weston-super-mare
Gateway Area Master Plan

Final Draft - January 2009

cdnplanning
North Somerset Council
A detailed master plan for Weston-super-Mare’s gateway area of the town centre has been prepared for what will become part of the Weston Town Centre Area Action Plan.

A detailed analysis of the six gateway area sites has been undertaken to inform how future development might reshape this vital area of the town centre which is often the first impression given to visitors to Weston-super-Mare.

The main issue with this area is the lack of connectivity between the gateway area and the town centre which are easy walking distance from each other, but barriers to pedestrian movement such as large development blocks and the loop railway line prevent pedestrians moving directly towards their destinations and having to take difficult and confusing routes.

Car dominated roads with two lanes of traffic dominate the gateway area resulting in an inhospitable environment for pedestrians and cyclists further reducing connectivity between the gateway area and town centre.

The key sites which have been assessed as part of the master plan exercise are:

- Food Store (Tesco)
- Locking Road Car Park
- Land in front of the station
- Sunnyside Road Site
- Rugby Club
- Gas Works

*Note: Initially the Car Sales Site off the Drove Road Roundabout was considered for inclusion within the gateway masterplan area. It was however determined that comprehensive redevelopment of the site would be unlikely in the medium to long-term and was therefore excluded from the study.*

A series of plans have been produced to illustrated the master plan concept:

- Plan 1 - Constraints and Opportunities
- Plan 2 - Master Plan Concept and Overview
- Plan 3 - Movement Strategy
- Plan 4 - Building Heights
- Plan 5 - Active Frontages

The table below summaries the various uses on each site, including maximum capacity for employment use, residential development, retail development and approximate maximum car parking requirement.

<table>
<thead>
<tr>
<th>Site</th>
<th>Employment (approximate)</th>
<th>Residential (approximate)</th>
<th>Retail</th>
<th>Maximum Car Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Store</td>
<td>14-19,000 sq m</td>
<td>200-300 units</td>
<td>15,000 sq m</td>
<td>650-800</td>
</tr>
<tr>
<td>Locking Road</td>
<td>13-16,500 sq m</td>
<td>80-100 units</td>
<td>-</td>
<td>215-300</td>
</tr>
<tr>
<td>Train Station</td>
<td>9-11,500 sq m</td>
<td>100-125 units</td>
<td>-</td>
<td>80-160</td>
</tr>
<tr>
<td>Sunnyside Road</td>
<td>13-17,000 sq m</td>
<td>50-60 units</td>
<td>-</td>
<td>200-275</td>
</tr>
<tr>
<td>Rugby Club</td>
<td>14-19,500 sq m</td>
<td>80-110 units</td>
<td>-</td>
<td>315-385</td>
</tr>
<tr>
<td>Gas Works</td>
<td>15-19,000 sq m</td>
<td>500-650 units</td>
<td>-</td>
<td>440-540</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>79-103,000 sq m</strong></td>
<td><strong>1010-1345 units</strong></td>
<td><strong>15,000 sq m</strong></td>
<td><strong>1900-2460</strong></td>
</tr>
</tbody>
</table>

Note: The above square metreage figures for employment uses was calculated based on the potential footprint of each development block multiplied by the number of proposed floors.
Proposals brought forward for the six sites within the Weston Gateway Master Plan should reflect the principles set out below. These principles are based on standards that developments are now, or will in the future, be assessed against. The Buildings for Life standards are made up of 20 criteria that make up the vision of a number of parties, including CABE and the House Builders Federations on how not only housing development, but also other developments should be designed. The criteria covering several aspects of design should facilitate developments that are not only functional but also attractive and sustainable.

The gateway area is important in providing an attractive entrance to the main town centre. It is vital therefore that the six sites identified within the gateway area are developed based on one clear design code, enabling a cohesive approach that can provide Weston-super-Mare with a gateway to be proud of.

The code is based on four separate aspects of development with 20 criteria for consideration:

**Character**
1. The scheme should feel like a place with a distinctive character
2. Buildings will exhibit architectural quality
3. Streets must be defined by a well-structured building layout
4. The buildings and layout within the scheme make it easy to find your way around
5. The scheme exploits existing buildings, landscape or topography

**Movement - Roads, parking and pedestrianisation**
6. Building layouts should take priority over roads and car parking, so that highways do not dominate
7. Streets must be pedestrian, cycle and vehicle friendly
8. Car parking must be well integrated and situated so it supports the street scene
9. The scheme integrates with existing roads, paths and surrounding development.

**Design and Construction**
10. The design should be specific to the scheme
11. Public spaces must be well designed and have suitable management arrangements in place
12. Buildings or spaces should outperform statutory minima, such as Building Regulations
13. The scheme should make use of advances in construction or technology that enhances its performance, quality and attractiveness
14. Internal spaces and layout should allow for adaptation, conversion and extension
15. Are public spaces and pedestrian routes overlooked and do they fell safe?

**Environment and Community**
16. The development will have easy access to public transport
17. The development should have features that reduce its environmental impact
18. The scheme will include a tenure mix that reflects the needs of the local community
19. The development should provide an accommodation mix reflecting the needs and aspirations of the local community
20. The development will provide (or be close to) community facilities, such as a school, parks, play areas, shops, pubs or cafés

The above should be reflected in various ways, including:

- Site and context analysis: Public realm / open space
- Overall concept: Streetscape
- Views, both overall and within the scheme: Movement and Connections
- Townscape and legibility: Parking Management Strategy
- Building design, arrangement, and use: Schedule of Housing Types
- Landscaping: Schedule of public transport availability, distance from scheme and frequencies
- Layouts (including context): Environmental Impact
- Scale and massing: Sustainability Strategy

It is a requirement of this master plan that developments within the six sites are brought forward with these aspects fully considered and evident in their designs. A further requirement of the master plan is that each design must meet a minimum of 16 of the 20 criteria. The principles set out within this section of the master plan are based on the four themes set out above and are specifically related to Weston Gateway area itself and the development of the individual sites.
CHARACTER

The Gateway master plan area itself is a series of sites which are derelict, underused or have little or no role in creating a distinctive character to this part of Weston. These sites have the potential to provide Weston-super-Mare with a commercial office core mixed with a level of residential and retail development which also provides a sense of arrival to the town centre.

The gateway master plan area must reflect the context within which it sits. New development must respond to existing buildings and the historical evolution of the town centre. The enhancement of historic environments and local landmarks can provide a strong sense of identity, attracting residents and investors.

Layouts within the gateway area should be characterised by a framework of interconnected routes - pedestrian, cycle and vehicular - that define office blocks and blocks of housing, open spaces and other uses, which are of importance on the Sunnyside Road, Rugby Club and Gas Work sites. Great care should be given to the landscape/pedestrian route connecting the Gas Works site through to Alexandra Parade at the northern side of Tesco. This is a key route that connects several master plan sites.

Routes within the master plan area should provide natural surveillance of spaces and roads to increase safety in accordance with Secure By Design principles. Developments will have clear, interesting and welcoming network of streets, courtyards, and pedestrian routes. The network must link to existing routes and developments.

The creation of landmarks and focal points, views, clear routes, gateways to particular areas, lighting, works of art and signs will improve legibility and navigation within the master plan area. Corner buildings especially at either end of Hildesheim Bridge should act as useful reference points in helping people find places and therefore the design of such buildings must be treated with particular care. Sectional drawings for each development should be produced to identify the change of scale and heights at key points in the layout, such as junctions or public spaces.

