



# STAFFORDSHIRE ♦ MOORLANDS LOCAL ♦ DEVELOPMENT ♦ FRAMEWORK



Biddulph Town Centre Area Action Plan  
Development Plan Document  
February 2007



**BIDDULPH REGENERATION**

STAFFORDSHIRE  
*moorlands*  
DISTRICT COUNCIL  
AIMING FOR EXCELLENCE

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Staffordshire Moorlands  
District Council

**Biddulph Town Centre  
Area Action Plan**

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**Adopted  
22 February 2007**

In association with:

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## Contents

	Page	
1	Background	5
	What is an Area Action Plan?	5
	Policy Context	5
	Biddulph Town Centre Area Action Plan in the North Staffordshire Context	7
	Staffordshire Moorlands Community Strategy	8
	Development of the Area Action Plan	9
	Sustainability Appraisal	10
	Area Action Plan Policies	10
2	Biddulph Town Centre	11
3	Vision and Plan Objectives	12
	Vision	12
	Plan Objectives	12
4	Area-Wide Policies	15
	Spatial Strategy	15
5	Development Site Policies	20
	Introduction	20
	Policies	20
6	Public Realm Policies	32
7	Transport Policies	35
8	Implementation Framework	38
	Introduction	38
	Programme for Delivery	38
	Funding	41
	Public Sector Assets and Contributions	41
	Developer Contributions	41
	Project Direction	42
	Delivery Strategy	42
	Public Involvement	48
9	Monitoring Framework	49
	Introduction	49
	Plan Objectives and Output Indicators	49

## Appendices

Appendix A - RSS and Development Plan Policy Context

PROPOSALS MAP

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# 1 Background

## What is an Area Action Plan?

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- 1.1 The Biddulph Town Centre Area Action Plan forms a part of the emerging Local Development Framework for Staffordshire Moorlands. The Area Action Plan is a formal 'Development Plan Document' and sets out the statutory planning policy for Biddulph town centre.
- 1.2 Importantly, the Area Action Plan focuses upon the delivery of regeneration in Biddulph town centre. The plan will not only set out the policy framework against which planning applications will be assessed, but it will consider how the regeneration of the town centre should be proactively delivered and coordinated by the public and private sectors in partnership.

## Policy Context

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- 1.3 The Biddulph Town Centre Area Action Plan must be in accordance with national, regional and county planning policies. These include Planning Policy Guidance Notes, Planning Policy Statements, West Midlands Regional Spatial Strategy and the Staffordshire Structure Plan.
- 1.4 The **Regional Spatial Strategy** identifies Biddulph as a local regeneration area (Policy UR2). Towns such as Biddulph should be considered for allocation as Market Towns in development plans. The Regional Spatial Strategy seeks the provision of business support and business expansion, where necessary, in Market Towns, as well as affordable housing, appropriate retail facilities and improvements to services and community facilities, particularly through the multi-use of land and buildings. It is considered that Biddulph meets the criteria set out on Policy RR3 of the Regional Spatial Strategy and therefore **this Area Action Plan formally identifies Biddulph as a Market Town.**
- 1.5 The key policies in the RSS that are relevant to Biddulph town centre are listed below. The full text of these policies is provided in Appendix A1.1.
  - Policy UR2 – Towns and Cities outside major urban areas.
  - Policy UR3 – Enhancing the role of City, Town and District Centres.
  - Policy PA11 – The Network of Town and City Centres.
  - Policy RR3 – Market Towns.
- 1.6 The **Staffordshire Structure Plan** identifies Biddulph as a priority location in North Staffordshire after the main urban areas, given it is an urban area on a strategic highway. Biddulph is identified in the Staffordshire Structure Plan as a 'Smaller Town Centre' where small-scale organic growth or consideration is preferable. This includes the conversion of retail premises to residential uses in declining or fringe areas. It also states that the impact of large-scale proposals within or on the edge of Small Town Centres should be carefully considered.

- 1.7 The key policies in the Staffordshire Structure Plan that are relevant to Biddulph town centre are listed below. The full text of these policies is provided in Appendix A1.2. These policies are likely to be saved beyond 2007 and therefore remain valid. The Council's Core Strategy will eventually supersede Structure Plan policies, and when this occurs, an amendment will be made to the AAP which substitutes the relevant new Core Strategy policies for the old Structure Plan ones.
- Policy TC1 – Ensuring the Future of Town Centres.
  - Policy TC2 – Access to Town Centres.
  - Policy E2 – Increasing the choice of sites.
  - Policy E3 – Locational factors for the new sites.
  - Policy H3 – Mixed use developments.
- 1.8 In accordance with the Regional Spatial Strategy, Staffordshire Structure Plan and in line with the emerging Local Development Frameworks for the neighbouring authorities of Stoke-on-Trent and Newcastle-under-Lyme, the policies and proposals in the Biddulph Town Centre Area Action Plan will not undermine the regeneration efforts in Stoke-on-Trent. It will concentrate on the local need for regeneration and proposals aimed at improving facilities and amenities for Biddulph people.
- 1.9 The Area Action Plan supersedes that part of the **Staffordshire Moorlands Local Plan** and those policies which have a direct relevance to the Biddulph Town Centre area. General policies in the Local Plan will still have effect until superseded by the Core Strategy, Generic Development Control Policies and the Site Specific Policies and Proposals documents. These general Local Plan policies are "saved" in this Area Action Plan and are listed in Appendix A1.3.
- 1.10 The following policies will cease to have an effect as far as the geographical area covered by the Biddulph Town Centre Area Action Plan is concerned:
- Policy S1: Subject to the construction of the Biddulph Inner Bypass the high street will be pedestrianised in whole or in part although limited access may need to be retained for essential service and delivery vehicles.*
- Policy S2: Wherever feasible rear servicing will be required to shops in the town centre.*
- Policy S7: Within the town centre shopping streets shown on the town centre inset proposals maps planning permission for redevelopment/change of use will be granted for uses falling into class A1 of the use classes order. Development falling within other use classes will only be permitted where it will not create a concentration of non-shopping uses and result in an unacceptable change in the retail character of the immediate area or have an adverse affect on the vitality or viability of the town centre.*
- Policy S8: Planning permission will be granted for the change of use of upper floors in the town centre to business, leisure or residential uses. Non residential uses will normally only be approved where they do not*



*harm the amenity of local residents and where they do not result in an unacceptable change in the retail character of the immediate area or have an adverse affect on the vitality or viability of the town centre.*

*Policy E1: It is proposed that a total of 19.7 hectares of land should be developed in the Staffordshire Moorlands for general employment purposes within classes B1 and B2<sup>(1)</sup> of the Town and Country (Use Classes) Order 1987.*

*The following sites are proposed<sup>(2)</sup>:-*

	<i>ha.</i>
<i>Walley Street, Biddulph</i>	<i>2.9</i>
<i>Wharf Road, Biddulph</i>	<i>3.4</i>
<i>Brookhouses II, Cheadle</i>	<i>0.7</i>
<i>New Haden I, Cheadle</i>	<i>1.7</i>
<i>New Haden II, Cheadle</i>	<i>4.0</i>
<i>Cornhill, Leek</i>	<i>3.7</i>
<i>Froghall</i>	<i>2.0</i>
<i>Ipstones</i>	<i>0.3</i>
<i>Waterhouses</i>	<i>1.0</i>
<i>Total</i>	<i>19.7</i>

*(1) Business use including offices, research and development and general and special industries.*

*(2) Detailed descriptions of the sites are contained in the section describing each of the settlements in the Plan.*

*Policy T13: The District Council will safeguard from development the land within the District required for the construction of the following major road schemes:*

*Cheadle Inner Bypass  
Biddulph Inner Bypass  
Denstone and Alton Relief Road<sup>(1)</sup>*

*(1) The line shown on the Alton Towers Inset Plan is a provisional one which may be altered following detailed assessment*

## **Biddulph Town Centre Area Action Plan in the North Staffordshire Context**

1.11 This AAP has been prepared to be compatible with the regional policies within the Regional Spatial Strategy which focus on major regeneration within the North Staffordshire conurbation. Consequently, there must be two overarching policy strands that influence and underpin all the policies within this AAP. They are:

- In terms of regenerating Biddulph by way of bringing forward employment and retail development, Policy UR2 of the RSS is clear that Biddulph is a local regeneration area. Therefore, the policies of the AAP must ensure that developments are of a scale and of a nature that satisfy the needs of local employers and entrepreneurs.

- In terms of new housing development, Policy CF2 of the RSS states that the function of market towns should not generally to be to accommodate migration from Major Urban Areas such as North Staffordshire. In addition, whilst the District's share of the maximum annual average rate of housing provision (Policy CF3/Table 1 of RSS) has not yet been determined, it is clear from work done by the County Council so far that there will need to be a drastic reduction in the number of permissions granted in the District in the period to 2021. If this is not the case then the AAP will not comply with RSS and will not underpin regeneration through house building in North Staffordshire. It is clear that further house building in the town centre will need to be restricted to small additions to stock, for local needs only, and with an emphasis on affordable housing. Small schemes that bring forward employment development, or are crucial to the regeneration of a location, will be preferred.

### Staffordshire Moorlands Community Strategy

- 1.12 In accordance with Government requirements, the Biddulph Town Centre Area Action Plan has been prepared with regard to the Staffordshire Moorlands Community Strategy (2003-2010), along with a range of other local strategy documents. Full details of all the strategy documents reviewed and considered in the preparation of the Area Action Plan can be found in the separate Area Action Plan Baseline Report.
- 1.13 The aims of the Staffordshire Moorlands Community Strategy have informed the aims and proposals in the Area Action Plan. The table below sets out the aims of the Community Strategy and how these will be delivered through the delivery of the aims of the Biddulph Town Centre Area Action Plan. Full details of the Biddulph Town Centre Area Action Plan Aims are provided in Section 3.
- 1.14 Section 9 of this Area Action Plan provides a number of monitoring indicators to measure whether the aims of the Area Action Plan are being met. This in turn, will indicate how the delivery of the Area Action Plan will contribute to the achievement of each of the Community Strategy aims.

<b>Staffordshire Moorlands Community Strategy Aims</b>	<b>Relevant Biddulph Town Centre Area Action Plan Aims</b>
1. That the environment is protected and improved and it is an attractive, enjoyable place to be;	4. A high quality, well designed, safe and integrated centre 6. A locally distinctive town centre where environmental and heritage assets are maximised
2. That it is a safer place in which to live, work and visit;	1. A local shopping centre that attracts residents from all parts of Biddulph, as well as visitors from outside the town 4. A high quality, well designed, safe and integrated centre

3. To improve the health and well-being of all the community and to reduce inequalities in health across different groups;	2. A sustainable mix of retail, service, community and residential uses 5. A centre accessible by a choice of transport modes
4. That the local area and towns are regenerated and that everyone has a decent home environment;	2. A sustainable mix of retail, service, community and residential uses 4. A high quality, well designed, safe and integrated centre
5. That everyone is able to learn, train and develop throughout their lives;	3. Improved local employment opportunities 5. A centre accessible by a choice of transport modes
6. That the community is able to shape the Moorlands and its future;	1. A local shopping centre that attracts residents from all parts of Biddulph, as well as visitors from outside the town
7. To ensure that everyone who wished has access to services, learning opportunities, health provision and leisure activities in a way that is effective and sustainable.	2. A sustainable mix of retail, service, community and residential uses 3. Improved local employment opportunities 5. A centre accessible by a choice of transport modes

### Development of the Area Action Plan

- 1.15 The Area Action Plan was developed through a series of stages, described below. Consultation was undertaken throughout the process.
- 1.16 The first stage of the Area Action Plan process was the production of a **Baseline Report** which sets out the 'Evidence Base' upon which the Action Plan has been developed. An **Issues and Options Report** was then produced to consider the range of strategic and site specific options for the regeneration and development of Biddulph Town Centre. This was the subject of public consultation in Spring 2005. The four options set out in the Issues and Options Report were assessed against a range of criteria based on the Planning Inspectorate's test of 'soundness', including public support and sustainability criteria. From this assessment a Preferred Option was selected and developed in greater detail. The **Preferred Option Report** was the subject of a statutory six-week consultation period in Summer 2005.
- 1.17 From the very earliest stages of the preparation of the Area Action Plan, a high level of public and stakeholder involvement has been sought. The details of this are set out in the Consultation Statement document, available

separately from the Council (and on the Council's website), in accordance with the draft Staffordshire Moorlands Statement of Community Involvement.

### Sustainability Appraisal

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- 1.18 A separate sustainability appraisal has also been undertaken at different stages of the work. The Sustainability Appraisal is a parallel but integral part of the preparation of the Area Action Plan and has informed the vision and proposals set out in this document.
- 1.19 The findings of the Sustainability Appraisal Report for the Area Action Plan indicates that overall, new proposals delivered through the Plan will contribute permanent positive social, economic and environmental impacts on sustainability, and allow for further growth and enhancement of Biddulph Town Centre. Introduction of a wider range of uses and general improvements, including transport, public realm and site specific enhancements and developments, are likely to provide additional jobs for local people and attract an increased number of visitors to help sustain and add to the vibrancy of the town centre economy.
- 1.20 Negative impacts, largely resulting from development of the Bypass site and demolitions of, and disruption to, existing businesses on the Wharf Road site, will be offset to a certain extent by social and economic gains and overall improvement of the quality of the town centre environment.
- 1.21 It must be ensured that new developments are compatible with other new and existing uses and complementary in design and layout to the town centre environment. Strict attention to detail is required to ensure that potentially harming effects are prevented/ minimised and positive effects enhanced.
- 1.22 Sustainable construction techniques and maximisation of energy efficiency, in particular through greater attention to building layout and design, should be incorporated into all new developments.
- 1.23 The assessment in detail can be found in the Biddulph Town Centre Area Action Plan: Sustainability Appraisal Report – available separately.

