

Welcome to the first public consultation event for Bridgwater Gateway

Purpose of the event

We wish to hear your views on our proposals to develop land south of Stockmoor Village. We have undertaken some initial work relating to the key design principles for the site. This is an opportunity for you to find out more and tell us what you think.

How it works

A number of exhibition boards have been prepared to explain our proposals as follows:

- Introduction
- The Site
- Constraints and Opportunities
- Design principles
- What the proposals could look like

Who is here?

Representatives of Bridgwater Gateway Ltd and their consultant team will be available to explain the proposals and answer your questions.

How to comment

Please take your time to read the boards and then feel free to ask us any questions you may have. We want to hear your views. Please fill in a questionnaire and drop it in to the box provided. You can also keep in touch with progress on the proposals by visiting our website: www.bridgwatgateway.co.uk.




Bridgwater
GATEWAY

A significant
opportunity to
raise the sustainable
economic profile
of the town

Comments can be made by email to:
geoff@millerturner.com

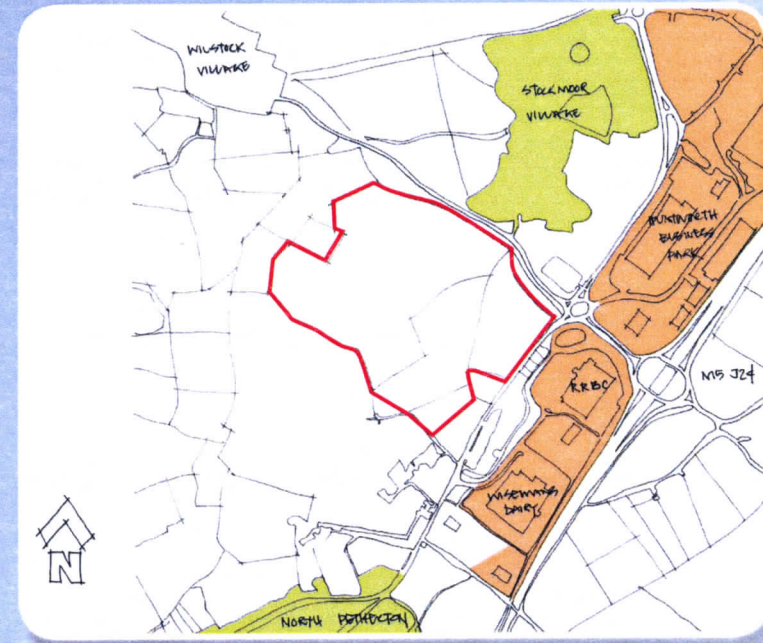
A development by:

