

# A NEIGHBOURHOOD PLAN FOR FROME 2008-2028

Frome Town Council

In consultation with

Vision4Frome

Chamber

Citizens Panel

Sustainable Frome CIC

Friends of the River Frome

Frome Co-housing CIC

Mendip District Council

Somerset County Council

Tetlow King Planning Consultants

And the residents and businesses of Frome

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## SUPPLEMENTAL REPORTS

- A. *Town Centre Traffic Management Assessment – July 2013*
- B. *Employment Land Study – November 2012*
- C. *Frome River Strategy – November 2012*
- D. *Town Design Statement*
- E. *Open Spaces Strategy (FTC)*
- F. *Market Town Benchmarking Frome Report – 2012*
- G. *Vision For Frome Community Plan (2008 - 2028)*
- H. *Frome Town Centre Remodelling Feasibility Study – December 2012*
- I. *“A Case for Community Development”*
- J. *Strategy for Success (FTC 2011-15)*
- K. *Carbon Audit 2013*
- L. *Planning Brief for Saxonvale 2005*
- M. *Frome Station – A Report for Frome Town Council - April 2012*
- N. *Mendip District Council Local Plan Part 1 2006-2029*

### A Neighbourhood Plan For Frome / Version 4 / July 2016

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# 1.0 FOREWORD

This Neighbourhood Plan has been developed to enable Frome to pursue a new approach to the development of the town. It will enable the community of Frome to take greater control of the type and scale of development and land use.

This is important from the point of view of the resilience of the community – the ability of local people not only to absorb shocks, such as the current financial crises, rising energy prices or changing weather patterns but also to adapt and thrive. It assumes a more holistic and regenerative approach and builds on the capacity of the community to deal with change.

There are signs that such resilience is beginning to be built with the growth in the independent economy characterised by independent shops and markets, local growing and the commitment to establishing a Frome Community Energy Co-op with a view to meeting some local energy needs. However, there is still an underlying vulnerability owing to the lack of choice and affordability in housing, the dependence on nearby towns and cities for employment and some shopping facilities, and the dependence on the car to get around the town.

This Plan has a particular focus on:-

- **Encouraging small businesses to start and grow**
- **Enabling people to build their own homes, live more affordably in a more energy efficient way and play a more active part in the community.**
- **Making it easier for people to get around the town on foot and by bicycle.**
- **Regenerating the town centre so that it functions better as a place to live, work, meet, shop and visit.**
- **Making the most of the River Frome corridor as an environmental and recreational asset.**
- **Ensuring future development does not damage Frome's unique character.**

The town's character is influenced strongly by its geography of hills leading down to a river, the town has been built around this in different ways through the ages. The town's history, and associated past development in many of its locations, now places significant constraints and challenges on such things as building and design options, road and car parking layout, and traffic management not least public transport options.

(Please note that this Neighbourhood Plan does not allocate Local Green Spaces)

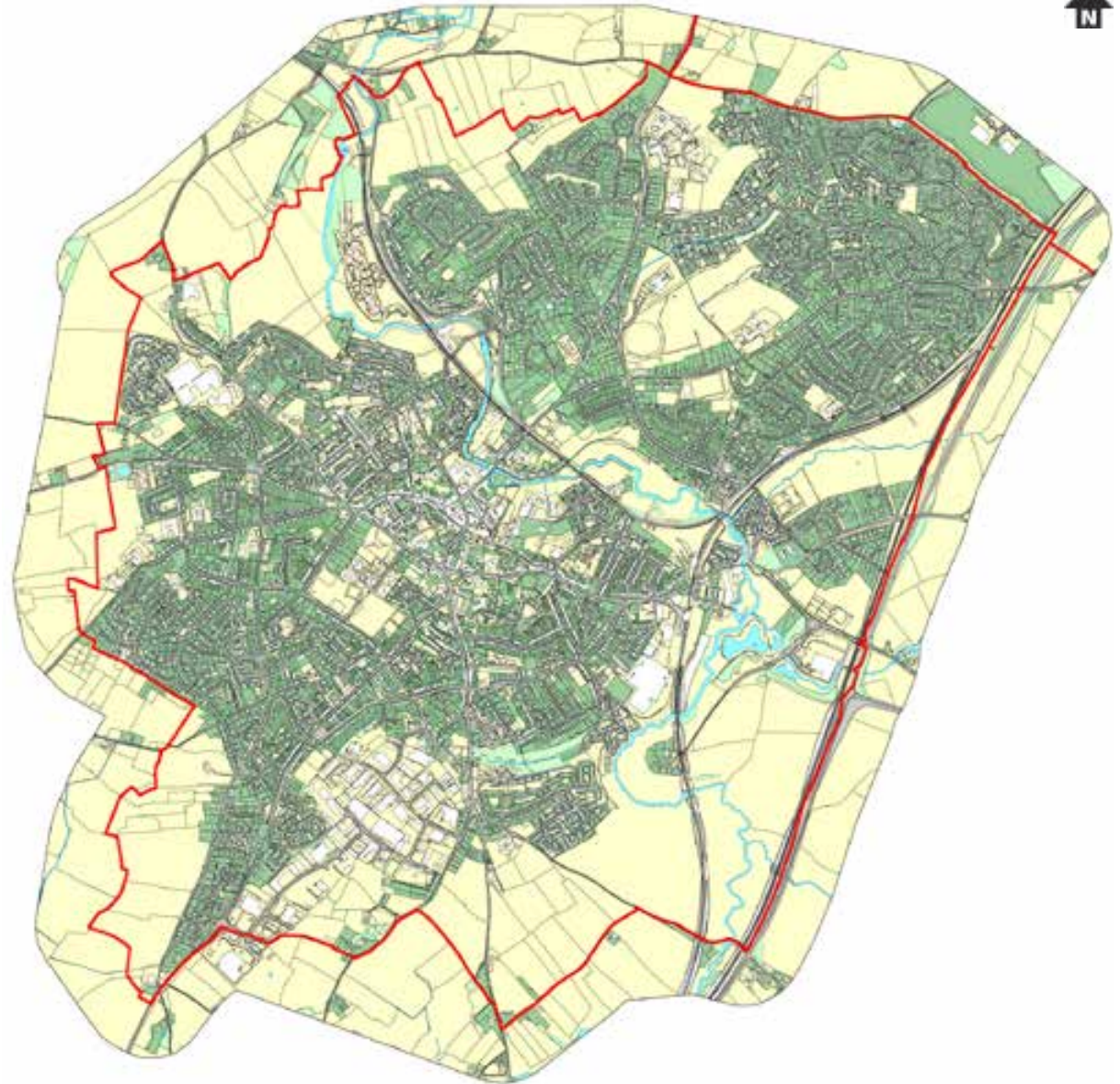


FIGURE 1. DESIGNATED NEIGHBOURHOOD PLAN AREA



# 2.0

## THE PLANNING FRAMEWORK

*“Sustainable means ensuring that better lives for us doesn’t mean worse lives for future generations.”*

*Greg Clarke MP Minister for Planning*

## 2.1 THE LOCALISM ACT

The 2011 Localism Act gives local communities the power to produce their own neighbourhood plans which will influence future development in their local area.

Such plans are focused on shaping the built environment and can:

- Identify a shared vision and common goals for a neighbourhood.
- Define where new homes, shops, offices and other development should be built.
- Influence what new buildings should look like and set design standards.



FIGURE 2. FROME TOWN CENTRE

## 2.2 NATIONAL POLICY - DCLG

### NATIONAL PLANNING POLICY FRAMEWORK

The Government's planning policy for England is set out in the National Planning Policy Framework (NPPF). The focus of this policy is to achieve the right balance between *sustainability* and *growth* to ensure that development is carried out in a way that makes a positive contribution to our lives but also leaves a lasting legacy for our children.

It identifies three distinct planning roles and objectives:

**An economic role-** contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;

**A social role** – supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being; and

**An environmental role** – contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

## 2.3 DISTRICT POLICY - MENDIP DISTRICT COUNCIL

### LOCAL PLAN

Mendip District Council is the Local Planning Authority and holds responsibility for setting local policy local and determining local applications, with the exception of County Matter applications, i.e. those relating to minerals and waste and education facilities. The district-wide planning policy for the period 2006-2029 is set out in the 'Local Plan Part 1'

A Neighbourhood Plan must be in compliance with both the strategic policies set out in the NPPF and the district-wide policies of the Local Plan.

Key elements of the Local Plan that will influence Neighbourhood Plan policy in Frome over the Plan period are:-

- The delivery of 2300 new homes, of which 1300 already have planning consent
- The creation of 2700 new jobs
- The provision and protection of open space

## 2.4 LOCAL POLICY - FROME TOWN COUNCIL

### NEIGHBOURHOOD PLAN

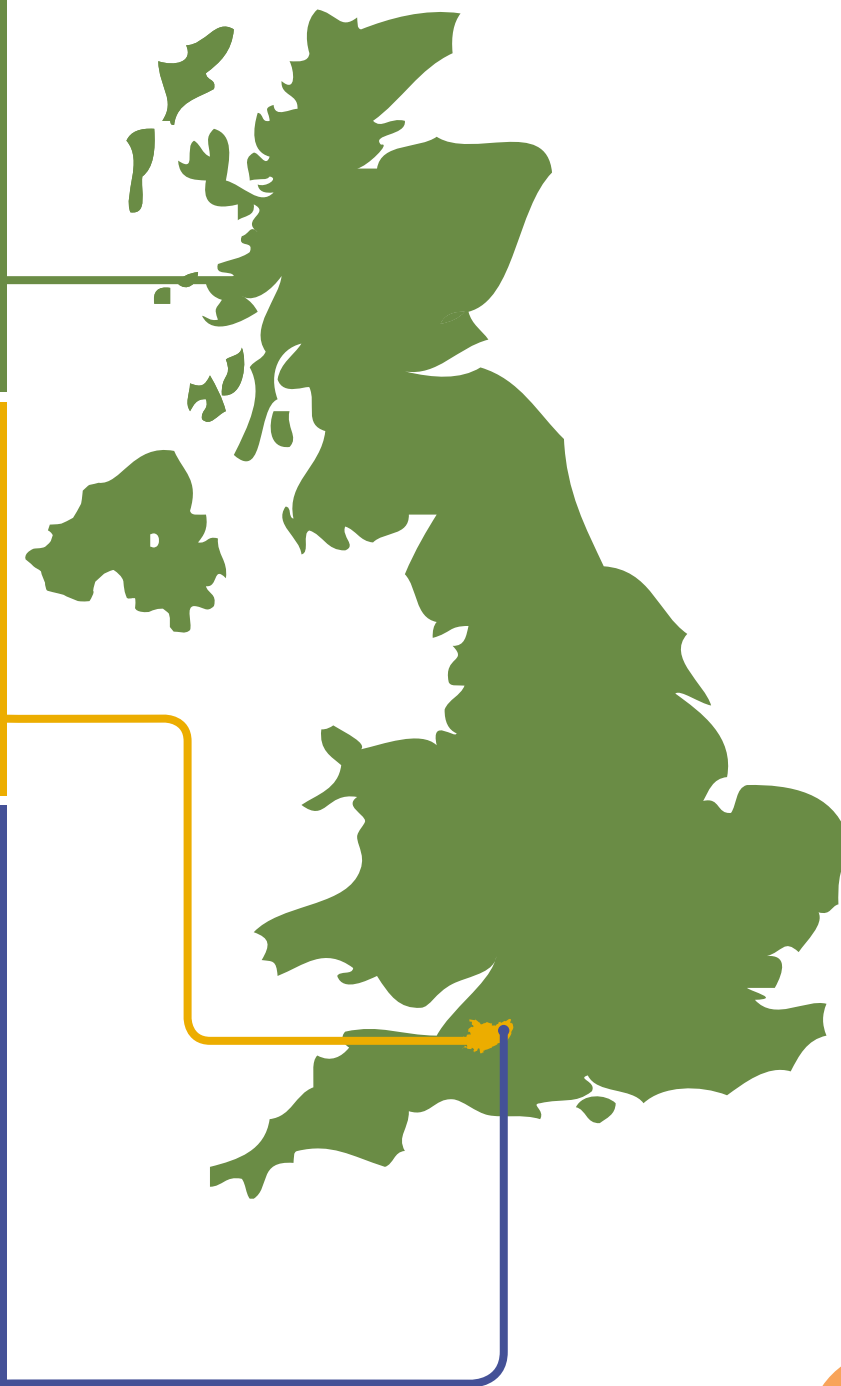
Frome will be one of the first Towns in the UK to produce a Neighbourhood Plan. It will enable local residents and businesses to have a greater say in the strategic planning and development of the Town and will set out a vision for Frome until 2028.