### Area Action Plan Policies

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- 1.24 The policies contained in this Area Action Plan are structured in the following four sections:
- Spatial Strategy policies
  - Development Site policies
  - Public Realm policies
  - Transport policies
- 1.25 These policies should be considered together, along with the saved policies in the Staffordshire Moorlands Local Plan, the Staffordshire Structure Plan and the Regional Spatial Strategy.

## 2 Biddulph Town Centre

- 2.1 Although Biddulph is mentioned in the Domesday Book, the modern town has its origins in the mining boom that accompanied the industrial revolution at the end of the nineteenth century. The town grew considerably during this period, particularly following the opening of the railway in the 1860s. The post-war years saw significant levels of growth with a number of parish villages becoming merged into the town. During this time the town centre expanded in an incremental way from the central cross roads to a larger area focused on High Street. The closure of the mines by 1981 and the closure of the railway resulted in a decline in the economic prosperity of the town. This in tandem with changing shopping patterns has resulted in a decline in the vitality and viability of Biddulph town centre.
- 2.2 Today Biddulph town centre is focused along the central High Street/Tunstall Road. Until 2003 this was the main route through Biddulph and for those travelling between Congleton and Stoke-on-Trent. The recent bypass provides a bypass to the town centre, rather than a bypass to the town, and has significantly reduced the amount of traffic through the town centre. The bypass has also created a new main point of access into the town centre from the west along Wharf Road.
- 2.3 The town centre has a range of small independent shops and service outlets. These principally front onto High Street, along with some on the adjoining roads. There are three small chain foodstores in the town centre.
- 2.4 The Retail Capacity Study commissioned by Staffordshire Moorlands District Council in 2005 identified a considerable leakage of trade from Biddulph and the potential for an increase in retail floorspace in the town centre to meet local needs.
- 2.5 The Town Hall, one-stop-shop facility and police station are located in the centre of the town. Biddulph library is located off High Street at the southern end of the town centre.
- 2.6 There are two main car parks in the centre. The main bus stops are located in front of the Town Hall.

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## 3 Vision and Plan Objectives

### Vision

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#### 3.1 The Vision for Biddulph Town Centre is:

*A local shopping centre that attracts residents from all parts of Biddulph, as well as visitors from outside the town. A sustainable mix of retail, service, community and residential uses and improved local employment opportunities. A high quality, well designed, safe and integrated centre, accessible by a choice of transport modes. A locally distinctive town centre where environmental and heritage assets are maximised.*

### Plan Objectives

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The following Strategic Objectives expand upon the vision statement.

#### **1. A local shopping centre that attracts residents from all parts of Biddulph, as well as visitors from outside the town:**

- Development in the town centre will allow the town to reach its full potential, whilst recognising its role within the wider Staffordshire Moorlands, Staffordshire and West Midlands Regional context.
- Town centre facilities should serve Biddulph's residential community as a whole as well as supporting investment in the community of Biddulph East.
- The town centre should appeal to a wide range of people of different ages, cultures and groups.
- The town centre should provide for and attract visitors to the wider area, including Biddulph Grange, Greenway Bank Country Park and the wider Moorlands area.

#### **2. A sustainable mix of retail, service community and residential uses**

- The scale and mix of development provided for within the town centre will be compatible with the town's catchment and role within the regional hierarchy.
- A full range of local retail, service and community uses to encourage linked trips. These uses should include:
  - Local convenience and comparison retail facilities,
  - A range of local service functions
  - Civic and community facilities,
  - Outdoor civic space for events, and
  - New town centre residential accommodation.
- Areas of the town centre should be a focus for activity both during the day time and in the evening.

- Issues of licensing, management and policing should be considered holistically by a partnership of the Council, the traders, the police and the community to ensure that the town centre is welcoming to all.

### **3. Improved local employment opportunities**

- Existing businesses should be encouraged to remain and develop in the Town Centre, where appropriate with other objectives.
- Opportunities should be sought for encouraging businesses to relocate to Biddulph Town Centre.
- Opportunities should be sought to encourage new businesses to set up in Biddulph Town Centre.

### **4. A high quality, well designed, safe and integrated centre**

- Clear and attractive gateways should mark the entrance into the Town Centre, welcoming and encouraging visitors to the Town Centre.
- The priority given to all pedestrians should be clear. Priority should be given to pedestrians in the core area of the Town Centre.
- Signage should encourage through traffic to use the bypass rather than High Street.
- Views of the Town Centre from the bypass should be enhanced to identify and encourage people using the bypass to visit the Town Centre.
- The town's public realm, buildings and environment should be of the highest quality and inspire a strong sense of pride and admiration amongst residents, workers and visitors alike.
- The town centre should be well managed, cleaned and maintained.

### **5. A centre accessible by a choice of transport modes**

- Access should be provided into the core of the Town Centre by a range of transport choices, including bus, walking, cycling and private vehicles.
- Easy access into the Town Centre should be provided from all parts of Biddulph.
- Adequate car parking should be provided with easy, safe and attractive links into the town centre.
- Bus facilities should be attractive and comfortable for users.
- Bus services should be quick, frequent and direct.
- Cyclists should be encouraged to use the town centre through the provision of appropriate cycle parking facilities. Cyclists should also be encouraged into the centre through the provision of cycle routes and signage, including from the Biddulph Valley Way.

### **6. A locally distinctive town centre where environmental and heritage assets are maximised**

- Open civic space should be provided in the core of the Town Centre and be usable for community and civic events.

- High quality and locally important buildings and structures should be protected, enhanced and, where possible, their setting should be enhanced, e.g. Town Hall, Conservative Club, War Memorial, 77 Tunstall Road, former Roberts Bakery.
- Functional links and views of the surrounding Moorlands and hills should be maximised.
- New development should respect the scale and character of traditional buildings within the town, but should allow opportunities for contemporary design and innovation.
- Through the creation of a high quality public realm and built form, a unique sense of place should be created in the town.
- Events should be encouraged, enabled and promoted in the Town Centre to attract a greater range of users and instil local pride in the Town Centre.
- Environmental good practice, in design, layout and construction, to be encouraged.



## 4 Area-Wide Policies

### Spatial Strategy

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#### Policy STRAT1: Consolidated Town Centre

**The Council will work to consolidate Biddulph Town Centre into the Primary Shopping Area (shown on the Proposals Map). This comprises of Primary and Secondary Frontages:**

- **Primary Frontages: primarily for class A1 (retail) uses. Development falling within other use classes will only be permitted where it will not create a concentration of non-shopping uses and result in an unacceptable change in the retail character of the immediate area or have an adverse effect on the vitality or viability of the town centre.**
- **Secondary Frontages: for class A1 (retail) and other town centre uses. Development falling within other use classes will be permitted where it will contribute to the vitality or viability of the town centre and will not harm the amenity of local residents.**

**In the Primary Shopping Area change of use to, or redevelopment for, residential use at ground floor level will not be permitted.**

#### Supporting Text

##### *Consolidated Town Centre*

- 4.1 The strategy seeks the provision of a range of town centre uses, principally retail, leisure and community uses, in the town centre that will attract an increased number of visitors. The town centre needs to be a high quality and attractive environment that encourages people to use the facilities and services and feel safe in doing so. Town centre car parking should be within, and well linked into, the consolidated town centre.
- 4.2 The consolidated town centre comprises both the primary and secondary shopping areas. Most footfall and activity will occur in the core of the town centre, defined as the Primary Frontage, and it is therefore important to ensure that units in this area are predominantly retail (Class A1). The units beyond this core in the Secondary Frontage are more suited to a mixture of retail (A1), professional and financial services (A2) and food and drink uses (Classes A3, A4 and A5).

##### *Primary Frontage*

- 4.3 Primary Frontage will be focused around the junction of High Street and Wharf Road. This would be anchored by a new supermarket development, which would provide the catalyst for the regeneration of the town centre. In addition to the supermarket, new retail units and a new library are proposed on the site, fronting High Street and the north side of Wharf Road, thereby increasing activity in these areas.

### *Concentration of Non-shopping Uses*

- 4.4 It is considered that if a proposed change of use to a non-A1 use would result in three or more adjacent units in non-A1 use then this would create a concentration, and would be unacceptable. In some locations the creation of two non-A1 use units opposite a single non-A1 use may also create a concentration. Where the units are near a street junction, the presence of non-retail units ‘around the corner’ may also be a material factor. If significant numbers of non-A1 uses are clustered in a part of the Primary Frontage, even if they are not adjacent, this may also constitute a concentration, particularly if this occurs towards the High Street/Wharf Road junction area – the busiest part of the Town Centre.

### Policy STRAT2: Outside the Primary Shopping Area

**Retail premises in the Town Centre outside the Primary Shopping Area may be appropriate for conversion to residential uses that contribute to meeting local housing need.**

**Small infill sites in the Town Centre outside the Primary Shopping Area are generally appropriate for residential development unless identified for other uses. These should be high density development and contribute to meeting local and affordable housing need.**

**Larger sites in the Town Centre outside the Primary Shopping Area would be appropriate for mixed-use developments that do not undermine the vitality and viability of the main shopping area. Food-based retail would not be appropriate.**

### Supporting Text

#### *Residential Conversions*

- 4.5 The conversion of retail premises outside the Primary Shopping Area to residential uses may be appropriate where this supports the consolidation of the town centre. However, conversion may not be appropriate if the conversion would form a discontinuity in the frontage and result in a number of adjacent retail units being isolated from the rest of the town centre.

#### *Residential Infill Sites*

- 4.6 As part of the consolidation of the town centre, it is appropriate to develop small sites for residential development. Small infill sites will generally be up to 0.1 hectares. High density developments are most appropriate for town centre locations.

#### *Mixed-Use Developments Outside the Primary Shopping Area*

- 4.7 Larger sites in the town centre but outside the Primary Shopping Area should seek to support activity in the town centre but not undermine the function of the main shopping area.
- 4.8 Mixed-use developments should increase the sustainability of the town centre and the wider Biddulph area. Developments that increase the number of jobs for local people are encouraged.

- 4.9 The Regional Spatial Strategy emphasises the need to curtail house building to that required for local need.
- 4.10 Policy DS4 sets out the policy position specific to the Walley Street area of the town centre.

Policy STRAT3: Upper Floors in the Primary Shopping Area

**Upper floors above shops may be converted to a range of town centre uses and residential uses.**

Supporting Text

- 4.11 Upper floors should be brought into active use to encourage activity and a sustainable mix of uses in the town centre. A range of town centre uses will be appropriate where they do not affect the viability and vitality of the Primary Shopping Area.
- 4.12 The conversion of upper floors often gives an opportunity to create affordable housing which could be rented from a Registered Social Landlord, a shared equity or low cost market housing scheme. Privately rented accommodation would also be appropriate if it would result in low cost accommodation.

Policy STRAT4: Pedestrianisation

**The core of the town centre will be pedestrianised or partially-pedestrianised and well integrated with the existing public space in front of the Biddulph Town Hall. The pedestrianised area should be capable of holding occasional events, including markets, whilst being an attractive usable area when not used as an events space.**

**A comprehensive traffic management plan for the town centre must be implemented before the pedestrianisation or part pedestrianisation of the town centre core.**

Supporting Text

*Pedestrianisation*

- 4.13 The area to be pedestrianised or partially-pedestrianised is along High Street, between South View and Station Road. This would provide a pedestrianised area adjoining the existing public space in front of the Town Hall. This should be a high quality and attractive area and designed to be an area where people feel safe both during the day and when it is dark.
- 4.14 A comprehensive management plan for the town centre is required before the pedestrianisation or partial pedestrianisation is in operation. This should protect the residential nature and thereby the residential amenity of residents on John Street and adjoining residential roads. It should also seek to improve road safety along the southern end of High Street and Tunstall Road.
- 4.15 Stronger landscaping and additional street furniture, particularly seating, would be provided in this part of the wider pedestrianised area, to enhance the quality of the environment and to encourage activity in the area. This area would be prioritised for the higher quality materials, given it will be the

town centre core. Natural stone is therefore proposed for this area, along with planting and high quality street furniture. Appropriate lighting would need to be provided. It may also be appropriate to consider the enhancement of CCTV if necessary to discourage anti-social and criminal activities as well as ensuring users of the area feel safe.

#### Policy STRAT5: Developer Contributions

**There is a presumption that appropriate new developments within the town centre will contribute towards the cost of delivering public infrastructure and public art in the town centre.**

##### Supporting Text

- 4.16 Any contributions which are made by way of Planning Obligations should comply with the tests of reasonableness set out in Circular 1/97, in that they should be:
- necessary;
  - relevant to planning;
  - directly related to the proposed development;
  - fairly and reasonably related in scale and kind to the proposed development; and
  - reasonable in all other respects.
- 4.17 The Council produced Supplementary Planning Guidance for Developer/Landowner Contributions in November 2004 to assist those wishing to develop in the District in terms of what contributions are normally required in relation to public infrastructure.

