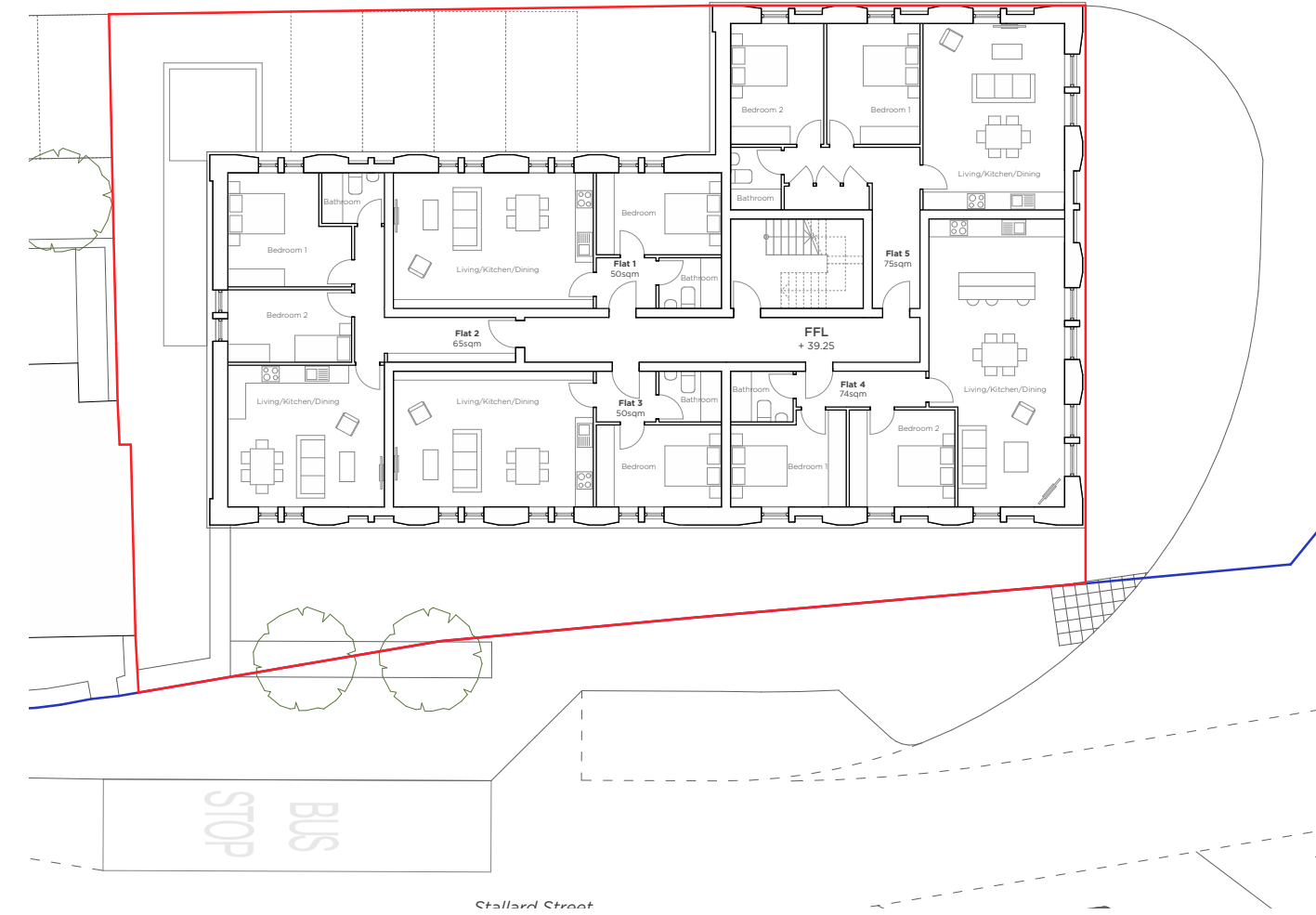
- Flats 11 - 74sqm - 2 bed 4 person
- Flat 12 - 75sqm - 2 bed 4 person