miller turner 
investment management limited

The Site



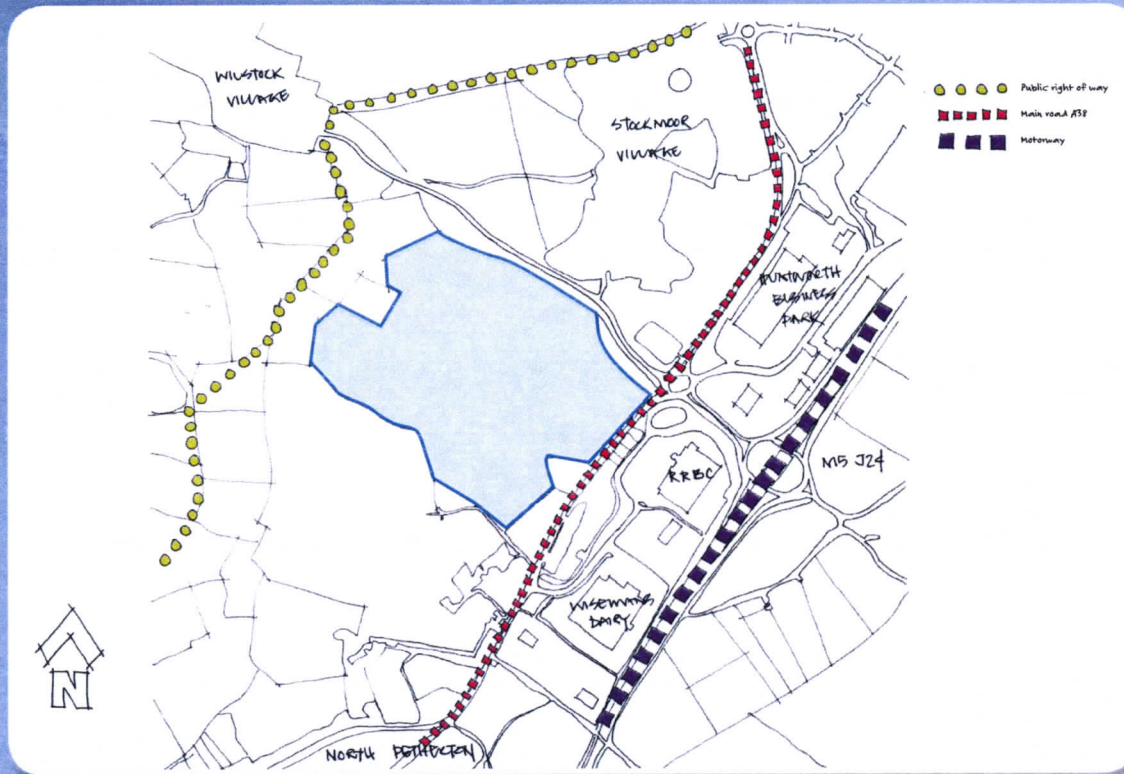
The site, outlined in red, comprises 37.8 ha of land to the south of Bridgwater which although currently undeveloped, has seen considerable changes to the surrounding areas over the last few years including the development of Stockmoor Village, the Regional Rural Business Centre (RRBC) and the Wiseman Dairy Site. In this regard, the site represents a logical development opportunity and can be seen as the 'final piece of the jigsaw' in South Bridgwater.



The site has great potential for unifying the existing elements scattered around the A38 and the south of Bridgwater, connecting communities and providing a focus for business and diversifying opportunities for local employment. Situated so closely to the new residential areas of Stockmoor and Wilstock and the existing village of North Petherton, the site also offers a highly sustainable opportunity for job creation with minimal environmental impact.

The site is currently proposed for employment development in the Sedgemoor District Council's emerging Core Strategy document. EDF have also proposed that a part of the site could be used for a park and ride and freight consolidation facility in association with the proposed Nuclear Power Station at Hinkley Point.

Constraints and Opportunities



We have undertaken a number of initial baseline assessment to identify potential constraints and opportunities which we have identified.

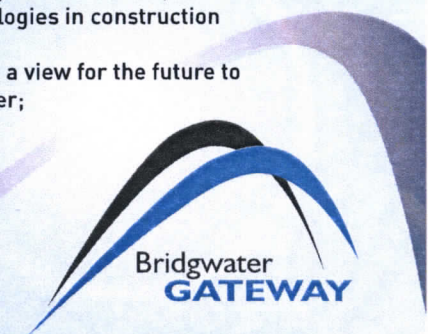
Do you think these are accurate?
 Is there anything else we should consider?

Constraints

- Existing land use, rights of way and ownership;
- Highways, access and other traffic issues;
- Minimising the impact of the development on the surrounding area- visually and physically;
- Flood risk potential to part of the site;
- Noise from adjoining transport corridors;
- Ecology, minimising any adverse impact on the environment;
- EDF requirements for the site arising from the Hinkley Point project including park and ride facilities and freight consolidation areas;
- Existing site topography

Opportunities

- Create a new development that will regenerate the area and become a gateway site for Bridgwater;
- To accommodate a flexible mix of uses;
- Access to local transport network across study area and beyond site boundaries – integration into the existing bus services – creation of new cycle route to link South Bridgwater with North Petherton;
- Enhancement of landscape character through new structure planting using indigenous species consistent with the characteristics of the surrounding ;
- Provide an appropriate southern gateway with a landmark statement at the Huntworth roundabout junction:
- Improved public realm and pedestrian environment across the site;
- Work with the topography of the site and optimise the orientation of buildings to achieve energy and life cycle efficiencies;
- Deploy viable and sustainable technologies in construction and in use;
- Integration of EDF requirements with a view for the future to ensure a lasting benefit for Bridgwater;
- To create a development that is permeable and allows for movement across it