A neighbourhood plan attains the same legal status as the Local Plan once it has been agreed at a referendum and is made (brought into legal force) by the local planning authority. At this point it becomes part of the statutory development plan. Applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise.

The development of the Plan was lead by Frome Town Council who consulted with the local community and asked their views on why they chose to live, work or visit Frome, and what they considered should be the key aims and objectives over the next fifteen years.

A Citizens Panel was drawn from a representative cross section of the local community. The Panel examined the priorities within the 'Vision4Frome Frome Community Plan 2008-2028' and those identified within the draft 'Mendip Local Development Framework Local Plan 2006 – 2028'. Further, through 'World Café' meetings and 'Build Frome' exercises, the Panel generated overall vision, objectives and policy options.

Specific areas of concern that emerged from these discussions were Housing, Transport, Town Centre Improvements, Open Spaces, and the Economy. There was also a strong over arching desire for the Town to be more sustainable, and future development to be low impact in terms of its carbon footprint. The issues raised have informed the development of the Neighbourhood Plan.



## 2.5 THE STEPS WE HAVE TAKEN

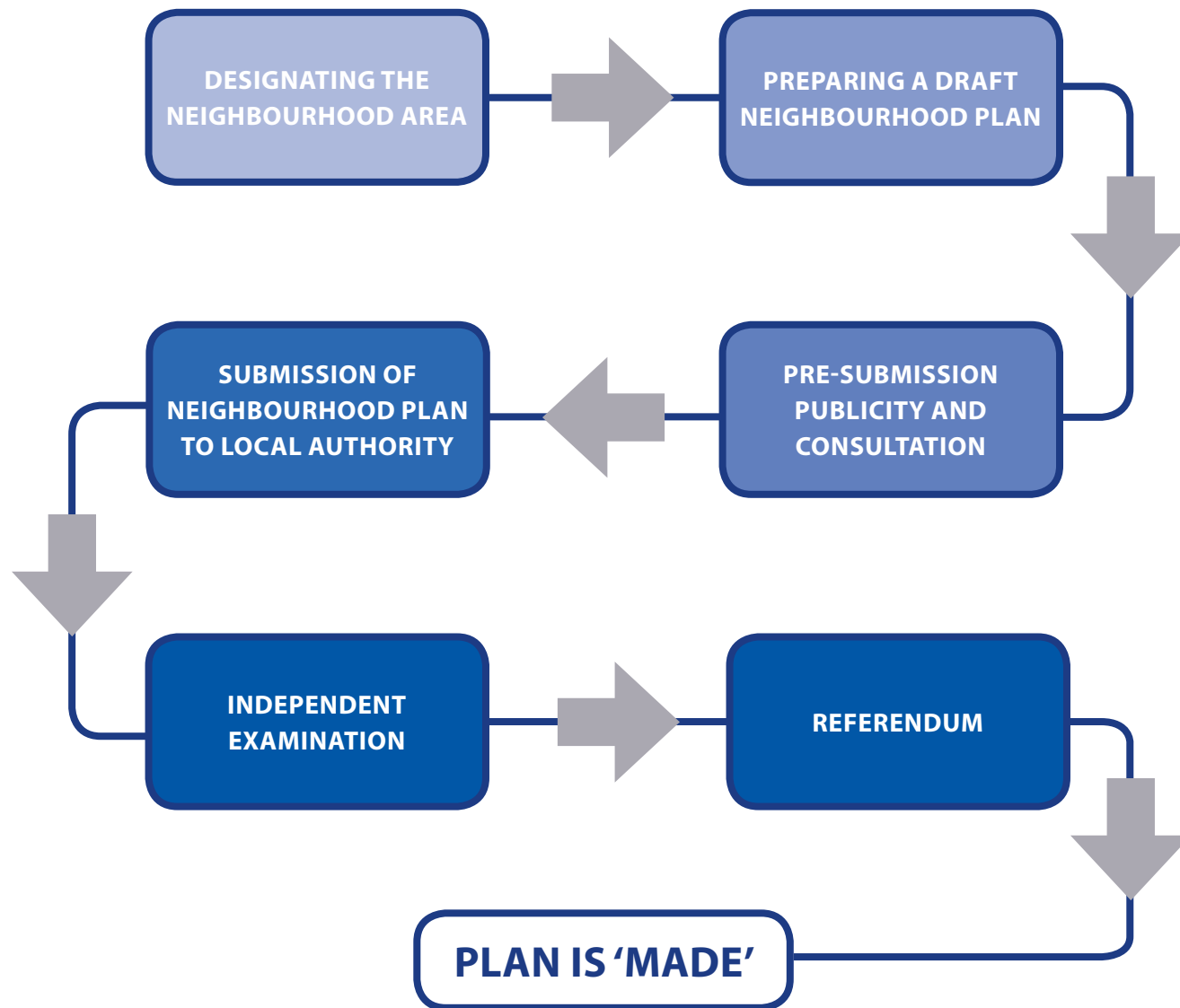


FIGURE 3. A SUMMARY OF THE KEY STAGES IN NEIGHBOURHOOD PLANNING

## 2.6 EVIDENCE BASE

The policies within this plan are based on a significant body of evidence. This is made up of documents which were produced by the Town Council as well as evidence produced by the District Council for the Local Plan.

This includes:-

- A. Town Centre Traffic Management Assessment – July 2013
- B. Employment Land Study – November 2012
- C. Frome River Strategy – November 2012
- D. Town Design Statement
- E. Open Spaces Strategy (FTC)
- F. Market Town Benchmarking Frome Report – 2012
- G. Frome Community Plan (2008 - 2028)
- H. Frome Town Centre Remodelling Feasibility Study – December 2012
- I. “The Case for Self Build”
- J. Strategy for Success (FTC 2011-15)
- K. Carbon Audit 2013
- L. Planning Brief for Saxonvale 2005
- M. Frome Station – a report for Frome Town Council April 2012
- N. Mendip District Council Local Plan 2006-2028
- O. Mendip District Council Strategic Flood Risk Assessment (Level 1)

Copies of these documents can be found in the appendices and the Town Council website [www.frome-tc.gov.uk](http://www.frome-tc.gov.uk)





# 3.0

## VISION AND CORE OBJECTIVES

*To build a community that is resilient in its capacity to support the needs of residents in the face of global shocks such as economic downturns, rising energy prices and climate change.*

### 3.1 CONTEXT

Frome has a rich heritage as a thriving Mill Town and yet, rather than identifying itself by past achievements, the town today is forward-looking with a reputation for innovation, industry and self-reliance. Frome supports many independent shops and businesses, along with a thriving twice-weekly market that highlights the diversity and ingenuity of local traders and crafts people.

There is a strong sense of pride of place and social cohesion in Frome. The life and vitality of the Town is perhaps best reflected in the markets, the art and music festivals, parades and many other social, spiritual and cultural events that bring people out onto the streets.

Frome's population was recorded at 26,203 in January 2013 and is forecast to grow by 25% by 2028. Such growth brings both challenges and opportunities, but this needs to be planned in a way that supports the character, life and vitality of the Town. The Plan needs to take account of a changing world and our responsibility to tackle global issues such as climate change and above all it needs to respect the wish of residents to have a say in its future development and management.

The Neighbourhood Plan seeks to ensure that future development makes a positive contribution to the Town and fits within a structured growth plan.

The basis for the Visions & Objectives for the Neighbourhood Plan have been taken from the Frome Community Plan 2008 -2028, produce by Vision for Frome. The Community Plan is recognised as a valuable document and has contributed greatly to the Neighbourhood Plan.



FIGURE 4. MUSIC ON CHEAP STREET

## 3.2 THREE GOLDEN THREADS

Three overriding themes frame the policies of the Neighbourhood Plan with the aim of achieving sustainable development.

### VCO 1 - VITALITY

Vitality is a sign of health and wellbeing and it is recognised that optimum conditions exist when there is: a balanced community of people of different ages, aspirations and circumstances; a balance between the security of wealth and employment on the one hand and the time and opportunity to relax and enjoy life on the other.

The Neighbourhood Plan seeks to create opportunities for people to make choices as to how they live, work and spend their leisure time. To strengthen the community by providing opportunities for individuals and communities to participate.



FIGURE 5. VITALITY

### VCO 2 - PARTICIPATION

**To respect the underlying principle that the community has the right to participate in the process of development.**

The Neighbourhood Plan seeks to offer a mandate for local people to be fully engaged and represented (as opposed to being simply consulted) on future development and encourage people to play an active part in their communities and life of the town.



## 3.2 THREE GOLDEN THREADS

### VCO 3 - SUSTAINABILITY

To provide the framework for a town-wide transition to a low carbon economy.

It is recognised that the term sustainability extends well beyond the energy efficiency of buildings. The UK Sustainable Development Strategy Securing the Future sets out five features of sustainable development: living within the earth's environmental limits, ensuring a strong, healthy and just society, achieving a sustainable economy, promoting good governance, and using sound science responsibly.

In order to provide clarity and policy guidance on future development, the Council is proposing to adopt an overarching sustainable development objective based on One Planet Living as defined by Bioregional and Worldwide Fund for Nature (WWF).

One Planet Living (OPL) is a simple concept. We have only one planet and collectively we have a responsibility to live within its capacity. At present, within the UK we are consuming natural resources at a rate that would require the equivalent of three planets if everyone shared our lifestyle.

Ten clear principles have been developed to promote happy, healthy and sustainable communities, and these have been translated into a management model for development to the right.



The charity **The Converging World** has been commissioned to undertake a carbon audit which will provide a baseline study of CO<sub>2</sub> emissions and energy use in Frome and assess the potential resources available for renewable energy production in the future.

The principles of One Planet Living, where they relate to the development and use of land, and the definition of sustainable development, as set out in the National Planning Policy Framework, should inform all future development in Frome.



# 4.0 HOUSING

*“The impact of housing on the overall wellbeing of the community is hard to overestimate. Good quality homes in desirable and sustainable neighbourhoods have a major impact on the health, educational achievement and welfare of the people who live in them and the social, economic and environmental wellbeing of the communities in which they are located. Suitable housing is vital to enable people to meet their full potential, to live independently and to integrate with the community”*

*Mendip District Council Housing Strategy 2010-2015*

## 4.1 CONTEXT

When the capital markets collapsed in 2007, new house building all but stopped and has been slow to recover. It is still not keeping pace with demand. A house building industry dominated by large corporations funded by shareholder capital and bank loans is susceptible to such financial shocks.

The Neighbourhood Plan's focus on resilience invites us to think about how we might respond from a local perspective; how we might take a direct involvement in the development of our Town's housing stock using local skills, labour and capital, and how we plan for future growth in a way that meets current needs but leaves it in good hands for future generations.

Key to the successful delivery of the Housing policies laid down under the Local Plan will be the development of the strategic sites at Saxonvale and Southfield Farm. The importance of providing affordable housing and particularly homes for the young and the elderly as well as family houses and accommodation for rural workers is also recognised.

There is a local view that recently constructed housing estates which have sprung up on the edge of the Town have contributed little of value and further development of this nature should be more rigorously controlled.

Notably there is strong support for self build and community-led development and a wish to see more sites made accessible for self-build and co-housing.

Interest in self-build and custom-build housing has grown enormously in recent years thanks to TV programmes such as Grand Designs and is now actively supported by Government. Such housing is likely to be more sustainable, affordable and community focused than conventional development, however competing for sites and finding the resources to undertake the development can be a difficult task. The supplemental report "The Case for Community Development" highlights some of these issues.

## 4.2 KEY OBJECTIVES

- **To support the delivery of housing to meet the demand of a growing population**
- **To ensure new housing is available, appropriate and accessible to people of all ages and circumstances in order to maintain a balanced and diverse population.**
- **To encourage good urban design that contributes positively to the fabric of the Town and to prevent further proliferation of estate housing.**
- **To permit community development to take place on suitable exception sites providing that long term affordability is secured.**

## 4.3 ACHIEVED BY

- **Setting out clear delivery mechanisms and seeking partnership with landowners, developers, agencies and funders along with the people and organisations of Frome to deliver these objectives.**
- **Identifying suitable sites and opportunities for self builders and maintaining a register of sites and interest.**
- **Working in collaboration with Frome Co-housing CIC, housing associations and other partner organisations.**
- **Making best use of public assets in the delivery of strategic objectives**
- **Identifying opportunities for local private investment, community share issue and/or crowd funding to finance local housing schemes.**



FIGURE 6. RECENT HOUSING DEVELOPMENT

## 4.4 HOUSING AND DEVELOPMENT POLICIES

### PLANNING FOR GROWTH

#### To support the delivery of housing to meet the demand of a growing population

Development is not only needed to provide homes but also to help establish a sense of place and community. It offers the opportunity to adapt and innovate and it demonstrates a sense of purpose and confidence in the future.

