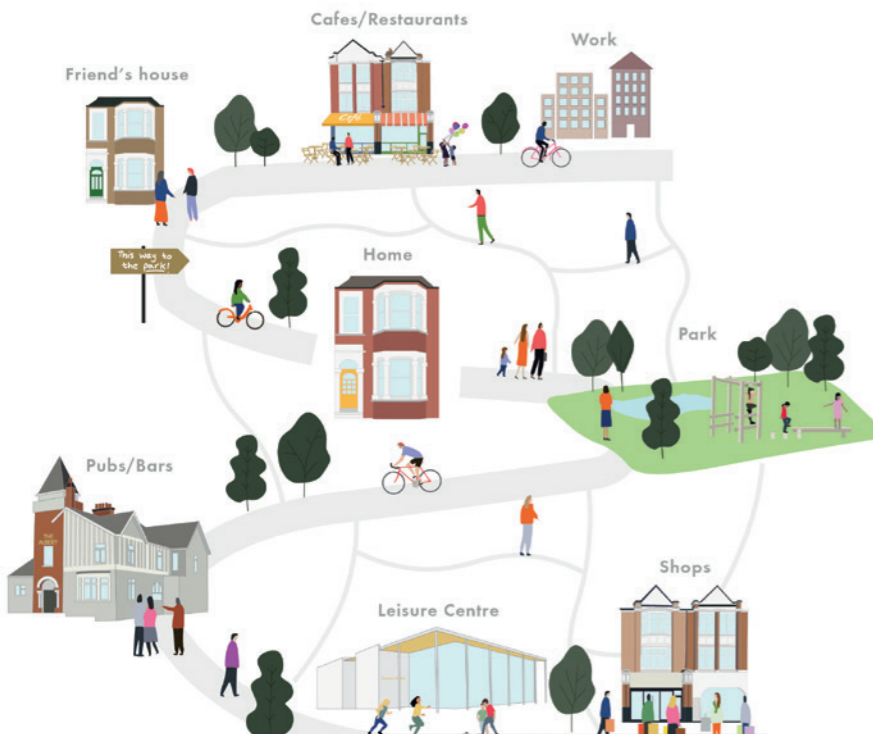




A HIGH BAR FOR SUSTAINABILITY

A town which draws on its rich natural resources and local passion for a resilient future

Town related spatial priorities, projects and guidance



15 minute neighbourhood principles should inform projects in the town and design for any new neighbourhoods

1. Investment in and management of the Basins, Fox's Fields and Wellington's other green corridors to support ecological diversity and habitat continuity
2. A project to explore the environmental, ecological and energy generation potential of the River Tone and its tributaries (taking into account heritage and amenity considerations)
3. Protect existing allotments and identify sites for expansion of these and/or sites for new allotments and/or orchard trees
4. A retrofit first approach to sites with historic buildings, to preserve embodied carbon, particularly the substantial historic structures at Tonedale, which have huge levels of embodied carbon
5. Review opportunities for tree planting within the town (taking account of underground utilities) to help provide shade and drainage and improve air quality

6. Sustainable and active travel proposals based around the 15-minute neighbourhood concept (see theme 1)
7. A targeted approach to improving air quality in the town centre including promoting active and green travel options, and landscape measures

Growth related spatial priorities, projects and guidance

8. Any new development proposals must include an effective phosphate mitigation strategy and a flood management plan. These must be implemented as part of the scheme, to avoid permanent or temporary increases in phosphate loads to the site
9. New developments should consider appropriate opportunities to at least meet their own energy requirements as part of a zero-carbon target including through exploration of site-wide and communal solutions for both heat and power. Proposals should also help build awareness and capacity for community energy projects and provide a more direct and proactive role in enabling sustainable solutions (see Climate Neutrality and Climate Resilience Action Plan)



NEW FOREST WETLANDS
Cross agency and community working to restore stream network, flood plains and mires. The improved water storage reduces flood peaks and helps manage drought periods



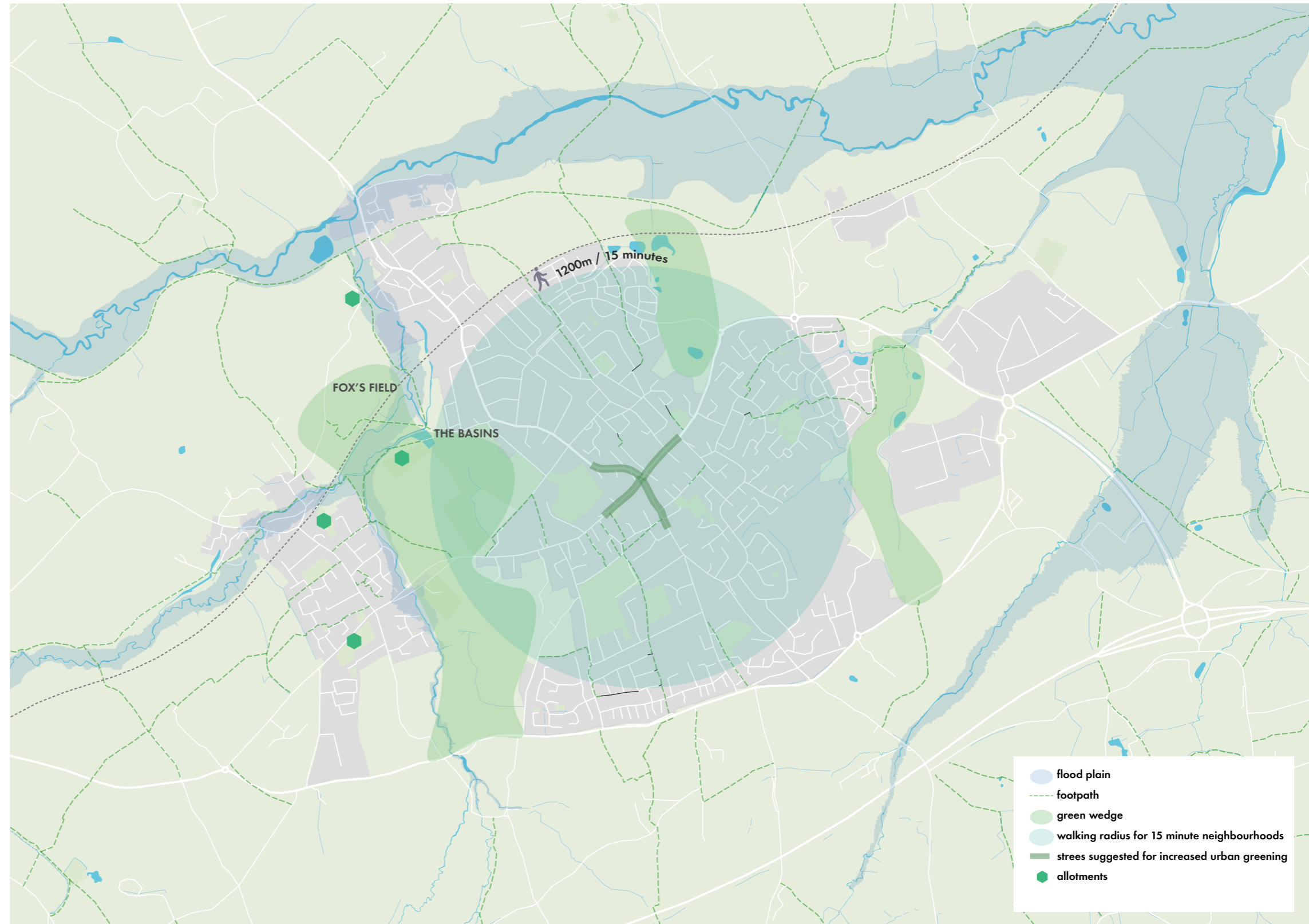
ALLOTMENTS
Cornwall Mind charity took on allotment plots in Falmouth to provide health and well-being benefits to members, as well as sustainability benefits



STREET TREES
Trees for Streets is a forum for local communities to crowd fund street tree planting, as part of the Trees for Cities charity.



