CITY OF STOKE ON TRENT
Local Development Framework

City Centre and Etruria Road Corridor
Area Action Plan
SOT/LDD/7

Preferred Options
“Draft Spatial Options”

August 2007
CITY OF STOKE-ON-TRENT

LOCAL DEVELOPMENT FRAMEWORK

City Centre and Etruria Road Corridor
Area Action Plan (AAP)
(SOT/LDD/7)

Preferred Options

“Draft Spatial Options”

August 2007
City Centre and Etruria Road Corridor
Area Action Plan

Preferred Options
‘Draft Spatial Options’

Contents

Summary

1. Introduction

2. The Vision – Where do we want to be?

3. Draft Spatial Options

4. Preferred Spatial Policies … so far!

5. Monitoring and Review

6. Next Steps

Appendices

Proposals Map
Summary

1. Nothing ever remains the same. Change over time and/or place is the norm. We can either be the victims of chance and circumstance or we can try to manage change to create a better place for the benefit of this and future generations to follow.

2. The Government has introduced a new system of planning called ‘Local Development Frameworks’ or the LDF for short. The way in which we must produce the new plans is set out in national regulations, guidance and best practice. The system is untested so local authorities have to adapt their approach to plan making as Government’s requirements become clearer and to conform to national and regional policies unless a different local solution can be justified.

3. Basically the new plan making process is simple with four key steps as set out below but, as ever, the devil lies in the detail:
   - The Challenge – Where are we now?
   - The Vision – Where do we want to be in the future?
   - Options for Change – What realistic choices are available to us?
   - Preferred Option – Which route do we wish to travel?

   We need to take a long term view. Currently Regional Spatial Strategy is being revised to cover the period to 2026. We need to take a similar time perspective.

4. The North Staffordshire Core Spatial Strategy has been published for consultation purposes. This sets out the strategic spatial development direction for Stoke-on-Trent and Newcastle. The purpose of this area action plan is to refine and develop detailed policies to map out a route to deliver a better future for the City Centre and Etruria Road Corridor area.

5. We need your help to shape and refine our plans for the future. This Area Action Plan sets out the Preferred Options for consultation for the development and investment in Stoke-on-Trent City Centre and provides a detailed planning framework to guide change in our City Centre. The key steps set out above are expanded further.

   The Challenge

6. On the basis of best available information we need to understand the key problems and issues that face us and projected needs for new commercial opportunities, leisure, tourism, homes, jobs and a whole range of facilities and conditions critical to our quality of life, the vitality and viability of our City Centre and its distinctive character.

7. We also need to recognise the national, regional and local context in which we live and operate. This indicates a general direction of travel which we must consider as well as constraining our ability to do our own thing.

   The Vision

8. The LDF introduced the concept of spatial planning to this country. This means making choices, sometimes difficult choices, between competing demands for change. The guiding principle is to achieve sustainable development where our current needs are not delivered at the expense of the interests of our children and our children’s children.
We need to establish a distinctive, long term vision for the form, function and character of our area. This will draw on national and regional policy, best estimates of future needs and local aspirations for change as set out in the Community Strategy. We cannot be too prescriptive because these too are likely to change but we need to adopt principles to set an agreed direction. How we adapt these principles to accommodate site and time specific circumstances will be where we will exercise flexibility. To advance principles which can mean all things to all people, whilst superficially attractive, is meaningless in the long term.

Options for Change (Plural)

The first option we must always consider is to change nothing or business as usual. But following the path we have already trod is unlikely to significantly change our area in all respects. In some cases at least there must be a better way.

Ideas for change can come from all sorts of directions. We need to harness that creativity; identify choices that are realistic and capable of delivery and address the good, bad and sometimes neutral implications of those options before us.

At this stage of plan making we need your help and want to hear your views on the options set out in this document (or indeed others we have not thought about).

Preferred Option (Singular)

Nothing set out in this document is written in tablets of stone. Technically we could stop at the stage set out above but we believe that local government should offer leadership and clearly set out the implications arising from adoption of a preferred option. On the basis of available information we set out what we believe may be the best way forward or Preferred Option. But this view may change in the light of your views and comments. Everything is yet to be played for.

What Happens Next?

This document will be reviewed in the light of your comments and taking account of any other matters which may be drawn to our attention. The revised document will be submitted to Government. This too will be made available for public scrutiny and comment.

The submission will then be examined by an independent Government Inspector to test its soundness. Provision of supplementary evidence or information will be the exception. His/her report will be binding on the City Council and the plan will be moved forward to adoption.

Plan making does not stand still. Change and development will be regularly monitored and where necessary the plan will be reviewed, once again with your assistance.

Draft Proposals

We are some way away from the finished product but to give you a flavour of where we are going a brief summary of the key outcomes of the emerging plan is set out below.

- A vision that seeks to promote the City Centre as a vibrant, prosperous and, innovative regional centre which attracts positive national recognition;
• Developing a **second major shopping centre** to the south of the core retail area at East and West Precincts which will complement the existing Potteries Shopping Centre and will incorporate leisure, office and residential opportunities and a **new bus station**;

• Identifying the **primary retail core** and **secondary shopping streets** to support the retail core;

• Creation of a regionally recognised **Business District** for high quality office development as well as promoting a range of mixed use areas that will provide a variety of forms of employment and accommodation which meet local needs for modern business and the voluntary and public sectors in accessible locations;

• Enhance the **Cultural Quarter** and provide opportunities for the creative industries to flourish and benefit from close proximity to each other;

• To promote the City Centre as a **venue for cultural and leisure events** with potential to deliver significant economic benefits;

• Building at least **500 new homes** within mixed use areas in the heart of the City;

• Concentrates **better quality car parking** offer in strategic locations;

• Creating **mixed use regeneration areas along Etruria Road and Clough Street (west)**. Development opportunity sites in this western area of the city could accommodate mixed use proposals and include commercial developments; residential and leisure uses accessed from Etruria Road, Clough Street and where appropriate subject to sequential assessment;

• Completion of the **Potteries Way**;

• Recognition of the **retail and leisure development opportunities** to the north of the City Centre at Waterloo Road/Century Street and the new Tesco development to the west;

• Encouraging **new tourism initiatives** in the City Centre such as a nationally renowned hotel;

• Providing **modified public transport links and dedicated cycle provision** between the City Centre and the strategic transport network, particularly along Etruria Road;

• Providing **improved links between the City Centre and Stoke railway station**;

• Securing improvements to the environment and reduction in crime through measures to **enhance public places** by linking Central Forest Park to the north of the city and Hanley Park to the South and Festival Park; by identifying and creating new or improved safe, public open space areas and streets within the centre and protecting other features of importance such as the cultural quarter; conservation areas and listed buildings within the plan area.
The Spatial Vision Diagram and Proposals Map forms part of the City Centre and Etruria Road Corridor Area Action Plan. Where appropriate these illustrate plan policies. They are to be found later in the report.

The plan area is not an island. It is surrounded by the Inner Urban Core of Stoke on Trent. Policies for the City Centre will be integrated with policies for the Inner Urban Core Area Action Plan. The Inner Urban Core Area Action Plan will reach the same level of preparation this year. Thus, for example, management of traffic in the plan area will be linked to provision of relatively remote strategic park and ride facilities elsewhere in the City to encourage people to leave their private cars behind in safe and secure locations.
1. Introduction
The Plan Making Process

Introduction

1.1 Many town centres are the defining characteristic of Stoke-on-Trent. The City Council wants all its centres to prosper in a balanced and harmonious manner and help spread a better quality of life to all the City's many communities.

1.2 Stoke-on-Trent City Centre is an important regional centre. Its improving vitality and viability is an important dynamo for regeneration in North Staffordshire. If the City Centre fails, we all fail. If it succeeds then the benefits will spread throughout the City. We intend to make the City more attractive in relation to its competitors.

Purpose of the Area Action Plan

1.3 The plan area is shown on the inside of the front cover (Plan 1). It's relationship to other proposed site allocation plans being produced by the City Council is shown on Plan 2.

1.4 The purpose of the Area Action Plan is to provide detailed planning policies to guide and help deliver the sustainable regeneration of our City Centre over the next fifteen to twenty years. It is a key piece of the Local Development Framework jigsaw. Further information regarding the framework is provided in Appendix A.

1.5 This is not the finished article. It is a further step on the road leading to production of the Draft Area Action Plan to submit to Government for examination.

1.6 The purposes of this report is to highlight the alternatives that have been taken into consideration, where appropriate, and to indicate the City Council’s preferred direction of travel, subject to any comments you might make. Appendix A also provides further information regarding the background to preparation of this document. The policies being presented are based on a considerable amount of supporting technical work. A list of these documents is provided in Appendix B. Copies of the reports can be found through www.stoke.gov.uk/ldf

1.7 The Draft Area Action Plan will be tested by Government to ensure that it is ‘sound’ and in ‘general conformity’ with national and regional planning policy, unless a local departure is justified. Further details regarding these items are included in Appendix A.

1.8 A separate Sustainability Appraisal has been undertaken of the various options considered to help inform preparation of this document. It forms part of the bundle of development plan documents.

1.9 Details of how you can get involved in the plan making process are found in Section 7 of this report.

Policy Context

1.10 This Area Action Plan has not been prepared in isolation. Rather it sits within an established and emerging hierarchy of national, regional and local planning policy. Adopted Regional Spatial Strategy identifies our City Centre as a tier 2 regional centre, second only to Birmingham and the Draft North Staffordshire Core Spatial Strategy identifies it as the retail, commercial and cultural capital of North Staffordshire and South Cheshire. Important policy influences have been set out in Appendix C.
Spatial Portrait of the City Centre and Etruria Road Corridor

1.11 Drawing on this strategic policy analysis it can bee seen that Stoke-on-Trent today is a friendly, busy centre but has fallen behind its peer cities in stepping up to the challenge of regeneration. There are 1 million people living within 45 minutes drive time of the City Centre and with many major planning projects already in the pipeline the centre has a recognised regeneration opportunity.

1.12 The City Council and key stakeholders in the city are now grasping that challenge in terms of having a clear vision for the transformation of the city. Stoke-on-Trent City Centre has the potential to become a destination of choice for people to live, work, shop and unwind. The centre needs to change if it is to compete with other major regional centres requiring for example better transport links, more shops and provision of opportunities for people to live and work in the heart of the city. These issues and others are considered within this document and the options set out.

1.13 As set out above a number of retail planning permissions have recently been approved in and around the City Centre such as a retail and leisure park at Waterloo Road / Century Street and new Tesco store at Clough Street. The City Centre however has no significant planning proposals for new housing, employment and tourism uses. Many people from Stoke-on-Trent are moving out of the city to live, though many continue to work here. Indeed migration levels (along with age and health) are the primary driver of population change and Stoke-on-Trent consistently experiences a net out-migration of people. There has been a consistent net out migration of about 1000 people over a substantial period of time. The City Centre, at the heart of Stoke-on-Trent, has a role to play in reversing this trend.
2. The Vision – Where do we want to be?
The Vision – Where do we want to be?

Spatial Vision for the City Centre

2.1 We need to take a long term view as to how we want the City Centre to look and operate over the next 15/20 years. The vision needs to be realistic and achievable whilst also being able to inspire residents, visitors, developers and investors.

2.2 The proposed vision for the City Centre focuses on the priority to regenerate the core of the North Staffordshire Conurbation and draws upon comments made at the issues and options stage together with aspirations previously identified through the masterplanning and evidence gathering stage. The vision has been changed from the first draft vision set out in the issues paper. This preferred vision is more focussed and clear on what kind of place the area will be in the future and how the Area Action Plan can strive to make the City Centre a destination of choice:

“To create a thriving, diverse and nationally recognised highly performing City Centre. By 2026 the City Centre will have an expanded core retail shopping area, a new business district, a distinct cultural quarter and provide for a range of City Centre living opportunities not currently available. These developments and others in the private, public and voluntary sector will be set within a network of accessible, attractive, safe and largely traffic free open spaces well served by all forms of public transport. Linkages to and from the City Centre to outlying areas will be capitalised upon through the creation of specific boulevards and welcoming gateways. Mixed use employment, commercial enterprise and residential accommodation not readily able to locate within a completed Potteries Way will be accommodated to the west of the Potteries Way. Destined to grow the City Centre will grow to serve the needs and aspirations of all its user groups.”

This vision is illustrated on the attached Spatial Vision diagram.

2.3 Do you agree or disagree with this vision or can you suggest any improvements?

Policy Aims (PA)

2.4 The Council’s preferred strategy for the City Centre and Etruria Road Corridor Area Action Plan is based upon the development of the policy aims set out below. Following on from the vision for what kind of place the City Centre can be, these aims set out what kind of changes will be needed to make this happen. These policy aims are based on the goals of the North Staffordshire Core Spatial Strategy, the aims of key regeneration partners and the key principles for creating sustainable communities as identified in the Community Strategy.

PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA3 Encourage City Centre living by providing residential neighbourhoods with balanced communities, supported by necessary services
PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level

PA5 Improve access to and within the City Centre for all its users

PA6 Develop a strategy to promote a lively evening and night-time economy whilst ensuring a safe and secure environment through good design and development linkage

PA7 Provide an attractive commercial and employment offer to accommodate varying wealth creation needs

2.5 The demonstrable links to the LDF Core Spatial Strategy strategic aims as required by national guidance is set out below. A full list of LDF Core Spatial Strategy Draft Strategic Aims is set out at Appendix D.

<table>
<thead>
<tr>
<th>City Centre and Etruria Road Corridor Policy Aims</th>
<th>Links to Core Spatial Strategy Strategic Aims</th>
</tr>
</thead>
<tbody>
<tr>
<td>PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities</td>
<td>SA1; SA2; SA12; SA19</td>
</tr>
<tr>
<td>PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole</td>
<td>SA5; SA13; SA18</td>
</tr>
<tr>
<td>A3 Encourage City Centre living by providing residential neighbourhoods with balanced communities, supported by necessary services</td>
<td>SA3; SA6; SA7; SA9</td>
</tr>
<tr>
<td>PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level</td>
<td>SA2; SA12</td>
</tr>
<tr>
<td>PA5 Improve access to and within the City Centre for all its users</td>
<td>SA3; SA15</td>
</tr>
<tr>
<td>PA6 Develop a strategy to promote a lively evening and night-time economy whilst ensuring a safe and secure environment through good design and development linkage</td>
<td>SA9; SA10; SA13</td>
</tr>
<tr>
<td>PA7 Provide an attractive commercial and employment offer to accommodate varying wealth creation needs</td>
<td>SA10; SA12</td>
</tr>
</tbody>
</table>
We are also required to demonstrate how key elements of the Community Strategy are intended to be delivered. This is indicated in the table below.

<table>
<thead>
<tr>
<th>Community Strategy Priority and Action</th>
<th>Area Action Plan Aims and Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving street lighting and implement environmental safety improvement programmes</td>
<td>PA2, PA6, SS5 and SS11</td>
</tr>
<tr>
<td>Support and encourage the growth of the creative and cultural industries</td>
<td>PA7, SS4 and SS10</td>
</tr>
<tr>
<td>Provide better designed buildings and spaces</td>
<td>PA2, SS5, SS11 and SS12</td>
</tr>
<tr>
<td>Bring forward adequate land to meet projected housing needs</td>
<td>PA3, SS3, SS5 and SS6</td>
</tr>
<tr>
<td>Implement the North Staffordshire Tourism Action Plan</td>
<td>PA4, SS5 and SS8</td>
</tr>
<tr>
<td>Deliver a network of inter-related high impact projects that strengthen the cities image</td>
<td>PA1, SS1 and SS5</td>
</tr>
<tr>
<td>Secure the quality redevelopment of prominent site within a unified design framework</td>
<td>PA2 and SS5</td>
</tr>
<tr>
<td>Improve the strategic routes, corridors and open spaces across the City</td>
<td>PA2, PA5, SS5 and SS12</td>
</tr>
<tr>
<td>Develop the City Centre to a City that we can be proud of</td>
<td>PA1 and SS1 – SS13 inclusive</td>
</tr>
<tr>
<td>Bring forward the development of strategic sites</td>
<td>PA4 and SS5</td>
</tr>
<tr>
<td>Work to improve the effectiveness of transportation corridors</td>
<td>PA5, SS5 and SS12</td>
</tr>
<tr>
<td>To further develop the Cultural Quarter as a visitor and local resident facility and to simulate development of creative industries</td>
<td>PA4, SS4 and SS10</td>
</tr>
<tr>
<td>Provide an integrated public transport network including the development of quality bus routes throughout the city</td>
<td>PA5, SS5 and SS12</td>
</tr>
<tr>
<td>Improve the car parking within the City Centre and convert, where feasible, car parks from pay and display to quality pay on exit car parks.</td>
<td>PA5, SS5 and SS12</td>
</tr>
<tr>
<td>Improve the quality of our taxi service for tourists to the city</td>
<td>PA5, SS5 and SS12</td>
</tr>
<tr>
<td>Implement and an agreed programme to further enhance the public realm</td>
<td>PA2, PA6, SS5 and SS12</td>
</tr>
<tr>
<td>Link the City Centre to Stoke Station, the University Quarter, Festival Park and the A500 through an high profile, integrated transport system</td>
<td>PA5, SS5 and SS12</td>
</tr>
</tbody>
</table>
3. Draft Spatial Options
Draft Spatial Options

Introduction

3.1 How the form, function and character of our City Centre changes over the next twenty years is not pre-ordained. It will be the product of a myriad of investment decisions by interested parties, both large and small, from the public, private and voluntary sectors, and in response to market, social and other needs.

3.2 Contributions to the plan making process to date have given us an indication of potential scope for change. Some ideas are being worked up into great detail guided by the skills of development professionals. Some remain vague concepts still at an embryonic stage on the drawing board. Others are somewhere in between. Some of these draft proposals conflict with each other and adopted or emerging strategic planning policies and programmes.

3.3 Rather like a tightrope walker, the City Council has to tread a path forward whilst being pulled in different directions by individuals and organisations, each with their own agenda to pursue.

3.4 The purpose of this section is to explore the choices before us. These are examined in relation to delivery of the plans aims, conformity with adopted, approved or emerging strategic and national planning policies; complementarity with approved regeneration investment strategies and sustainability appraisal. The latter is a statutory requirement of modern plan making and is intended to ensure that the courses of action we embark upon will not result in any undesirable long term effects.

3.5 The remainder of this section sets out the ‘big issues’ which we believe we need to be specifically addressed; the choices that lie before us and explain why we have identified what we believe is the best way forward. Further details regarding the options appraisal can be found in Appendix E.

3.6 These issues are not considered in isolation. They form part of a package of Local Development Framework policies and guidance which translate national and regional policies at the local level. For example, delivery of higher quality design has received higher priority at the national level. We recognise that there is scope to improve the quality of design in the City and strategic policies are set out in the North Staffordshire Core Spatial Strategy to bring thus into effect. In addition supplementary planning guidance is being prepared dealing with all aspects of design including for city and town centres. Our aim is to bring forward built development which is fit for purpose, viable and which in the years to come we can look back with pride.

3.7 We believe the following key options have to be bottomed out:

Strategic Issue 1 – Shopping Options - Retailing comes in different formats, scales and locations. There is potential for growth in our City Centre but how do we guide future development in a way which best improves our overall centre’s vitality and viability?

Strategic Issue 2 – Office Options - The City Centre is a major source of employment and we wish to support existing jobs where possible, and provide new sources of employment in retail, leisure and culture. A distinctive aspiration for our City Centre is to diversify the economy and encourage office and service sector employment. How can we plan for this?
Strategic Issue 3 – Homes Option - At one time many people lived in our City Centre but times change and few live there now. Our goal is to reintroduce city living and repopulate our City Centre. Accommodation can be in many different forms e.g. apartments or town houses. They can provide for all sections of the life cycle e.g. young professionals, families, the elderly or special needs. How can we best create the environment in which growth in city living can be fostered?