Proposals will be supported that address current and future housing need within the plan period, providing housing in line with Mendip District Council Local Plan - Part 1 - Core Policy 2: Supporting the Provision of New Housing.

### H1 - BUILDING A BALANCED COMMUNITY

#### To ensure new housing is available, appropriate and accessible to people of all ages and circumstances to maintain a balanced and diverse population.

A healthy and vibrant community is one that encompasses a population made up of people of all ages, backgrounds and circumstances. The Council supports diversity and encourages full participation in the community by people of different financial means and social and ethnic backgrounds.

Central to the strategy to support a healthy and balanced population will be the need to provide accommodation suitable for the whole community, from single young people, to families, to the retired and older people.

With house prices above the national average, there are many, particularly amongst younger age groups, who may not have the necessary means to purchase a home in the Town and yet are unlikely to qualify for assisted housing. Positive support in the provision of both affordable and good quality private rented housing is therefore required to help maintain a healthy population balance.

There are many ways in which the Council can help reduce housing costs such as:

- **Minimising annual running costs by specifying high energy efficiency in new homes and encouraging energy improvements to existing stock.**
- **Working with not-for-profit partners and community housing organisations, and supporting the allocation of affordable housing through development agreements with private developers.**
- **Encouraging diversity and innovation in design.**
- **Land at The Mount is identified in the Mendip Local Plan as a future growth area. When this site is required, Frome Town Council will work to ensure all new development has regard to the general design guidelines as set out in the Frome Town Design Statement (October 2015).**
- **Encouraging the provision of live/work properties.**

The Local Plan predicts a rise in the proportion of people beyond retirement age across the Mendip District by 70% over the Plan period.

Support for the elderly is a natural function of a caring community, and developers should be encouraged to provide homes suitable for future adaptation to enable residents and family members to remain and play an active part in the community as long as they wish to and are able to do so.

Consideration should also be given to incorporating features into new build and retro fitted buildings which are beneficial to wildlife such as built in swift boxes.

#### **POLICY H1 - BUILDING A BALANCED COMMUNITY**

*All new residential development should maintain, provide or contribute to a mix of housing tenures, types and sizes to help support the creation of mixed, balanced and inclusive communities in the Frome Neighbourhood Plan area.*

*Planning applications for residential development should address affordable housing need and housing demand in line with Mendip District Local Plan 2006-2028 Policy DP11: Affordable Housing.*

## 4.4 HOUSING AND DEVELOPMENT POLICIES

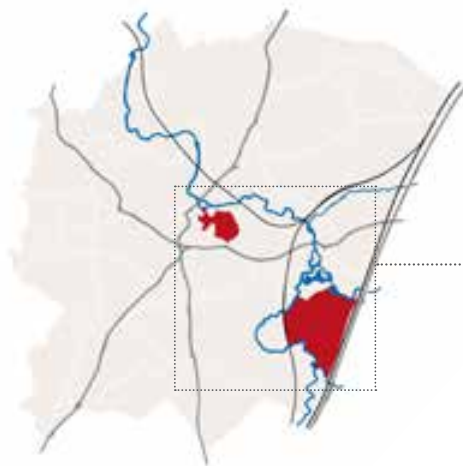
### H2 - BUILDING BY DESIGN

To encourage good urban design that contributes positively to the fabric of the Town and to prevent further proliferation of estate housing.

People come to Frome to live, shop, eat, work, or simply to visit. This is a historic market town with a rich heritage and diversity of buildings and open spaces catering for a wide range of interests and activities. Diversity in design is part of the essential character of the Town, but quality and context should not be compromised.

#### **POLICY H2 - BUILDING BY DESIGN**

*Quality of design is a key consideration for residential development. Proposals which fail to take the opportunities available to enhance the local character and quality of the area and the way it functions or fail to have regard to guidance in the Frome Town Design Statement (October 2015) will be refused.*



KEY PLAN



FIGURE 7. MAP OF SOUTHFIELD FARM (WALLBRIDGE) AND SAXONVALE



## 4.4 HOUSING AND DEVELOPMENT POLICIES

### H3 - SUPPORTING SELF BUILD AND COMMUNITY HOUSING

To permit community development to take place on suitable exception sites providing long term affordability is secured.

The reasons for encouraging community housing are many. Such houses are likely to be more affordable and energy efficient than those produced by the volume house builders. They are built to the needs and wishes of the resident, often incorporating new design ideas and create therefore interesting variety of form.

Collective or community-led development that enables future residents to participate in the design, planning, construction and future management of their homes offers additional social and environmental benefits as we see from a number of award winning schemes such as Lilac, Leeds, Threshold Centre, Dorset and Springhill Stroud.

Whilst demand from those interested in a collective house building project is predicted to grow, it is recognised that generally levels of knowledge and understanding are currently low and support and facilitation is needed to help community builders secure sites, obtain finance and professional support and also gain information and confidence.

#### **POLICY H3 - SELF BUILD AND COMMUNITY HOUSING**

*As an exception to normal policy for the provision of housing set out in Core Policies 1 and 2 of the Mendip District Local Plan, Community Housing<sup>1</sup> may be permitted adjoining the existing development limit of the town as shown on Figure 8 (excluding the area that lies within the parish of Berkley) on sites where development would not otherwise be permitted providing:*

*a) The development provides an appropriate mix of dwelling types and sizes reflecting identified local need and meets demand based on the current Local Housing Needs Assessment or evidence from local Community Housing Groups and the Town Council.*

*b) The development will not have a significant adverse impact on the character of the area and local landscape setting.*

*c) Such proposals should not have an adverse or harmful impact on statutorily protected species or habitats.*

*d) The land is held in trust as a community asset in perpetuity.*

*Footnote <sup>1</sup> Community Housing is defined as residential development by a group who build on land that is held in common ownership or trust for the benefit of the residents.*

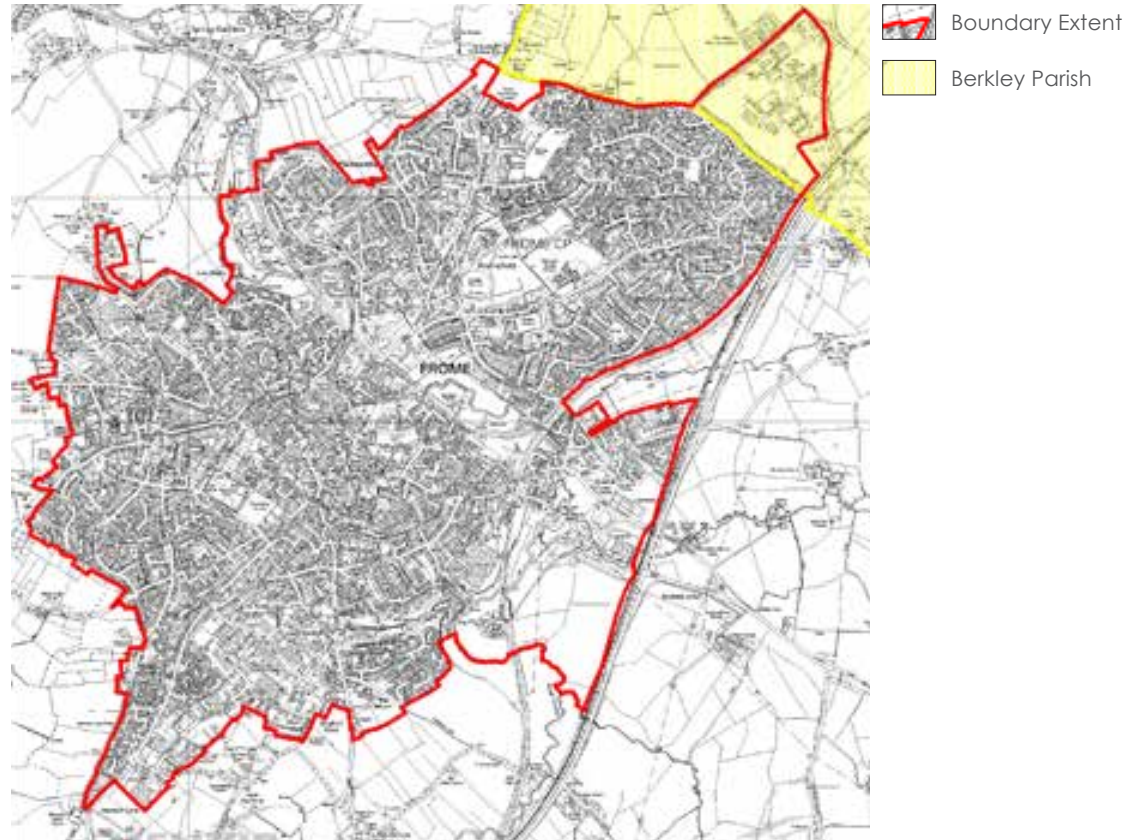


FIGURE 8. DEVELOPMENT LIMIT





# 5.0 BUSINESS AND EMPLOYMENT

*Our aim is to ensure that the right premises, sites and other infrastructure is in place to support the start-up and growth of local businesses and employment.*

## 5.1 CONTEXT

The adopted Local Plan Part I identifies the need to create between 2700 and 2900 new jobs in Frome over the Plan period. This is the highest level of job creation to be achieved in all of the settlements in Mendip district. To facilitate this the District Council has identified that 24,600sqm new net floor space and 20.2 hectares of employment land will be required.

Frome Town Council's 'A Strategy for Success 2011-15' sets the context for economic development in Frome, and identifies the development of a 'resilient economy' as a key goal. Promoting resilience is in this context about encouraging diversity and innovation, avoiding reliance on one single employer, sector or skill base.

In line with National trends the employment profile in Frome has shifted in recent years from an industrial economy to the service and retail sectors. Unemployment remains low, and economic activity rates are high. Nobody in Frome lives amongst the bottom 20% most deprived areas in England.

Whilst it is important to ensure that there is land and premises to support local manufacturing and distribution it is recognised that a greater proportion of new start-up businesses will be in industries such as media, arts, technology, design or social enterprises, than in traditional in manufacturing. Such businesses are attracted to places offering a range of social, cultural and business facilities, a skilled workforce, a range of housing and an attractive and stimulating environment.

The success of creative/media hubs such as the Silk Mill and the Old Church School which offer flexible and affordable workplace suggests there is further demand for such accommodation in the town centre.

A thriving independent retail sector and increasingly lively and popular markets are important drivers for the local economy, and yet a shortage of comparison goods and fashion outlets inevitably means that consumer spend is leaked to centres such as Bath and Trowbridge.

PJK Chartered Surveyors and Mark Brunsdon, Property Consultant were appointed by Frome Town Council to undertake a study to:-

(a) Provide a brief overview of future demand for industrial premises in Frome based on existing studies, data sources and knowledge of the local market.

(b) Undertake a SWOT analysis of a range of existing B1, B2 and B8 employment sites in Frome, approximately 25 sites

(c) Present conclusions regarding the feasibility of retention of those sites and/or conversion of the buildings to enable continued employment use (not just B1 light industrial, B2 and B8, but also other B1 uses) in the period to 2028. This should be in the light of the SWOT analysis and projected trends in terms of the demand for such sites/buildings.

(d) Assess whether Marston Trading Estate and/or Commerce Park are capable of being expanded to help meet the need for a further 4.7 ha of land in Frome and present recommendations.

### The recommendations of that report are:-

Marston Trading Estate and Commerce Park are the two key trading estates in Frome with further industrial estates at Vallis, Wallbridge and Station Approach. Whilst there is available land for development at Commerce Park, Marston has limited allocated expansion land.

Average annual take up for the past six years is 5,700 m<sup>2</sup> of floor space of which approximately 2,000 m<sup>2</sup> is new build, the balance being churn on second hand stock. This new build equates to approximately 0.67ha per annum which we recommend is increased to 1 ha per annum over the Plan period, as the past 6 years includes an economic downturn, and the take up data will be incomplete as not all developments would have been picked up by Focus the commercial property data source.

There are 10.6 ha of serviced consented land at Commerce Park and 0.42 ha allocated at Marston leading to an outstanding requirement to allocate a further 5 ha over the Plan period. We recommend that this additional supply is allocated at Marston/Wessex Fields where there is virtually no remaining allocated development land.