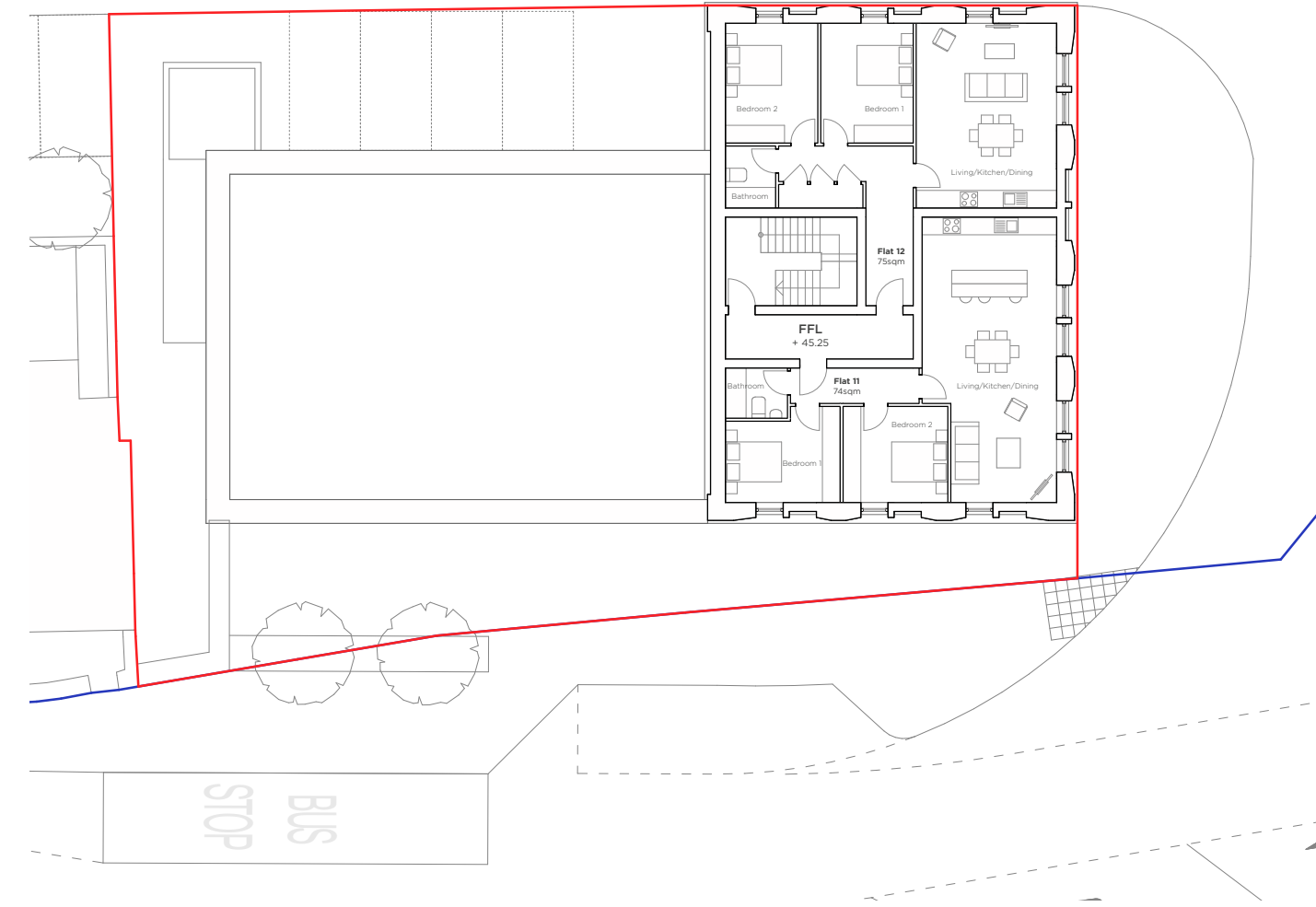
Lower Ground Floor Plan - Retail Entrance from Stallard Street