Design Principles

We have identified the following design principles for the site

Good design is good business. High-quality environments raise the profiles of businesses, increase staff morale and satisfaction and within carefully planned locations can improve access to potential customers and markets. Good design also creates places that local people are proud to have within their neighbourhood, absorbing the new development and making it their own. By addressing the six principles stated within Better Places to Work, the aspirations for this important site can be achieved.



Ease of movement and legibility

- Establish a new access to the A38, Taunton Road incorporating a transitional route through the site with a secondary access onto the road serving Stockmoor and Wilstock villages;
- Incorporate a well lit cycle route through the site to link North Petherton with South Bridgwater;
- Provide safe pedestrian routes through and around the site to encourage both commuting and leisure opportunities;
- Create a green corridor with potential formal and informal leisure uses to link with the country park;
- Create 'green buffers' to delineate the site and reinforce zones within the site;
- Enhance public transport facilities;
- Provide an appropriate southern gateway with a landmark statement to project a positive image of Bridgwater.

Character, quality and continuity

- Buildings to be of a high quality using materials and details to create an attractive environment;
- Enhance the edge of the A38 frontage with built form including a potential tall (four / five storey) building adjacent to the Huntworth roundabout which in turn reflects the larger buildings to the east of the A38;
- Create enclosed, overlooked spaces to provide security to users of the site;
- External surfaces and landscape features to be of consistent design and form to ensure 'a sense of place'.
- Provide an attractive setting for people working on the site, visitors and the local population who will be encouraged to utilise the site outside 'working hours';
- Create strong connections with the surrounding residential and employment areas.

Diversity

- Allow for a wide range of uses and activities to populate the site and to provide amenities to encourage social contact between users and the local population;
- Create a variety of built forms across the site to add vitality to the development;
- Use landscaping features to create spatial interest.

Adaptability

- Provide the site with state of the art connectivity and services to encourage high quality employment opportunities;
- Ensure a variety of built space to accommodate a variety of uses and spatial requirements;
- Be prepared to react to changing economic circumstances and provide a development framework to accommodate same;
- Provide buildings designed to be extendable and convertible.