There is a site adjacent to Wessex Fields which could extend the area at Marston by a further 1.46 ha and land further to the south of this site would appear to have potential to satisfy future demand whilst being able to take advantage of moderate infrastructure costs adjacent to existing development as opposed to allocating new employment sites.

We also recommend considering what potential there may be to provide capacity for a further phase at Commerce Park when existing allocated land is developed out in order to maintain its momentum and position within the sub-regional hierarchy.

Additional concerns identified in the Employment Land Study (2012) include:-

- **The outward migration of workers to areas such as Bath**
- **The loss of employment land to higher value residential development.**
- **The lack of modern business and retail facilities in the Town Centre.**



FIGURE 9. THE SILK MILL STUDIO



FIGURE 10. GALLERY WITHIN THE SILK MILL STUDIOS

# 5.1 CONTEXT

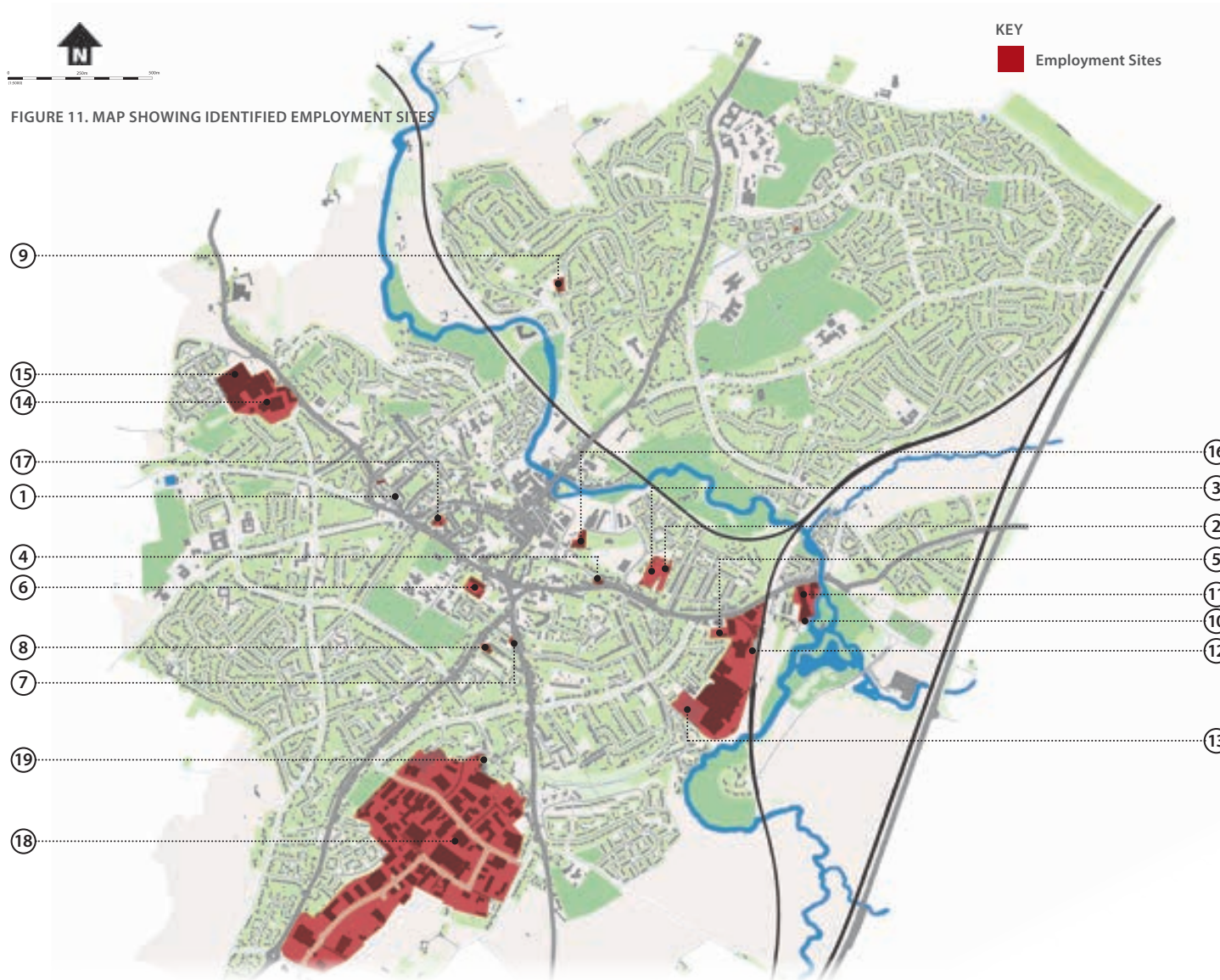


FIGURE 11. MAP SHOWING IDENTIFIED EMPLOYMENT SITES

EMPLOYMENT SITES			
Location	Acres	HA	Grading
① Baker Street	0.07	0.03	*
② Snelgroves	0.68	0.28	**
③ Minty's Nursery	1.32	0.53	**
④ H&B Tyres	0.14	0.06	**
⑤ Rear of Petrol Filling Station	0.48	0.19	***
⑥ Wesley Close	1.04	0.42	**
⑦ Linwood Motors	0.09	0.04	**
⑧ Rear of Highpoint	0.19	0.08	**
⑨ The Welsh Mill	0.52	0.21	**
⑩ Wallbridge Mill	3.01	1.22	**
⑪ Wallbridge	1.96	0.79	***
⑫ Station Approach	5.44	2.20	***
⑬ BTD Depot	4.10	1.66	**
⑭ Vallis Trading Estate	8.08	3.27	***
⑮ Weston Vinyls	4.13	1.67	**
⑯ Silk Mill	0.20	0.08	**
⑰ Somerset Smithy	0.26	0.11	**
⑱ Marston	84.17	34.06	****
⑲ 37 Lower Keyford	0.08	0.03	**
<b>TOTAL</b>	<b>115.96</b>	<b>46.93</b>	

*All sites graded \*\* and above will be regarded as valuable employment sites, which are outlined on the map below.*

Each location has also been assessed using the:

Assessment, Definition, Relevant action

\*\*\*\* - Best in Class, highest quality business areas that are regionally significant due to their scale, location and environment. Suitable for progressive/aspirational indigenous businesses as well as inward investors

Rigorously protect and seek to expand

\*\*\*\* - Good grade employment sites due to scale location and environment, that is capable of competing in the sub-regional marketplace. Will appeal to some inward investors

Protect, support and expand

\*\*\* - Key Employment sites within the District but primarily populated by local businesses

Protect and Support

\*\* - Poorer quality stock in inappropriate locations with poor access or environmental issues

Protect but review during Plan period

\* - Poorest stock, one off sites in residential areas with high levels of vacancy and/or dereliction

Regenerate or promote redevelopment for alternative uses

## 5.2 KEY OBJECTIVES

- To meet the Local Plan target of creating a further 2700 new jobs.
- To provide a range of land, buildings and employment facilities for start-up and grow-on businesses.
- To protect 'Valuable Employment Sites' from redevelopment other than for employment uses.
- To promote Frome as a Town that supports enterprise, innovation, and ideas.
- To promote energy efficiency and renewable energy generation and encourage compliance with BREEAM excellent rating.
- To reduce the environmental impact of travel to work by identifying options for getting to work other than by car.



FIGURE 12. OFFICE BUILDINGS IN FROME



FIGURE 13. FLEXIBLE WORKING SPACE

## 5.3 ACHIEVED BY

- Supporting the development of further incubator space in the Town Centre for new businesses to seed and grow.
- Establishing a Local Renewable Energy Company (supported by Bath & West Community Energy, Frome Town Council and Sustainable Frome).
- Celebrating Frome's business successes.

## 5.4 BUSINESS AND EMPLOYMENT POLICIES

### OBJECTIVE 1 AND 2

#### To provide a range of land, buildings and employment facilities for start-up and grow on businesses

in collaboration with Mendip District Council, through the Local Plan Part II - Site Allocations allocate an additional 4ha of employment land over the Plan period.

### BE1 - PROTECTION OF 'VALUABLE EMPLOYMENT LAND' OBJECTIVE 3

#### To protect 'Valuable Employment Sites' from redevelopment other than for employment uses.

To clearly demonstrate that no demand exists within the designated Frome Neighbourhood Plan area for B1, B2 or B8 uses, sites should be advertised appropriately in national and local gazettes/press circulating within the area.

The Town Council also offers a free marketing service for employment land and premises, a register of premises is published on the town council website

[www.frometowncouncil.gov.uk](http://www.frometowncouncil.gov.uk).

Whilst it is expected that applicants instruct their own agents to undertake their marketing campaign, uptake of this additional free service should also form part of the marketing exercise from the outset.

### POLICY BE1 - PROTECTION OF EMPLOYMENT LAND

*In addition to Local Plan Policy DP20, the redevelopment of 'Valuable Employment Sites' shown on Figure 9 for non-employment uses will be resisted. Such development would only be granted in the exceptional circumstances where it can be clearly demonstrated that no demand exists within this area for B1, B2 or B8 uses*

### SUSTAINABLE DEVELOPMENT OBJECTIVES 4, 5 AND 6

To promote Frome as a Town that supports enterprise, innovation, and new ideas.

To promote energy efficiency and renewable energy generation and encourage compliance with BREEAM excellent rating

To reduce the environmental impact of travel to work by identifying options for getting to work other than by car.



# 6.0

## THE TOWN CENTRE

*Our aim is to develop an attractive centre that is pedestrian and cyclist friendly and encourages people to visit, shop, invest, live and work there.*

## 6.1 CONTEXT

The Historic core of the Town Centre, characterised by areas of historic buildings connected by cobbled streets, including Cheap Street and Catherine Hill, elevated walkways and alleys winding up and down the town's steep hills, has great charm and attracts visitors and new residents to the Town.

However, getting around the Town Centre on foot can be hampered by heavy traffic and a lack of safe crossing places, especially in Market Place and Bath Street. Narrow pavements and limited seating areas impact on the town's attractiveness as a place to socialise, shop and visit.

Plans to remodel the town centre will include improvements to public areas with better signage and information; plans for effective traffic management that gives priority to pedestrians and cyclists and extended use of the River corridor as a natural linear park linking different areas of the Centre.

Whilst many market towns have suffered from a national decline in High Street spending, Frome's niche retailing offer based largely on local and independent traders and local markets has meant that the Town has weathered the economic storm better than many. The vitality of the Town Centre depends on such traders who create interest and variety alongside other attractions that mark Frome out as a place to live and visit.

The historic character of Frome and the promotion of cultural and live music events at venues such as the Cheese & Grain, encourage thousands of people to visit Frome each year, and it is recognised that additional restaurant, hotel and guest house accommodation is required within the Centre to extend the active life of the Centre into the evening.

