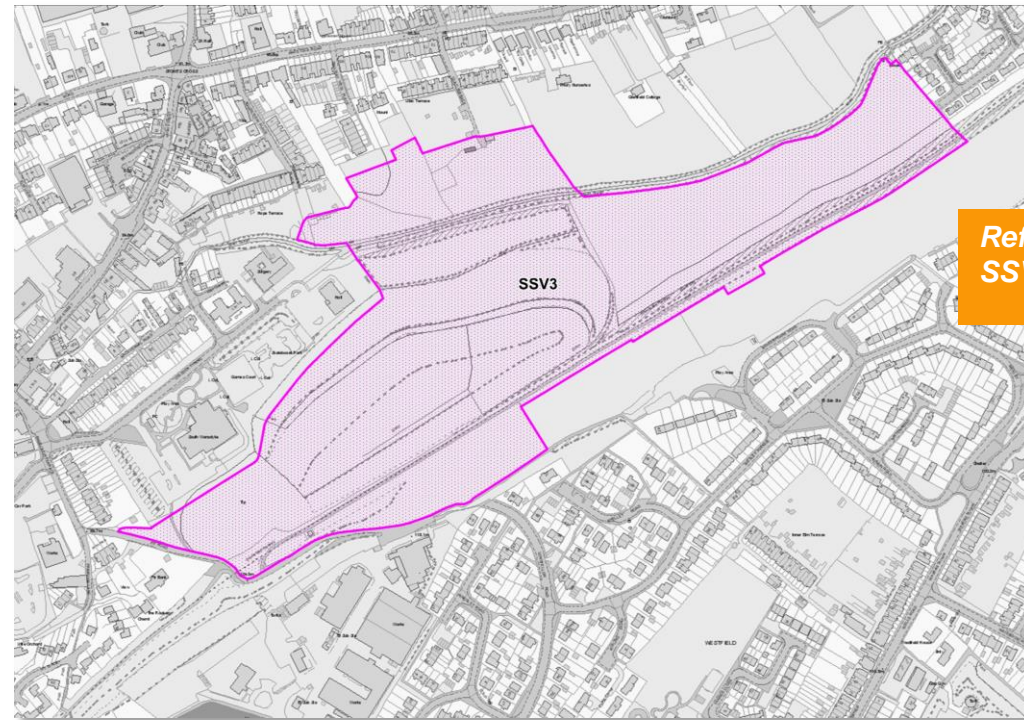


Development Sites - Midsomer Norton



Midsomer Norton Town Park SSV3

This site is predominantly open ground with a number of footpaths. Much of the site is a remnant of the coal mining era, and was a colliery spoil heap.

Planning permission was granted in June 2014 for a new Town Park of around 8.28 ha set to the south of the River Somer. An associated planning application for further land to be designated as a Town Park east of Gullock Tynning and north of the River Somer has also been granted permission.

Including land both to the north and south of the River Somer is crucial because it provides the opportunity to provide linkages between Midsomer Norton and Westfield on a north south axis.

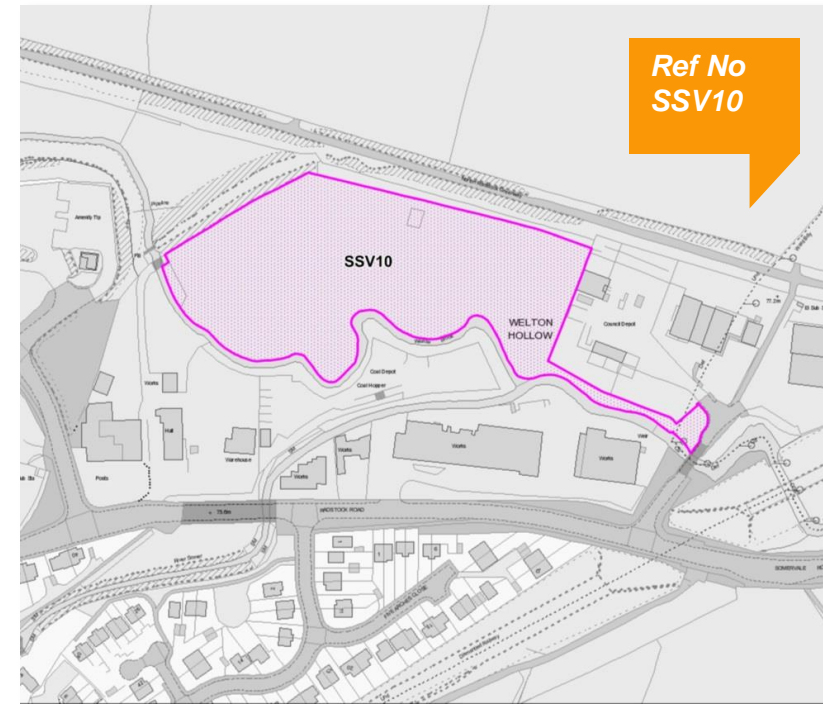
Inclusion of a pedestrian/cycle bridge will allow people to travel from Radstock Road, through the park to Westfield and encourage cyclists travelling along the existing cycle path to enter the town centre and use its facilities

