There is the opportunity to attract major new employers to this part of Weston which has good access to the M5, good public transport connections to the town centre and a high quality physical environment.

A landscaped spine road, with tree planting and water features, can provide a high quality “address street” for new office development. On the southern edge of the NSC landownership there is the opportunity to create a larger critical mass of employment by locating buildings adjacent to the proposals on the northern edge of the St. Modwen/HCA planning application. This office area will have good accessibility by car and by public transport along the spine road. Employees will have access to high quality green space, and to the local shopping facilities proposed within the Mead Group and St. Modwen/HCA planning applications.

The northern gateway to Parklands Village is potentially the most high profile location. Development here will be visible from the A370 approach to the town but has the opportunity to differentiate itself from the existing facilities at Worle. Although this area is outside NSC’s landownership it is key to delivering the appropriate access and gateway to to Parklands Village as a whole.

Design Principles: Business

1. High quality offices with a waterfront setting are part of the Mead Group proposals which can announce the gateway to Weston and Parklands Village.

2. The boulevard spine road can provide an attractive “address street” for office occupiers, located between two important junctions and opposite a new water feature.

3. Offices in the central area of Parklands Village can benefit from the landscape qualities of the rhynes, as well as having access to the central park and local shopping facilities to the south.