Principles

Developments will:
- respond to context, specifically the old Victorian grain of the town centre and surrounding residential areas, existing features such as Hildesheim Bridge, and general architectural character/features of the town centre.
- create a strong and positive sense of place with its own distinct identity which reflects the historic built form, grain and layout of Weston-super-Mare.
- respond positively to the spaces and other surrounding buildings, taking particular note of examples around Weston-super-Mare such as Ellenborough Park and Victoria Square which successfully enclose the spaces they front while still providing active frontages and rhythm to the street scene.
- be fit for purpose where, for example, the layout of internal and external spaces respond to the needs of users, encouraging activity both internally and externally.
- give due care to the durability of chosen materials and detailing, taking note of local vernacular traditions.
- be pleasing on the eye where the combination of proportions, materials, colour and detail successfully relate to each other.
- be adaptable to the changing needs of the users of the site and the town centre, in time there may be a demand for other uses within the gateway areas, therefore buildings should be designed with this in mind.
- create a coherent and connected street pattern linking the various master plan site areas, also the wider context such as the town centre, residential areas and the secondary school.
- establish clear distinctions between public and private spaces, especially where residential uses are mixed with commercial and office on sites such as the Rugby Club, Gas Works and Locking Road.
- use gateways and landmarks such as the clock tower on the Town Hall, Emmanuel Church Tower to the rear of the Town Hall and the College building within the town centre itself to aid way-finding, particularly at the Grove Road and Station Road roundabouts.
- encourage walking by making pedestrian routes clear, convenient, safe and attractive - the creation of a network of pedestrian routes linked by public spaces through the master plan area will facilitate this.
- frame streets and public spaces with active building frontages - as evident through the creation of the public space on the Gas Works site and other public spaces.
- use scale and massing to signal important spaces and intersections, for example, along the Hildesheim Bridge and the various spaces within the Gas works and Rugby Club where a number of different spaces exist and require different treatments.
- draw on the landscape strategy to help integrate the scheme with the surrounding context.
- successfully integrate existing buildings or features into the proposals - for example, retaining the form of the skeletal structure of the gas works.

MOVEMENT – ROADS, PARKING AND PEDESTRIANISATION

At present the gateway area is dominated by highways, most significant of which is Hildesheim Bridge. The master plan aims to reduce the impact of the roads and deflect the user's attention onto attractive buildings and spaces. Although the existing highway network dominated by roundabouts is unlikely to change, the opportunity exists to turn these roads into spaces which deliver attractive and comfortable places for all users – pedestrians, cyclists and drivers. Significant importance should be given to guidance within Manual for Streets, in terms of road layouts and street clutter.

Buildings of an appropriate size, proportion, shape and layout will help to create well-defined streets and spaces within the gateway area that are attractive, user-friendly, relate well to the existing context and results in improvements to the built environment and the quality of life. This is particularly important along the bridge, Marchfields Way, Sunnyside Road and Drove Road.

Routes will be created that allow pedestrians and cyclists safe, direct, accessible and barrier-free routes. Direct connections and crossings that are convenient and accessible to the elderly/disabled will create better streetscapes within the gateway area. This is particularly important along the key pedestrian linkage between Alexandra Parade and the Gas Works, which is also an important desire line through the area connecting several sites across a number of busy roads. Where possible, low-speed environments should be created where, for example, pedestrian, vehicular and cycle routes are not segregated, especially on the Gas Works, Rugby Club and possibly Sunnyside Road and Locking Road sites.

Consideration will be given to the provision of car parking and how best to integrate this with the street scene so that it is not dominated by cars. An assessment of the likely patterns of car use should be undertaken as well as the possibility of alternative options for parking especially with the loss of the Locking Road car park. Within residential areas, on-street car parking can act as a traffic-calming measure, however the development should not be dominated by car parking. Within employment areas and higher-density development particularly Sunnyside Road and Locking Road sites, on-street parking should be minimized and combined with parking below buildings. Developments must avoid large areas of unsupervised parking courtyards and where courtyards are used they must be overlooked.

Principles

Developments will:
- connect to the existing road network and public transport infrastructure especially the train station and the envisaged bus interchange.
- respect key site connections and desire lines to the town centre, existing housing areas and the secondary school, especially the landscape route through the sites.
- treat highways as streets rather than roads, for the use of all modes of movement, see guidance within Manual for Streets
- provide a high quality street environment on all six sites, incorporating appropriate levels of parking
- facilitate people to walk, cycle or push a buggy to where they need to go through priority areas.
- be based on a clear hierarchy of streets, accommodating pedestrians, cycle and vehicle movement where the needs of pedestrians, cyclists and drivers are successfully balanced, this is significantly important on the Gas Works and Rugby Club sites.
- create a layout which helps reduce traffic speeds.
- reducing clutter as set out in the Civic Pride document. Reference should also be made to Manual for Streets as to what level of signage is required.
- integrate car parking into the overall layout and design of each individual site and the master plan area as a whole
- provide a variety of parking options including, for example, on-street, undercroft, and courtyards
- provide a pleasant and safe environment even within parking areas
- include a strategy for managing car parking following development of the sites but also during development to ensure the maximum amount of public car parking is available at any one time.
- promote natural and informal surveillance of streets, public open spaces and courtyard areas during day and night
- frame and enclose streets and pedestrian routes with active building frontages
- provide adequate lighting to enhance safety
- be free of dangerous blind spots or dark corners which feel unsafe
- conform to Secure by Design criteria or Safer Places guidance

**DESIGN AND CONSTRUCTION**

Proposals within the gateway master plan area must respond to the local context and create developments that relate to existing neighborhoods, buildings, and landscapes. Any new development within the gateway area should promote or reinforce the local distinctiveness of Weston-super-Mare whilst also fostering a new sense of identity and character. Development proposals should provide value and create successful places within the master plan area with character, variety and identity and make best use of land providing efficient and attractive places to live and work.

The spaces around buildings within the gateway area are as important as the buildings themselves. Development should provide a range of public open space - including children's play areas, areas for reflection and learning and meeting places, etc. This variety should be particularly evident on sites such as the Gas Works, Rugby Club and Sunnyside Road where multiple spaces are located and a mix of uses is found. The consideration of public spaces should be given equal weight as the design of the buildings that will define these spaces. New development should avoid undefined areas with no specific use and spaces should be lively, pleasant to use and create a sense of place. The area outside the new Tesco store will have a vital role in this. It is an important through route but also intended as a stopping place. In future it may also be used for events. Therefore how it is treated and enclosed should be looked at carefully. To ensure the long-term vitality of these spaces, a maintenance plan must be in place.

Principles found within Secure By Design should be high on the priority list to promote spaces which are safe and reduce the fear of crime, which will then lead to more activity on the street and subsequently more successful development. Principles set out below are specific to the masterplan area but are based on those found in Secure By Design.

**Principles**

Development should:
- represent an individual response to the specific site, giving each site it's own.
- distinctiveness but still providing cohesiveness between the six sites as a whole.
- relate well to the character of the local landscape and buildings.
- avoid excessive or inappropriate use of standard building types particularly within residential areas and provide instead a variety in the built form, picking up on local vernacular.
- provide high quality external spaces that will be well used, giving consideration to the best location, access and planned uses for such public space within the residential areas, in particular the Gas Works and Rugby Club sites, properties should be provided with front amenity spaces which help to bring owners out to the street and promote activity and community cohesion. This in turn will instill a sense of ownership which further reduces the fear of crime.
- create open spaces that are shaped and defined by surrounding buildings, promoting natural and informal surveillance of streets, public open spaces and courtyard areas.
- give consideration to the durability of chosen materials and detailing
- provide adequate lighting.
- include a viable strategy for the management and maintenance of the public realm.
COMMUNITY AND PUBLIC TRANSPORT

A major public transport node exists within the gateway master plan area through the main railway station for Weston-super-Mare. This node should be enhanced through additional services and linkages between train and bus routes. Reducing the number of car journeys and making the gateway area more accessible to a variety of groups will be a key objective in the transformation of this area. Pedestrian and cycle linkages to the railway station should be enhanced providing safe access to these facilities.

The gateway area provides access to a range of community facilities, including schools, parks, play areas outside of the Town Centre and shops, pubs, and cafes within the town centre itself. To ensure successful residential areas, access to a range of services and facilities and access to employment opportunities will be facilitated. This is reinforced through the provision of mixed uses, where it is intended that those living within an area may also work in the same site or a site within close walking distance. The provision of new facilities within individual schemes comprising the master plan area should be investigated in order to meet the needs of the surrounding town centre area. Although only one community facility is proposed on the Sunnyside Road site, further facilities may be needed. Access to nearby facilities should be reflected in individual schemes and facilitated through safe and direct routes to these facilities.

In terms of accommodation mixes, this is covered by Core Strategy policies however some points should be highlighted within the masterplan. Some live-work units have been included in the conceptual master plan. These have several different benefits however it will ensure 24hr activity to some spaces.