3.8 These are not the only important choices. Other important issues provide a menu of actions we can pursue. They are not mutually exclusive. The other key issues are:

Strategic Issue 4 – Leisure, Tourism and Culture - The City Centre should be a place where we can have ‘high brow’ and ‘low brow’ fun and of which we can be justly proud when dealing with our competitors. Progress has been made but there is still some way to go.

Strategic Issue 5 – Public Places and Green Spaces - Buildings are important but so are open spaces and access to the fresh air between them. The quality of the public realm – its looks, facilities, safety and accessibility – is crucial to the City Centre experience and will influence whether people want to come back again.

Strategic Issue 6 – Transportation - Ease of affordable access to the City Centre will determine our future. People and goods need to get about both as visitors, city centre operators and investors. The important ingredient of a modern, accessible City Centre are set out to provide the platform for further detailed transport work to proceed aimed at reducing reliance on the private car and ensuring that new development makes an appropriate contribution towards accommodating the traffic it generates.

3.9 The choices made in this section then inform development of indicative spatial policies in Section 4.

Strategic Issue 1 – Shopping Options

3.10 Stoke-on-Trent City Centre is a regional centre and the largest retail destination in North Staffordshire and South Cheshire. The existing primary shopping core of the City Centre includes the Potteries Shopping Centre, Market Square, Parliament Square and Tontine Square. This core area includes primary shopping frontages which comprise a high proportion of retail uses and the centre’s national multiple retailers.

3.11 Further shopping streets are described as secondary shopping streets including Trinity Street, Brunswick Street, Piccadilly and Stafford Street. These also contain a concentration of retail shops but the range of uses on these streets are more diverse and include supporting City Centre services such as financial and professional services, restaurants, bars and cafes and office developments.

3.12 The Potteries Shopping Centre comprises over 130 units and a Market Hall and is anchored by stores such as Debenhams, GAP, HMV, JD Sports and WH Smith. Other large space uses in the primary shopping core are Marks & Spencer, Boots, Woolworths, BHS and Waterstones.

3.13 Any new shopping proposals within the Primary Shopping Core would be considered as being in-centre development. As set out in national planning policy guidance for town centres (Planning Policy Statement 6) such development would be acceptable in principle for retail development and developers would not be required to demonstrate a need for the development in an in-centre location. Other material considerations including its relationship to other existing uses, highway issues and design of the
building and relationship to the urban grain for example would still need to be considered.

3.14 Development proposals within the secondary shopping streets would be, in the most part, considered edge-of-centre development. Development proposals outside of the Primary Shopping Core but within the Potteries Way and 300 metres of the nearest primary shopping street are considered edge-of-centre. In these locations developers need to demonstrate that the proposal is needed and that the location is the best option having first considered development opportunity sites in-centre. The demonstration of where best to locate a development is called a sequential approach to site selection and forms an important part of national planning policy guidance for town centres. Such an approach ensures that shops are appropriately located, and within existing primary shopping areas wherever possible and are close to each other to avoid a dispersed pattern of shopping which would lessen the ability for people to visit a number of shops in one trip.

3.15 Development sites beyond 300 metres from the primary shopping streets and outside the Potteries Way are considered to be out-of-centre. Again development proposals are considered in the context of whether there is a need for the proposal and a sequential approach is required which has considered in-centre and edge-of-centre site options first and provides a demonstration of where these alternative sites are, the availability and viability of these options and also considers that the development proposal could be altered in order to try and fit into an in-centre or edge-of-centre site for example reusing an existing vacant building before the consideration of a new building in an out-of-centre location.

3.16 The City Centre already has what is termed an out-of-centre retail park, this is immediately to the west of the City Centre along Etruria Road comprising Century Park and the Octagon Centre and, beyond these, Festival Park and Festival Heights. The retail areas along Etruria Road are primarily bulky goods retail warehousing as well as a Sainsbury’s supermarket.

3.17 In terms of how the centre is performing - its ‘vitality and viability’, the City Centre is performing O.K., but has the potential to do better when elements of its performance are examined and compared to other peer cities. The City Centre has a higher than average proportion of comparison retailers in a number of sectors including electrical and home entertainment goods; DIY, hardware and household goods; charity, pets and other comparison goods retailers. The proportion of clothing retailers however is less than the national average.

3.18 The Experian GOAD Centre Report (2004) for Stoke-on-Trent City Centre indicates that there were 100 units vacant in the City Centre – an 18.2 % vacancy rate. This is significantly higher than the national average of 7.8% and the proportion of vacant units has increased since 1998. Within the Primary Shopping Core the vacancy rate is high, at 18.6% however at the time of the survey this included units undergoing renovation/renovation/redevelopment (excluding these, the vacancy rate in the primary shopping core was 7.0%). This information is being updated.

3.19 In planning for growth of town centres we need to allocate sufficient sites to meet the identified need for the next five years. This timeframe is in line with national planning policy guidance which explains that this is a realistic timeframe which takes account of the fact that in-centre sites may become available within that period. Assessing need beyond this time period might pre-empt future options for investment in centres, except where large town centre schemes are proposed and where a longer time period may be appropriate to allow for site assembly.
3.20 Regional Spatial Strategy Revision indicates that large scale, comparison goods shopping should be focused in the City Centre.

3.21 The North Staffordshire Retail and Leisure Study 2005 set out retail shopping needs for the City Centre to 2021 over the short, medium and longer term. These are set out as follows.


<table>
<thead>
<tr>
<th>Year</th>
<th>Food Sq. m (net)</th>
<th>Non-Food Sq. m (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>By 2010</td>
<td>180 – 589</td>
<td>24,322 – 26,622</td>
</tr>
<tr>
<td>By 2016</td>
<td>423 – 1,585</td>
<td>63,514 – 71,642</td>
</tr>
<tr>
<td>By 2021</td>
<td>667 – 2,604</td>
<td>105,117 – 120,489</td>
</tr>
</tbody>
</table>

3.22 These establish the minimum level of retail development required for the City Centre and the basis upon which we should make provision through the area action plan. Edge and out of centre retail development proposals which may come forward in the future will be evaluated in relation to the latest ‘needs’ assessment available at the time when the proposals are being developed.

3.23 The format for shopping has changed. The Potteries Shopping Centre illustrates the concept of the shopping mall. Upper Market Square/Parliament Row illustrates a typical modern high street. The City Centre needs to provide a range of different shop units to provide a mix of retail units to meet customers and retailers need. Century Park indicates the move towards large floorspace retail units, often with doorstep car parking.

3.24 Our challenge is to decide where and when we should make provision for the continued growth of open retail floorspace (i.e. without any restriction). Nearly 19,000 sq m of additional floorspace is already in the pipeline in terms of a new retail park off Waterloo Road (B1) and the new Tesco (B2).

3.25 During plan making we have become aware of several aspirations for new retail floorspace in various stages of development. These have been used to underpin development of the following four shopping options illustrated on the following diagrams:

**Option 1a** – Respect existing retail planning permissions with no specific retail provision but operating a permissive retail planning policy for unrestricted retail development within the completed Potteries Way.

**Option 1b** – Extend the Primary Shopping Core in a southerly direction, creation of a new retail magnet of attraction at East and West Precinct (D1) and encourage retail redevelopment of the Town Road area (E1). Collectively this could provide for about 35,000 sq m of additional retail floorspace.

**Option 1c** – Extend the Primary Shopping Core in a northerly direction. This could provide for an extension of the Potteries Shopping Centre (D2), and allow for mixed use development at Town Road (E1) and East and West Precinct (E2) providing at least 25,000 sq m of additional retail floorspace.

**Option 1d** represents a market led approach. These identify all the areas, where, to date, retail aspirations have been identified, and where representation sites would have to be notified if they were received at the next stage of plan making. Six separate locations (F1 – F6 inclusive) are identified. Indicative net retail floorspace figures are indicated. These are likely to be refined as development aspirations
become clearer. Collectively these could provide for 57,000 sq m of additional retail floorspace, excluding consideration of the reuse of the existing Tesco store.

3.26 Following options appraisal the preferred option is option 1b as this both protects the existing primary shopping streets, adds to the robustness of the centre in having the ability to have two anchor shopping centres at each end of the core central area and improves its attraction both for existing and new customers. It provides for growth over the next five years. This leaves the option over the longer term for more retail growth elsewhere and ultimately expansion of the primary shopping core south, north and east. There are a number of variables in terms of the programming of these options particularly as the retail market is reliant on finite resources in terms of how much people spend and where they spend it.

3.27 Do you have preference for any of these options and if so, why? Can you suggest any alternatives we have not presented and why is it better than the options under consideration?
Strategic Option 1 - Shopping Options

Planning Policy & Development

KEY

Option 1a  Respect Existing Retail Planning Permissions
Permissive Retail Planning Policy within the Potteries Way

A Primary Shopping Area - The existing principal shopping areas of Potteries Shopping Centre, Market Square, Parliament Square and Tontine Square

B Permitted Retail Development - B1 Waterloo Road / Vale Place, 12,044 sq m total floorspace including 4 non-food retail units inside the Potteries Way
   B2 Tesco, Clough Street, 6,709 sq m net

C Existing Retail Park - Octagon Centre and Century Park including Sainsbury’s

City Centre within the Potteries Way

Etruna Road Corridor

Permissive Retail Development Area - Hands off policy approach, with relaxed retail controls within the traditional city centre
**Strategic Option 1 - Shopping Options**

**KEY**

**Option 1b  Extend Primary Shopping Core South**

- **Primary Shopping Area -**
  - The existing principal shopping areas of Potteries Shopping Centre, Market Square, Parliament Square and Torrline Square.

- **Retail Magnets of Attraction**
  - **B1** Waterloo Road / Vale Place, 12,044 sq m total floorspace including 4 non-food retail units inside the Potteries Way.
  - **B2** Tesco, Clough Street, 6,709 sq m net.

- **Permitted Retail Development**
  - **B1** Waterloo Road / Vale Place, 12,044 sq m total floorspace including 4 non-food retail units inside the Potteries Way.
  - **B2** Tesco, Clough Street, 6,709 sq m net.

- **Existing Retail Park**
  - Octagon Centre and Century Park including Sainsbury’s.

- **Southern Extension to Primary Shopping Core**
  - **D1** East and West Precincts, retail led mixed use development (30,000 sq m net).

- **Retail Led Mixed Use Area**
  - **E1** Town Road, mixed use development (5,000 sq m net).

- **City Centre within the Potteries Way**

- **Etruria Road Corridor**
Strategic Option 1: Shopping Options

Option 1c: Extend Primary Shopping Core North

A. Primary Shopping Area - The existing principal shopping areas of Potteries Shopping Centre, Market Square, Parliament Square and Tonlino Square

- Retail Magnets of Attraction
- Permitted Retail Development - B1 Waterloo Road / Vale Place, 12,044 sq m total floorspace including 4 non-food retail units inside the Potteries Way, B2 Tesco, Clough Street, 6,709 sq m net

C. Existing Retail Park - Octagon Centre and Century Park including Sainsbury's

D. Northern Extension to Primary Shopping Area - D2 Potteries Shopping Centre extension (10,000 sq m net)

E. Retail led Mixed Use Area - E1 Town Road, mixed use development (5,000 sq m net), E2 - East and West Precincts, mixed use development (10,000 sq m net)

City Centre Boundary
Etruria Road Corridor
Strategic Option 1 - Shopping Options

KEY

Option 1d  Market Led Approach to Retail Development

A Primary Shopping Area - The existing principal shopping areas of Potteries Shopping Centre, Market Square, Parliament Square and Tontine Square

B Permitted Retail Development - B1 Waterco Road / Vale Place, 12,044 sq m total floorspace including 4 non-food retail units inside the ring road
B2 Tesco, Clough Street, 6,700 sq m net

C Existing Retail Park - Octagon Centre and Century Park including Sainsbury’s

F Retail Development Proposals - F1 - East West Precinct, retail led mixed use development (30,000 sq m net)
F2 - Town Road, mixed use development (5,000 sq m net)
F3 - Potteries Shopping Centre extension (10,000 sq m net)
F4 - Sampson Street (2,000 sq m net)
F5 - Etruria Road (5,000 sq m net)
F6 - Clough Street (5,000 sq m net)

City Centre Boundary
Etruria Road Corridor
Strategic Issue 2 – Office Options

3.28 The existing scale and range of jobs in the City Centre relies heavily on the service sector such as retail, small scale professional services and tourism. The amount of office development in the city as a whole is low compared to similar towns and cities and, as seen across the city as a whole, the City Centre has also seen a loss in manufacturing jobs.

3.29 The table below indicates the number of employees working in the various employment sectors within the City Centre and Etruria Road Corridor area both in 1998 and 2004 and a comparison in the change in number of employees over the six year period shown as number of employees and as a percentage change.

<table>
<thead>
<tr>
<th>Section</th>
<th>Employment 1998</th>
<th>Employment 2004</th>
<th>Change</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>D Manufacturing</td>
<td>960</td>
<td>739</td>
<td>-221</td>
<td>-23.02</td>
</tr>
<tr>
<td>F Construction</td>
<td>140</td>
<td>112</td>
<td>-28</td>
<td>-20.00</td>
</tr>
<tr>
<td>G Wholesale &amp; Retail, Motor Repairs</td>
<td>4,338</td>
<td>4,588</td>
<td>250</td>
<td>5.76</td>
</tr>
<tr>
<td>H Hotels &amp; Restaurants</td>
<td>985</td>
<td>882</td>
<td>-103</td>
<td>-10.46</td>
</tr>
<tr>
<td>I Transport, Storage &amp; Communication</td>
<td>621</td>
<td>647</td>
<td>26</td>
<td>4.19</td>
</tr>
<tr>
<td>J Financial Intermediation</td>
<td>1,149</td>
<td>746</td>
<td>-403</td>
<td>-35.07</td>
</tr>
<tr>
<td>K Real Estate, Renting &amp; Business Activities</td>
<td>2,346</td>
<td>3,109</td>
<td>763</td>
<td>32.52</td>
</tr>
<tr>
<td>L Public Admin, Compulsory Social Security</td>
<td>756</td>
<td>1,008</td>
<td>252</td>
<td>33.33</td>
</tr>
<tr>
<td>M Education</td>
<td>99</td>
<td>110</td>
<td>11</td>
<td>11.11</td>
</tr>
<tr>
<td>N Health &amp; Social Work</td>
<td>304</td>
<td>551</td>
<td>247</td>
<td>81.25</td>
</tr>
<tr>
<td>O Other Community, Social &amp; Personal Activities</td>
<td>612</td>
<td>1,055</td>
<td>443</td>
<td>72.39</td>
</tr>
<tr>
<td>Total</td>
<td>12,310</td>
<td>13,547</td>
<td>1,237</td>
<td>10.05</td>
</tr>
</tbody>
</table>

3.30 We need to diversity the centre’s economic aspirations. For example expansion of the creative industries to complement the Cultural Quarter. In particular the City Centre has been unable in the past to attract large scale office development and has very few sites with planning permission for offices. The lack of such investment in the office market affects both the vitality of the centre and its economy. This high-wage sector could attract employees who both live and work in the centre providing a ready made customer base for shops, services and leisure activities.
3.31 Offices are also required for the voluntary sector and professional services who benefit from the accessibility provided by a City Centre location to the customer base they intend to serve.

3.32 The North Staffordshire Integrated Economic Development Strategy (NSIEDS) has looked at the amount of office development and, based on a strategy to increase the amount of office development within North Staffordshire as a whole, looks to the City Centre as a regionally significant centre to provide the focus and investment. This can be achieved through planning policies which aim to focus development in the City Centre and, where appropriate, restrict office development in other locations as well as allocating selected sites for employment. The North Staffordshire Core Spatial Strategy sets out these strategic planning policies and provides a framework for this Area Action Plan to provide the detail.

3.33 The NSIEDS suggests in the region of 87,000 square metres of floorspace can be developed in the City Centre for office development which forms the technical background information for the Core Spatial Strategy. This could provide substantial job opportunities in this sector. A key focus of regeneration activity will be to promote new employment and office opportunities within the centre so as to strengthen the performance of central areas by ensuring excellent pedestrian accessibility to the appropriate centre to maximise economic benefits. Some of the growth predicted through the NSIEDS would be based on a market demand for accommodation in business park locations, positioned alongside or near primary routes and providing good car parking.

3.34 Improving the skills of local people to access job opportunities is one of the City Councils and the Regeneration Zones key objectives. Linking training and job opportunities through the type and range of employment opportunities available and making provision for start-up premises will be an important focus. Taking the strategic planning policy framework from the North Staffordshire Core Spatial Strategy identifying sites for employment through the Area Action Plan and identifying the types of appropriate businesses will ensure these initiatives are aligned.

3.35 Three broad options have been considered to underpin major office development as set out below and indicated on the attached diagram and subject to options appraisal.

**Option 2a** – A permissive approach allowing office development anywhere within the Potteries Way.

**Option 2b** – Creation of a high density Central Business District (G1) in addition to the approach set out in Option 2a. This could provide some 50,000 sq m of office floorspace.

**Option 2c** – Creation of lower density business park to the south of Etruria Road (G2). This could provide at least 10,000 sq m of business park provision in a business park environment and subject to sequential testing. This could complement the office stock provided at Festival Park.
3.36 The preferred option is a combination of all three with the allocation of office site to the south west of the primary shopping core within the City Centre boundary and allocation of mixed use areas in the west of the area action plan area outside the City Centre boundary which can accommodate employment and office development which cannot be demonstrably located within the City Centre boundary.

3.37 This would go a long way towards making varied specific provision for the major office development set out in our economic strategy aspirations. It also provides a flexible approach to providing a proactive framework to encourage all forms of office development in a location accessible to customers.

3.38 Do you have preference for any of these options and if so, why? Can you suggest any alternatives we have not presented and why is it better than the options under consideration?
**KEY**

Option 2a  Permissive Office Development Policy within the Potteries Way

- City Centre within the Potteries Way
- Etruria Road Corridor
- Permissive Office Development Area - Hands off policy approach to office development with relaxed office controls within the traditional city centre boundary
**Strategic Option 2 - Office Options**

**KEY**

**Option 2b**  High Density Central Business District

- **G** Central Business District
- **City Centre within the Potteries Way**
- **Etruria Road Corridor**
- **Permissive Office Development Area** - Hands off policy approach to office development with relaxed office controls within the traditional city centre boundary

**G1** 50,000 sq m office development
Strategic Option 2 - Office Options

KEY

Option 2c  Etruria Road Business Park

Business Park -  G2 10,000sq in office development
City Centre within the Pottaries Way
Etruria Road Corridor
Permissive Office Development Area - Hands off policy approach to office development with relaxed office controls within the traditional city centre boundary.
Strategic Issues 3 – Homes Options

3.39 Increasingly, successful towns and cities are characterised by new housing developments close to or within the central areas. This can provide a range of beneficial effects, particularly serving to bring younger professionals and others with higher incomes back into the urban core. This can also help to support City Centre restaurants, bars and cafes and the evening economy.

3.40 North Staffordshire is one of just two areas in the West Midlands region to benefit from the Housing Market Renewal initiative and as such is a focal point for public investment. The RENEW prospectus sets out a series of ambitious plans designed to secure new public and private investment for new housing, much of which is either within or adjacent to the City Centre.

3.41 The 2001 Census identified that there are 271 households in the area including the City Centre and Etruria Road Corridor. This can be broken down into 231 houses of which 6 are detached, 45 are semi-detached and 180 terraced properties and 40 flats/apartments. Compared to other city centres Stoke-on-Trent City Centre is underperforming in terms of retaining and growing the number of people who live in the City Centre.

3.42 There is a fine line however in developing areas for housing development with the City Centre and ensuring that the housing provided is of a high quality in terms of design, delivers housing and apartments which are attractive to the type of people who want to live within the City Centre and provides quality public and private space around the development. Existing development within city centres, including Stoke-on-Trent, can be of very high density, are uses which are not always compatible with residential uses such as night clubs and industry and because of the nature of older type properties much of the land ownerships are small areas so in order to try to obtain comprehensive development a number of land owners are often involved which can mean the process of obtaining agreement can be slow.

