



Cheadle
Staffordshire



Cheadle Town Centre Final Masterplan Report

Appendix 5

Draft Masterplan Summary Report

February 2010



APPENDIX 5 – DRAFT MASTERPLAN SUMMARY REPORT

Introduction

- 1) BE Group in conjunction with Taylor Young and Aecom, has been commissioned by Staffordshire Moorlands District Council (the District Council), Advantage West Midlands (AWM) and Staffordshire County Council (SCC) to produce a Masterplan for Cheadle Town Centre. This will inform the District Council's Local Development Framework.
- 2) The objectives for Cheadle's Town Centre Masterplan are to:
 - Identify employment opportunities through the redevelopment of vacant and under utilised land, properties and mills and enhancement of existing property
 - Identify the potential to increase resident and visitor expenditure and reduce the leakage of expenditure to other centres
 - Strengthen the retail and service hubs of the town
 - Prepare proposals that enhance the access to, and setting of, St Giles RC Church and the Market Place
 - Identify the feasibility of securing visitor accommodation in the Town Centre and identifying where this should be located

- Propose and assess options for improving the flow of vehicular traffic in the Town Centre
- Identify suitable uses or enhancements for the opportunity sites scheduled in the brief.

- 3) The Town Centre boundaries are identified in the study brief, and in this respect it is noted there is no specific geographic definition for Cheadle Town Centre in planning policy terms.

Baseline Report

- 4) The Baseline Report represented the first step of the process for the production of the Masterplan. It has been prepared from a detailed document review of national, regional and local planning policy in relation to Town Centres, as well as both generic and locally focussed reports on retail and regeneration.
- 5) This desktop research was complemented by a thorough understanding of place. Surveys were undertaken by Planners, Regeneration Specialists, Urban Designers, Landscape Architects, Transport and Property Specialists.
- 6) To supplement this and to further the understanding of wider Town Centre issues, an analysis of the latest census based

information has been undertaken to understand the socio-economic position of the catchment for Cheadle.

- 7) The findings of these different strands of research are set out in this section of the Draft Masterplan report, brought together with the more anecdotal evidence established through meetings, conversations and discussions with various key stakeholders, as well as the detailed site survey work. This has included workshops with District Council Councillors; local stakeholders (Cheadle Town Councillors land and property owners; community and residential interest groups) and Cheadle Business Group. A project launch exhibition event was also held to gather residents and visitors opinions.
- 8) The conclusions offered a strong position on which to base the next stage of the commission, to develop options for change and development in the Town Centre.

Context

- 9) Town Centre regeneration is a key principle of national planning policy. Market towns like Cheadle are being challenged as local shops and services close, but because of their higher incidence of independent traders, can importantly offer local distinctiveness and local retail.

- 10) Regionally Cheadle is not large enough to be identified on the West Midlands Regional Spatial Strategy map. It is considered to fit to statements supporting the role of rural towns as service centres for their hinterland and a focus for development, whilst ensuring local character is preserved.
- 11) No Town Centre boundary is defined in local policy documents. Rather there is reference to primary and secondary shopping areas. The emerging LDF Core Strategy sees Cheadle as a market town with increased growth (in the form of housing and employment) to expand its role and improve infrastructure. The scale of housing growth (likely to be met on greenfield sites outside the urban area) is significant, being equivalent to a 25 percent expansion of the town. This has implications for the Town Centre.
- 12) Most of the Masterplan area is within a Conservation Area, reflecting Cheadle's historic street pattern, historic buildings and Pugin's St Giles RC Church in particular.
- 13) Socio-economic analysis provides pointers for influences upon the Town Centre's offer. Over half the population is aged under 40, with the largest percentage of all the age groups being in the 30-39 years age bracket. The Town

Centre offer needs to address how it can attract and retain loyalty from the younger population.

- 14) Around 35 percent of all the working age population fall into the two lowest social grades – DE – which impacts on the available disposable income and affluence.
- 15) And there are comparatively low numbers of people with access to a car; another 44 percent have access to only one car. This is a challenge for a rural market town with a relatively poor public transport infrastructure.