Principles

Developments should:
- facilitate improved access to public transport, especially the train station and bus interchange.
- facilitate walking, cycling to public transport stops, and improving the link over the railway line between Sunnyside Road and the front of the train station.
- respect key site connections and desire lines to local transport facilities, including the main train station.
- improve public transport service through new bus links, particularly from outside the station.
- promote inter-modal travel plans by providing cycle storage near homes, offices and public transport links.
- promote sustainable travel plans through car pools such as the already set up 2carshare scheme (www.2carshare.com) or other local schemes could be set up.
- schedule of public transport availability, distance from scheme, and frequencies.
- provide adequate good quality open space and play areas, particularly on the Gas Works site, with the possibility of enhancing the large playing fields adjacent to the Rugby Club site.
- include or provide access to schools and child-care facilities.
- provide access to appropriate retail provision within the town centre and surrounding areas, especially the links through to the new Food Store (Tesco) Site.
- include or provide access to community facilities such as GPs, post office, place of worship, pub.
- All proposals should include a table showing the mix of housing types and tenures within the scheme.
ENVIRONMENT

New development within the gateway area should reduce its environmental impact and the following criteria should be followed:

The proposed design of schemes within the master plan area will:

- exceed the Building Regulations, e.g. Park L (2006)
- conform to, or exceed the minimum star rating set out by the Code for Sustainable Homes or equivalent at the time of development

Proposals should comply with at least one of the above, and if not evidence should demonstrate the proposed scheme will:

- include the use of alternative and/or renewable energy sources such as solar collectors / PV, windmills, geothermal, biomass
- minimise surface water run-off on sealed surfaces
- make use of sustainable water management technologies such as rain-water harvesting, grey-water systems, green roofs, SUDS
- use construction methods aimed at reducing waste
- include a landscape strategy which will increase biodiversity and is based on native species
- optimise passive solar gain

The above should be reflected in the following themes:

- buildings
- landscape
- environmental impact
- schedule of public transport availability, distance from scheme, and frequencies
- sustainability strategy
- environmental impact assessment

Flooding

Due to Weston's location on the coast, and it's particularly flat landscape, a large part of the Town is within a flood zone. This is particularly true of a number of the sites within the masterplan. This should therefore be taken into consideration when developing the sites and especially when/if implementing a sustainable drainage system. The Environment Agency should be consulted prior to sites being brought forward for development.
Site: Bound by Regent Street to the north, Walliscote Road to the west, Station Road to the south and Francis Fox Road to the east. Located within the town centre, the surrounding land uses are characterised by a range of uses including commercial, employment, residential, and entertainment/recreation.

Size: 2.8 ha

Land Ownership: Tesco Stores

Existing Uses: Tesco Supermarket and associated car park, residential above the existing Tesco store, and a Petrol Filing Station. Along Walliscote Road are a number of smaller shops and the Odeon Cinema.

Constraints: Highway issues are likely to be the key constraint in terms of congestion to and from the Tesco site and the impact additional development on this site (i.e. increasing the size of the store) might have on existing traffic flows.

Site Analysis

The Food Store (Tesco) site is the most central of the sites to be looked at as part of the Gateway Master Plan study, located to the south east of the main shopping street in Weston. The site is considered a destination for many local residents with many of them coming into the Town Centre specifically to shop here. The surrounding built form is particularly tight with terraced buildings based around a grid system. The site itself, along with most of the other sites, is largely flat.

The site is split into two main areas. The built up area where the main store is located to the west and the more open area where car parking is provided to the east. The western most edge of the site is enclosed by three storey terraced buildings, built in an art-deco style. These successfully provide important screening of the main Tesco building and its service yard. The main supermarket building itself is three storeys in height, however due to the height of the ground floor feels much higher. The building provides retail on the ground floor with affordable housing on first and second floors. The residential units act as an envelope with open space located in a small courtyard behind.

The existing Tesco store is approximately 4500m³ in size and is accessed on the eastern elevation off the main car park. Vehicular access is strictly controlled mainly due to the tight nature of the site. There is one access point and a separate exit. Access is gained from Regent Street to the north and vehicles exit onto Station Road to the south. A petrol station is located on the way out of the store. There is a separate access to the petrol station from Station Road, however due to the one-way system the store car park is not accessible from here.

In terms of the surrounding context, there is a mix of uses where the dominant use is largely commercial/retail with a number of institutional buildings, including the old town hall, characterising the area to the south and west. Surrounding buildings rarely reach more than 3 storeys in height.
Preferred Option

The Tesco site is a hub of activity within the town centre. The North Somerset Retail and Leisure Study (2006) identifies a need for approximately 3,000 square metres of convenience retail within the town centre over the next 20 years. This could be accommodated on the site of the existing food store through redevelopment and expansion of this store, which is well located for the town centre. This would also provide the opportunity for a brand new high quality designed development at this key gateway site.

Currently there is a poor relationship between the Tesco store and the street scene along Alexandra Parade. The new north elevation of the food store will therefore need to incorporate an attractive and active frontage. The proposed block plan for the food store reflects similarly sized stores (90-100,000 square feet) elsewhere in the UK. The exact form of the development will emerge through further detailed discussions with relevant stakeholders. A further 1350 square metres of retail space is proposed that will front directly on to Regent Street thereby increasing activity.

The preferred option is to comprehensively redevelop the site with a mix of uses and an enhanced public realm that is not dominated by car parking. Development proposals should provide for:

- High quality store design with active frontages and interesting design elements - standardized ‘box store’ to be avoided
- Innovative parking scheme to be implemented whereby undercroft parking across the whole site will provide up to 615 spaces to be shared between the food store and employment, residential and other retail uses on the site
- Strong frontage development along Francis Fox Road, providing a visual termination to new development at the Locking Road Site
- High quality design throughout the developments, particularly that which fronts on to Alexandra Parade and Francis Fox Road
- Appropriate contributions towards improved cycle routes into the Town Centre and beyond
- Enhancements to Alexandra Parade
- Contributions to improvement of the train station pedestrian footbridge
- Appropriate provision for cyclists and cycle parking
- Provide better linkages from Tesco to the train station

Development Potential

Figure FS2 illustrates the development potential for the Food Store site whereby the west of the site is dominated by an enlarged Tesco with residential above forming a new landmark development within the town centre. Residential and/or Employment development will characterise the east side of the site.

Site Area: 2.8 ha
Proposed Uses: Retail, Employment Residential

Total Employment Floor Area: 14,369-19,647 sq m (maximum potential)
Total Retail Floor Area: 15,023 sq m (maximum potential)
Total Potential Residential: 218-295 (maximum potential)
Overall Density: 87-105 units/hectare

Note: the above figures indicate what would be feasible should the site be used entirely for employment or entirely for residential.

Car Parking: 650-800 (maximum provision required)
It is proposed to provide a single level undercroft parking solution with 615 spaces. There is also scope to provide a multi-level undercroft parking solution on the site for up to 800 spaces to address any further requirement for parking spaces to meet demand from new development on the site and other adjoining sites, along with addressing the loss of the existing long-stay car park at the Locking Road site.
food store (tesco) site

FIGURE FS2

FOOD STORE
(approx 100,000 sq ft)

Weston-super-Mare Gateway Master Plan

Block FS1
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 753 sq m
Height: 3-4 Storeys
Total Floor Area: 2259-3012 sq m
Maximum Residential Units: 25-33

Block FS2
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 735 sq m
Height: 3-4 Storeys
Total Floor Area: 2205-2940 sq m
Maximum Residential Units: 24-32

Block FS3
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 670 sq m
Height: 5-6 Storeys
Total Floor Area: 3350-4020 sq m
Maximum Residential Units: 37-45

Block FS4
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 885 sq m
Height: 4-5 Storeys
Total Floor Area: 3540-4425 sq m
Maximum Residential Units: 39-49

Block FS5
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 390 sq m
Height: 3-4 Storeys
Total Floor Area: 1170-1560 sq m
Maximum Residential Units: 13-17

Food Store
Ground floor food store with residential above. Innovative design required for this landmark building within the town centre.
Floor Plate: 9745 sq m
Maximum Residential Units: 60-80
Height: 3-4 Storeys

Blocks FS-R1 to FS-R5
Ground floor retail with residential or office use above.
Floor Plate: 375 sq m (each unit)
Height: 2-3 Storeys
Total Floor Area (retail): 1845 sq m
Total Floor Area (other): 1845-3690 sq m
Maximum Residential Units: 20-40

Vehicle Parking
615 undercroft spaces across the entire site to be shared by all uses with some allocated spaces for residential/employment uses. Minimum parking requirements for each block will vary depending on use. Refer to Local Plan Policy T/6.