3.43 Private housing stock in the core of Stoke-on-Trent including the City Centre is mainly pre 1919 terraced housing. The Stoke-on-Trent 2003-2006 Housing Strategy states that 65% of Council stock was built between 1919 and 1964; only 20% was built in the last 40 years. A substantial proportion of the housing stock is in poor condition.

3.44 National planning policy for housing requires high quality housing in locations which are central to existing employment and services and can accommodate a mix of housing to suit a variety of needs and ages. City Centre living has become very popular in recent years in many British cities as it can combine redevelopment of older vacant buildings, regeneration of land at the heart of the city which is close to shops, services and office development and can ensure that people can live, work and socialise within the City Centre area.
As set out in the previous section the Core Spatial Strategy Revised Preferred Options allocates a minimum of 500 dwellings within the plan area over the plan period to 2026. There are a number of strategic options that can be considered in determining the preferred approach for the distribution of these houses across the Action Plan area. These options are set out below and in the following diagram and is subject to options appraisal in Appendix E.

Option 3a – Permissive approach to residential development within the plan.
Option 3b – Identification of housing only sites in specific locations.

Drawing on the representations made to date an indication is made on the diagram of potential numbers of residential units which could be considered. These must be taken as illustrative as a considerable amount of detailed work is required before the precise scale, type and size of accommodation can be specified. This exercise does, however, demonstrate that there is capacity to accommodate the quantities of development set out in the Core Spatial Strategy.

The preferred option is a combination of options 3a and 3b - Allocation of mixed use sites incorporating housing around the City Centre and development of a general policy to encourage and support City Centre living in such mixed use areas identifying those allocated sites as priority areas.

Do you have preference for any of these options and if so, why? Can you suggest any alternatives we have not presented and why is it better than the options under consideration?

Copyright - Dave Cowlard, reproduced courtesy of CABE
Strategic Option 3 - Homes Options

KEY

Option 3a  Permissive Approach to Residential Development Throughout the Plan Area

Option 3b  Housing only in Specific Locations

Potential Housing Options

J1 Cobridge Road 20 dwellings
J2 Lear Management 500 dwellings
J3 Sampson Street 90 dwellings
J4 Town Road 70 dwellings
J5 Central Business District 130 dwellings
J6 Etruria Road East 70 dwellings
J7 Clough Street 350 dwellings
Total = 1,200 dwellings

City Centre within the Potteries Way

Etruria Road Corridor
Strategic Issue 4 – Leisure, Tourism and Cultural

3.49 Leisure, tourism and cultural activities are important to the economic prosperity of the City Centre, its vitality and civic pride. Such uses support residential and employment uses by providing complementary activities in the day and into the evening and add to the centre’s attractiveness.

3.50 North Staffordshire is fortunate in terms of possessing a strong cultural identity. The City Centre significantly contributes to this identity in terms of its provision of existing theatres, cultural venues, bars and restaurants. Venues such as the Regent Theatre and Victoria Hall help to support a strong existing base of tourism and cultural activities. There is not however any new major hotel developments in the planning pipeline within the City Centre. A national renown hotel would help meet the aspiration for a regionally significant and nationally recognised City Centre and raise the profile of the city and visitor numbers. The North Staffordshire Economic Strategy recognised the importance of the City Centre in providing an upturn in the economy, in which the tourism sector can play a major role.

3.51 An assessment of the hotel supply, performance and development potential has been recently carried out for Stoke-on-Trent. The Stoke Hotel Futures study (August 2006) recognises that securing a large new quality hotel in the City Centre is a high priority. The study concludes that for the City Centre there is both market potential and developer interest in a variety of hotel types including 3 star, upper tier budget, budget and boutique town hotels. A number of site options are considered within the study including hotel development within the business district, on city approaches and land to the west of the City Centre. These and other options are pursued further through the development portfolio section.

3.52 The City Centre Development Framework and Investment Strategy strengthened the role of the City Centre as a regeneration catalyst. This provides the platform to

- drive forward the City Centre brand.
- support and diversify business.
- manage the public realm on a safe venue for events, to improve the street scene and enhance attractions.

The Cultural Quarter

3.53 The Cultural Quarter provides the focal point for the Arts and Learning in all its many forms and the setting and facilities to which the nobler elements of the human spirit aspire. It also provides an important location to nurture creativity. We wish to create a climate in which we can secure enhancement of existing facilities; creation of new facilities and networks; provide a strong mixed use cultural offer including creative industry, work and display space; promotion of complementary facilities of bars, restaurants and other activities and improvement of the public realm, parking and services. Activities and development which undermine those aspirations have no place in the Cultural Quarter.

3.54 The City Council designated the Cultural Quarter in 1996. The quarter is shown on the attached diagram. There is no evidence to suggest that this area should be expanded. Do you agree with this view? If you think that the quarter should be extended, where and why?
Entertainment and Leisure

3.55 There is more to life than high brow culture. The City Centre is the focal point for a range of leisure and recreational activities including drinking; eating; dancing; gambling and other pursuits. For example, the Savills’ study concluded that there may be scope for increasing bingo provision.

3.56 These activities have tended to focus, but not exclusively, in the area to the north of the Cultural Quarter. Concentration in one area allows the gathering of like minded people; ease of access between competing venues and better ability to manage the area in the interests of public safety.

3.57 Two options lie before us: Either to restrict such activities sometimes noisy and sometimes in the small hours, to defined areas or to adopt a permissive approach relying on site specific consideration of impact to determine whether specific proposals are acceptable. We believe that the first approach is unduly restrictive but what do you think?

Valued Built Heritage

3.58 The plan area contains one conservation area; 6 additional listed buildings and 12 buildings of local importance, as shown on the attached diagram. A detailed urban character appraisal is being undertaken.

3.59 Potential exists to strengthen design quality by extending the existing conservation area to the east and/or west as indicated by areas of search on the diagram to follow. Do you have any views on this possibility?
Strategic Option 4 - Cultural, Leisure and Tourism

KEY

Option 4a  Maintain the Existing Cultural Quarter

Option 4b  Area Specific or Permissive Approach to Leisure Development within the Plan Area

City Centre within the Potteries Way

Etruria Road Corridor
Strategic Option 4 - Cultural, Leisure and Tourism

KEY

Option 4c  Maintain the Existing Conservation Area

Option 4d  Enlarge the Conservation Area

West Area of Search

Option 4e  Enlarge the Conservation Area

East Area of Search

Listed Buildings (outside the designated conservation area)

Buildings of Local Interest (outside the designated conservation area)

City Centre within the Potteries Way

Etruria Road Corridor
Strategic Issue 5 – Public Places and Green Spaces

3.60 The attractiveness and comfort of our City Centre is in part determined by the quality and variety of public places – the ‘public realm’ – and the ability to easily pass from one to another. Although most of these areas will be subject to hard landscaping treatment, it is also important to introduce greenery, where appropriate, to bring some degree of harmony and calm to what may be, for some at least, a more frenetic pace of life. Adequate maintenance regimes to control litter and keep the streets clean will be an important consideration.

3.61 Existing pedestrian access from the north, east and south of the City Centre is constrained by the four lane highway, Potteries Way. Pedestrians should be able to more easily permeate the collar provided by the ring road to encourage use of the City Centre.

3.62 We wish to improve connectivity between Central Forest Park and Hanley Park through the City Centre. This will be achieved by streetscape improvements, signage and linked activity areas. Also important is to foster and encourage pedestrian linkages between the traditional City Centre and Festival Park through the Etruria Road corridor.

3.63 Regeneration partners have carried out an international design competition to select architects to assist in the production of detailed schemes. The menus of the location of enhancement schemes are illustrated on the attached diagram. This may vary from minor to major modification of existing public squares to creation of new community areas as part of major City Centre development schemes. These will be subject to details publicity and consultation as and when schemes are available.

3.64 Do you support this approach? If you have any suggestions for improvement or alternatives then please let us know.
Strategic Option 5 - Public Places and Green Spaces

Festival Park

Central Forest Park

Hanley Park

KEY

Option 5 Improved Public Realm

- K1-12 New/improved Public Spaces - Detailed options being explored
- Improve Connection to Central Forest Park, Hanley Park and Festival Park
- City Centre within the Potteries Way
- Etruria Road Corridor
Strategic Issue 6 – Transportation

3.65 The City Centre is at the hub of the City’s and North Staffordshire’s transport network. We need to improve accessibility to the City Centre both for its existing customer base as well as for the 750,000 people who live within 30 minutes drive time of the City Centre but use other centres. This is a potential customer base which we want to retain and increase.

3.66 An efficient and effective transportation system is critical to successful regeneration. Improved accessibility for all sections of society is crucial to a better quality of life particularly if we can wean ourselves off dependency on the private car.

3.67 The City Centre does not operate in isolation. Part of the strategic transportation strategy outlined in the Core Spatial Strategy is to reduce the demand for travel by creating a network of strategic park and ride facilities linked to key centres by an improved public transport system.

3.68 Work is ongoing to determine a package of detailed measures to complement the regeneration of the City Centre. The key themes or menu of opportunities are set out below and illustrated on Strategic Option 6. This is a work in progress and production of detailed schemes will involve stakeholder and public engagement outside the confines of the statutory planning framework.

Vehicular Access to the City Centre

3.69 Completion of the Potteries Way (L1 and L2) – This comprises two distinct schemes both of which have the benefit of planning permission and which will be provided as part of associated development schemes. This will complete the ring road so that through traffic does not clog up the City Centre as well as releasing land for permitted retail and leisure park development to secure local regeneration and improve the attractiveness of the City Centre.

3.70 Business Boulevard (L3) – Improvements to Etruria Road and Trinity Street and Cobridge Road will be required to facilitate sustainable transport access to the City Centre and improve connections to Festival Park and the rest of the conurbation through the Etruria Road Corridor. Delivery of these improvements will be critical to the vitality and viability of the centre and release of potential development land north and south of Etruria Road.

3.71 Broad Street (L5) – This will continue to provide an important link between Shelton and the A500 leading into the City Centre.

3.72 University Boulevard (L5) – The urban structure of Stoke-on-Trent is quite different to most U.K. cities. There is a need to strengthen links between the City Centre and the mainline Stoke-on-Trent railway station; between the City Centre and the developing University Quarter, an ambitious education led regeneration project at the heart of the conurbation and between the City Centre and the administrative centre and university town centre of Stoke upon Trent.

3.73 Lichfield Street (L6) – This is the principle access to the City Centre from the south of the City and its junction with the Potteries Way will be a critical determining factor for regeneration of the City Centre.

3.74 Hanley Bentilee Link Road (L7) – This has been a long standing road scheme designed to improve bus connections to the City Centre from the eastern suburbs of the city. The scheme has been reviewed and is considered the most beneficial way to enable the most efficient use of the highway network along this corridor and also
Lichfield Street and Bucknall New Road. Junction arrangements onto the Potteries Way will be an important consideration.

3.75 Bucknall New Road (L8) – The character and function of this link onto the Potteries way will have a bearing on the scope for regeneration within the City Centre.

3.76 Town Road (L9) – This will provide an important gateway to Central Forest Park and the north east of the city.

3.77 Waterloo Road (L10) – This provides the northern gateway to the City Centre and connects the City Centre to Burslem Town Centre and its immediate hinterland.

3.78 The character and function of all of these gateways will set the tone for the City Centre experience. Efficient and attractive entrances will enhance the positive experience. Congestion and poor environmental outlook on the City Centre’s doorstep will present an initial barrier which will take a lot to break down.

3.79 Existing Potteries Way (L11) – Two thirds of the City Centre is girdled by the existing ring road. It is recognised that further thought needs to be given to reducing the negative impact of the Potteries Way to pedestrian and cyclist movement.

Car Parking

3.80 The proposed strategy is to guide incoming traffic to the core shopping and business district to four quality strategic car park locations easily accessible from the Potteries Way. These include car parks in the general location of:

- The Potteries Shopping Centre (P1);
- Meigh Street (P2);
- East and West Precincts (P3);
- Broad Street (P4).
Modern retail and leisure park development of the western edge of the City Centre is accompanied with its own dedicated parking facilities which can accommodate linked trips to the traditional core of the City Centre.

3.81 The overall level of parking provision will remain as existing with remote park and ride facilities taking up the growth. The quality of car parking will considerably improve with the emphasis switching to short stay rather than long stay provision in the centre.

Public Transport

3.82 Public transport provision for the City Centre is being comprehensively reviewed. The following key elements are being taken forward. Improvement of linkages for all forms of sustainable transport between the traditional City Centre and Festival Park through the Etruria Road corridor will be an important objective.

3.83 Bus Station – No one underestimate the operational importance of the existing bus and the impact that the condition of the bus station can have on the City Centre experience. Whilst the operational arrangements for buses are satisfactory, the waiting environment for customers is not. A do-nothing approach is not an option. Potential exists to create a new bus station as part of the comprehensive redevelopment of the south eastern side of the City Centre. No practical alternative site which is equally accessible to the primary shopping core appears to be available. Furthermore separation of bus operations into its component parts would not best serve operational requirements or reconcile bus services with City Centre regeneration aspirations.

3.84 Bus routing, taxi provision and bus stops - All these considerations are critical considerations for a successful City Centre. Work is required to find the best fit solutions which match our regeneration aspirations and involve all relevant stakeholders. Whilst the City Centre Area Action Plan is supportive of improvements it would be inappropriate for this statutory plan to be unduly prescriptive of key matters such as the location of routes and facilities.
Pedestrian Access

3.85 The issue of public places and green spaces has been addressed earlier. Scope exists to extend pedestrian priority and the comfort and facilities available to pedestrians. These should be focussed within the primary shopping core; the cultural quarter and to encourage movement between activity areas on the perimeter of the City Centre and its core. Once again it would serve no useful purpose to be unduly prescriptive of the specific character and nature of improvements at this stage. These will flow from the work being undertaken as part of the public realm improvements projects and following discussions with potential developer’s contribution to the development and delivery of that programme.
Cycling

3.86 Detailed planning is looking at how to improve the facilities and conditions for all types of cyclists including provision of dedicated cycle lanes and crossing facilities; reduction of unnecessary vehicular traffic to minimise conflicts; improvements to the National Cycle Network (NCN 5); creation of new links to the wider cycling network and provision of additional secure cycle parking facilities e.g. cycle lockers or stands.

Powered Two-Wheelers

3.87 The sensible use of motorcycles, mopeds and scooters (P2Ws) can effectively contribute to achieving a more efficient, inclusive and environmentally friendly transport system. Motorcyclists favour dedicated, secure and dry parking facilities in close proximity to their destination.
Disabled Access

3.88 Full regard will be paid to the needs of those with restricted mobility in terms of parking provision and building and streetscape design.

Servicing

3.89 It is no part of our brief to unreasonably constrain commercial operations within the City Centre so we are mindful that as part of the development of detailed proposals commercial activities need to be adequately serviced.
Summary

3.90 Transportation and accessibility will be a key ingredient acting as a catalyst to support and complement development regeneration of the City Centre. Considerable work is required to design and deliver detailed schemes in full consultation with the public and interested stakeholders. The adopted Area Action Plan will be in place for some considerable time. It will provide the detailed framework for further work but it cannot unduly prescribe the detailed solutions that will emerge from discussion yet to take place.

3.91 Do you have any comments to make on any of the approach above? Can you suggest any alternatives we have not presented and why is it better than the options under consideration?
### Strategic Option 6 - Transportation Options

#### Planning Policy & Development

**KEY**

<table>
<thead>
<tr>
<th>Option</th>
<th>Transportation Menu (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>L1</td>
<td>City Centre within Potteries Way</td>
</tr>
<tr>
<td>L2</td>
<td>Eturia Road Corridor</td>
</tr>
<tr>
<td>L3</td>
<td>Potteries Way Extension North</td>
</tr>
<tr>
<td>L4</td>
<td>Potteries Way Extension South</td>
</tr>
<tr>
<td>L5</td>
<td>Business Boulevard / A53</td>
</tr>
<tr>
<td>L6</td>
<td>Broad Street</td>
</tr>
<tr>
<td>L7</td>
<td>University Boulevard</td>
</tr>
<tr>
<td>L8</td>
<td>Lichfield Street</td>
</tr>
<tr>
<td>L9</td>
<td>Hanley - Bentilee Link Road</td>
</tr>
<tr>
<td>L10</td>
<td>Bucknall New Road</td>
</tr>
<tr>
<td>L11</td>
<td>Town Road</td>
</tr>
<tr>
<td>L12</td>
<td>Potteries Way</td>
</tr>
<tr>
<td>M1</td>
<td>Existing Potteries Way</td>
</tr>
<tr>
<td>M2</td>
<td>Strategic Car Park Locations</td>
</tr>
<tr>
<td>M3</td>
<td>New Bus Station</td>
</tr>
<tr>
<td>M4</td>
<td>Improve National Cycle Network Connection</td>
</tr>
<tr>
<td>M5</td>
<td>Improve Gateways to the City Centre</td>
</tr>
</tbody>
</table>
4. Preferred Spatial Policies …. So far!
Preferred Spatial Policies (SS1)

Schedule of Spatial Policies

<table>
<thead>
<tr>
<th>SS1</th>
<th>Retail Magnets</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS2</td>
<td>The City Centre and Important Retail Areas</td>
</tr>
<tr>
<td>SS3</td>
<td>City Centre Living</td>
</tr>
<tr>
<td>SS4</td>
<td>Economy and Employment</td>
</tr>
<tr>
<td>SS5</td>
<td>Development Portfolio</td>
</tr>
<tr>
<td>SS6</td>
<td>Hope Village</td>
</tr>
<tr>
<td>SS7</td>
<td>Phasing of Retail Development</td>
</tr>
<tr>
<td>SS8</td>
<td>Community, Leisure and Tourism</td>
</tr>
<tr>
<td>SS9</td>
<td>Superstores and Retail Parks</td>
</tr>
<tr>
<td>SS10</td>
<td>Cultural Quarter</td>
</tr>
<tr>
<td>SS11</td>
<td>Public Realm</td>
</tr>
<tr>
<td>SS12</td>
<td>Transport and Accessibility</td>
</tr>
<tr>
<td>SS13</td>
<td>Features of Acknowledged Importance</td>
</tr>
</tbody>
</table>

Introduction

4.1 The core policies in the Core Spatial Strategy provide the overarching strategic policies for the Local Development Framework in North Staffordshire to 2026. The draft spatial policies for this Area Action Plan outlined below set out the preferred approach for the City Centre and Etruria Road Corridor area in broad conformity with the Core policies.

4.2 The draft spatial policies will be further refined in the light of representations received, ongoing sustainability appraisal and other material considerations to form part of the final submission of the Area Action Plan.

4.3 A monitoring regime is being put in place to measure the impact of spatial planning policies. The full details are set out in Section 5 of this document.

4.4 In adopting a positive and proactive approach to planning for the future of the City Centre and Etruria Road Corridor the spatial policies set out in this plan address issues outlined in national planning policy and guidance including Planning Policy Guidance Note 6: Planning for Town Centres (PPS6). They indicate how we will deliver transformational change required in the plan area by providing the right quantity and quality of development in the right place and at the right time.

4.5 This section provides further detail on specific policy areas, setting out options for each and building on issues identified through consultation on the City Centre and Etruria Road Corridor issues paper and identified at the evidence gathering stage. The preferred spatial policies provide the context as to how the preferred strategy approach can happen on the ground and how this can be brought about.

4.6 The preferred spatial policies are set out on the Proposals Map as appropriate at the rear of this document. For convenience draft site specific development opportunities are set out later in this report.

Retail Magnets (SS1)

4.7 Stoke-on-Trent City Centre is a regional centre and is the largest retail destination in North Staffordshire and South Cheshire. In order to maintain and grow this status however the city needs to attract new, in-centre, large scale shopping development to complement the existing retail offer and extend its customer base.
Linkages to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.8 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy.

SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

Linkages to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.9 PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA3 Encourage City Centre living by providing residential neighbourhoods with balanced communities, supported by necessary services

PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level

PA5 Improve access to and within the City Centre for all its users

Policy SS1

To create two retail magnets of attraction within the Primary Shopping Core comprising the Potteries Shopping Centre to the north of the city centre and the creation of a new mixed use retail led development at East and West Precincts, incorporating a new bus station, to the south, as shown on the Spatial Vision Diagram.