10. New neighbourhood masterplans should include proposals for protecting and enhancing natural habitats, delivering at least 10% biodiversity net gain, aligning with the Ecological Vision and Action Plan and emerging Local Nature Recovery Strategy for Somerset
11. New neighbourhoods must include food growing space such as allotments and productive tree planting
12. New neighbourhoods should be tree-lined for shade and drainage and have effective and attractive SuDS. The creation of managed wetlands should be explored at the masterplan stage
13. New homes should be designed to minimise energy requirements, through: building aspect; efficient form factor; and a fabric first approach
14. New developments will be supported by adequate consideration of and proposals for: water supply; foul drainage and sewage treatment facilities; and surface water drainage, including rain and grey water harvesting
15. New developments should consider use of traditional and local materials such as clay, cob and stone
16. Consider the installation of Tree Pits as a Sustainable Drainage (SuDS) feature to reduce surface water run off in urban areas



Spatial strategy plan: A high bar for sustainability



A WELCOMING TOWN AND CENTRE

for all at the heart of Wellington, which meets local needs and draws people in with its charming buildings, social spaces and varied activities and uses



Town related spatial priorities, projects and guidance

1. Continue to work with Historic England and engage with land owners, to invest in listed buildings and others within the Conservation Area (currently on HE's Heritage-at-Risk list) to ensure these assets are protected and enhanced. This will include the review of the Wellington Conservation Area Appraisal
2. Review vacancy levels (at ground and upper floors) within the town centre and work with the Town Council and business forums to match these to employment needs or establish them as homes
3. Explore the potential and associated funding opportunities to undertake a shopfront improvement scheme within the town centre conservation area
4. Continue to support and expand the regular market, to include the attraction of street food stalls and a seating area
5. Explore the potential of establishing a small town square in front of the former post office building on Fore Street. Undertake design work to support this
6. Review potential to improve key junctions and widen pavements in the town centre so they are more pedestrian friendly (see accessibility theme), particularly on school routes, such as the junction of North Street and Fore Street
7. Review and engage with evening economy businesses to support these and attract new businesses to the centre. Focus evening uses in clusters within the centre and invest in the public realm at these points
8. Establish community uses on the ground floor of the refurbished former Kings Arms pub and promote this

9. Review the potential for investing in and refurbishing the former Dolphin Pub as a community asset. This could include space for a Wellington youth club and potentially residential units above
10. Establish partnership working to promote the town's events programme, cultural assets and other activities and establish Wellington as a cultural centre
11. Develop a lighting strategy for the town centre that will improve the sense of safety and support events and activities
12. Develop small sites within the town centre to provide new, affordable homes. This could include retrofitting vacant historic properties. The 42 affordable homes delivered at Cornhill is a positive example
13. Retain key views out to the Blackdown Hills from the centre



FROME MARKET
The popular twice weekly market brings together local farmers, food producers and crafts people. A weekly antiques market sits alongside the food market



WIVELISCOMBE POOL
The Wivey community pool has charitable status and hosts many local exercise groups



STREET DECORATION
Festival decoration in Libourne, France, to decorate the street and complement events and activities

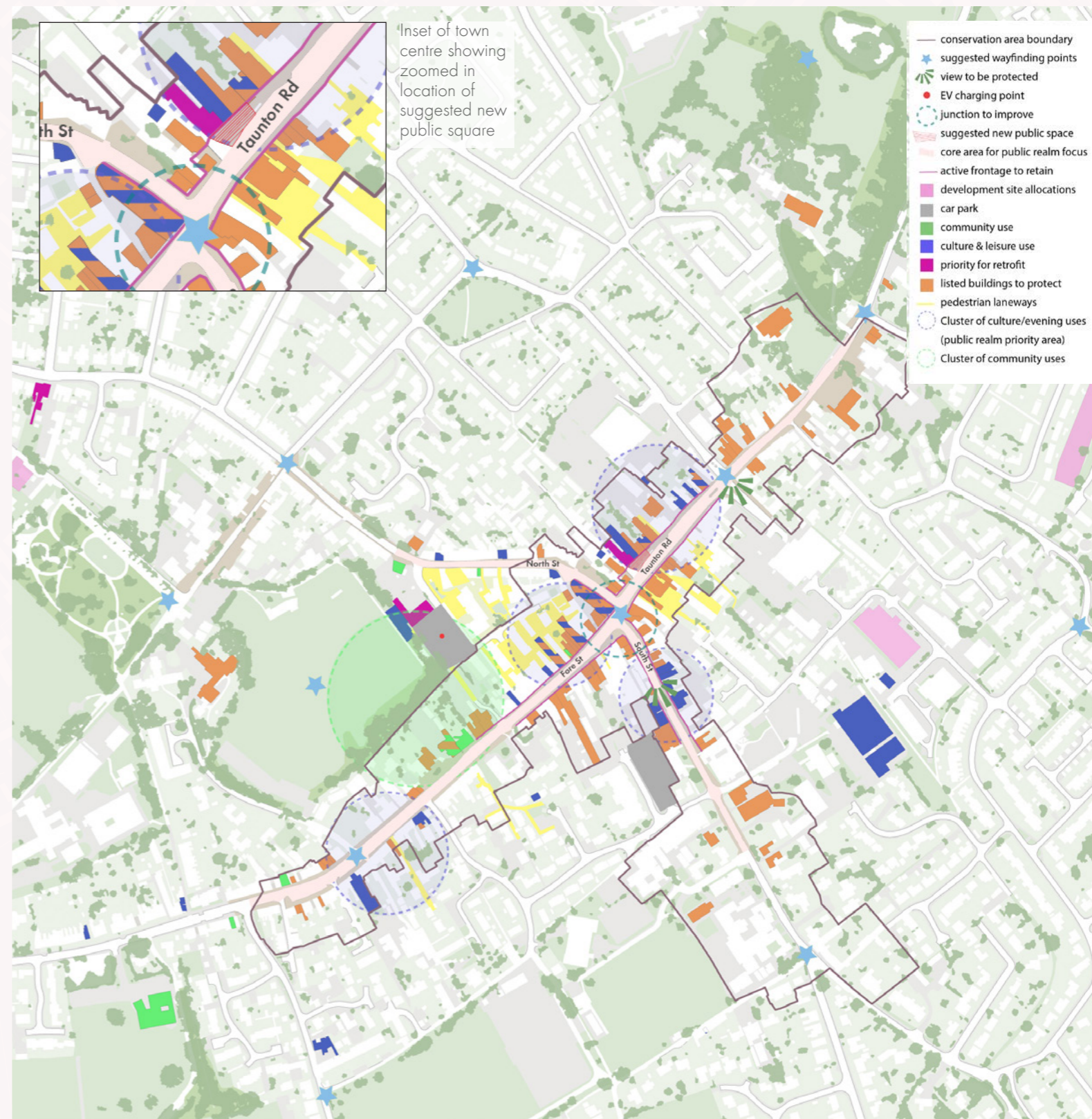


SHOP FRONT IMPROVEMENTS
A successful heritage economic regeneration scheme in Forest Gate, east London

- 14. Explore the potential for provision of recreational sporting facilities e.g. skate parks and other spaces for young people
- 15. Improve wayfinding and walking routes to community assets near the town centre (see accessibility theme)
- 16. Establish cycle infrastructure, such as parking and maintenance, within the town centre (see accessibility theme)
- 17. Review all options for tree planting and public realm enhancement within the town centre, taking account of constraints such as underground utilities, to provide greening, shade and drainage within the centre (see sustainability theme)
- 18. Establish a Town Centre Delivery Plan to bring forward the priorities identified within this theme, as a priority for Wellington's future success

Growth related spatial priorities, projects and guidance

- 19. Ensure that residents of new neighbourhoods have good access to community uses, such as GPs, dentists, nurseries and local shops. This could be linking with existing services and facilities or establishing dedicated new spaces
- 20. Do not establish a critical mass of uses that may compete with and undermine the town centre
- 21. Review opportunities for new town centre homes, to increase footfall at different times of the day and support existing shops and services
- 22. Locate active uses on the threshold of new and existing neighbourhoods to encourage integration between new and existing residents



Spatial strategy plan: A welcoming town and centre



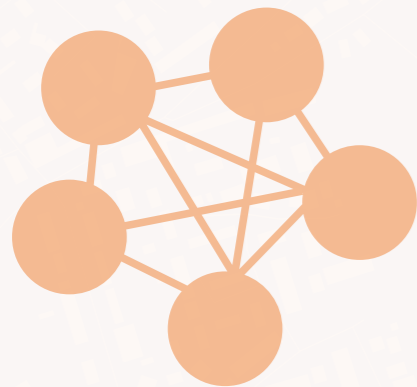
A RESILIENT TOWN

that can respond to economic and social shifts and provide good training and employment opportunities for residents and the local workforce

