

Somer Valley Enterprise Zone (SVEZ) Local Development Order (LDO)

**Bath & North East
Somerset Council**

Improving People's Lives

ENGAGEMENT

June 2022

Introduction

- The Somer Valley Enterprise Zone (SVEZ) is a proposed new area for commercial development, where the Council is aiming to create a local hub for new business and employment.
- It is located at Old Mills, a 13.5 hectare site on the western edge of Midsomer Norton.
- We are seeking comments from the local community which will help shape the scheme.



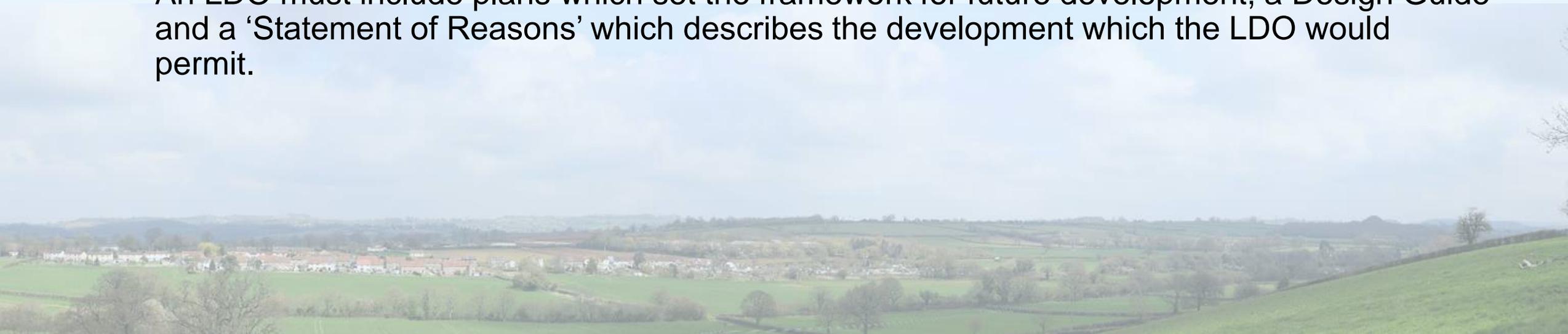
Why do we need to intervene?

- To provide **new jobs** for local people, encouraging sustainable economic growth in the Somer Valley.
- New local jobs will help to **reduce out-commuting**, lowering carbon emissions and congestion.
- Encourage business and employment growth, by providing new commercial and industrial floor space in the Somer Valley.
- The site has been allocated for employment development since 2007. The Council's intervention is needed as the development has not been brought forward by the private sector.



What is a Local Development Order (LDO)?

- It sets the planning framework for a specific area and provides permitted development rights for specified uses, to enable development to come forward sooner and with greater ease.
- LDOs are designed to be flexible, to accommodate changing market conditions.
- Development within an LDO area must align with the terms of the LDO, or it cannot proceed (unless a separate planning application is submitted).
- Once approved the streamlined planning process makes investment and development more attractive, thus encouraging new employment opportunities.
- An LDO must include plans which set the framework for future development, a Design Guide and a 'Statement of Reasons' which describes the development which the LDO would permit.



