

An aerial photograph showing a large green field in the foreground, a roundabout with a central island, and a cluster of buildings including a petrol station and a car dealership. In the background, there is a residential area and rolling hills under a cloudy sky.

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WOODBURY PARK

Land at North Street, Bere Regis

July 2022



Agenda

01. Introductions and purpose
02. Who we are
03. The site
04. Planning context, including Neighbourhood Plan
05. Constraints and opportunities
06. The proposal
07. Layout and access
08. Appearance and landscaping, including site sections
09. Response to comments
10. Scheme benefits
11. Next steps

Introductions and purpose

- Planning application registered 30 June 2022.
- Planning reference: P/FUL/2022/04027.
- Welcome the opportunity to present our proposals and further engage with the Parish Council and local community.
- Explain what is proposed, how it responds to local planning policy, and the Neighbourhood Plan in particular, as well as highlight the key benefits.
- Thank everyone who has commented on the proposals and provide responses on key themes.

NICK HARRISON

GODWIN DEVELOPMENTS

Planning Director

Nick is a Chartered Town Planner, with 20+ years of experience at senior level in high profile property development. He will oversee this project through the planning process, managing our consultant team.



Who we are

- Godwin Developments is a national property development business.
- Our experienced team operates across multiple sectors including industrial & logistics, roadside retail, and residential schemes.
- We are privately funded with excellent access to capital and have a proven track record of delivery.
- Our in-house team extends to over 40 property professionals across multiple disciplines.



A roadside retail development for Greggs and Costa Coffee in Stoke on Trent



A supermarket scheme for Lidl Supermarket in Birmingham

The site

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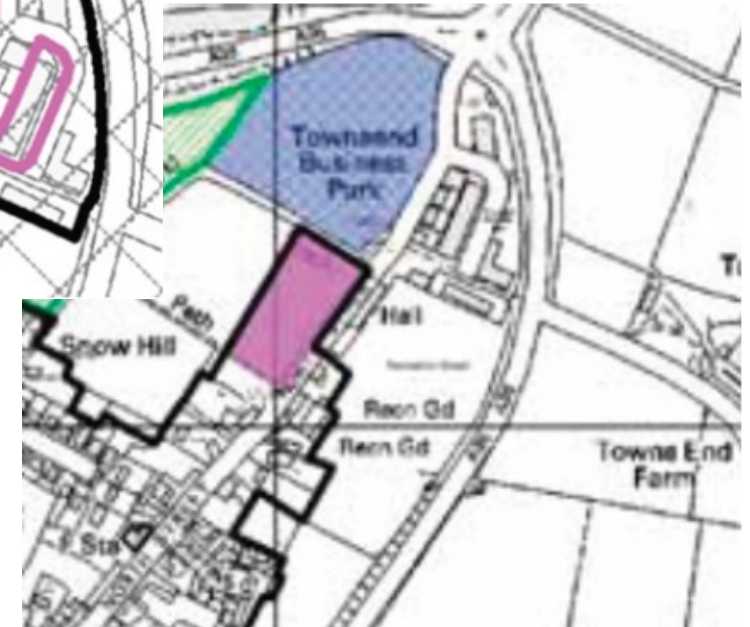
Planning context

- The adopted Local Plan identifies the eastern portion of the site as being within the Settlement Boundary for Bere Regis and allocates it for employment use.
- The Neighbourhood Plan further allocates the whole site for Commercial Development (Policy BR8) and the adjoining site for residential development.
- This larger allocation is carried forward into the emerging Purbeck Local Plan Review.