Town related spatial priorities, projects and guidance

1. Partnership working with major employers Relyon, Swallowfield and Pritex to understand their needs regarding employment space, accessibility and skills
2. Mapping of existing businesses, industries and supply chains to understand relationships and support fruitful connections between these

3. Forging links between local higher education institutions and employers, to help meet skills gaps and encourage graduates and school leavers to stay local and create a well-educated, well-trained, motivated workforce
4. Review opportunities for small business and co-working space in the town centre, to bring empty units or upper floors back into use, improve the town centre's resilience and provide space for micro-businesses
5. Establish Gigabit digital connectivity for existing and new homes and workspaces
6. Encourage business to operate using principles from the circular economy
7. Ensure that the town remains attractive to potential new investment and open to changing business models and technologies



Growth related spatial priorities, projects and guidance

8. Regeneration at Tonedale Mill and Tone Works as a major employment opportunity, informed by an employment strategy, with targeted businesses by size and industry, with supply chain and collaboration links explored. Mixed-use and co-working space as part of the mix
9. Specific training in heritage conservation and craft skills for local school leavers, to contribute to Tone Works and Tonedale Mill regeneration and establish local expertise in 'at risk' craft industries



HERITAGE CRAFT SKILLS TRAINING
Historic England partners with the Princes Foundation, Canal and Rivers Trust and SPAB to provide training for building conservation and craft skills



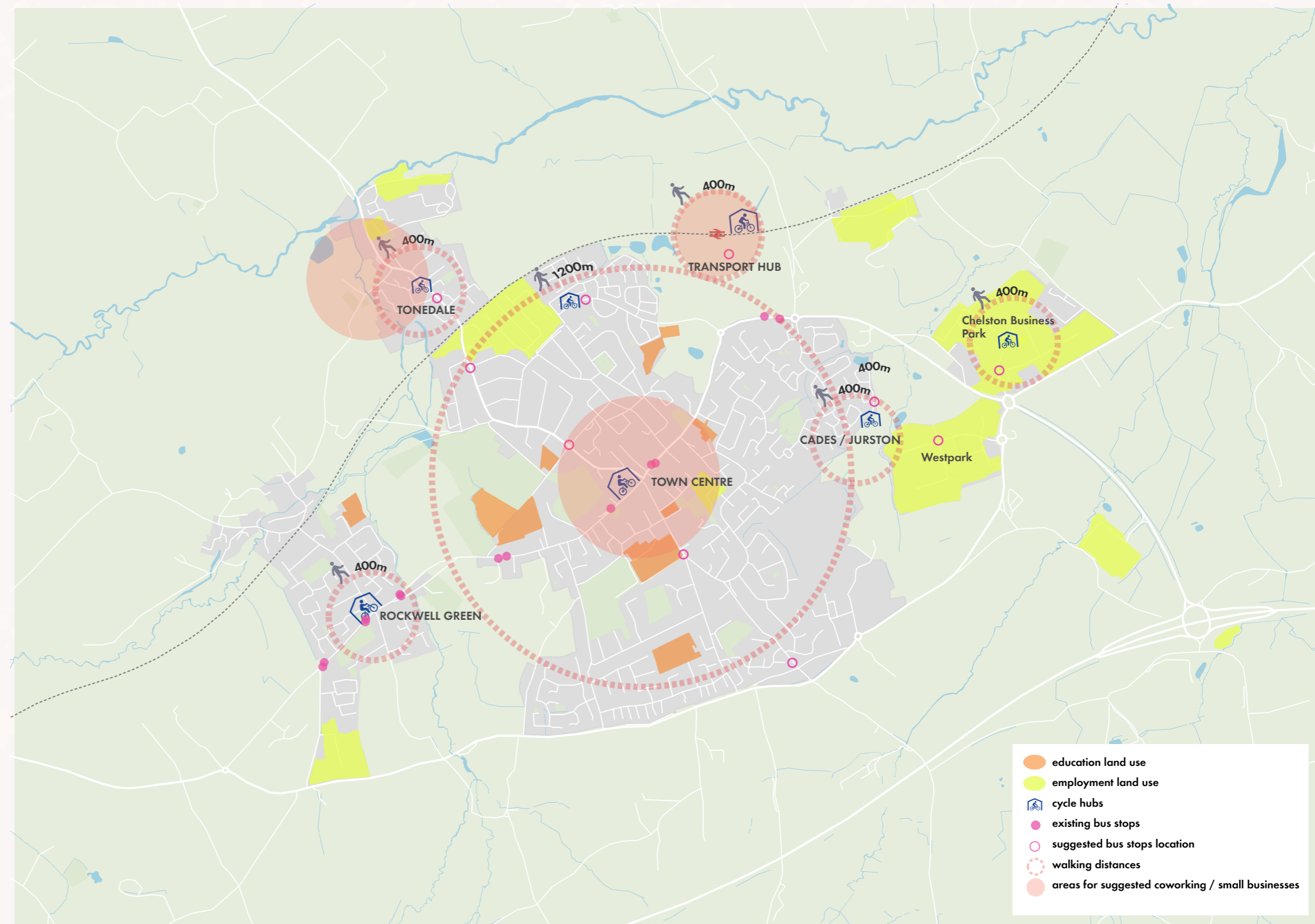
CO-WORKING SPACE
The Nook in Cullompton provides co-working space for micro businesses, with shared facilities and cafe to support collaboration



POP-UP SPACE IN VACANT SHOPS
The Mill in Walthamstow took two adjacent vacant retail units and turned them into a pop-up gallery and community space. The group actively invite community suggestions for how to use the space, with rotating activities



10. New, accessible workspaces at Chelston and Westpark business parks, with associated sustainable transport strategies and uses strategies to ensure these areas do not undermine the town centre's health. Other sites for employment growth will be considered as the Place Plan is taken forwards
11. Partnership working across the sub-region to support the growth of green economy industries through identified sites and business collaboration
12. Establishing work space and mixed-uses close to the new railway station, with careful consideration of the type of vehicle flows that different workspaces may generate. Opportunity for co-working space accessible by train
13. Provision of recreational space for young people for leisure activities and socialising
14. Development at Chelston, Westpark and Tonedale should use a Traffic Study to ensure that traffic around the A38 is not exacerbated
15. The 'agent of change' principle should be embraced with a view to protecting existing industrial activities in the event that new development comes forward in proximity



Spatial strategy plan: A resilient town

4 Growth scenarios



Growth scenarios

The Place Plan explores a number of potential growth scenarios across the Wellington area. These are organised geographically across the five key zones identified on the adjacent plan:

- Central;
- North and Tonedale area;
- Rockwell Green;
- East / Chelston; and
- South.

These areas have been defined following: a review of the evidence base; the Strategic Housing and Employment Land Availability Assessment (SHELAA); representations received through the Local Plan Issues and Options consultation; and the Place Plan engagement activities. Each area includes the following:

- Overview of constraints and opportunities;
- Summary of potential scenarios including an overview of considerations relating to: access; placemaking; land uses; environment; and a spatial plan illustrating the area.

The purpose of this section is to provide a more holistic understanding of how growth might be accommodated in different parts of Wellington, with an emphasis on how these potential growth locations might integrate with the existing settlement from a placemaking perspective. The new Somerset-wide Local Plan will consider potential site

allocations in more detail.