#### Policy STRAT6: Environmental Best Practice

**All development submitted to the Council for planning approval should be designed so as to incorporate the best environmental practice and sustainable construction techniques appropriate to the type and size of development.**

**New development should be supported by site waste management plans. Design that can secure opportunities for sustainable waste management e.g. kerbside recycling and community recycling will be encouraged.**

##### Supporting Text

- 4.18 New development should incorporate layouts and design which reflect best practice, and where appropriate, innovation, in energy conservation and generation, sustainable drainage, waste minimisation, the use of materials and (where applicable) nature conservation. Best practice should be observed both during construction and when considering the operation of the building. The Council's Building Control and Planning officers will liaise in ensuring that development meets best practice. The type of development and its size will be taken into account in determining what would be reasonable to expect, without entailing undue cost. The government is

producing a voluntary Code for Sustainable Buildings with industry, and developers will be encouraged to adopt the provisions of the Code.

## 5 Development Site Policies

### Introduction

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- 5.1 The following policies relate to individual development sites, as identified on the Proposals Map. These policies should be read alongside the other policies set out in the AAP and other relevant planning policy documents, such as the Regional Spatial Strategy.

### Policies

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#### Policy DS1: Wharf Road Site

**The Council will pursue comprehensive redevelopment of the site with private sector partner(s) and should include:**

- **Supermarket of up to approximately 4,500 sq m gross, with the main entrance onto the Primary frontage;**
- **Car park with 400 - 500 spaces, accessed from Wharf Road;**
- **Cycle parking facilities;**
- **Approximately 6 - 8 additional retail units of 100 - 300 sq m each, fronting Wharf Road, High Street and Station Road;**
- **Landmark gateway building at the junction of Wharf Road and the bypass;**
- **Landscaping along the boundary to the bypass; and**
- **Good quality links from the car park into the town centre core, along active frontages.**

**A new library comparable in size to the existing library facility will also be sought on the site if the current library site is redeveloped.**

**The Council will seek to retain in their current location and make all efforts to integrate into the development scheme:**

- a) **the Royal Oak Public House. If during later stages it is clearly demonstrated that this is not viable, then the Public House will not be retained.**
- b) **the Memorial Garden. If during later stages it is clearly demonstrated that this is not viable, an equivalent replacement should be provided within the site, and if this is not possible, then elsewhere in the town centre.**
- c) **Open space fronting Station Road. Should be retained where possible, otherwise the equivalent re-provision must be provided within the site. If this is not possible, then provision should be made elsewhere in the town centre.**

**The comprehensive redevelopment of the site must be undertaken to a high design quality, ensuring that a mix of complementary uses and building types is accommodated in an integrated way. A 'perimeter**

**block' urban design arrangement is sought, with the supermarket wrapped by a series of smaller retail units of a scale that complements the existing Town Centre context and a new 'gateway' building facing onto the roundabout. It is anticipated that development of this site is co-ordinated with major landscaping improvements to surrounding streets, enhanced pedestrian linkages and the planting of large, semi-mature trees along the site's northern boundary, abutting the bypass.**

**A planning application for the comprehensive redevelopment of the site should include a Transport Assessment, which includes the requirement for sustainable transport measures and a travel plan, S106 contributions to wider improvements to the town centre will also be required, including improved recycling facilities either on-site or at an appropriate location nearby.**

#### Supporting Text

##### *Supermarket*

- 5.2 The redevelopment of the Wharf Road site is central to turning round Biddulph Town Centre. Within the development the new supermarket of up to approximately 4,500 sq m gross is the catalyst to enhancing the rest of the town centre and attracting back the large leakage of expenditure lost from Biddulph.
- 5.3 The supermarket building must front onto the eastern end of Wharf Road and High Street. The supermarket should include active frontages onto Wharf Road and High Street. The supermarket must be orientated to, and provide a main entrance onto, the primary frontage. This entrance could be shared with a new library to help boost the profile and patronage of the library and associated facilities.
- 5.4 A car park would be located to the west of the supermarket building with approximately 400-500 car parking spaces. The vehicle access into the car park would be from Wharf Road. There would be a pedestrian entrance into the supermarket from the car park, in addition to the pedestrian entrance from High Street. The car park would be shared between customers of the supermarket and other visitors to the town centre. The management of this car park needs to be co-ordinated and consistent with the management of other town centre car parks.
- 5.5 Service vehicle access to the supermarket should be separated from staff and customer parking. Service access may be appropriate via a one-way in and one-way out service road from the bypass, subject to detailed design (including topographical assessment) and traffic assessment.
- 5.6 Good quality landscaping should be implemented along the perimeter of the site facing on to the bypass. This should provide an attractive screen to the car park, but still allow users of the bypass to be aware of the presence of the supermarket and the town centre.
- 5.7 The development of a supermarket on the site is appropriate in relation to the criteria in PPS6. It is within the town centre and has good links with the rest of the town centre area. The development of the site for a supermarket and other town centre uses would increase the appropriateness of the mix of

land uses for a town centre location. The site is well accessed by a choice of transport types, including walking, cycling, bus and private vehicles. It is a brownfield site.

- 5.8 Staffordshire Moorlands District Council's retail evidence demonstrates that the impact of the proposed retail development would not have a detrimental effect on other centres. The development will help to claw back lost expenditure from other centres, thus cutting down the length of journey of Biddulph residents currently driving to Tunstall, Congleton or beyond. This will improve sustainability.

#### *Library*

- 5.9 A new library is required within the site if the current library site is redeveloped. It must have a prominent entrance onto the Primary frontage. The relocation of the library to this position will provide a stronger presence for the library in the town centre and improve linkages with other community facilities in the town centre, including Biddulph Connect and the Town Hall. It is therefore likely that it will be located within the main supermarket building, possibly at a first floor level.
- 5.10 The accommodation would be managed by Staffordshire County Council Library Service.

#### *Other Retail Units*

- 5.11 Approximately 8 additional new retail units could be developed on the periphery of the Wharf Road site, ranging from 100 sq m to 300 sq m (gross) in size. The current shop units in Biddulph are generally relatively small and consistent sizes. These new units would provide an opportunity for existing retailers to expand their business whilst remaining in Biddulph Town Centre. The new units could also accommodate those retailers displaced by the redevelopment of the Wharf Road site, and the Council will work with the developer of the site to give these traders the opportunity of taking up these units if they so wish. If they have to close their premises, the Council will support these traders in the transitional period between closure and the new units being ready. The retail units could also be occupied by new retailers to Biddulph town centre.
- 5.12 The retail units should reinforce the town centre core and would therefore be located fronting onto Wharf Road, High Street and Station Road. The majority of units would be located on the north side of Wharf Road.
- 5.13 Every effort will be made to retain the Royal Oak public house, but if it is demonstrated that retention cannot be made compatible with achieving the other elements of the scheme then the public house will not be retained.
- 5.14 The Memorial Garden and the existing open space fronting Station Road will be retained in situ, and if this is not possible, then they should be relocated within the overall scheme. If it is demonstrated that retention cannot be made compatible with achieving the other elements of the scheme, then they should be relocated to another town centre site.



### *Gateway Building*

- 5.15 A high quality building of at least two storeys should be developed at the corner of Wharf Road (north side) and the bypass to provide a strong entrance to the town centre. It is important that a strong gateway feature is developed in this location given this is the main entrance into the town centre, and particularly because this was not the historical main entrance.
- 5.16 In addition to a high standard of design, a high standard of landscaping would also be expected on this site. It is envisaged that the building would be accessed via the supermarket car park.
- 5.17 The preferred uses for the building are A1 or A2 uses. Alternative uses must be appropriate town centre uses, although residential proposals on upper floors may be appropriate.

### *Supermarket Car Park – Town Centre Links*

- 5.18 The new supermarket car park would also serve as the main town centre car park. Clear, attractive and safe routes along pedestrian desire lines must therefore be provided between the car park and the town centre core. Clear signage and good quality lighting should be provided. The links should pass by active frontages to increase personal security. Although the details of the location of linkages would be determined by the detailed building design, a suitable route would be from the car park along Wharf Road in front of the proposed new shop frontages.

### *Additional Design Issues*

- 5.19 Development on the site must seek to maximise the amount of active frontage that is projected onto surrounding streets. Buildings should be located back-of-pavement, with frequent doors and windows (rather than blank walls) to strengthen the town centre's vitality with a more animated street scene. Servicing should be concealed from view and parking accommodated to the rear to minimise visual dominance of these uses. The supermarket should project an attractive main entrance onto the Primary Frontage and be surrounded by 2-3 storey small shops (potentially with flats or other complementary uses above) of a comparable grain and scale to existing Victorian buildings.

### Policy DS2: Bypass Site

**Comprehensive development scheme is sought for the whole site. This should include:**

- **Employment uses, in accordance with the level of development indicated below:**
  - **Enterprise Centre with 15-20 units ranging from 15 - 30 sq m each, in addition to support facilities;**
  - **Up to 10 trade counter units ranging from 300 to 550 sq m each; and**

- Up to 10 purpose built industrial/warehouse units of 50-200 sq m each.
- Non-food retail uses. Retail uses on this site would need to demonstrate that they were in a suitable location, sequentially, in relation to the town centre, and that they would not harm the vitality or viability of the town centre. An appropriate level of development would be in the order of:
  - DIY store of up to approximately 2,500 sq m gross; and
  - Non-food retail units, including bulky goods, 5 to 10 units of 300 to 1,200 sq m gross

The level of non-food retail development should not exceed 9,836m<sup>2</sup> (gross) taking into account any other intervening retail provision in Biddulph.

Development of the site may be phased, provided that it is clearly demonstrated that any separate phases are capable of satisfactory integration.

Proposals for leisure uses on the site would be considered if they were secondary to the uses described above and it could be demonstrated that this was a suitable location, sequentially.

Landscaping would be necessary to mitigate the impact of the development on the surrounding rural areas and residential properties.

Vehicle access into the site should be from the bypass. Well signed, illuminated pedestrian and cycle links from the bypass site to the town centre should be provided along desire lines. A cycle link should also be provided to the Biddulph Valley Way.

Development on the site should provide a sustainable urban extension to Biddulph Town Centre through a mixed-use development with a layout that integrates with the existing town. The overall site design must be orientated towards the town centre with internal streets and footpaths arranged to provide direct and attractive pedestrian and cycle connections to the existing town centre and bus stops. Buildings must be designed to project a positive face onto the bypass.

High quality landscaping needs to be incorporated that is sensitive to existing natural features.

A planning application for the comprehensive redevelopment of the site should include a Transport Assessment, which includes the requirement for sustainable transport measures and a travel plan, and assessment of the impact on any features of nature conservation value. The scheme should include the provision or S106 contributions for improving cycle and pedestrian links from the site directly into the primary shopping area.

A Sustainable Drainage System (SuDS) scheme should be implemented on this site if this is feasible.

### Supporting Text

- 5.20 A comprehensive development proposal for this site is a key opportunity to introduce much needed employment opportunities into Biddulph. It is also a suitable location for larger non-food retail units. Due to the decline in the traditional industries in the area, there are few employment opportunities in relation to the size of the town's population. The site is well positioned for employment and large non-food retail units due to its location adjacent to the bypass, the limited number of residential properties immediately adjoining the site and its proximity to the town centre.
- 5.21 Appropriate employment uses include an 'Enterprise Centre', B1/B2 uses and trade counter units. The Enterprise Centre could provide a mixture of studio workshops, offices, and research and development units. An assessment of the local market suggests that there is demand for an Enterprise Centre comprising 15-20 units ranging from 15-30 m<sup>2</sup> each, in addition to support facilities. Ideally this building should be of a high quality and located at the entrance to the site from the by pass. The market assessment identified demand for up to 10 purpose built industrial/warehouse units of 50-200 m<sup>2</sup> each and demand for up to 10 trade counter units ranging from 300 to 550 m<sup>2</sup> each.
- 5.22 These uses include those similar to many of the existing businesses around Biddulph town centre. These units will provide appropriate accommodation for some of these businesses, if they wished to relocate to higher quality premises in Biddulph. In addition the units would attract other businesses into the Biddulph area.
- 5.23 In addition to the employment uses, non-food retail units would be appropriate on the bypass site. Uses on this site should not compete with the town centre or have a negative impact on the vitality and viability of the town centre.
- 5.24 The market assessment suggests that a DIY-type store and smaller non-food units, including bulky goods retail, would be appropriate. The market assessment has suggested that a DIY store of approximately 2500 m<sup>2</sup> gross would be suitable for these sorts of uses on this site. This may include a garden centre. The market assessment for other non-food retail units suggests that, subject to land availability, 5 to 10 units of 300 to 1200 m<sup>2</sup> gross each would be viable on the site. The District Council's Retail Study – Biddulph has identified a need for up to 9,836m<sup>2</sup> (gross) non-food retail floor space (including bulky goods) in Biddulph.
- 5.25 The main entrance to the shared employment/retail site should be directly from the bypass. Internal roads should separate out the main retail and employment areas. Landscaping would need to be implemented throughout the scheme, particularly along the edge of the bypass and the routes through the site.
- 5.26 The principles of 'Sustainable Urban Extensions' as promoted by English Partnerships are to be applied to the bypass site. Buildings should be arranged in perimeter blocks, with fronts facing up to the street and more private servicing / parking areas positioned to the rear. The office content of

employment uses should be positioned closest to the street – helping to provide animation and interest.