The public consultation identified other areas of concern:-

- **Limited range of shops especially fashion and comparison goods (goods that are likely to be subject to comparison between suppliers before purchase e.g fridges, TV's and clothes etc.)**
- **Poor first impression of the Town from the entrance points and car parks**
- **Limited access to the River**
- **To increase the number of visitors, footfall and dwell time in the town centre**
- **To safeguard community facilities in line with Local Plan Policy DP17**
- **To Encourage and support all kinds of local producers, by promoting the town to producers. Providing business support, training, and business-to-business services**

## 6.2 KEY OBJECTIVES

- **To make the town centre a more pedestrian-friendly environment whilst allowing traffic to continue to flow through it.**
- **To support independent retailing (including the successful street markets) to enable people to source local produce and to encourage visitors to the town.**
- **To broaden the comparison retail offer of the town centre through sensitive new development that complements the existing offer.**
- **To make the main visitor car parks more attractive in terms of tree planting, public realm and the ability for drivers to pay on departure.**
- **To encourage greater evening activity including restaurants, clubs, and hotel accommodation.**
- **To provide suitable facilities for new businesses to be incubated and grown in the town centre to encourage greater local job creation and support creative industries such as art, media, technology, design, food, etc.**
- **To support sustainable living with opportunities for homeworking, cycle storage, access to local shops, cafés, public services and public transport.**



FIGURE 14. FROME MARKET PLACE 2013

*The Town Centre is the beating heart of Frome and its future success depends on it being able to adapt to offer a range of housing; goods and services and employment opportunities and provide a valued experience for visitors. The Neighbourhood Plan seeks to create the right framework for these activities to coexist.*



# 6.3 TOWN CENTRE POLICIES

## TOWN CENTRE ZONES

This plan identifies the following town centre zones. These areas conform with those identified in the 2015 Town Design Statement:

- Area 1 - The Historic Core (TDS Character Zone 1)
- Area 2 - The Northern Historic Core (TDS Character Zone 2)
- Area 3 - Saxonvale (TDS Character Zone 4)



KEY PLAN

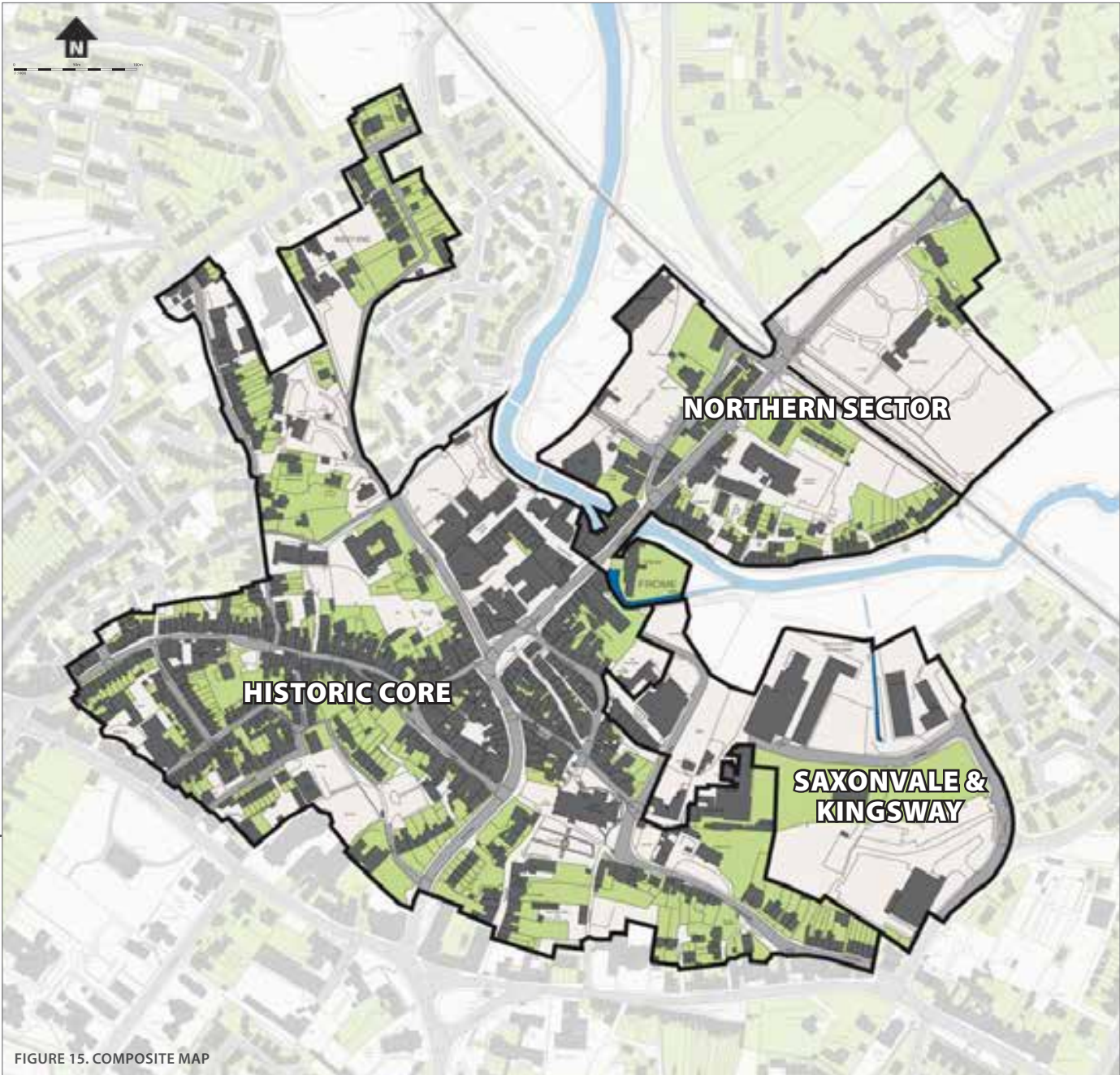


FIGURE 15. COMPOSITE MAP

## 6.3 TOWN CENTRE POLICIES

### AREA 1 - THE HISTORIC CORE

To the South and West of Market Place this zone has a largely medieval street pattern characterised by areas of historic buildings connected by cobbled streets, elevated walkways and alleys. Bath Street and Market Place are particularly busy roads carrying most of the through traffic across the Town Centre from North to South.



FIGURE 16. HISTORIC CORE INSET

### TC1 - REMODELLING OBJECTIVE 1

**To make the town centre a more pedestrian friendly environment whilst allowing traffic to continue to flow through it**

The Community Plan highlighted the high volume and speed of traffic passing through the town centre as a key problem, which often makes it difficult to cross the main roads easily. This also gives the town centre the feeling of a thoroughfare which prioritises vehicular movement at the expense of pedestrians. At times the layout and on-street parking arrangements also create conflict and congestion and impact on air quality.

In 2012, a feasibility study into ways in which the town centre environment might be remodelled was commissioned and a number of recommendations were made focusing on traffic calming in Market Place and North Parade, the historic centre of the Town, and Bath Street.



FIGURE 17. DRAFT PLAN OF THE REMODELLING OF THE MARKET PLACE

## 6.3 TOWN CENTRE POLICIES

### ACHIEVED BY

Funding through S106 and Community Infrastructure Levy contributions. Given the number of objectives for enhancing the town centre environment this project would help to achieve, the Neighbourhood Plan supports the remodelling of the Town Centre within the area shown in the map opposite.

The Town Council, in collaboration with Mendip District Council and Somerset County Council, will, as a priority, subject to funding, seek to implement a scheme of remodelling the Town Centre taking into consideration the Frome Town Design Statement (October 2015). Proposals should be based on significant levels of community involvement which will contribute to the final design.

#### POLICY TC1 – TOWN CENTRE REMODELLING

*Remodelling the Town Centre should provide improvements to the public realm.*

*Remodelling of the Town Centre within the area shown on Figure 18 which accords with the following principles will be permitted:*

- *Improve the Town Centre environment for pedestrians.*
- *Reduce the impact of traffic movement from vehicles and re-order the priorities between motorised vehicles, cycles and pedestrians.*
- *Enhance the character and appearance of the Town Centre, taking into account guidance in the Frome Town Design Statement (October 2015) relating to this area.*
- *Provide an improved setting and location for the markets.*
- *Demonstrate that it will cause no deterioration in air quality.*

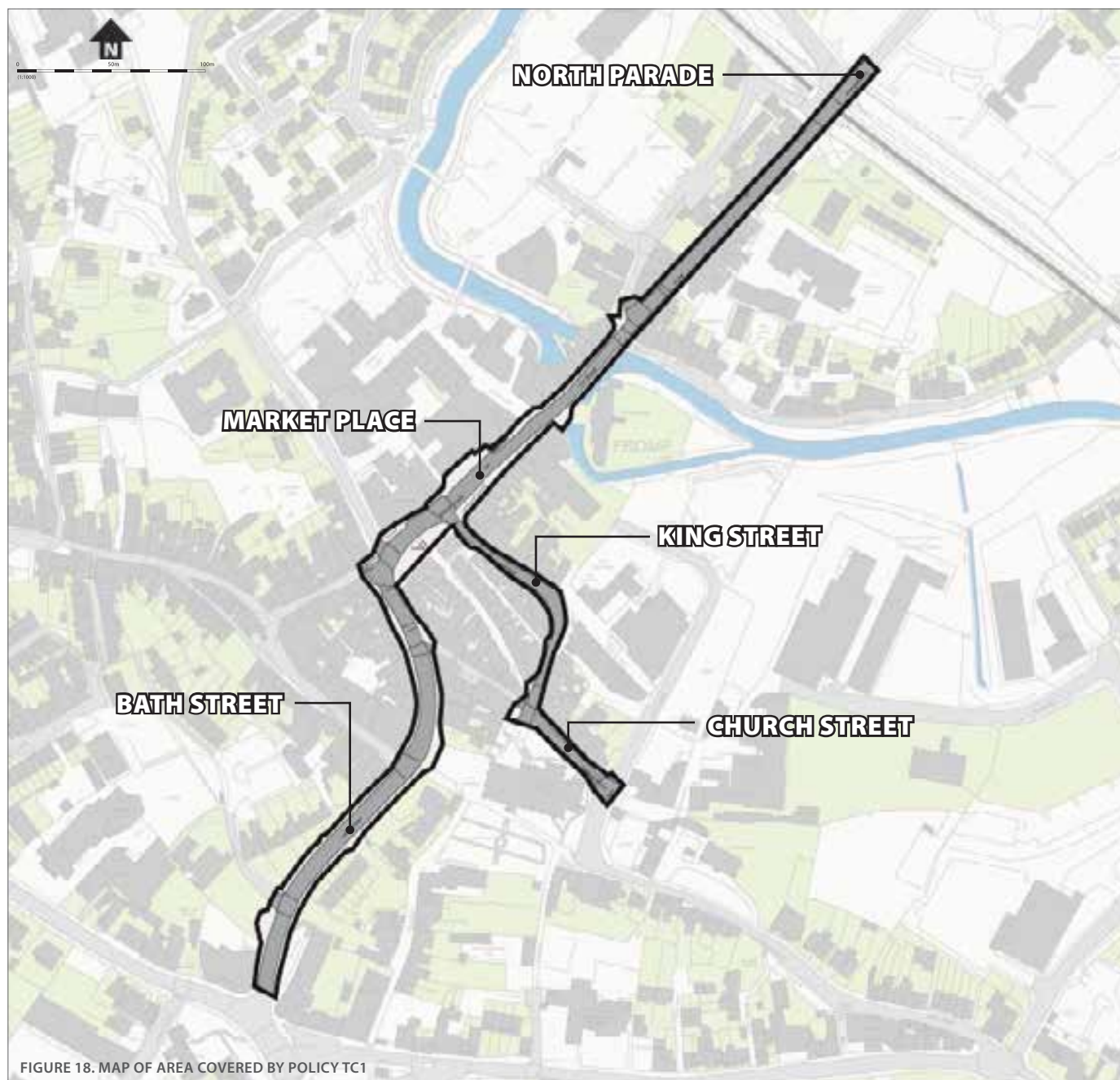


FIGURE 18. MAP OF AREA COVERED BY POLICY TC1

## 6.3 TOWN CENTRE POLICIES

### TC2 - THE WESTWAY CENTRE OBJECTIVE 2

To broaden the comparison retail offer of the town centre through sensitive new development that complements the existing offer.

In character terms, the Westway Centre is the exception in the Historic Core. Frome's only purpose-built "shopping centre" was constructed in the 1970s.

#### *POLICY TC3 - WESTWAY CENTRE*

*Redevelopment or expansion of Westway shopping centre will be permitted subject to.*

- *Public realm improvements including access to the Frome River and tree planting.*
- *Sufficient car parking and space for buses being included within the redevelopment to ensure there is no detrimental impact on the vitality of the town centre.*
- *The design takes into account guidance in the Frome Design Statement (October 2015)*
- *There will be no harmful of adverse impact on the biodiversity or protected species.*



FIGURE 19. WESTWAY CENTRE

## 6.3 TOWN CENTRE POLICIES



FIGURE 20. NORTHERN SECTOR INSET

### AREA 1 - NORTHERN HISTORIC CORE

A River and Rail Crossing converging on the Town's largest car park and bus stops make this one of the most traffic congested areas in Frome.



FIGURE 21. FROME MUSEUM

Lying to the north of the River this zone includes a range of cultural attractions and facilities including Frome Museum, Black Swan Arts, Frome Library, Frome Information Centre and the Cheese & Grain arranged around the Cattle Market Car Park.

As the largest of the town's car parks, the Cattle Market site is an important arrival point for people arriving in Frome by car, bicycle or public transport. However, it lacks any significant soft landscaping or signage that might connect the various cultural attractions and facilities in this part of the town. The pay and display tariff in the car park has the effect of limiting people's length of stay and pay on exit or by mobile phone would be a significant improvement.

This is seen as an important area for future development and regeneration within the town centre, as it offers potential to meet the demand for a larger footprint of shopping, employment, leisure development and possibly improved bus and coach facilities. Such development could also support improvements to the River Corridor.

The Town Council, in collaboration with Mendip District Council will seek to scope out a plan for the short term management and longer term development options for the Cattle Market site .