The detailed design of the Town Park will evolve over time, but should utilise the landscape to fulfil its potential as an exciting and interesting destination for leisure and recreation.

Different areas could be developed for different uses such as green open spaces, steep slopes with trees, paths.

The park will be delivered incrementally over time to an overall **masterplan** as and when funding streams arise underpinned by the following key components:

- Ecology should be integral to the design of the park
- The detailed layout of the park should be informed by the trees and their quality on the site
- The detailed design should take into account residential amenity, and lighting should not encourage people to gather in the lit areas during unsociable hours



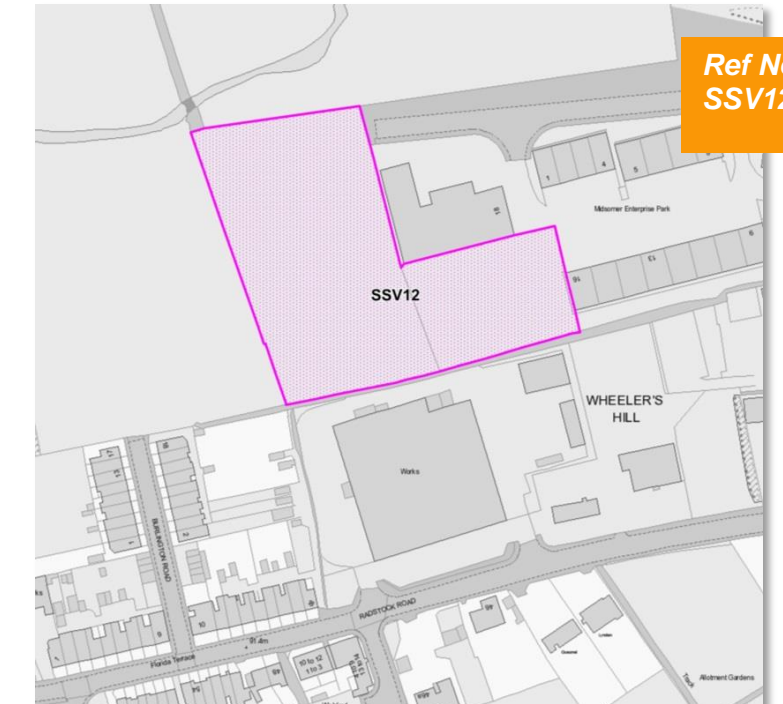
Former Sewage Works, Welton Hollow SSV10

The B&NES Local Plan allocated the former sewage works at Welton Hollow, Midsomer Norton for employment purposes, and included the site as part of the Core Employment Area. Development has not yet occurred.

The Local Plan required pedestrian and cycle links to the Norton-Radstock Greenway and to Midsomer Enterprise Park access road and/or Radstock Road; and satisfactory access from Midsomer Enterprise Park access road or Radstock Road.

Options for this site

1. Re-allocate the site in the Placemaking Plan for the same purposes and requirements
2. No longer allocate the site but retain it as part of the Core Employment Area
3. No longer allocate the site and remove from the Core Employment Area.