- 5.27 The design of buildings, footpaths and landscape should seek to overcome the actual and perceived severance effect of the bypass. Buildings should be designed to project a positive face onto the bypass, particularly in the north-eastern corner of the site.
- 5.28 A high quality landscape structure is envisaged. Existing landscape features such as hedgerows and trees should be retained wherever possible and the existing embankment in the centre of the site used to give the area character.
- 5.29 The scheme design would need to respect the site topography and existing hedgerows. It would also be desirable to remodel the existing drainage channel as a 'sustainable urban drainage system' (SuDS).
- 5.30 The Council has assessed this site against the site selection criteria in para.2.28 of PPS6:

The Retail Study commissioned by the Council has quantified a need for non-food retailing complementary to the existing offer of the town centre.

The Policy states the upper limit of unit sizes that will be allowed to ensure the development is appropriate to the size of centre.

Apart from the Wharf Road site, to be occupied by food retailing, there are no sequentially preferable sites in or elsewhere on the edge of the town centre to locate non-food retailing (and possible leisure) facilities. Whilst the site is greenfield, there are no brownfield sites closer to the town centre than this one that are large enough to accommodate this type of development (even if the development were to be scaled down). The development would also bring forward land for employment use with good access to the highway network.

The impact on other centres is assessed in the Retail Study, and is not considered to be detrimental. The development will help to claw back lost expenditure from other centres, thus cutting down the length of journey of Biddulph residents currently driving to Tunstall, Congleton or beyond. This will improve sustainability.

The site is well accessed by road and, crucially, is capable of being accessed by foot from the town centre, with improvements to the route being proposed. Bus access will be possible, and serving the site will be discussed with local operators.

#### Policy DS3: Library Site and Adjoining Land

**Land currently occupied by the library (and the adjoining site to the south) (0.59 ha) will be developed for high density residential development, subject to the provision of an equivalent or better new library premises elsewhere in the town centre.**

**A comprehensive design for the land currently occupied by the library is required. This should include:**

- **High density residential development of 40-75 dwellings per hectare in line with standard guidance in PPS3. The residential mix and tenure types should be appropriate to meet local needs at the time the planning application is submitted;**
- **Access from High Street;**
- **High quality landscaping along the boundary with the existing car park to the north; and**
- **High quality design, particularly in relation to neighbouring residential properties.**

**The land to the north west of the library, currently the south western part of the main town centre car park, may be suitable for residential development if:**

- **the need for residential development can be demonstrated; and**
- **there are no more suitable sites for residential development in the town centre.**

**Applications for development on this site must include a Transport Assessment. They should also accord with the District Council's adopted Supplementary Planning Guidance (SPG); 'Housing for Local Needs & Affordable Housing'. This SPG will be subject to review in the Core Strategy. The requirement for affordable housing on the site will be in accordance with adopted Council policy.**

#### Supporting Text

- 5.31 The proposed relocation of the library to the Wharf Road site releases the existing library site for an alternative use. There are also development opportunities on the land adjoining the existing library site, immediately to the south. The south western-most part of the adjoining car park may also be appropriate for development.
- 5.32 A high density residential development would be appropriate on the library site and land adjoining to the south as this is an edge of town centre location and would reinforce the consolidation of the town centre uses. Residential development on the south western part of the car park would be considered where it could be demonstrated that the site was required for residential development rather than for other uses. If so, the Council strongly encourages that these sites are developed in an integrated way.
- 5.33 Development of the library site is envisaged to comprise a series of facing residential properties, fronting onto one another, and backing onto existing rear gardens.
- 5.34 A pedestrian-orientated shared surface 'home zone' is envisaged, facilitating through pedestrian movement between Well Street and Diamond Close (linking onward to the bypass site). Vehicular access for the library site would be accessed from High Street.

- 5.35 The adjoining site west of the library is similarly designed according to 'secure by design' principles that ensures new housing backs onto existing rear gardens.
- 5.36 High quality landscaping should be provided along the boundary of the residential development and the remaining car park. This would clearly delineate the different environments as well as improving the environmental quality of the town centre.

#### Policy DS4: Walley Street Area

**In the Walley Street area the Council in partnership with landowners will seek:**

- **the refurbishment of the employment premises; or**
- **their replacement with more suitable employment premises;**

**where the design will improve the impact on the amenity of neighbouring existing and potential future residential properties.**

**Residential development may be acceptable where this helps to bring forward an employment development, including live/work units. However, the overall quantities of land occupied by employment and residential uses should not alter significantly in this area.**

#### Supporting Text

- 5.37 The area immediately to the north of the town centre, focused around Walley Street, has historically been a mixed area with both residential and employment uses. It is proposed that this mix be retained with the redevelopment and improvement of these old industrial premises encouraged for modern commercial needs, such as an enterprise centre or small starter units.
- 5.38 The Council will seek the improvement, where possible, of existing employment premises in partnership with occupiers and owners. Employment occupiers of these premises should be appropriate in a mixed residential area, and must not have an unreasonable impact on the amenity of residential occupiers.
- 5.39 Residential development may be appropriate in this area and should be high density. Any loss of public open space should be compensated through re-provision. Residential development may be acceptable if it helps to bring forward an employment development. Residential development which precludes the bringing forward of a viable site for employment will not be permitted.
- 5.40 Staffordshire Moorlands District Council will look to prepare further guidance for this area.

#### Policy DS5: Nos 2-32 High Street

**The Council will work with property owners to encourage the refurbishment of these properties. Where structural assessments demonstrate that refurbishment is not viable, new development will be appropriate where it:**

- **provides at least the same level of retail floorspace on the ground floor as the existing premises;**
- **retains the same building line and height as the existing premises; and**
- **is in keeping with the style of the existing premises on High Street between Station Road and John Street**

**A co-ordinated programme of townscape improvements is proposed that combines refurbishments to existing properties with high quality streetscape resurfacing improvements.**

Supporting Text

- 5.41 The refurbishment of the retail units at numbers 2-32 High Street is sought as they provide an important contribution to the character of the northern part of the town centre. Although many of these buildings are in poor condition, they reflect the block of retail units on the opposite side of High Street and these two blocks combine to provide a strong and attractive character in this part of the town centre. It is important to retain the character, scale and sense of enclosure provided by these buildings. The refurbishment of the shop fronts would provide a basic improvement, although structural assessments and works may be required before some of the buildings could be brought into active use. Some of the vacant buildings are larger than many of the shop units in Biddulph Town Centre and therefore provide an opportunity for successful existing businesses to relocate to larger premises within the town centre.
- 5.42 Where structural assessments demonstrate it would not be viable to refurbish an existing building, the re-provision of the existing floorspace for retail uses would be required.
- 5.43 The consolidation will also increase the viability of these units.
- 5.44 It would be appropriate for the upper floors of these units to be used for residential units, where they are not required for the retail businesses.

Policy DS6: 77 Tunstall Road

**The Council will work with the property owner to improve the appearance of this building and bring it into beneficial use. This may involve the conversion of the existing property or a new residential property on the site.**

**Consideration would be given to a three storey property on the site if it is a high quality design, with regard to the style of neighbouring properties, and does not negatively impact on the amenity of adjoining residential properties.**

Supporting Text

- 5.45 Although only of modest size, 77 Tunstall Road provides a highly visible entry point to the town centre. Given the key location of this building, it is important to bring it back into active use. It is located outside the consolidated town centre and therefore would be most appropriate for

residential development. It is important that the use of the building would not compete with the town centre.

- 5.46 A co-ordinated programme of townscape improvements is proposed, with the building either refurbished and brought into residential use, or demolished and a new residential building constructed on the site. It would be appropriate to convert the existing building to up to two residential units. If a new building were constructed on the site, this would need to be of a high quality and have regard to the style of other neighbouring buildings. Given the anchor location of the site at the road junction, it may be appropriate to develop a three storey building on the site, subject to the details of the scheme. A three storey building could accommodate three residential units as flats. It is envisaged that site redevelopment is complemented by high quality streetscape resurfacing that emphasises this as a key focal point in the town's structure.

#### DS7 Open Land Between Walley Street Area and Bypass

**Land between the Bypass and Walley Street is designated as Visual Open Space. It is the Council's intention that the land's open and undeveloped appearance is retained. The Council will seek the enhancement of the amenity value of this land through improved planting and management.**

#### Supporting Text

- 5.47 This land is visible from the Bypass, particularly when travelling in a northern direction and contributes significantly to the impression gained of the town centre. It forms a significant amenity area for a considerable number of residential properties. It meets the following criteria for Visual Open Space as set out in Policy R5 of the Local Plan:
- it forms a break between development within the settlement of Biddulph, - separating the newer development to the west of the Bypass from the older, town centre areas to the east;
  - it allows the public to enjoy significant internal views across the open area – the area of the land, at 1ha, is sufficiently large to allow views across it, and afford the surrounding residential properties a sense of being in a spacious setting.
  - it is of amenity value to the public, whilst not requiring public access to the site itself, - it is overlooked by residential development almost all the way round it - by new 3 storey houses on the opposite side of the Bypass, by new residential development on its southern boundaries, and by the older properties along Congleton Road. It provides a “green lung” in the middle of an area featuring high-density building.
  - it contributes to the character of the surrounding neighbourhood - the land retains the original field patterns and includes original hedgerows and large mature trees which have an intrinsic ecological value. The survival of fields so close to the heart of



the town centre is noteworthy, and helps to maintain the character of the original settlement of Biddulph.

- 5.48 The area would benefit from additional planting particularly where the Bypass is level to it, near Fairfax Close. Management of the site will also be sought in conjunction with the landowner in order to improve its amenity value.

## 6 Public Realm Policies

### Policy PR1: Footpath Improvements

**The Council will pursue the improvement of the following footpaths:**

- a) footpath between Wharf Road and the High Street / Well Street junction;**
- b) footpath between the Co-op supermarket and the JD Wetherspoons;**
- c) footpath cutting through the main Council car park (adjacent to the free standing retail store) connecting the High Street (via footpath b) with the Bypass Site via Diamond Close. A pedestrian refuge should be provided across the bypass;**
- d) footpath from bypass site, crossing the bypass and along Wharf Road; and**
- e) footpath from residential properties to the west of the bypass into the new supermarket car park**

**Improvements should include improved hard landscaping, lighting, sight lines and signage.**

**Improvements to footpaths c) and d) should be implemented as part of the development of the bypass site.**

**Improvements to footpath e) should encourage movement to the supermarket and the rest of the town centre. This should be implemented as part of the development of the Wharf Road site and be completed before the opening of the new supermarket.**

#### Supporting Text

- 6.1 The new supermarket car park on the Wharf Road site will complement the car park next to Kwik Save. The pedestrian link from the main car park to High Street is poor, particularly in terms of the public realm quality and the lack of natural surveillance. To address this, it is proposed that the three footpaths a), b) and c) are significantly upgraded.
- 6.2 Improvements to footpaths c) and d) will provide an important link between the new developments on the bypass site and the town centre to encourage visitors and employees on the bypass site to use the town centre facilities.
- 6.3 Improvements to footpath e) may include the realignment of the footpath and the existing pedestrian crossing as part of the redevelopment of the Wharf Road site.
- 6.4 In each instance, attractive hard landscaping should be introduced. To improve the security of users there should be improvements to the lighting and signage as well as improved sight lines, where possible. This may necessitate reorganisation of the layout of the main Council car park next to Kwik Save to enable improvements to footpaths a), b) and c).

## Policy PR2: Bypass

**Developments that adjoin the bypass must be carefully designed so as to provide a positive impact. Where it is not possible to provide an ‘active frontage’ onto the bypass, high quality landscaping along the edge of the bypass must be provided as part of any new development.**

**High quality landscaping, including semi-mature trees, should be provided at the following junctions:**

- **Tunstall Road/Bypass Junction; and**
- **Bypass/Congleton Road Junction.**

**Signage should be installed at both junctions to:**

- a) encourage town centre visitors to access the town centre via Wharf Road; and**
- b) encourage through traffic to use the bypass.**

### Supporting Text

- 6.5 Improving the environmental quality of the Bypass will enhance the image of Biddulph, particularly Biddulph town centre, for users of the bypass. This will encourage greater use of the town centre facilities. Wherever possible developments should provide an ‘active frontage’ to the Bypass, i.e. be designed in such a way that presents users of the Bypass with an attractive view of buildings rather than rear service areas or blank walls.
- 6.6 The junctions of Tunstall Road/Bypass and the Bypass/Congleton Road constitute important ‘gateways’ to the wider town centre area and Biddulph East. They are also the access points used by traffic using High Street as a cut through. Through traffic should be discouraged from cutting through the town centre and redirected onto the Bypass.
- 6.7 At present, the Tunstall Road/Bypass and Bypass/Congleton Road junctions are dominated by highway geometry and wooden rear fences. It is desirable that these spaces be retrofitted with attractive landscaping, which could involve generous planting of semi-mature trees to emphasise Biddulph’s green character.