FIGURE 22. CATTLE MARKET CAR PARK

### TC3 - IMPROVEMENT TO TOWN CENTRE CAR PARKS OBJECTIVE 3

**To make the main visitor car parks more attractive in terms of tree planting, public realm improvements and the ability for drivers to pay on departure.**

Many of these matters would not require planning permission as they would be permitted development under Section 12 of The Town and Country Planning (General Permitted Development) (England) Order 2015.

#### *POLICY TC3 – THE CATTLE MARKET CAR PARK*

*Landscape and infrastructure improvements to the Cattle Market Car Park that improve this arrival point and enable this area to develop as a cultural destination will be supported.*

## 6.4 TOWN CENTRE NON-POLICY OBJECTIVES

### AREA 2 - ST CATHERINE'S & BADCOX OBJECTIVE 4

To support independent retailing (including the successful street markets) to enable people to source local produce and to encourage visitors to the Town.

St. Catherine's (Paul Street, Stony Street, Palmer Street and Catherine Hill) and Badcox are typical of the historic core. They have become the focus of important town events such as the bicycle race known as the 'Cobblewobble' and more recently The Frome Independent, a street market that fills the town centre on the first Sunday in every month from March to December.

This is Frome's independent shopping quarter, a magnet for visitors and an 'incubator' for new businesses. The variety and vitality of shops and small businesses is an essential part of the area's character, and steps will be taken to ensure that active shopping frontages are not interrupted by financial and professional services.

Mendip District Local Plan 2006-2028 Policy DP21 – Managing Town Centre Uses, identifies Stony Street as a Primary Frontage. Catherine Hill is identified as a Secondary Frontage.

Primary and Secondary frontages are described as follows:

- **Primary Frontages** - those street frontages in town centres where there is a predominance of shopping premises. Typically these are the principal 'high streets' where there is a dense mixture of national and independent retailers, punctuated to a very limited degree by banks and some food establishments.
- **Secondary Frontages** - those parts of town centres surrounding primary frontages described above where there is some shopping activity but the diversity of other commercial uses, like financial services, professional offices, pubs, bars, takeaways, is more apparent.

To further protect retail frontages in line with the existing uses in the St Catherine's & Badcox Area, the Town Council will request that an Article 4 direction is applied for, to restrict the permitted change to uses falling within Use Class A2 as defined by The Town and Country Planning (Use Classes) Order 1987 (as amended) to no more than 4%, (except in exceptional circumstances where it can be demonstrated there is a need for additional A2 units) of the total retail units within the area shown on the map opposite.



FIGURE 23 & 24 IMAGES OF ST. CATHERINE'S

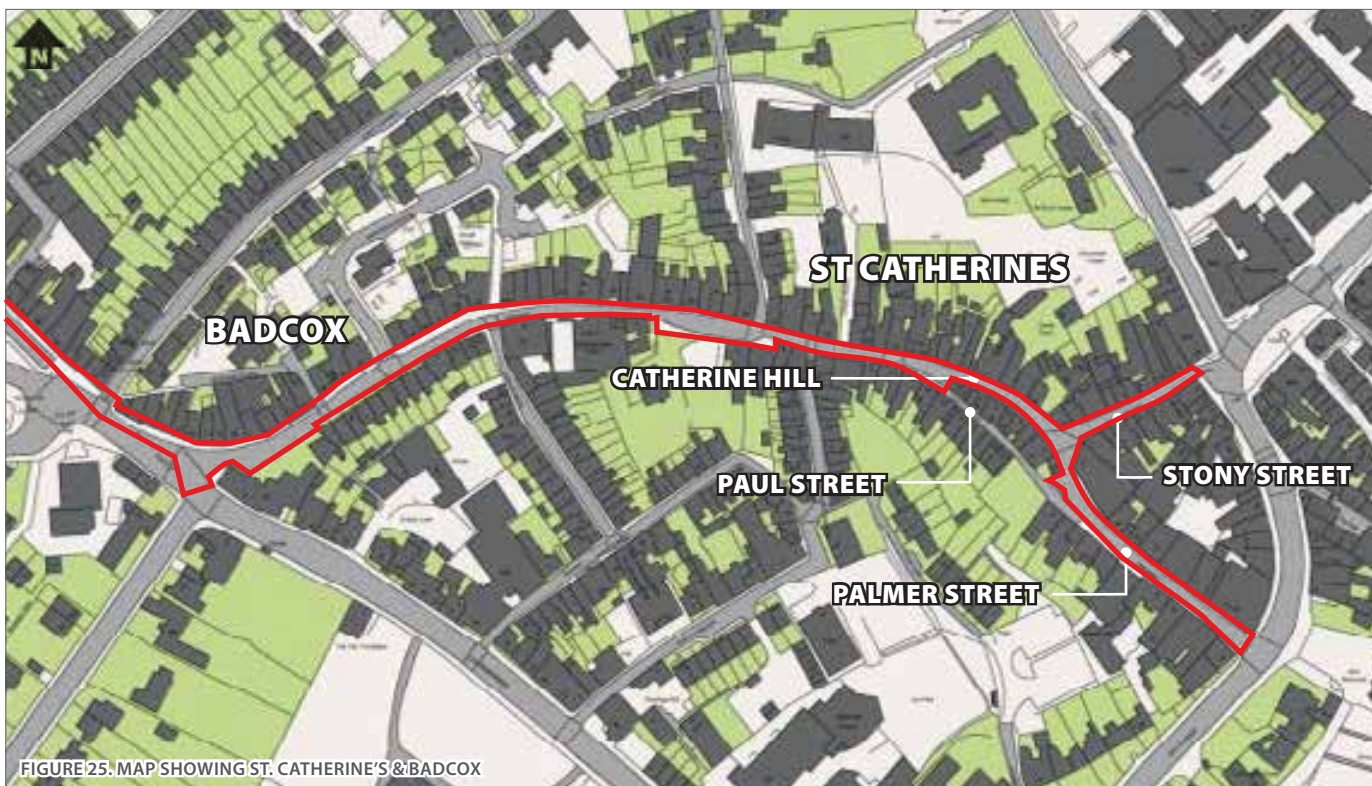


FIGURE 25. MAP SHOWING ST. CATHERINE'S & BADCOX

## 6.4 TOWN CENTRE NON-POLICY OBJECTIVES



FIGURE 26. SAXONVALE INSET

### AREA 3 - SAXONVALE

The development of Saxonvale, a site of 3.8 hectares to the east of the historic core, will be key to delivering the housing strategy and regenerating the Town Centre, providing new accommodation for shops and businesses and opening up and extending the River Corridor.

The site running down from St John's Parish Church to the River Frome was formerly a mixed industrial area known as Merchants Barton occupied by Notts Industries. A recently restored Mill on the site offers workshop and gallery space for creative businesses, but much of the site has been unoccupied for some years.

To the West of the site is the secondary Kingsway shopping mall that connects the site to Market Place. This includes the M&S Simply Food store and car park.



FIGURE 27. BUILDING AT SAXONVALE

The Regional Development Agency previously funded a comprehensive Development Brief for the Saxonvale and Garsdale area which was adopted by Mendip DC and remains the main planning guide for the development of this site. The Brief sets out plans for a mix of uses including: 3-400 new homes, workspace, retail and leisure development and open space.

The Town Council see this as an opportunity to reprioritise traffic movements through the Centre and support a development that is an exemplar of modern sustainable living with easy access to work, social and recreational facilities and public transport.

#### Key Objectives

- To promote a comprehensive and sustainable regeneration plan for Saxonvale.







# RIVER CORRIDOR AND PUBLIC OPEN SPACE

*The river corridor will be seen as the central open space in the town's network of green infrastructure providing a string of inter-connected open spaces for visitors and residents to enjoy.*

## 7.1 CONTEXT

Frome has a wealth of green open spaces throughout the town providing valuable areas for sport and outdoor recreation (See Figure 31. On page 36). They provide many cultural, social, economic and environmental benefits; and contribute positively to physical and mental health and a better quality of life. Everyone should have easy access to open space and the opportunity to participate in sport and outdoor recreational pursuits. Consultation with sports clubs and other groups has indicated that there is a shortage of suitable facilities for sports participation in the town.

The River Frome is an important but under used asset within the town. The local community has highlighted better use of it as a key priority in the Community Plan and the Citizens Panel. The River Corridor is not managed strategically as an environmental or amenity resource. The riverbanks are not managed optimally and public access is at best intermittent. It feels as though the town has turned its back on the river which seems to be viewed as a hazard and nuisance rather than the green heart of the town.

Consultation feedback suggests that local people see the River Corridor as an under-utilised resource after recreation and wildlife and want to see it opened up as an informal transport corridor for walking and cycling.



KEY PLAN



FIGURE 28. THE RIVER CORRIDOR

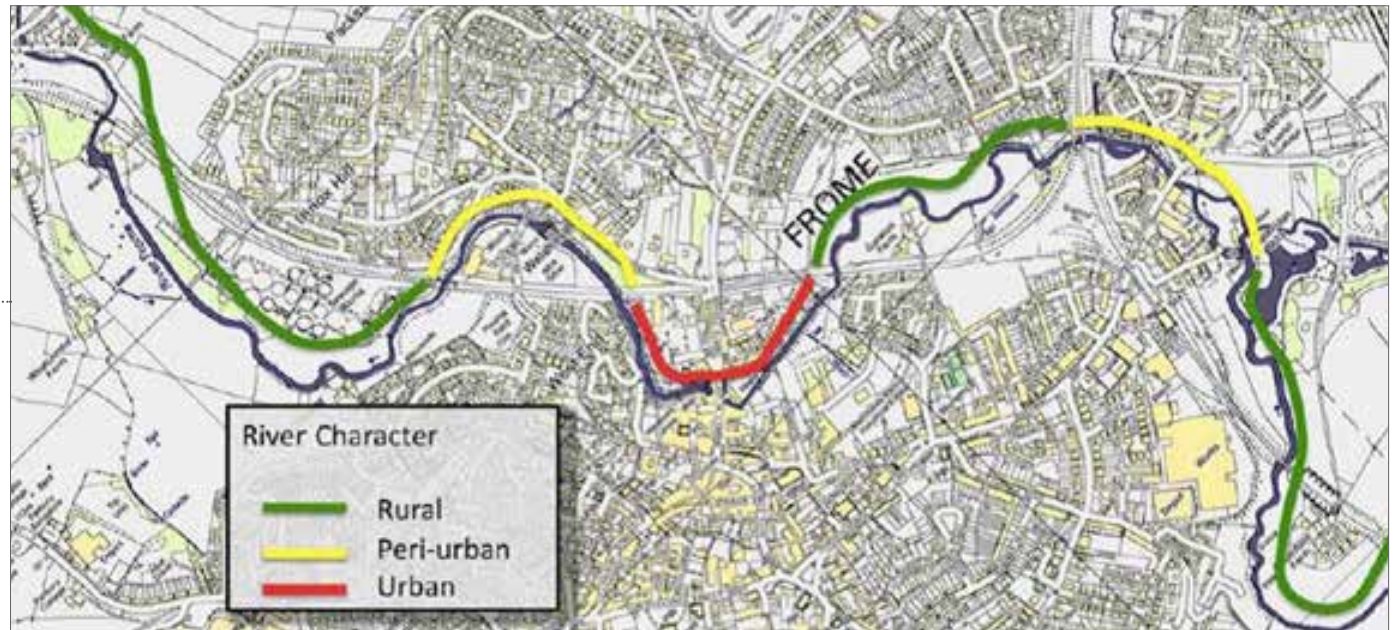


FIGURE 29. RIVER CHARACTER MAP FROM THE FROME RIVER STRATEGY 2012

## 7.2 THE RIVER CORRIDOR

### POS1 - THE RIVER CORRIDOR

#### Key Objectives:

- To ensure the green infrastructure associated with the Frome River Corridor is maintained and enhanced, for benefit of people and wildlife
- To improve access in a way compatible with protecting the river environment, that will enable residents to walk or cycle in relative peace and safety through the town

#### Achieved By:

- Implementing the River Corridor Strategy.
- Funding through S106 and Community Infrastructure Levy contributions.

**POLICY POS1 - THE RIVER CORRIDOR**

*Otherwise acceptable planning applications that are closely related to the River Corridor environment and approaches to it will be supported where they take advantage of opportunities to improve the River Corridor environment, including access, subject to suitable ecological assessment.*

## 7.3 PUBLIC OPEN SPACE

### PUBLIC OPEN SPACE

#### Key Objectives:

- To protect natural landscapes and prevent development of public open space.
- To provide informal recreation areas.
- To provide additional sports and leisure facilities to meet local needs.
- To promote use of parks, open spaces and allotments.
- To manage public open space in a sustainable manner to protect and enhance wildlife habitats and biodiversity.