Property Analysis

- 16) Cheadle has a niche role as a market town local centre; providing convenience goods, services and local comparison shopping. The town is seen as the District’s secondary shopping centre, complementing rather than competing with Leek.
- 17) The town has a high percentage of independent traders (78 percent) and a notably below average share of national multiples. It is not therefore at risk of being characterised as part of ‘Clone Town Britain’. The Town Centre is clearly an

important provider of local services – with banks and building societies in plentiful numbers.

- 18) There is however an above national average vacancy rate for Town Centre retail outlets (over 16 percent compared to 13 percent), although only the minority appear to be actively marketed.
- 19) The Town Centre office market is small, in terms of both supply and demand. There is no modern, quality accommodation.
- 20) There are only limited leisure and community facilities within the Town Centre. Whilst there has been investment in library, tourist and community information facilities, there is immediate need to replace the Police Station as the building is no longer fit for purpose.
- 21) The Town Centre includes significant areas of residential property, although little is in the form of ‘living above the shop’. Most is in the form of terraced or semi-detached housing. Prices are below regional averages, but are higher than county and Leek Town Centre figures. However, brownfield site development opportunities are considered

restrictive, with proposed housing growth likely to be steered to greenfield sites outside the urban area.

Townscape and Landscape

- 22) Cheadle has a strong historic core with a number of outstanding buildings contributing the overall character. The historic core is focused around High Street, the traditional retail core at the heart of the town. This includes the Pugin – designed St Giles RC Church.
- 23) The triangular form of the Town Centre has created three major gateways at street intersections, but these tend to be traffic dominated, creating poor pedestrian environments and a poor sense of arrival.
- 24) The main focus of the Town Centre is the large open public car park at Tape Street. This is a relatively desolate space, unattractive as a first impression for visitors. Indeed this reflects the general view of the public realm – pavements are narrow in places and can be difficult to follow; whilst Market Place is attractive there is little active frontage to animate the space when the market is closed; there is very little public

space around St Giles RC Church, and poor connections from High Street,

- 25) The eleven Opportunity Sites identified in the study brief (ten in the commissioning brief plus one added in from the baseline assessment stage) present scope for comprehensive re-development that could deliver appropriate Town Centre uses.

Access and Movement

- 26) The Town Centre suffers from congestion, partly as a result of through traffic to and from Alton Towers, and partly due to the traffic circulation patterns. Pedestrian routes are poor, especially between the main retail core of High Street and the main food shopping area east of Tape Street.
- 27) There are poor public transport connections between the nearest rail service (Blythe Bridge) and the Town Centre. There are also few regular and frequent bus services in the Town Centre, with the one-way system causing indirect and circuitous routing (and additional journey time).

Opportunity Sites

28) The eleven Opportunity Sites provide specific development opportunities to be incorporated within the overall Masterplan framework. It must be recognised that for some ownership issues, owner aspirations and existing uses mean that realising the opportunity may be a medium or long term action. From the consultations process it was suggested that five of the sites be extended in size, reflecting property ownerships or adjoining identified opportunities.

Emerging Objectives

29) Taking into consideration all that is set out in the Baseline Report, the emerging strategic objectives for the Masterplan were:

- The creation of a defined heart to the Town Centre
- To improve and enhance the setting of the town’s key building asset – St Giles RC Church
- To repair the damaged urban fabric to the east/south east of the Town Centre
- To improve the historic core
- To improve the Town Centre gateways
- To complement and improve the environment of High Street

- To enhance the environment around Tape Street (and better integrate to High Street)
- To revitalise and sustain the town’s market
- To develop the Town Centre’s offer for residents and visitors (daytime and evening economy)
- To reduce the high level of vacant premises
- To secure replacement Town Centre-based police station facilities
- To reduce the dominance of vehicle movements on the core circulatory network, in particular HGV movements through the Town Centre
- To provide stronger clarity and quality of parking in the heart of the Town Centre
- To consider opportunities to reduce vehicular severance at the north and south end of Tape Street.

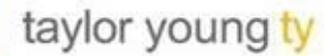
30) The findings of the Baseline Report were presented to the study’s Management and Steering Groups in early September 2009. They were also presented to Councillors, key Stakeholders and businesses.

- 31) Details of the Opportunity Sites gathered through the baseline analysis, plus other sites and opportunities, were then used to develop design options.

