



STAFFORDSHIRE ♦ MOORLANDS  
LOCAL ♦ DEVELOPMENT ♦ FRAMEWORK

## LEEK TOWN CENTRE MASTERPLAN CONSULTATION STATEMENT



## **Leek Town Centre Masterplan: Consultation Statement**

The Council commissioned consultants in 2009 to prepare a Masterplan for Leek Town Centre to address the need to reinforce Leek within the sub-region, in defining it as an interesting and distinctive place to visit, shop, live and work. The status of this document is as a supplementary planning document (SPD) to the (since adopted) Core Strategy.

Under the Planning Regulations, before a Local Planning Authority adopt an SPD it must:

Prepare a statement setting out:

- i) the persons the LPA consulted when preparing the SPD;
- ii) A summary of the main issues raised by those persons; and
- iii) How those issues have been addressed in the SPD

The Council conducted initial public consultation over the Leek Town Centre Masterplan in December 2009 followed by workshops and discussions during 2010/11. The results of this consultation and how they informed the preparation of the Draft Masterplan are set out in Appendix 1 to the Masterplan - June 2012 'Consultation Report'. This appears on the Council's website alongside the Masterplan, at:

[http://www.staffsmoorlands.gov.uk/sites/default/files/documents/pages/Appendix%201%20-%20Consultation%20Report\\_0.pdf](http://www.staffsmoorlands.gov.uk/sites/default/files/documents/pages/Appendix%201%20-%20Consultation%20Report_0.pdf) .

Subsequent formal consultation on the Draft Leek Town Centre Masterplan took place from 1<sup>st</sup> October to 9<sup>th</sup> November 2012. Note that this consultation was 'targeted' to 'statutory' consultees, 'general' consultees and a number of other organisations deemed to have a particular interest, such as Leek-based businesses etc. Representations received during this public consultation were considered by Officers and subsequently at a Full Council Meeting on 23<sup>rd</sup> January 2013, when the Masterplan was approved as an Interim Policy Statement, including the incorporation of a number of modifications to the Draft Masterplan. A summary of all the Representations received, and Council response and how these have been addressed is given below.

### Summary of Representations and Responses on Draft Leek Town Centre Masterplan

| Representing on behalf of. | Respondent Name | Object / Support / General | Section / Page No./ Site Ref. | Summary of Representation  | Officer Comment   | Action Taken  |
|----------------------------|-----------------|----------------------------|-------------------------------|--|---|---|
|                            | Sellers         | G                          | 2/23                          | Modern extension to Albion Mill proposed as new opportunity site                                       | Albion Mill is not currently included in the Masterplan area and we do not plan to change the boundary at this stage of development.                              | No change required  |
|                            | Sellers         | G                          | 2/23/09                       | Site for redevelopment include frontage of Topps Tiles, Argos and Wilkinson on Brook Street            | This site is already included in opportunity site 9 Pickwood Road Area.   | No change required  |
|                            | Sellers         | G                          | 2/23                          | The Inland Revenue building on West Street should be included as an opportunity site for redevelopment | This site is currently outside the Masterplan Area Boundary. At the time of representation, the building is going to auction and has potential to find a new use. | No change required  |
|                            | Sellers         | G                          | 2/23                          | Vacant plot on Regent Street at junction of A53 should be included as an opportunity site.             | The District Council is working with County Council to include the area as part of the Derby Street/Russell Street improvements, during                           | Make reference to the need to enhance this space as part of the gateway into the town centre. |