Note: The number of units expressed is for indicative purposes only and based on an average flat floor area of 90 sq m. Ultimately these figures will vary at the time of development.
Key Design Considerations

The new Tesco store will be a key element of the redevelopment of this site. It will be essential to work with Tesco to devise a scheme that best meets the requirements of the gateway strategy.

The north elevation of the Tesco store (A) shares an important relationship with the street scene along Alexandra Parade and must therefore be an attractive and animated frontage. Store access should be from this elevation. A further entrance (B) can be provided to the store's café, concessions and the rest of the food store.

The service area with an (C) will make use of an improved existing access point providing access to the existing food store service yard. Much of the service area will be shielded from Station Road by new retail/office development.

Along Station Road, a retail unit (D) will provide screening to the Tesco service area and improve the existing street scene significantly. The design of this building must not detract from existing development opposite.

There is scope to mask what are traditionally unattractive rear and side elevations of a typical food store with smaller retail units (E and F) with residential or office development above. The introduction of new retail units along Station Road will increase activity along Station Road and contribute to the overall retail offer within the town centre by allowing smaller retailers to locate here. Additional units will help frame the new public space (I opposite page) The maximum height of these units is 3-storeys.

The Odeon, a landmark Art Deco cinema within the town centre, should be enhanced along with terraced properties at “The Centre” (Walliscote Road / Alexandra Parade) (G) A scheme for shopfront beautification should be set up where funds are made available to improved frontages. Along with increase investment and development in the gateway area, further investment and regeneration of the surrounding area should follow.
Key Design Considerations (con’t)

A landmark building will be erected on a key corner of the Tesco site (H). The building will be visible as vehicles and pedestrians approach from the south into the town centre from the bridge. The building can therefore act as a beacon within the new town centre, creating a sense of arrival. Although at 6 storeys the height of this new development will be significantly taller than surrounding buildings, it will complement new surrounding high-rise development within the food store site, the Locking Road site to the east and the Train Station site to the south. The height of the building will provide a nodal point with other surrounding buildings complementing it at lower heights.

The introduction of new frontage development around a new public open space (I) will allow for an enhanced street scene along Locking Road, Station Road, and Francis Fox Road. Beneath this open space along across the entire Tesco site, undercroft parking will provide the required spaces for the food store and other retail, employment and residential uses on the site. Entry to the car park will be derived off Alexandra Parade / Locking Road and egress will be on to Station Road. Additional parking can be provided should it be feasible to introduce a multi-level underground parking solution on the site.

Development along Francis Fox Road will be between 4 and 5 storeys height and should taper off from the landmark building at H. The east facing elevation (J) of this block will provide a terminating view from the Locking Road site and will therefore need to be animated and attractive.

The redevelopment of the Tesco site will require the relocation of the petrol filling station from its current location. A suggested location has been found opposite the Gas Works site, along Marchfields Road. This is to facilitate the creation of a stronger frontage along Station Road. There is scope to erect a 3-4 storey block (K) that would compliment the landmark building at H. The development could, for example, accommodate a residential or employment development with a retail unit on the ground floor.

The desire route from the train station to the Tesco site will be enhanced with a new pedestrian crossing and route to Tesco. (L) The Tesco Café patio area along with the retail units (E) will provide a link between the station and the store itself and Alexandra Parade to the north.
Site: Located to the west of Tesco and the Town Centre of Weston-super-Mare. Bound by the railway and Hildesheim Bridge to the south, Drove Road and bridge to the east and the rear of properties fronting Locking Road to the north.

Size: 1.9 ha

Land Ownership: North Somerset Council

Existing Uses: National Express bus stop (along with other local services), public car park and a storage area for Bakers Dolphin Coaches. Also used as the base for the November Carnival.

Constraints: The site is constrained by a single access point from the west. The railway and bridge to the south form a harsh southern boundary, along with the bridge along the eastern boundary of the site. The backs of properties create an unattractive northern edge. A foul sewer line runs along the site.

Site Analysis

This is a key parking area in the town centre for cars, lorries and coaches and is within close walking distance of the seafront and the main shopping streets. Although heavily used during the day by Council workers, the car park is rarely full. The site is dominated by tarmac creating a poor environment in this key town centre location. This site is seen as a catalyst for the redevelopment of the wider gateway area, due to the importance of its location and its current poor context.

The site is largely flat with surrounding roads and features creating elevated edges to the site. It is bound to the north by a mixture of residential and commercial properties ranging from Bed and Breakfasts, car repair centres, bus depot and gym, along with flats and large semi-detached Victorian properties.

The railway creates a barrier between the main town centre and the outskirts for both pedestrians and vehicles. Bridges are required to cross over this barrier, including the Hildesheim Bridge which forms part of the site’s southern boundary. At its highest point on the southern boundary it is approximately 8m in height. This creates a particularly poor environment underneath the bridge and its adjoining areas. There is however a pedestrian link under the bridge which provides access to the railway station. A second bridge delineates the eastern edge of the site, providing access to what was once the main road to the town centre. Here the ground rises up to the road with levels increasing north to south along this eastern edge.

To the west is the main entry point onto the site. This area of the site is relatively open and features a transport interchange for local buses and National Express coaches as well as public toilet facilities. This area has recently seen some changes; however the public realm is still particularly poor and requires significant upgrading. From this end of the site there is a pedestrian crossing providing a link from the site to Tesco and beyond to the town centre and the seafront.

In terms of the surrounding built form context buildings rarely reach more than 3 storeys in height. To the west of the site buildings are particularly low, with small two storey development, used largely for commercial/retail. Further east along Locking Road buildings do increase in height scale and massing, and a more dense urban form appears. Buildings sit on much larger plots with occasional backland buildings often forming large unattractive warehouse/workshop units along the site’s northern edge.
**FIGURE LR2**

**Block LR1**
Employment use.
Floor Plate: 819 sq m
Height: 4-5 Storeys
Total Floor Area: 3275-4095 sq m
Parking Provision: 45-57

**Block LR2**
75% for employment use, 25% for residential use.
Floor Plate: 1395 sq m
Height: 5-6 Storeys
Total Floor Area: 6975-8370 sq m
Total Employment: 5231-6278 sq m
Maximum Residential Units: 20-23
Parking Provision: 87-133

**Block LR3**
75% for employment use, 25% for residential use.
Floor Plate: 1645 sq m
Height: 4-5 Storeys
Total Floor Area: 6580-8225 sq m
Total Employment: 4935-6169 sq m
Maximum Residential Units: 18-23
Parking Provision: 81-103

**Block LR4 Residential Use**
Floor Plate: 605 sq m
Height: 4-5 Storeys
Maximum Residential Units: 27-34

**Block LR4 Residential Use**
Floor Plate: 605 sq m
Height: 3-4 Storeys
Maximum Residential Units: 16-21

Note: The number of units expressed is for indicative purposes only and based on an average flat floor area of 90 sq m. Ultimately these figures will vary at the time of development. Exact parking figures will be dependent on the final form of development. Refer to Local Plan Policy T/6.
Preferred Option

This is a particularly long and linear site. The eastern edge of the site falls within a more residential area with a relatively modern residential development to the east of the bridge, but also with some warehouse development across the train lines, whereas the western edge is located within a more commercial area. It is therefore prudent to mix uses within the site, with a more commercial/employment based uses in the western side and residential towards the east. This may be done through incorporating residential and employment within the same building or separating uses within the site. Mixing such uses within the site does improve sustainability and reduces reliance on the car, particularly with the train station and Tesco within very easy walking distance.

In terms of the sites relationship with the bridge, buildings should wrap the bridge as it lowers down onto Station roundabout. Bridge users should not have to look out over building rooftops, it is therefore necessary to provide at least two or three storeys of active frontages above the road level. This is vital in creating enclosure but will also create an attractive stepping of building heights along the route which would be replicated on other sides of the bridge.

Development proposals should provide for:

- An employment led development which is accessible for all.
- The western side of the site is one of the most prominent areas when coming over the main bridge. A high quality building is needed, making a strong statement in conjunction with other sites around the roundabout at the end of the bridge.
- Provide enclosure to the bridge and not allow users to look out over rooftops.
- Provide a new pedestrian link through the northern edge of the site to improve permeability.
- Provide some parking facilities to replace loss of parking on station site.
- High quality public realm, including public art, throughout the development.
- Contributions to public realm improvements along Hildesheim Bridge, area underneath bridge and towards train station.
- Contribution towards improved cycle routes into the Town Centre and beyond.
- Contributions towards improvements to the train station pedestrian footbridge.
- Appropriate provision or contribution towards provision of cycle routes and cycle parking within the Town.
- Delivery of the preferred option will be achieved through private sector investment.