Land west of Midsomer Norton Enterprise Park SSV12

The B&NES Local Plan allocated land west of Midsomer Norton Enterprise Park for employment purposes, and included as part of the Core Employment Area.

Some development has taken place.

It is proposed to no longer allocate this site but continue to include it within the Core Employment Area to reflect its proposed employment use.

Development Sites - Midsomer Norton and Environs

Midsomer Norton

- SSV2 South Road Car Park
- SSV1 Central High Street including the Palladium and Brewery sites
- SSV4 Welton Bag Factory
- SSV3 Midsomer Norton Town Park
- SSV10 Former Sewage Works, Welton Hollow
- SSV12 Land West of Midsomer Norton Enterprise Park

The **Core Strategy** provides the strategic planning policy position for **Midsomer Norton Town Centre (Policy SV2)**. The centre will continue to play the role of the market town serving a wider area, with a priority to unlock key redevelopment sites, in particular to avoid the need for out of centre retail development.

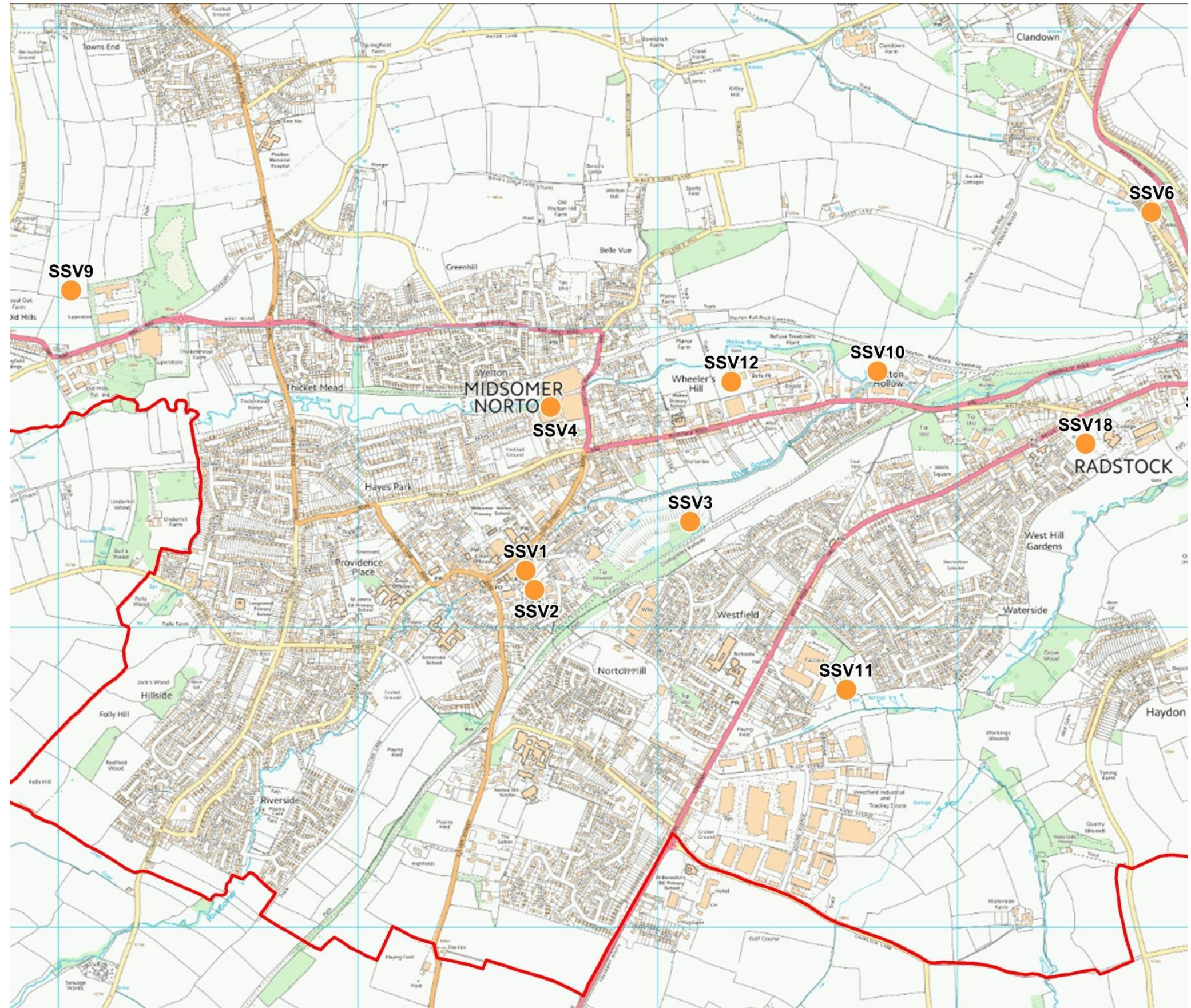
Midsomer Norton Town Council are progressing a **Neighbourhood Plan** which will become the plan for the town, and be part of the statutory Development Plan upon its adoption (see Town Council display boards).