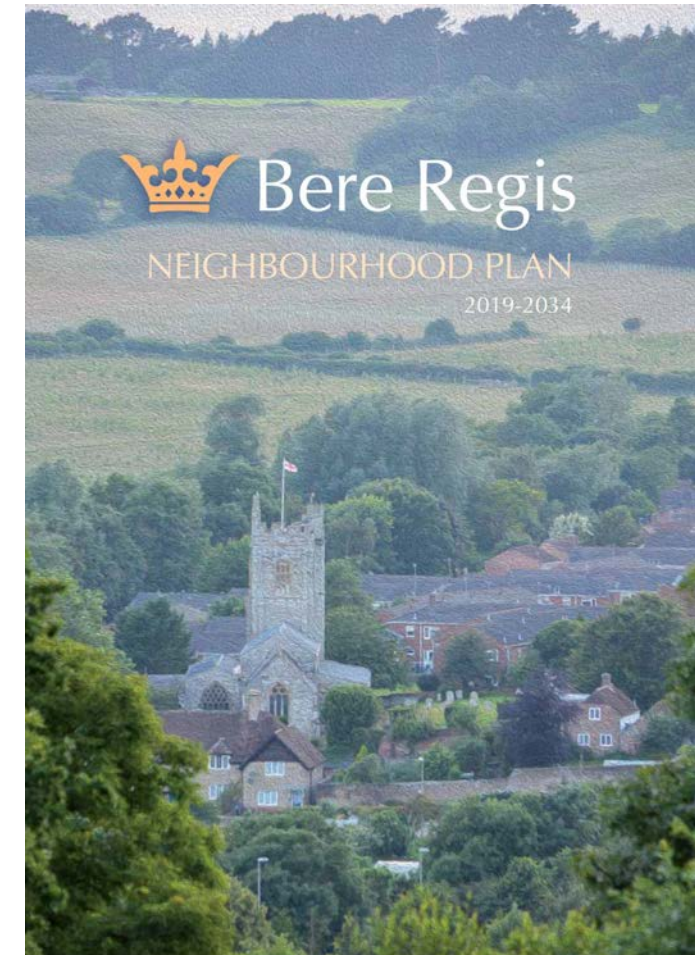
Purbeck Local Plan adopted 2012

Bere Regis Neighbourhood Plan made 2019



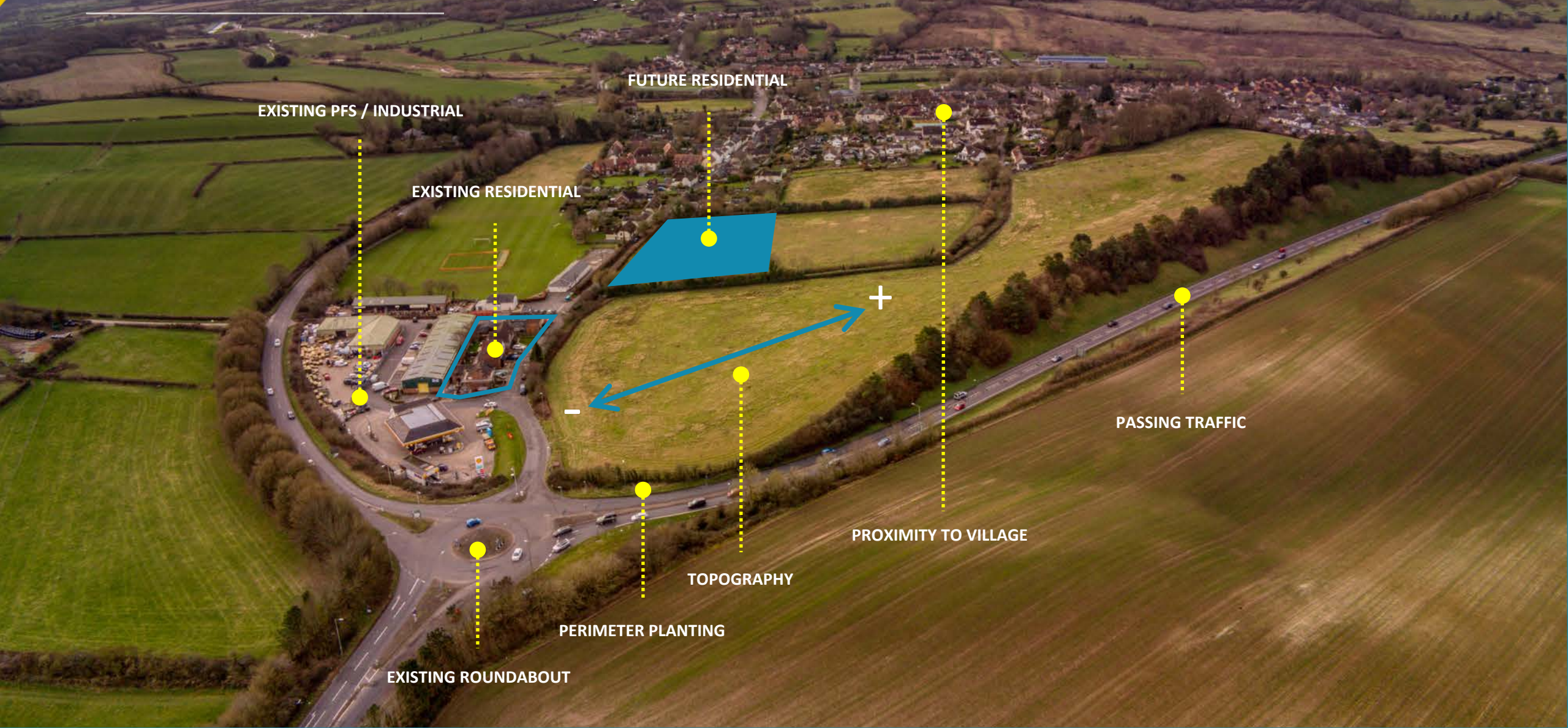
Neighbourhood Plan

- Sets out a vision to *“sustain a safe and lively parish community, centered on the village of Bere Regis”*.
- Establishes a series of objectives, including to *“support existing and new employment opportunities.”*
- Acknowledges the dormitory role of Bere Regis, but also notes the wide range of local commercial enterprises in the Parish and the valuable contribution they make to local employment.
- **Identifies a range of uses that would be suitable on the North Street site, including Use Class B8 / E(g) industrial and E(b) restaurants / sui generis takeaway**



Constraints and opportunities

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EXISTING PFS / INDUSTRIAL

EXISTING RESIDENTIAL

FUTURE RESIDENTIAL

PASSING TRAFFIC

PROXIMITY TO VILLAGE

TOPOGRAPHY

PERIMETER PLANTING

EXISTING ROUNDABOUT



The proposal

- Godwin Developments have secured an option to purchase this site on a subject to planning basis and have now submitted a detailed planning application in June 2022
- The development responds directly to the Neighbourhood Plan and will deliver:
 - 8no Use Class B8 Trade Counter / E(g) industrial units
 - 3no drive-thru and 1no drive-to restaurants
- EV charging points will also be provided
- There is strong occupier demand for the development, and the proposals have been informed by the operational requirements of the end users and identified local demand for industrial premises

The proposal

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The proposal

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The proposal

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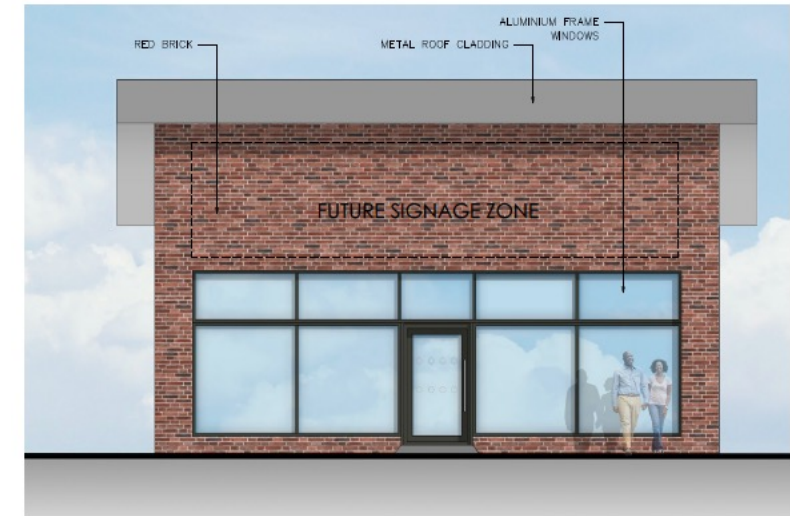
Layout and access

- The 8no industrial units (each 185sqm GIA) will form a terrace backing onto the southern boundary
- The drive-thru and drive-to units occupy the balance of the site nearest to the A35/A31 roundabout where they can benefit from the high volume of passing traffic
- A new priority T-junction access is proposed off North Street with a dedicated right-turn lane providing a safe refuge for vehicles waiting to enter the site. The existing footway on North Street will also be extended
- The development is designed to accommodate all likely vehicle types and provide ample circulation space.