Upper Ground Floor Plan - Entrance for Flats



First and Second Floor Plan



Third Floor Plan

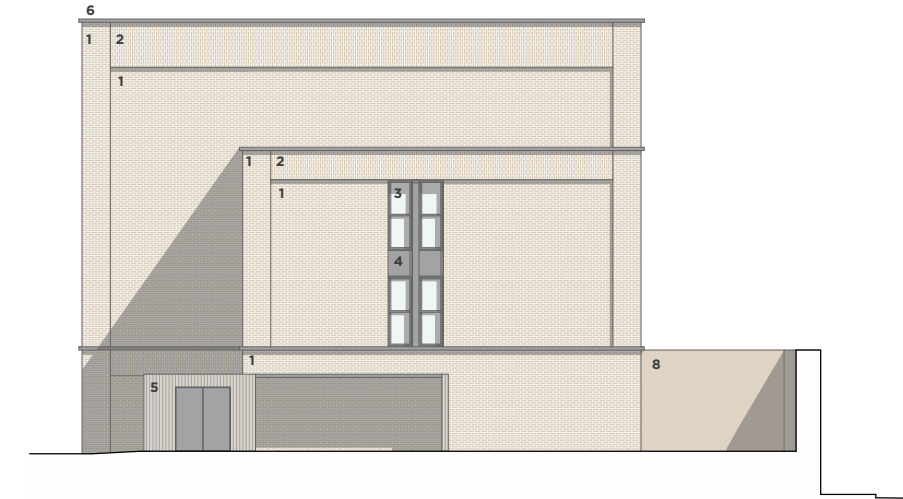
8.4 Elevations

Material Key

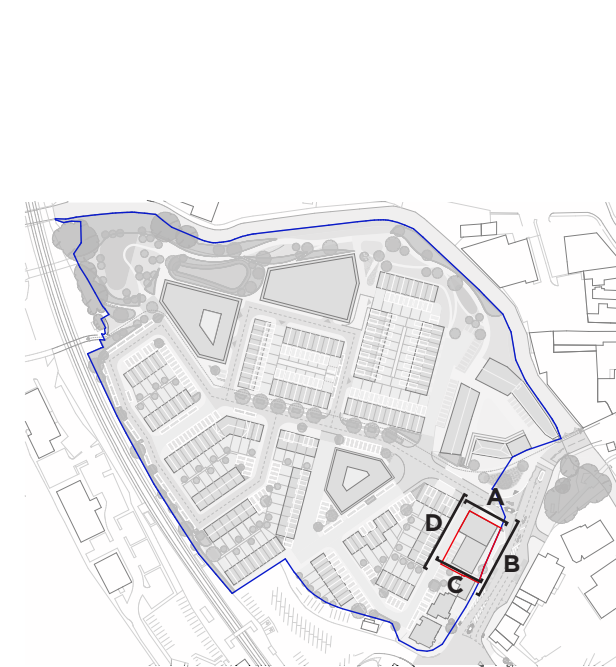
- 1. Buff Brick Horizontal Coursing (colour TBA as planning condition)
- 2. Buff Brick Vertical Coursing (colour TBA as planning condition)
- 3. Grey Metal Framed Window
- 4. Grey Metal Panel (colour to match window frames)
- 5. Timber Bin and Bike Store
- 6. Grey Metal Coping
- 7. Grey Metal Framed Glazed Door
- 8. Stone Wall to Match Existing