## Policy PR3: Town Centre Gateways

**High quality buildings, public realm, landscaping, and signposting are sought at the following gateway locations:**

- **Wharf Road/By pass junction**
- **High Street: at the War Memorial**
- **High Street/Well Street junction**

### Supporting Text

#### *Wharf Road Gateway*

- 6.8 Wharf Road is the main vehicle gateway into Biddulph Town Centre, and therefore needs to be clearly marked and easily identifiable from the Bypass.

As part of Site 1 a key gateway building is proposed on the junction of Wharf Road and the bypass. It may also be valuable to provide a piece of public art at this location to reinforce the gateway feature. Structure planting would also contribute to the strengthening of this entrance, with semi-mature street tree planting introduced both to improve the character of the street.

- 6.9 To encourage motorists to use Wharf Road and not Congleton Road or Tunstall Road to enter the town centre, clear signage identifying Wharf Road as the entrance would be installed at the two roundabouts on the bypass at the junctions with Congleton and Tunstall Roads.

*War Memorial Gateway*

- 6.10 The War Memorial constitutes a key arrival point on approaching the Town Centre from the north. As such, it is proposed that a town centre entrance sign be erected here and other hard and soft landscaping measures introduced to complement and reinforce what is essentially an attractive focal point. These could include attractive paviers, additional tree planting and improved signage.
- 6.11 The improvements to the War Memorial gateway should be integrated with traffic management changes to John Street and refurbishment of nos. 2 – 32 High Street block (including Roberts Bakery).

## 7 Transport Policies

### Policy T1: Traffic Management Proposals

**The Council will work with the County Council to bring about improvements to the environment in the Town Centre and discourage the High Street from being used by through traffic.**

**This will be achieved by traffic management measures such as introducing one-way flows to some streets or parts of streets, and pedestrianisation or partial-pedestrianisation of part of the High Street in front of the Town Hall.**

**The Council will work with the bus operators and with the County Council to establish a convenient interchange point with high quality waiting and information facilities, linked to cycle parking facilities and a taxi rank.**

#### Supporting Text

- 7.1 The aim is to make the town centre a pleasant place to be in, and one that is easy to access by all means of transport. In order to maintain access by cars and service vehicles, but discourage through traffic which should be using the Bypass, selective one-way flows will be introduced in the Town Centre.
- 7.2 The Council will work towards achieving pedestrianisation or partial-pedestrianisation in front of the Town Hall. This will allow the highway in front of the Town Hall to be used as a public space.
- 7.3 The implementation of traffic works via Traffic Regulation Orders (TROs) is likely to be phased, with the impact of each phase being monitored before deciding on the exact works required in the next phase. TROs are being prepared for initial one way flows as the first phase of works. Pedestrianisation or partial pedestrianisation would be part of a subsequent phase.
- 7.4 The implementation of sections of one-way traffic will allow additional parking spaces to be created at some locations, and these will be combined with public realm improvements such as planting and street furniture. Traffic calming measures may be required to improve highway safety at some locations.
- 7.5 Further public consultation will be carried out on the detail of any traffic management proposals.
- 7.6 In particular, the Council will work in partnership with the bus operators to ensure that safe, convenient bus access is maintained through the town centre. As part of this partnership, a high quality interchange point will be developed providing a safe, comfortable waiting area with good information on travel opportunities, and if possible, real-time information on service operation. The location of this is likely to be either in Wharf Road or in the High Street.

## Policy T2: Cycle Routes

**The following cycle routes will be implemented in partnership the County Council:**

- a) **Wharf Road: connecting Biddulph Valley Way to Biddulph town centre; and**
- b) **North-south link: John Street – Well Street – Highfield Road West – Lawton Street – Kingfield Road – Leisure Centre – Thames Drive**

**Cycle lanes should be provided along cycle routes, where the carriageway width permits. Cycleway signage should be implemented for all cycle routes. Signage for cycle parking in Biddulph Town Centre should provided along cycle routes.**

### Supporting Text

- 7.7 Visitors, residents and workers in Biddulph Town Centre should be encouraged to make their journeys by bicycle, rather than using motorised vehicles. Cycle routes should therefore avoid busy vehicular routes but avoid unnecessary diversions from desire lines.
- 7.8 It is important that networks of cycle routes are developed to encourage the greater use of cycle routes and to encourage more cyclists to use Biddulph Town Centre. It is therefore important that there is a cycle route linking Biddulph Town Centre (particularly the cycle parking facilities) and Biddulph Valley Way.
- 7.9 The proposed cycle routes avoid the need for cycling through the pedestrianised zone.

## Policy T3: Cycle Facilities

**Cycle parking facilities should be located near to the bus facilities, as part of the transport interchange.**

**Additional cycle parking will be required as part of the supermarket development. These will be located near the store entrance.**

**Cycle parking will also be required as part of the Bypass site.**

### Supporting Text

- 7.10 New cycle storage facilities will be provided to encourage town centre users to travel by bicycle. It is appropriate to locate cycle storage facilities near to the bus facilities, as part of the transport interchange, to increase natural surveillance. This will encourage people to use the cycle storage facilities.

## Policy T4: Taxi Facilities

**A new taxi rank should be provided, ideally with the bus facilities, otherwise, within the town centre core (primary frontages) where it would not have a negative impact on neighbouring occupiers.**

**The new taxi rank should be well lit and designed to ensure the safety of waiting passengers and taxi drivers.**

### Supporting Text

- 7.11 The redevelopment of Wharf Road and the pedestrianisation or partial-pedestrianisation of High Street will require the relocation of the taxi rank. The integration of the taxi rank with the bus stops will provide added security for users. It will also provide a transport interchange to give users a convenient choice of transport modes.
- 7.12 It is important for both day and night time users of the taxi rank that it is located within the town centre core for convenient access and to increase natural surveillance.

## 8 Implementation Framework

### Introduction

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- 8.1 The implementation of the Biddulph Town Centre Area Action Plan will be phased over a number of years and involve a range of partners. This section sets out an indicative programme for delivery, the range of funding sources, delivery partnerships and land assembly arrangements.

### Programme for Delivery

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- 8.2 The schedule presented overleaf provides an indicative programme for the delivery of the main development sites. The implementation of the other policies in the Area Action Plan will occur through the delivery of the main development sites as well as the delivery of other smaller projects within the town centre as summarised in the table subsequent to the following chart.



- Project Feasibility, Site Assembly, Planning Approvals and Other Consents
- Detailed Design and Mobilisation
- Construction

Development Project Reference	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Inter - Relationships												
Site DS1 Wharf Road Site																				May require the completion of some employment units on Site DS2 before demolition to relocate some employment units, if required.	
Site DS2 Bypass Site																					
Site DS3: Library Site and Adjoining Land																					Site clearance following relocation of library and Connexions to completed facility in Site DS1
Site DS5 Nos 2-32 High Street																					Dependent on improved retail market resulting from operation of Site DS1. May need to develop earlier if units required to accommodate existing retail businesses in Site DS1
Site DS6 77 Tunstall Road																					

Year 1 starts in April 2006

Site DS4 Walley Street Area - May require the completion of appropriate employment units on Site DS2 to relocate some businesses, if required. Other developments dependent on sites becoming available – work ongoing through whole programme period.

<b>Policy</b>	<b>Lead Agency</b>	<b>Timescale</b>
<b>DS1</b>	Staffordshire Moorlands District Council (SMDC)	Completion estimated by December 2009.
<b>DS2</b>	Private developer/SMDC	Full completion estimated mid 2010. Delivery of retail element completed mid 2008.
<b>DS3</b>	Staffordshire County Council	Dependent upon completion of DS1 – development complete late 2010.
<b>DS4</b>	Private Owners	Development management policy – timescales will depend on owners/occupiers intentions.
<b>DS5</b>	Private owners/ SMDC	Poorest properties will be targeted first. Estimated that it may take up to five years for all properties to be improved to a high standard.
<b>DS6</b>	Private owner/ SMDC	Single property – completion estimated by December 2007.
<b>DS7</b>	Private owner/ SMDC	No substantial change proposed. Negotiations completed by December 2007.
<b>PR1</b>	Staffordshire County Council (SCC)/SMDC	Routes (a) and (b) to be delivered by mid 2008 as part of public realm improvements. Routes (c) and (d) reliant upon contribution from DS2 – estimated completion by mid 2008. Route (e) will be delivered in line with DS1 (completed by December 2009).
<b>PR2</b>	Private developer/ SMDC	Main improvements delivered as part of DS1 and DS2 delivery (see above).
<b>PR3</b>	SCC/ Biddulph Regeneration Executive	Wharf Road/bypass junction by December 2009; High Street War Memorial by December 2009 (linked to DS1 and DS5); High Street/Well Street junction linked to DS3 timescale.
<b>T1 (STRAT4)</b>	SCC/ Biddulph Regeneration Executive	Delivery of revised traffic management arrangements by end of 2008. Any elements requiring integration with DS1 will not be completed until December 2009.
<b>T2</b>	SCC/ Biddulph Regeneration Executive	Completion of cycle route from Biddulph Valley Way estimated by end of December 2008 following delivery of retail scheme at DS2. John Street cycle route delivered as part of traffic management proposals (December 2008).
<b>T3</b>	SCC/ Biddulph Regeneration Executive	Cycle facilities to be delivered as part of DS1 and DS2 (see timescales above).
<b>T4</b>	SCC/ Biddulph Regeneration Executive	Taxi facility estimated to be delivered as part of revised traffic management arrangements by end of 2008. However, should the taxi facility require integration with DS1 it will not be completed until December 2009.

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## Funding

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- 8.3 The majority of development proposals set out in the Area Action Plan will be deliverable by the private sector and, where appropriate, these may also make a financial contribution towards the cost of delivering infrastructure and public realm improvements across the town centre.
- 8.4 There are, however, a number of the proposed projects, for example pedestrianisation, that will require public sector resources. Funding for these projects will be available through the public sector partners of Staffordshire Moorlands District Council, Staffordshire County Council, Biddulph Town Council and Advantage West Midlands, in addition to Section 106 contributions from private sector developments.
- 8.5 Town Centre Management arrangements are currently in place to support the continued regeneration of the town centre. To make these arrangements financially sustainable in the longer term, consideration should be given to establishing arrangements that draw the private sector more formally into town centre management activity in Biddulph. This could include the establishment of a company limited by guarantee or perhaps a formal Business Improvement District. These mechanisms would encourage private sector contributions to support the continued enhancement, promotion and maintenance of the town centre.
- 8.6 Another significant requirement will be the resourcing of a project team to take the regeneration of Biddulph Town Centre forward. The staffing resource will facilitate and co-ordinate the programme of interrelated development projects.

## Public Sector Assets and Contributions

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- 8.7 It is envisaged that the public sector will play a central role in facilitating and delivering the regeneration of Biddulph town centre.
- 8.8 Both Staffordshire County Council and Staffordshire Moorlands District Council own land and property assets in the town centre. In addition, funding of over £1 million has been made available by Staffordshire Moorlands District Council, Staffordshire County Council and Biddulph Town Council to support the regeneration of Biddulph Town Centre. This contributes directly to some of the development projects identified in this AAP. Advantage West Midlands, through the Biddulph Market Towns Programme, have committed £0.5 million. With private sector and other contributions also counted, total expenditure through the Market Towns Programme will be in excess of £1.9 million.

## Developer Contributions

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- 8.9 As set out in Policy STRAT5, there is a presumption that all new developments within the town centre should contribute towards the cost of delivering public infrastructure within the town centre. Any contributions

which are made by way of Planning Obligations should comply with the tests of reasonableness set out in planning guidance, in that they should be:

- necessary,
  - relevant to planning,
  - directly related to the proposed development,
  - fairly and reasonably related in scale and kind to the proposed development,
  - reasonable in all other respects.
- 8.10 Opportunities will be sought to link new jobs to the unemployed in the Biddulph area. Agreements with developers and occupiers will be sought to provide a proportion of jobs for local people. Support will also be sought from local training providers and schemes developed to ensure that local people have the skills required for the jobs created in the area.

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### Project Direction

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- 8.11 The Biddulph Executive is a formal town-based partnership body which exists as part of the Staffordshire Moorlands Local Strategic Partnership. Comprising public, private and community sector organisations, this body is tasked with overseeing the strategic regeneration of Biddulph. The Executive has overseen the development of the Area Action Plan, and is ensuring the strategic co-ordination of projects within the AAP and the Biddulph Market Towns Programme. It is expected that the Executive will continue to play a vital role in overseeing the strategic delivery of the AAP.
- 8.12 Whilst the Executive considers high-level issues, detailed delivery of the Area Action Plan proposals (and in particular those relating to the main development sites) will be co-ordinated by Staffordshire Moorlands District Council. A formal Project Board is being established and project management arrangements put in place based upon the *PRINCE2* project management methodology.
- 8.13 Delivery of the AAP will require a dedicated resource. A team will be required that can draw upon skills in the fields of planning, regeneration, surveying, design, marketing and project management. This will be achieved, in the most part, through redirection of existing resources within the partner authorities. The Project Board will oversee this team.

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### Delivery Strategy

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- 8.14 It is anticipated that the major retail proposals identified in the Area Action Plan will be delivered by a commercial interest, working with the support of the District Council, which is a significant landowner within the major redevelopment sites (DS1 and DS2), and which will use its land holdings strategically to secure delivery. Any sale/transfer of ownership from the District Council will be conditional upon the chosen developer making progress against agreed key milestones, e.g., securing planning permission.

