

Trowbridge Masterplan Wiltshire, UK (2002 - present)

- Client: Glowbright Ltd
- Construction Cost: N/A
- Masterplan study for the expansion of the town of Trowbridge



The masterplan for Trowbridge should provide the urban framework while the and the idiosyncrasies of the buildings will furnish the infill. This has

always been the working hypothesis of the traditional city and it is this principle that the masterplan should adopt. Public buildings, shops, restaurants, housing and leisure buildings should respond to the urban pattern of streets which converge around public spaces, squares, the river front and the park.

The masterplan must always aspire to a setting for a life both productive and pleasurable. The vision for Trowbridge should be a paradigm that guides future development without curtailing interpretative freedom.

It is in that spirit that Porphyrios Associates will address the Trowbridge masterplan. The rich inventory of traditional buildings of Trowbridge together with the new development will give the masterplan the bones and flesh for a sustainable urban design idea. Such is the dialogue always between architecture and the city. The masterplan will usher Trowbridge as a sustainable traditional town into the 21st century.

Trowbridge has the good fortune of being one of the few towns which has escaped “modernist development”. Our proposals, therefore, aim at encouraging and containing future development of the town within the town centre area by introducing new urban blocks which provide continuity with the present network of streets and public spaces of the town. At the same time, the masterplan aspires to provide an opportunity for bringing a mix of uses into the centre as well as dense residential development that would “repair” the edges of the town into a coherent urban form.

Our conceptual masterplan for Trowbridge follows the humanist principles of traditional urbanism. The Masterplan responds to the changing patterns of life and of the business community, while ensuring that growth is always sympathetic to the human scale of Trowbridge. Our vision of the town offers a unique opportunity for realising a comprehensive strategy for growth which is integrated with the urban principles of the historic centre making Trowbridge a 21st century humanist city.