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|  |         |   |         |  | phase two in 2013/14. The site will be landscaped, thus not representing an opportunity site.   |                    |
|  | Sellers | G | 2/23/07 | Springfield Shopping Centre                              | Already identified as Opportunity Site 7 - Smithfield Centre & Bus Station in the Masterplan  | No change required |
|  | Sellers | G | 2/23/15 | Premier Garage site                                      | Already identified as Opportunity Site 15 – Premier Garage in the Masterplan  | No change required |
|  | Sellers | G | 2/23/06 | Re-use of former Talbot Street Hotel building            | Already identified as Opportunity Site 6 – War Memorial in the Masterplan and planning application for New Hotel expected in spring 2013. | No change required |
|  | Sellers | G | 2/23/01 | Derelict building at Horton Street / New Street Junction | Site in included in Opportunity Site 1 – California Mill Area in the Masterplan   | No change required |
|  | Sellers | G | 2/23/10 | Former filling station next to Halfords on Broad Street  | Already identified as Opportunity Site 10 – Former Broad Street Garage in the Masterplan  | No change required |

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|  | Sellers | G | 6 /<br>Several | Suggesting a restoration programme for historic buildings, possible grant funding to repair/ reinstate/ enhance buildings, shop fronts that spoil the town and surroundings.   | The Development Principles set out in Section 6 make many references to the repair of historic buildings as part of the plan for each character area.   | The further development / enhance of a grant fund to support heritage repair will be included in the Delivery Plan section of the Masterplan. |
|  | Sellers | G | 6/<br>Several  | There is little negative development in Leek, making those poor buildings more noticeable. Three main points are repair/restore buildings of historic significance; replace/enhance buildings, shop fronts that spoil the town; and ensure new development is sympathetic to its surroundings. | The Masterplan, through Section 6 Development Principles, sets out how each character area should be enhanced, protected and redeveloped, with significant consideration given to the character of each area within the town. | No change required  |
|  | Sellers | O | 8/113          | The concept drawing to show the potential new retail redevelopment on Russell Street does not in my opinion appear to fit with the rest of the street's older buildings.   | The concept drawing aims to show that it is not necessary to produce pastiche buildings. The concept drawing is not binding in any way but aims to encourage new architecture of a high quality.                              | No change required  |

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|  | Sellers | S | 6/<br>Several | Important that new development should be sympathetic to its surroundings and I'm supporting a heritage-led regeneration of the historic buildings and sympathetic infill development, using local building materials, styles and roofscapes.                                   | Supportive of the overall proposals and more detailed approach advocated in Section 6 Development Principles  | No change required  |
|  | Sellers | S | 8 / 99        | Support infill of the fragmented parts of town and replace/enhance buildings that spoil the town, such as the Smithfield Centre.   | The Masterplan makes provision to enhance/redevelop or infill key opportunity sites   | No change required  |
|  | Sellers | S | N/A           | The new Sainsbury's development is an attractive modern building that fits in well with the old mill surrounding the site. I also believe any new houses and petrol station should address local design issues.  | The Churnet Works site where Sainsbury's is being constructed is outside the Masterplan scope and is already an approved development.   | No change required  |
|  | Dean    | S |               | Gladman support the Leek Town Masterplan in aiming to strengthen Leek as an interesting and distinctive place to visit, shop and work, and ultimately reinforcing the town within the sub-region. Gladman supports the Strategic Objectives, but believes policies surrounding | The potential to improve walking and cycle routes into the town has some synergy with the emerging objectives of the Churnet Valley Masterplan, which includes Leek, but will look at wider connections and alternative travel routes for residents and visitors. | Illustrate established pedestrian and cycle routes into the town. Wider connections from Cornhill on the south of the town will be addressed through the Churnet Valley Masterplan. |

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|  |      |   |           | pedestrian and cycle connections, and green infrastructure, should be amplified within the Masterplan document to ensure that the routes to and from the town centre are, wherever possible, enhanced to encourage pedestrian usage.  | The Transport Map does not show established cycle and pedestrian routes into the town.  |  |
|  | Dean | S | 7 / 86-90 | Supportive of approach to car parking and agree that parking should be focused on three primary gateway car parks, providing sufficient parking for both necessary trips and those visiting the town.   | Supportive of the objective to develop gateway car parks, that would allow other smaller sites be released for appropriate development  | No change required   |
|  | Dean | S | 7 / 86-90 | Support the strategic objective of improving pedestrian and cycle connections. There are major issues of severance at each of the proposed gateways, and the strategy for increased crossing facilities to improve pedestrian permeability is strongly supported. The Nicholson War Memorial proposed gateway has inadequate pedestrian access to the town centre. Further pedestrian links to connect the east of the town is needed and should consider | The enhancement in front of the Nicholson War Memorial has been improved. Junction improvements on St Edward Street will also help pedestrian penetration of the town centre; these are identified in the Masterplan. | Update Highway Plan on Page 53 to clarify pedestrian linkages and greenway connections |