Design Options

- 32) The second stage of the master planning process has been to develop design options for each of the eleven Opportunity Sites. Potential uses were identified for each site, through initial consultation with the public, local businesses, land and property owners and other key stakeholders.
- 33) Site capacity assessments were then undertaken, which considered both minimum and maximum intervention options for each site. These are shown overleaf.

Cheadle Town Centre Masterplan



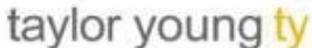
1) Cheadle Council Offices, Leek Road



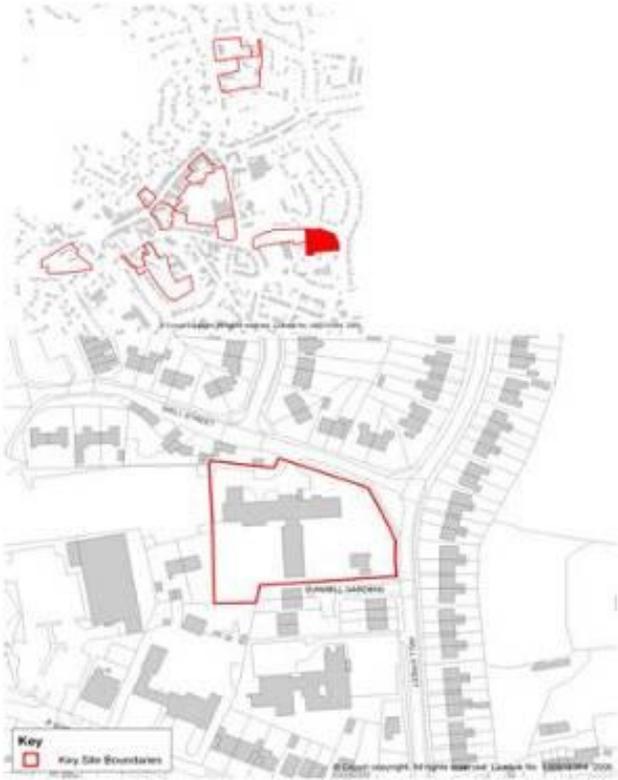
SITE AREA: 0.46 hectares = 1.14 acres				
SITE CAPACITY				
POTENTIAL OPTION USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Offices	20,000	60	2/2.5	- Approx. 11,000 sqft offices in existing building and 11,000 sqft of new build offices
2) Residential	26,000	24	2/3	- Approx. 11,000 sqft of apartments in existing building and 15,000 sqft of new build traditional houses (mixture of 2,3 and 4 bed) - approx. 14 houses @ density of 35 houses/ha



Cheadle Town Centre Masterplan



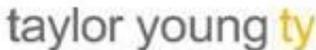
2) Lightwood Area



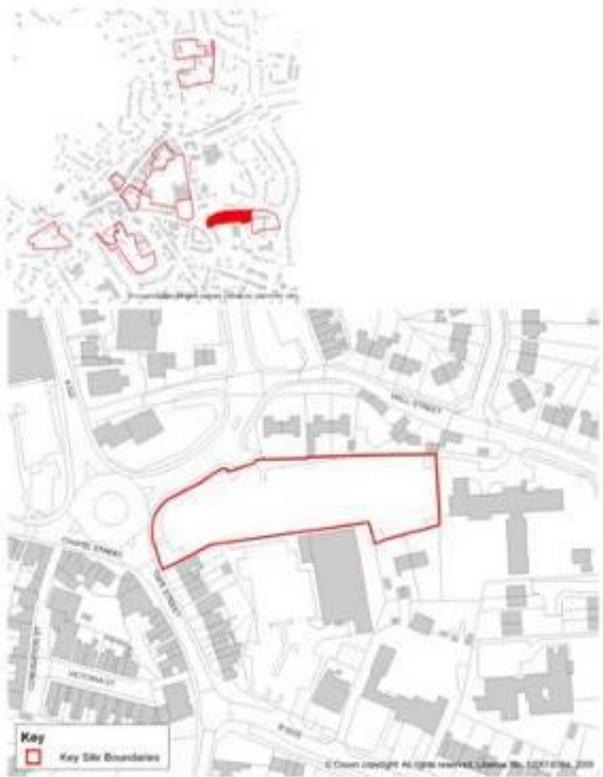
SITE AREA: 0.48 hectares = 1.19 acres				
SITE CAPACITY				
POTENTIAL OPTION USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Residential Refurbishment (Extra Care)	19,000	10	2	- Number of units subject to refurbishment of existing building.
2) Residential (New Build Housing)	17,000	32 (2 spaces per home)	2/3	- Approx. 16 traditional houses (mixture of 2,3 and 4 bed @ density of 35 houses/ha)