Area prioritisation

Three tiers are identified in terms of suitability from a broad placemaking perspective:

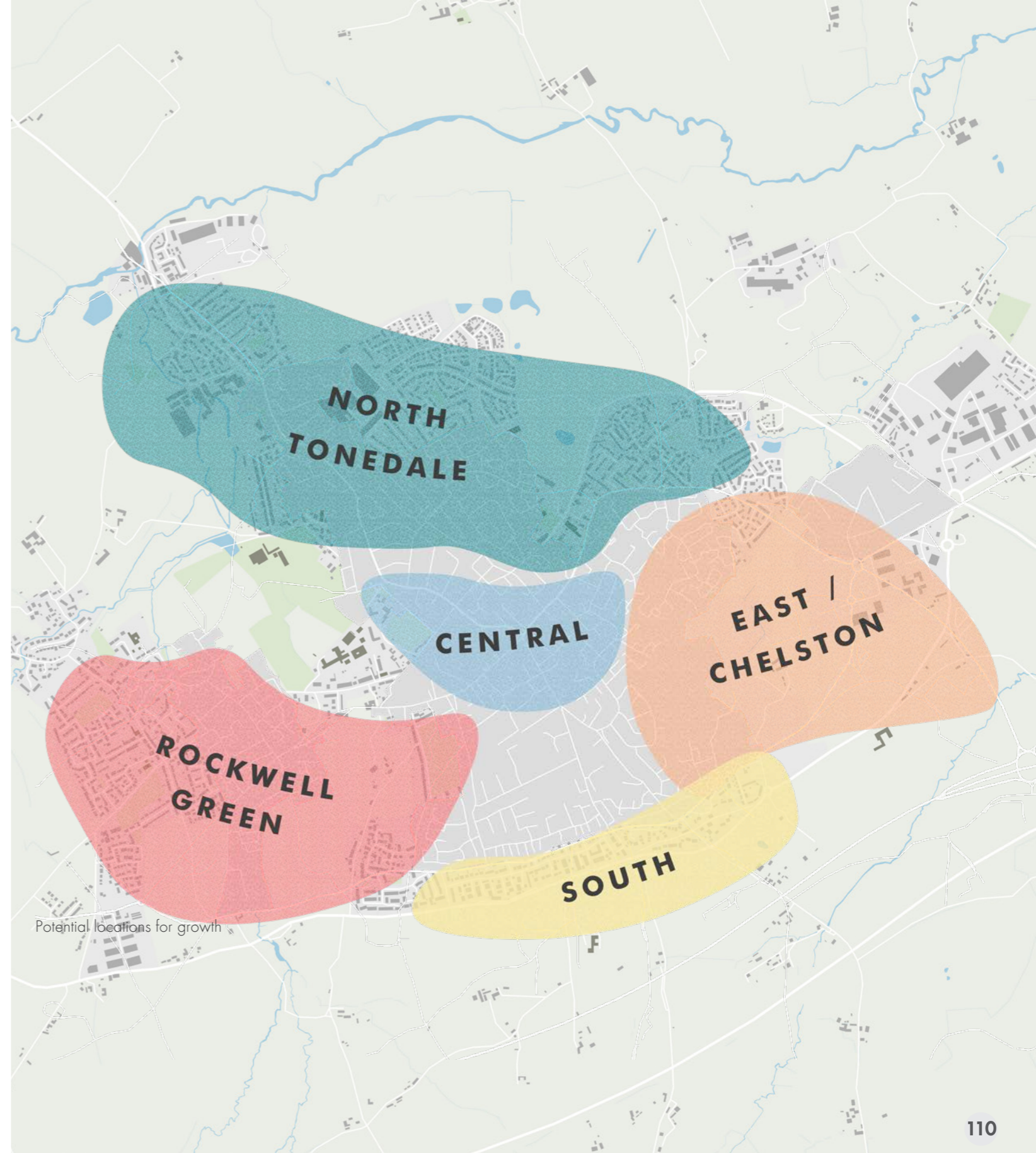
- Tier 1 is more suitable
- Tier 2 is suitable, subject to further detailed studies
- Tier 3 is less suitable

The area prioritisation takes into account further work/studies that will need to be done in order to mitigate impacts; or infrastructure that may be needed to accommodate growth in certain areas.

Specific consideration might need to be given, for example, to:

- Additional school capacity (development will need to be sustainably located for future residents to access schools)
- Cumulative affects on traffic and movements, for which a 'vision and validate' approach should be used to address this
- Flood risk areas in zones 2 and 3, which will be dedicated to blue-green infrastructure and not within the built development.

Subject to the planning policy process, it is anticipated that existing employment sites and designations would be protected for economic uses, finding opportunities for growth and other employment benefits.



Central

The existing Wellington settlement area can provide opportunities both for retrofitting existing buildings and for the redevelopment of brownfield sites.

These opportunities are considered priorities to protect greenfield sites surrounding the town and the Council will take a 'brownfield sites first' approach to development. However, available sites are likely to be small and constrained and so may need to be supplemented by development in the strategic areas surrounding the town.

Two sites have been allocated within the Local Plan, and vacant and underused buildings exist within the town that can also contribute to Wellington's housing, employment and community infrastructure needs. These are likely to come forward as individual sites, rather than to be considered as one strategic growth scenario, as is done for the areas surrounding the settlement.

Constraints and challenges

- Careful design is consideration is needed to respond to the existing (likely historic context), particularly in relation to listed buildings and/or the town centre conservation area
- Careful consideration is needed to avoid placing undue traffic pressure on existing streets within the town.
- Parking provision may be limited in the town centre area

Opportunities

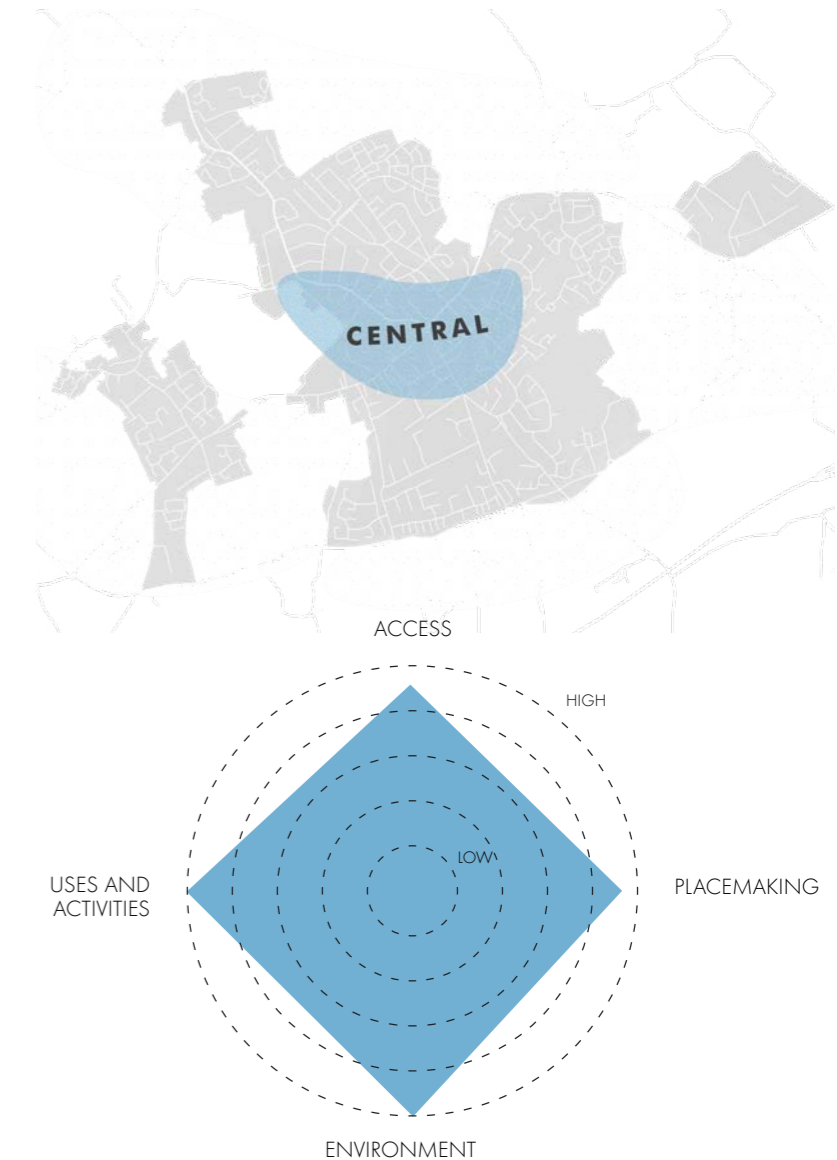
- Development would make good use of the existing street network and will not need significant new road infrastructure
- Development will support active travel and sustainable lifestyles, with shops and services in easy reach
- Existing shops and businesses will be supported by new residents living close by
- Vacant buildings can be retrofitted or refurbished, enhancing the townscape and retaining the embodied carbon within these buildings
- Vacant, underused land can be brought back into use, improving the townscape and

potentially mending the urban structure

- Greening can be incorporated into designs, to address the lack of greenery in the town centre and immediate surrounds. Surrounding greenfield sites can be retained in this approach

Prioritisation

The central area of Wellington presents a significant number of opportunities, with limited constraints and challenges. It is therefore considered 'more suitable' for development and a Tier 1 area.