Appearance and landscaping

- The industrial units will be faced in a combination of high-quality metal cladding and brick with glazed elements. The roof will be mono pitch, falling from front to back at a height of 5.9 to 6.8m
- The drive-thru and drive-to units will be single-storey and purpose built to individual occupier requirements with several international brands having confirmed to Godwin Developments their desire to have a presence on the site
- The existing perimeter trees and shrubs will be retained and, where necessary, reinforced to provide natural screening and a buffer to neighbouring uses particularly the existing residential properties on North Street



FRONT (EAST) ELEVATION



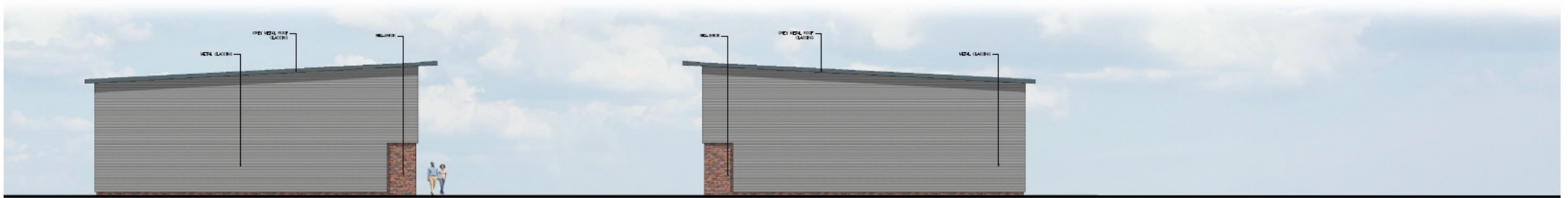
REAR (WEST) ELEVATION



FRONT (NORTH) ELEVATION



REAR (SOUTH) ELEVATION



SIDE (EAST) ELEVATION

SIDE (WEST) ELEVATION



FRONT (SOUTH) ELEVATION



SIDE (EAST) ELEVATION



FRONT (EAST) ELEVATION



SIDE (SOUTH) ELEVATION



FRONT (WEST) ELEVATION



SIDE (SOUTH) ELEVATION



Site sections





Response to comments

Consultation

- This site is allocated in the adopted Local Plan and the 'made' Neighbourhood Plan.
- It is also a proposed allocation in the emerging Local Plan.
- All these Plans have been subject to extensive public consultation.
- Pre-application consultation with the representatives of the Parish Council took place in April 2022.
- A request for pre-application advice was also submitted to Dorset Council in March 2022.
- After 4 months we had to proceed without formal feedback to meet our contractual obligation to the landowner.
- A dedicated website has been set up inviting comments on the proposals – woodburypark-bereregis.co.uk
- We have been acknowledging all comments received and will be publishing responses and updates on the website.