Reasoned Justification

4.10 Retailing is a highly competitive, commercial activity with individual businesses, different centres and out-of-town retail outlets, all competing for the same finite retailing growth available within a catchment area. PPS6 advises that a five year timeframe for accommodating retail growth should be addressed in development plan documents. In order to ensure that an appropriate amount of growth is secured within the next five years and to attract more people into the city to live and work, the retail offer needs to match people’s high expectations of living and working in a City Centre.
Identifying and promoting the opportunity for a specific second retail magnet to the south of the City Centre will ensure that the core in-centre shopping area can accommodate growth; that this growth will create a second magnet at the opposite end of the core shopping area, facilitating a circulation of shoppers within an accessible core area and ensuring all existing primary shopping streets can benefit from the improved shopping offer giving further scope for growth.

Although growth of the Potteries Shopping Centre for retail shopping would be welcomed in the medium to long term, the development of any extension to the centre in the short term would divert the focus of primary retailing away from existing primary shopping streets and existing national retailers. This could have a knock on effect for other City Centre activities such as leisure and tourism, the public realm and accessibility.

The East and West Precincts development offers a package of complementary regeneration measures including the re-provision of a City Centre bus station, enabling improved access into the heart of the retail core from the south, and will enrich the range, quantity and quality of retail, and other complementary attractions at a regional level, ensuring a strong regeneration base on which to build future retail provision.

**Implementation**

Further details regarding delivery are set out in Policy SS5, DP1.

**Monitoring**

Detail of how this policy will be monitored are set out in Section 5.

**What do you think?**

Do you agree with the principle set out in this policy? If not, why not? What alternative do you suggest?

**The City Centre and Important Retail Areas (SS2)**

National planning policy requires this plan to define the boundary of the City Centre; the Primary Shopping Core and primary and secondary retail frontages.

**Links to Strategic Aims in the North Staffordshire Core Spatial Strategy**

To focus large scale office and retail development within Stoke-on-Trent City Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

**Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)**

Create an attractive, distinctive and welcoming environment with new and improved, active public open spaces, distinctive gateway buildings and well designed buildings and spaces.

Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level.
Policy SS2

The definition of the City Centre; Etruria Road Corridor and primary and secondary retail frontages are shown on the Proposals Map.

Enhancement of pedestrianised shopping streets, extension to the primary shopping frontage to reflect the East West Precinct opportunity and a tight mix of primary and secondary shopping at the heart of the City Centre will create a focussed core retail shopping area, as shown on the Spatial Vision Diagram, where appropriate enhancement of the city’s retail provision encouraged.

Reasoned Justification

4.20 Appropriate City Centre uses include retail (including warehouse clubs and factory outlet centres); leisure, entertainment facilities, and the more intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night-clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls); offices, both commercial and those of public bodies; and arts, culture and tourism (theatres, museums, galleries and concert halls, hotels, and conference facilities. In addition, housing is an increasingly important part of the mix. Subject to any restrictive or qualifying national or development plan policy, these uses would be appropriate within the City Centre.

4.21 In the case of Stoke-on-Trent City Centre, the City Centre boundary is defined by the Potteries Way (existing and proposed). Thus the City Centre boundary as shown on the City Local Plan 2001 has been expanded in a westerly direction to reflect the growing stature of the regional centre and in conformity with the Core Spatial Strategy. Within this area the City Centre uses referred to above would be acceptable except where prohibited by specific development plan policy or national planning policy.

4.22 The Core Spatial Strategy proposes that the Etruria Road Corridor is part of the City Centre. Within the corridor the range of City Centre uses referred to above would be acceptable subject to the important proviso that they must demonstrate that they would not undermine regeneration of that part of the City Centre within the Potteries Way.

4.23 The northern boundary of the Etruria Road Corridor is defined by the existing retail/leisure park. Sufficient space defined by the former railway line provides similar width land to the south of Etruria Road.

4.24 Within the City Centre it is important to recognise, protect and enhance the primary and secondary shopping functions, particularly where these relate well to the core; are easily accessible; and provide the central focus of the locality.

4.25 The existing primary shopping streets identified in ‘saved’ planning policies identify the core area as encompassing Upper Market Square, Lamb Street, Fountain Square, Tontine Square and Parliament Row. The area along Old Hall Street was identified as a secondary shopping area. As identified in the previous policy in order to facilitate growth of the City Centre, to ensure it remains competitive as a regional centre – appealing to leading national multiple retailers, and to enhance the existing shopping provision, the area around Old Hall Street has been identified as being primary shopping frontage to reflect the creation of the secondary retail magnet as referred to above. Definition of the primary and secondary retail frontages has also
taken account of ‘saved’ policy; diversity of existing uses and the nature of retail operations. It includes a high proportion of retail uses.

4.26 The City Centre has a strong secondary shopping area which incorporates a variety of complementary uses and supports the primary shopping area. This area to the west, centred on the Cultural Quarter should remain in a supporting role, allowing the flexibility of allowing a broader range of uses within this area, as set out in PPS6. Such broader retail uses include bars, restaurants, financial and professional services for example. To identify further streets as primary could allow for more sporadic retail development with no core focus. For those goods and services which require comparison i.e. clothing and footwear, the shops should be located close to each other to allow people to easily compare goods and services without walking great distances. This preferred policy allows for a considered step change in the growth of the City Centre in a sustainable manner which allows for a growth of in-centre retailing over the next five years whilst maintaining a focused core shopping area and protecting the existing supporting shopping streets for a wider range of supporting shops and services.

4.27 Detailed planning policy to protect and enhance primary and secondary shopping frontages, which are found in several locations in the city, are dealt with in ‘saved’ development plan policy. These will be comprehensively reviewed as part of a future development control development plan document, yet to be produced. ‘Saved’ policy makes special provision for the Potteries Shopping Centre, a key retail magnet, to retain its retail character and control the mix and proliferation of restaurants and cafes (now use class A3); drinking establishments (now use class A4) and Hot Food Take Aways (now use class A5). Similar detailed policy consideration should apply to the second retail magnet at East and West Precincts. Review and development of such policies will form part of the future development control development plan document referred to above.

Implementation

4.28 These locally defined policy areas, required by national planning policy will be used to manage the scale and character of change in the plan area by the City Council as local planning authority.

Monitoring

4.29 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.30 Have we got our approach to definition of the component parts of the City Centre right? Please let us know if you have a better way forward.

City Living (SS3)

4.31 National and regional planning policy prioritises the creation of high quality residential environments, to help to encourage people to live in more sustainable locations, e.g. in and adjacent to town and city centres. The distribution, location and type of new housing have a crucial role to play in delivering this objective and help to regenerate areas (called urban renaissance within the Regional Spatial Strategy).
Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.32 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA4 To create a more sustainable urban environment through appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban living.

SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.33 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA3 Encourage City Centre living by providing residential neighbourhoods with balanced communities, supported by necessary services

Policy SS3

Residential development will be encouraged within the Plan Area within mixed use areas. Priority sites for residential development within these areas are shown on the Proposals Map and listed within Policy SS5 below. These sites will form part of the City Council’s overall portfolio of housing land and will deliver a minimum contribution of 500 houses towards the targets set out in the Core Spatial Strategy. They will complement residential led mixed use development in the Hope Village area (Policy SS6).

A variety of different types of high density accommodation (at least 50 dwellings per hectare equivalent) should be provided to offer choice to all sectors of the city living market; respond to local regeneration opportunities and respect amenity sensitivities.

Reasoned Justification

4.34 At the top of the hierarchy of centres in Stoke-on-Trent, the City Centre provides one of the most sustainable locations in North Staffordshire as this provides a central focus in terms of accessibility; has the capacity to offer a quality office/business environment and creation of new residential developments in close proximity. Many English cities over the past decade have realised the potential for regenerating inner urban areas; creating mixed use districts which provide an environment for sustainable living, working and socialising. The ambition for Stoke-on-Trent City Centre is to create dynamic mixed use areas within the city to help deliver a vibrant, prosperous and living, nationally recognised City Centre.
4.35 It is clear that prioritisation of the inner urban core, and in particular the City Centre, will provide the momentum for this regeneration. The role of new housing in the City Centre needs to complement the wider housing market renewal pathfinder agenda in delivering a package of measures to reshape, regenerate and enhance existing housing markets. City Centre living can help deliver improved economic prosperity, introduce a 24 hour natural surveillance; enable people to live close to work, aid the introduction of higher paid service sector employment; and improve the image of the locality. Such provision should be for more than apartment living and respond to growing demand for town housing.

4.36 The Core Spatial Strategy delivers a policy framework which sets out housing requirements to 2026 and addresses levels of housing across the city as a whole. The preferred policy for housing requirements within the City Centre sets a minimum housing requirement to act as a baseline figure for delivering sustainable communities, and this is coupled with the identification of mixed use areas which can aid delivery of regeneration and economic prosperity within the city. Maximum housing numbers within the city centre would be contrary to the Regional Spatial Strategy and the North Staffordshire Core Spatial Strategy and contrary to national guidance for housing. Minimum housing figures within the City Centre as well as a portfolio of development opportunity sites is consistent with the government’s agenda of plan, monitor and manage and provides a focused approach as well as a flexible planning framework to allow for increased opportunities in appropriate areas of the city, in accordance with the Spatial Vision Diagram and in line with policies contained within appropriate development plan documents.

Implementation

4.37 Further details regarding delivery are set out in Policy SS5.

Monitoring

4.38 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.39 Do you agree with this approach to city living? Please let us know?
Economy and Employment (SS4)

4.40 Policy CP16 of the Core Spatial Strategy sets a minimum target for employment land provision in North Staffordshire, provided that the allocation of sites presented in Area Action Plans and Development Plan Documents are based on a balanced and managed approach within a supportive and robust framework.

4.41 An assessment of the need for new office floorspace has been carried out as part of an overall employment land review undertaken to inform statutory plan preparation. The Core Spatial Strategy outlines the approach taken in more detail and the options for ensuring the implementation of the Core Spatial Strategy policies for the city centre are outlined in Section 3 of this plan. The sequential priority for development of office and commercial sites within the Plan Area is set out within the Employment Section of the Core Spatial Strategy.

4.42 A key objective is to diversify employment opportunities and one output of this is to promote office development. This should not be taken to imply that growth and development of other sectors of the employment market or that provision for specialised sectors of the office market e.g. the voluntary sector will not be welcomed where they accord with development plan policy.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.43 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy.

SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA8 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.44 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA7 Provide an attractive commercial and employment offer to accommodate varying wealth creation needs
**Policy SS4**

Through the ambition to develop a vibrant regional City Centre new diverse opportunities for employment development will be encouraged which accommodate varying commercial needs. Priority sites for employment opportunities are shown within mixed-use areas on the Proposals Map and listed within Policy SS5 below. These will form part of the City Council's overall portfolio of employment land and will deliver a minimum contribution of 15 hectares towards the targets set out in the Core Spatial Strategy.

**Reasoned Justification**

4.45 The North Staffordshire Integrated Economic Development Strategy (NSIEDS) helped to inform this plan making process. This strategy considered how the economy of North Staffordshire could be improved in ways such as making available a greater variety and better paid, higher quality jobs, particularly in terms of financial and service sector jobs. The NSIEDS used models to predict growth in terms of requirements for different types of employment conurbation to make it the focus of development and investment – particularly where this supports the transformation of the environment and the strengthening of the City Centre for new business and investment.

4.46 The Business District is considered to be a first preference for office development. However such development could also be supported as part of the mix of development in ‘entertainment, residential and commercial’ mixed use areas and on upper floors within primary shopping areas and on the fringes of secondary shopping streets.

4.47 Second preference locations are those key opportunity sites identified within ‘employment/residential mixed-use’ areas. Development along and to the north and south of the Etruria Road Corridor can significantly contribute towards the creation of an important residential and employment led mixed use development areas which is complementary to the Business District. The promotion of commercial uses within this area will aid regeneration and investment close to the City Centre. Development adjacent to this corridor should be of a high design quality reflecting its prime position.

4.48 The preferred option is a focussed approach to ensuring the core City Centre area can benefit from a focussed business district and mixed use opportunities at the heart
of the city, where high quality, high density development can be accommodated. Such a prestige strategic location fits in with the recommendations of the NSIEDS and the type of jobs this will attract. In addition it will provide a flexible strategic approach for future business opportunities to the west of the city which will suit different types and density of development. The preferred policy approach adopts a sequential approach to sites for office and business use, in accordance with regional and national planning policy and still allows for complementary business use. The former Unity House area is sequentially preferable for a designated business district. Land to the west of the proposed Potteries Way could complement development of the designated business district, particularly for those operations which cannot reasonably be accommodated within a high density location.

Implementation

4.49 Further details regarding delivery are set out in Policy SS5.

Monitoring

4.50 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.51 We want to help support both existing employers and bring new, quality jobs into the City Centre. This policy sets out our general approach. Do you think it can be improved? Please let us know.

Development Portfolio (SS5)

4.52 The Area Action Plan provides the principal vehicle to make sure that sufficient land is brought forward for development. So that the right quantity and quality of development is available in the right location and at the right time. In this way this plan can help facilitate delivery of transformational change within the plan area.

4.53 A mixed use approach sits full square with the modern way of spatial planning and reflects the commercial realities of development within a City Centre location.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.54 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy

SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

SA6 To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new homes are affordable.
SA8 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.

SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

SA15 To increase the attraction of the sub-region as a tourist destination utilising North Staffordshire’s unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.

SA20 To encourage investment in high value added economic development leading to good quality employment opportunities

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.55 PA3 Encourage City Centre living by providing residential neighbourhoods with balanced communities, supported by necessary services

PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level

PA7 Provide an attractive commercial and employment offer to accommodate varying wealth creation needs

Development Options

4.56 Due account has been taken of the planning history of the area, the approved regeneration strategy and developer aspirations to determine potential development options. There is no known insurmountable utility or infrastructure providers constraint that precludes development. In accordance with the Core Spatial Strategy, Policy CP2, it will be the responsibility of developers to ensure that adequate provision is made to accommodation demands arising from their development.

4.57 Site options have been the subject of a sustainability appraisal which has been undertaken using a set of sustainability appraisal criteria devised for the purpose. These appraisal criteria categories are supported by a number of questions to aid assessment of the site against each issue. The detailed criteria are set out as part of the options appraisal in Appendix F. A summary of options considerations is also set out in the Appendix.

4.58 The full sustainability appraisal and summary appraisal are provided as separate supporting documents. The following policy and table represents those preferred options to come out of the appraisal with an accompanying reasoned justification for carrying those options forward as preferred options.
Policy SS5

The following areas are allocation for mixed use development as shown on the Proposals Map.

- DP1 East and West Precincts
- DP2 Hanley Town Hall
- DP3 Business District
- DP4 City Centre West (Tesco site)
- DP5 Clough Street (South)
- DP6 Etruria Road (West)
- DP7 Etruria Road (East)
- DP8 Town Road
- DP9 Potteries Shopping Centre Extension
- DP10 Waterloo Road (West)
- DP11 Cobridge Road (East)

Retail, office, hotel and leisure development will only be acceptable in DP5; DP6 and DP7 when need can be demonstrated and proposed development would demonstrably not harm the regeneration prospects of the primary shopping core.

4.59 The following pages set out more details for each of the development proposals.

4.60 Identification of a key development opportunity site should not be taken to imply wholesale comprehensive redevelopment of the area and relocation of current uses elsewhere. The allocation indicates the opportunity and potential direction for change. Detailed proposals will merge from site specific assessment taking account of stakeholder interests.
East and West Precincts (Ref DP1)

Location
Land to the north and west of the Potteries Way either side of Old Hall Street and Lichfield Street as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
Private and City Council owned. Total area approx. 4.95 hectares.

Existing uses including
A1 retail premises, bus station, car parks, offices and public houses.

Appropriate land uses
Retail led mixed use with complimentary City Centre uses e.g. Shops (A1); Restaurants and Cafes (A3); Drinking Establishments (A4); Offices (other than financial and professional, B1a); Hotels (C1); Dwellings (C3) and Assembly and Leisure (D2).

Delivery of preferred option
Joint venture for mixed use regeneration between City Council and prospective developers. Delivery requires further land assembly and securing necessary planning and highway authorisations. Delivery is a short term priority.

Key Development Requirements

- Mixed use retail led redevelopment opportunity. The scheme offers the potential to provide about 25,000 – 30,000 square metres increase in retail floorspace.
- High quality public open space and pedestrian linkage to primary shopping area.
- High quality landmark design, public art and active frontages to pedestrian areas.
- Provision of a new bus station/interchange with effective integration into the public transport network.
- Provision of agreed strategic car parking facilities to serve the proposed development and the City Centre.

S106 requirements
- Appropriate contribution to delivery of City Centre public realm and other necessary developments not otherwise covered by the joint venture development agreement.
- Appropriate contribution to necessary off site transport infrastructure and maintenance.
Hanley Town Hall (Ref DP2)

Location
Land between Albion Street, John Street and Lichfield Street as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
Primarily City Council owned. Total area approx. 0.92 hectares.

Existing uses including
Hanley Town Hall, Victoria Hall, car park, utility station.

Appropriate land uses
Conversion/development of the area and buildings for Offices (other than financial and professional, B1a); Hotels (C1) and Assembly and Leisure (D2).

Delivery of preferred option
Joint venture for mixed use regeneration between the City Council and prospective developers. Delivery requires further land assembly and securing necessary planning and highway authorisations. Delivery depends upon capturing market led demand for these facilities associated with the growing vibrancy of the City Centre.

Key Development Requirements

- Heritage appraisal and conservation programme to form part of the proposed analysis.
- Creation of active frontages and good linkages to pedestrian areas.
- Provision for vehicular access and servicing.
- Provision for displaced current activities as part of an agreed scheme.

S106 requirements

- Conservation programme.
- Appropriate contribution towards public art and the wider City Centre public realm developments.
- Appropriate contribution to necessary off site transport infrastructure and maintenance.
Business District (Ref DP3)

Location
Land between Broad Street, Warner Street and the Potteries Way as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
Private and City Council owned. Total area approx 3.8 hectares

Existing uses including
Former Unity House offices, offices, A1 retail premises.

Appropriate land uses
Office led mixed use development with complementary City Centre uses e.g. Offices (other than financial and professional, B1a); Restaurant & Cafes (A3) and Dwellings (C3).

Delivery of preferred option
Joint venture for mixed use regeneration between City Council, Advantage West Midlands and prospective developers. Delivery requires further land assembly and securing necessary planning and highway authorisations. Delivery is a short term priority.

Key Development Requirements

- Mixed use office led redevelopment opportunity. The scheme offers the potential to provide over 50,000 sq. metres of office floorspace and over 130 residential units.
- High quality public open space pedestrian linkage to primary shopping area.
- High quality landmark design, public art and active frontages to pedestrian areas.
- Development should take full account of public transport integration particularly to Stoke Railway Station and the University Quarter and towards primary shopping area to north-east.
- Provision of agreed strategic parking facility to serve the proposed development the City Centre.
- Heritage appraisal and conservation programme to form part of the proposed analysis.

S106 requirements

- Appropriate contribution to delivery of City Centre public realm and other necessary developments not otherwise covered by the joint venture development agreement.
- Appropriate contribution to necessary off site transport infrastructure and maintenance.
City Centre & Etruria Road Corridor Area Action Plan
Mixed Use - Key Development Opportunity Sites

City Centre West (Tesco Site) (Ref DP4)

Location
Land to the north and south of Clough Street (East) and east of Potteries Way extension to Etruria Road as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
City Council and Private Ownership. Total area approx. 6.3 hectares.

Existing uses including
Car Parking, business premises.

Appropriate land uses
Shops (A1) and Potteries Way extension. This will provide about 7,000 square metres increase in retail floorspace.

Delivery of preferred option
Construction of the replacement Tesco superstore has the benefit of planning permission and site preparation has commenced.