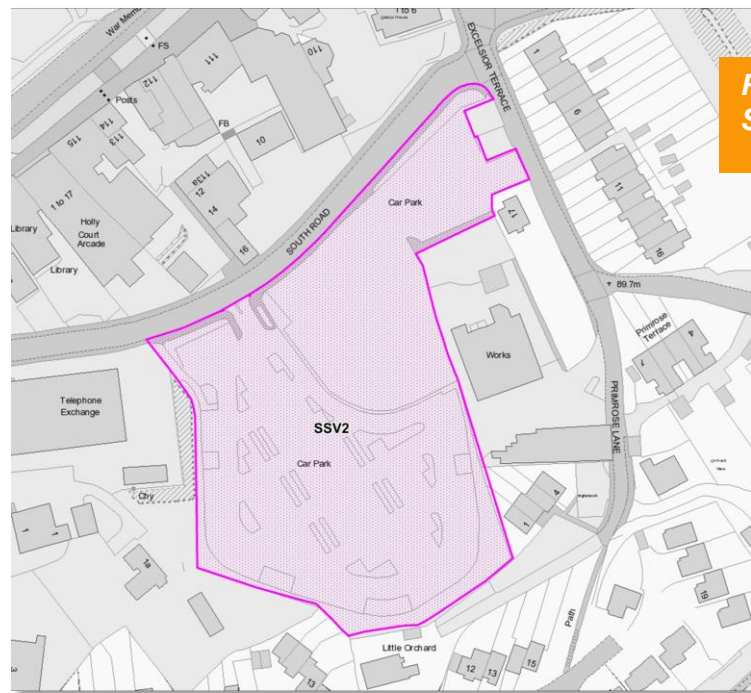
The Neighbourhood Plan will identify and allocate the key town centre sites for development within the context of and enabling delivery of the Core Strategy objectives. These include South Road Car Park and the former Welton Bibby & Baron site.

Westfield and Paulton

The overview map also indicates the location of the following sites in the parishes of Westfield and Paulton.

- SSV18 Radstock College
- SSV11 St Peter's Factory/Cobblers Way
- SSV9 Old Mills Industrial Estate





South Road Way Car Park SSV2

The South Road site is currently one of the main long stay car parking areas for the town centre. Its location reinforces the importance of this site in providing accessible public car parking to support town centre activity.

However, this car park site could also be a catalyst for wider regeneration in Midsomer Norton Town centre.

Core Strategy Policy SV2 states that a key principle for the town centre is to enable more intensive use of the South Road car park site providing an opportunity to accommodate a modern food store. Any development here should retain public car parking for the town centre.

Midsomer Norton Town Council recently commissioned a retail study which identified that a new supermarket of around 45,000 sqft is feasible on the site with parking underneath the store. The B&NES retail study currently being undertaken by GVA will also be assessing the credentials of the site to deliver a supermarket.

Redevelopment of the site should help stimulate the delivery of new retail floorspace in the High Street Core and facilitate significant public realm improvements. Key to this is the need to improve the pedestrian link from South Road car park to the High Street.

