

# Wharf Road strategic development area

## Concept masterplan



09|09|19 - Revision 03

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# Executive summary

## Project brief

In September 2018 Sanderson Weatherall were commissioned by Staffordshire Moorlands District Council to develop a Strategic Development Area Masterplan for the Wharf Road site in Biddulph.

The land at Wharf Road (emerging local plan policy DSB1 which is subject to change as it goes through the main modification process) is a key mix use development site within the emerging Local Plan. It is in a sustainable location close to the town centre with excellent pedestrian and vehicular links to the surrounding context. Part of the site, to the west of Biddulph Way (BDNEW) lies within the Green Belt.

The Wharf Road site is a 23.4 hectare site which is allocated for mixed use development of:

- Housing 20.4ha (approximately 588 dwellings)
- Employment 1ha
- Retail/Employment 0.5ha (food store of around 1000m<sup>2</sup> net)

This document is the output of the initial masterplanning exercise and intended to provide a robust platform for the subsequent stages of design development.

## Brief development

The approximate site area as identified in the Local Plan has been revised in light of more detailed consideration with the local council, with the site boundary updated to include an additional parcel of land to the East of the A527. This land could deliver a further 28 residential units and increases the number of landowners to 14.

The Council has also received the Inspector's Post Hearing Advice in December 2018 which suggests deletion of BDNEW from the Local Plan. Consequently, moving forward the masterplan process will be developed with the option of either including or excluding this land from the masterplan. Of the site, the BDNEW land equates to approximately 145 dwellings. The total site area is now 25.2 hectares including BDNEW or 20.4 hectares excluding this part of the site.

## Landowner engagement

Landowners have been consulted on the proposals and a summary of their responses has been provided within the Introduction section of this report. Although most of the landowners are willing to work collectively to deliver the masterplan there is a number of landowners who may try to develop out their part of the site in isolation. To deliver the overall masterplan it is critical that all landowners work collaboratively rather than thinking of their site in isolation.

