Local Development Framework

CORE STRATEGY

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Shaping the Future of Sedgemoor 2006-27

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Bridgwater

Development proposals in Bridgwater will be supported if they contribute to meeting all of the relevant following objectives:

- To ensure that new development is of the highest quality in terms of sustainability and design and celebrates the town’s past whilst signposting its new future;
- To contribute to the delivery of the Parrett Barrier strategic solution to flood risk in the town;
- To attract new industry and business with particular emphasis on higher skilled local jobs;
- To deliver a range of housing that meets the needs of both existing and newly forming households and inward migration;
- To deliver an integrated transport strategy with an emphasis on public transport, walking and cycling, but that also meets the needs of the motorist and delivers adequate parking provision and network improvements;
- Creating connections and linkages between the town centre, residential neighbourhoods, employment areas and retail parks;
- To promote a new green network including parks, green corridors, habitat creation and tree planting and to sustain existing environmental assets within and around the town;
- Contributing where appropriate to improving or creating vital public realm that includes active public spaces, recreational routes and safe and calm streets;
- Creation and improvement of facilities and spaces that support leisure, sport and cultural activities.

Bridgwater Vision Transformational Projects

The following transformational schemes outlined in the Bridgwater Vision and expected to be delivered in the Plan period are identified as key catalyst projects for the Core Strategy:

- Docks Renaissance/Northgate as an extension to the town centre introducing new retail, leisure and cultural offer;
- The Clink as a high profile office, residential and retail area integrated with the town centre;
- Bridgwater Riverside as a vibrant town centre quarter adjacent to the river;
- Elements of Celebration Mile;
- The Meads as an Ecological Park drawing on and enhancing its natural qualities and sustainability credentials;
- Puriton Energy Park as a significant employment area for energy related uses linked to renewable low carbon energy production;
- North East Bridgwater as a new sustainable mixed use neighbourhood for Bridgwater.

All development proposals must demonstrate how they appropriately contribute to or facilitate the delivery of the above projects where relevant. Where this cannot be demonstrated, proposals that would prejudice their future implementation will not be supported.

Housing
Proposals for housing will be supported that maximise brownfield development within the existing urban area (as defined on the 'saved' Local Plan Proposals Map) through appropriate infill and redevelopment opportunities where they meet local housing priorities, particularly the provision of family and affordable housing. A minimum of 1,700 dwellings will be delivered from brownfield sites identified on the Council's Strategic Housing Land Availability Assessment.

Therefore all proposals for housing at Bridgwater should meet the following sequential priorities:

- Firstly on brownfield sites and the strategic mixed use urban extension at North East Bridgwater
- Secondly, on the following broad locations where it can be demonstrated that a five year supply of deliverable land for housing is not available (in accordance with Policy D5: Housing) and where proposals contribute to the above objectives.
  - Land South of Durleigh Road, Bridgwater - adjacent to the existing urban area and the Meads
  - Land at Wembdon - adjacent to Wembdon development boundary and north of the A39
  - Land at South Bridgwater - in Willstock Farm area, immediately adjoining the defined settlement boundary
- Thirdly on other greenfield sites identified in the SHLAA as having 'future potential' which meet the above objectives only where it can be demonstrated that a five year supply of deliverable land for housing is not available and the above broad locations cannot be delivered within a time frame to meet the under supply.

In exceptional circumstances the early release of greenfield sites will be considered where it provides the opportunity to deliver the Bridgwater Vision transformational projects identified above.

**Housing Renewal Areas**

The Council will work with relevant partners including Homes in Sedgemoor to promote and deliver the enhancement of existing residential areas of Hamp, Newtown and Victoria, Sydenham and Eastover through appropriate environmental and social improvement. Such improvement may include: trees and landscaping, homezones, improved pedestrian priorities, new or improved community facilities, including health care, education facilities and measures to manage or reduce the fear of crime. Where development proposals for housing are promoted, these will be expected to contribute positively to the enhancement of the area.

**Employment**

All employment proposals in Bridgwater will be supported where they add higher value to the economy through the provision of local employment opportunities, the promotion of higher skilled jobs and/or allow for the expansion of appropriate existing businesses.

The Council will encourage knowledge intensive sectors including Information and Communication Technologies (ICT) related manufacturing, research and development and environmental technologies including low carbon/renewable energy.