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|                            |         |   |           | inclusion of cycle lanes. More general need to improve lighting for pedestrians and cyclist along gateway routes, not just in enhanced public realm sections.   |   |  |
|                            | Dean    | G | 7 / 86-90 | Greater development of greenways and green connections to the town is overlooked by the plan, for example green connections through Brough Park etc. There are a number of other multifunctional green spaces and corridors in close proximity to the town centre. Westwood Road recreation ground, Ladydale, and the Rudyard/Leek cycle path are poorly connected to the retail core, creating convenient, safe and attractive routes into the town. | The Rudyard to Leek cycle path is designated and signed as a cycle route by Staffordshire County Council.   | Recommend a review of leaflets, information and signs for the route through the sister Churnet Valley Masterplan, focusing on the development of the visitor economy |
| Western Power Distribution | Boulton |   |           | A number of the proposed development sites may contain high voltage cables, either underground or overhead. Western Power Distribution should be consulted at an early stage to   | Information passed to relevant officers so that any pre-application discussion with potential developers flag up the need to consider the impact on the current | No change required   |

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|                          |        |   |         | ensure due consideration is given to any planned or required changes to the network.   | power distribution network.   |                    |
| Lynwood Developments Ltd | Taylor | O | 101/8/8 | Questions the Masterplans reference to ongoing consultation with stakeholders, and more fundamentally challenges the proposed future use of some opportunity site, such as Masons Mill on London Street in light of new National Planning Policy Framework, which states the local planning authority should set a clear economic vision and strategy which positively and proactively encourages sustainable economic growth and which sets criteria for strategic sites, for local and inward investment. The respondent suggests the current appraisals are not viable in the current market conditions and thus would not be deliverable. The agents suggest that the Masterplan approach to this site (part of Compton Mill Opportunity Site) | The Masterplan aims to provide an overview of opportunities. Current market analysis would be undertaken when Masterplan sites are incorporated into the Site Allocation of the Development Plan Document following the adoption of the Core Strategy. It is at this point that the proposals and options will be tested. | No change required |

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|  |        |   |  | is superficial; its conclusions are unfounded and are not supported by any demonstrable or credible market testing.  |   |                    |
|  | Taylor | S |  | The plan correctly proposed the retention of the car park as a gateway car park, which is essential for town centre shopping and proximity to the market. The Masterplan is right to assess the critical impact of the loss of parking would have on the shopping and the need to drive-up visitor and local shopping spend. | Responded supports Masterplan   | No change required |
|  | Elsdon | O |  | Decked High Street Car Park will be visually intrusive and out of character with old buildings and cobbled area.   | The proposal is in principle and will be subject to detailed design, at which point the potential impact on the character of the conservation area will be assessed before being taken further. | No change required |

