

**Hallam Land
Management**



**Land South of West Road, Bridport
Addendum to Planning Statement**

Introduction

The site lies west of Bridport Town Centre and covers an area of approximately 70ha (hectares) consisting of arable farmland. The site itself lies approx. 1.7 miles from the Jurassic Coastline which is part of a World Heritage Site. At the heart or centre of the site is Vearse Farm with a working farmyard serving the surrounding land in which it is set. The site consists of 25 parcels of farmland separated by mature hedgerows and trees as well as the River Simene running through the northern part of the site. The area of land lies within the Dorset AONB (Area of Outstanding Natural Beauty) and falls within the West Dorset, Weymouth and Portland Draft Local Plan area.

Bridport is today a market town within Dorset and has been an important centre for the production of rope, twine, netting and sailcloth, originally from flax and hemp, from the 13th century and possibly earlier. Visitors are presented with the unusual combination of market town architecture with a wide variety of industrial buildings, giving parts of Bridport an urban character which is unexpected in the Dorset countryside. Evidence of Bridport's industrial past can be readily seen by walking along the main streets, with carefully preserved buildings together with unusually long plots of land associated with the making of twine and rope. Other parts of the town centre are even more industrial in character, with large 19th-century warehouses and textile mills which may seem out of place within this rural setting. This industrial archaeology has been identified as being of national importance by English Heritage and identified in the Draft Local Plan.

The B3162 West Road forms the northern edge of the site. Located on this road is the existing medical centre with allotments directly behind abutting the site. A small garage on the West Road also abuts the site. New modern housing also faces the development along the northern edge of the site which has been stylised upon local Dorset vernacular. Also apparent are the white late regency/early Victorian style housing dominating significant portions of the B3162. Access into the site is most appropriate along the northern edge from the B3162 West Road. There is potential for two access points into the site which could service an employment zone as well as the residential aspect.

The site abuts an area of residential housing which makes up the western edge of Bridport. This will create an opportunity where pedestrian and cycle links/connections can be made into the town centre and wider context from the eastern side of the site.

The southern edge of the site comprises Broad Lane and Skilling Hill Road which due to the very steep topography forms a ridge to the south side. There is currently a large hedgerow along this southern edge which does obstruct views into the site from road level.

The A35 makes up the boundary line to the west of the site. No main or direct connections will be made into this route from the site. It is envisaged that extra planting to complement existing mature vegetation will soften to this edge and create a green buffer between the new development and the A35.

The town of Bridport has a number of local conservation areas and Listed Buildings that will help to guide design on the site. Four conservation areas are located in the local context. These are Symondsbury, Eype, Bothenhampton and more notably Bridport which is located immediate to the eastern edge of the site. There are four grade II Listed Buildings which immediately relate to the site. Most importantly is the farm house located in the centre of the site. Two Listed Buildings are located at the south-east corner along Broad Lane and Skilling Hill Road. The garage to the north of the site abuts Magdalen farmhouse which was formerly a Toll House.

As described above, the site falls within the West Dorset, Weymouth and Portland Draft Local Plan with a Planning Policy (Brid 1) within that document covering specifically the land at Vearse Farm. Planning Policy Brid 1 from the Draft Local Plan with proposed modifications can be seen below.