North and Tonedale area

The northern area presents a good opportunity to develop in a sustainable way. The proposed railway station lies within this area, with the ambition of establishing a local centre surrounding it.

Homes in this area will be close to the station and Lidl at the eastern end; and Tonedale Mill, Tone Works and commercial uses at the western end.

The area is well connected to the PROW network, with walking and cycling links to the centre and out to the villages. It is also close to Sustrans cycle route 3, a leisure route, with connection to Taunton.

The area is bound either by the existing settlement or by clear natural boundaries of waterways and the perimeter to Nynehead.

The area is on low ground so will not be sensitive in terms of strategic views. However, proximity to Nynehead presents sensitivities. The nearby River Tone flood plain presents a valuable opportunity for a phosphate mitigation strategy. The River Tone will be the northern boundary to any development that happens in this area, to protect the landscape setting and avoid coalescence with the villages that lie north of Wellington. Design will also have to provide a sufficient buffer from the West Deane Way walking route.

Constraints and challenges

- Listed Nynehead Court historic park and garden sensitivity - significant screening would be required
- Keeping enough focus on the town centre - walking and cycling links need to be good
- Areas to the north of Tonedale are far from the town centre, proposed railway station and existing bus routes
- Areas to the north of Tonedale are not well connected to the existing settlement boundary - many promoted sites are bound by agricultural land
- Groundwater flood risk due to proximity of flood zones
- Landscape sensitivities and agricultural land classifications

Opportunities

- Opening of the railway station and proximity of this
- Tonedale Mill and Tone Works buildings as catalysts for growth, with roles within a local centre
- Close to main employers within the town (walking/cycling distance)
- Proximity of flood zone could support phosphate mitigation strategy

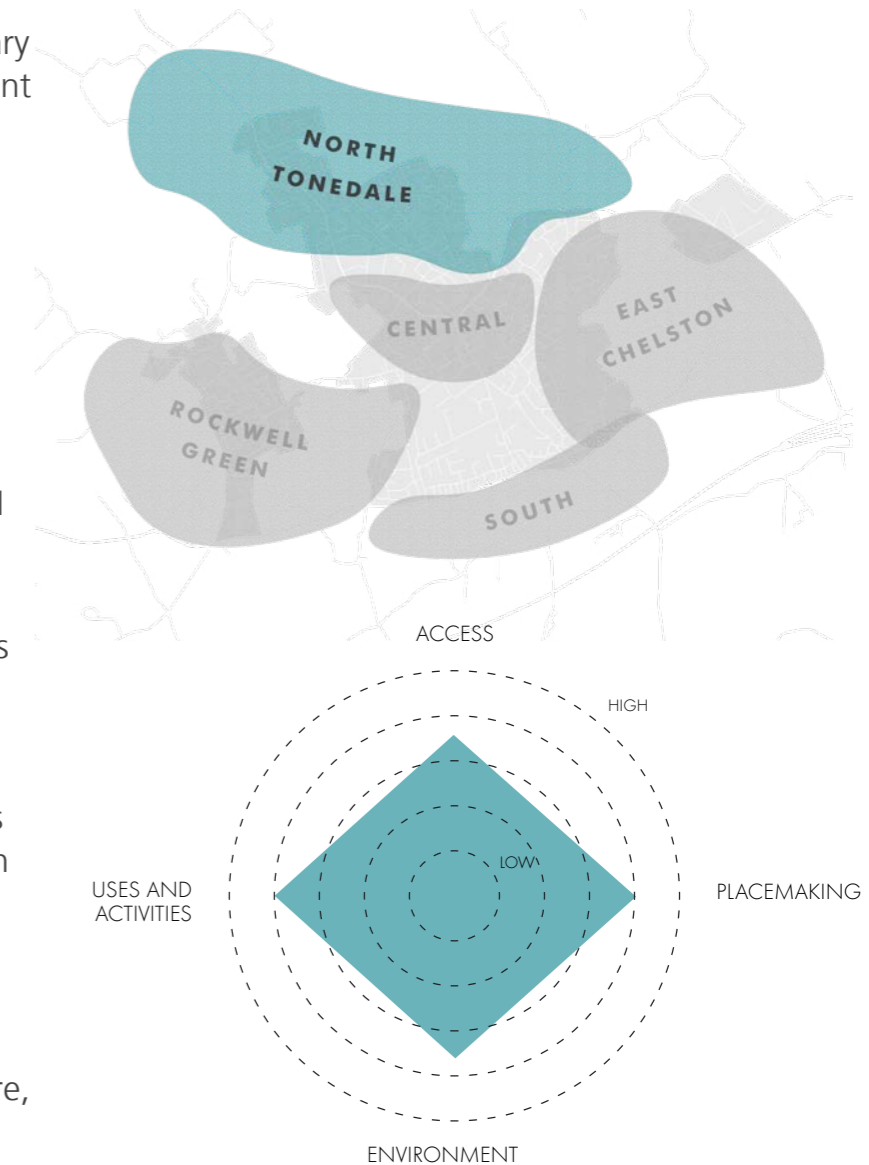
- Historic waterway/hedgerow and boundary of Nynehead can provide a clear settlement perimeter

Prioritisation

Station-led intensification to the south of the railway line presents a number of opportunities including: supporting the economic health of the town; and meeting sustainability criteria. It is considered a Tier 1 area.

Heritage-led regeneration around the Tonedale Mill and Tone Works area presents a number of townscape, heritage and environmental opportunities. It will require investment in the existing built fabric and sensitive additions. The technical constraints related to the heritage and waterways mean that these are considered Tier 2 areas.

The wedge to the north of the rail line has the potential to make best use of the proposed station, but environmental and access challenges exist. This area is, therefore, identified as Tier 2.



Station-led intensification

The area around the proposed railway station location presents a great opportunity for the town. To realise the potential of this major infrastructure investment, a sustainable transport hub should be established, with modal interchange, work spaces, homes and community uses.

The area can benefit from good active travel links to/from the town centre and establish a new local centre that supports the 15-minute neighbourhood principles and meets people's everyday needs.

SWT aspirations for a northern relief road remain, and this will be fundamental to facilitating development to the north of the railway line. In addition, a north-south link over the railway line close to the station would better connect this area and provide a more integrated neighbourhood.

USES AND ACTIVITIES

- + Potential for genuine, mixed-use cluster by railway station
- + Possible use of Tonedale area as local centre for western homes
- ? Residential neighbourhood focused north west of railway line
- ? Commercial uses focused south of rail lane (without new bridge)
- ? Impacts to Nynehead

*The Waste Water Plant is safeguarded by Policy DM5 in the Waste Core Strategy. No development should be in close proximity to the Plant.