Development Potential

Figure LR1 illustrates the development potential on the Locking Road site. The redevelopment of this site can only be achieved in line with the timescale for the delivery of Weston-super-Mare’s Park and Ride proposals. Further, the site can only come forward for comprehensive redevelopment when a suitable alternative site is made available for the existing lorry and coach parking on this site.

Site Area: 1.5 ha  
Proposed Uses: Employment, Residential

Total Employment Floor Area: 13440-16540 sq m (100% of LR1, 75% of LR2, 75% of LR3)  
Total Potential Residential: 81-101 units (25% of LR1, 25% of LR3, 100% of LR4, 100% of LR5)  
Overall Density: 54-67 units/hectare

Car Parking: 215-315 (approximate maximum provision required)  
The majority of car parking will be in the form of undercroft or multi-storey parking skinned with development. Some surface car parking will also be provided.
Key Design Considerations

A curved frontage building of 4 to 5 storeys (A) will provide an interesting corner to the Locking Road site and an important frontage onto the Station Road roundabout. The height of the building will need to exceed the height of the bridge to avoid any potential for overlooking rooftops. Development here will further enclose the Station Road roundabout, complementing development on the Food Store and Train Station sites. Parking to be provided undercroft.

The site will feature larger employment units (B & C) and will create an important southern frontage/edge where additional landscaping (D) will improve the outlook from buildings and create a visual and noise buffer between the rail line and the new development. Block B will provide an important corner along the main road and terminating the view from the pedestrian link under the bridge. The height of development will complement the height of the bridge, creating a stepped effect avoiding any overlooking of rooftops from the bridge. A mix of uses on this site will ensure activity throughout the road, improving the vitality and security of the area. An element of residential development within each block will therefore increase surveillance outside normal working hours. Further, communal office facilities such as a café, meeting rooms or other shared spaces can be accommodated on the south-facing elevation of each block.

Parking will be provided to the rear of each block (E) either as a surface car park or multi-level secure car park skinned with development fronting the road. This arrangement creates a positive outlook along the train line and on the bridge approaching the town centre from the south. Parking facilities will meet Secure by Design standards.

A lower density residential development will characterise the eastern end of the site with an apartment development (F) terminating the view down the main road, with parking to the rear. Opposite, three-storey townhouses (G) provide some family housing on site if necessary although there is flexibility for this block to be developed as apartments.

A key pedestrian/cycle route links the Locking Road site with the Train Station (H) and will need to be enhanced with high quality public realm improvements along with secure cycle parking in the area under the bridge. A further pedestrian link onto Drove Road will be enhanced with the provision of a disabled ramp (I). A turning head for vehicles (J) also provides a future link through to Locking Road. In developing this link it is vital that it creates a safe route which has increased surveillance.
**Site Analysis**

In terms of location, the train station site is potentially one of the most significant. As a key transport node in the town, the area outside the main train station is often the first impression offered to visitors to the town centre of Weston-super-Mare. It is vital therefore that the area surrounding the train station provides a positive sense of arrival with attractive public realm and development.

The area outside Weston-super-Mare train station has undergone some public realm improvements in the past few years which has greatly improved the area. More however can be done to improve the general first impression for visitors to the town.

The area directly outside the station is given over to taxis and buses. To the east and north of the station are two car parks which provide much of the parking for commuters into Bristol and beyond. The station is small in size, but is capable of accommodating some of the larger national trains that travel to/from London.

The area is very much open with little enclosure. Residential properties to the west of the station along Station Road provide clear enclosure to this edge however to the north and east there is little or no development wrapping the space outside the station. The bridge/flyover defines the eastern edge of the site, providing enclosure to this edge but also acting as a barrier to accessing surrounding areas. An existing link from the train station to the east traverses the station car park, under the flyover to the Locking Road Site (existing car park and coach park). The pedestrian route is often utilised by users of the Locking Road car park to get into the Town Centre.
Preferred Option

The site is a key entry point into the town of Weston-super-Mare and often provides a first impression of the town centre to visitors. It is therefore essential to create an environment that is attractive and welcoming. There is an opportunity to redevelop the site, providing high quality development for either residential or employment uses or a mix of the two.

The preferred option is to comprehensively redevelop the site with a mix of uses and an enhanced public realm in order to create a more positive gateway into the town.

Development proposals should provide for:

- Redevelopment of the existing car park to the front and rear of the train station
- New residential and/or employment uses fronting on to Station Road, providing a stronger building line and attractive approach to the station
- A new urban character is to be created by enclosing the Station Road roundabout with landmark buildings providing for mixed-use employment-led development
- High quality design throughout the developments, particularly that which fronts on to Station Road (opposite the Tesco Site)
- Enhancing / improving the existing train station building
- Public realm improvements, including public art, to the area outside the station and the approach to the station from surrounding areas
- Contributions towards public realm improvements along Hildesheim Bridge, area under the bridge and towards the train station.
- Enhanced facades for properties along Station Road, providing a more attractive enclosure to the station
- Enhanced tourist information within the train station
- Enhance existing pedestrian link between the station site and the Locking Road site
- Improve linkages between the station site and the Tesco site
- Contributions to improvement of the train station pedestrian foot bridge
- Appropriate contributions towards improved cycle routes into the Town Centre and beyond
- Appropriate provision for cyclists and cycle parking

Development Potential

Figure TS2 illustrates what can be achieved to enhance the public realm and built environment around the train station. There is scope to provide a transport interchange outside the train station, with the relocation of local buses and National Express coaches here.

Site Area: 1.5 ha
Proposed Uses: Employment, Residential

Total Employment Floor Area: 9200-11,500 sq m (maximum potential)
Total Potential Residential: 102-127 units (maximum potential)
Overall Density: 68-85 units/hectare

Note: the above figures indicate what would be feasible should the site be used entirely for employment or entirely for residential.

Car Parking: 80-160 (approximate maximum provision required)
A 60-65 surface car park for shared use by the employment uses and travelling public is proposed along with undercroft parking beneath each development block to meet any further parking requirement. The exact number of parking spaces required will depend on the final form of development. Refer to Local Plan Policy T/6.
Block TS1
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 1236 sq m
Height: 4-5 Storeys
Total Floor Area: 4944-6180 sq m
Maximum Residential Units: 55-68

Block TS2
Ground floor retail or office use with residential above. Alternatively, exclusively residential/employment.
Floor Plate: 1064 sq m
Height: 4-5 Storeys
Total Floor Area: 4256-5320 sq m
Maximum Residential Units: 47-59

Vehicle Parking
Minimum parking requirements for each block will vary depending on use. Block TS1 will require 69-87 spaces if used solely for employment. Block TS2 will require 59-74 spaces if used solely for employment. Refer to Local Plan Policy T/6 for guidance.

Note: The number of units expressed is for indicative purposes only and based on an average flat floor area of 90 sq m. Ultimately these figures will vary at the time of development.

FIGURE TS2
Key Design Considerations

Two new development blocks will provide an attractive approach from the surrounding road network to the train station. The development blocks (A & C) will create a more enclosed, urbanised space around the existing Station Road roundabout with buildings of 4 to 5 storeys. This roundabout is a key entry point into the main town centre and will set a new urban context and focal point for the town. Buildings will therefore be of innovative designs and high architectural quality. Proposals for buildings over 5-storeys may be considered and assessed against the wider impacts such a building would have on the surrounding building environment of the gateway area.

Each block will accommodate either flats or employment uses. Parking will be a mix of undercroft and surface car parking. Parking provision should comply with the adopted standards at the time of development. Within this location only 70% of the required parking requirement is necessary given its close proximity to a train station.

The front station car park (C) will be redesigned to facilitate the above development and also to create a new pedestrian priority route to the station from the Locking Road site. A transport interchange for local buses and National Express buses will be feasible in the area outside the train station, offsetting the loss of the existing bus interchange at the Locking Road site.

A new shared-surface square (D) will be created to the front of the station. The space will be enhanced with new high-quality and wear-resistant surface materials. The use of public art will enhance the space. A cafe/kiosk will front the public space to add vitality to the space.

The rear station entrance is to be enhanced to better relate with the new development at the Sunnyside Road site. This will also include an enhanced rear car park (E) with pedestrian priority between the pedestrian footbridge and the Sunnyside Road site. Additional parking will be accommodated in the area beneath the bridge (F) or alternatively as a high quality cycle storage area. All spaces are to be designed in line with Secure by Design standards.

