

Placemaking Policies 5

Policy B7**Employment**

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.

Large-scale employment proposals (over 1,000m² of gross floor space) for research & development, light industry, general industrial and distribution (B1c, B1b, B2 and B8) will be supported where they meet the requirements of Policy D15: Economic Prosperity and the policy objectives above.

5.36 The Employment Land Review sets out in detail the forecasted demands for new commercial space including traditional "B" class employment as well as opportunities within the service sector and retail. In order to provide appropriate flexibility and opportunities, a range of employment allocations are identified, some have been carried forward from previous plans following re-evaluation and an additional new site is identified at Junction 24. The following sites are therefore allocated:

Land at Huntworth, east of J.24, Bridgwater (within North Petherton Parish)

5.37 This site is located to the east of Junction 24 of the M5 and comprises approximately 32 hectares of land. It consists of two sites either side of Huntworth Lane. The site enjoys excellent access onto the strategic highway network and will be suitable for a range of commercial uses including B1, B2, B8 and ancillary supporting development. The site might also be suitable for an additional motorway service area and/or hotel should there be commercial demand for further facilities.

5.38 Access will be via an upgraded section of Huntworth Lane and improvements to junction 24 are also likely to be required. Given the existing landscape quality and currently undeveloped nature of this location, the provision of appropriate green infrastructure will be essential. The relationship of commercial development to existing residential properties in Huntworth will also require sensitive consideration. Development therefore needs to be supported by an approved development and design principles document and master plan. Appendix 1 illustrates the key principles.

Policy B8**Land at Huntworth, East of J.24**

Land at Huntworth, East of J.24, Bridgwater (as defined on the Policies Map) is allocated for employment development. Development will provide (unless otherwise agreed with the Local Planning Authority):

- About 32 hectares (gross) of employment land
- An agreed mix of uses including B1, B2, B8 use classes, potential motorway service area, supporting ancillary uses including hotel, commercial centre
- Comprehensive green infrastructure

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Development will be supported by an approved development and design principles document including an infrastructure delivery plan and master plan

A Transport Impact Assessment will be required in accordance with Policy D14.

Access will be via an improved section of Huntworth Lane. Additional off-site highway works including improvements to J.24 may be required to mitigate the impact of development. The full extent of works will be agreed with Somerset County Council Highways Authority and Highways England.

The development will be expected to integrate with existing developments and the wider area through provision of public footpaths and cycle ways. This will be through a combination of new provision and enhancement of existing rights of way.

A Heritage Statement will need to be submitted to fully understand the impacts on identified designated Heritage Assets. Development will need to sustain and enhance their setting, including through landscaped buffers as appropriate.

Development proposals that would compromise the delivery of an identified strategic growth location will not be supported.

Land to the west and east of A38 Bristol Road, Bridgwater

5.39 Both sites are located adjacent to the Bristol Road A38 directly opposite each other with the A38 dual carriageway in between and bordered by the railway line to the east and River Parrett to the west. They are included within the locally adopted Bristol Road North Development and Design Principles.

5.40 The site to the west will require a new access and initial discussions indicate that a left in and left out arrangement will be suitable. The site is adjacent to one of the potential sites for the Bridgwater Barrier and therefore in accordance with Policy B15 any development that prejudices the delivery of this will not be supported. The eastern site is accessed of the existing A38 junction and comprises land to the north of the recently completed "Innovation Centre".

Policy B9

Land to the west and east of A38 Bristol Road

Land To the west and east of A38 Bristol Road, Bridgwater (as defined on the Policies Map) is allocated for employment development. Development will provide (unless otherwise agreed with the Local Planning Authority):

- 9 hectares (gross) employment land
- An agreed mix of B1, B2, B8 use classes

Development will be in accordance with the approved Bristol Road North Development and Design Principles (2015).

Access to the western site will be via a new junction onto the A38, access to the eastern site will be via the existing internal road. The full detailed requirements will be agreed with Somerset County Council Highways Authority.