## SITE DS1 - WHARF ROAD SITE

- *Lead Agency – Staffordshire Moorlands District Council*
- *Funding Source – Private Sector Investment*

Reflecting the fact that the District Council has significant land interests within the proposed development site, it will play the lead role in bringing the site forward. Key steps in achieving the redevelopment of this site are:

- Selecting a preferred developer
- Assembling the site into one ownership
- Completing necessary site investigations, engineering, transport studies
- Undertaking pre-application consultation on design and layout
- Securing planning permissions and other consents
- Relocating existing occupiers
- Construction phase
- Operation

- 8.15 Having considered various ways in which it might work with the private sector to take the proposals forward, the District Council's preferred approach is that of a traditional development agreement.
- 8.16 Associated with this approach, the Council will decide whether to market the opportunity widely, including national advertising, and inviting expressions of interest followed by schemes and financial offers. An alternative route would be to market the opportunity by direct invitations to the major food store operators. There are advantages and disadvantages associated with both these approaches and the Council will take further advice from its advisors. However, a critical factor in the selection of any commercial partner will be evidence of deliverability, which will include a number of considerations including any existing/potential interests in the land and evidence of an end-user(s).
- 8.17 The selected developer will be responsible for acquiring outstanding third party land interests. This liability will relate to both negotiating acquisitions by agreement and funding those acquisitions. If necessary, the District Council will consider using its compulsory purchase powers. In this situation, whilst the District Council will make the Compulsory Purchase Order (CPO), all costs associated with it shall be underwritten by the selected developer. The District Council will, therefore, be indemnified in this respect.
- 8.18 Assuming that any Compulsory Purchase Order was eventually confirmed, the District Council will use General Vesting Declarations (GVDs) to acquire individual interests. The developer will underwrite the costs of acquisition.

## **SITE DS2 - BYPASS SITE**

- *Lead Agency – Private Sector Developer/Staffordshire Moorlands District Council*
- *Funding Source – Private Sector Investment*

- 8.19 Reflecting that the Bypass site is identified for two distinct land uses, employment and non-food retailing, the strategy for delivering the site is in two phases.
- 8.20 Phase One will be delivered by the private sector and will provide the non-food retailing elements of Policy DS2 and the necessary road infrastructure to allow development of Phase Two - the employment element of the scheme.
- 8.21 The majority of the Phase Two area is owned by the County Council, with the District Council owning a minority share. The District Council may work with the County Council to bring forward employment units on this site. Alternatively, the publicly owned land may be sold to a developer if this proves more attractive on financial and delivery grounds. In either case, the land will be used to assist delivery of site DS1. A decision on which route to take is dependent on progress made in delivering Phase One of site DS2 and progress on assembly of land at site DS1.

## **SITE DS3 – LIBRARY SITE AND ADJOINING LAND**

- *Lead Agency – Staffordshire County Council*
- *Funding Source – Private Sector Investment*

- 8.22 This residential allocation is in three ownerships. The former market site is privately owned and planning permission has already been obtained to build residential units. The remaining part of this allocation is owned by Staffordshire County Council (current library site) and Staffordshire Moorlands District Council (southern end of main car park).
- 8.23 Policy DS1 permits the relocation of the library from site DS3 to a more central location. Assuming this is achieved, site DS3 will be available for residential redevelopment. It is likely this will be a combined land sale from the public to private sector, based on a residential allocation.

## **SITE DS4 – WALLEY STREET AREA**

- *Lead Agency – Private Sector Owners*
- *Funding Source – Private Sector Investment. If live/work units prove feasible then an existing capital allocation of around £100,000 is available to support this project through the Biddulph Market Towns Programme.*

- 8.24 DS4 is essentially a development management policy. Proposals from private sector owners to redevelop existing employment uses in the Walley

Street area will be assessed against this policy. It provides for the delivery of residential development in an ancillary and enabling capacity, where this can be achieved in harmony with and helps secure a replacement employment unit(s).

- 8.25 The District Council, in partnership with the emerging Active Biddulph Community Development Trust, is developing proposals for live/work units in the town. The current vacant employment premises in the Walley Street area are actively being examined as potential properties suitable for conversion to live/work units.

#### **SITE DS5 – NUMBERS 2-32 HIGH STREET**

- *Lead Agency – Private Sector Owners/Staffordshire Moorlands District Council*
- *Funding Source – Private Sector Investment, plus support from Shop-Front Grant Scheme provided by the Biddulph Market Towns Programme.*

- 8.26 These properties are in a variety of private ownerships and differ in their state of repair ranging from some in good condition to others that are extremely poor.

- 8.27 The District Council and partners have contacted the owners of the properties in the worst state of repair. A pro-active ‘carrot and stick’ approach is in place. Statutory mechanisms are being pursued outside the planning system, which require improvements to be made. In addition, a generous Shop-Front and First Floor Improvement Grant Scheme will be launched in January 2007 as part of the Biddulph Market Towns Programme, which will help deliver improvements. In either case, the Council will consider pursuing a CPO of the poorest properties if the other approaches fail.

#### **SITE DS6 – NUMBER 77 TUNSTALL ROAD**

- *Lead Agency – Private Sector Owner/Staffordshire Moorlands District Council*
- *Funding Source – Private Sector Investment, plus support from Shop-Front Grant Scheme provided by the Biddulph Market Towns Programme.*

- 8.28 This property is in private ownership and also forms an important gateway into the town centre. As with those properties affected by Policy DS5, a pro-active ‘carrot and stick’ approach is in place, including consideration of a CPO and availability of grant aid.

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## **SITE DS7 – OPEN LAND BETWEEN WALLEY STREET AND BYPASS**

- *Lead Agency – Private Sector Owner/Staffordshire Moorlands District Council*
- *Funding Source – Limited change proposed*

8.29 The Council will seek to negotiate and support minor improvements such as planting and establishment of a management regime as appropriate.

## **POLICY PR1 – FOOTPATH IMPROVEMENTS**

- *Lead Agency – Staffordshire Moorlands District Council/Staffordshire County Council*
- *Funding Source – Biddulph Market Towns programme (a & b)*
- *Funding Source – Developer contributions (c, d & e)*

8.30 A range of improvements is required across these existing/proposed routes. Footpaths (a) and (b) will be brought forward through the Biddulph Market Towns Programme as part of the overall delivery of pedestrianisation/traffic management. Staffordshire Moorlands District Council is working in partnership with Staffordshire County Council to finalise these overall arrangements in association with the Biddulph Regeneration Executive.

8.31 Routes (c), (d) and (e) are linked to the development of sites DS1 and DS2. Developer contributions will be sought to deliver these improvements. They will be undertaken directly by the developer as part of the construction process or will be contributions to the wider programme being delivered by Staffordshire County Council, depending on the route. This will depend on location and timing relative to the delivery of sites DS1 and DS2.

## **POLICY PR2 – BYPASS**

- *Lead Agency – Private Developer/Staffordshire Moorlands District Council*
- *Funding Source – Private Sector Investment*

8.32 Some improvements have already been made to landscaping along the Bypass. The main impact will be associated with the development of sites DS1 and DS2.

## **POLICY PR3 – TOWN CENTRE GATEWAYS**

- *Lead Agency – Staffordshire County Council/Biddulph Regeneration Executive*
- *Funding Source – Biddulph Market Towns Programme*

8.33 As is the case with Policy PR2, some improvements to these gateways have already been made. Improvements to the Wharf Road/Bypass junction will be achieved through delivery of site DS1.



- 8.34 Initial improvements at the High Street/Well Street junction have been achieved through an improved public realm on the High Street (completion of phase one). Further improvements will be sought as part of the delivery of site DS4.
- 8.35 Improvements to the War Memorial area are linked to the development of site DS1 and the delivery of phase two of the traffic management/public realm works.

#### **POLICY T1 (also STRAT4) – TRAFFIC MANAGEMENT PROPOSALS (PEDESTRIANISATION)**

- *Lead Agency – Staffordshire County Council/Biddulph Regeneration Executive*
  - *Funding Source – Private Sector Investment; Biddulph Market Towns Programme*
- 8.36 The District Council will work with the County Council and the Biddulph Regeneration Partnership to finalise the traffic management proposals for the town centre. This includes (part) pedestrianisation proposals, amended traffic flows, replacement of public transport facilities and public realm improvements.
- 8.37 Changes to traffic flows and other major changes will require new Traffic Regulation Orders. Staffordshire County Council, on behalf of the Biddulph Executive, will prepare the Orders. Phase one of the High Street public realm improvements have been completed. Phase two is being planned. Some of the Traffic Regulation Orders required for phase two are already in place and ready to be implemented.
- 8.38 Around £500,000 is allocated within the Biddulph Market Towns programme to implement the Transport policies.

#### **POLICY T2 – CYCLE ROUTES**

- *Lead Agency – Staffordshire County Council/Biddulph Regeneration Executive*
  - *Funding Source – Private Sector Investment; Biddulph Market Towns Programme*
- 8.39 Contributions will be sought from the relevant developers to implement the cycleway from the Biddulph Valley Way, via site DS2, into the town centre site DS1.
- 8.40 The town centre cycleway along John Street will be funded via the Biddulph Market Towns Programme allocation.
- 8.41 The cycleway will be implemented by Staffordshire County Council.

### **POLICY T3 – CYCLE FACILITIES**

- *Lead Agency – Staffordshire County Council/Biddulph Regeneration Executive*
- *Funding Source – Private Sector Investment; Biddulph Market Towns Programme*

8.42 Cycle facilities at sites DS1 and DS2 will be secured via a S106 agreement with the relevant developers.

8.43 Cycle facilities linked to a new interchange (Policy T1) will be financed by existing public sector commitments as part of the wider traffic management proposals for the town centre.

### **POLICY T4 – TAXI FACILITIES**

- *Lead Agency – Staffordshire County Council/Biddulph Regeneration Executive*
- *Funding Source – Private Sector Investment; Biddulph Market Towns Programme*

8.44 The District Council will work with the County Council and the Biddulph Regeneration Partnership to relocate the current taxi facility as part of the wider traffic management proposals for the town centre. There are only limited costs associated with this specific policy, including potential kerb realignment, white-lining and signage. It will be financed via developer contributions if brought forward as part of the DS1 scheme, or via existing public sector commitments if brought forward in a location not connected to site DS1.

### Public Involvement

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8.45 The public and stakeholders have been consulted over the production of the Area Action Plan in accordance with the relevant Regulations. However, this is not seen as the end of the process. Rather, a communications plan will be prepared to ensure accurate and regular information on the delivery of the proposals is available.

8.46 Moreover, as schemes with a major public interest are progressed, for example pedestrianisation/partial-pedestrianisation of the High Street or layout and design of the Wharf Road (supermarket) development site, there will be additional non-statutory consultation to allow the public and stakeholders to shape the proposals before formal consents are sought.

## 9 Monitoring Framework

### Introduction

- 9.1 To monitor the implementation of the Area Action Plan, a series of indicators have been derived. These seek to measure the effectiveness of the Area Action Plan policies. The indicators have therefore been derived to monitor performance in relation to the six Area Action Plan Objectives, as described in Section 3 of this document and repeated below.
- 9.2 Where possible the indicators selected correspond with those specified by Government as Local Development Framework Core Output Indicators and will therefore already be collected for the whole District by the Council (these are indicated by an asterisk \*).

### Plan Objectives and Output Indicators

#### Plan Objective 1

**A local shopping centre that attracts residents from all parts of Biddulph, as well as visitors from outside the town:**

- Development in the town centre will allow the town to reach its full potential, whilst recognising its role within the wider Staffordshire Moorlands, Staffordshire and West Midlands Regional context.
- Town centre facilities should serve Biddulph's residential community as a whole as well as supporting investment in the community of Biddulph East.
- The town centre should appeal to a wide range of people of different ages, cultures and groups.
- The town centre should provide for and attract visitors to the wider area, including Biddulph Grange, Greenway Bank Country Park and the wider Moorlands area.

Indicators	Targets
1.1 Number of people using the town centre (Pedestrian footfall counts)	1A. Increase of 2% per year starting from the completion of the first works in the town centre
1.2 Public perception of Town Centre (assessed by regular surveys)	1B. Improvement year by year in public perception of town centre

## Plan Objective 2

**A sustainable mix of retail, service community and residential uses**

- The scale and mix of development provided for within the town centre will be compatible with the town's catchment and role within the regional hierarchy.
- A full range of local retail, service and community uses to encourage linked trips. These uses should include:
  - Local convenience and comparison retail facilities,
  - A range of local service functions
  - Civic and community facilities,
  - Outdoor civic space for events, and
  - New town centre residential accommodation.
- Areas of the town centre should be a focus for activity both during the day time and in the evening.
- Issues of licensing, management and policing should be considered holistically to ensure that the town centre is welcoming to all.