Key Development Requirements

• Development to be in accordance with the extant planning permission.
City Centre & Etruria Road Corridor Area Action Plan
Mixed Use - Key Development Opportunity Sites

Clough Street (South) (Ref DP5))

Location
Land to the south of Clough Street (West) as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
Mix of Private Owners. Total area approx. 5.9 hectares.

Existing uses including
Business premises and vacant land.

Appropriate land uses
Employment/residential mixed use including Shops (A1); Business (B1); General Industry (B2) and Dwellings (C3).

Delivery of preferred option
Comprehensive regeneration scheme preferred - joint venture between landowners and prospective developers. Delivery subject to sequential assessment and projected impact on city centre regeneration prospects.

Key Development Requirements
- Mixed redevelopment opportunity for employment/residential mixed use development. Developers would be required to demonstrate B1a office development cannot be accommodated within high density development within the business district or City Centre. The scheme could provide about 3 hectares of commercial development land.
- Retail/leisure development will only be appropriate if there is a defined and proven need for the scheme having had regard to the sequential test; the hierarchy of centres; scale; type of development and flexibility of format. Developments in this location will not individually or cumulatively harm the vitality or viability of the centre or significantly increase the need to travel by car.
- High density town housing. This land could provide about 140 residential units.
- High quality pedestrian linkage towards the City Centre.
- Must be of high quality design.

S106 requirements
- Appropriate contribution to necessary off site transport infrastructure and maintenance investment
- High quality open space within the development
- Affordable housing to meet local needs as required
**Etruria Road (West)** (Ref DP6)

**Location**
Land between Etruria Road and Clough Street (West) as shown on the Proposals Map and referred to in Policy SS5.

**Ownership/Area**
Mix of Private Owners. Total area approx. 9.8 hectares.

**Existing uses including**
Commercial and business premises, public house, restaurant and vacant land.

**Appropriate land uses**
Employment and residential mixed use including Business (B1); Dwellings (C3); Shops (A1); Restaurants & Cafes (A3) and Hotels (C1).

**Delivery of preferred option**
Comprehensive regeneration scheme preferred - joint venture between landowners and prospective developers. Delivery subject to sequential assessment and projected impact on city centre regeneration prospects.

**Key Development Requirements**
- Mixed redevelopment opportunity for employment/residential mixed use development. Developers would be required to demonstrate B1a office development cannot be accommodated within high density development within the business district or City Centre. The scheme could provide about 4.8 hectares of commercial development land.

- Retail development will only be appropriate if there is a defined and proven need for the scheme having had regard to the sequential test to site selection; the hierarchy of centres; scale; type of development and flexibility of format. Developments in this location will not individually or cumulatively harm the vitality or viability of the centre or significantly increase the need to travel by car.

- High density town housing. The land could provide about 150 - 200 residential units.

- High quality pedestrian linkage towards the City Centre with pedestrian connectivity across new section of link road. Landscaping scheme and improved environment to Etruria Road.

- Must be of high quality design and provide landmark buildings and development frontage to Etruria Road.

- Development should take full account of public transport integration and proposed business boulevard public transit route between Festival Park and the City Centre. Pedestrian access improvements and measures to maximise travel by bus and cycle links including links to adjacent Development Opportunity Areas.

**S106 requirements**
- Appropriate contribution to necessary off site transport infrastructure and maintenance investment
- High quality open space within the development.
- Affordable housing to meet local needs as required.
City Centre & Etruria Road Corridor Area Action Plan
Mixed Use - Key Development Opportunity Sites

_Etruria Road (East)_ (Ref DP7)

**Location**
Land south Etruria Road (East) as shown on the Proposals Map and referred to in Policy SS5.

**Ownership/Area**
Private Ownership. Total area approx. 1.5 hectares.

**Existing uses including**
Commercial and business premises for retail bulky goods and meat sales and vacant land.

**Appropriate land uses**
Employment mixed use including Business (B1); Dwellings (C3); Shops (A1); Restaurants & Cafes (A3) and Hotels (C1).

**Delivery of preferred option**
Comprehensive regeneration scheme preferred - joint venture between landowners and prospective developers. Delivery subject to sequential assessment and projected impact on city centre regeneration prospects.

**Key Development Requirements**

- High quality employment led regeneration. Developers would be required to demonstrate B1a office development cannot be accommodated within high density development within the business district or City Centre. The scheme could provide about 1 hectares of commercial development land.

- Retail/leisure development will only be appropriate if there is a defined and proven need for the scheme having had regard to the sequential test to site selection; the hierarchy of centres; scale; type of development and flexibility of format. Developments in this location will not individually or cumulatively harm the vitality or viability of the centre or significantly increase the need to travel by car.

- High density residential development. The land could provide about 30 - 50 residential units.

- High quality pedestrian linkage towards the City Centre with pedestrian connectivity across new section of link road. Landscaping scheme and improved environment to Etruria Road.

- Must be of high quality design on the gateway corner site to Etruria Road and the City Centre. Development adjacent to Etruria Road must be of a high quality to reflect its prime position.

- Development should take full account of public transport integration and the proposed business boulevard public transit route between Festival Park and the City Centre. Pedestrian access improvements and measures to maximise travel by bus and cycle links including links to adjacent Development Opportunity Areas.

**S106 requirements**

- Appropriate contribution to necessary off site transport infrastructure and maintenance investment
- High quality open space within the development.
- Affordable housing to meet local needs as required.
**Town Road** (Ref DP8)

**Location**
Land between Town Road and Potteries Way as shown on the Proposals Map and referred to in Policy SS5.

**Ownership/Area**
Mix of Private Owners. Total area approx. 2.01 hectares.

**Existing uses including**
Mix of commercial and business premises, night-clubs and retail premises

**Appropriate land uses**
Mixed use including Shops (A1); Restaurants & Cafes (A3); Offices (other than financial and professional, B1a); Dwellings (C3) and Assembly and Leisure (D2).

**Delivery of preferred option**
Comprehensive regeneration scheme preferred – developer led. Delivery requires further land assembly and securing necessary planning and highway authorisation. Delivery is a medium to long term priority.

**Key Development Requirements**
- Mixed redevelopment opportunity for residential, retail, leisure and commercial regeneration. Scale of additional potential development to be determined.
- Linkage with the primary shopping streets around Potteries Shopping Centre and Upper Market Square.
- Must be of high quality design and provide landmark and active frontage specifically to Town Road and Huntbach Street and should not turn its back on to Potteries Way.
- Development should take full account of public transport integration.

**S106 requirements**
- Appropriate contribution towards public art and the wider City Centre public realm developments.
- Appropriate contribution to necessary off site transport infrastructure and maintenance.
Potteries Shopping Centre Extension (Ref DP9)

Location
Land to the north of Potteries Shopping Centre between Potteries Way, Bryan Street and Town Road as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
Private and City Council owned. Total area approx. 1.83 hectares.

Existing uses including
Commercial, retail and car parking

Appropriate land uses
Retail led mixed use with complementary City Centre uses e.g. Shops (A1); Restaurants & Cafes (C3) and Assembly and Leisure (D2).

Delivery of preferred option
Comprehensive regeneration scheme preferred – developer led. Delivery requires further land assembly and securing necessary planning and highway authorisation. Delivery is a medium to long term priority.

Key Development Requirements

- Mixed use retail led redevelopment opportunity for retail led mixed use. Potential to accommodate substantial additional retail floorspace. Precise scale to be determined.

- High quality public open space and pedestrian linkage to primary shopping area

- Must be of high landmark quality design, public art and active frontages to pedestrian areas. The development should not turn its back onto Potteries Way.

- Provision of agreed strategic car parking facilities to serve the proposed development and the City Centre.

- Development should take full account of public transport integration including the proposed public transport corridor along Stafford Street and replacement bus station. Pedestrian access improvements and measures to maximise travel by bus and cycle links, linking to City Centre pedestrian priority areas.

S106 requirements

- Appropriate contribution to delivery of City Centre public realm and other necessary developments not otherwise covered by the joint venture development agreement.

- Appropriate contribution to necessary off site transport infrastructure and maintenance.
City Centre & Etruria Road Corridor Area Action Plan
Mixed Use - Key Development Opportunity Sites

**Waterloo Road (West) (Ref DP10)**

**Location**
Land at Waterloo Road / York Street / Century Street / New Century Street, Hanley as shown on the Proposals Map and referred to in Policy SS5.

**Ownership/Area**
Private. Total area approx. 5.6 hectares.

**Existing uses including**
Vacant land, hostel and employment.

**Appropriate land uses**
Shops (A1); Hotels (C1); Assembly and Leisure (D2) and Potteries Way extension. This will provide about 12,000 sq. metres of retail floorspace.

**Delivery of preferred option**
The scheme has the benefit of planning permission and site preparation has commenced.

**Key Development Requirements**

- Development to be in accordance with the extant planning permission.
Cobridge Road (East) (Ref DP11)

Location
Land east of Cobridge Road and south of Century Street as shown on the Proposals Map and referred to in Policy SS5.

Ownership/Area
Private. Total area approx. 1.32 hectares.

Existing uses including
Commercial uses.

Appropriate land uses
Employment/residential mixed use including Offices (other than financial and professional, B1a); Light Industry (B1c) and Dwellings (C3).

Delivery of preferred option
Comprehensive regeneration scheme preferred - joint venture between landowners and prospective developers. Office development to be subject to sequential assessment.

Key Development Requirements
- Mixed redevelopment opportunity for employment/residential mixed use development. Developers would be required to demonstrate B1a office development cannot be accommodated within high density development within the business district or City Centre. The scheme could provide about 1 hectare of commercial development land.

- Retail/leisure development will only be appropriate if there is a defined and proven need for the scheme having had regard to the sequential test; the hierarchy of centres; scale; type of development and flexibility of format. Developments in this location will not individually or cumulatively harm the vitality or viability of the centre or significantly increase the need to travel by car.

- High density town housing. This land could provide about 20 residential units.

- High quality pedestrian linkage towards the City Centre.

- Must be of high quality design.

S106 requirements
- Appropriate contribution to necessary off site transport infrastructure and maintenance investment
- High quality open space within the development
- Affordable housing to meet local needs as required
Reasoned Justification

4.61 The preferred site options provide a balanced mixed use approach recognising those recent planning commitments at Waterloo Road/ Vale Place and the Tesco development proposal at Clough Street as well as proposed development opportunities to meet developer requirements and regeneration aspirations. Representations made at the Issues and Options stage confirmed that individuals and businesses with a vested interest in the future of the City Centre considered that the Area Action Plan should positively promote regeneration and in particular recognise the importance of mixed use development schemes.

4.62 In terms of the economy, identified sites would provide opportunities to attract new business and jobs to the City Centre for a variety of types of business. The business district, along with opportunities within the City Centre core area, will provide for high quality, high density development, whilst opportunities along Etruria Road and Clough Street provide for complimentary business uses alongside commercial developments and residential opportunities on the outskirts of the centre. The range of uses appropriate in these locations also include tourism and leisure. Retail development along Etruria Road however would need to be demonstrated as being appropriate and should follow the sequential approach to site selection.

4.63 Opportunities for City Centre living have been identified. Provision for at least 500 dwellings can be made on a variety sites including Trinity Street, Sampson Street and sites around Century Street and Cobridge Road in line with developer aspirations, as well as providing for an element of residential use within the Business District and East and West Precincts.

4.64 Retail development is identified principally at East West Precinct, as set out within Policy SS1 and 2 of this Area Action Plan and in line with the Core Spatial Strategy. This mixed use development opportunity site also addresses the need for complimentary uses such as offices or housing but more particularly restaurants, cafes and scope for a hotel.

4.65 Making sure developments on these opportunity sites are appropriate and carried out in a manner which is complimentary is critical to the success of the strategy and overall vision. The site development proforma sets out how each of the new proposal sites could be developed, the key developer requirements and considerations along with the provision of infrastructure, landscaping public realm and open space as appropriate. Developments should be high design quality and accessible to all the city’s users. These site allocations aim to deliver the vision and sit well within the spatial strategy framework.

Monitoring

4.66 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.67 We want to make sure that we have identified enough development opportunity land; provide choice and contribute towards taking the City Centre forward. It must be emphasised that these draft proposals are not written in tablets of stone. This is your opportunity to indicate what modifications you may wish and why? It would be helpful if you would confirm whether or not you think this is the right way forward for change of our City Centre?
**Hope Village (SS6)**

4.68 The City Centre Development Framework and Investment Strategy identified the opportunity to create a residential led mixed use quarter at Hope Village. Landowners have expressed aspirations to bring forward piecemeal developments. Further discussions are required to develop a comprehensive, integrated strategy for the area. The following policy is a step in that direction.

**Links to Strategic Aims in the North Staffordshire Core Spatial Strategy**

4.69 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA4 To create a more sustainable urban environment through appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban living.

SA5 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

**Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)**

4.70 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA3 Encourage City Centre living by providing residential neighbourhoods with balanced communities, supported by necessary services

---

**Policy SS6**

Hope Village will be developed as a residential led mixed use area designed to secure the objectives of

- providing high density city living opportunities
- developing leisure facilities which respect the sensitivities of neighbours and can be managed in a safe manner
- to introduce and develop the full range of city centre uses which complement the regeneration aspirations set out in this plan
- improving access through and to surrounding areas.
Reasoned Justification

4.71 This is an area of considerable latent potential situated between the primary shopping core and new focal points of activity alongside the Potteries Way.

4.72 The area is in a multiplicity of ownerships and lacks cohesion.

Implementation

4.73 Dialogue is required with local stakeholders to determine a coherent strategy for the area where each component has a part to play and a clear role can be determined for regeneration partners and funding to facilitate the sustained regeneration of the area.

Monitoring

4.74 Details of how this policy will be monitored are set out in Section 5.

What Do You Think?

4.75 Do you agree with this approach?
Phasing of Major Retail Development (SS7)

4.76 National planning policy indicates that retail provision should be made for the first five years of the plan period although having regard to the complexities of City Centre regeneration a longer time period may be appropriate.

4.77 Permitted retail developments, including completion of the Potteries Way, are being brought forward in the form of superstore development (Tesco) and retail and leisure park development south west of Waterloo Road.

4.78 The best available information regarding projected retail needs is provided in the North Staffordshire Retail and Leisure Study 2005.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.79 SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.80 PA2 Create an attractive, distinctive and welcoming environment with new and improved, active public open spaces, distinctive gateway buildings and well designed buildings and spaces

PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level

Policy SS7

Priority should be given to bringing forward the East and West Precinct retail led mixed use development scheme. Other retail development schemes should not prejudice delivery of that strategic priority.

Reasoned Justification

4.81 The importance of establishing a second magnet of retail attraction in the City Centre has been dealt with earlier. This policy confirms the priority to deliver that project. The City Centre is working in partnership with the development industry to secure delivery of that scheme as soon as reasonably possible.

Implementation

4.82 This policy will be used to determine the phasing of major retail development by the City Council.

Monitoring

4.83 Details of how this policy will be monitored are set out in Section 5.

What Do You Think?

4.84 Do you agree with this priority?
Community, Leisure and Tourism (SS8)

4.85 As set out in PPS6 a diversity of uses in centres makes an important contribution to their vitality and viability. Different but complementary uses, during the day and in the evening, can reinforce each other, making town centres more attractive to local residents, shoppers and visitors. Indeed heritage and culture are key components in attracting more visitors to the city and it will be important to protect North Staffordshire’s unique heritage whilst offering improved facilities including work space and exhibition areas.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.86 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy

SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA15 To increase the attraction of the sub-region as a tourist destination utilising North Staffordshire’s unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.87 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level

Policy SS8

New high quality community, leisure and tourism initiatives will be encouraged within the Plan Area. Such developments should be in locations which are appropriate to the use proposed and would not prejudice the development of identified key opportunity sites referred to in Policy SS5. Developments should include quality walking, cycling and open space environments including public art.

Reasoned Justification

4.88 The preferred policy complements regeneration aspirations and complies with regional and national planning policy. It would allow for growth and development of new high quality community, leisure and tourism initiatives within the City Centre whilst protecting existing assets and ensuring development is complimentary to the strategy, vision and identified opportunities. To only protect the level of current provision, would have the
result of constraining future development and therefore not allowing the City Centre to meet the vision of regeneration aspirations.

Implementation

4.89 This provides the framework for managing change in the City Centre. Implementation of the Cultural Strategy will be led by the North Staffordshire Regeneration Partnership

Monitoring

4.90 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.91 We want to maximise the contribution that leisure, culture and tourism can play towards improving the economy and vitality of the City Centre without being unduly prescriptive. Do you think we have the right approach?

Superstores and Retail Parks (SS9)

4.92 Retailing is highly competitive, however the focus, as outlined in previous policies, should be on the role of the core of the City Centre and its continued success. Recognising the role of retail warehouse parks in supporting the centre is important, but recognising that these should not be at the expense of quality in-centre shopping facilities where people are able to benefit from a range of shops, services bars, restaurants as well as housing and employment opportunities all in one place, and accessible by public transport are also important.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.93 SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA4 To create a more sustainable urban environment through appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban living.
SA10 To focus large scale office and retail development within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.94 PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level

Thematic Options

Policy SS9

Existing and Proposed Retail Warehouse Parks, Leisure Parks and Superstores are shown on the Spatial Vision Diagram.

Reasoned Justification

4.95 There have been a number of recent planning proposals in the city including the provision of a retail/leisure warehouse park on the edge of the City Centre at Waterloo Road/Vale Place and development of the replacement Tesco superstore. In line with Core Spatial Strategy Policies CP19 and CP20 competitive urban centres are essential to the prosperity of North Staffordshire. These retail warehouse parks accommodate large stores specialising in the sale of bulky household goods (such as carpets, furniture and electrical goods), DIY items and other similar ranges of goods which sometimes cannot be accommodated within the primary shopping core. These existing and committed areas should be recognised for their contribution to the retail market within the city and, more importantly, to ensure these areas can operate within defined boundaries to ensure they do not become imbalanced in relation to the primary retail area.

4.96 A large increase in the size and capacity of retail warehouse parks would be contrary to regional and national planning policy and would severely undermine the regeneration aspirations in North Staffordshire and the vitality and viability of the city centre and other centres within Stoke-on-Trent. The Retail and Leisure Study 2005 indicates that there is no projected need for further out-of-town retail/leisure parks in the plan period, and that growth in retailing should be directed to supporting the primary retail core. Unless a clearly defined need can be demonstrated for a specific retail operator outside the identified existing and proposed retail warehouse parks, following a full sequential assessment of available sites there is no further need for additional out-of-centre retailing on the basis of current information.

4.97 However, in the event that over the fifteen – twenty year plan period such facilities are proven to be necessary, then it would be preferable to locate such facilities along the Etruria Road Corridor where it would complement Octagon Park and Superstores,
help to rejuvenate the Business Boulevard; accommodate retail operations which cannot reasonably find a home in the Primary Shopping core and truly complement rather than compete with the City Centre offer. Each specific case would be subject to sequential testing.

4.98 This approach provides the certainty required to support investor confidence as well as flexibility to accommodate proven needs in locations where they best serve the overall regeneration of the City Centre.

Implementation

4.99 This provides the planning framework to manage change in the City Centre.

Monitoring

4.100 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.101 The policy sets out the approach to the location of superstores and retail parks within the City Centre. Do you agree with this approach or not? Please let us know, together with your reasoned justification.

Cultural Quarter (SS10)

4.102 North Staffordshire is fortunate in terms of possessing a strong cultural identity. The City Centre significantly contributes to this identity in terms of its provision of existing theatres, cultural venues, bars and restaurants within a closely defined area. The designation of the Cultural Quarter arose from the adoption of the City Plan in 1993. The quarter has therefore long been established and now has wide renown. The first option is to recognise the quarter goes some way in meeting objectives to respect the existing history and cultural character but does not go far enough to meet the city’s aspirations. Growing the Cultural Economy is recognised through the work of Culture West Midlands. The importance of recognising the Cultural Quarter within this Area
Action Plan was identified at the issues and options stage. Various organisations including English Heritage commented that specific recognition should be made to the areas heritage assets.