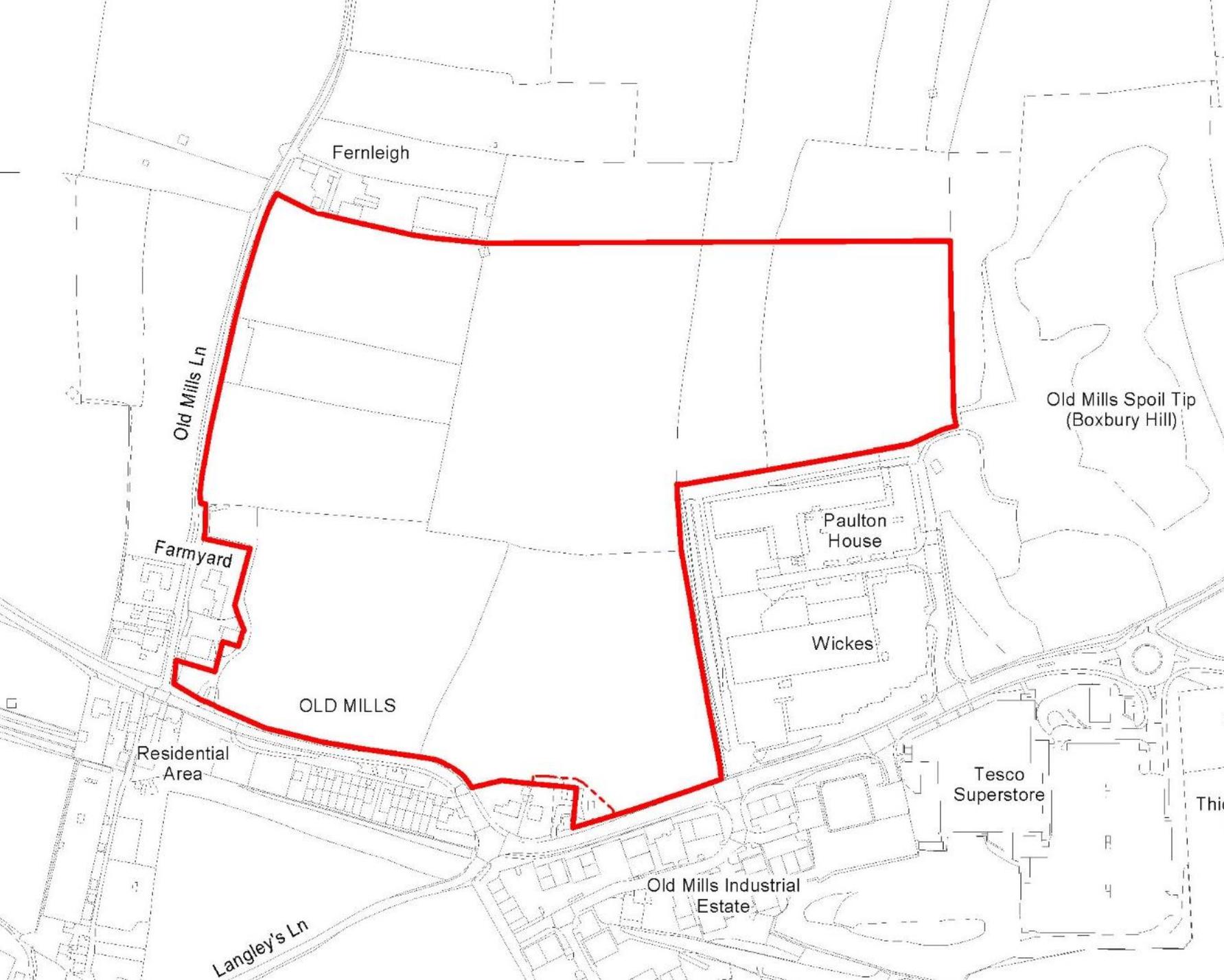
Bath & North East
Somerset Council

Improving People's Lives

SITE ANALYSIS &
MASTERPLAN DESIGN

The Site

- The Redline opposite covers the LDO planning application boundary
- 13.5 ha / 33.35 acres



Concept Plan

- Existing structural landscape retained and integrated into a 'park within a park'



Concept Plan

- New focal entrance from Spine Road
- Overhead low voltage cables rediverted along footpath of new road



Concept Plan

- New structural landscaping to the perimeter of the site



Concept Plan

- Proposed public realm fully integrated into landscape proposal



Concept Plan

- A fully integrated network of new pedestrian / cycle routes follows the new 'Woodland/Parkland setting' providing connections with the wider landscape and established public rights of way around the site.
- Access and circulation routes to be tree-lined to reinforce a new 'street character', helping to screen the visual impact of new development and contribute towards an attractive setting for new employment.