Sustainability

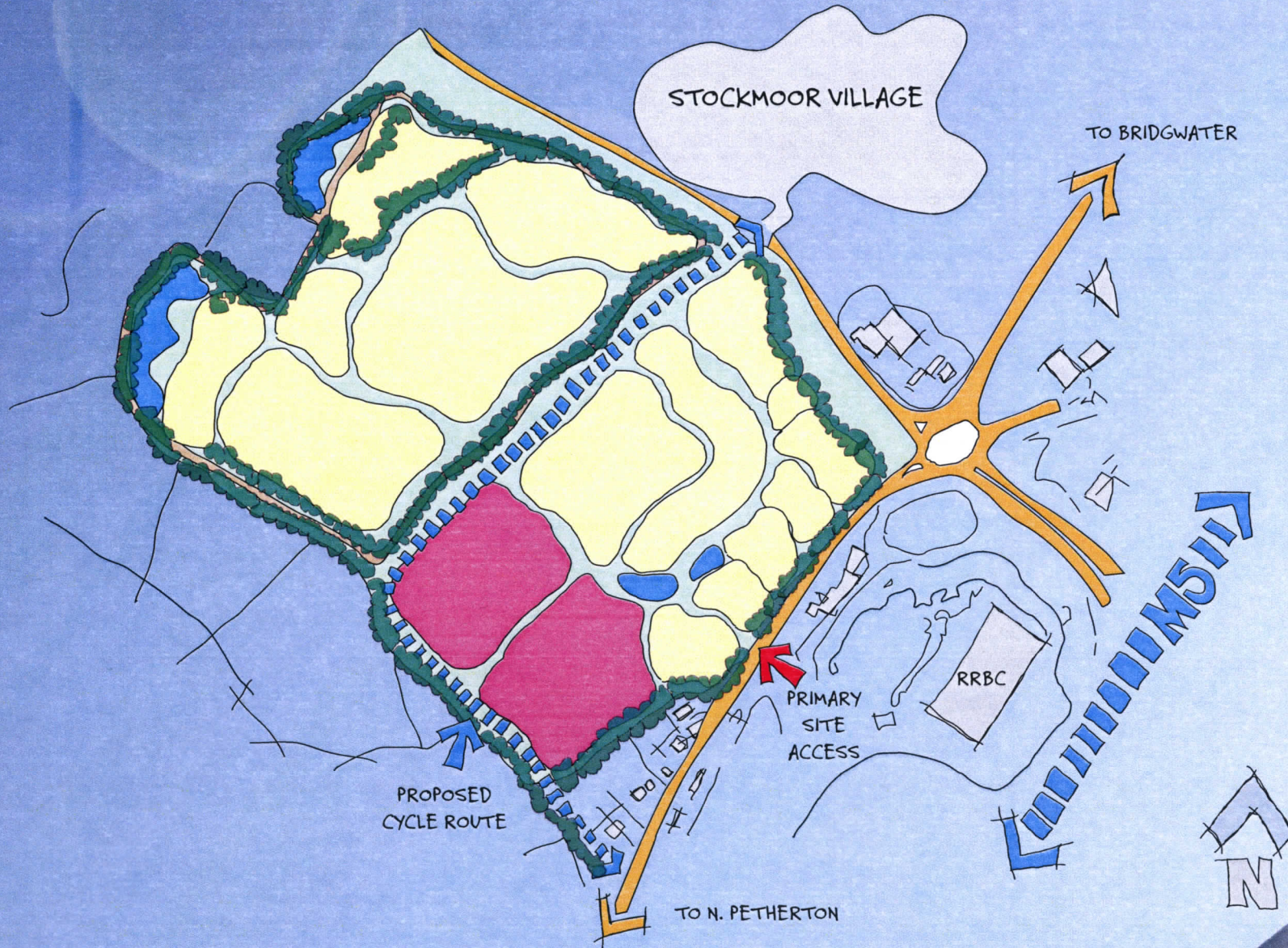
- Encourage non-vehicular visits to the site by providing ample cycling provision, footways and public transport links.
- Take regard of the emerging 'Green Infrastructure Strategy' for Sedgemoor;
- Ensure buildings are designed to respect orientation and demonstrate responsible environmental principles;
- Use BREEAM assessments on all buildings across the site;
- Choose materials, wherever possible, to create healthy, comfortable buildings with the lowest possible impact on the environment including recycled and low embodied energy materials;
- Encourage the use of materials that can be re-used and recycled at the end of the life of the building;
- Utilise local materials wherever possible;
- Maximise natural lighting and minimise solar gain.

Management

- Design quality will be an integral part of the marketing strategy at all levels;
- Long term sustainability of the development will be reinforced by an effective management strategy which will encompass a variety of operational tasks, from building and grounds maintenance through traffic and parking management to the provision of shared meeting spaces;
- Strong branding of the site will also be employed to create a sense of place

What do you think?