Current areas of Public Open space are show on Figure 31 on page 36.

#### To Be Achieved By:

Producing a Green Infrastructure Supplementary Planning Document (SPD) jointly with Mendip DC and other partners as set out in Core Policy 6 of the Local Plan.

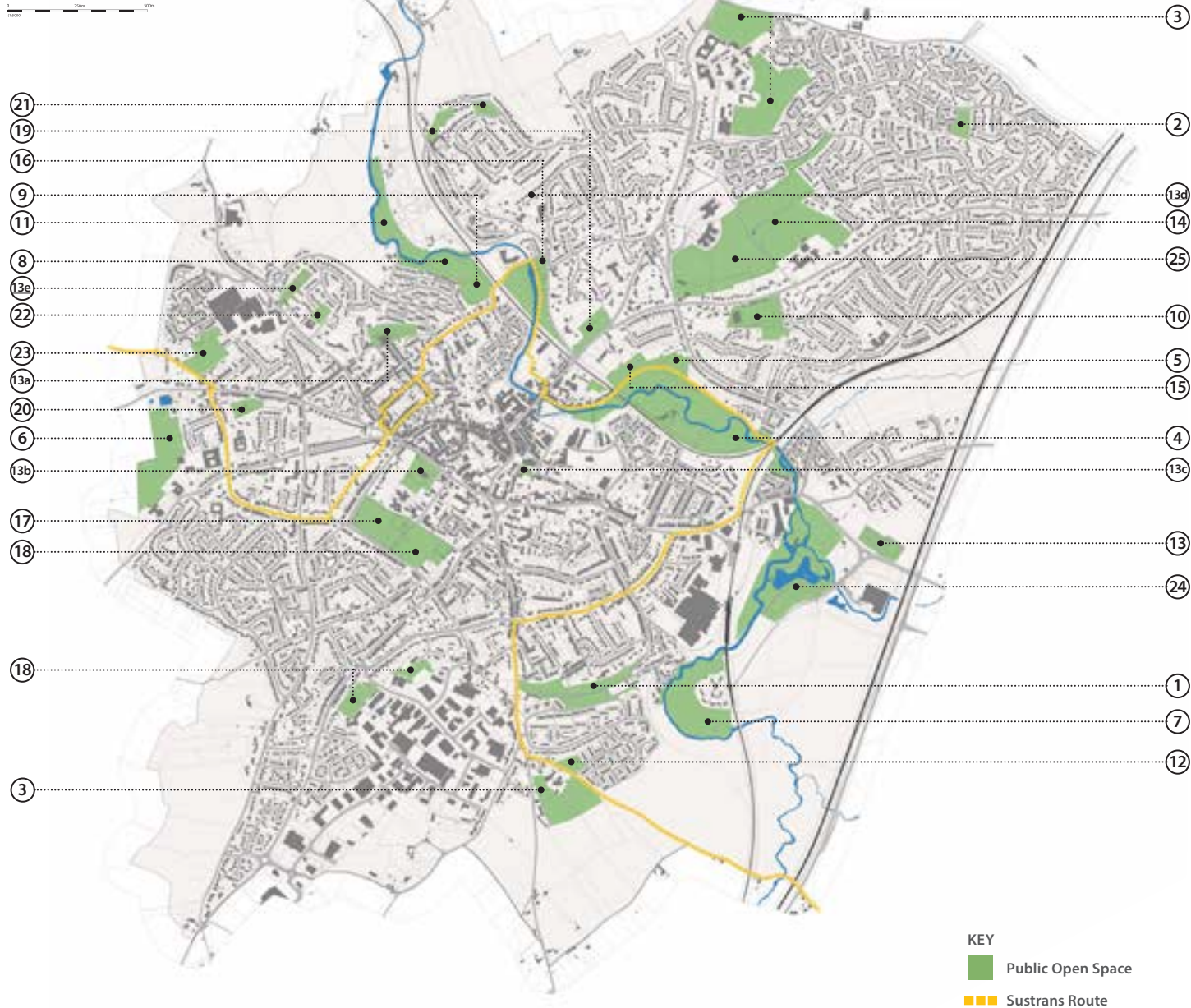
Seeking funding through CIL, the New Homes Bonus legacy fund and Section 106 contributions from development.

Frome Town Council will work with Mendip District Council and other partners to produce a Supplementary Planning Document on Green Infrastructure that will identify and address deficiencies in Parks, sports, leisure and open space provision that will be a significant material consideration in the determination of planning applications and the funding raised from development.



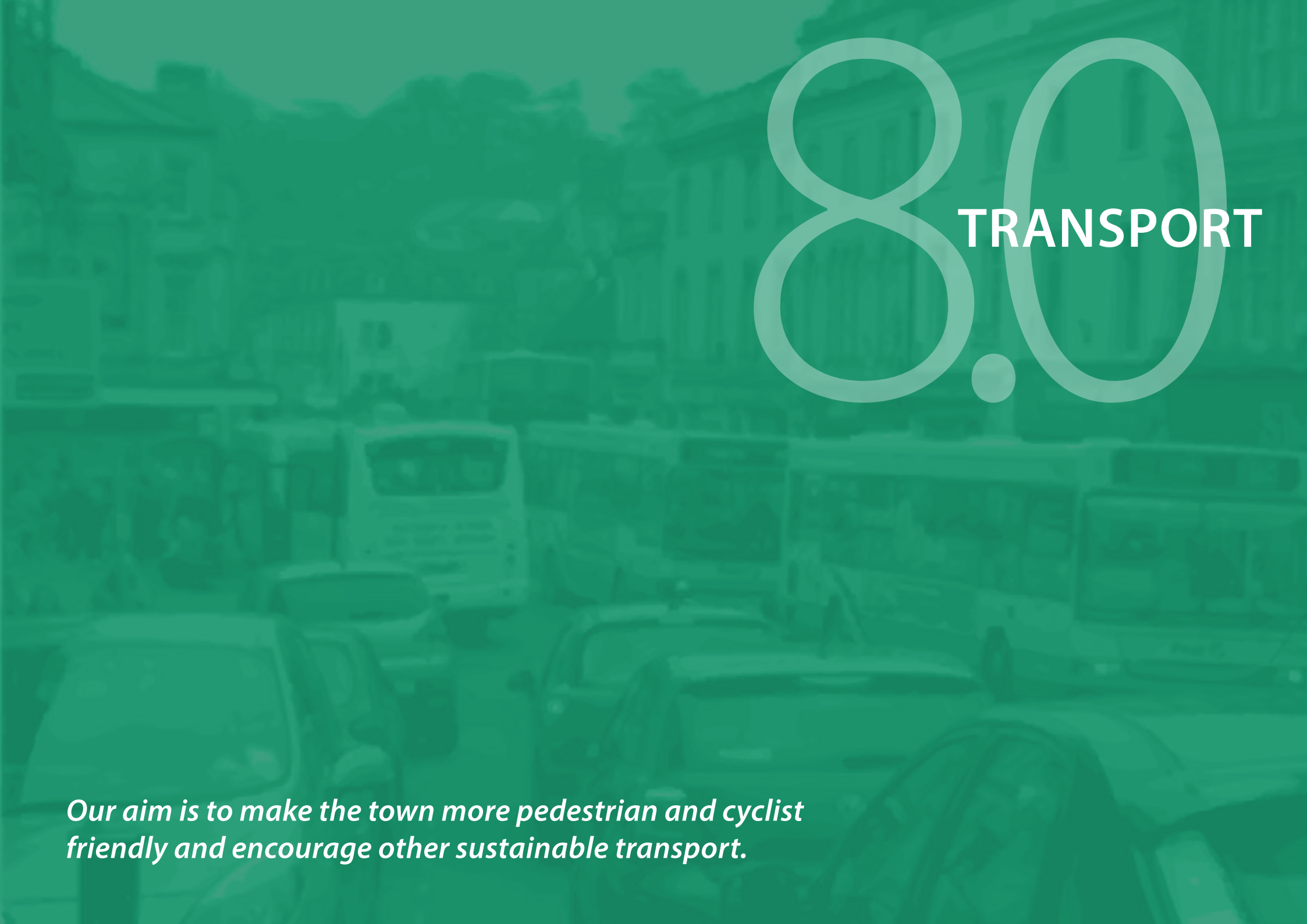
FIGURE 30. THE RIVER CORRIDOR

# 7.3 PUBLIC OPEN SPACE



- ① The Dippy (priority site)
  - ② Brunel Way open space (priority site)
  - ③ School Playing Fields (priority sites)
  - ④ Rodden Meadow (priority for protection)
  - ⑤ Other Rodden Meadows (priority for protection)
  - ⑥ Fields beyond Trinity/Critchill Sch (priority for protection)
  - ⑦ Fields at The Retreat, Adderwell and Watcombe Skips (priority for protection)
  - ⑧ Weylands (priority site)
  - ⑨ Playing field above Weylands (priority site)
  - ⑩ Play area behind Frome Town FC (priority site)
  - ⑪ River Corridor (priority project)
  - ⑫ The Mount Community Garden
  - ⑬ Closed cemeteries / churchyards
    - a. Holy Trinity Church
    - b. Christchurch
    - c. St John Church
    - d. St Mary's
    - e. Dissenters Cemetary
  - ⑭ Football / cricket / rugby clubs
  - ⑮ Millennium Green
  - ⑯ Welshmill Play park
  - ⑰ Victoria Park
  - ⑱ Mary Baily Playing Field
  - ⑲ Allotment gardens
  - ⑳ Old allotments behind police station
  - ㉑ Pedlars Grove play areas (MDC)
    - a. Chapman's Close
    - b. Packsaddle Way
  - ㉒ Vallis Youth Centre field  
Egford lane Play area
  - ㉓ Asda field and nature reserve
  - ㉔ Showground
- Routes**
- ㉕ Sustrans route (priority project)

FIGURE 31. MAP IDENTIFYING PUBLIC OPEN SPACES



# 8.0 TRANSPORT

*Our aim is to make the town more pedestrian and cyclist friendly and encourage other sustainable transport.*

## 8.1 CONTEXT

Throughout Britain, we live in an age where most people's first instinct when faced with the need to get somewhere, is to head for the car. Car users are, however, facing increasing fuel costs, parking charges and congestion.

Those living in the rural hinterland of Frome principally rely on the car, as there are often few other options to get to and from home. However, the town centre is suffering increasing congestion and its narrow streets are unsuited to heavy traffic. A change in priority is required to improve pedestrian access and encourage more people to walk and cycle and use public transport. The railway station and buses are important, but are currently underused and poorly linked to other options and information.

The consultation feedback on the Frome Community Plan stated :-

- **For a rural town with half its working population commuting out, transport is essential. Public transport is frustratingly slow and disjointed, so the majority use cars, driving distances averaging 14 miles daily. The rising cost of fuel is starting to have an impact, which may become an opportunity for more sustainable practices.**
- **For a population set to reach 30,000 in the near future, an efficient train service will be vital. Rail users and businesses feel that a mainline station is needed.**

Policy MT8 in the Town Design Statement also identified that there was a need for the railway gateway to be enhanced. "Frome Station" a report for Frome Town Council by architect Joe Holyoak 2012, sets out proposals for how the station can become a welcoming and distinctive place with an identity. And how to improve access links to the town centre for both pedestrians and cyclists.



FIGURE 32. CONGESTION IN TOWN CENTRE

## 8.2 KEY OBJECTIVES

- To give priority in the Town Centre to pedestrians and cyclists
- To improve air quality in the Town Centre
- To open up the River Corridor for cross-town cycle and pedestrian access.
- To improve the environment around Frome rail station and access to the Town Centre, as identified in policy MT8 of the Town Design Statement
- To provide better information for visitors
- To promote an effective transport hub with bus, train, coach, cycle, and taxi links
- To identify a safe area for coaches to drop off and collect passengers.
- To complete the Cycle network providing links to Bradford on Avon, Bath and Bristol

## 8.3 ACHIEVED BY

- Implementing the recommendations of the Town Centre Remodelling Feasibility Study
- Bringing forward plans for a new integrated transport hub in Frome. To this end the Town Council will collaborate with Rail operating companies, Network Rail local bus companies and Somerset County Council Highways
- Funding through S106 and Community Infrastructure Levy contributions
- Implementing the proposals set out in "Frome Station" a report for Frome Town Council by architect Joe Holyoak 2012
- Producing a "Transport Plan" for Frome which will inform all new developments

### POLICY T1 - INTEGRATED TRANSPORT STRATEGY

The delivery of integrated sustainable transport options is a key aim of the Frome Neighbourhood Development Plan.