**Links to Strategic Aims in the North Staffordshire Core Spatial Strategy**

4.103 SA15 To increase the attraction of the sub-region as a tourist destination utilising North Staffordshire’s unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.

**Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)**

4.104 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA7 Provide an attractive commercial and employment offer to accommodate varying wealth creation needs

**Policy SS10**

Proposals for leisure, cultural and tourism and related uses will be encouraged where they contribute towards the city’s heritage, employment, particularly in respect of the cultural and creative industries, culture and unique qualities. Within the defined Cultural Quarter, as shown on the Proposals Map, planning permission will not be granted for uses which adversely impact upon the special character and environmental quality of the Cultural Quarter such as A5 uses which involve the consumption of hot food off the premises.

**Reasoned Justification**

4.105 The preferred policy recognises the importance of the Cultural Quarter therefore whilst positively encouraging new complimentary uses, and actively discouraging uses in this particular area which would be detrimental to the existing provision.

4.106 This is in line with current ‘saved’ planning policy, where policies within the City Plan 2001 were supported and strengthened through supplementary planning guidance in order to encourage and promote appropriate uses in the Cultural Quarter and react to pressures within the area for further potentially inappropriate uses such as hot food takeaways. This option seeks to carry the same approach forward.
4.107 To promote an approach of encouraging all types of developments within the cultural quarter would not fit with the aspirations, vision and policy aims of the Area Action Plan, as detailed within Section 3 of this plan, as it would not help to raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities.

Implementation

4.108 Implementation of a cultural development strategy will be led by the North Staffordshire Regeneration Partnership as a high priority.

Monitoring

4.109 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.110 We want to ensure that the City Centres unique cultural and heritage quality is preserved and enhanced. Do you agree with the preferred policy approach? Please let us know.

Public Realm (SS11)

4.111 The City Centre has a number of existing open spaces such as Fountain Square and Tontine Square at the heart of the shopping core. These existing spaces are important focal points, providing public space for events, socialising and relaxing. The City Council has commissioned consultants following an Urban Design competition to produce detailed designs which will ensure that the function and appearance of the City Centre in terms of its public spaces will be improved and enhanced. The deliverability of this project should be supported through this Area Action Plan and by appropriate contributions from regeneration schemes taking advantage of the increased quality of the public realm.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.112 SA4 To create a more sustainable urban environment through appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of more healthy urban living.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.113 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

PA2 Create an attractive, distinctive and welcoming environment with new public open spaces, distinctive gateway buildings and well designed, high quality buildings and spaces which set new high standards of design for the city as a whole

PA4 Develop City Centre magnets of attraction to extend and enrich the range, quantity and quality of retail, leisure and tourism attractions at a sub-regional level
PA5 Improve access to and within the City Centre for all its users

PA6 Develop a strategy to promote a lively evening and night-time economy whilst ensuring a safe and secure environment through good design and development linkage

Policy SS11

Public space will be created to enhance the environment for people in the City Centre. These will be vibrant places located on and linked by key pedestrian routes, the cycle network and public transport stops and will provide an area protected from the negative effects of motorised transport.

Existing and proposed public open spaces are shown on the Proposals Map. These and the interlinking public realm between will be managed to achieve the following:

a) A large new space for City centre activities
b) Add value to new development by creating open areas of character and identity and encouraging people to stay longer.
c) Create a network of spaces to increase vitality and awareness of the open space and provide for a more diverse range of activities and events for city centre residents, visitors and the local population.
d) Ensure that open space is high quality, robust, illuminated, and easy to maintain
e) Provide open space that is easily overlooked with a high degree of passive security.
f) Ensure open space provision links Central Forest park at the north of the city centre to Hanley Park to the south
Reasoned Justification

4.114 The planning system has a key role to play in encouraging schemes that make a positive contribution to the area and can, through this Area Action Plan, promote new public open space provision and development of key gateway buildings and features which should come forward as part of comprehensive development opportunities and through the urban design competition. Comments made at the issues and Options stage confirm this view. The Area Action Plan needs to encourage developers who want to invest in the city to work with the Council to deliver high quality public realm initiatives through new developments. Such spaces can ultimately provide a network of usable public open space to connect the various areas within and beyond the City Centre, along key corridors through improving the links between surrounding open spaces, Parks and Canal towpaths. Clear signage and features at key gateways to the City Centre can help in developing a positive City Centre image and profile and giving a sense of place and identity.

4.115 The Council for the Protection of Rural England through their representation at the issues and options stage commented on recognising and enhancing the value of the existing open space network which serves to support the character and accentuates the topography and historic development of the area. The preferred option allows for this, as identified on the Proposals Map.

4.116 Alongside a proactive approach to setting out where open space provision should be encouraged planning policy for the City Centre can help raise design standards, set out how open space should be developed and highlight the design principles to be considered. The preferred policy therefore sets out that open space provision should be of a high quality, should be robust and easy to maintain whilst also achieving a standard and design which makes the space safe, useable and allows for a wide range of uses and flexibility. The Development Opportunity Area proformas provide further guidelines as to where new open space provision should be made within the identified preferred mixed use sites (Policy SS5).

Implementation

4.117 Work is in hand to deliver a step change in the public realm initiated by the North Staffordshire Regeneration Partnership and funded from the public purse and from developer contributions.

Monitoring

4.118 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.119 We want to ensure that the City Centre public realm helps to create a more healthy urban living and working environment and exciting space for visitors to enjoy. Do you agree with the preferred policy approach? Please let us know. If not what do you suggest as a practical alternative?
Transport and Accessibility (SS12)

4.120 As set out in the North Staffordshire Core Spatial Strategy there are major accessibility and congestion problems in and around Stoke-on-Trent, which if not addressed will continue to have an ever worsening effect on our economy, environment and quality of life. If the vision, strategy and aims of this Area Action Plan for the City Centre are to be realised a do nothing option which seeks to only identify the current position, is not viable.

4.121 There needs to be a shift to more sustainable forms of transport, including public transport and to a culture change that encourages more walking and cycling. This is where a balanced approach for planning for the City Centre, and indeed beyond the City Centre limits, can help make a difference to how the infrastructure of the city can change for the better for future generations.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.122 SA1 To meet the overall development requirements for the sub-region in accordance with the approved West Midlands Regional Spatial Strategy.

SA2 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport modes other than the private car.

SA12 To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.123 PA5 Improve access to and within the City Centre for all its users
Policy SS12

All development proposals must make adequate provision to accommodate travel needs generated by them and make provision for sustainable modes of travel. The City Council will seek to:

a) Comprehensively review detailed bus and taxi routing and associated facilities within the Potteries Way to support the sustained regeneration of the city centre having regard to the requirements of operators; the travelling public and other road users.

b) Promote the use of cycling and walking throughout the city centre in particular creating a quality environment between the Potteries Shopping Centre, East West Precinct and Bus Station and the Business District and Cultural Quarter and make provision for cycle facilities and, where appropriate, enhance the National Cycle Network Route (NCN5) which runs through the City Centre.

c) Complete the Potteries Way ring road and reduce the barriers provided by the Potteries Way to pedestrian movement. The environment at the gateways will need to be improved for all modes of transport to create a sense of arrival to the City Centre. The completion of links to the west of the City Centre will provide opportunities to reallocate transport capacity to sustainable transport within the ring road and rationalise traffic management to strategic parking sites and delivery/servicing needs.

d) Redevelop and/or relocate the bus station to provide a high quality interchange at the centre of North Staffordshire’s passenger transport services. This interchange will need to provide a high quality and safe environment to meet the needs of increasing numbers of passengers from improvements to existing bus services, extra services from development areas and park and ride services.

e) Concentrate the car-parking offer into strategic locations to rationalise traffic movements. This will principally be in the form of multi-storey parking at the Potteries Shopping Centre, Meigh Street, East West Precinct and in the vicinity of the Business District, as identified on the Proposals Map. Park and ride services elsewhere in the City will reduce demand for parking and traffic levels to and in the City Centre.

Reasoned Justification

4.124 Achieving a culture change requires substantial investment for example upgrading public transport systems, together with investment in cycling networks, green corridors, measures to improve air quality and partnership working to bring projects forward.

4.125 This Area Action Plan has identified options for improvements to the level of retail provision, encouraging and promoting sites for offices, housing, leisure and tourism uses set around a proactive policy approach to ensuring a better City Centre environment and public realm. These measures can only be achieved in a way which will help deliver the vision for the City Centre if transport and access policies enable a balanced approach which provides for a shift to more sustainable forms of transport, including public transport. Representations made at the issues and options stage identified the importance of connecting the City Centre through an improved transport system to and from other parts of the Major Urban Area.
4.126 The preferred policy identifies ways to improve public transport provision, whereby public and alternative modes of travel other than the private car will have greater priority. The preferred policy also supports provision of a state of the art bus station in conjunction with development aspirations at East West Precinct.

4.127 By supporting methods to improve the City Centre environment for cyclists and pedestrians this will support Core Spatial Strategy policy CP31 in seeking to reduce the reliance on the private car. The preferred policy aims to reduce car dominance in the City Centre by ensuring there are more useable, good quality pedestrian crossing points across the existing and proposed extension to Potteries Way.

4.128 The new Potteries Way extension will also support proposals to improve the centre for pedestrian and cyclists, and through ensuring improved parking provision at strategic parking areas around the city will also provide better facilities for those people who still need to travel into the city by car.

4.129 A recent audit of the City Centres car parks showed that whilst some car parks are very busy, others were much underused identifying deficiencies in quality parking places in accessible gateway locations. The policy advocates a balanced approach and some of the development opportunity sites include car parking areas to help rationalise and improve the quality of parking provision, placing the emphasis too much toward the private car will further significantly increase congestion and would not meet sustainable development objectives.

4.130 The preferred policy draws on work carried out as part of the transport and movement strategy for the City Centre. This work is ongoing at the detailed level. It is essential that both existing and newly generated traffic is managed in order to ensure the most effective use of the existing transport infrastructure. The above measures provide a starting point in improving the transport infrastructure and accessibility of the City Centre and may need to be reviewed as this Area Action Plan progresses through to adoption in line with an assessment of development opportunities throughout the City Centre.
Implementation

4.131 A detailed strategy and programme is being prepared. This will be delivered from a cocktail of public and private sector resources.

Monitoring

4.132 The outputs and outcomes of the transport strategy will be monitored through the North Staffordshire Local Transport Plan.

What do you think?

4.133 The importance of travel and transport improvements in the City Centre to aid regeneration and investment whilst ensuring we develop the sustainable development agenda cannot be underestimated. Have we got the balance right in this preferred policy? Please let us know.

Features of Heritage Importance (SS13)

4.134 Protecting and enhancing key buildings of historic interest is a key component in a strategy for the City Centre which both preserves and enhances its culture, identity and unique qualities whilst planning a future for the City Centre which respects its character. Heritage and urban design make a considerable contribution to the socio-economic, cultural and physical regeneration of the City Centre.

Links to Strategic Aims in the North Staffordshire Core Spatial Strategy

4.135 SA 14 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.

Links to City Centre and Etruria Road Corridor Area Action Plan Policy Aims (PA)

4.136 PA1 Raise the City Centre profile and provide a positive City Centre image which respects and enhances the city’s heritage, culture and unique qualities

Policy SS13

The following features are identified on the Proposals Map:

a) Existing Conservation Area and potential extensions; and
b) Listed Buildings

Reasoned Justification

4.137 The Regional Spatial Strategy recognises that it is important to consider historic townscapes as a whole to understand what gives an area its sense of place and identity. In line with regional and national planning policy it is essential that the Area Action Plan for the City Centre identifies those buildings of special and historic interest and ensures that the historic relationship of these buildings as a whole is recognised.
4.138 English Heritage have strongly promoted characterisation as part of the regeneration agenda and commented at the issues and options stage regarding the importance of recognising and enhancing the City Centre’s existing historic assets stating that the Area Action Plan needs to identify these buildings as assets on the proposals map. The Staffordshire Historic Buildings Trust also supports this and the need to identify a policy approach for adding value to such buildings.

4.139 The conservation area in the City Centre was designated in 1993 entitled The Albion Street Conservation Area. Since then the boundary has not been reviewed. The existing conservation area is shown on the Proposals Map. This existing area is currently being reviewed by the City Council with a view to extending and renaming the conservation area to better reflect its historical importance today. The principles of extension have been addressed in Section 3.

4.140 Protection and enhancement of the historic environment is a key aspect to the City Centre vision and policy aims. It should also adequately reflect the position today. To not identify such areas would be contrary to national and regional planning policy and would loose sight of the City Centres cultural heritage and identity.

4.141 Historically, the designation of conservation areas was often centred on groups of listed buildings but with little or no consideration of their wider context and setting. The preferred policy emphasises the importance of recognising the historic environment today and identifying the existing conservation area boundary and listed buildings as well as the proposal to extend the conservation area within the city centre. The conservation area extension will provide this wider historic context including, for example, non-listed buildings of local interest and their surrounding landscape. Buildings of Special Local Interest for example include fine examples of Victorian and Edwardian commercial buildings such as Webberleys bookshop. Recognition of this important conservation area would be further enhanced if the extended area, once agreed, were entitled the City Centre conservation area which would further promote the centres heritage, cultural identity and image.

Implementation

4.142 These policy considerations will be taken into account when the City Council exercises its functions as local planning authority.

Monitoring

4.143 Details of how this policy will be monitored are set out in Section 5.

What do you think?

4.144 We are proud of our history and believe that our heritage needs to be treated sensitively? Do you agree with the preferred policy?
5. Monitoring and Review
Monitoring

5.1 Monitoring is about measuring progress on the journey towards our vision. Our preferred vision is that;

“To create a thriving, diverse and nationally recognised highly performing City Centre. By 2026 the City Centre will have an expanded core retail shopping area, a new business district, a distinct cultural quarter and provide for a range of City Centre living opportunities not currently available. These developments and others in the private, public and voluntary sector will be set within a network of accessible, attractive, safe and largely traffic free open spaces well served by all forms of public transport. Linkages to and from the City Centre to outlying areas will be capitalised upon through the creation of specific boulevards and welcoming gateways. Mixed use employment, commercial enterprise and residential accommodation not readily able to locate within a completed Potteries Way will be accommodated to the west of the Potteries Way. Destined to grow the City Centre will grow to serve the needs and aspirations of all its user groups.”

5.2 Government guidance suggests that performance of the Local Development Framework (LDF) should be monitored through a series of indicators. These consist of:

a) **Contextual indicators.** These measure changes in the wider social, economic and environmental background against which policies operate. The LDF has no direct control over these but, over time, they will reflect the impact of LDF polices alongside the impact of other strategies such as the community strategy etc. A baseline will be established for these indicators and they will be monitored regularly. Targets, milestones or other performance measures are not appropriate in the LDF and have not been set for these indicators.

b) **Core output indicators.** These are defined by government to achieve a consistent data set for all Local Authorities. A baseline will be established for these indicators and most will be monitored on an annual basis. In most cases targets, milestones or other performance measures will be set in the appropriate LDF document.

c) **Local output indicators.** These are additional indicators, identified through the LDF process, as being relevant to the assessment of whether an objective or policy is meeting its target. A baseline will be established for these indicators and most will be monitored on an annual basis. In most cases targets, milestones or other performance measures will be set in the appropriate LDF document.

d) **Significant effects indicators.** These measure the significant effects of the Local Development Framework policies on sustainability and have been identified by the Strategic Environmental Assessment/ Sustainability Appraisal of the Local Development Framework. A baseline will be established for these indicators and they will be monitored regularly. Where appropriate, targets, milestones or other performance measures will be set in the relevant LDF document.

5.3 The table below shows the range of indicators identified. The list will be reviewed regularly to ensure that it remains relevant and comprehensive.

5.4 Each Area Action Plan Policy has indicator/s identified and the purpose of the monitoring framework is to assess performance against these and therefore the achievement, or otherwise, of the aims of the policy. Progress will be reported in the Annual Monitoring
Report and, where necessary, any actions necessary to review the policy or indicators will be discussed.

5.5 It should be noted that not every indicator will be reported every year. Throughout the process a key aim has been to avoid duplication of effort and wherever possible existing surveys (in-house or external) will be used to derive the indicator data e.g. use of land registry data to monitor house prices. In some cases this may lead to compromise, such as surveys being carried out less frequent than annually, or surveys based on a calendar year rather than the standard monitoring year, or based on a slightly different geographical basis e.g. postcode boundaries which do not exactly replicate local authority boundaries. In order to assist independent analysis of the data the monitoring framework indicates the source of the data, the frequency of reporting and any commentary relevant to the method of data collection.

5.6 The annual monitoring report will be published on our LDF website (www.stoke.gov.uk/ldf). In-house data used to compile the AMR will be published at the same location. Where external data is used the source will be indicated.

Review

5.7 The Area Action Plan and its context will be monitored on an annual basis and will then be subject to review if monitoring highlights such a need. In any event the Area Action Plan will be comprehensively reviewed three years after adoption.
<table>
<thead>
<tr>
<th>AAP Policy Ref</th>
<th>Indicator</th>
<th>Targets / Measures / Milestones</th>
<th>Frequency of monitoring</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS1 – Retail Magnets</td>
<td>Creation of a second retail magnet in the East/West Precincts area</td>
<td>Monitor</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS1 – Retail Magnets</td>
<td>Amount of completed retail floorspace</td>
<td>26,000m² net additional retail floorspace</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS1 – Retail Magnets</td>
<td>Amount of completed complementary floorspace</td>
<td>Monitor</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS2 – Primary Shopping Area</td>
<td>Proportion / mix of uses in defined primary frontages (as per 'use classes order')</td>
<td>Maintain proportion of A1 frontages (baseline survey currently underway)</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS2 – Primary Shopping Area</td>
<td>Proportion / mix of uses in defined secondary frontages (as per 'use classes order')</td>
<td>Maintain proportion of A1 frontages(baseline survey currently underway)</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS2 – Primary Shopping Area</td>
<td>Number of vacant properties in defined primary frontages</td>
<td>Monitor (baseline survey currently underway)</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS2 – Primary Shopping Area</td>
<td>Number of vacant properties in defined primary frontages</td>
<td>Monitor (baseline survey currently underway)</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS3 – City Living</td>
<td>Number of dwellings completed within the AAP boundary</td>
<td>Minimum of 500 net additional by 2026</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS3 – City Living</td>
<td>Number of dwellings completed on sites identified in the AAP (MU1-11)</td>
<td>Notional capacity of 935 units identified</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS4 – Economy and Employment</td>
<td>Amount of completed employment development within the AAP area</td>
<td>15ha</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS4 – Economy and Employment</td>
<td>Amount of completed employment development on sites identified in the AAP (MU1-11)</td>
<td>15ha</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS5 – Site Allocations</td>
<td>Progress in development of sites allocated in the AAP in terms of planning status and physical development</td>
<td>Monitor</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS5 – Site Allocations</td>
<td>Number of dwellings completed on sites identified in the AAP (MU1-11)</td>
<td>Notional capacity of 935 units identified</td>
<td>Annually</td>
<td>In-house surveys</td>
</tr>
<tr>
<td>SS5 – Site Allocations</td>
<td>Amount of completed employment development on sites identified in the AAP (MU1-11)</td>
<td>Notional capacity of 9.5ha identified</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS5 – Site Allocations</td>
<td>Amount of completed business park development on sites identified in the AAP (MU1-11)</td>
<td>Notional capacity of 10.08ha identified</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS5 – Site Allocations</td>
<td>Amount of completed retail development on sites identified in the AAP (MU1-11)</td>
<td>Notional capacity of 60,301m² identified</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS6 – Retail Phasing</td>
<td>Proportion of retail development completed in accordance with the phasing given</td>
<td>100%</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS7 – Community, Leisure &amp; Tourism</td>
<td>Amount of community floorspace completed (m²)</td>
<td>Monitor</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS7 – Community, Leisure &amp; Tourism</td>
<td>Amount of leisure floorspace completed (m²)</td>
<td>Monitor</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS7 – Community, Leisure &amp; Tourism</td>
<td>Amount of tourism floorspace completed (m²)</td>
<td>Monitor</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS7 – Community, Leisure &amp; Tourism</td>
<td>Number of community, leisure and tourism developments completed</td>
<td>6</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>AAP Policy Ref</td>
<td>Indicator</td>
<td>Targets / Measures / Milestones</td>
<td>Frequency of monitoring</td>
<td>Source</td>
</tr>
<tr>
<td>---------------</td>
<td>-----------</td>
<td>---------------------------------</td>
<td>-------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>SS7 – Community, Leisure &amp; Tourism</td>
<td>Number of community, leisure and tourism initiatives introduced</td>
<td>Monitor</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS8 – Superstores and Retail Parks</td>
<td>Amount of floorspace in existing and proposed retail warehouse parks and superstores</td>
<td>No additional floorspace beyond that identified in the AAP</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS9 – Cultural Quarter</td>
<td>Number of hot food takeaways approved in the cultural quarter</td>
<td>No additional</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS9 – Cultural Quarter</td>
<td>Creation of one new contemporary gallery facility enhancing the cultural offer in the cultural quarter.</td>
<td>Monitor</td>
<td>Within 5 years</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS10 – Public Realm</td>
<td>Number of new public spaces created</td>
<td>5</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS10 – Public Realm</td>
<td>Number of improved public spaces</td>
<td>7</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS10 – Public Realm</td>
<td>Number of improved links to adjacent areas</td>
<td>2</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Stafford Street public passenger transport priority corridor Implementation</td>
<td></td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Quality environment between Potteries Shopping Centre, East West Precinct and Bus Station and the Business District and Cultural Quarter</td>
<td>Implementation</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Provision of cycle parking Number of spaces</td>
<td></td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Completion of Potteries Way</td>
<td></td>
<td>Implementation</td>
<td>Annually</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Reduced barriers to pedestrian movement across Potteries Way at 8 key gateways</td>
<td>Number of gateways improved</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Redevelopment / re-location of Hanley Bus Station</td>
<td></td>
<td>Implementation</td>
<td>Annually</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Concentration of car parking into identified strategic locations</td>
<td></td>
<td>Implementation</td>
<td>Annually</td>
</tr>
<tr>
<td>SS11 – Transport &amp; Accessibility</td>
<td>Quality of National Cycle Network (NCN5) enhanced</td>
<td></td>
<td>Implementation</td>
<td>Annually</td>
</tr>
<tr>
<td>SS12 – Features of Acknowledged Importance</td>
<td>Listed buildings and conservation areas</td>
<td>No losses or reduced classification Reduction in numbers / severity of risk</td>
<td>Annually</td>
<td>In house surveys</td>
</tr>
<tr>
<td></td>
<td>• Number and category of buildings listed</td>
<td>Monitor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Buildings at risk</td>
<td>Monitor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Number of locally important buildings</td>
<td>Monitor</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Number of conservation areas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Number of ancient monuments</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6. Next Steps
Next Steps

How can I get involved?

