

Introduction

Welcome to this consultation regarding the draft development proposals for the site in Kings Down, Bridgwater.

We are currently considering options for the development of the site and are seeking your views on the proposals set out today. Delivery of high quality homes is our priority and we are very keen to hear your views either in person or via the questionnaire.

The proposed development will achieve the following outcomes:

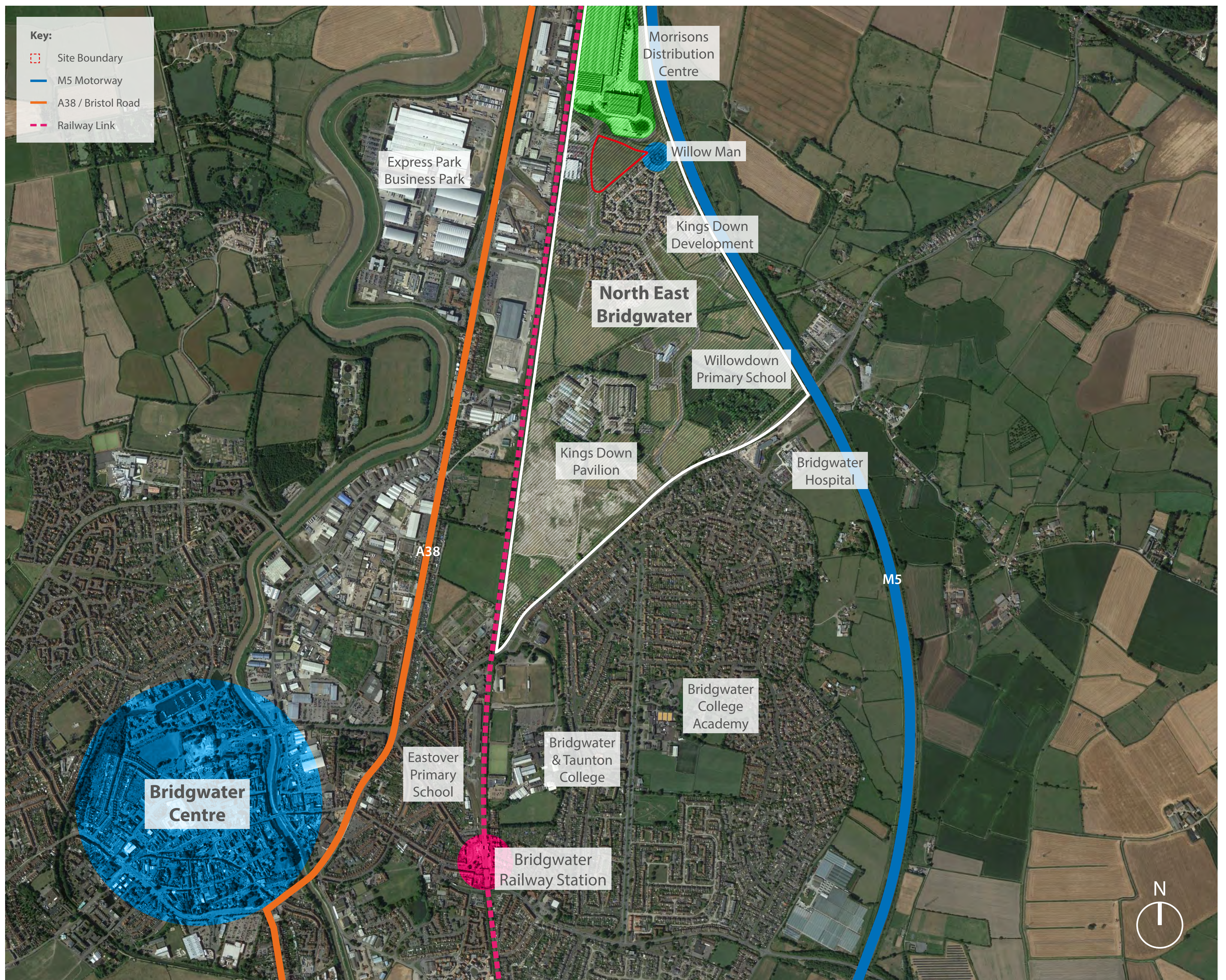
- Provision of a range of house types to meet local needs, including a high proportion of 2 bedroom homes which are in keeping with the adjacent Kings Down development
- Retention and enhancement of key landscape and ecological features, and provision of a new public green space
- Creation of a safe, attractive and low-speed environment for people to comfortably walk and cycle within the site, thus creating a permeable layout to connect to the existing facilities and public open space in the surrounding area



Homes England is a public body which brings together land, money and housing development expertise.

We have a clear remit to facilitate the delivery of sufficient new homes, where they are most needed across England, to deliver a sustained improvement in affordability. The new, expanded organisation will play a far bigger role in investing in supply and intervening in the market to help deliver 300,000 homes a year by the middle of the next decade.