Introduction

Local Planning Policy - Brid 1 - Land at Vearse Farm

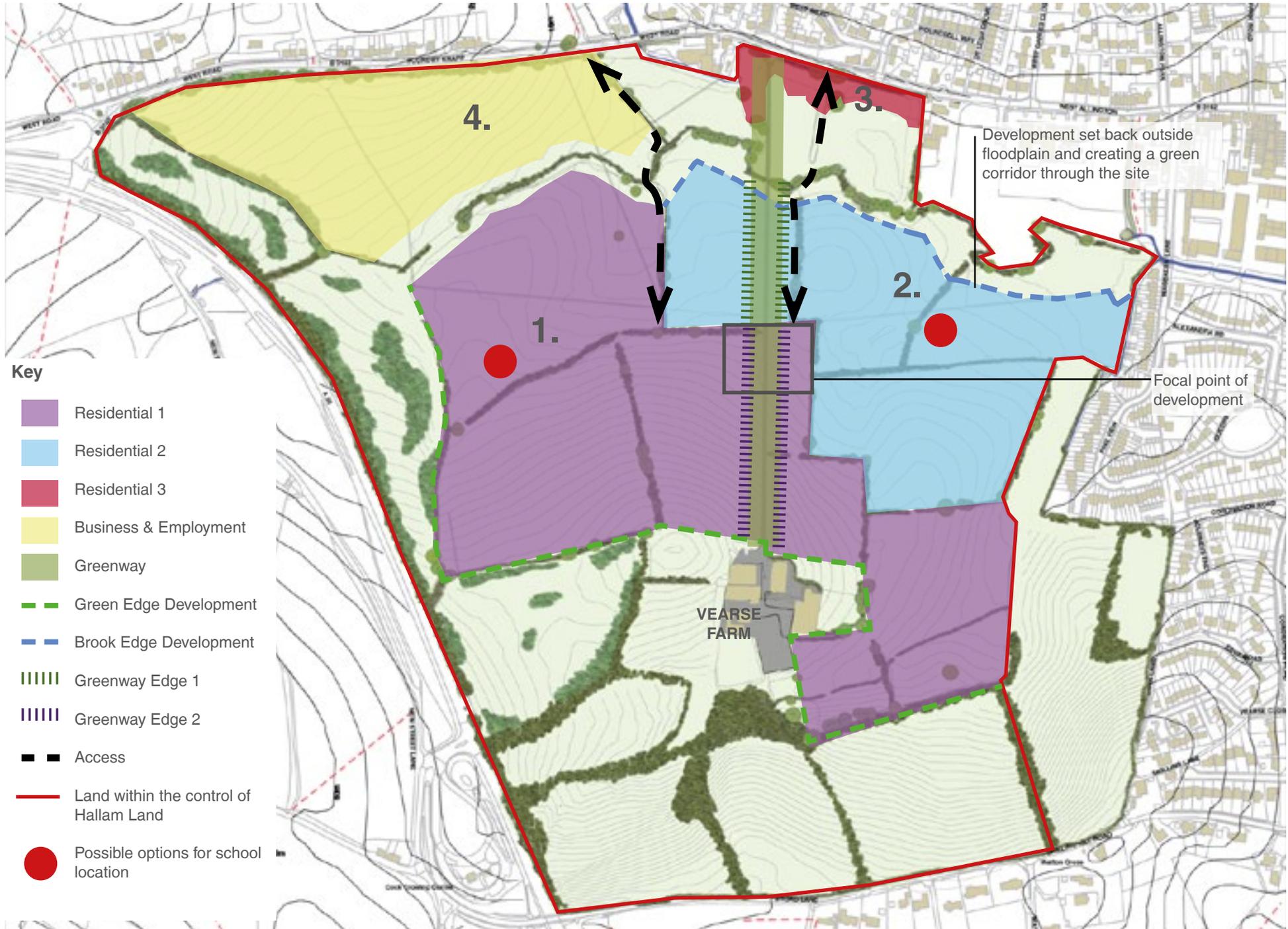
- i) Land at Vearse Farm will provide for the strategic growth of Bridport through a comprehensive mixed-use development, to include new homes, local community facilities (including land for primary education provision) and at least 4 hectares of employment land.
- ii) Delivery will be phased with the intention of providing in the region of 50 to 80 homes a year with an equivalent proportion of employment workspace and community facilities.
- iii) The main employment area will be designated as a key employment site and should be accessed directly from the B33162 West Road.
- iv) The development will deliver highway improvements necessary for the development to go ahead, including improvements to the Miles Cross junction of the A35 with the B3162 West Road.
- v) The development will provide footway / cycleway links from the site into Bridport town centre and to the surrounding areas, including the countryside and coast.
- vi) The floodplain of the River Simene where it flows through the site and other areas prone to surface water flooding, will be kept free of buildings.
- vii) Adequate noise mitigation measures will be provided to protect the amenity of future occupiers from vehicle and road noise generated by the A35 Bridport Bypass.
- viii) The site should be developed in accordance with the masterplan prepared in conjunction with Symondsburry Parish Council, Dorset County Council, Bridport Town Council, Dorset County Council and the local community, and agreed by West Dorset District Council. In order to address sustainable development issues, the masterplan will need to be subject to a sustainability assessment, such as a BREEAM Communities Assessment, carried out by a suitably qualified assessor.