Uses

- Industrial uses to rear of site
- Office and Hotel/ Pub to front of site
- Structural landscape separation between front and rear of site

P1 - Pub (Sui Generis)

P2 - Hotel (C1)

P3 – Trade Counter Distribution (B8)

P4 – Food and Beverage (E b-on premises consumption or Sui Generis-off premises consumption)

P5 - Office (E g)

P6 - Flexible Work Space (E g)

P7 - Industrial (B2)

P8 - Flexible Work Space (E g) / Industrial (B2)

P9 – Industrial (B2)

P10 - Storage and Distribution (B8)

P11 - Industrial (B2)

P12 – Depot (Sui Generis)



Illustrative Masterplan

- A new site access point from the A362 to establish a clear site entrance, sympathetic in scale, approach and treatment to the rural setting and residential cottages opposite.
- Serviced employment plots arranged to integrate with the site and surrounding landscape all accessed from a new roundabout and internal route.
- Pedestrian footways and Cycle ways alongside the main routes provide connections to the development parcels and help encourage pedestrian/Cycle connections to and from the surrounding area.



Floor areas

Use type	Total sq ft (GIA)	
Total Industrial/storage & distribution (B2, B8 + Depot SG)	206,596	56%
Total commercial/ business (E g)	113,032	31%
Total Depot	7,750	2%
Total Hotel (C1)	29,773	8%
Total Food & Beverage Eb/SG	10,764	3%



Building Heights

- Taller buildings are located away from existing residences, and major frontages
- A Landscape Visual Impact Assessment has commenced and is informing the potential heights and massing of buildings within plot areas.
- Further investigation will be required to inform building massing and materiality.

KEY: BUILDING HEIGHTS

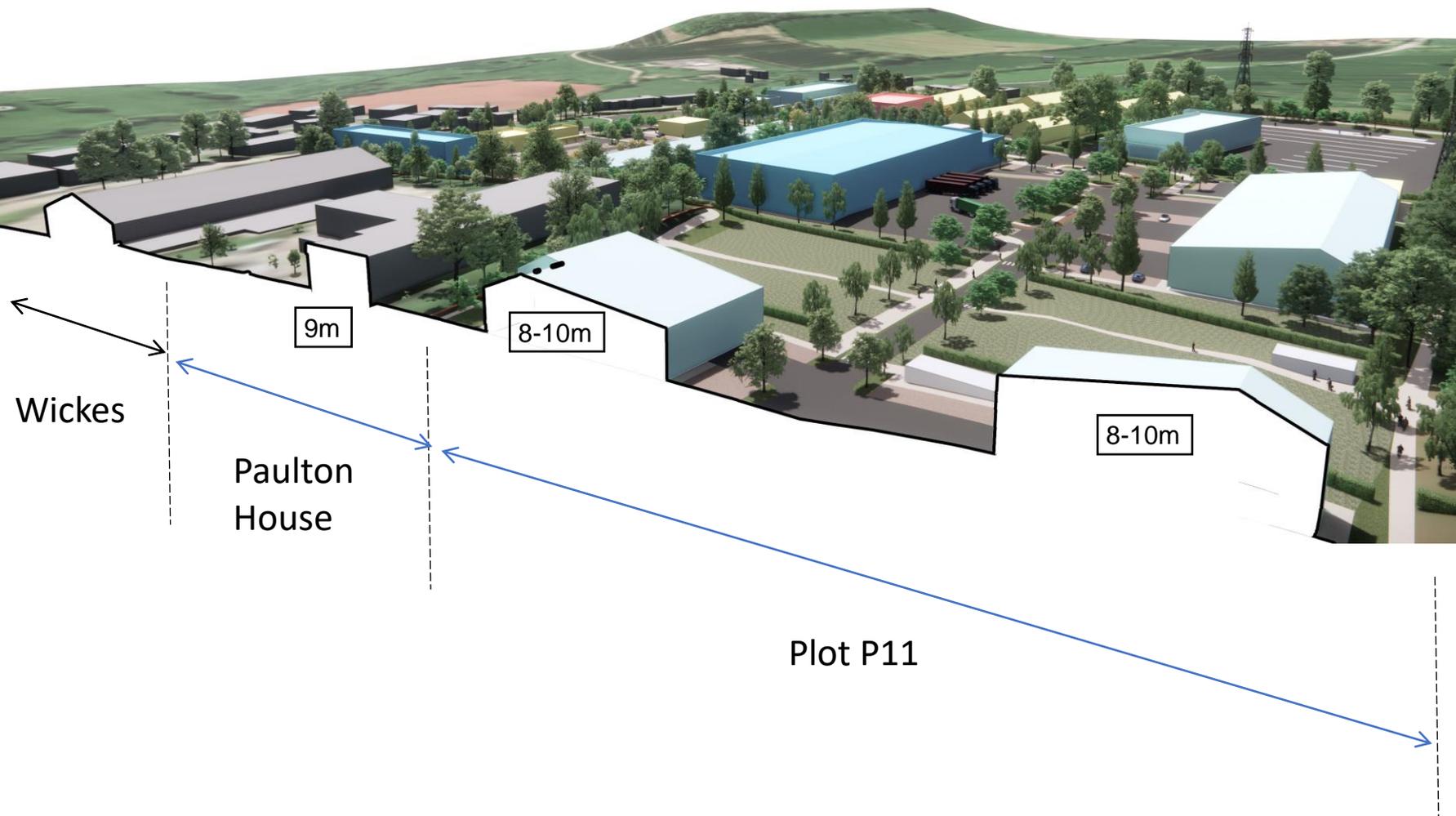
	Site Boundary
	Up to 6-8m
	Up to 8-10m
	Up to 10-12m
	Up to 12-14m
	Storey Numbers