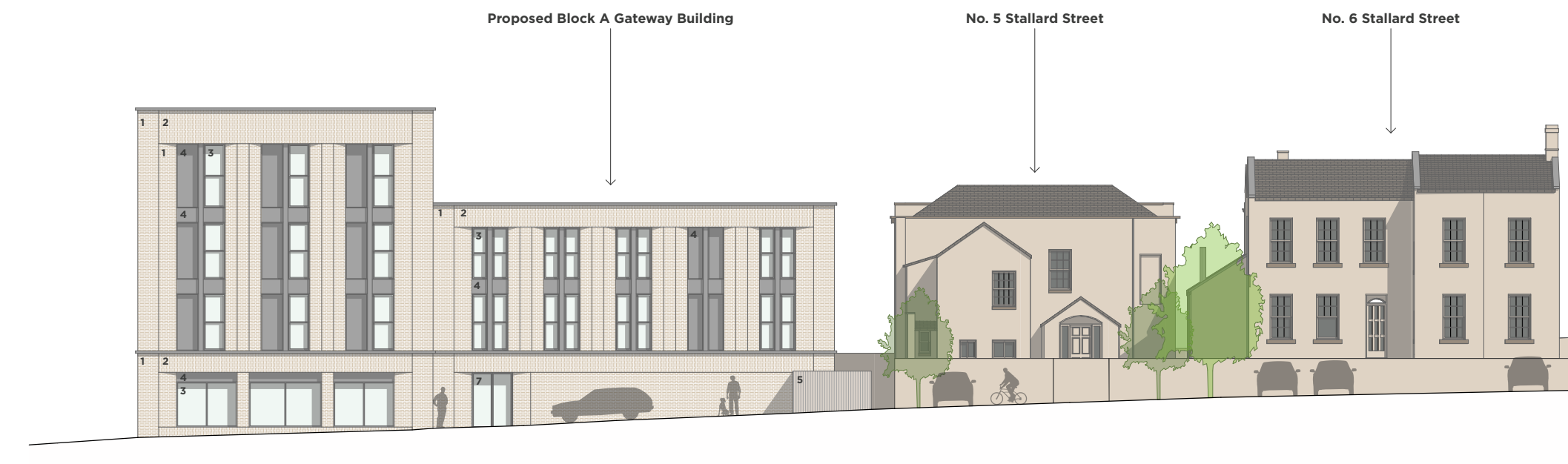
A. Side Elevation Facing New Access



C. Side Elevation B



B. Stallard Street Elevation



D. Rear Elevation

8.5 Stallard Street Elevation



Stallard Street Proposed Elevation



9. Detailed Application - The Old Chapel

- 9.1 The Old Chapel
- 9.2 Design Strategy
- 9.3 Floorplans
- 9.4 Elevations

9.1 The Old Chapel

Adjacent to Innox Place is a small empty site that fronts Stallard Street. This site historically had a Methodist chapel that has subsequently been demolished.

To reinforce the urban edge in this location a replacement building of a similar scale will be located on the site. A contemporary building with an industrial character is proposed that will balance well with the existing historic buildings that adopt a 'light-touch' refurbishment approach. This architectural language for this building is informed by industrial shipping containers and will be clad in metal with large areas of glazing.

This new building will act as a central focus for the development and reflect the forward looking vision of the overall masterplan, as well as providing a gateway into Innox Square.



Location of The Old Chapel Within Masterplan

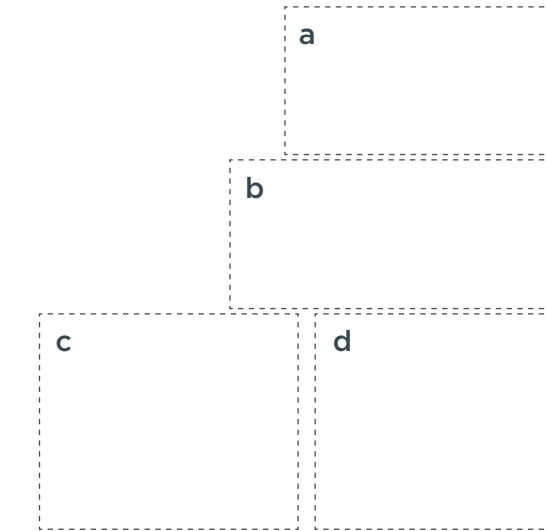
9.2 Design Strategy

The design strategy for The Old Chapel is to create a building which will act as a gateway into Innox Square. As there was historically a building on this location, the side elevation of Innox Place has a blank wall, which is not very inviting. The proposed building will abut Innox Place, and with an architectural style informed by shipping containers, will provide an industrial and contemporary design element to Innox Square.