Not all of the site will be developed due to obvious site constraints such as very steep terrains, river floodplains and designated public open space. The opportunities for the site will be explored through the masterplan providing enhanced areas of landscape minimising the visual appearance of any new development. The masterplan will consist of:

- Approximately 760 new homes.
- Allocation of land for a new primary school.
- Allocation of land for a new care home.
- Allocation of 4ha of land for employment use and business starter units.
- Retention of the existing listed Farm house.
- Provision of open space for community recreation
- Landscaping and tree planting as part of the new landscape design.
- Retention as much as possible of the existing mature hedgerows.
- Highway improvements to serve the development.
- Improved footpath and cycleway links with Bridport town centre.

The local character study of Bridport and villages within the wider AONB such as Symondsburry and Lower Eype have been carried out. Findings have and will inform the design approach to the master planning including scale, appearance and building materials to be used. This will ensure that the development proposals will integrate with the landscape and local context providing a high quality and positive development to the town of Bridport. The new development will be split into different character areas each having a different style reflecting Bridport and the wider villages.

The structure of this document identifies potential character areas which help inform a masterplan together with the Green Edges depicting the overall characteristic value of the development. The following site plan identifies 4 no. character areas and the 4 no. proposed green edges. Typical images are provided within this document providing an illustrative guide and summary of the different character areas together with accompanying local precedent. Typical images are also provided of the 4 no. green edges to the rear of this document.



Key

- Residential 1
- Residential 2
- Residential 3
- Business & Employment
- Greenway
- Green Edge Development
- Brook Edge Development
- Greenway Edge 1
- Greenway Edge 2
- Access
- Land within the control of Hallam Land
- Possible options for school location

Character Area 1



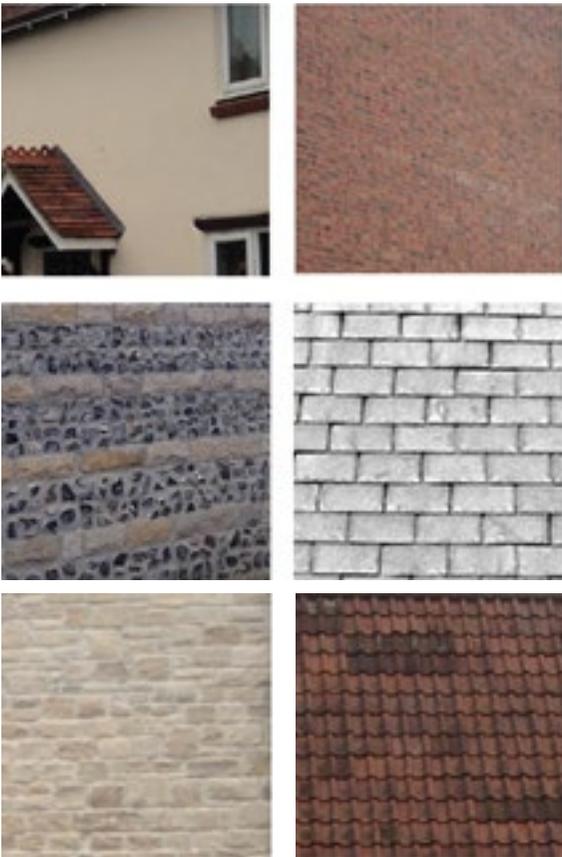
Indicative Sketch

Character Area 1



Housing Examples

Character Area 1: Housing arranged around a landscaped area of green public open space offering opportunities for sport / recreation and can act as a community amenity. Key frontages will reinforce the character of this area. A network of pathways and cycleways that have been shown will support social connections providing opportunities for people to move through the different character areas..