All building heights to eaves level only.
Expect 3-4m ridge level depending on
roof profile.



Site Section

- Proposed industrial buildings are located away from existing residences, and relate positively with existing adjoining offices and industrial buildings.
- A Landscape Visual Impact Assessment has commenced and is informing the potential heights and massing of buildings within plot areas.
- Perimeter Structural landscape screen heights where required.



Bath & North East
Somerset Council

Improving People's Lives

TRANSPORT STRATEGY

Transport Planning Summary

We are preparing a comprehensive transport assessment which will consider the impacts of the development at key locations.

We have collected traffic data for the study area, both before the COVID19 pandemic and also in November 2021.

We have engaged with stakeholders such as B&NES and Somerset CC Highways Authorities, First Bus, Design West and West of England Combined Authority

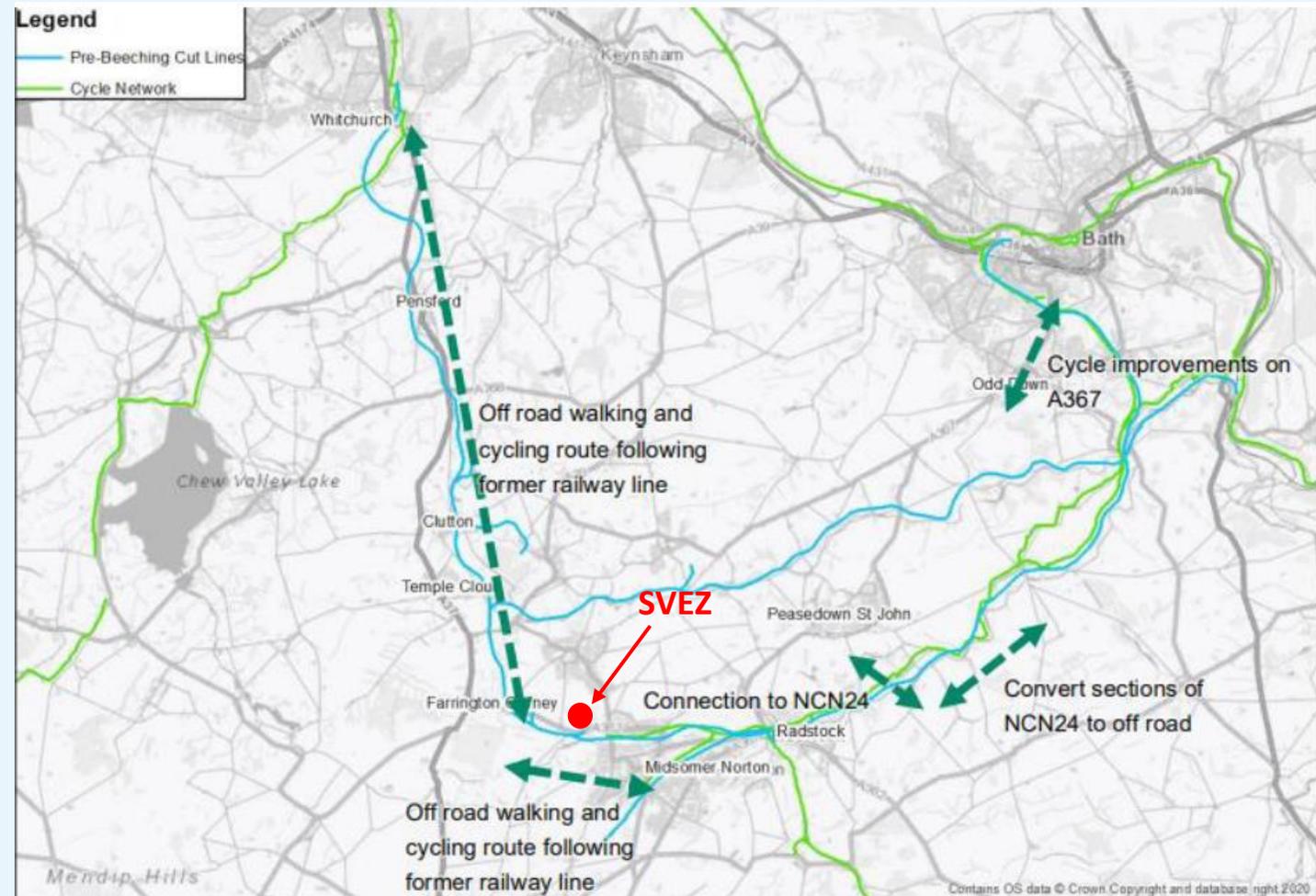
Modes of Transport	Issue
	We need to encourage access by sustainable modes
	The existing bus facilities are poor and out of date
	It can be hard to cross the A362 near the site
	The A362 is a busy road, with inconsistent speed limits and lots of bends
	Traffic Congestion

Transport Improvements

Modes of Transport	Issue	Potential Improvement
	We need to encourage access by sustainable modes	<p>Prepare a Travel Plan for employees and visitors, encouraging sustainable modes</p> <p>New walking and cycling connections to Norton Radstock Greenway</p> <p>Provide significant volumes of Electric Charging spaces (20%) for staff and visitors so we are ready for the future trend of increased EV ownership</p>