Cheadle Town Centre Masterplan



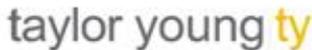
3) Well Street Car Park Area



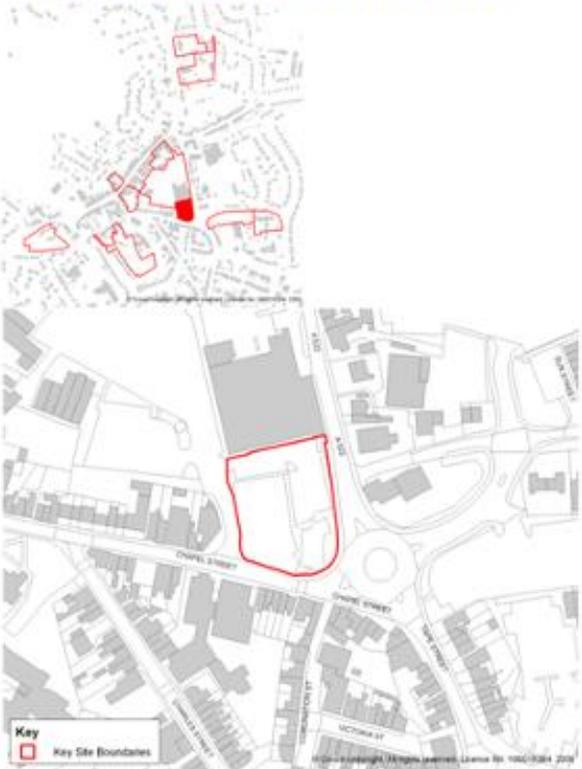
SITE AREA: 0.48 hectares = 1.19 acres				
SITE CAPACITY				
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Police Station and Car Parking	As per police requirements.	132 public car park	2	- Assumes police station occupies approx. 0.15 hectare of the site.
2) Offices and Car Parking	12,000	80 public car park and 37 for office uses	2/3	



Cheadle Town Centre Masterplan



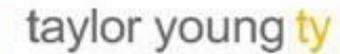
4) Former Job Centre Site



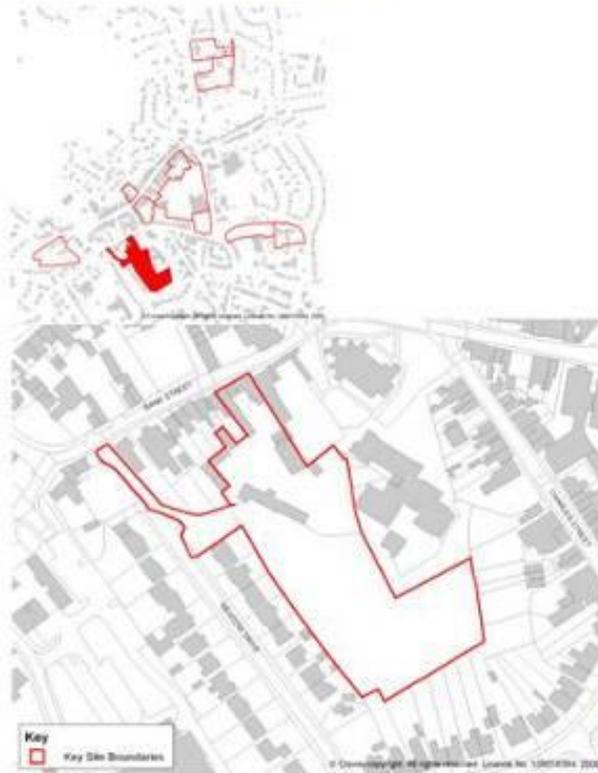
SITE AREA: 0.29 hectares = 0.72 acres				
SITE CAPACITY				
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Police Station	As per police requirements.	As per police requirements.	2/3	- Assumes police occupy whole site.
2) Retail and Offices	20,500	45	2/3	- 8000 sqft of retail uses on ground floor with 12,500 sqft of offices above.
3) Hotel	25,000	55	3	- New build hotel with potential small scale leisure use on ground floor.