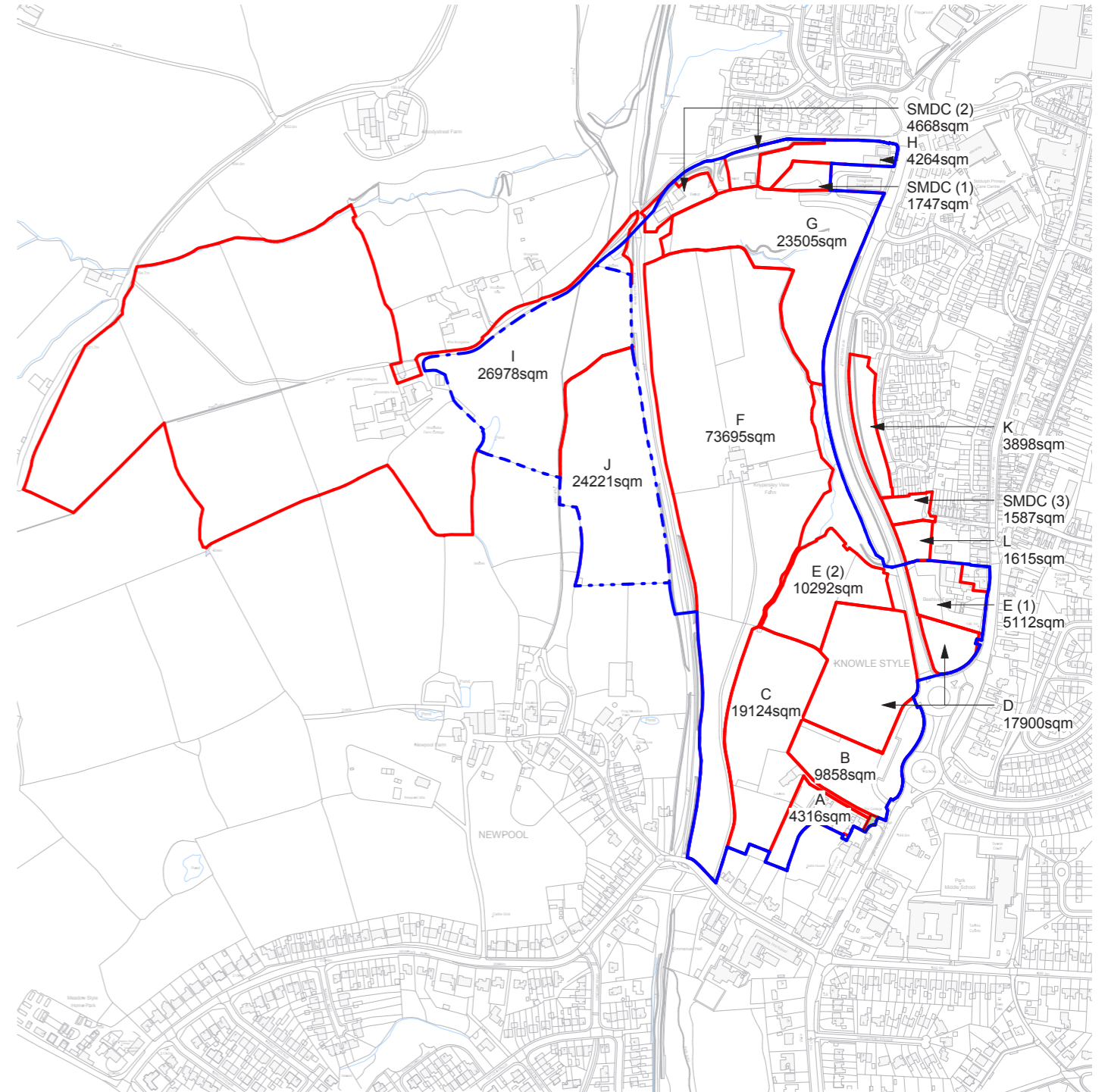
## The site

The Wharf Road site consists of undulating agricultural farmland and farm buildings as well as sports field located to the South serving both Knypersley First School and James Bateman High School. Running North to South through the centre of the site is Biddulph Valley Way, a pedestrian and cycle route which was formerly the Biddulph Valley Trainline. To the East of the site is Meadows way and Tunstall Road (A527). Biddulph town centre is located to the North East of the site. The western part of the site forms part of the Greenbelt and is surrounded by farmland. The approximate site area as identified in the Local Plan has been revised in light of more detailed consideration with the local council, with the site boundary updated to include an additional parcel of land to the East of the A527. The total site area is now 25.2 hectares including BDNEW or 20.4 hectares excluding this part of the site.

## Market demand

Research suggests the site is suited to a wide ranging housing mix with ranging densities which will need to incorporate the projected 33% affordable housing provision of which Local Plan Policy requires 60% is social/affordable rent and 40% is intermediate housing. The research has highlighted a lack of demand for social rented properties and suggests that the provision may be better suited to ownership options such as shared ownership. The mix of properties that the area is capable of supporting can be summarised as follows:

- 1/2 Bed Apartment – Extra Care/ Sheltered Accommodation (self contained units)
- 2 bedroom terrace house – high density
- 3 bedroom semi detached house – high density
- 3/4 bedroom detached house – mid density



# Executive summary

## Masterplan options

Three masterplan options have been put forward for consideration for the site summarized as follows:

### Option 01

Option 1 delivers approximately 454 units, as well as a discount supermarket and retail parade. This number could be increased by a potential 28 units if you were to include the land to the East of Meadows Way and an additional 145 if you were to include BDNEW. The proposed layouts are summarised as follows:

- To the North-East of the site will be an area of Retail/Employment, accessible via the roundabout at the junction of Wharf Road and Meadows Way, this will provide a direct link with retail located in Biddulph town centre.
- Old Wharf Road will be adapted to provide access to the High density housing as well as the land West of Biddulph Valley Way which will be market housing.
- Pedestrian and Cycle access onto Biddulph Valley Way will be improved at the South and North ends of the site.
- The sports provision will remain in its existing position, will improved access via the roundabout on the A527, the sports field will be bounded on two sides by High density housing.
- The remainder of the site will be Market Housing.
- Landscaping improvements will be made along either side of Biddulph Valley Way, and in the area between the market housing and the Retail/Employment to the North.