	The existing bus facilities are poor and out of date	Provide improved bus waiting areas and bus stops on the A362
	It can be hard to cross the A362 near the site	Introduce two safe crossing points near to the site
	The A362 is a busy road, with inconsistent speed limits and lots of bends	<p>Review the speed limit within Farrington Gurney</p> <p>Widen the road at 'Sunnyside' so that vehicles can pass each other safely</p> <p>Remove the bends in the road near to the site, while providing safe access to the development</p>
	Traffic Congestion	Examine the need for potential junction improvements at Thicket Mead Roundabout and the A37 / A362 signalised junction

CRSTS A37/A367 Improvement Project

- Provision of a walking and cycling link between SVEZ and Farrington Gurney remains a Council aspiration. Bus services would be improved throughout the study area.
- City Region Sustainable Transport Settlement (CRSTS) project run by WECA seeks to encourage active travel along the A37/A367 corridor.
- Close team working between SVEZ and CRSTS project teams.
- One of the options being considered is an extension of the Norton-Radstock Greenway to Farrington Gurney. If pursued this would provide active travel linkages between SVEZ and Farrington Gurney.



Transport Modelling

We have previously undertaken traffic assessments which has indicated existing issues at a number of locations in Midsomer Norton and Radstock. Following advice from the Highways Authority, we are now undertaking a much more detailed assessment.

We are using a tool called 'VISSIM' which models the movement of vehicles on the transport network and will assess the impact of SVEZ. This will ensure that the right measures are brought forward in the right locations. The below image shows the study area of this.