- + Positive element
- Negative element
- ? Design consideration

ACCESS

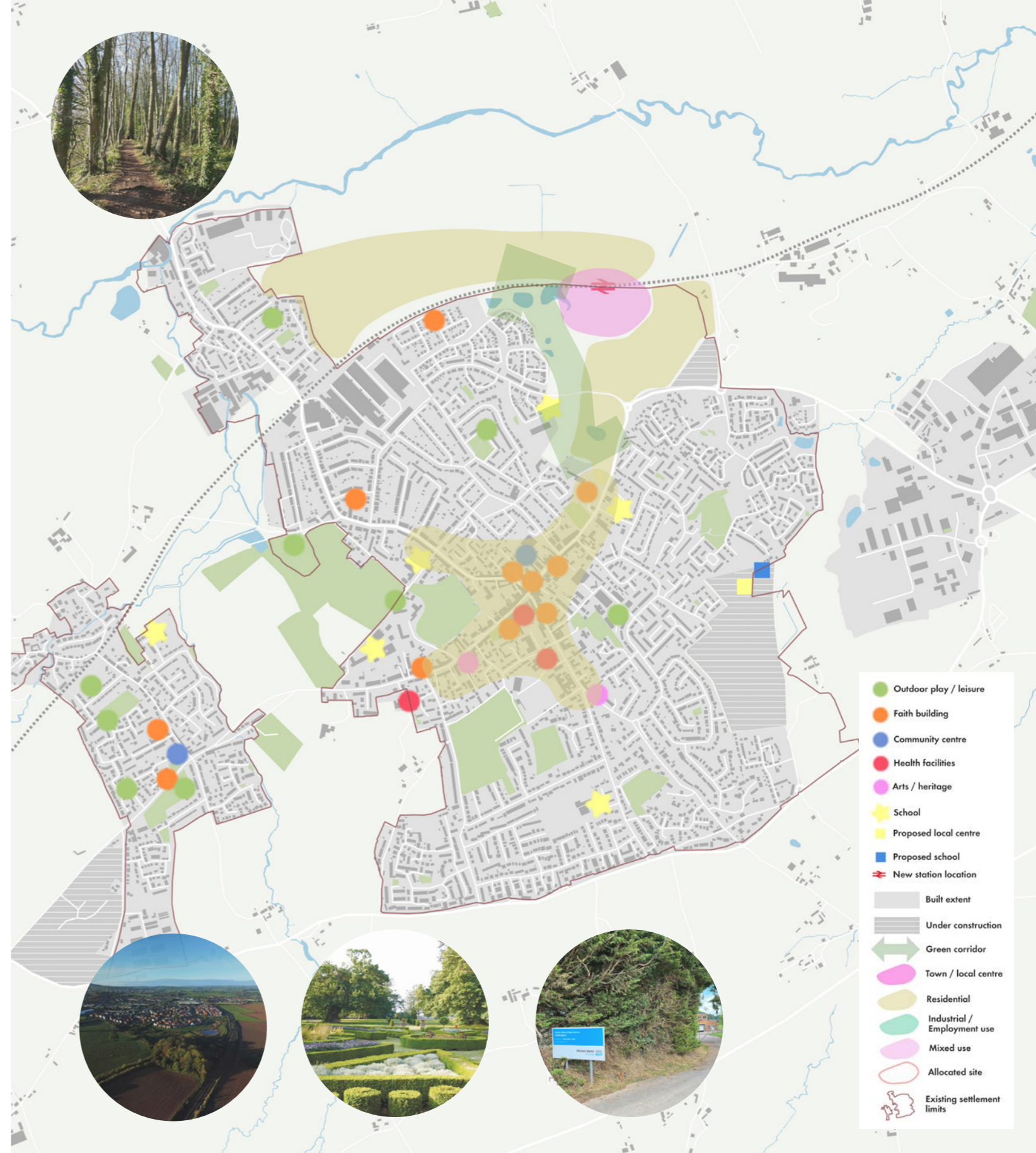
- + Railway station access
- + Close to the town centre
- + Good PROW links
- + Good links to strategic cycle network
- + Bus stops to the south
- ? Commercial access
- Residential access from west
- New rail crossing needed

PLACEMAKING

- + Low level land, so low visibility
- + Potential higher density at station area
- + Clear potential settlement boundary
- ? Edge conditions important - existing neighbourhoods, railway line and hedgerows
- ? Design cues from workers cottages and farmsteads?
- Possible severance from town due to rail line

ENVIRONMENT

- + Potential phosphate mitigation strategy and creation of managed wetlands
- Sensitivity close to Grade II Listed Gardens at Nynehead
- Proximity to / odour issues from the Waste Water Plant*
- Green corridor retained, but narrower than current policy position



Heritage-led regeneration

The Tonedale area presents a valuable opportunity to invest in the substantial heritage assets at Tonedale Mill and Tone Works and provide heritage-led growth and regeneration.

Potential exists to create a cluster of integrated micro-businesses. This could be done through retrofitting and creatively re-using the substantial historic structures. A focus on creative industries, craft and local food production would strengthen Tonedale as a local centre, without undermining the town centre.

The waterways in this area present an opportunity to holistically review the heritage, environment, amenity and energy generation potential of the River Tone and its tributaries. This includes the potential for a phosphate mitigation strategy. New homes and buildings could take design cues from the mills and workers cottages of the area.

The River Tone will form the boundary for development in Tonedale to avoid harming the landscape setting and villages north of Wellington.

- + Positive element
- Negative element
- ? Design consideration

ACCESS

- + Good PROW links
- + Good links to strategic cycle network
- ? Bus stops close but more regular service required
- Strategic access through town centre

PLACEMAKING

- + Low land, low visibility
- + Potential for higher density close to mills
- Ambiguous settlement boundary for some sites
- ? Edge conditions important - fields, waterways
- ? Design cues from workers cottages and mills
- ? Poorly enclosed sites

ENVIRONMENT

- + Potential phosphate mitigation strategy
- + Opportunity for a holistic Waterways project
- + Fox's Field as a community asset
- + Direct connection into the Basins
- + Historic waterways and hedgerows

USES AND ACTIVITIES

- ? Potential to strengthen Tonedale as a local centre
- + Scope for co-working and small business space
- Northern sites far from town centre



Rockwell Green

The south western edge of Wellington's existing settlement is very close to the town centre, with good access to shops and services on foot or by bike. Similarly, the area south of Rockwell Green is close to the village's shops and services. Both, therefore, present a sustainable option for growth and there could be different scales of intervention in this area.

However, the Basins and large green wedge is an important ecological and amenity space, with strategic views southward to the Blackdown Hills. This wedge should be retained with a minimum width (to be explored at the next stage).

Development here would have great access to green space and could help frame the space to make it feel safe and sociable - an issue raised for the town's existing green spaces.

- Waterways running through the area may constrain development but could present a valuable opportunity for a phosphate mitigation solution. Flood risk management, climate change and phosphate mitigation will need to be considered in further detail as part of the plan-making process, with reference to wider planning policy documents as appropriate.

Constraints and challenges

- Coalescence between Rockwell Green and Wellington
- Landscape sensitivity: Undermining of the Green Wedge, including land at the Basins purchased to provide access to open space, re-wilding and growing space
- Could interfere with strategic views from green corridor to southern rural areas on higher land
- Land to the south west could cause coalescence with smaller villages beyond (though WELL005 already under construction)
- Edge condition to development to rural land will be a key consideration
- Groundwater flood risk due to proximity of flood zones
- Some promoted sites not well integrated with the existing settlement - bound by agricultural land
- No clear perimeter for some sites
- Agricultural land classification
- Swains Lane and Wellington Basins Local Nature Reserve
- Rising topography

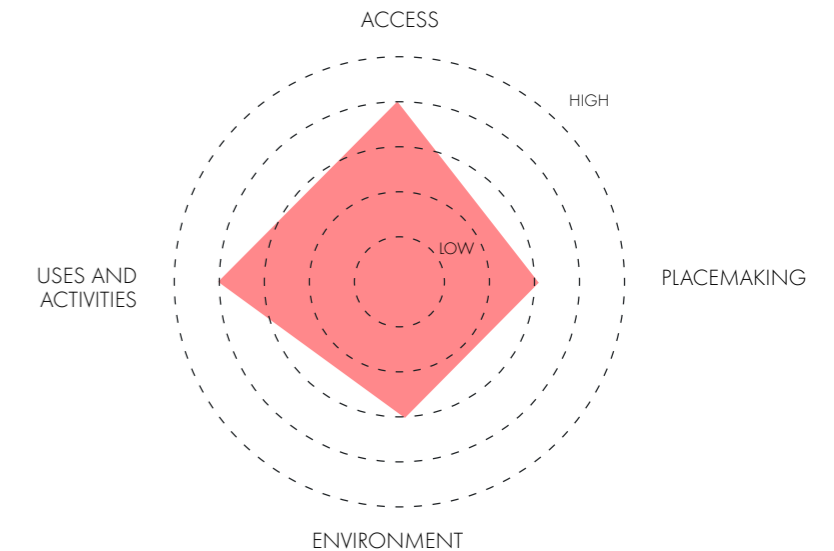
Opportunities

- Close proximity to Rockwell local centre could help support local businesses
- If a parameter is set that requires the green wedge to provide a minimum of 200m distancing between built development, sites either side could provide attractive framing of green space
- Potential to enhance existing walking/cycling routes to the town centre
- Proximity to flood plain could provide an opportunity for phosphate mitigation
- Historic waterway/hedgerow and boundary of Nynehead can provide a clear settlement perimeter

Prioritisation

The landscape-led neighbourhoods sitting between Wellington and Rockwell Green present opportunities for new homes in a high quality environment with decent access to shops and services, although any impacts on the green wedge will need to be very carefully considered. These areas are identified as Tier 2.

