



Innovia Site, Bridgwater

Masterplan and Planning Framework

Project details

Project

Masterplan and planning framework for mixed-use urban extension on brownfield, former factory site. Planning permission has been granted for around 2,000 homes, 3,000 jobs and associated facilities.

Client

Innovia Films Ltd.

Team

NEW Masterplanning (masterplanner),
Alder King (planning),
Pinnacle Transport
Scott Wilson.

Date

September 2006 - September 2010

Contact

John Bloomfield
Director and Works Manager
Innovia Films Ltd
Bridgwater

Overview

NEW Masterplanning was commissioned by Innovia Films Ltd to prepare a comprehensive regeneration strategy for their redundant factory site on the edge of Bridgwater. The site includes a mix of brownfield and greenfield land and is a critical part of Sedgemoor District Council's long term housing and employment growth strategy.

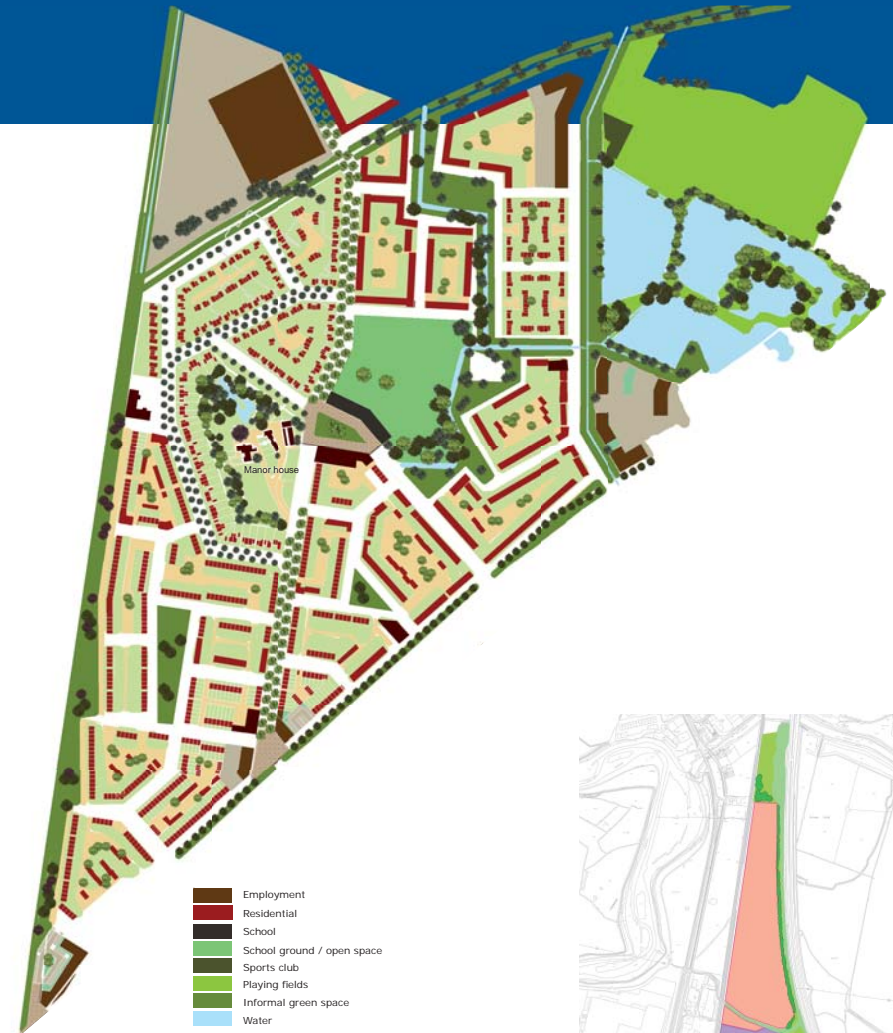
The masterplan creates a network of green infrastructure with playing fields, informal open space and ponds. Good walking and cycling links are created to the town centre, to Bridgwater College and to adjacent employment sites. A strong edge is created to the M5 to improve perceptions of the town and the sense of arrival into Bridgwater. Representations were made to Sedgemoor Council to secure an allocation of the site for mixed use within the Core Strategy.

Working with adjacent landowners a comprehensive application was submitted which will deliver around 2,000 new homes, 3,000 new jobs, a local centre, primary school, sports facilities and community centre.

Planning permission has been granted and construction of infrastructure, employment and housing is now underway in the northern part of the site.

Key outputs:

- Masterplan
- Design codes
- Core strategy representations
- Planning application
- Proving layout
- Viability appraisal



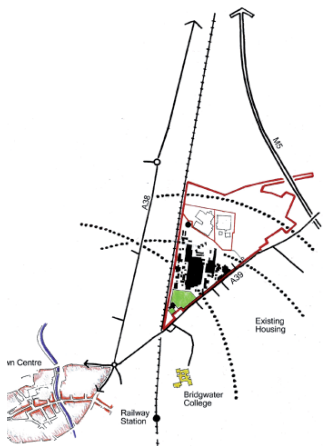
- Employment
- Residential
- School
- School ground / open space
- Sports club
- Playing fields
- Informal green space
- Water

A mixed-use urban extension for the Innovia land, promoting apartments, town houses, new office space, an Innovation Centre, retail, leisure and community facilities within a high quality public realm



Land use plan for comprehensive masterplan including land to the north

- Residential
- Employment
- Employment regional Distribution Centre
- Mixed use local centre
- Local centre for Innovia development
- Primary school



Innovia site location