Indicators	Targets
2.1. Amount of completed retail, office and leisure development, respectively. *	2A. Development of a supermarket on the Wharf Road site of up to 4500m <sup>2</sup> gross floorspace area by 2010.
2.2. Net additional dwellings per year *	<i>(Target to be set in Core Strategy)</i>
2.3. Percentage of dwellings completed at: <ul style="list-style-type: none"> <li>• Between 30 and 50 dwellings per hectare</li> <li>• Above 50 dwellings per hectare *</li> </ul>	<i>(Target to be set in Core Strategy)</i>
2.4. Number of affordable housing completions *	<i>(Target to be set in Core Strategy)</i>
2.5 Change of use applications from non-residential to residential, completed	<i>(Target to be set in Core Strategy)</i>
2.6 Number of completions comprising conversion/re-use of existing buildings	<i>(Target to be set in Core Strategy)</i>

2.5. Percentage of vacant units in Primary Shopping Area	2B. Vacancy rate of units within Primary Shopping Area to be no higher than 5%.
2.6. Percentage of charity shops in Primary Shopping Area	2C. Percentage of charity shops within Primary Shopping Area to be no higher than 5%.

### Plan Objective 3

#### **Improved local employment opportunities**

- Existing businesses should be encouraged to remain and develop in the Town Centre, where appropriate with other objectives.
- Opportunities should be sought for encouraging businesses to relocate to Biddulph Town Centre.
- Opportunities should be sought to encourage new businesses to set up in Biddulph Town Centre.

<b>Indicators</b>	<b>Targets</b>
3.1 Amount of land developed for employment by type. *	3A. Net additional employment units (B1, B2, B8) of at least 4000m <sup>2</sup> within 5 years of adoption of the AAP.
3.2 Loss of employment land by type.	<i>No relevant target</i>
3.3 Business confidence in the AAP area (as measured by regular survey)	3B. Improvement year by year in business confidence

### Plan Objective 4

#### **A high quality, well designed, safe and integrated centre**

- Clear and attractive gateways should mark the entrance into the Town Centre, welcoming and encouraging visitors to the Town Centre.
- The priority given to pedestrians and vehicles should be clear. Priority should be given to pedestrians in the core area of the Town Centre.
- Signage should encourage through traffic to use the bypass rather than High Street.

- Views of the Town Centre from the bypass should be enhanced to identify and encourage people using the bypass to visit the Town Centre.
- The town's public realm, buildings and environment should be of the highest quality and inspire a strong sense of pride and admiration amongst residents, workers and visitors alike.
- The town centre should be well managed, cleaned and maintained.

<b>Indicators</b>	<b>Target</b>
4.1. Length of new footpaths.	4A. Provision of new footways as set out in Plan within 3 years of adoption of AAP.
4.2 Length of improved footpaths	4B. Provision of improved footways as set out in Plan within 3 years of adoption of AAP.
4.3. Length of new cycle ways	4C. Provision of new cycleways as set out in Plan within 3 years of adoption of AAP.
4.4. Amount of pedestrianisation	4D. Pedestrianise or part pedestrianise High Street within 3 years of adoption of AAP

## Plan Objective 5

### **A centre accessible by a choice of transport modes**

- Access should be provided into the core of the Town Centre by a range of transport choices, including bus, walking, cycling and private vehicles.
- Easy access into the Town Centre should be provided from all parts of Biddulph.
- Adequate car parking should be provided with easy, safe and attractive links into the town centre.
- Bus facilities should be attractive and comfortable for users.
- Bus services should be quick, frequent and direct.
- Cyclists should be encouraged to use the town centre through the provision of appropriate cycle parking facilities. Cyclists should also be encouraged into the centre through the provision of cycle routes and signage, including from the Biddulph Valley Way.

<b>Indicators</b>	<b>Target</b>
5.1 Number of cycle parking spaces.	5A. Provide at least 20 cycle parking spaces around the town centre within 5 years of the adoption of the AAP
5.2 Average number of bus services to	<i>(Setting of targets/responsibility for</i>

Biddulph Town Centre on weekdays at peak times.	<i>meeting targets lies with Public Transport Authority (Staffordshire CC) and private bus operators)</i>
5.3 Average number of bus services to Biddulph Town Centre on weekdays at off-peak times.	<i>(Setting of targets/responsibility for meeting targets lies with Public Transport Authority (Staffordshire CC) and private bus operators)</i>

## Plan Objective 6

### **A locally distinctive town centre where environmental and heritage assets are maximised**

- Open civic space should be provided in the core of the Town Centre and be usable for community and civic events
- High quality and locally important buildings and structures should be protected, enhanced and, where possible, their setting should be enhanced, e.g. Town Hall, Conservative Club, War Memorial, 77 Tunstall Road, former Roberts Bakery.
- Functional links and views of the surrounding Moorlands and hills should be maximised.
- New development should respect the scale and character of traditional buildings within the town, but should allow opportunities for contemporary design and innovation
- Through the creation of a high quality public realm and built form, a unique sense of place should be created in the town.
- Events should be encouraged, enabled and promoted in the Town Centre to attract a greater range of users and instil local pride in the Town Centre.
- Environmental good practice, in design, layout and construction, to be encouraged.

<b>Indicators</b>	<b>Targets</b>
6.1 Number of public realm improvement or building improvement schemes started each year	6A. At least 2 public realm and/or building improvements per year for 5 years after adoption of the AAP.
6.2 Area of public open space.	6B. No overall loss in area of public open space.
6.3 Number of events in the town centre per year.	6C. A minimum of two events in the town centre per year.
6.4 Percentage of new approvals for development incorporating energy	6D. 100% of approvals.

efficient designs/layouts appropriate to size and intended use.	
6.5 Number of approvals for development incorporating sustainable drainage systems (SuDS)	6E. All major schemes where proven feasible





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Appendix A

**RSS and Development  
Plan Policy Context**

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## A1.1 Relevant West Midlands Regional Spatial Strategy Policies

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### **PA11 – The Network of Town and City Centres**

A. A network of strategic town and city centres will be developed across the Region as set out below:

Birmingham, Kidderminster, Shrewsbury, Walsall, Burton-upon-Trent, Leamington Spa, Solihull West, Bromwich, Cannock, Lichfield, Stafford, Wolverhampton, Coventry, Newcastle-under-Lyme, Stratford-upon-Avon, Worcester, Dudley, Nuneaton, Sutton Coldfield, Hanley (Stoke-on-Trent), Redditch, Tamworth, Hereford, Rugby, Telford

B. This network of 25 town and city centres will be the focus for:

i) major retail developments (i.e. those of more than 10,000m<sup>2</sup> gross floorspace, excluding floorspace dedicated to the retailing of convenience goods);

ii) uses which attract large numbers of people including major cultural, tourist, social and community venues (see also PA10 and UR3); and

iii) large scale leisure and office (Class B1a) developments (i.e. those of 5,000m<sup>2</sup> or more gross floorspace).

C. There are many other centres within the Region that meet local needs and development plans should identify and develop policies for such centres within their respective areas which best meet local needs.

Local authorities should be proactive in encouraging appropriate development to maintain and enhance their function as town centres (UR3, RR3).

### **UR2 - Towns and Cities outside major urban areas**

A. Local authorities and other agencies should seek to improve prospects in the following local regeneration areas by bringing forward local regeneration policies and programmes. Where possible access should be improved between concentrations of local deprivation and need within these towns and areas of economic opportunity, in line with policy T1. Any support for local regeneration programmes should not prejudice the need to focus resources within the MUAs.

Biddulph, Kidderminster, Rugby, Tamworth, Burton upon Trent, Leek, Rugeley, Telford Cannock, Redditch, Stafford Worcester.

B. The changing pattern of deprivation will continue to be monitored and the above list of local regeneration areas kept under review.

### **UR3 – Enhancing the role of City, Town and District Centres**

City, town and district centres and in particular those centres identified in the network of town and city centres in PA11, should be enhanced to play a leading role in urban renaissance programmes in order to provide services

for local communities, a sense of identity and as drivers of economic growth. This will be achieved through:

- i) maintaining and enhancing the pattern of urban centres according to their function and role in the Region;
- ii) developing strategies to maintain and enhance the underpinning role of all urban centres to serve their local communities in terms of retail provision, access to services and cultural/leisure activities;
- iii) developing strategies to promote a sense of identity and local distinctiveness;
- iv) identifying and creating opportunities for development, particularly for business, retail, leisure, tourism, cultural, educational and other services which are accessible to all;
- v) adopting strategies to encourage more people to live in or close to centres through the reuse of sites, development of mixed-use schemes, the conversion of property and initiatives such as “living over the shop”;
- vi) ensuring the highest standards of design are adopted, building on the existing character and identity of centres; and
- vii) enhancing urban centres as the primary nodes of the public transport network.

### **RR3 – Market Towns**

A. Market towns have a key role in helping to regenerate rural areas (RR1), as a focus for sustainable economic and housing development and by providing services and other facilities to their rural hinterlands. In fulfilling these roles, it is important that the distinctiveness and character of each individual town is maintained and where possible enhanced. Market towns which are to have a role in rural regeneration should be identified in development plans; having regard to the following characteristics:

- i) a close and interdependent relationship with the population and economy of a rural hinterland, whether or not the settlement has ever had a traditional agricultural market;
- ii) an existing focus for and reasonable balance between employment opportunities, housing provision, community facilities and services, or potential to provide this;
- iii) existing or potential for a planned and co-ordinated local transport network;
- iv) generally, although not exclusively, a population of less than 20,000 and above 2,000; and
- v) the capacity to accommodate new growth in terms of its character and setting, and the potential to develop as a sustainable community.

B. The mixture of action required will vary from town to town. Development plans and other plans and

programmes should normally prioritise, for each town, policies to:

- i) provide sites and premises to support the expansion of existing businesses and, where necessary, the generation of new ones;
- ii) improve the natural, built and historic environment (QE3-6);
- iii) provide additional housing to maintain viable communities and meet local needs, including the provision of affordable housing (CF2,CF5);
- iv) develop shopping and other key services and facilities within the town centre in accordance with PA11 where suitable sites exist; where no such sites are available, shopping development should be subject to the key tests and in particular the sequential test in PPG6;
- v) develop the accessibility of the town from its rural hinterland, for example by improving public transport facilities and services (also see policy T1);
- vi) develop ICT infrastructure to assist the local economy, including increased potential for home working and better access to local services;
- vii) facilitate the developing role of higher and further education, for example through the development of local centres and the use of shared facilities;
- viii) improve access to health facilities and enable their integration with social and other service provision; and
- ix) encourage the multi-purpose use of land and buildings for community facilities, leisure and service provision.

## A1.2 Relevant Staffordshire Structure Plan Policies

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### **TC1 – Ensuring the futures of Town Centres**

The vitality and viability of town centres should be sustained and enhanced. The hierarchy of centres is as follows:

- *Sub-Regional Centre*: Stoke-on-Trent City Centre (Hanley);
- *Large Town Centres*: Burton upon Trent, Stafford, Newcastle-under-Lyme, Tamworth, Lichfield;
- *Medium Town Centres and Conurbation District Centres*: Cannock, Leek, Rugeley, Longton, Tunstall, Uttoxeter;
- *Smaller Town Centres and Urban District Centres*: Burslem, Kidsgrove, Stoke upon Trent Town Centre, Stone, Cheadle, Biddulph, Burntwood, Penkridge, Codsall.

Proposals assisting the growth of any of these centres should be encouraged, as long as their fabric and character are not damaged nor the interests of other centres compromised. Development proposals in these towns or others should be of a scale appropriate to the centres to which they relate.

The use of town centres should be increased through measures which:

- a. Maintain and improve the quality and diversity of retail provision;
- b. Maintain and promote a diversity of uses, including the provision of entertainment and cultural areas;

- c. Retain and increase the amount of attracting residential provision in town centres, through new build and conversion;
- d. Increase safety and security, which would also assist in the creation of a night time economy;
- e. Promote the protection and enhancement of historic or architecturally important buildings and quarters, the maintenance and creation of greenspace and the use of high standards of design in new development;
- f. Contribute to the creation of an appropriate town centre management strategy;
- g. Improve access to and within them by a variety of means (for pedestrians, cyclists and public transport), in order to promote alternative to use of the private car and to ensure that their facilities can be enjoyed by the widest range of users.

### **TC2 - Access to Town Centres**

Town centres should have an access strategy which includes:

- a. Provision for improved access by people with disabilities, elderly people, pedestrians, cyclists and public transport users;
- b. Formulation of a coherent parking strategy, including control over numbers of public and private spaces, particularly long stay / commuter parking and charging policies;
- c. Ensuring that access into town centres from public transport access points and car parks is easy and safe both during and after normal shopping hours;
- d. Encouragement for facilities which enhance the efficiency, comfort and attractiveness of public transport usage;
- e. Where appropriate, giving consideration to the replacement of town centre long-stay parking with public transport improvements related to park-and-ride facilities;
- f. Where appropriate, seeking alternative uses on private car parking sites.

### **E2 – Increasing the Choice of Sites**

Existing allocations and expiring permissions for employment land should be reviewed to see whether reallocation for alternative uses would provide for more sustainable development. The provision of new employment land, in accordance with the requirements of Policies E1 and E3, should complement rather than duplicate the existing stock of sites by creating a more diverse land portfolio increasingly able to meet different market requirements as they arise.