The western villages are in a far more sensitive landscape context and have far more limited access to shops and services. As such, they are considered Tier 3, less suitable for development.



Landscape-led neighbourhoods

The green corridor between Wellington and Rockwell Green represents an important gap between the two settlements, supporting their discrete nature, which should be maintained. However, scope may exist to provide new homes either side of this green corridor, with very good access to either the town centre or Rockwell Green's local shops and services. This could include a small mixed-use area, closest to the town centre.

These homes should be positioned and arranged to have regard to their settlement edge locations and more rural context, and treat the open space "break" between Wellington and Rockwell Green as a public park, with high quality recreational facilities and good connections with the surrounding pedestrian and cycle networks. These recreational facilities should include the provision of spaces for young people. Homes and streets would need to front onto the public park so as to optimise the surveillance of the area and provide a sense of safety for people using the space. Investment in the Basins could include expanded allotments and managed wetlands. A minimum width for the green corridor would need to be established, such as 200m.

Mixed use development will require a carefully considered design to ensure an appropriate approach when considering residential and industrial uses. The 'agent of change' principle will protect existing industry if new development comes forward.

USES AND ACTIVITIES

- + Well served by town centre and Rockwell Green centre
- + Potential for mixed-use development
- ? Relationship between industry and homes

- + Positive element
- Negative element
- ? Design consideration

ACCESS

- + Good road access
- + Close to town centre - opportunity to improve walking and cycling links
- + Good PROW links
- + Bus stops nearby, to the north
- + Strategic access via A38

PLACEMAKING

- ? Undulating fields - some sites visible to the surrounding area
- ? Careful consideration of edge condition - can be positive but could also have negative impact
- ? Recent development suburban - careful consideration of vernacular
- ? Relationship with industry
- Danger of coalescence

ENVIRONMENT

- + Potential phosphate mitigation solution
- + Investment in the Basins
- ? How to balance ecology and amenity roles of green space
- + Direct connections into the Basins
- Proximity to flood zone



Western villages

The northern area here may present the opportunity for sensitive expansion of the village vernacular, taking cues from the historic buildings such as Georgian cottages and the old school house. However, the sensitive nature of the village context here and strategic views due to topography mean that the number of homes that could be achieved would be low and would need to be very carefully designed. This might suit a small, local developer or provide self-build opportunities.

The portion of land to the south of the railway line is on higher ground and may make unacceptable incursions on strategic views to the west, although the development immediately south of this may change the sensitivity of the context.

The gap between the site and the existing settlement also presents challenges in terms of integrating neighbourhoods and providing good access to services by walking and cycling. This is considered a more challenging site in terms of placemaking and sustainability.

USES AND ACTIVITIES

- ? Not too far from Rockwell Green shops, but walking and cycling routes need to be improved
- Far from the town centre and services
- Sensitivities may mean number of homes achievable is quite low for some sites

- + Positive element
- Negative element
- ? Design consideration

ACCESS

- + Good road access via A38 and through Rockwell Green
- + Bus stops nearby, to the south (for southern parcel)
- Bus stops far (for northern parcel)
- Far from town centre for walking (and possibly cycling)

PLACEMAKING

- On higher ground, so visible from surrounding areas
- Potential issue with coalescence with hamlets to west
- Gap between southern site and existing settlement
- ? Edge condition issues - existing neighbourhoods, fields, railway line
- ? Design cues from Georgian cottages and old school house

ENVIRONMENT

- + Flood zone 3 for part of sites, which would need to be avoided



South

The southern sites are located to the south of the A38 Oldway Road. Whilst they are located reasonably close to Swains Lane and to the Cades/Jurston neighbourhoods, recently under construction, the nature of the green corridor and the A38 mean the sites are rather isolated.

There are a number of significant constraints and challenges related to the sites. The elevated land and the strategic location between the town and the Blackdown Hills means that the sites will be highly visible and compromise important and valued landscape views. The busy A38, which serves as part of the Major Road Network, creates a strong boundary which prevents development to the south from integrating with Wellington in a sustainable way. For these reasons, the area is considered to be less suitable for development. No specific growth scenarios have been suggested at this stage.

Constraints and challenges

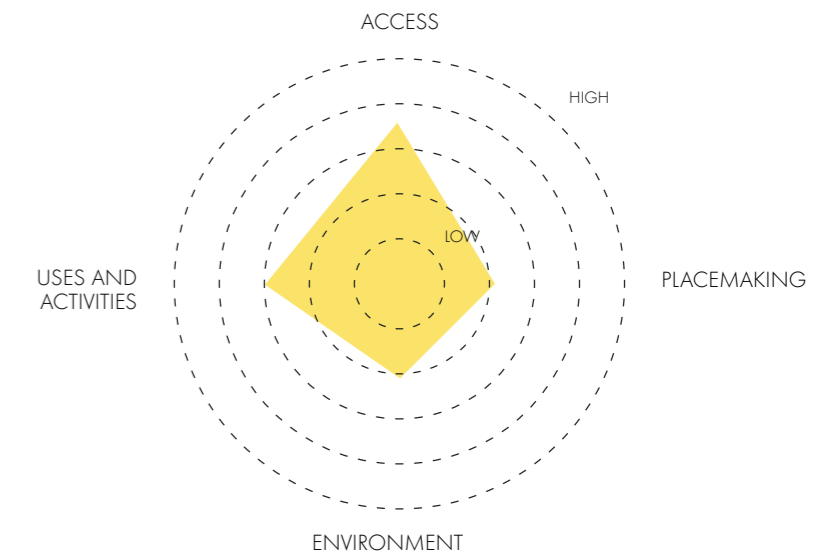
- Topography mapping shows that land is more elevated here and homes will, therefore, be more visible from surrounding areas
- The A38 provides a strong settlement boundary. Development to the south of this would be severed from the fabric of Wellington.
- The A38 is a key route with a rural character that supports Wellington's identity as a market town in a rural setting
- Any development to the north of the A38 should be heavily screened with tree planted buffer and bund
- Any development to the south of the A38 would likely compromise the rural character and unique identity of Wellington
- Location is far from the proposed railway station
- The southern part of the town is not well served by buses
- Not close to a local centre

Opportunities

- Historic PROWs could provide good walking links into the town centre
- Good direct walking links along existing road network

Prioritisation

The southern area presents a number of townscape and environmental challenges that will not easily be overcome and will not be close to local shops and services. It is therefore considered a Tier 3 area that is less suitable for development.



East / Chelston

The eastern area presents an opportunity to intensify and diversify employment uses and spaces for the town. The location means that industrial traffic will not flow through the town centre.

The area to the east of the green wedge could provide an element of residential development, given close proximity to: the Cades/Jurston local centre and new school location; the green wedge; and amenity space.

Historic plans show a village at the northern point of the area and the site is reasonably close to the proposed railway station.

Careful planning and design would be required to manage the relationship between any residential neighbourhoods and surrounding commercial/industrial uses.

The Chelston roundabout has existing issues with traffic flow and so a Traffic Study would be required to consider the impacts of further development.

