

Your ref:

Our ref: 36440/Tech/Planning



26 April 2016

Planning Policy and Research
PP15
North Somerset Council
Walliscote Grove Rd
Weston-super-Mare
BS23 1UJ

Peter Brett Associates LLP
10 Queen Square
Bristol
BS1 4NT
T: +44 (0)117 332 7840
F:
E: bristol@peterbrett.com

By Email only

Dear Sir/Madam

RE: Land at Former Sweat FA, Winterstoke Road, Weston-s-Mare

Response to Site Allocations Plan Consultation Draft March 2016

We represent Henry Boot Developments Ltd, owners of the land at Winterstoke Road, Weston-s-Mare.

We note that the land is identified as a potential allocation, for up to 45 dwellings, in the Consultation Draft Plan.

The land has an extant consent for retail development (App ref 12/P/2055/F) that has been implemented. At present the approved scheme for a retail building, is not being taken forward to completion. However, occupiers for this approved building are currently being sought and alternative options for the redevelopment of the site are being considered.

One of the alternatives for the redevelopment of the land is for residential development. However, it is currently not clear if such a use is viable or indeed practical. The owners have never previously tested this option and have not previously promoted the land for residential development. However, they do not rule out such a use in the future.

We also note that draft Policy SA12 relates to the A370 Corridor, which abuts the former Sweat FA site. The draft policy requires any proposals to contribute to a "continuous, co-ordinated, high quality visual approach" which is a sentiment supported in principle. However, how any particular site or development can contribute to this must be assessed in the context of the sites in question and it should not be used as a tool to impose a particular style, nor to require landscape treatments which will result in proposals being unviable.

Sites which have a long frontage to the A370 could be sterilised if the policy were to be applied inappropriately to development proposals and it is therefore recommended that the wording of the policy be amended to state:

Development proposals and other opportunities affecting, and visible from the A370 corridor from the M5 to the town centre as defined on the Proposals Map should make a contribution to the creation of an enhanced approach into Weston-super-Mare in so far as it is practical and viable to do so.

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Registered Office: Caversham Bridge House, Waterman Place, Reading, Berkshire, RG1 8DN. UK. T: +44 (0)118 950 0761 F: +44 (0)118 959 7498
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Priority will be given to a landscaped boulevard approach with street trees where appropriate supported by high quality design, siting and materials of buildings to improve the quality of the corridor, as viewed from the A370.

Proposals for extensions, alterations and improvements to existing buildings should similarly make a positive contribution to the A370 corridor. Developers will be encouraged to remove unsightly buildings, structures and signage as part of their proposals.

Thank you for the opportunity to comment on these draft proposals.

We look forward to working with the council to help develop this important site in the future.

Yours sincerely

Chris Dadds
For and on behalf of
PETER BRETT ASSOCIATES LLP