The two storey building will be the same height as Innox Place, coming up to the level of the parapet of Innox Place. The proportion of two levels of glazing has been informed by the front elevation of Innox Place.

The roof of the building is proposed as a green roof, with space for PV panels.

This new building will also allow for signage to be added to the entrance of Innox Square, welcoming visitors into the site.



- a. Innox Place
- b. Camden Market, London (<https://www.ourworldforyou.com/a-trip-to-camden-market-london/>)
- c. Zinc cladding (<https://www.archiexpo.com/prod/arcelormittal-construction/product-1704-2234068.html>)
- d. Cargo, Wapping Wharf, Bristol



9.3 Floorplans

Ground Floor Plan

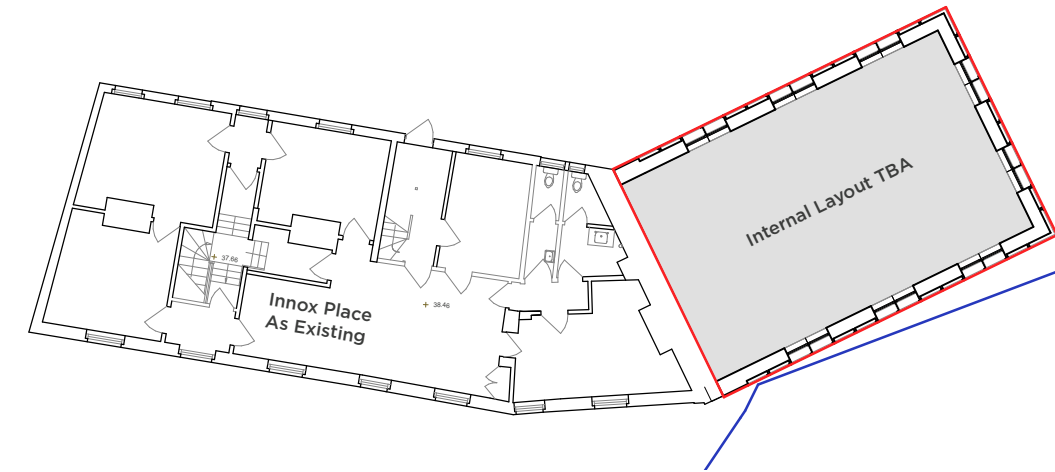
The proposed building sits adjacent to Inox Place in a similar location to the historic Methodist chapel. The proposed building allows for a flexible use that can compliment the use of Inox Place. The ground level of the proposed building is to be similar to Inox Place so as to allow for potential circulation between the two buildings. The GIA is 75sqm.



Ground Floor Plan

First Floor Plan

The accommodation area at first floor is similar to ground floor at 75sqm, and again left flexible in order to compliment the future use of Inox Place.