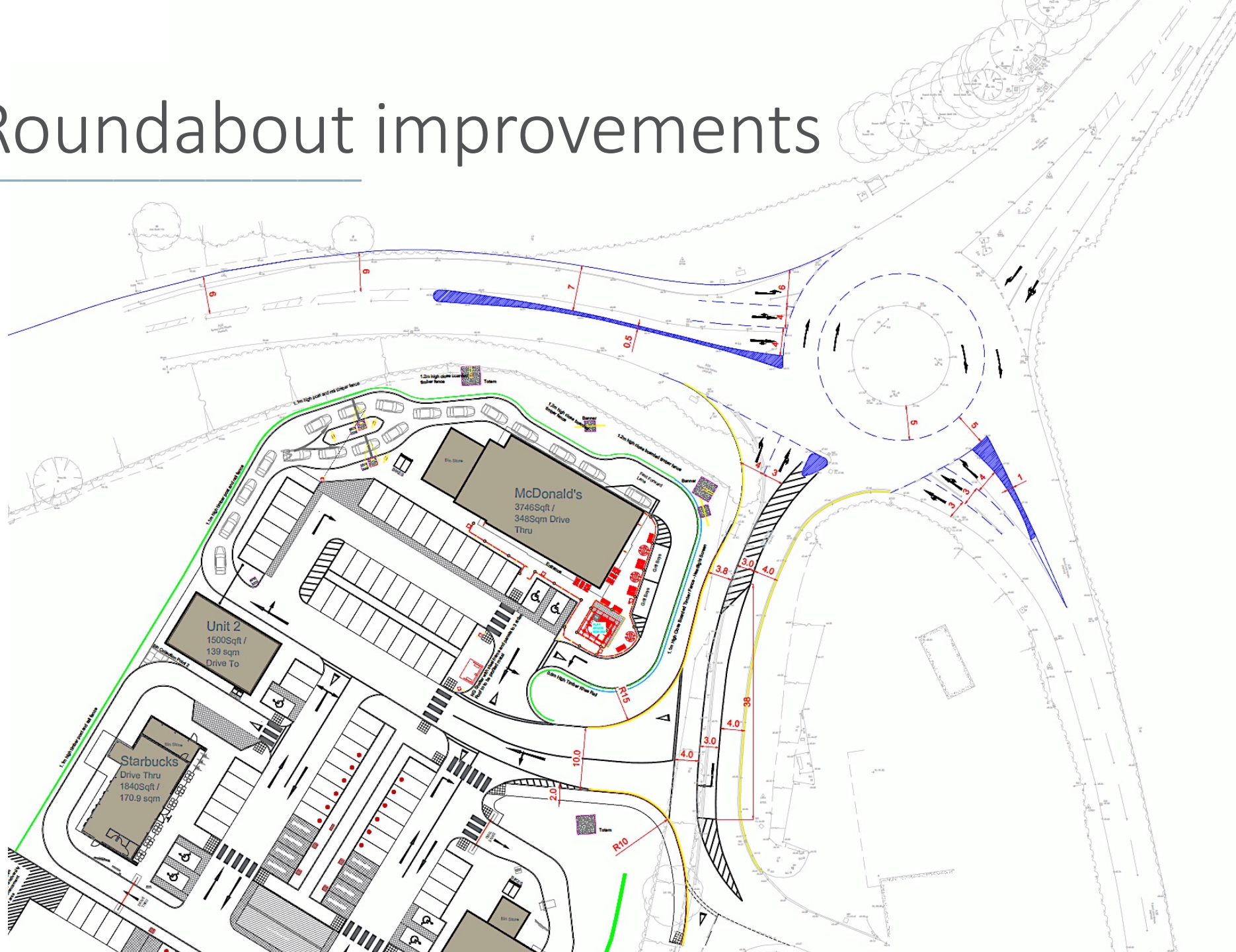
Response to comments

Traffic

- Detailed Transport Assessment submitted in support of application.
- Consulted Dorset Council (Highway Authority) and National Highways to agree scope.
- Automatic Traffic Counts undertaken in February 2022.
- Fully classified junction turning counts carried out in April 2022.
- Recorded traffic counts and turning movements uplifted 25% to align with National Highways data for peak Summer period.
- A31/A35 roundabout can accommodate development traffic in opening year (2023).
- Even without development the roundabout will be operating at capacity by 2028.
- Proposed improvements to roundabout will increase operational capacity and fully mitigate development traffic.
- Dorset Council and National Highways are statutory consultees on the planning application.