Public realm improvements along the bridge towards the town centre will improve the approach into the town centre. This can include implementing public art and new lighting along the central reservation and roadway edges.
Site: Located to the south east of the central train station in Weston-super-Mare. Bound by Hildesheim Bridge to the east, Sunnyside Road to the south, Station Approach to the west and the railroad/station car park to the north.

Size: 1.1 ha

Land Ownership: Private Ownership

Existing Uses: Site is currently derelict. Planning consent in place for employment use - application in 2003; however this has not been implemented. Future applications for the site should have regard to the guidance found within this document to provide an effective and attractive entrance to Weston Town Centre.

Constraints: Hildesheim Bridge creates overbearing edge to the east as it rises. Foul Sewer lines run within the site.

Site Analysis

The site is ideally situated adjacent to the main train station with good pedestrian and vehicular links to the town centre via the Hildesheim Bridge and provides one of the first impressions of the Town Centre. The Civic Pride Bid document states “one of the key issues facing the Gateway Area is the poor quality of its existing townscape. Vacant sites and undeveloped land create a looseness that makes the containment of key arrival spaces such as Alexandra Parade and Station Forecourt less effective.” (Connecting Spaces, Places and People, p40).

The site itself is flat and bound on all sides by roads. Although the Hildesheim Bridge creates a harsh eastern edge to the site, it does provide potential access through to the car showroom site to the east of the bridge. At present there is no through access for pedestrians or vehicles. The area underneath the bridge is used for storing cars by Holders Honda dealership. The land below the bridge is owned by North Somerset Council.

To the west of the site is the local headquarters for Homeserve who occupy a three storey office building. It provides some enclosure to Station Approach; however it is somewhat set back from the road. To the north of the site is the main Weston train station. Trains arrive here from Bristol, London and Cardiff. Although the site is located to the rear of the station, there is a link through to the front of the station over a footbridge, providing a safe pedestrian link from this side of the station to the other and further on to the town centre and seafront. It does not however provide access 24 hours a day.

To the south of the site is a large area of open space and Weston-super-Mare rugby club. The Rugby Club site is to be developed as part of this master plan, this will provide a new frontage onto the southern side of Sunnyside Road.

The current state of the site adds to the sense of openness of this particular area of Weston due to its undeveloped nature. Surrounding uses include office or light industrial uses. Buildings are generally 2 or 3 storey in height at this location. The train station is a particularly low building being only single storey in height. The station buildings to the north of the site are not of particularly good design in architectural terms, there is therefore scope for some work to be done to improve their relationship with this site and spaces around it. Car showrooms, a small supermarket and Hildesheim Bridge dominate the context to the east.
Preferred Option

The site's location adjacent to the train station, office building and car showrooms creates the opportunity to further enhance the provision of employment uses within Weston. Sunnyside Road should compliment the employment led residential development found on the Rugby Club Site. A supply of high quality office spaces should be provided on this site. It is also vital site providing a link through to the town centre from the Rugby Club site and further east.

Providing a community facility on the site as part of its redevelopment will facilitate those working on the site and living nearby may be needed. Consideration should be given to uses such as community hall or doctor/dental surgery, or a building incorporating both.

Development proposals should provide for:

- An employment led development which is accessible for all, including residents and visitors.
- There is a requirement to provide an iconic building on the corner with Hildesheim Bridge which will create an attractive gateway entrance to the town centre and the site.
- Buildings lining Hildesheim Bridge should step up in height to follow the rising bridge.
- Provide public realm improvements to the car park and area outside the train station which link successfully with the site.
- Provide a wide attractive 'diagonal' public realm space through the site.
- Provide the possibility for future pedestrian and vehicular link through to the car showroom site underneath the bridge.
- High quality public realm throughout the development.
- Contributions to public realm improvements along Sunnyside Road, area between site and train station and Hildesheim Bridge.
- Contribution towards improved cycle routes into the town centre and beyond.
- Contribution towards the improvement of the train station pedestrian footbridge to improve accessibility for elderly and disabled and allow for 24-hour access
- Appropriate provision for cyclists and cycle parking.

Development Potential

Figure SR2 illustrates the development potential for the Sunnyside Road site. The redevelopment of the site will be employment led with an element of residential development and scope for community facilities.

Site Area: 1.1 ha
Proposed Uses: Employment, Residential and scope for community facility

Total Employment Floor Area: 13,759-17,332 sq m (100% of SR1, SR3, SR4 and 50% of SR2, SR5)
Total Potential Residential: 57-69 units (50% of SR2, SR5)
Overall Density: 52-63 units/hectare

Car Parking: 200-300 (approximate maximum provision required)
Parking will be provided undercroft with an element of surface parking. Specific requirements for each block will vary depending on the final form of development. Refer to Local Plan Policy T/6.
**Block SR1**
Employment use.

Floor Plate: 530 sq m  
Height: 4-5 Storeys  
Total Floor Area: 2120-2650 sq m  
Parking Provision: 30-37

*Note:* The number of units expressed is for indicative purposes only and based on an average flat floor area of 90 sq m. Ultimately these figures will vary at the time of development.

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**Block SR2**
50% for employment use and 50% for residential use on upper floors

Floor Plate: 1133 sq m  
Height: 4-5 Storeys  
Total Employment: 2268-2833 sq m  
Maximum Residential Units: 25-31  
Parking Provision: 50-60

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**Block SR3**
Employment use.

Floor Plate: 1122 sq m  
Height: 3-4 Storeys  
Total Floor Area: 3366-4488 sq m  
Parking Provision: 47-63

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**Block SR4**
Employment use.

Floor Plate: 775 sq m  
Height: 4-5 Storeys  
Total Floor Area: 3100-3875 sq m  
Parking Provision: 43-54

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**Block SR5**
50% for employment use and 50% for residential use on upper floors

Floor Plate: 1162 sq m  
Height: 5-6 Storeys  
Total Employment: 2905-3486 sq m  
Maximum Residential Units: 32-38  
Parking Provision: 63-76
Key Design Considerations

A landmark building (A) will be located on the key south-east corner of the Sunnyside Road site. This building will be of high architectural quality in order to exhibit a positive statement in this important gateway into the town centre. This building will be between 4 and 5 storeys with employment uses on lower floors and residential development on upper floors. The height of the block will taper to higher storeys as the bridge rises to the north to avoid any potential overlooking of rooftops from the bridge.

Frontage development (B) of 3 to 4 storeys along Sunnyside Road will have an important role in providing an interesting interface between the street scene new development on the site. Development on this site will complement new frontage development at the Rugby Club site and existing development further south along Sunnyside Road. This block will also create an important and attractive southwest corner to the site.

One of the main features of the Sunnyside Road site is a wide pedestrian and cycle link (C) with high quality public realm including public art linking the Train Station to the Rugby Club site. The tree-lined route will feature a small area of open space (D) and will provide a direct visual link through the site from the pedestrian footbridge through to the Rugby Club site and beyond.

Parking within the Sunnyside Road site will be provided undercroft with elements of surface car parking for visitor space. For example, parking courtyard (E) can provide access to visitor spaces and further undercroft parking. This shared surface area which will provide a different character to the main public area. All parking areas will have high levels of surveillance from development blocks and will be designed to meet Secure by Design standards. Undercroft parking may require buildings to be at a higher level than pavement level (approx. 0.5 metres). Landscaping should be provided between the building and footpath to screen any gaps between the ground level building and to shield ventilation grills.

A gap between buildings (F) provides the potential for future link between this site and the Car Showroom site to the east.

A community facility can be provided (G) with good linkages to the Train Station.
Site: Located to the south east of the central train station in Weston-super-Mare. Site bound by Sunnyside Road to the northern and western edges, to the west and south by a large area of open space and Victorian/post war properties.

Size: 2.5 ha

Land Ownership: North Somerset Council

Existing Uses: Disused car park, rugby ground and stands, caravan park, truckers café.

Constraints: Foul sewer runs along the northern corner of the site and along the western boundary of the site along Sunnyside Road.

Site Analysis

The site adjoins one of the most significant areas of open space on the edge of the town centre. It is used largely for sports with several football and rugby pitches. The area to be developed is currently used as a rugby ground for Weston-super-Mare RFC.