### Option 02

Option 2 delivers approximately 632 residential units (660 including the land to the east of Meadows Way), or 487 units excluding BDNEW (515 including the land to east of Meadows Way), as well as a discount supermarket and retail parade summarized as follows:

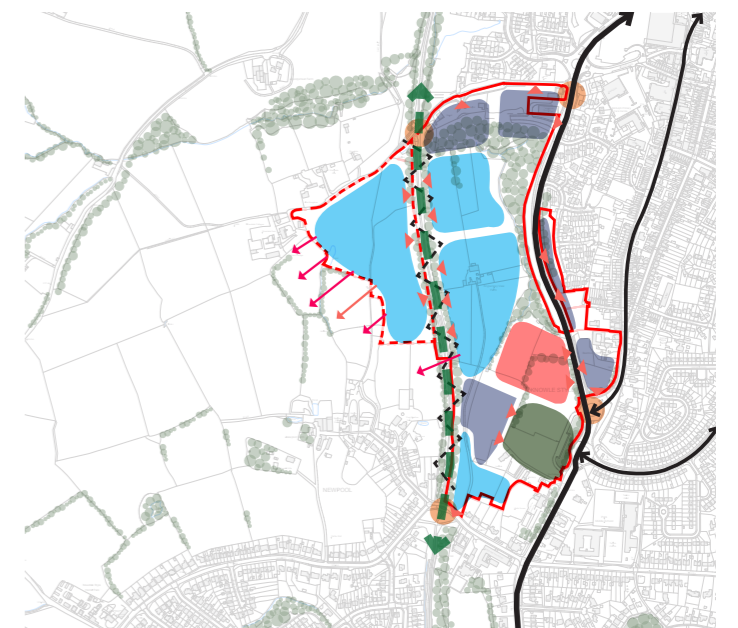
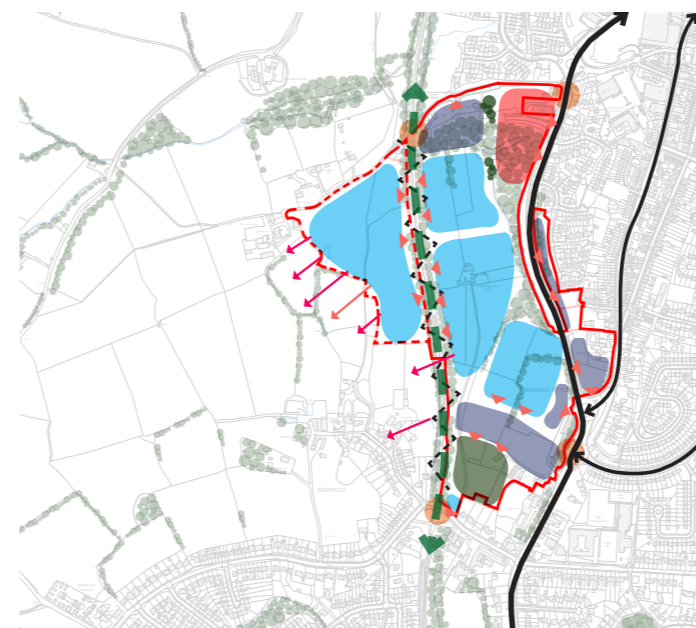
- To the North-East of the site will be an area of Retail/Employment, accessible via the roundabout at the junction of Wharf Road and Meadows Way, this will provide a direct link with retail located in Biddulph town centre.
- Old Wharf Road will be adapted to provide access to the High density housing as well as the land West of Biddulph Valley Way which will be market housing.
- Pedestrian and Cycle access onto Biddulph Valley Way will be improved at the South and North ends of the site.
- The sports provision will move to the Southern end of the site and be accessed by making improvements to the road leading to the former meadows school.
- The Northern edge of the sports field will be bounded by high density housing.
- The remainder of the site will be Market Housing that can be accessed by improving the existing junction on Meadows Way.
- Landscaping improvements will be made along either side of Biddulph Valley Way, and between the market housing and the bypass.