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|                              | Elsdon | G |   | As a supporter of the Foxlowe Arts Centre, fully support its ongoing use as community arts centre facility. Difficult to see how residential properties will help, but if the plan supports continued use I would support strongly                                     | The potential for small residential development on the former garages could potentially provide a capital receipt, which could help the operators raise funding to secure the building for future Arts Centre use.   | No change required  |
|                              | Elsdon | O | 5 | Objects to proposals to make Edward Street one way. The changes to traffic flow to stop the right turn at the top of Edward Street is major flaw with the current changes, little incentive to go up Edward Street, when the only option is to turn left out of town.  | The proposals for a one-way are an option explored, but as the masterplan says are potential. The other current changes implemented are subject to testing and review as part of the changes implemented in response to the new superstore. The Transport Framework on page 87 does not carry the one-way proposal | Review plan on Page 53 with the Transport Framework on Page 87 to remove confusion.   |
| Staffordshire County Council | Hurdus | S | 7 | Improved connectivity, reducing the dominance of traffic on certain routes and improving the general public realm are all positive, accordingly the direction of travel of the plan and envisaged aspirations are considered positive and can be supported. Concern is | Plan should acknowledge the risk of future funding, and risk on potential developer contribution. A public realm maintenance plan should be drawn up alongside the Masterplan to ensure sustainability.  | Plan to acknowledge funding risk and potential changes to Developer Contributions. A public realm maintenance plan should be developed alongside the Masterplan document. |

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|                              |       |   |  | <p>raised on the lack of emphasis over the funding of future improvements (both highway and public realm schemes) and future maintenance of those assets. Whilst current improvements are being funded by Sainsbury's, national policy changes may reduce the potential for developer contributions. However, reference should be made to possible highway/transport interventions related to Masterplan sites. Details of future maintenance strategy (County/District), notably public realm aspects, need to be provided.</p> |   |                    |
| Staffordshire County Council | Goode | S |  | <p>It is advised that there should be an objective 'to foster sustainable development within the core of Leek which maintains and where possible enhances the unique character of the town centre'.</p>  | <p>Section Six 'Development Principles' is focused on maintaining and enhancing the character of Leek. Whilst we don't use the term sustainable development, the principles are embedded in the report.</p> | No change required |

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| Staffordshire County Council | Goode | S | 2   | The public realm should be informed by the historical character of each area by the 'Streets for All: West Midlands Guidance'. I would also argue that there is potential for greater historical interpretation of the town centre and in particular its medieval development, industrial/silk heritage and influence of the Arts and Crafts Movement. Support the development of a street-based interpretation strategy for the town which complements other elements of the plan. | Whilst the 'Streets for All: West Midlands Guidance' is not referred to, it is the basis for our conservation and design-led work in the town, indeed Leek appears in several references in the guidance. In addition, the town already has a Historic Town Trail which picks up on the history and heritage of the town. | Ensure reference in the Masterplan to the Streets for All Guidance. Consider adding small, on street signs to help reinforce the town trail, including digitising the trail for modern use. |
| Staffordshire County Council | Goode | S | N/A | It is heartening to note that the draft Masterplan acknowledges the architectural and historical significance of Leek and that its unique sense of place, which is in part defined by this character, has, and can continue to be, an important factor in the development of the town centre. However, it is concerning that the Leek Extensive Urban Survey (EUS) does not appear to have formed part of the evidence base to inform the   | A wide range of evidence has been used to inform the masterplan in its development.   | No change required  |

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|                              |                    |   |  | development of this document.  |  |  |
| Staffordshire County Council | Mann               | S |  | Additionally, providing that parking and signage is addressed, there is further scope of Library and Gallery within the Nicholson Institute to provide a shared space focal point for Arts, Heritage and Cultural activity within the town centre, building on the partnership that already exists with the Foxlowe Arts Centre. | The building falls into the Creative Hub (p69) and has the scope to further contribute to the arts, heritage and cultural activity of the town | No change required   |
| Staffordshire County Council | Raines             | S |  | Fully supportive of the Masterplan and the process.  | Supportive   | No change required   |
| Stoke & Staffordshire LEP    | On behalf of Chair | S |  | The LEP has as its mission creating 50,000 jobs and increasing the size of the economy by 50% over the next ten years. The LEP is keen to see the development of planning documents that can provide a sound basis for business investment particularly in the creation of jobs. The partnership hopes                           | Support, reinstating the need for growth and investment to create jobs   | Include reference to our Employment and Skills Charter focused on job creation, skills and training stemming from major investments. |

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|  |  |  |  | that in developing your plan<br>you are giving weight to the<br>needs of business. |  |  |
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