**Bath & North East
Somerset Council**

Improving People's Lives

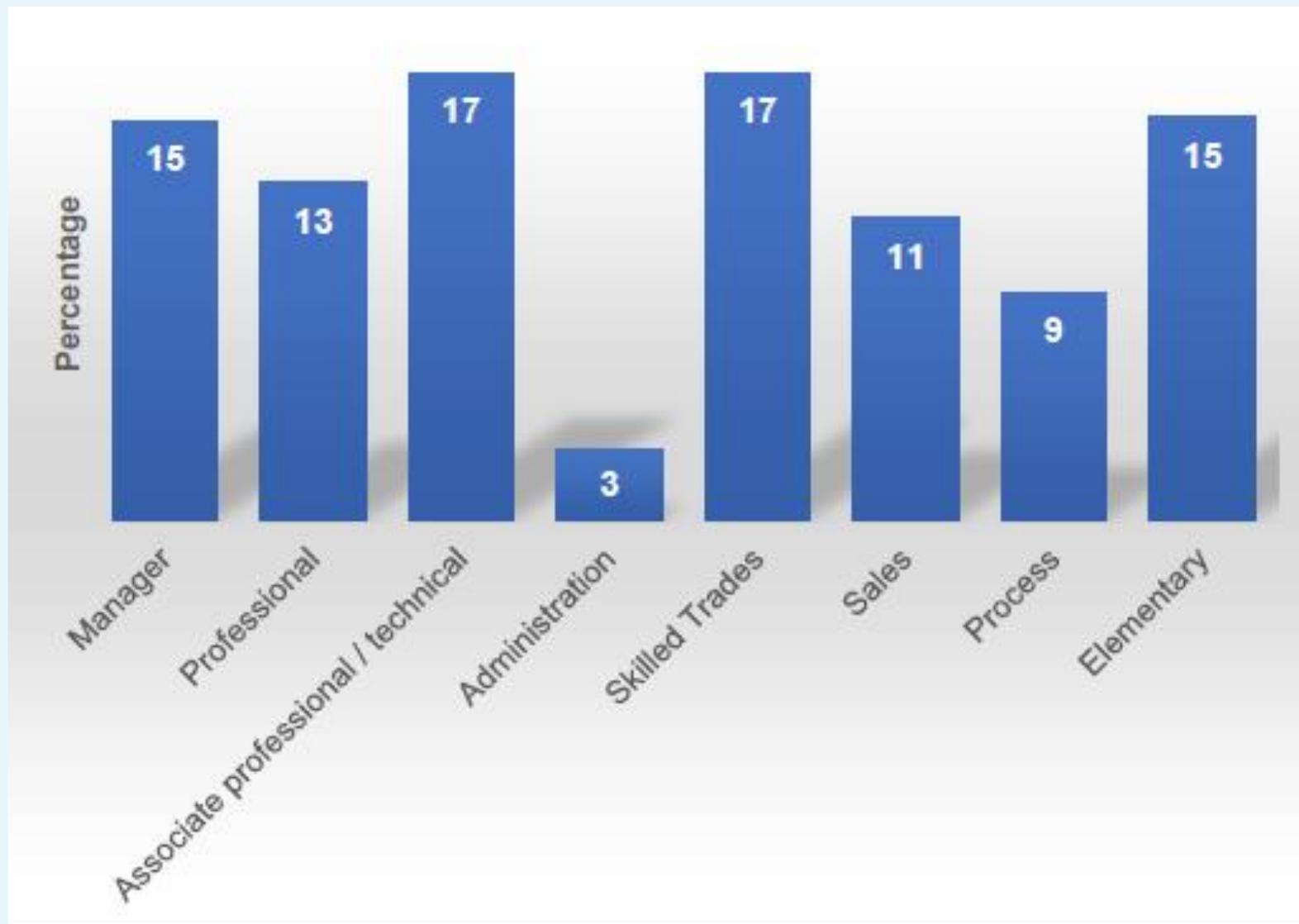
BENEFITS



Benefits

The granting of an LDO will bring with it an array of benefits:

- Enables growth by **positively and proactively shaping sustainable development**
- The creation of **1,300 new jobs for local people and around 40,000 square metres of commercial floorspace**
- Provides **flexibility to ensure that necessary, viable development comes forward** now and in the future
- Promptly bring forward **regeneration and avoid development delays**
- Encourages a **connected network for walking and cycling**
- Quality **public space**
- A **balanced car parking approach**, catering to the uses on site whilst also enhancing sustainable transport options
- Efficient, sustainable, **low energy buildings**
- Enhanced and maintained existing **green areas and wildlife corridors** to increase biodiversity across the site and additional tree/shrub planting
- **Characterful architecture** that is suitable for the character of the area and topography
- Supplementary uses to create a **vibrant, viable, active site**
- **Reduces the pressure on resources** for both LPAs and applicants.



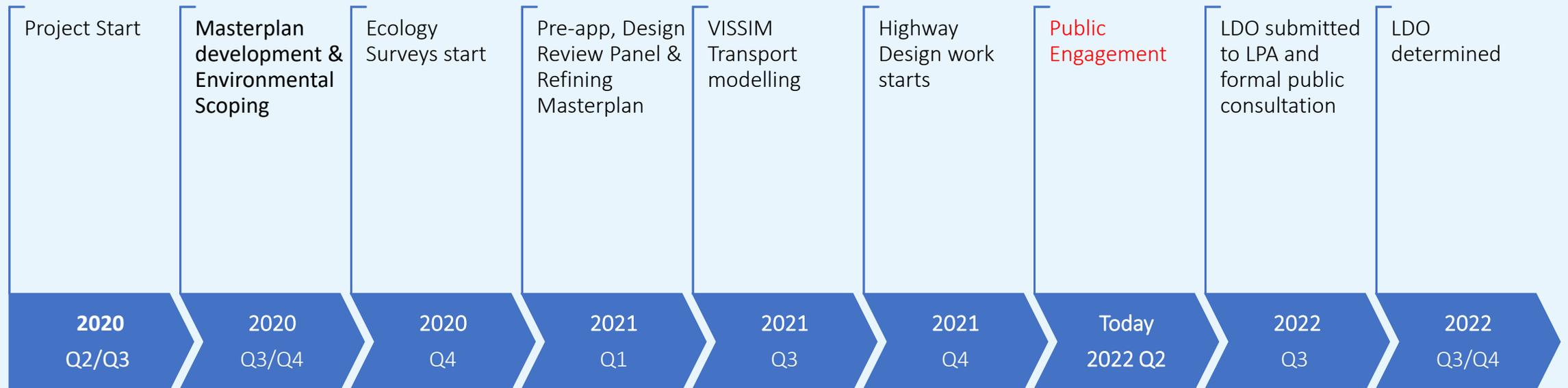
Skills at SVEZ

Skill level	%
Higher skills (NVQ 4+)	28
Moderate qualification requirement	48
Lower skills (NVQ 2)	9
Limited skills	15

Skills at SVEZ

- Somer Valley has strengths in growing sectors of specialist construction, construction and food manufacturing.
- Limited risk of attracting low density, low skilled warehousing in the Somer Valley.
- Where warehousing and distribution does take place, it is likely to be in support of existing industry and the local economy as a whole.

Timeline



Have your say

- We want to hear from people who have businesses in the Somer Valley, or that live near the Somer Valley Enterprise Zone
- We want to find out your views on our proposal, to understand what you feel is positive and what may need to be altered.
- Your feedback will inform the final design of the scheme.
- You can find more information about the scheme, and provide feedback via our online survey here: www.bathnes.gov.uk/somervalleyenterprisezone
- Presentation boards and paper copies of the survey are available at Midsomer Norton Library on 20th May, and Radstock Library on 24th May. Information is also available from Paulton Library from 20th May.
- The survey will run from 19th May to 30th June 2022
- If you have any queries or questions about this public engagement, or would like to request paper copies of the information on our website, please contact us via

Email: ConsultationEvents.southwest@eu.jll.com

Phone: 0117 927 6691