Roundabout improvements

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Response to comments

Highway Safety

- In the last 5 years there have been 5 recorded accidents on or approaching the A31/A35 roundabout.
- Only one was classified as serious; the others were all slight.
- All the recorded accidents were vehicle collisions linked to driver error.
- The design of the roundabout was not a factor.
- None involved pedestrians or cyclists.
- The proposed roundabout improvement works will increase its operational capacity, reducing the risk of accidents.
- Apart from linked trips to the petrol filling station, all vehicular traffic will be to/from the A31/A35 roundabout.
- Pedestrian/cycle trips will be to/from Bere Regis village via North Street, a quiet rural road closed to through traffic.
- A new 2m wide footway will link the site to the existing footway on North Street.
- Within the site footways, zebra crossings, tactile paving and dropped kerbs will facilitate safe pedestrian movement.
- The planned removal of the HGV pumps at the petrol filling station will significantly reduce existing HGV movements.



Response to comments

Noise and Ventilation

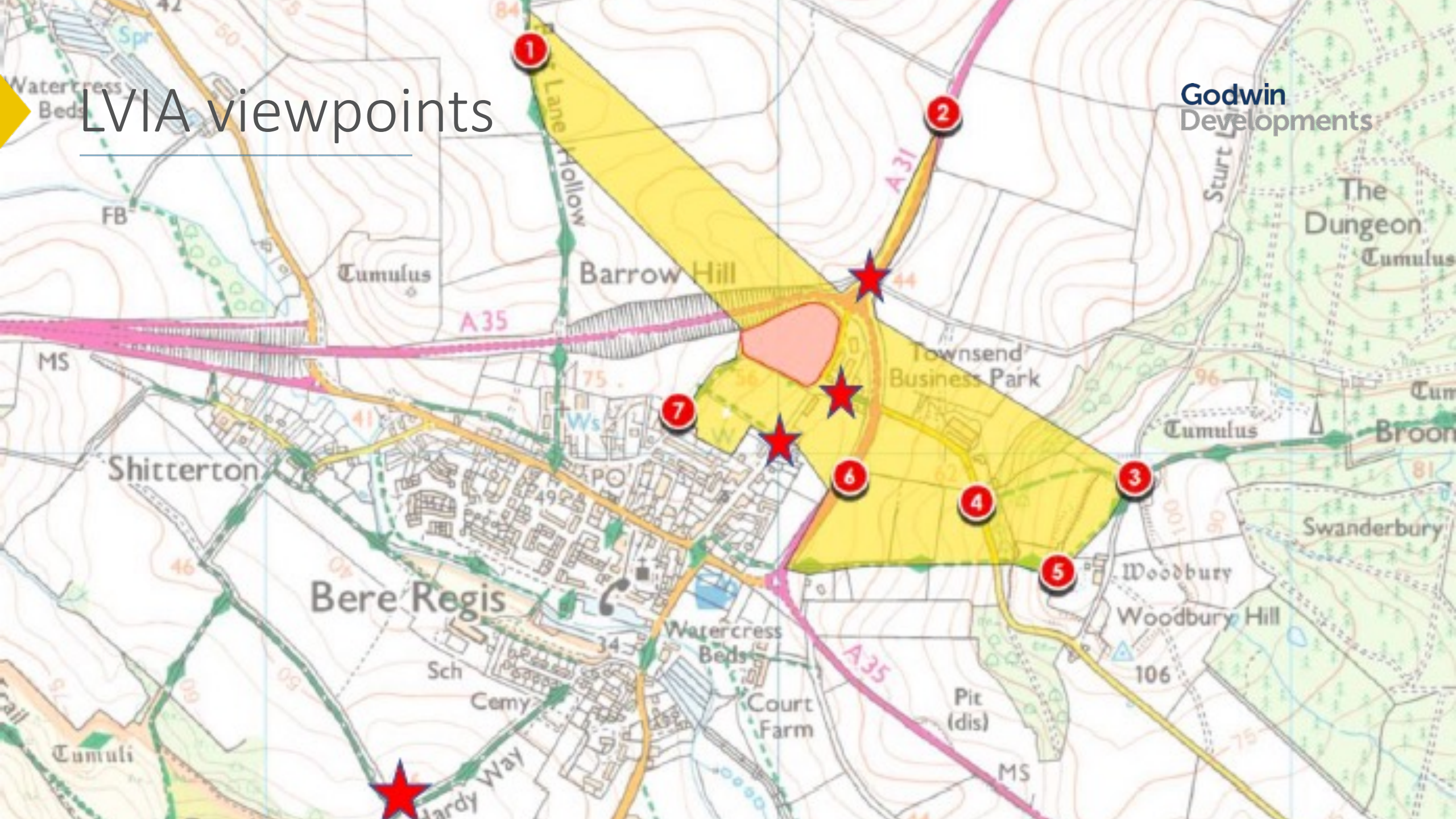
- Comprehensive Noise Assessment carried out in support of application.
- Dominant noise source is road traffic on A31/A35, and this will continue to be the case post-development.
- Existing Shell Garage and Industrial Estate are further commercial noise sources in the immediate locality.
- Within the proposed development the dominant noise source will be cars moving at slow speed.
- Industrial and commercial buildings will all be constructed to achieve appropriate noise mitigation.
- 3m high acoustic barrier is proposed along the eastern boundary to safeguard the amenity of residential occupiers.
- Any roof top plant will be designed to achieve the recommended noise level.
- The drive-thru and drive-to units are purpose designed and equipped with best practice ventilation equipment.
- Dorset Council will secure details and ensure compliance via planning conditions.