Context Appraisal



- The 2Ha site is located within the North East Bridgwater regeneration and urban extension site, and is part of the redevelopment of the former Innovia Films cellophane factory site which closed in 2005.
- The site has outline planning consent for employment uses as part of the regeneration and urban extension plan, however has been purchased by Homes England as part of the Accelerated Delivery Programme and aims to deliver open market and affordable housing for the area.
- The site is in a sustainable location, close to existing employment facilities, local schools and is highly accessible from the M5 and Junction 23.
- There is existing access into the site off Kings Road which runs along the western boundary of the site and is bounded by the recent housing development to the south, adjacent to the Morrison's Regional Distribution Centre (RDC) to the north, and opposite a factory occupied by Mulberry to the west.
- There are open watercourses, 'rhynes' along the northern and south-east boundaries of the site, the site is level and there is currently a topsoil stockpile situated on the site.



Opportunities and Constraints



Access and Transport

The site will be accessed via the existing access junction that is already constructed. The site layout for the development seeks to create a safe, attractive and low-speed environment for people to comfortably walk and cycle within the scheme, thus creating a permeable layout to connect to the existing facilities in the surrounding area. Car parking will be provided in accordance with appropriate local standards, and will comprise a mix of on-plot and on-street parking.

Importantly, the proposed residential development would generate fewer weekday peak hour vehicle trips than the consented employment use for this site.

Ecology

Ecological surveys to determine the current ecological baseline have been undertaken. The rhyne network comprises the most significant feature of nature conservation value, albeit these features are located off site but adjacent to it. There are opportunities to incorporate ecological enhancement within any future development, through the incorporation of biodiverse habitats including a suitable habitat buffer to the rhyne network, hedgerows, trees and ponds and/ or features such as bat and bird boxes within the built form.

Flood Risk and Drainage

The site lies within Flood Zone 3, but along with the rest of Bridgwater, is defended from flooding by defences along the River Parrett, which lies to the west of the site. Surface water runoff from the site will be controlled to match existing present-day greenfield runoff rates. To achieve this, attenuation will be provided on-site and integrated into the proposed development masterplan. Sustainable drainage techniques will be prioritised within the proposed development as part of the overall surface water drainage strategy.

Proposed Site Layout

Concept Design

The site layout has been carefully developed with regard to the character of the surrounding area and the site constraints. The proposal creates a new pedestrian friendly street network with active frontages and a clear definition of public and private space.

The concept scheme provides approximately 80 new houses and apartments at a range of sizes to meet local need. A generous number of 2 bed homes are proposed to provide opportunities for local people to buy homes within the town.

The layout has been designed to provide good sunlight to living and garden spaces whilst providing active frontages to the public areas and open space.

Housing Mix

The scheme will provide approximately 80 dwellings, with a range of housetypes including a high proportion of 1, 2 and 3 bed homes to meet the identified local need. 30% of the dwellings within the scheme will be affordable.

Front Gardens

Small front gardens are proposed for most houses to allow residents to personalise their plots and provide a pleasant buffer to the street.

Parking

A range of parking options will be provided, including on-plot, courtyard and on street parking. 2 Spaces will be provided for all houses

Design Approach

Dwellings will reflect the existing character of Bridgwater and the recent Kings Down development. The development will use a consistent and simple palette of materials which reinforce the character of the area.

The streets are proposed to be slow speed environments which will provide a safe environment for pedestrians and cyclists and minimise vehicle speeds.

Planting will soften the streetscape where possible and provide biodiversity gains, with the possibility of providing edible landscaping and fruit trees, especially within the public open space.



Next Steps



Homes
England

Have Your Say

Thank you for taking time to attend this exhibition.

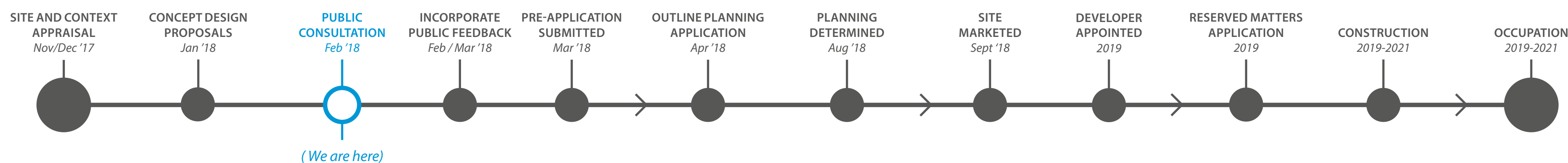
We hope you found it useful and would be grateful if you could tell us what you think about the proposed development of this site.

You can record your views by:

1. Completing one of the feedback forms and depositing it in the box before you leave.
2. Completing an online feedback form which can be found at: www.lhc.net/news

Completed forms must be returned by **Friday 9th March.**

Proposed Project Timeline



Kings Down, Bridgwater