Typical Local Building Materials:

- Brick
- Stone
- Render
- Knapped Flint
- Slate
- Plain and Pan Tiles

Character Area 2



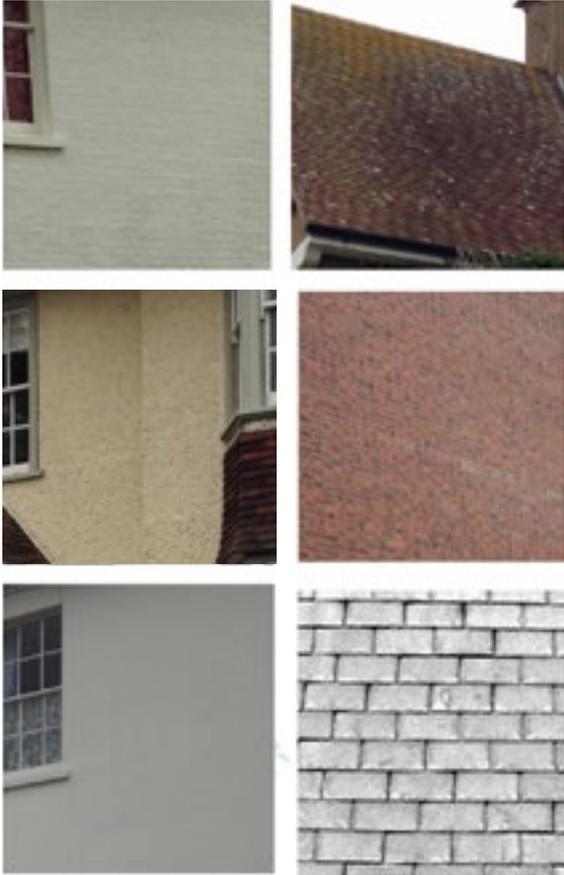
Indicative Sketch

Character Area 2



Housing Examples

Character Area 2: Housing within this character area will reflect the Mid 19th Century - Early 20th Century architectural styles that are characteristic of Allington, notably West Allington Road, Allington Park and Park Road, a character which can be seen to be more urbanised and planned than in Character Area 1.



Typical Local Building Materials:

- Brick
- Render
- Slate
- Tiles

Character Area 3



Indicative Sketch

Character Area 3



Housing Examples

Character Area 3: The character of housing fronting the B3162 West Allington will directly reflect the Late Regency / Early Victorian architectural style which dominates significant portions of the road. The general character and particularly the frontage treatment to plots will be more formal than elsewhere within the development, reinforcing the significance of this route as an approach to Bridport Town Centre..



Typical Local Building Materials:

- Brick
- Render
- Slate
- Plain Tiles

Character Area 4



Indicative Sketch

Character Area 4



Employment Examples

Character Area 4: Employment - The proposals incorporate the provision of employment units to the north-west of the site fronting the B3162 West Road. Some of the units will take the form of converted farm buildings incorporating the local vernacular. The commercial floorspace in the form of small scale rural enterprise will be a variety of sizes set in a total site area of 4 hectares.