There are a number of challenges to address in delivery, including how development will:

- relate and connect with the town centre
- continue to offer convenient and accessible public car parking for the town
- will integrate with the topography of the site and neighbouring areas



Central High Street Core including Palladium and Brewery sites SSV1

Core Strategy Policy SV2 states that a key principle for the town centre is to strengthen the shopping offer in the southern end of the High Street and provide better pedestrian connections from the main car parks to the core retail area, creating a stronger frontage to South Road.

The retail core in this context is considered to be from the Palladium to the Brewery site. At present the core area is relatively weak and fails to fulfil its potential.

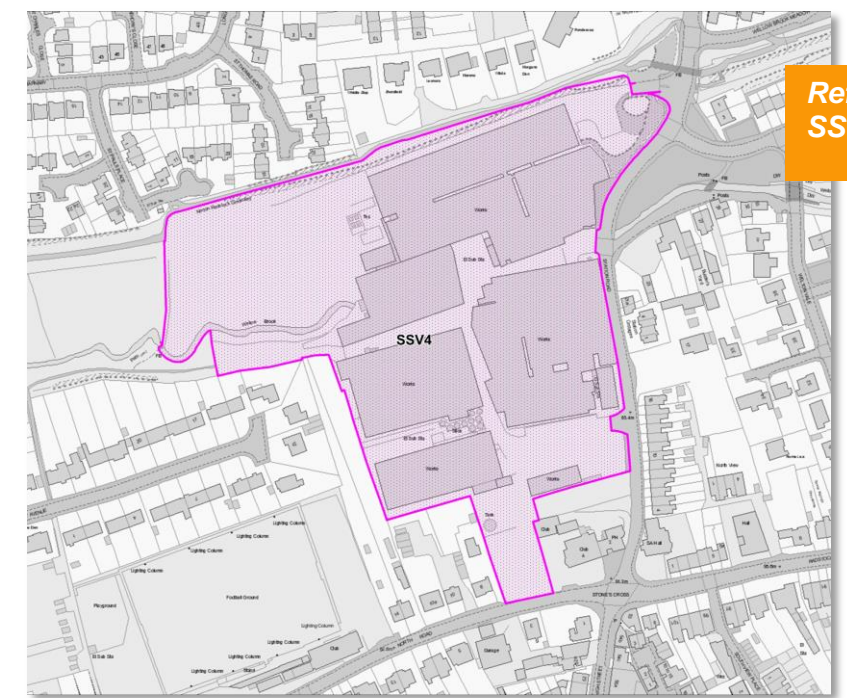
It is dominated by non-retail uses and small units of unattractive character. There are a number of prominent vacant units in a poor state of repair. The poor quality buildings detract from the town centre environment.

The Conservation Area Appraisal recognises the need for restoration of key buildings such as Palladium and former Brewery to bring them into full use and make a positive contribution to the street

Regeneration of the retail core, either as a whole or in phases, would result in an enhanced offer by providing mixed use retail and office units which have been identified by the Town Council as important requirements for the town centre

Key aims for these sites

- Retain the historic features of the Palladium and the Brewery, enhancing the Conservation Area
- Improve the public realm and establish a better balance between traffic and pedestrians to ensure that Midsomer Norton maximises the potential for retail investment and growth



Welton Bag Factory SSV4

The Welton Bibby & Baron (Welton Bag) factory located on the north eastern edge of the town centre provides a substantial redevelopment opportunity.

The factory buildings and ancillary uses occupy the majority of the 5.7ha site. The 1850s brewery buildings survive largely untouched and with most of their external architectural features intact. These present a considerable asset to incorporate into future development of the site.

The priority will be to deliver an appropriate mix of employment floorspace and housing, and to improve connections through to the High Street.

The site is not sequentially preferable to the South Road car park site in delivering new retail floorspace, due to it being an 'edge of centre' location. The issue of suitable pedestrian links between the High Street and this site also make it difficult for retail uses to function as an integral part of the town centre.

An important focus is the frontage to North Road, where an area of hard standing is divided from the valley top by a high wall. This area presents the only real opportunity to establish a more direct and attractive connection between the site and the High Street via the Stone's Cross gateway.

Incorporation of a high quality green infrastructure link along the Wellow Brook through the site will also be a key priority, linking with the attractive Welton Green community space.