Cheadle Town Centre Masterplan



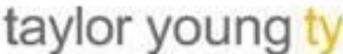
5) Hurst's Yard Area



SITE AREA: 0.91 hectares = 2.25 acres				
SITE CAPACITY				
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Employment (Workshops) and Open Space	-	0	1-3	- Current uses remain
2) Refurbishment and New Build Residential	29,500	55 (2 spaces per dwelling and 1 space per apartment)	2/3	- Approx. 20 traditional houses (mixture of 2,3 and 4 bed) @ density of 35 houses/ha and approx. 15 apartments - Includes approx. 500 sqft visitor centre/leisure space facing Bank Street.



Cheadle Town Centre Masterplan



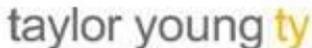
6) Carlos Close Area



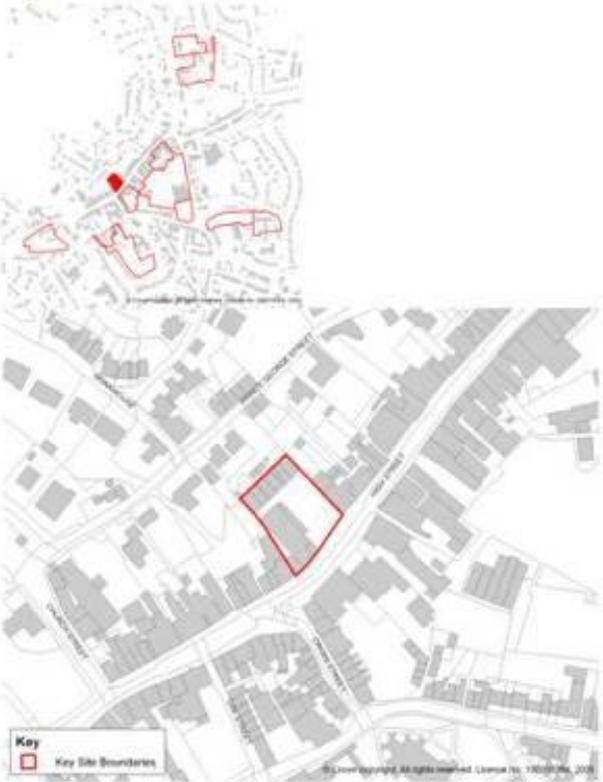
SITE AREA: 0.76 hectares = 1.88 acres				
SITE CAPACITY				
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Refurbishment and New Build Residential	20,000 (new build)	48 (2 spaces per dwelling)	2/3	- current properties remain - approx. 18 new traditional houses (mixture of 2,3 and 4 bed) @ density of 35 houses/ha built behind current properties
2) New Build Residential	28,000	52 (2 spaces per dwelling)	2/3	- approx. 26 new traditional houses (mixture of 2,3 and 4 bed) @ density of 35 houses/ha.



Cheadle Town Centre Masterplan



7) Market Place

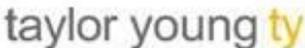


SITE AREA: 0.14 hectares = 0.34 acres
SITE CAPACITY

POTENTIAL OPTION USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Refurbishment of Existing Indoor and Outdoor Market	3,500 (indoor) + 6,500 (outdoor)	0	1	- Indoor market refurbished with better outlook/connection with outdoor market.
2) Refurbishment for Different Uses and Public Square	3,500 + 6,500 (public square)	0	1	- Existing building to be refurbished with improved outlook towards refurbished public square. - Market relocated
3) New Build for Different Uses with Larger Public Square	2,700 + 7,300 (public square)	0	1	- Larger public square can act as multi-purpose space for events, exhibitions, performance, etc. - Market relocated - Demolish existing building.