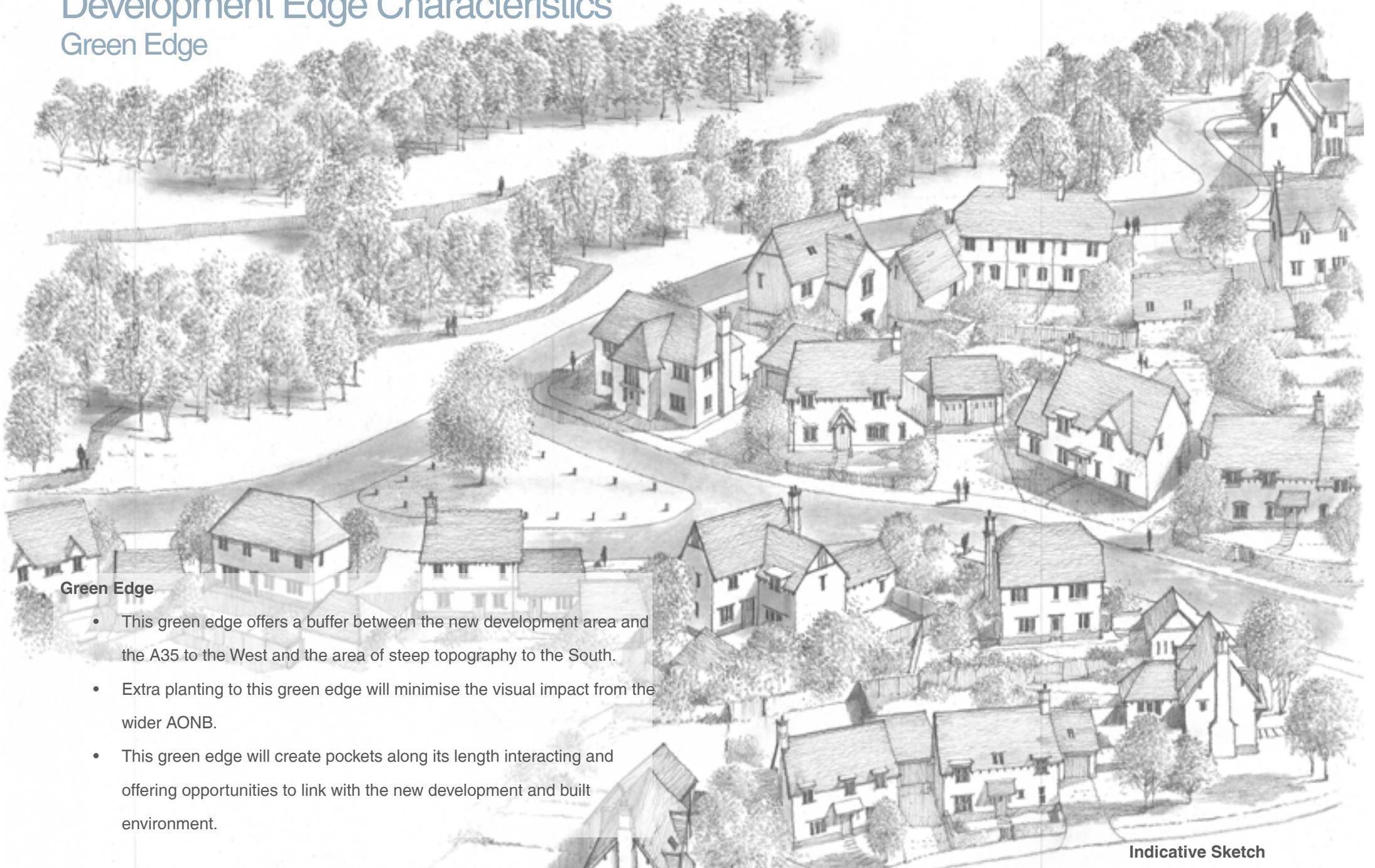


Typical Local Building Materials:

- Brick
- Stone
- Timber
- Slate
- Plain and Pan Tiles

Development Edge Characteristics

Green Edge



Green Edge

- This green edge offers a buffer between the new development area and the A35 to the West and the area of steep topography to the South.
- Extra planting to this green edge will minimise the visual impact from the wider AONB.
- This green edge will create pockets along its length interacting and offering opportunities to link with the new development and built environment.

Indicative Sketch

Development Edge Characteristics

Brook Edge



Indicative Sketch

Brook Edge

- This edge will be 'organic' in nature and shape following the line of the River Simene offering good pedestrian links from the site to Bridport Town Centre and amenity opportunities.
- The Brook Edge offers a buffer between the river flowing thorough the northern half of the site and the new development. This will form part of the flood plain zone.
- This green edge will offer areas of biodiversity within the development.
- All development other than essential infrastructure will be outside the floodplain.