The priorities for delivering these are:

- Completing Frome's Missing Links in the National Cycle Network 24 (shown on Figure 31). Any detrimental impact through extension to Frome's 'Missing Links' in the National Cycle Network must be avoided or appropriately and entirely mitigated in order to protect the Mells Valley Ecological Zone of Interest including foraging areas, commuting or migrating flight lines for bats. No development will be permitted where these conditions cannot be met.
- Improving access to and along the River Corridor, in line with the Frome River Strategy (shown on Figure 29).
- Enhancing the environment around and access to Frome Railway Station
- Providing safe and accessible bus and coach stops
- Identifying clear and safe routes for pedestrians and cycling as part of the remodelling of Frome Town Centre.

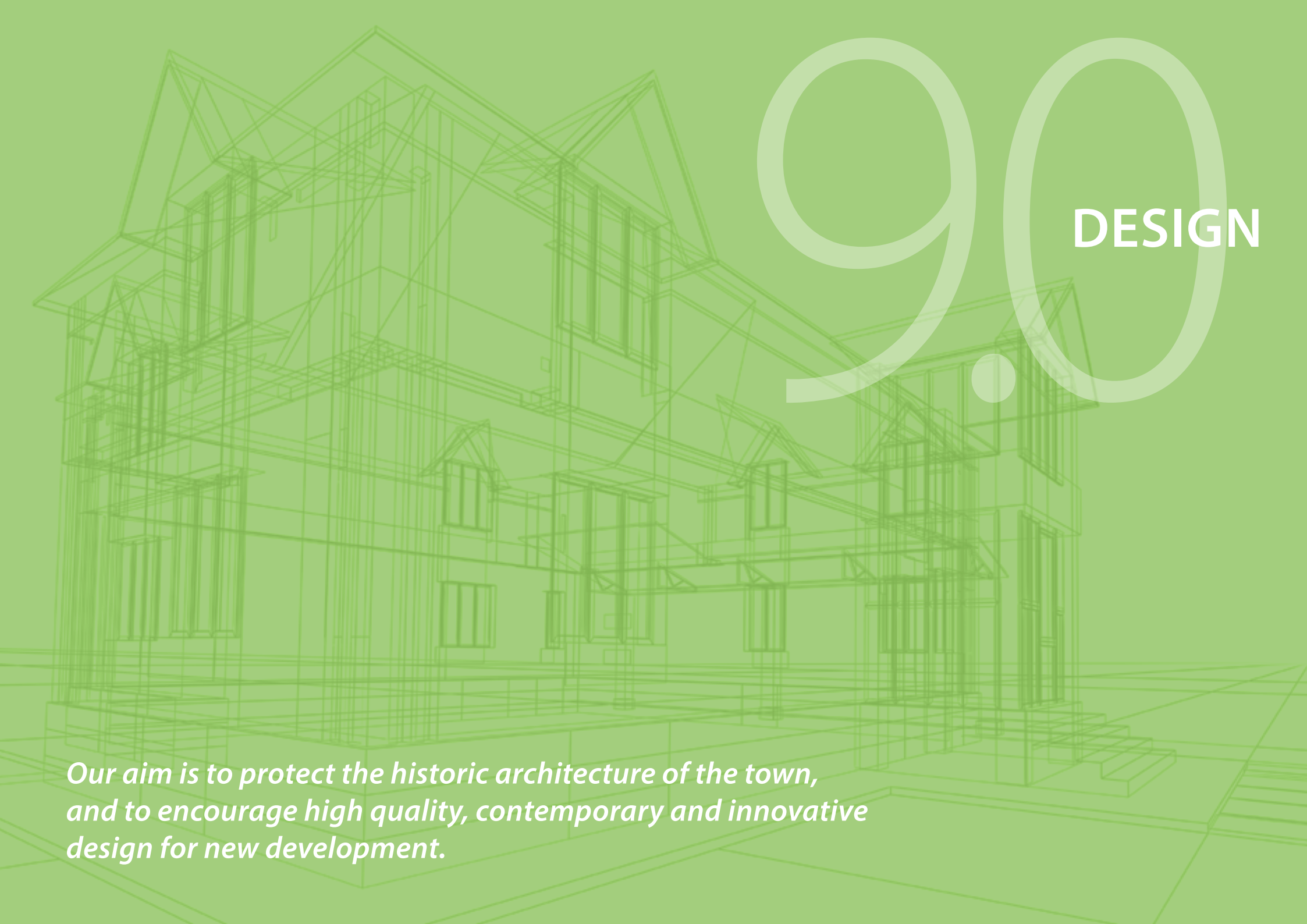


FIGURE 33. FROME RAILWAY STATION









# 90

DESIGN

*Our aim is to protect the historic architecture of the town,  
and to encourage high quality, contemporary and innovative  
design for new development.*



## 9.1 DESIGN

### D1 - DESIGN IN URBAN LANDSCAPES

The historic architecture and urban design of the town is considered by the local community to be an asset of considerable value that should be protected. This has been highlighted by consultation through the Community Plan and Citizens Panel.

Most of the town centre falls within a conservation area and the Town Design Statement (October 2015) and Conservation Area Character Appraisal (June 2008) set out a number of recommendations which it encourages new development to meet.

Mendip District Council, in association with Frome Town Council, is preparing a District wide inventory of buildings and other features of local architectural and historic interest and these will be included in a Supplementary Planning Document (SPD) linked to the Local Plan. The Town Council supports the preparation of this Local List and the protection that the SPD will give in guiding decisions on planning applications affecting buildings of local interest in the town.

#### POLICY D1 - DESIGN IN URBAN LANDSCAPES

*Development that fails to take account of the design guidance in the Frome Town Design Statement (October 2015) or the Frome Conservation Area Character Appraisal and Management Proposals (18 June 2008) will be refused.*

## 9.2 GATEWAY SITES

### D2 - GATEWAY SITES

The Town Design Statement (TDS) identifies five important gateway sites to the Centre that are of poor quality.

- **Top of Vicarage Street**
- **Gorehedge**
- **Badcox**
- **North Parade**
- **Railway Station**

These are highlighted in figure 35 below.

These important 'Town Centre Gateway Sites' create a poor first impression of Frome for visitors. In some cases they include eyesore buildings, in others the layout is confusing and unwelcoming.

The Town Design Statement sets out in more detail how these sites can be improved. Improvements may take the form of new development, refurbishment or adaptation of existing buildings or improvements to the public realm supported by developer contributions.

New developments on these sites, or in close proximity to them, should ensure that they either take the opportunity to improve these areas in line with the principles in the Town Design Statement, or at the very least, do not frustrate any future opportunities to improve them.

#### POLICY D2 - GATEWAY SITE IMPROVEMENTS

*Developments that enhances the built environment of the gateway spaces identified in Figure 35, taking account of guidance in the Frome Town Design Statement (October 2015), will be supported.*



FIGURE 35. GATEWAY SITES

## 9.3 SKYLINE DEVELOPMENT

### D3 - SKYLINE DEVELOPMENT

The urban edge of the town is visible from a number of locations in the surrounding countryside. Following the Chris Blandford Associates Study (1996) the Community Strategy and Citizens Panel agreed that a series of 'Skyline Sites' are worthy of protection.

SITE	VIEW ACROSS TO	VIEWED FROM	GRID REF OF VIEW POINT
A	Vallis Road Estate	A362 to Buckland Dinham	75977 - 50187
B	Critchill	A361 Marston Road	75829 - 45618
C	town centre/West End	Lidl's Car Park	77927 - 47869
D	Market Place	North Parade	77891 - 48290
E	St Johns Church	North Parade	77881 - 48309
F	St Johns Church	Outside Cheese & Grain	77735 - 48293



FIGURE 36 SKYLINE SITES

# 9.3 SKYLINE DEVELOPMENT

**POLICY D3 - VISUAL IMPACT ON SKYLINE**  
*Applications for new buildings and highly visible extensions to existing properties in the skyline areas identified in Figure 37 will be required to demonstrate that there will be no unacceptably detrimental impact on the skyline in these skyline areas.*

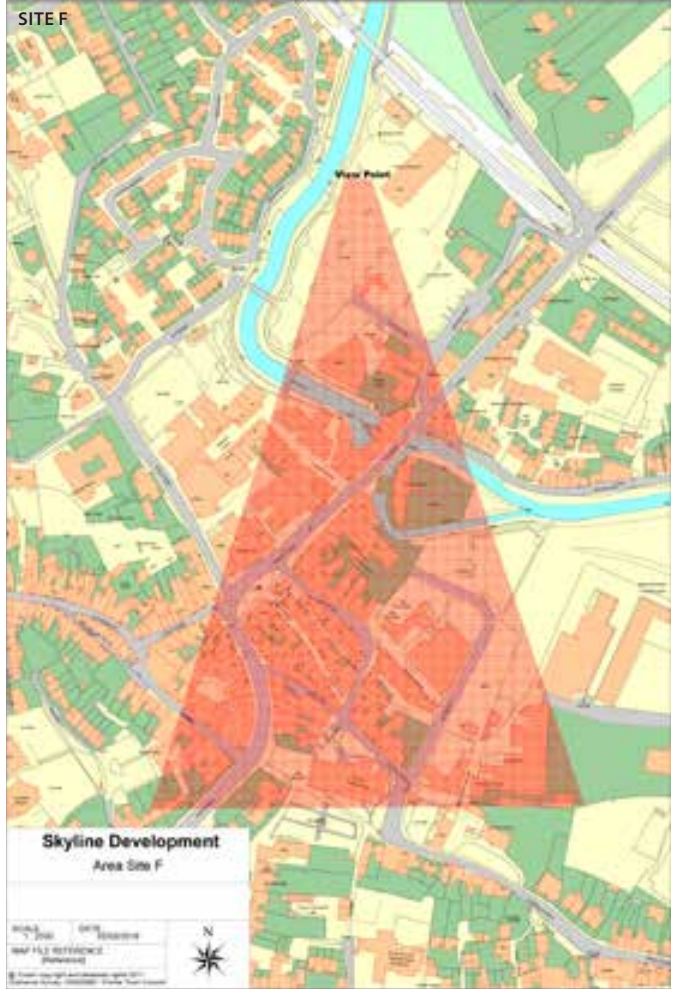
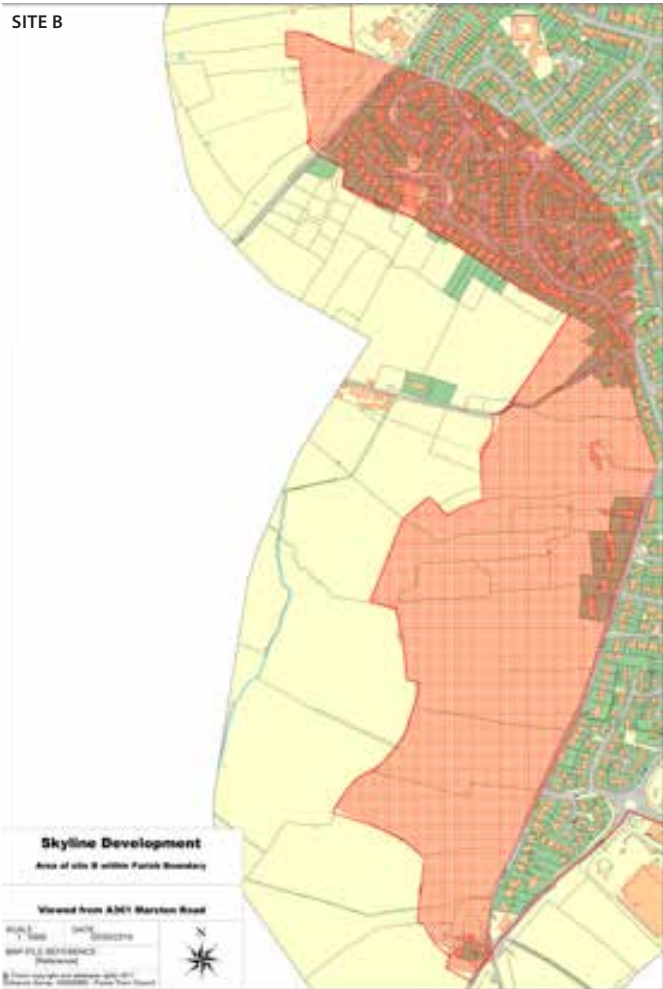


FIGURE 37 SKYLINE SITE MAPS