Response to comments

Landscape and Visual Impact

- A comprehensive Landscape and Visual Impact Assessment has been commissioned and will be submitted ASAP.
- This has been delayed in part to enable Dorset Council to agree viewpoints.
- Site is allocated for employment/commercial development in the Local Plan and Neighbourhood Plan.
- Scheme cut into existing slope and buildings max 2-storeys.
- Perimeter planting retained.
- Most prominent area of site retained as green space.
- Additional landscape planting proposed within the site.



L VIA viewpoints

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Response to comments

Flood risk and drainage

- The site lies within Flood Zone 1, where there is a low probability of flooding.
- Because the site exceeds 1 hectare a Flood Risk Assessment (and drainage strategy) has been submitted.
- Surface water drainage will be designed to accommodate the 1:100 year plus 40% event.
- Surface water run-off will be limited to a greenfield rate of 2l/s.
- Site investigations show that the underlying soils are suitable for infiltration, but on-site attenuation is the fallback.

External lighting

- The design philosophy is to use the minimum lighting level for safety.
- Light fittings are designed to minimise light spill and sky glow in accordance with best practice.

Car parking and circulation

- There is ample space within the site to accommodate any likely queuing of vehicles.
- Parking provision complies with Council parking standards for the uses proposed.



Response to comments

Security

- The site will be professionally managed.

Health

- The provision of food & beverage units provides additional consumer choice in the locality.
- All the named occupiers offer a range of food options.
- We would welcome interest in Unit 2 from other potential occupiers.
- The site is within easy walking/cycling distance from Bere Regis village.



Scheme benefits

- Responds to identified local demand for industrial units up to 185sqm to serve start-ups and young growing businesses
- Creates significant new employment opportunities for local residents within convenient walking / cycling distance
- Delivers a wide-ranging food and beverage offering primarily functioning as a road-side facility, but additionally serving a local catchment area
- Provides convenient access to EV charging at a strategic location on the highway network, helping the UK transition to electric vehicles and Dorset become carbon neutral by 2050
- Keeps vehicular traffic out of the village with the predominant flow of traffic being to and from the A35/A31 roundabout
- Delivers improvements to A35/A31 roundabout.
- Retains and reinforces the existing perimeter planting to provide natural screening and a buffer to neighbouring uses
- Complements the existing PFS and industrial development at Townsend Business Park.
- Takes advantage of existing high levels of traffic, benefitting travellers on longer journeys passing the site, and helps to reduce the need for local residents to make longer journeys to similar facilities, thus minimizing new trips.



Next steps

- Dorset Council have invited comments on the planning application by 28 July 2022.
- Website provides more information about the proposals.
- We also want to hear from you should you have any further questions about the development.

WEBSITE: www.woodburypark-bereregis.co.uk

EMAIL: hello@godwindevelopments.co.uk

TELEPHONE: 0121 516 9508