Development Edge Characteristics

Greenway Edge 1



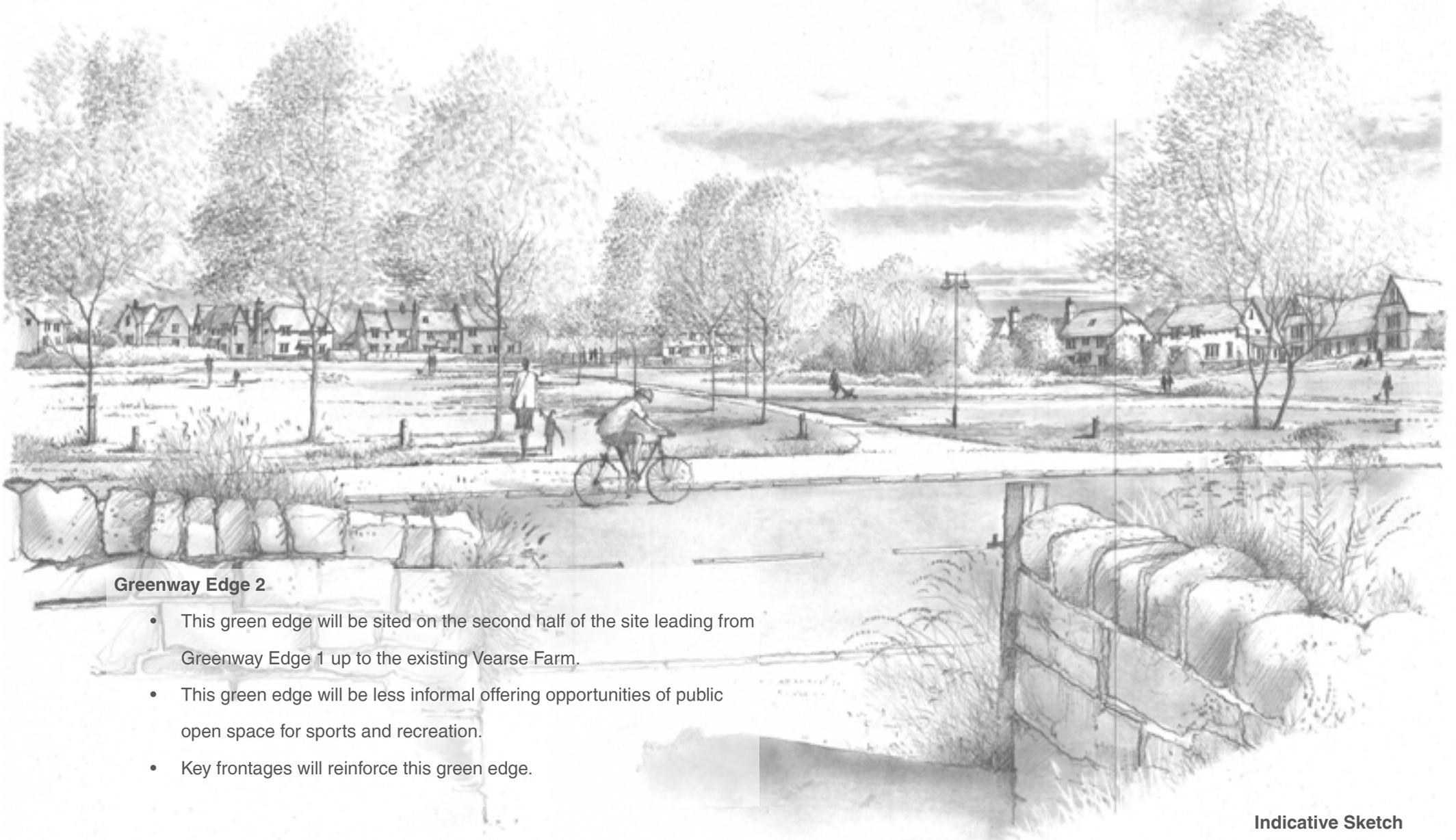
Greenway Edge 1

- This green edge is setup as a more formal edge compared to that of other proposed green edges in the masterplan.
- This green edge will be sited on the first half of the development and directly relate and respond to the B3162 West Allington and Allington Park.
- The architectural styles reinforcing this green edge will reflect the 1920's architecture dominating Allington Park.

Indicative Sketch

Development Edge Characteristics

Greenway Edge 2



Greenway Edge 2

- This green edge will be sited on the second half of the site leading from Greenway Edge 1 up to the existing Vearse Farm.
- This green edge will be less informal offering opportunities of public open space for sports and recreation.
- Key frontages will reinforce this green edge.

Indicative Sketch



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