Constraints and challenges

- Sites situated in Low Vale LCA
- Largely outside of flood zones with the exception of Foxmoor Business Park
- Greenfield sites have established field boundaries and hedgerow coverage
- Absence of heritage designations
- Existing employment sites and designations
- Existing green wedge proposal

- Groundwater flood risk due to proximity of flood zones
- Landscape sensitivities
- Development to be consistent with rural character south of the A38

Opportunities

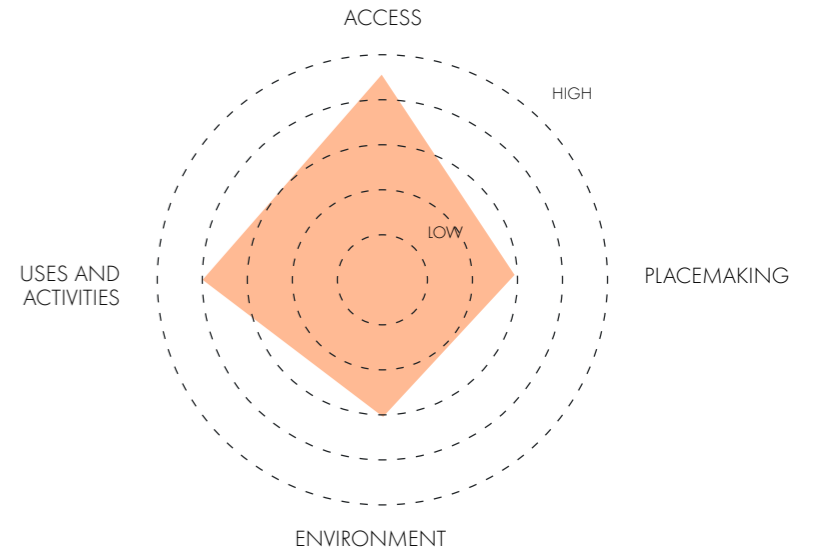
- Strengthen employment focus with Chelston benefiting from a satellite character with existing brownfield sites and roads forming a relatively coherent development extent
- Highly accessible via A38 and M5, avoiding industrial traffic traversing central Wellington
- Potential to introduce greater mix of uses
- Opportunity to strengthen destination for visitors to south west but not at expense of town centre

Relationship between sites

- Sites form two logical clusters: north of West Buckland Road, which has a more brownfield character focused around Westpark Business Park; and south of West Buckland Road / west of A38, which is more Greenfield.
- Existing development is largely employment based. Any deviation from this could undermine the current integrity of the Chelston area as a satellite to Wellington.

Prioritisation

Mixed-use and industrial intensification in the East/Chelston area could contribute positively to Wellington's economic base. The location, at the edge of the town, means that industrial traffic would not contribute to existing issues that the town centre currently faces in this regard. However, careful thought will need to be given to how this area can complement rather than compete with the town centre. Environmental and placemaking challenges also exist in terms of creating high quality residential neighbourhoods and the relationship between uses. This area is, therefore, considered Tier 2.



Mixed-use intensification

There is an opportunity to pursue an intensification of uses in the area close to Taunton Road and south of Westpark. This could include a mix of commercial space and homes.

This scenario would entail the intensification and diversification of Westpark for light industry and mixed commercial uses.

New homes could form part of this mix. Good access to the green corridor, local centre and new school at Cades/Jurston would need to be ensured, to align with the vision and objectives set out in the Place Plan. Any new homes must be a mix of types and tenures to cater for various needs, such as accessibility.

+ Positive element
- Negative element
? Design consideration

ACCESS

- + Good road access via A38 and Taunton Road - avoids town centre
- + Good direct walking/cycling to town centre
- + Bus route close by, potential for new stop
- ? Balance of commercial and residential access

PLACEMAKING

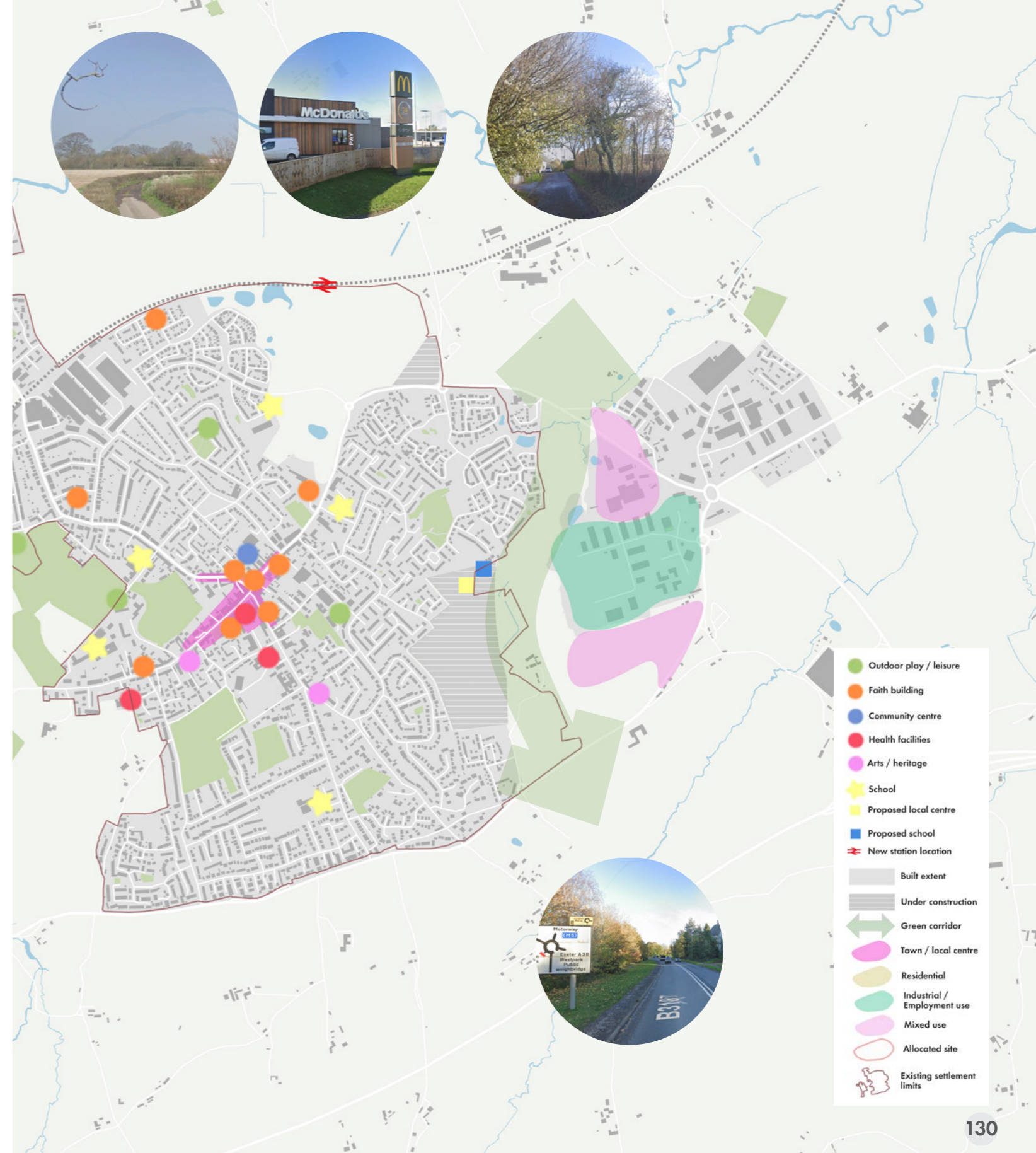
- Substantial buffer and screening needed from A38 to maintain rural lane character. Limited existing trees, so planting needed
- ? Need to consider relationship between residential and light industry
- ? Residential edge condition to green access could be very positive, but needs careful consideration

USES AND ACTIVITIES

- + Homes nearby could help support diversification of industry
- + Agglomeration amongst existing industry, without negative impact on town centre
- Far from the town centre

ENVIRONMENT

- ? Open views south to Blackdown Hills to be retained
- Archaeologically sensitive site at the northern end
- Some flood risk due to flood zone two relatively close by



Industrial intensification

Areas close to M5 junction 26 could be intensified for industrial activity as illustrated on the adjacent plan.

This approach has potential strategic benefits, as the location close to the motorway might limit the volume of additional commercial traffic entering the town centre.

Part of the area is already allocated for industrial / employment use. This additional complementary area could support critical mass, potentially as a later phase of growth.

It is important to highlight that any commercial uses in this location should not compete with the role of the town centre. It is considered that any residential development here would be too isolated and car focused.

- + Positive element
- Negative element
- ? Design consideration

ACCESS

- + Good road access from M5
- + Bus route close by, potential for new stop
- ? Impact on Chelston roundabout would need to be assessed

PLACEMAKING

- ? Relationship with Taunton Road to be carefully considered, as arrival point to Wellington
- ? Also consider homes to the south, adjacent to the A38, frontage should be towards green space and not onto the road

ENVIRONMENT

- Part of site in flood zone 3 - to be avoided

USES AND ACTIVITIES

- + Agglomeration amongst existing industry, without negative impact on town centre
- ? Uses must not compete with town centre commercial activity



5 Next steps