For background and reference to E2:

### **E1 – Employment Land Provision and Distribution**

Provision will be made for about 1,245 hectares (gross) of employment land in the industrial, office, warehousing and distribution sectors (Class B uses) between 1996 and 2011. This will be allocated throughout the County as follows:

- Staffordshire Moorlands 40 hectares
- Newcastle 120 hectares
- Stoke-on-Trent 240 hectares
- Stafford 150 hectares
- East Staffordshire 250 hectares
- South Staffordshire 60 hectares
- Cannock Chase 80 hectares
- Lichfield 185 hectares
- Tamworth 120 hectares

### **E3 – Locational Factors for New Sites**

In addition to the requirements of Policy D1, new employment sites should be located where the requirements of those firms most likely to be accommodated on them can be met. In all cases, regard should be given to:

- a. The availability of utility services;
- b. Access to the strategic highway and rail networks for the distribution of goods and services;
- c. The presence of a nearby potential workforce;
- d. The capability of being served by public transport;
- e. The availability of pedestrian and cycle links between the site and adjoining residential areas;
- f. The capability of existing services being able to be extended or improved to allow for future site expansion, when and if appropriate;
- g. Avoiding the sterilisation of mineral reserves;
- h. The ability to reuse previously developed land.

### **H3 – Mixed Use Developments**

In order to create sustainable communities, proposals for large residential schemes should include a mix of compatible land uses which incorporate phased provision of employment, social, educational, local needs shopping, recreation, community and open space facilities as appropriate or which enhance existing local facilities.

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## A1.3 Relevant Staffordshire Moorlands Local Plan Policies

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### **N7 – Areas adjacent to Green Belt**

Development which would injure the visual amenity of the green belt by virtue of its siting, materials or design will not be permitted in locations which are within or visually conspicuous from the green belt.

### **N24 – Specially Protected Species**

Planning permission for development, including the conversion, renovation and re-use of existing buildings, which may damage, destroy, or obstruct access to any structure or place used for shelter by a specially protected species will not be granted unless satisfactory provision is made for the retention of such species.

### **N28 - Derelict Land**

The District Council will encourage and where possible assist proposals which will result in the reclamation and appropriate redevelopment of contaminated and/or derelict land.

### **B13 - Design**

Within the plan area development proposals will be expected to:

- (a) demonstrate a good quality of design which takes account of the scale, character, siting, alignment, mass, design, colour and materials of their surroundings.
- (b) provide design and landscaping of the spaces between and around buildings throughout the whole site which takes account of and enhances the scale and character of their surroundings. Existing site features such as trees and walls should be maintained where they contribute to the character and appearance of the site and its surroundings. Where hard landscaping is appropriate, natural materials should be used where possible, particularly in the special landscape area, in conservation areas and within the setting of listed buildings. Where soft landscaping is appropriate, it should follow ecological principles and incorporate plant species which are indigenous to the locality.
- (c) provide satisfactory standards of amenity for existing and proposed users of buildings through the space between buildings, their design, interrelationship, window sizes and positions.
- (d) mitigate adverse environmental effects, including noise, as far as possible through the location of noise sensitive developments away from existing sources of significant noise and through the location of noisy developments where noise is less important as a consideration or where its impact can be minimised through design or conditions.
- (e) make adequate provision for people with restricted mobility through the design of site layouts, the relationship between buildings and parking areas and the provision of access to shops and other public services and facilities.
- (f) make provision for safety and security by maximising opportunities for natural surveillance through the relationship between adjoining land uses and through the layout and design of buildings and spaces.



**B14- Shop Front Design**

Proposals for new shop fronts will be expected to retain any existing features of architectural or historic interest and have regard to appropriate security measures.

**B15 – Security Shutters**

External security shutters will not be permitted except in circumstances where the applicant can demonstrate that all other security methods have been investigated and found to be ineffective. Shop owners will be encouraged to consider more sympathetic means to protect their premises.

**B16 – Advertisements**

Consent will not be granted for the display of advertisements having an adverse effect either individually or cumulatively on the character and appearance of the area, nor which detract from the architectural character and quality of a building or group of buildings.

**B17 - Advertisements**

Consent will not be granted for the display of advertisements which constitute a hazard including distraction, confusion and obstruction.

**B23 – Potentially Polluting Land Uses**

Planning permission will not be granted for development which involves the presence of hazardous substances, or is a potentially polluting land use unless it can be proved to the satisfaction of the local authority that:-

- a) there would be no unacceptable risks to the safety of the local community and to potential occupants of the new development;
- b) it will not harm the amenity of the surrounding area.

Where consent for such developments is granted appropriate planning conditions to control the use of the site and its restoration will be imposed.

**B24 - Notifiable Installations**

Planning permission will not be granted for development in the vicinity<sup>(1)</sup> of existing hazardous installations or a potentially polluting land use unless it can be proved to the satisfaction of the local planning authority that there would be no unacceptable risks to the safety of the potential occupants of the new development or that the amenity of proposed development will not be adversely affected as a result of its close proximity to such a land use.

(1) Different land uses have different spheres of influence, the specific size of such vicinities is not therefore stated. Any development proposal considered by the district council will be assessed with regard to the land use in question.

### **H5 – Residential development within Development Boundary**

Within settlement development boundaries planning permission will be granted for residential development unless there is a material planning objection.

### **H14 - Affordable Housing**

The District Council will seek to ensure that affordable housing both for sale and to rent is available to meet the needs of pensioners, single persons, first time buyers, low income groups and those with more specialised housing needs.

### **H16 - Affordable Housing**

\*In settlements of less than 3,000 people on housing sites of 25 or more dwellings or greater than 1 ha, and in settlements of more than 3,000 people on housing sites of 40 or more dwellings or greater than 1.5 ha. The District Council will seek to negotiate the provision of affordable housing to meet proven local need. The Council will need to be satisfied that there are secure arrangements to ensure that the benefits of affordable housing will be enjoyed by subsequent occupiers as well as the initial occupiers.

\*Amended by Housing for Local People and Affordable Housing Supplementary Planning Guidance (February 2005) to:

‘Affordable housing will be required on sites greater than 0.5 ha or developments of 15 or more dwellings. ‘

### **H19 – Residential Areas**

In residential areas planning permission will be granted for activities which are related to the residential character of the area subject to -

- a) the provision of adequate access, parking and loading arrangements;
- b) the nature, use, design and arrangement of the proposal being appropriate to its setting.
- c) the operation of such activities not having a detrimental effect on the residential amenity of the area.

### **E5 – Employment Development**

Planning permission will be granted for the use of land or buildings or the erection of new buildings for new businesses within town and village development boundaries provided that scale, nature, design and arrangement of the proposal.

### **E7 – Loss of Employment Sites**

Development involving the loss of existing employment sites will not be permitted except where it can be shown that the location is undesirable in environmental or traffic terms and where an alternative site is available.

### **E8 – Disused Employment Land**

The redevelopment of disused employment land or buildings for new employment uses will be encouraged in appropriate areas where this is consistent with other planning policies.

### **E9 – Small Businesses/Residential Properties**

Planning permission will be granted for small businesses to operate from residential properties provided that the proposals do not:-

- a) harm the character and amenity of the area;
- b) materially affect the appearance of the site;
- c) generate noise and additional traffic;
- d) employ persons other than residents of the property.

New buildings or extensions will not normally be permitted in connection with these businesses.

### **E10 - Industrial Development**

Detailed applications for industrial development shall:-

- a) not have a detrimental effect on the amenity of nearby houses;
- b) include landscaping schemes which meet the design criteria of policy B13;
- c) have a suitable road access and adequate provision for parking in accordance with the council's standards<sup>(1)</sup>;
- d) not generate levels of traffic which cannot be satisfactorily absorbed into the existing road network except where developers provide or finance adequate off-site improvements.

### **T1 – New Bus Services**

The District Council will encourage the provision of new bus services and the development of other initiatives to reduce car usage such as car sharing, community buses and other modes of public transport.

### **T2 – Bus Services/Facilities**

The District Council will require private developers to make provision for bus waiting facilities in major developments and may seek contributions towards new or extended bus services where development would be better served by improvements to existing services.

### **T10 - Cycle Parking**

Secure cycle parking, preferably covered and close to main entrances, shall be provided at all major developments, in town centres at transport termini and at educational establishments.

### **T11- Pedestrian Facilities**

The District Council will encourage the improvement of facilities for pedestrians within the main towns and villages.

**T12 – Public Rights of Way**

New development will be expected to safeguard existing public rights of way and incorporate safe, convenient and easy routes for pedestrians providing links to local facilities.

**T14 - Roads**

Planning permission will not be granted for development which would lead to additional cars or commercial vehicles entering unsuitable areas, particularly those that are environmentally sensitive.

**T15 – Roads**

Where a Traffic Impact Assessment or other considerations show that a proposed development cannot be satisfactorily absorbed into the existing road network planning permission will not be granted for development except where developers are prepared to provide or finance adequate off-site improvements to enable the existing road network to accommodate the effects of the proposed development.

**T16- Facilities**

Development proposals will be expected to incorporate adequate roads, car parking facilities in accordance with the District Councils current standards and other facilities for vehicles, cyclists and pedestrians.

**T18- Private Car Parking**

New development shall provide the levels of car parking set out in the District Councils car parking standards<sup>(1)</sup> except in the three towns of Biddulph, Cheadle and Leek where a level some 20% lower may be appropriate. Commercial and employment development including car parking above the appropriate standard may not be permitted.

**T19 – Private Car Parking**

Expansion of car parking provision at existing developments will not be permitted beyond the standards allowed under T18.

(1) The council's standards for parking are set out in appendix 4.

**T20 – Traffic Management**

The District Council will support the introduction of traffic management measures in any areas where the volume and speed of traffic or parking of cars is causing harm to the immediate environment or to road safety considerations.

**S10 – Retail Development on Land Allocated for Other Uses**

- a) Retail development will not be permitted on land allocated for other uses where it would prejudice the other provisions of the local plan.
- b) If it can be demonstrated to the satisfaction of the local planning authority that the proposal would not prejudice the other provisions of the local plan it will be permitted providing it:-

- Would not have an adverse impact on the amenity of surrounding land uses;
- Would not have an adverse impact on the vitality and viability of existing centres;
- Could not be located within a town centre, edge of centre, or a district or local centre site;
- Would not create an adverse traffic impact;
- Can be adequately accessed by all potential users; and
- Can be adequately accessed by the public transport system.

### **R1 – Open Space in Settlements**

The District Council will seek to achieve a minimum standard of 3.2 ha. Of public open space per 1000 population as follows:-

- Children's play areas           0.6 ha
- Major open space               0.4 ha
- Incidental open space         0.6 ha

### **R2 – Open Space**

Where there is a proven deficiency, qualifying new residential development will be expected to make provision for public open space which is necessary and reasonably related in form and scale in accordance with the standards in Policy R1.

### **R4 – Protection of Open Space**

Existing areas of public open space and school playing fields will be protected from development unless equivalent and suitable alternative provision is made.

### **R6 – Landscaping**

In considering planning applications for residential development the Council will, where appropriate, require the provision of a landscaping scheme. The scheme will need to address open spaces and a pedestrian network at the detailed application stage, and will also need to retain on-site features such as wildlife habitats and indigenous native species, existing trees and hedgerows, and other landscape features.

### **R8 – Public Rights of Way**

The District Council will encourage the retention and development of a network of well signposted and maintained public rights of way of varying length throughout the district, giving ready access from urban areas. Where no current rights of way exist, concessionary routes may be pursued.

### **R14 – Tourism Development**

Tourism development compatible with the scale and character of the area will be encouraged. Major new attractions will be expected to use sites within Leek, Cheadle and Biddulph where possible and should be readily accessible by a range of means of transport, including public transport and cycling.

### **R16 – Tourist Accommodation**

Proposals for new tourist accommodation will be encouraged particularly where this will increase the range of size, type and quality of accommodation.

### **R17 - New Build Tourist Accommodation**

New build tourist accommodation will be expected to locate within town and village development boundaries and should be accessible by a range of means of transport. Outside town and village development boundaries new build tourist accommodation will be expected to be closely related to existing tourist development and of a scale which can be easily accommodated into the local landscape and accessible by a range of means of transport. Outside town and village development boundaries, tourist accommodation will otherwise be restricted to the conversion of existing buildings, in accordance with Policy B21.

### **F3 – Public Utilities**

Planning permission will be given for essential development by public utilities unless the site lies in the Green Belt or where there are significant detrimental effects on the amenity of surrounding land uses.

### **F4 – Drainage**

Planning permission will not be granted for development proposals which would inhibit or damage the drainage function of the natural watercourse system, or cause or aggravate flooding problems at the site or further downstream unless adequate mitigating measures are carried out prior to the development coming into use. This will include development:

- (a) in areas which form part of the floodplain and areas at risk from flooding;
- (b) preventing access to watercourses for maintenance;
- (c) giving rise to substantial changes in the characteristics of surface water run-off;
- (d) causing adverse effects upon the integrity of fluvial defences.

### **F5 – Watercourses**

Planning permission will not be granted for development which would materially harm the quality and ecology of watercourses unless adequate mitigating measures are carried out as part of the development. This protection applies equally to groundwater resources. All development must also be served by adequate arrangements for the disposal of foul sewage, trade effluent and surface water.

### **F7 – Telecommunications**

Large masts and antennae will be permitted where the facility has a minimal visual impact and does not have a significant adverse impact on the amenity of surrounding land uses. This is of particular importance in relation to conservation areas and in open countryside, or where there is clear evidence that radio interference will result. Exceptionally, such facilities may be permitted in less suitable locations where an applicant can demonstrate that there are no technically feasible alternatives.