Cheadle Town Centre Masterplan



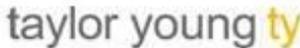
8) Wheatsheaf Hotel and Lulworth House Area



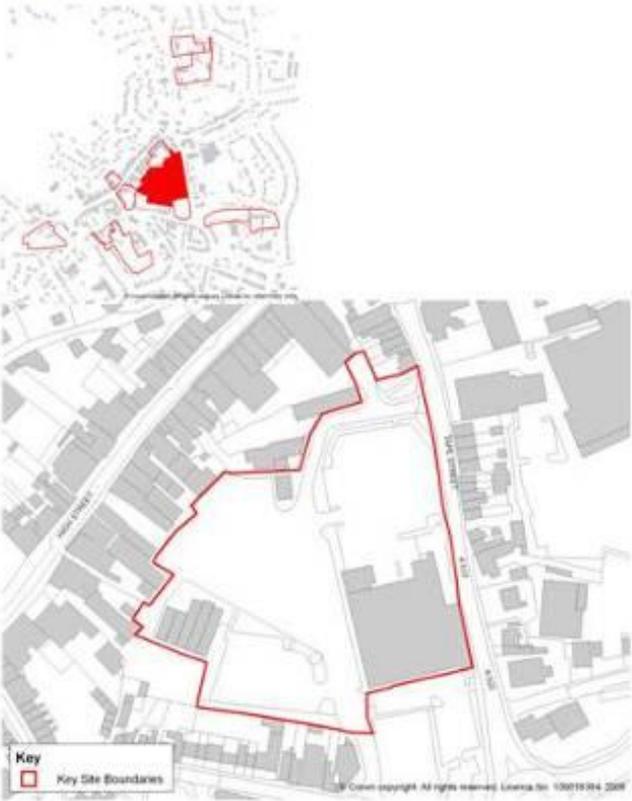
SITE AREA: 0.29 hectares = 0.72 acres				
SITE CAPACITY				
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Hotel, Leisure and Public Space (refurbishment)	22,500	30	2/3	- 18,500 sqft hotel use, 4000 sqft of leisure use - Hotel development will include 11,000 sqft of refurbishment and 7500 sqft of newbuild extension.
2) Interpretation/Cultural Centre and Residential (refurbishment)	19,500	30	1-3	- 10,000 sqft of Interpretation/Cultural centre in Lulworth House Area and 8500 sqft of apartments (approx. 12 units). - Includes single storey visitor centre (1000 sqft) on Chapel Street fronting St Giles R.C. Church.



Cheadle Town Centre Masterplan



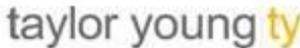
9) Tape Street Car Park Area



SITE AREA: 1.54 hectares = 3.80 acres				
SITE CAPACITY				
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Refurbished and New Retail, Offices, Public Space, Relocated Market and Car Parking	55,000	265 (deck and surface parking)	2/3	- Existing large format retail retained - 40,000 sqft retail and 15,000 sqft offices - 23,000 sqft of new public space - Deck parking accessed through Chapel Street.
2) New Retail, Offices, Public Space and Car Parking	101,000	400 (deck parking)	2/3	- 75,000 sqft retail and 26,000 sqft offices - 25,000 sqft of new public space - Deck parking accessed via Chapel Street and Tape Street.