### Option 03

Option 3 delivers approximately 588 residential units (616 including the land to the east of Meadows Way), or 443 units excluding BDNEW (471 including the land to east of Meadows Way), as well as a discount supermarket and retail parade summarized as follows:

- An area of Retail/Employment will be provided to the South of the site, accessible via the roundabout at the junction between Tunstall Road and Meadows Way.
- To the South of the Retail/Employment will be the sports provision, bounded to the South and West by high density housing, creating a central square.
- Old Wharf Road will be adapted to provide access to the land West of the site and pedestrian and cycle access will be improved at the Northern and Southern ends of Biddulph Valley Way.
- The remainder of the site will be market housing. Landscaping improvements will be made along either side of Biddulph Valley Way, and between the market housing and the bypass.

- Key**
- BDNEW
  - Primary Road
  - Secondary Road
  - Bridleway
  - Wildlife Zone
  - New Landscaping
  - Existing Landscaping
  - Sports Provision
  - Views Out
  - Active Frontage
  - Retail/Employment
  - Market Housing
  - High Density Housing
  - Key Movement Node



# Executive summary

## Preferred option

Following a review of the advantages and disadvantages of each scheme and an analysis of the options relevant to the strategic objectives of the brief option 03 was chosen as the preferred option.

## Viability

Several options were modelled based upon the market research compiled and to illustrate the current housing demand in Biddulph. The viability of the scheme is crucial for deliverability particularly with the several land ownerships as a land receipt is necessary to enable a land sale to unlock sites for development. Working with the preferred option we have modelled detailed viability for the residential development which is necessary to bring forward this site for development. The retail elements of the scheme have strong interest and are considered viable and will be dealt with as a straight forward land sale involving land owned by the County Council. We have also modelled viability for the land to the West which is located within the greenbelt and for the remainder of the site as separate schemes which shows that both are viable and produce positive land values.

## Delivery Strategy and Phasing

One of the most significant challenges to delivering development is the large number of different ownerships in the site. In order to secure a sensible layout and maximise development it will be necessary for co-operation between various land owners. This is a challenge as different owners have different aspirations and levels of willingness to cooperate so to achieve this the site will need to be split into different phases of development so that smaller number of land owners can deliver discreet parcels of development, either through formal joint ventures or by working with a third-party developer and agreeing options. Of critical relevance to phasing and delivery of the site is the ability to access the land and identify which parcels of land effectively control access to the site. We have identified a number of packages which naturally flow from the land ownership and current anticipated levels of cooperation

## Recommendations and Next Steps

Once a formal response to the pre-application enquiry is received we would suggest that the site is actively marketed and a development partner is secured to help bring the masterplan forward. The Developer would be responsible for securing an outline consent for the scheme and following the grant of planning permission and conclusion of the purchase of the land either developing out the site or selling on parts of the site for others to develop out.

## Schedule of Accomodation

1. Area = 14,210sqm  
Density = 40 Dwellings per Hectare  
Total= 58 Houses
  2. Area= 9,491sqm  
Density = 40 Dwellings per Hectare  
Total= 39 Houses
  3. Area = 22,229sqm  
Density = 35 Dwellings per Hectare  
Total= 79 Houses
  4. Area = 36,781sqm  
Density = 35 Dwellings per Hectare  
Total= 129 Houses
  - 5\*. Area = 7,101sqm  
Density = 40 Dwellings per Hectare  
Total= 28 Houses
  6. Area = 19,074sqm  
Possible uses include; retail parade, discount supermarket, parking provision
  7. Area = 8,728sqm  
Density = 40 Dwellings per Hectare  
Total= 35 Houses
  8. Area = 16,595sqm  
Density = 40 Dwellings per Hectare  
Total= 65 Houses
  9. Area = 16,536sqm  
Sports Provision
  10. Area = 10,568sqm  
Density = 35 Dwellings per Hectare  
Total= 37 Houses
  11. Area = 48,232sqm  
Density = 30 Dwellings per Hectare  
Total= 145 Houses
- Green Corridor  
Area = 11,383sqm
- Landscaping  
Area = 29,116sqm

**Total Area = 250,044sqm (25 Hectares)**  
**Housing No. = Approx 588 (616\*)**