The site itself is flat. Sunnyside Road bounds the site at its northern and western edges, to the west and south is the large area of open space and beyond which are rows of Victorian and post war properties. There is currently no access through the residential properties to the roads they front. The properties also turn their back on this large, attractive open space. The only other access points are to the north where a small car park is located which has a particularly poor public realm and secondly to the west where the open space fronts onto Sunnyside Road.

The site itself is enclosed from the larger area of open space by a 2 metre high concrete block walls creating a very hard and unattractive boundary, it is however used as security for the caravan site and the rugby club. Attractive mature trees also designate the boundary between the two areas.

The northern end of the site is relatively open with a un-used car park. This is sometimes used for fairs and other such events, otherwise however it is rarely used, and is an eyesore in this prominent position. Off this car park is a small truckers café, which provides informal activity to the space, although most of it is hidden behind a 2 metre high concrete wall.

At present the rugby club is particularly inward looking and provides a poor frontage onto Sunnyside Road with high blank walls. There is a mains sewer running through the site in a north south direction, and within the site from the western side to the north, both are shown on the plan opposite.

In terms of surrounding context, it is particularly mixed in use. Already noted are the residential uses to the south and east of the site. To the north and west several uses are found. A mix of offices, industrial units, warehouses and members clubs are located between Sunnyside Road and the railway line. These uses stop at the southern most edge of the large open space, where the main use is again residential.
Preferred Option
The site's location adjacent to a large area of open space, residential properties and industrial units creates the opportunity to further enhances the provision of high quality office and employment development along with family housing within the centre of Weston. Recent changes within the RSS has meant that there is a need to incorporate employment uses and housing within this site, this will also compliment the surrounding context and the development of Sunnyside Road site

When incorporating employment uses and housing within a site it is critical to provide clear guidance on what type of employment uses should be allowed so that both uses sit comfortably within the site. This is an excellent site to provide flexible office spaces (incubator units), which provide the flexibility for new businesses to increase their office space as and when required. The provision of larger office spaces would also enable established companies to settle within the location.

Development proposals should provide for:

- An employment led development, which is accessible for all users and provides increased access/linkages to the key area of open space.
- A mix of employment spaces should be provided, including a range of office spaces, flexible spaces and live-work.
- There is a requirement to provide an attractive building on the corner with Sunnyside Road to the north, which will, along with the corner of the Sunnyide Road site will create an attractive gateway entrance to the town centre and the site. This should be done through building height, and architectural design.
- Provide public realm improvements to the car park serving the open space; providing clear link through to the site and beyond.
- Provide a new changing room facility for the users of the sports pitches, or contribution to the building of another within the open space area.
- High quality public realm throughout the development.
- Contributions to public realm improvements along Sunnyside Road, area between the site and the open space, the rear of the train station and linkages to the site from there and Hildesheim Bridge.
- Contribution towards improved cycle routes into the town centre and beyond.
- Contributions towards improvements to the train station pedestrian footbridge.
- Appropriate provision for cyclists and cycle parking, or contribution towards such facilities.

Development Potential

Figure RC2 illustrates the development potential for the employment-led redevelopment of the Rugby Club site will include an element of residential development. The site will provide further employment opportunities within the town with good linkages to the town centre by foot, cycle or public transport. Employment uses will front Sunnyside road with residential units fronting the public open space and playing fields to the east.

Site Area: 2.5 ha
Proposed Uses: Employment Residential

Total Employment Floor Area: 15554-19105 sq m (50% of RC1, 100% of RC3 RC4 RC5)
Total Potential Residential: 105-137 flats (50% of RC1, 100 % of RC2 RC6 RC7) + 30 townhouses
Overall Density: 55-65 units/hectare

Car Parking: 315-385 (approximate maximum provision required)
Parking will be provided undercroft with an element of surface parking for Employment uses and similarly for Residential blocks. Parking for townhouses will be in courtyards and on-street parking. Specific requirements for each block will vary depending on the final form of development. Refer to Local Plan Policy T/6.
Block RC1
50% employment use (lower floors) and 50% residential use (upper floors).

- Floor Plate: 772 sq m
- Height: 4-5 Storeys
- Total Floor Area: 3088-3860 sq m
- Employment Area: 1554-1930 sq m
- Maximum Residential Units: 17-21
- Parking Provision: 23-42

Block RC2
Residential use.

- Floor Plate: 500 sq m
- Height: 4-5 Storeys
- Total Floor Area: 2000-2500 sq m
- Maximum Residential Units: 22-28
- Parking Provision: 16-20

Block RC3
Employment use.

- Floor Plate: 860 sq m
- Height: 4-5 Storeys
- Total Floor Area: 3440-4300 sq m
- Parking Provision: 48-60

Block RC4
Employment use.

- Floor Plate: 885 sq m
- Height: 4-5 Storeys
- Total Floor Area: 4060-5075 sq m
- Parking Provision: 57-71

Block RC5
Employment use.

- Floor Plate: 1300 sq m
- Height: 6-5 Storeys
- Total Floor Area: 6500-7600 sq m
- Parking Provision: 91-109

Block RC6
Residential use.

- Floor Plate: 835 sq m
- Height: 3-4 Storeys
- Total Floor Area: 2505-3340 sq m
- Maximum Residential Units: 28-37
- Parking Provision: 20-26

Block RC7
Residential use.

- Floor Plate: 1148 sq m
- Height: 3-4 Storeys
- Total Floor Area: 3444-4592 sq m
- Maximum Residential Units: 38-51
- Parking Provision: 27-36

Vehicle Parking
Minimum parking requirements for each block will vary depending on final form of development. Refer to Local Plan Policy T6.

Note: The number of units expressed is for indicative purposes only and based on an average flat floor area of 90 sq m. Ultimately these figures will vary at the time of development.
Key Design Considerations

The northern corner of the Rugby Club site will feature a landmark 4-5 storey building (A) of high architectural merit, which along with the opposite corner of Sunnyside Road will create an attractive gateway into the town centre. Parking will be provided via a rear courtyard parking, which also include access to undercroft parking serving both buildings.

A strong building line along Sunnyside Road with frontage development will complement new and existing development on the opposite side of Sunnyside Road (B). A 4-storey building can provide an important corner to the west which forms a gateway to the site (C) and within the site 3-storey terraced townhouses will create strong building line with frontage development along the main access road and fronting the open space / playing fields to the east (D).

Within the development site, family housing with be provided (E) with 2.5/3-storey townhouse development. Vehicle parking will be provided on-street and / or within rear parking courtyards (F).

Properties fronting onto rear office buildings (G) can provide out of hours activity and surveillance to the space. Also enclosing a vista between the two office buildings.

The site’s southern area (H) will feature flexible working units (‘incubator units’) around a small courtyard providing frontage development and linkages to important spaces. Buildings should be a mix of 4/5 storeys, with 4-storey development opposite townhouse development to the north. All elevations should be active giving surveillance to all areas it fronts. The scale and height of development will need to consider the residential amenity of nearby residential properties.

A residential block (I) of either townhouses or flat development will define the southeast corner of the site. If used for apartments it may include some live-work units allowing a further type of employment tenure on the site. A 4-storey development would be appropriate here and should accommodate dual access from the front and rear of the building.
Site: Bounded by Drove Road to the west, Marchfields Way to the north and east, a pedestrian right of way to the south linking Drove Road and Marchfields Way. Commercial development characterises the area to the north and east of the site opposite Marchfields Way. Other surrounding uses include a school to the south and residential development to the east.

Size: 5.8 ha

Land Ownership: Wales and West Utilities, National Grid Properties

Existing Uses: The site is an active gas works.

Constraints: The site operated as a gas works for a number of decades. There are likely contamination issues associated with the site and would likely be deliverable for residential and/or employment uses in the long-term.

Site Analysis

The Weston-super-Mare gas works site is the largest and the western most of the sites forming part of the Gateway Master Plan study. The site is therefore the first site that visitors and residents see as they enter the Town Centre area. The site is still in active use however it is envisioned that the site will be decommissioned in the coming years. The comprehensive redevelopment of this site will be dependant on the timescale for terminating existing operations on the site. Currently the site creates a particularly poor environment along what is a key route into the town centre.

The site is a link between the more commercial and industrial area to the east and the residential area to the west. The commercial area to the east is made up of big box retailers, along with warehousing and car showrooms. It is also important to note that a large secondary school is located to the south of the site. Intersecting the school and the development site is an overgrown path which provides a connection between Drove Road and Marchfields Way. Although this is a well used path by a number of school children, the environment along the path is poor with issues of anti-social behaviour, poor lighting and overgrown vegetation.