Cheadle Town Centre Masterplan



10) Depot off Leek Road

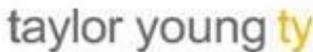


SITE AREA: 0.73 hectares = 1.80 acres
SITE CAPACITY

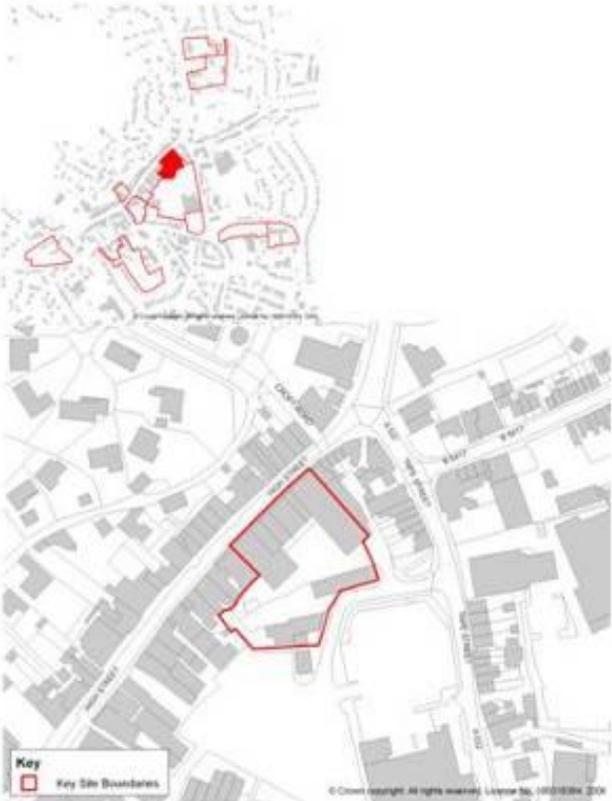
POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Employment (Offices/ Industrial)	20,000	Up to 40	1/2	- Office/industrial uses - Existing house to the north retained
2) Residential	17,500	32 (2 spaces per dwelling)	2/3	- approx. 16 traditional houses (mixture of 2,3 and 4 bed) @ density of 35 homes/ha. - Existing house to the north retained



Cheadle Town Centre Masterplan



11) Penny Lane Mall



SITE AREA: 0.35 hectares = 0.86 acres
SITE CAPACITY

POTENTIAL OPTION/USE	AREA (sqft)	CAR PARKING SPACES	HEIGHT	NOTES
1) Refurbished and New Retail	11,000	12	1/2	- Existing building facing High Street retained. - 6000 sqft of existing Penny Lane Mall refurbished. - New retail (5000 sqft) to the south facing existing car park.
2) New Retail and Community Services	35,000	0	2	- Complete new build with 20,000 sqft retail and 15,000 sqft community services/offices.



34) The site capacity assessments further examined the impact that the range of different uses would have both at an individual site level and an overall Town Centre level. For Cheadle this included:

- The fundamental question and support of a market in Cheadle Town Centre, location and relative value
- The re-use of buildings such as the Wheatsheaf hotel and adjacent Lulworth House
- The position of cultural uses in the Town Centre and the relationship with St. Giles RC Church
- Car parking in the heart of the town and the impact on High Street
- Relocation of the police station and its impact on other uses
- The location of a hotel and its contribution to other activities
- Provision of office and residential accommodation and the positive contribution to new activity in the town
- The spatial and capacity impact associated with alternative new build or refurbishment approaches
- The role of open space and the position relative to an enhanced public realm.

35) During this stage, work was also undertaken relating to public realm and transport and access. Public realm design development for Cheadle has focused around four key areas of intervention that emerged from the initial baseline understanding of place, and feedback provided during workshops and other discussions – Movement; Linkages; Streets; and Public Squares.

Movement

36) Enhanced shopping and visitor routes to be created centred upon the core areas of High Street and Central Tape/Street Area. New signage, lighting and art features will all contribute to this approach.

Linkages

37) Reduced severance and improved crossing points on Leek Road, Tape Street and Chapel Street/Bank Street will connect perimeter areas to the Town Centre core, supporting the wider movement objectives.

Streets

38) Pedestrian dominant environments will be established on High Street and Cross Street where the use of enhanced materials, new street trees, controlled parking and loading

bays, together with a 'shared surface' treatment (where the road is raised to pavement level, much of the street clutter removed and a consistent surface material is used), will provide a significantly enhanced setting for shoppers and other visitors.

Public Squares

- 39) Utilisation of existing level changes on the Tape Street car park area will allow formation of deck parking below a new town square that connects directly into both ends of High Street as well as Morrisons and St. Giles RC Church. The existing Market Place square will be refurbished, with car parking removed.
- 40) The design options were presented to Councillors and Stakeholders at a further round of consultation workshops in late September. A further public consultation event was held in mid-October, where people were asked to indicate their preferred use for each site by means of filling in a questionnaire. People were also asked to indicate the five sites that they felt were most important in contributing to the Masterplan. Comments on the emerging public realm and transport and access strategies were also gathered.

Conclusions

- 41) Feedback from the workshops, public exhibition, project steering group and a range of discussions with developers and landowners resulted in the production of Maximum and Minimum Intervention Proposals for the Town Centre.