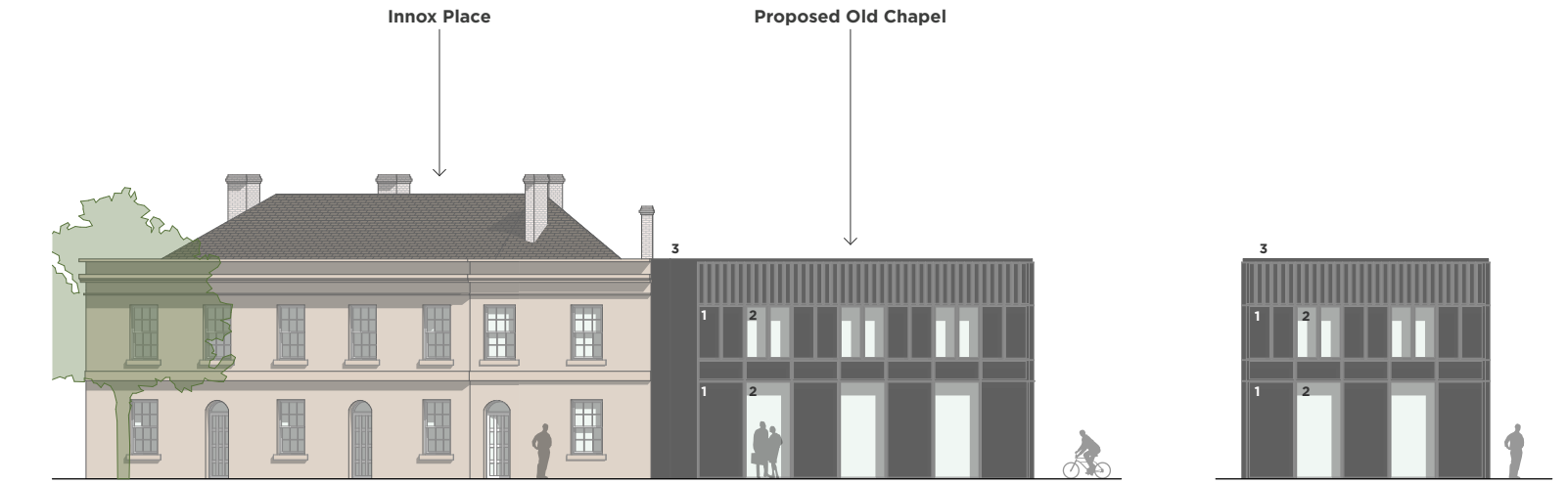


First Floor Plan

9.4 Elevations

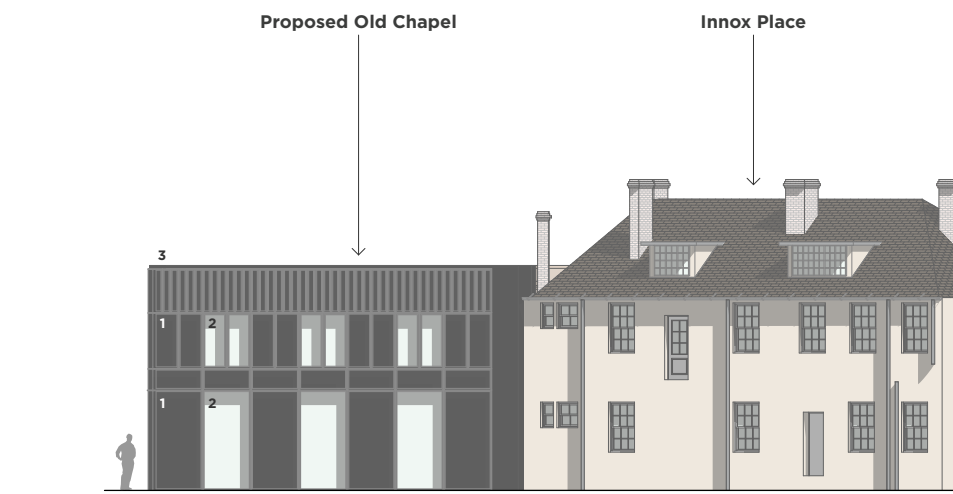
Material Key

1. Metal Cladding
2. Grey Metal Framed Window
3. Green Roof with PV Panels

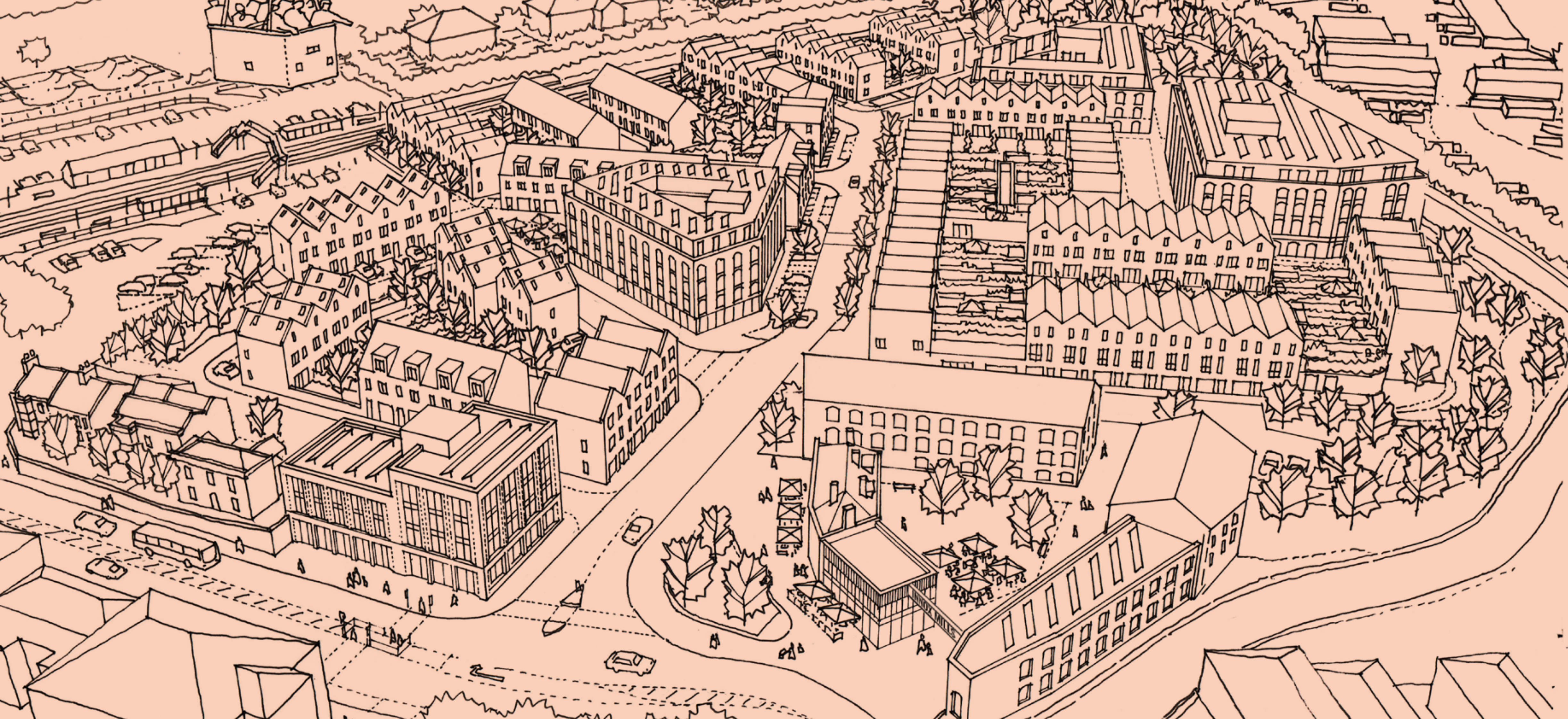


A. Front Elevation

B. Stallard Street Elevation



C. Rear Elevation



Conclusion

Conclusion

This important brownfield site is in dire need of redevelopment and offers a great opportunity to deliver a high quality mixed use urban regeneration masterplan that will enhance the character of the town centre, Trowbridge and the wider population of Wiltshire.

The proposals indicated within this document illustrate a well informed, realistic, sustainable and attractive solution for the site that will ensure vibrancy with a range of activities whilst delivering much needed new homes for many years to come.

With its location next to Trowbridge Station, and an appropriate level of live/work units, this site could cater for self-employed people, as well as people who will be working more from home, with the occasional visit to the office.

A mixed use masterplan also ensures that people's need for the car is minimised. The Riverside POS, play areas, urban spaces, and good accessibility for pedestrians and cyclists means that future inhabitants of the site, as well as visitors can enjoy the site once again, after it has been derelict for so many years.