The site is currently enclosed by 2.5 metre high fencing topped with barbed wire where it fronts onto public land. Along the south western corner are a number of properties which back onto the site. There are numerous access points around the site; including two access points off Drove Road and a further two access points off Marchfields Way.
Preferred Option

The site is a key entry point into the town of Weston-super-Mare and often provides a first impression of the town for visitors. It is therefore essential to create an environment that is attractive and welcoming. There is an opportunity to redevelop the site to provide high quality urban development for residential and employment uses.

Due to potential contamination issues, the site is unlikely to be delivered in the short to medium term. Ground contamination studies will need to be undertaken prior to development. It is likely that development of this site will help to meet the longer-term housing needs of the town, providing a range of housing types and densities along with new public open spaces and an enhanced public realm surrounding the site.

The preferred option is to comprehensively redevelop the site with a mix of uses providing a new urban neighbourhood within the town centre. The site will have a high quality public realm with a range of formal and informal public spaces and an enhanced public realm in order to create a more positive gateway into the town. Development proposals should provide for:

- High quality design throughout the developments, particularly that which fronts the Drove Road Roundabout and Marchfields Way
- Residential and employment development to provide an attractive and high-quality frontage to Marchfelds Way
- Public realm improvements along Marchfelds Way - a key route into the town - providing an enhanced pedestrian route with landscaping
- Contributions towards public realm improvements along Marchfelds Way and the Drove Road Roundabout
- Key landmark public art at Drove Road Roundabout
- Reflect the past use of the site as a gas works through the built form of the development and re-use materials from the gas works skeletal structure for public art within public spaces and on buildings within the site as an ‘echo’ of the historical use of the site.
- Appropriate contributions towards improved cycle routes into the Town Centre and beyond
- Appropriate provision for cyclists and cycle parking
- Given the size of the site and the likely level of employment and residential development that is likely to take place the potential for use of a combined heat and power system should be investigated further in order to achieve a more sustainable development.

Development Potential

Figure GW2 illustrates the development potential for the Gas Works site. The delivery of this long term vision will depend upon the timescale for the decommissioning of the existing gas works. This comprehensive redevelopment will provide a new attractive approach into the town centre with employment and residential uses and scope for community facilities within the site.

Site Area: 5.8 ha
Proposed Uses: Employment, Residential and scope for community facility/facilities

Total Employment Floor Area: 15,031-19,053 sq m
Total Maximum Residential Potential: 503-648 units (max 445-590 apartments + 58 terraced)
Overall Density: 85-110 units/hectare

Car Parking: 440-540 (approximate maximum provision required)
Parking will be provided undercroft and on-street surface parking. Specific requirements for each block will vary depending on the final form of development. Refer to Local Plan Policy T/6.
**RESIDENTIAL BLOCKS**

**Blocks GW6+GW7+GW8**  
Floor Plate: 1450 sq m  
Height: 3-5 Storeys  
Total Floor Area: 4350-7250 sq m  
Maximum Residential Units: 44-72

**Blocks GW9**  
Floor Plate: 1595 sq m  
Height: 4-5 Storeys  
Total Floor Area: 6380-7975 sq m  
Maximum Residential Units: 64-80

**Block GW10+GW11**  
Floor Plate: 1575 sq m  
Height: 4-5 Storeys  
Total Floor Area: 6300-7875 sq m  
Maximum Residential Units: 63-79

**Blocks GW12+GW13**  
Floor Plate: 1375 sq m  
Height: 4-5 Storeys  
Total Floor Area: 5500-6875 sq m  
Maximum Residential Units: 55-70

**Block GW14**  
Floor Plate: 380 sq m  
Height: 3-4 Storeys  
Total Floor Area: 1140-1520 sq m  
Maximum Residential Units: 11-15

**Block GW15**  
Floor Plate: 625 sq m  
Height: 4-5 Storeys  
Total Floor Area: 2492-3115 sq m  
Maximum Residential Units: 25-31

**Blocks GW16+GW17+GW18**  
Floor Plate: 1884 sq m  
Height: 3-5 Storeys  
Total Floor Area: 6032-7916 sq m  
Maximum Residential Units: 60-79

**Blocks GW19+GW20**  
Floor Plate: 2302 sq m  
Height: 3-4 Storeys  
Total Floor Area: 6906-9208 sq m  
Maximum Residential Units: 69-92

**Block GW21**  
Floor Plate: 1810 sq m  
Height: 3-4 Storeys  
Total Floor Area: 5430-7240 sq m  
Maximum Residential Units: 54-72

*Note:* The number of units expressed is for indicative purposes only and based on an average flat floor area of 100 sq m. Ultimately these figures will vary at the time of development. Actual parking provision will vary depending on the final form of development. Refer to Local Plan Policy T6.
Key Design Considerations

Employment uses at the Gas Works site will be concentrated in the north end of the site, fronting onto the Drove Road Roundabout. This key frontage will provide enclosure to the roundabout, which is to be realigned. As part of the roundabout redevelopment high quality public realm improvements should include a landmark public art feature (A). Buildings of 4 to 5 storeys will front the Drove Road roundabout (B & C) and must be designed to high architectural quality to provide an attractive gateway into the Gas Works site and enhance the overall gateway area. Similarly, development blocks designed to a high standard along Marchfields Way (D) will enhance this key approach into the town centre.

The gateway master plan will create a key pedestrian link providing pedestrians and cyclists a through route from the Food Store site to the Train Station site to the Sunnyside Road site to the Rugby Club site and eventually through the Gas Works site and to the local school to the south. This pedestrian link will provide a clear route from the various master plan sites with pockets of open spaces along the route. Within the Gas Works site a pedestrian gateway into the site (E) with high quality public realm, landscaping and public art will facilitate a clear route to the key open space within the site.

A key feature within the Gas Works site will be a large area public open space (F), defined by the form of the gas works external skeleton structure. An equipped play area will be provided here. A one-way traffic system will be in force around the public space in order to provide a safer environment where users of the space only cross one lane of traffic.

Although the existing skeletal structure will be removed from the site, it is recommended that the materials be recycled and reshaped as works of public art to be incorporated into the development site within the open spaces in the site and one buildings. The reuse of this material will provide an ‘echo’ of the past use of the site and promote sustainable principles.

Flat development (G) of 4-5 storeys will enclose the space, creating a strong frontage along the space, with parking to the rear within courtyards and/or undercroft parking. Mixed-use development around this space could be encouraged, including small offices on ground level and residential above.

Similar to the above, the secondary skeleton structure will be reflected in hard/soft landscaping within a parking courtyard where an ‘echo’ of the previous structure will be retained (H)
Key Design Considerations

The main vehicular access (I) into the Gas Works site will be derived from a new roundabout along Marchfields Way. The design of buildings framing the roundabout will be critical to ensure an interesting entry into the development site. An attractive approach into the town centre along Marchfields Way will be created by high quality building design and public realm improvements to the existing pedestrian path.

The southern area of the Gas Works site will be characterised by residential development with a mix of flats (J) and terraced properties (K). Development within this area of the Gas Works site, particularly fronting Marchfields Way and public spaces should be active and animated with high quality attractive designs. Each development block layout is flexible to provide for either flat development or terraced housing. Densities can range from medium (45 to 55 dwellings per hectare) if the development area is used solely for terraced housing or high (85 to 95 units per hectare) if used primarily for flat development.

Parking provision within the Gas Works site will be a mix of on-street surface parking and undercroft parking. Parking will be provided on-street for terraced properties, following the urban pattern development of the surrounding area. Parking courtyards (L) will provide parking (either surface or undercroft) for flat development. Parking provision will need to reflect adopted planning policy standards at the time of development.

A landmark building (M) will be featured on a triangular plot with parking to be kept undercroft.

Public spaces (N & O & P) can allow for informal play spaces, communal open space and meeting places within the development area. Development will ‘frame’ these spaces allowing these spaces to be overlooked to ensure security.

The existing public footpath running along the southern edge of the Gas Works site will be enhanced as part of the redevelopment of the site. Frontage development onto this space will provide additional security (Q).

There is scope to provide a petrol filling (R) station will be relocated along Marchfields Road - currently the town centre is deficient in petrol filling stations and with the closure of the pumps at the Food Store site, this will allow for a potential alternative site.