6.1 You may already have been involved through earlier consultation processes. The City Centre and Etruria Road Corridor Area Action Plan builds on work done in developing Stoke-on-Trent’s planning strategies over several years. This includes the Issues and Options consultations in Spring 2005, as well as previous consultations on documents such as Stoke-on-Trent’s First Deposit City Local Plan 2011, sub-regional study work in North Staffordshire to inform the Regional Spatial Strategy revision and various other regeneration strategies and investment programmes including the Housing Market Pathfinder, RENEW North Staffordshire and the North Staffordshire Regeneration Zone.

6.2 A statutory minimum period of 6 weeks will be given for people and organisations to make formal representations on this Preferred Options Report.

6.3 Representations should be made on the official form and within the prescribed timescale. This can be found on the website of Stoke-on-Trent City Council (www.stoke.gov.uk/ldf). They are also available at the Civic Centre, local libraries and local centres across the City. A number of exhibition events will also be taking place within the plan area.

6.4 We hope to speed up the plan making process by being able to record all representations electronically. The representation form on our website can be completed electronically and returned as a pdf document in line with emerging best practice.

6.5 All comments should be sent either by email to: ldf@stoke.gov.uk, or in writing to:

Planning Policy
Regeneration Directorate
PO Box 630
Office of the Council Manager
Civic Centre
Glebe Street
Stoke-on-Trent
ST4 1RF

6.6 Please note that all comments will be made publicly available.

What happens next?

6.7 The City Council will consider carefully all representations received. This document will then be amended, amplified and formally "submitted" to the Government.

6.8 The submitted documents will be made available for another statutory six week period during which additional formal representations can be made.

6.9 If necessary an Examination will be held to consider the representations received during that second submission period. This would be conducted by an independent Government Inspector who will test the ‘soundness’ of the plan. The Inspector’s report will be ‘binding’ on the City Council, which means that we must amend the document in the way instructed.
Jargon Buster

6.10 The new planning system is full of jargon but we have tried to translate this into plain English wherever possible. Nevertheless, sometimes technical terms have to be used because words have precise meanings and we must avoid creating loopholes which can be exploited at a future date. To assist your understanding we have included a basic glossary of technical terms as Appendix G to this document.

6.11 Let us know if you want to see words added to the list. In this way the document can be receptive to your needs.

Further Information

6.12 For further information:

City of Stoke-on-Trent: [www.stoke.gov.uk/ldf](http://www.stoke.gov.uk/ldf) or contact the Planning Policy Team - PO Box 630 Civic Centre, Glebe Street, Stoke-on-Trent, ST4 1RF (tel. 01782 232302)
APPENDIX A

What is a Local Development Framework?

A.1 A Local Development Framework consists of a number of planning policy documents known as Local Development Documents. These will replace the adopted Staffordshire and Stoke-on-Trent Structure Plan and Local Plans covering the City of Stoke-on-Trent. They are being prepared under the terms of the Planning and Compulsory Purchase Act 2004 and will provide a spatial planning framework for the City of Stoke-on-Trent. The West Midlands Regional Spatial Strategy and emerging North Staffordshire Core Spatial Strategy, which also covers the Borough of Newcastle-under-Lyme, provides a strategic planning framework for long term change. The adopted Local Development Framework together with the West Midlands Regional Spatial Strategy will form the statutory Development Plan for the City.

A.2 Local Development Frameworks are made up of a portfolio of documents each with a different role to perform. They include a Core Spatial Strategy and other Development Plan Documents (DPDs) which set out more detailed policies and proposals for implementing the Core Strategy, see the diagram below.

Source: Office of the Deputy Prime Minister (ODPM)

A.3 The new planning system is seen as a real opportunity to provide a comprehensive approach to guiding development locally. The Local Development Framework will also provide an integrated approach which informs, takes account of and helps to deliver a wide range of initiatives and is not confined to land use. It will be based on a real expectation of improving the quality of people’s lives in a way that truly reflects the aspirations of local communities.

A.4 At the heart of the Local Development Frameworks will be the overall aim of promoting sustainable development - seeking to integrate and balance environmental, economic and social aspirations.
Soundness and Policy Linkage

A.5 The preferred policy approaches need to take into account national planning policies and guidance, must also be in ‘general conformity’ with the West Midlands Regional Spatial Strategy 2021 and take account of the partial revision of the Regional Spatial Strategy currently being undertaken by the Regional Planning Body. The North Staffordshire Core Spatial Strategy sets out the emerging local strategic policies and indicates the key policy linkages to relevant national, regional and local sources that have been drawn upon.

A.6 The content of this Area Action Plan reflects the emerging Core Spatial Strategy. Each policy area is considered in relation to the Core Strategy strategic aims and in terms of a broad range of options. Reasoned justification is provided and a monitoring regime proposed to measure progress in relation to delivery of development plan aims.

A.7 The Local Development Framework is one of the tools to be used to facilitate regeneration in Stoke-on-Trent. Appendix 4 of the Statement of Community Involvement sets out some of the links between the Local Development Framework and other strategies/regeneration initiatives. These include the Community Strategy for Stoke-on-Trent, neighbourhood management, Renew North Staffordshire (Housing Market Pathfinder) and North Staffordshire Regeneration Zone.

A.8 The Statement of Community Involvement is an important document to read in conjunction with this Development Portfolio and other Development Plan Documents produced as part of the Local Development Framework.

A.9 The Statement of Community Involvement explains the new planning system in more detail; outlines how the city council intends to involve people in the planning of future development in Stoke-on-Trent; and explains in broad terms the various ways in which consultation will take place.

What consultation has already been carried out?

A.10 Preparation of the City Centre and Etruria Road Corridor Area Action Plan commenced in March 2005 through production of an Issues Paper. The Issues paper was sent to each statutory and general consultation body identified on the Stoke-on-Trent LDF Database. The list of consultees included individuals and interest groups identified from previous consultation exercises and known interest groups. Over 630 letters and leaflets were initially sent to groups and individuals.

A.11 The Issues Paper was also publicised on the City Councils dedicated LDF website – [www.stoke.gov.uk/ldf](http://www.stoke.gov.uk/ldf), and was available at the City Council offices at the Civic Centre and copies were available at all libraries and local centres.
A.12 Between the 5th April 2005 and 28th April 2005 a series of workshop events and public exhibitions were held in the city.

A.13 The Preferred Options Report follows comments, discussions and representations made on the issues and options. Some of the issues considered include for example:

- How can the physical environment in the City Centre and Etruria Road Corridor be improved?
- How can the Area Action Plan help to support and strengthen the vitality and viability of the City Centre?
- What additional shops are required?
- How can the Area Action Plan assist in attracting more inward investment in the City?
- What are the best locations for office development?
- How can the Area Action Plan assist the provision of enough community facilities in the area?
- What are the main priorities for improving the local transport service within and to the City Centre for all means of transport?

A.14 The Issues Paper set out the Issues and Options for a number of topic areas including the City Centre surroundings; shopping provision; commercial environment; housing, community facilities and transport asking for comments on where investment, development and improvements should take place.

A.15 Attached are the representations received at the first issues and options stage. These have been taken into account in identifying Strategic Options and Development Opportunity Site Options which are detailed within the appropriate sections of this Area Action Plan.
### CITY CENTRE AND ETRURIA ROAD CORRIDOR AREA ACTION PLAN
### ISSUES AND OPTIONS COMMENTS

<table>
<thead>
<tr>
<th>Comment No</th>
<th>Organisation Name</th>
<th>Comment Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td></td>
<td>Proposed Community Centre in Hanley (Bus Station would be ideal).</td>
</tr>
<tr>
<td>24</td>
<td></td>
<td>Norfolk Street Health Centre - Proposals for Hanley?</td>
</tr>
<tr>
<td>47</td>
<td></td>
<td>CC4 : Derelict Sites, Existing empty offices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CC6 : No</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CC7 : More frequent buses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CC8 : To outlying areas.</td>
</tr>
<tr>
<td>85</td>
<td>Satnam Investments Ltd</td>
<td>As noted before, we represent the land owners within the City Centre at Sampson/Hope Street. This land is included within the Proposed City Centre and Etruria Road Action Area Plan. We would urge the Authority to rethink its concentration on bringing forward the East/West Precinct scheme and analyse other areas which are available for further retail development and which will complement in a meaningful way the established shopping areas within the City Centre. Special attention should be given to the land enclosed by York Street, Sampson Street, Hope Street and New Hall Street as this should become a major focus for new retail development once the Tesco Food Store has been relocated.</td>
</tr>
<tr>
<td>97</td>
<td>Sport England West Midlands</td>
<td>CC2 - This question should be informed by the local needs assessments and the community aspirations. However the ability to maintain these areas must be addressed.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CC6 - The provision of community facilities needs to be informed by proper assessment. In relation to sport, Sport England has two tools that could help you in this process. Firstly Active Places is a database that includes most sports facilities in the country. This can be interrogated in a similar way to most databases. However beyond this we have Active Places Power Plus which can effectively assess how demand facilities (population) matches supply (facilities and capacity) and what would happen if new facilities were provided/old facilities closed etc. It can help identify where there is over provision and under provision and which locations should have more/less/better facilities. If the level of facilities matches demand their viability and value is greatly enhanced.</td>
</tr>
</tbody>
</table>
Our comments on the preceding topic based issues papers (housing, transport) should also be relevant to the above area action plan. For each plan, we recommend that the ongoing characterisation project should be used to help inform the options and details proposals. Regarding the consultation leaflets, we welcome specific recognition given to enhancing the area's heritage assets. In taking this forward, a broad definition of the historic environment should be adopted and equivalent priority given to the area's heritage assets beyond the canal network.

These representations relate to a site situated to the south of Etruria Road incorporating the land (as shown on attached map). Our clients control the majority interest of the land and are actively seeking to bring forward a phased comprehensive redevelopment for the whole site.

Seek for representations 1082 - 1084 made on the First Deposit City Plan 2011 to be taken into consideration in the further preparation of the Council's LDF. These representations seek to expand on Broad Street Properties' original comments in specific response to Area Action Plan Issues Paper.

We consider that a high quality comprehensive redevelopment of the site should be a priority for the Area Action Plan having regard to relevant policies (as outlined on the hard copy of this representation). It would help improve the main approach to, and physical environment of, the City, thereby addressing Question CC2 within the Issues Paper.

In summary, the site is well related to surrounding retail and leisure uses and situated in a prominent position on one of the main corridors into the City Centre. Redevelopment for uses as listed (complementary to the City Centre) as envisaged in the adopted City Local Plan will ensure the early regeneration, and physical improvement, of this key gateway site and we would ask that this is reflected in the further preparation of the LDF. Subject to receiving favourable consideration, our client's aim is to bring forward the site at the earliest opportunity.

Modified surroundings issue - improve linkages to nearby open spaces and canals.

In respect of the challenges and opportunities identified for the physical environment, we would welcome an AAP that considered alternative uses for the surplus former industrial land. In particular we would seek the identification of former industrial sites suitable for mixed use and residential development in the light of the update to PPG3.
In respect of the challenges and opportunities identified for housing and community facilities, we would welcome an AAP that identified sites within the City Centre suitable for residential and residential led - mixed use development.

**Staffordshire Historic Buildings Trust**

The Trust's special concern is for the historic built environment, and the following comments are intended to focus on that and related matters.

The Trust has been involved with a number of buildings within the area of this AAP, and our experience here reinforces the general point made on No 184. To describe the areas as having a 'poor physical environment might not be helpful. It would perhaps be better to see the historic buildings, whether redundant pottery factories, shops or assets. These could be one of the keys to regeneration, offering potentially added value for developers and public alike, rather than being viewed as buildings at risk.

As you might expect, support the option of enhancing heritage assets but would encourage these assets to be viewed very broadly, across the City.

**Capital Shopping Centres Plc**

It is of fundamental importance that the planning policy framework at local level will help to not only maintain but also significantly enhance the viability and vitality of the City Centre. This is in line with national policy within which there is a firm emphasis on investment in town and city centres.

The City Centre is the sub-regional centre for North Staffordshire, South Cheshire and parts of Shropshire. It is of some concern that Hanley currently lies in only 62nd place in the national rankings of centres, having previously been in 44th place in 1998. This reflects the fact that Hanley City Centre has not kept pace with development in completing centres. CSC consider that there is potential to enhance the retail offer in the City Centre and bring forward new development opportunities, indeed we consider that we are well placed to assist in the regeneration of the City Centre through investment in the existing offer in the Potteries and by development of land within our control.

It is vital that the opportunity that exists at the Potteries is recognised within the Core Spatial Strategy of the LDF and other documents that will sit alongside it. In line with advice in PPS6 it is incumbent on the Council to identify the retail needs of the district and allocate sites in accordance with the sequential approach. There is a clear need for new development in the City Centre. This City Centre site is in a sequentially preferable location for retail development and is available and suitable for retail development.

In respect of the opportunities for new floorspace CSC has control of land immediately adjacent to the existing Potteries Shopping Centre. This represents an important development opportunity that can assist in the regeneration of the City Centre and address its decline relating other competing centres. (Map to be provided)
The whole emphasis of policy must be to support to secure further investment in the City Centre. Allocating sites in the City Centre to meet the needs identified will assist in ensuring that the spending capacity available to support new development is not diluted by further development in less sequentially preferable locations. Other criteria based policies should be included against which other developments on sites not allocated in development plan documents can be assessed.

191 Capital Shopping Centres Plc

CSC Supports the promotion of an Area Action Plan to deliver the regeneration of the City Centre as a strategic priority and for it to be the primary focus for investment. It is important that the AAP identifies and allocates sites to meet the growth needs of the City Centre and this included the site immediately adjacent to the Potteries.

A greater diversity of uses in the City Centre can make an important contribution to its vitality and viability. CSC therefore support the promotion of investment in commercial and housing to ensure a well balanced City Centre where there is greater level so activity at different times of the day and evening. Again the AAP should ensure the appropriate allocations are made to meet identified needs for other forms of redevelopment. Development opportunities then need to be considered together with existing and possible new management strategies and draw on the best practice guidance that has recently been issued.

The Core Strategy and AAP should set out policies and guidance on the design of new development and the public realm. Achieving higher quality in design must be part of future strategies for the maintenance and enhancement of the viability and vitality of the City Centre.

196 Hulme Upright Manning

It is suggested that the site be considered for and allocated as a mixed use development site, comprising residential, office, leisure, retail and other commercially viable uses, with associated parking. The site is considered suitable for such development uses for the reasons outlined below:
- Contribution to the City Centre regeneration
- Compliance with planning policy
- Sustainability
- Deliverability.

Overall the site and suggested development options for the site will support a number of planning policy and regeneration-related aspirations for the City Centre.
Refer to a site off Potteries Way, Hanley which it is suggested should be considered for mixed use development purposes and are made in response to SOT/LDD7.

The site adjoins the Potteries Centre and the principal shopping areas, although the site itself makes little contribution to the City Centre in terms of its retail offer or its contribution to transport or public realm.

It is suggested that the site be considered for and allocated as a medium rise mixed-use site, comprising specifically retail, residential, office, leisure and any other commercially viable uses. The site is considered suitable for such development uses, for the reasons below:

- contribution to the City Centre Regeneration.
- compliance with Planning Policy.
- sustainability.

Overall the site and suggested development options for the site will support a number of planning policy and regeneration-related aspirations for the City Centre, as well as the underlying principle of sustainability.

It is maintained that the site identified is suitable for a variety well designed and high quality commercially led uses such as:

- financial and professional business uses
- business uses generally including offices or high tech businesses
- hotel or motel uses
- bulky retail uses
- food related uses
- appropriate leisure / tourism uses
- residential uses where part of a larger development
- other commercially viable uses.

Demonstrating and delivering high quality development on this site is critical to the sound and proper planning and development of this site. It also expected that development on this site will include or comprise of a medium or high rise development of appropriate scale for the site.

It is also noted that the site contains a listed building in the form of a bottle kiln. It suggested that consideration be given to making an allowance in the policy for the careful taking down and re-siting of the bottle kiln if a suitable new location can be chosen and the Listed Building is preventing an otherwise very desirable development from proceeding.
The identification of the existing City Centre together with the larger area which defines the Regional Centre is broadly supported.

The proposed extent of the AAP is also broadly supported.

This area includes a large variety of land uses but is dominated by the overall function of providing a centre which caters for regional scale retail, art, leisure and employment sector developments.

The Regional Centre and the area defined by the AAP has great potential to be at the forefront of the continuing regeneration of North Staffordshire. It is crucially important that the LDF and its constituent documents grasp the opportunities which are available within this area - particularly in terms of promoting appropriately scaled mixed use developments which will sustain and enhance this heart of the sub-region.

In order to achieve sustainable growth and investment, in accordance with the principles of sustainable communities as advocated by national guidance, the LDF must be constructed in a way which positively promotes regeneration.

This relates to all forms of land use and must build in a recognition that demands upon land and property within the area during the LDF period will inevitably change from that which is on the ground currently and historically.

It is also important that the LDF recognises existing planning permissions as well as the potential which exists in relation to other land and property which is likely to be in need of redevelopment and regeneration during the LDF period.