42) Once again the proposals were presented to workshops at various different forums including Councillors, key Stakeholders and business groups. This work and the resulting feedback concluded in a meeting of the project Steering Group on the 27 October 2009. The relative merits of each of the Masterplan options were debated at length with an understanding of the local and cumulative impact on the Town Centre Masterplan. It was then decided which option would be the most beneficial for each of the Opportunity Sites, and for the Town Centre as a whole. These chosen options were subsequently taken forward to be incorporated into the draft Masterplan for Cheadle Town Centre.

Draft Masterplan

43) The draft Masterplan for Cheadle Town Centre provides a holistic solution to the issues, challenges and opportunities identified through the various consultation workshops and meetings. The evolution incorporates the following design components:

- **Core** - A new town square as focal point for activity with the potential for retail, restaurant and markets providing vibrancy and local interest. Enhanced parking at a deck below square and series of new streets connecting into the square providing a link to

the eastern end of High Street. Framed views to St Giles RC Church and further street frontages provide a tight urban grain in keeping with the town as a whole. Upper levels include offices and further community used such as a new library;

- **East** - Gateway improvements including a new hotel, police station and office developments. Improved connections to the central area from Morrisons and Netto;
- **North** - Residential and employment areas along Leek Road; and
- **West** - Enhanced Public Square at Market Place, assisted care and heritage uses in Wheatsheaf and Lulworth House. Residential in Carlos Close and Hurst's Yard.

44) The development and enhancement aspirations that are described above are also supported by coherent transport and access, and public realm intervention strategies. These incorporate the following components:

- **Movement** – New and enhanced shopping circuit incorporating new retail streets and squares that will strengthen the east end of High Street. A new visitor route that encompasses St. Giles RC Church, the park

and High Street will build upon initiatives already developed as part of the *Better Welcome* proposals;

- **Squares** – Market Place will be improved through the removal of stalls when not in use, as well as controls to prevent cars from parking on the space. Trees, better paving and access to the northern terrace will also help to create an environment that is more attractive for other uses such as cafes and restaurants. The new central square will become a focal point in the Town Centre. An active space defined by shops, cafes and potentially a relocated market is envisaged. Associated community uses overlooking the square will provide a sense of place, ownership and local distinctiveness;
- **Gateways** – Roundabouts at the northern and southern ends of Tape Street will be removed and replaced with signalised junctions freeing up space for new gateway buildings and signage. Signalised crossing points that will replace the roundabouts will reduce severance and improve pedestrian connections to residential and retail areas to the east of Tape Street;
- **Streets** – An improved external environment will be achieved on High Street and Cross Street through

introduction of consistent materials new signage, lighting and street trees. These streets will also incorporate a shared surface treatment with integrated parking and loading bays together with a 20mph speed limit; and

- **Place Making** – Creation of a setting for St. Giles RC Church has been achieved through a new raised table that will significantly improve the perception of space on Chapel Street and Bank Street, combined with a signalised pedestrian crossing point. Buildings and routes leading to this space will also recognise and frame views to ensure that this crucial town asset is fully utilised.



45) The draft Masterplan indicates the preferred option for each of the Opportunity Sites, as well as the strategies for public realm and traffic and access. In addition 'soft' market testing of the development proposals is being carried out.

Sustainability

46) Sustainability has been considered throughout the development of the draft Masterplan with the following core issues informing the decision making process:

- A diversity of uses within the Town Centre that will extend activities and encourage local patronage thereby discouraging travel to other locations
- Enhanced walking and cycling routes in the Town Centre of encourage people out of private cars
- Improved public transport facilities that will further reinforce the commitment to more sustainable forms of transport
- Buildings and associated open space orientated to make the most of southerly aspect with the ability to build upon these solutions as individual building design moves forward
- A mixture of uses on many of the sites allowing for shared and complementary energy solutions that could contribute to overall renewables targets

- Re-use of brownfield sites thereby contributing to embedded energy objectives.

47) The draft Masterplan was presented to Councillors and key Stakeholders at a series of workshops in late November/early December. It was also exhibited at a public consultation event on the 8th December and displayed at a Town Centre venue throughout the rest of December. Comments received at this stage are being considered in the development of the final Masterplan and related documentation. Following the production of the final Masterplan document there will be a further period of formal public consultation.



Cheadle

Staffordshire



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