'Masterplan vision' for the site



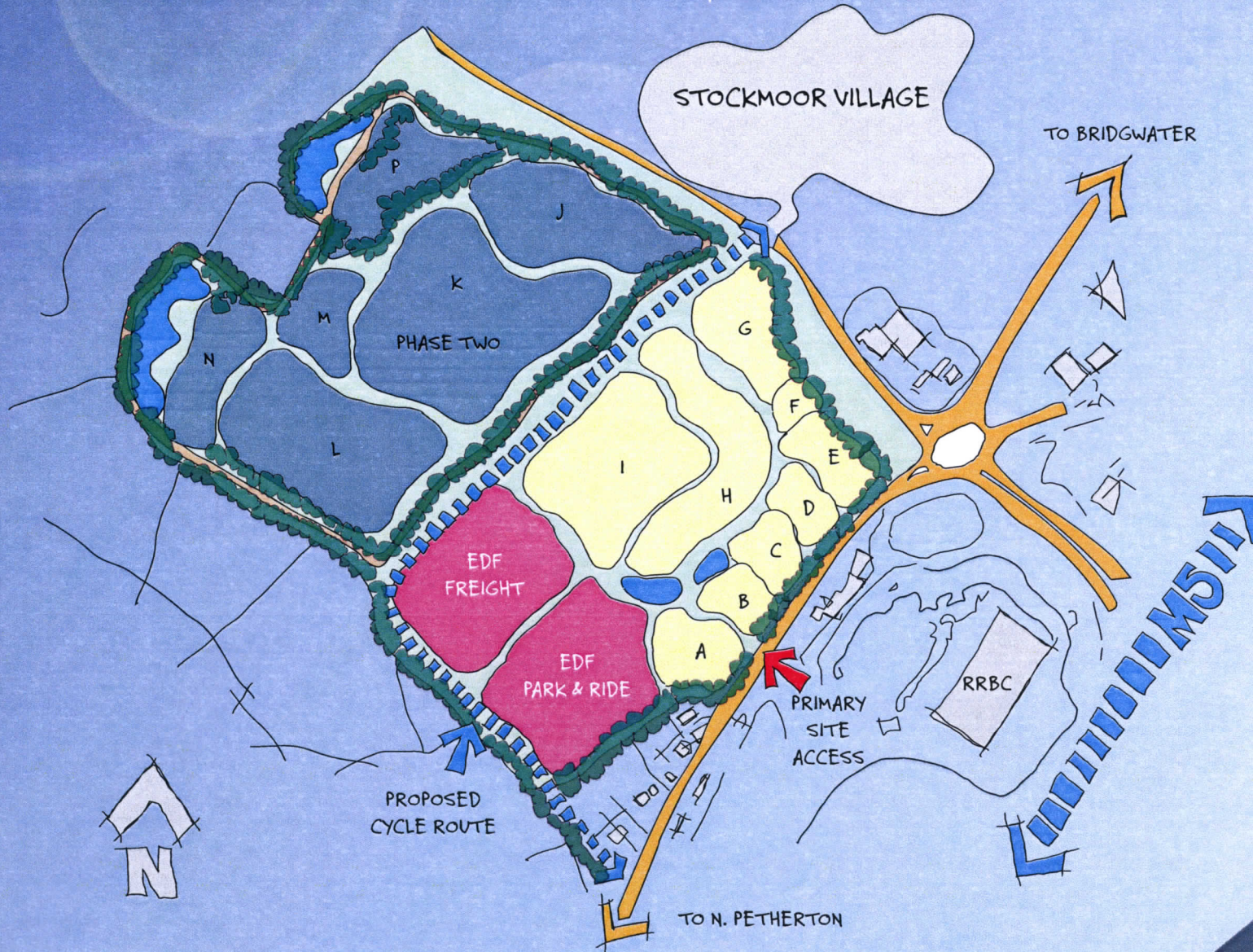
We have prepared a concept masterplan for the whole site to show what the proposals could look like. The types of uses which could be included are:

- Employment (offices, creative technology and light industry)
- Pub
- Hotel
- Nursery
- Creative Technology
- Energy Related Research and Development
- EDF park and ride
- EDF Freight consolidation
- Petrol Filling Station and convenience store
- Low Carbon Living
- Leisure
- Sports Pitches
- Open park land'

What other uses should we consider?

Phase 1 development

We are proposing to submit a planning application in relation to the land nearest to the A38 as indicated on the plan below.



Phase One

- Plot A : Compass Site
- Plot B : Petrol filling station
- Plot C : Budget Hotel
- Plot D : Public House
- Plot E : 4 Star Hotel
- Plot F : Nursery
- Plot G : Employment
- Plot H : Creative Technology
- Plot I : EDF Green Britain R&D

What do you think of the proposals?

What other comments do you have?