With this in mind, the extent of the proposed AAP is appropriate since it includes land lying to the north side of Etruria Road up to a boundary which is broadly defined by Century Street. This area which falls outside the previously defined extent of the ‘Sub-regional centre’ would be more appropriately included within the regional centre as part of the Action Area. A mixed use approach in accordance with national planning policy should be taken to this area in order to maximize the regeneration benefits which would accrue from its phased redevelopment and regeneration during the LDF period.

This part of the AAP should be one location for achieving development which will be of real benefit not only to the Regional Centre but also to the whole of the sub-regional conurbation.

The ability for this part of AAP to play an important role improving transportation and accessibility within the area, including the provision of a link road through this part of the AAP should be one factor within the LDF's approach to this area.
Q1: the vision for this AAP should be more focused. The vision should reflect the overall strategy for the City of Stoke on Trent LDF for Stoke to become a destination people want to live, work and shop and play in. Generally, the vision for the City Centre as a prosperous place that acts as the anchor for the region is fully supported. The City Centre should be the main location for retail, growth and investment in the Borough and wider conurbation. Its vitality and viability needs to be protected if it is to reverse current trends of decline in population and investment.

Q2: the physical environment of the City Centre can be improved through providing guidance in the AAP on urban design. The Plan should encourage high quality design in new development, identify new public realm areas that can be fully surveyed, and the provision of street furniture. The plan should encourage developers who wish to invest in the City to work with the Council to help deliver these aims through new development. Upgrading the environment of the Centre will also help create a sense of pride and improve perception of Stoke.

Q3: Primarily the boundary of the core retail area should be explicitly defined to protect existing retail uses and counter any proposals that might affect the vitality and viability of the Centre. A range of town centre uses should be promoted in order to support the City and strengthen its offer.

The AAP should plan positively and support opportunities for major retail growth and investment, so long as it is directed as the first choice of the City Centre. The AAP should identify the East/West Centre site as a major opportunity for mixed use, retail-led development. The AAP should acknowledge that the East/West Centre will provide a new department store and further modern retail units. The policies in the AAP should also support other town centre uses, such as leisure, residential and offices on the East/West Centre site, as part of the comprehensive mixed use scheme. Further sites for retail development within the City Centre should also be identified to ensure that retail investment is directed as first choice within the City, in accordance with the sequential approach.

The AAP should seek to ensure that its focus is on improving the attractiveness of the Centre and that if adequately serves the role of the heart of the region. It should, therefore, be the main focus for new retail provision, addressing both quantitative and qualitative needs.

Q4: In order to attract future investment in the City, AAP should focus on supporting high quality, well designed schemes with uses appropriate to the City Centre.

Q5: The APP should direct retail led mixed use development to sites within the City Centre, or in accordance with the sequential approach. Adequate site allocations to encourage mixed use development should be identified in order to ensure that potential investment can be captured and easily delivered. These allocations would act to increase the attraction of the City Centre as a regional centre for retail, employment and living.
Q8: the main priorities for improving transport in the area are as follows:
- to encourage a model shift to more sustainable forms of transport and an environment that encourages cycling and walking.
- improving the connectivity to the City Centre from other parts of the conurbation and beyond by bus and rail.
- improving the main bus station in the City.
- encourage new development to provide facilities which improve public transport accessibility, and promote cycling and walking by providing cycle racks and showers.

Act on behalf of Mr DED Johnson, who wishes to submit representations on the LDF and the development potential of the site. As the Council will be aware the Site lies adjacent to the proposed route of the City Centre Link Road which is anticipated to be built as part of the proposed Tesco development for which planning permission has just been granted by the Secretary of State. This decision means that the Site will in the next few years lie adjacent to a primary new link road and it will therefore constitute one of the most prominent gateway sites in the City.

It is therefore essential the LDF recognises the importance of the Site and that it is positively identified in the LDF.

The location and characteristics of the site mean that the type of retail that would be appropriate would not conflict in any way with the City's aspirations for the East/West precinct. Our Client's advice is in fact that to the contrary, the development of the site could complement the City's initiatives for the primary shopping areas.

The site has good connections to both the Festival Park and more importantly the City Centre. The location of the site and the type of retail development that could be achieved would deliver a development accessible by a range of transport and would encourage the opportunity for linked trips.

We therefore suggest that the site is identified in the emerging LDF for mixed use development comprising retail and other appropriate town centre uses.
Midland & Regional support the objective of creating a new Business Quarter/Commercial District at the southern end of the City Centre and for this to be the focus for major and prestigious office users. However, Midland and Regional would emphasise the need for the Business Quarter to include a diverse range of complementary uses. This will ensure that the area is vibrant and attractive throughout the day and into the evening, and also provides the required range of facilities and image to attract national and regional companies.

Midland & Regional would therefore recommend that in formulating the policies for the Business Quarter within the AAP provision is made for complementary retail and leisure facilities and high quality housing. The initial work that has been undertaken to inform the preparation of the AAP indicates that whilst the major land use for the Business Quarter should be B1 office, this should be complemented by retail, leisure and residential uses. Indeed, this work has already identified certain parts of the proposed Business Quarter, including the Midland & Regional landholdings, as being suitable for residential development, and states that there is scope for the Business Quarter to accommodate up to 300 residential units.

Midland & Regional would stress that a mixed use development, including a significant element of residential, within such a city centre location, is entirely in accordance with current national, regional and local policy. Provision of major high quality mixed use development within the City Centre will also make a positive contribution towards achieving the objectives for the North Staffordshire urban area.

To conclude, Midland & Regional would therefore recommend that the policies for the proposed Business Quarter should recognise that whilst office use will be the major land use for the area, other complementary uses such as retail, leisure and housing will be required if the relevant policy objectives are to be met and area is to be a success.

Site to be included in LDF.
Similarly to the "Shopping" Issues Paper, CPRE feels that much of the detailed consideration of the above Action Plan falls to be pursued through local reaction to consultation.

CPRE would confine its comments to the following:

A. New housing will form a relatively small part of total housing provision, the majority of housing within Stoke being older types mostly capable of upgrading individual accommodation but greatly lacking in their environmental setting. CPRE supports the LPA in its environmental improvement programme coupled with an active house upgrading scheme.

B. In a multi-centre conurbation such as Stoke which is fundamentally based on the traditional six-towns, we would hope that the character and physical definition of each “town” would be defined and strengthened by every possible means. It is in this context that the LPA should value and improve the open space network which both serves this purpose and accentuates the landform and topography of the City, and hence its character.

C. Where each area has locations of particular character, even if these fall short of Conservation Area quality, these should be valued, conserved and creatively strengthened. Many such areas across Britain are similarly distinguished and often are those sought after for their very specific architectural qualities.

D. The open spaces forming a valued component and setting for each individual Action Plan are of a range of sizes and location, each having its own inbuilt possibility. CPRE urges the adoption of imaginative landscape and planning plans for such sites, and considers extensive and generous tree planning to be the most valuable, and the most cost-effective, single action which the Authority could immediately implement to improve the City's environment.

Suggested that the site be considered for and allocated in the City Centre AAP, as retail and/or other commercially viable uses for the reasons set out below:
- Contribution to the City Centre Regeneration
- Sustainability.

We wish submit this site for first floor residential development within the LDF.
Planning Policy Statement 1 – Delivering Sustainable Development
http://www.communities.gov.uk

Planning Policy Statement 6 – Planning for Town Centres
http://www.communities.gov.uk

West Midlands Regional Spatial Strategy (RSS) 2021
http://www.wmra.gov.uk

West Midlands RSS Phase 2 Revision
http://www.wmra.gov.uk

West Midlands Regional Centres Study
http://www.wmra.gov.uk

West Midlands Regional Economic Strategy (RES) and its Revision
http://www.advantagewm.co.uk

Local Development Scheme 2007
http://www.stoke.gov.uk/ldf

North Staffordshire Core Spatial Strategy (Revised Preferred Options)
http://www.stoke.gov.uk/ldf

City Centre and Etruria Road Corridor Area Action Plan ‘Issues Paper’
http://www.stoke.gov.uk/ldf

Statement of Community Involvement (SCI)
http://www.stoke.gov.uk/ldf

City Plan 2001
http://www.planningportal.gov.uk

North Staffordshire Integrated Economic Development Strategy (NSIEDS)
http://www.stoke.gov.uk/ldf

North Staffordshire Retail and Leisure Study 2006 (NSRS)
http://www.stoke.gov.uk/ldf

City Centre Development Framework and Investment Strategy
http://www.stoke.gov.uk/ldf

North Staffordshire Local Transport Plan
http://www.stoke.gov.uk/ltp
Transport and Movement Strategy
http://www.stoke.gov.uk/ldf

North Staffordshire Integrated Transport Study (NSITS)
See Chapter 3 of Local Transport Plan for summary

Stoke Hotel Futures Study (August 2006)
http://www.stoke.gov.uk/ldf

Community Strategy
http://www.stoke.gov.uk

Stoke-on-Trent 2003-2006 Housing Strategy
http://www.stoke.gov.uk

Zone Implementation Plan 2005-2008
http://www.nsrz.org.uk

RENEW North Staffordshire Prospectus Update 2005
http://www.renewnorthstaffs.gov.uk
National Policy

Planning Policy Statement 1 – Delivering Sustainable Development

C.1 PPS1 sets out the Government’s overarching planning policies on the delivery of sustainable development through the planning system. The core principle of the statement is ‘sustainable development’, which is defined as ‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs’.

C.2 The Government’s four aims for sustainable development are:

• Social progress which recognises the needs of everyone
• Effective protection of the environment
• The prudent use of natural resources; and
• The maintenance of high and stable levels of economic growth and employment.

C.3 The guidance goes on to state that planning should facilitate and promote sustainable development:

• Making suitable land available for development in line with economic, social and environmental objectives
• Contributing to sustainable economic development
• Protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities
• Ensuring high quality development through good and inclusive design and the efficient use of resources; and
• Ensuring that development supports existing communities and contributes to the creation of safe, sustainable, liveable and mixed communities with good access to jobs and key services for all members of the community.

C.4 Sustainable development must be treated in an integrated way within Local Development Frameworks. In particular consideration should be given to the interrelationship between social inclusion, protecting and enhancing the environment, prudent use of natural resources and economic development, if properly planned can have positive social and environmental benefits.

C.5 PPS1 also emphasises the importance of achieving good design as well as the need to achieve effective community involvement.

Planning Policy Statement 6: Planning for Town Centres

C.6 PPS6 covers all types of town and local centres. The Government’s key objective for town centres is to promote their vitality and viability by planning for the growth and development of existing centres; and promoting and enhancing a wide range of services in a good environment, accessible to all. In order to deliver these objectives development should be focussed in existing centres in order to strengthen and where appropriate, regenerate them. PPS6 requires local authorities to:

• Actively promote growth and manage change in town centres;
• Define a network and a hierarchy of centres each performing their appropriate role to meet the needs of their catchments; and
• Adopt a proactive, plan-led approach to planning for town centres, through regional and local planning.
C.7 PPS6 also provides guidance on the role of plans at the local level. Through plans such as an Area Action Plan PPS6 requires Local Authorities to identify centres where development will be focused; to assess the need for new floorspace for retail, leisure and other town centre uses and identify and allocate sites accordingly; to define the primary shopping area and develop spatial policies and proposals to secure investment.

Regional Policy

West Midlands Regional Spatial Strategy (RSS)

C.8 RSS provides a Spatial Strategy for the region to guide the preparation of local authority development plans so that they can deliver a coherent framework for Regional development. The policies contained in the RSS must be taken into account in the preparation of Local Development Framework Documents.

C.9 A major part of the RSS strategy is achieving urban renaissance in the four Major Urban Areas of the region including North Staffordshire. Broadly speaking this means that in terms of North Staffordshire, the RSS promotes developing enhanced economic and social roles, and building on their roles as service centres. North Staffordshire needs to build on its traditional strengths of ceramics and engineering but realising its potential as an accessible location with good links to the East Midlands and the more prosperous parts of the North West region.

C.10 As a key part of RSS is to promote the renaissance of accessible, high quality towns and cities. Revitalising city and town centres is critical. Town and city centres are at the heart of communities throughout the Region and their future health and attractiveness will be a major determinant of the quality of life for everyone. Policies PA11 to PA13 together with UR2 and UR3 address the key strategic issues affecting town and city centres and the location of development. Policy PA11 sets out a network of twenty five town and city centres. Specifically the City Centre is recognised as the focus for major retail, office, leisure, cultural and tourism development.

C.11 RSS supports Local Authorities in taking a proactive approach through their town centre strategies to identifying potential sites and premises for development within these centres with priority given to encouraging balanced development of a wide range of town centre uses which will avoid the vulnerability associated with excessive reliance on a single function.

C.12 The further development of tourism and culture is seen as a key element in the diversification of the economy and the LDF should include appropriate policies to support and further develop the assets of the area including those related to ceramics and pottery heritage.

West Midlands Regional Spatial Strategy Phase 2 Revision (RSS Revision)

C.13 Adopted Regional Spatial Strategy is being reviewed in three stages Phases 1 and 2 have commenced – Phase 1 revision relates to the preparation of a sub regional planning framework for the Black Country.

C.14 Phase 2 revision deals with strategic housing, employment, centres, waste and transportation policies. The regional planning horizon has been rolled forward to 2026. Draft Spatial Options have been published for consultation purposes. This will lead to preparation of a Draft Preferred Options (stage 3) for submission to and consideration by the Secretary of State probably in 2008/09.
C.15 For the time being preparation of the City Centre and Etruria Road Corridor Area Action Plan must be in general conformity with the adopted Regional Spatial Strategy. It should also take account of likely changes in strategic policy direction so that it can accommodate such new strategic policy imperatives, as and when they are adopted by the Secretary of State.

West Midlands Regional Centres Study

C.16 The Centres study was commissioned by the West Midlands Regional Assembly to aid part of the technical background documentation to feed into the RSS Partial Review at stage 2. The main aims of the study were to provide a clear guide to:

i) the scale of retail, leisure and office development that should be accommodated in the region in the period to 2011 and in more broad indicative terms from 2011 to 2021;

ii) how any identified growth in demand for retail, leisure and office development should be distributed across the region, taking into account the provisions of adopted development plans;

iii) how any identified capacity can be diverted to those centres which will best promote accessibility and use of sustainable modes of transport, are least likely to undermine vulnerable centres and best meet any gaps in retail, leisure and office provision across the region; and

iv) market perceptions of the opportunities for major investment.

C.17 The study examined a series of alternative policy options for the spatial distribution of forecast retail and office requirements. In both sectors, a strategy for a more balanced distribution of forecast growth was recommended. This directs development to all strategic centres, but concentrating on the eleven centres within the MUAs, which includes Stoke-on-Trent City Centre as a second tier centre after Birmingham; and comparable to Coventry and Wolverhampton; it provides the best fit against national and regional policy objectives.

C.18 For Stoke-on-Trent City Centre the Regional Centres Study recommended a maximum retail growth for comparison goods by 2021 of 47,000 sq metres and a total office requirement to 2021 of 20,000 sq metres. The study comments that significant opportunities for retail/office development exists within/adjacent to the centre although recognises that land assembly will be required due to the piecemeal nature of the sites.

West Midlands Regional Economic Strategy (RES) and its Revision

C.19 The RES was published in 1999 and sets out a vision for the economic prosperity of the region to 2010. This is a sister document to the Regional Spatial Strategy and provides the framework for sustainable economic growth. It is not part of the development plan but it is an important strategic policy document particularly in the consideration of economic growth and prosperity for the City Centre.

C.20 The Vision is ‘the West Midlands is recognised as a world class region in which to invest, work, learn, visit and live and the most successful in creating wealth to benefit all its people’

C.21 The RES has four objectives:
- Develop a diverse and dynamic business base
- Promote a learning and skilful region
- Create the conditions for growth
- Regenerate communities
C.22 The RES is currently under revision having first been evaluated. The results of the evaluation raised some key issues for consideration in the review these include the extent to which the spatial priorities implied by the strategic objectives and identified market failure should be more explicit; and the extent to which spatial priorities in the RES should be reflected in the revised RSS and the strategic balance between objectives in the RES for regional competitiveness (and in particular responding to targets for closing the gap in economic performance with other regions) and the regeneration programmes responding to the needs of disadvantaged areas. These issues of the review are important particularly in terms of improving the economic performance and competitiveness of Stoke-on-Trent City Centre.

Sub-Regional Policy and Material Considerations

North Staffordshire Regeneration Zone and RENEW North Staffordshire Housing Market Pathfinder

C.23 Two key regeneration drivers in North Staffordshire are the North Staffordshire Regeneration Zone Board and RENEW North Staffordshire Board. Their regeneration aspirations are set out in the Zone Implementation Plan (ZIP) and the Renew Prospectus as amended by the scheme Update (2005) respectively.

C.24 The North Staffordshire Regeneration Zone aims to ensure that 'North Staffordshire is a successful and rewarding place in which to work and invest, an exciting place to visit with an increased quality of life for all'. These are addressed through a series of priority actions set out in the Zone Implementation Plan 2005 – 2008 one of which is to create a strong and vibrant City Centre.

C.25 The Zone Implementation Plan has been endorsed by the West Midlands Regional Development Agency, Advantage West Midlands and is thus a material consideration for the future planning of North Staffordshire.

C.26 The North Staffordshire Housing Renewal Pathfinder Initiative – RENEW North Staffordshire – has been established to address housing market failure, obsolescent housing stock and mismatch between housing supply and demand. The Pathfinder area includes most of Stoke-on-Trent, parts of Newcastle-under-Lyme Borough and a small part of Staffordshire Moorlands. Progression of housing market renewal is critically linked to creation of higher value employment, a more diverse and aspirational housing stock and radical improvement of the urban environment and infrastructure, regeneration of the core of the conurbation is one of the key principles.

C.27 The main area of interest for RENEW within the City Centre is the Hope Village area of the city. A project which has been developed from the consultant work carried out to produce the City Centre Development and Investment Strategy, RENEW have commissioned further masterplanning work to look at the area around Hope Street, Sampson Street and Marsh Street (to the north-west of the primary shopping core) and to develop a masterplan which looks at various options for mixed use development incorporating new residential development. Issues and options to come out of this masterplanning work will feed into this Area Action Plan.

C.28 Work has been completed on the North Staffordshire Integrated Economic Development Strategy (NSIEDS) drawing on the RES, ZIP and RENEW prospectus/scheme update. This is a sustainable economic strategy that identifies priority sectors/markets/clusters and other initiatives for the future development of the North Staffordshire conurbation. The Strategy has informed preparation of the North Staffordshire Core Spatial Strategy which in turn inform this Area Action Plan. Further details of how this evidence base has informed the economic and jobs options for the City Centre is contained in Part 5 of this Area Action Plan - Options for Change.
C.29 This retail and leisure capacity study was completed in 2006. The study provides the best available comprehensive evidence base for the quantitative need for retail floorspace, qualitative deficiencies in provision for all North Staffordshire Centres, including Stoke-on-Trent City Centre, and sets out how these needs can be accommodated in a manner consistent with the sustainable regeneration of the city.

C.30 Based on a number of surveys including household telephone, on-street, visitor and business surveys the study identified that the typical visitor to the City Centre is from the North Staffordshire area and visits at least once a week, either by bus (44%) or car (42%), principally for shopping (food – 13% and non-food – 54%). Visitors stay for between two and four hours (58%). For the majority, Stoke-on-Trent is their main centre for clothing and footwear shopping (70%) although some also use Manchester regularly for fashion shopping. Less than half (45%) ever visit Stoke-on-Trent for entertainment during the evening; use of health and fitness and entertainment facilities in the City Centre is uncommon and at only 17% of the visiting public.

C.31 Comparing Stoke-on-Trent with other centres, most (60% - 80%) rated the quality and range of services and facilities highly, and the choice of shops and banks/building societies is broadly considered ‘good’. A similar proportion of visitors viewed the range and choice of pubs and restaurants, shopping environment and car parking provision in a positive light. A small proportion of visitors would wish to see more fashion retail stores in the City Centre.

C.32 The study identified that for food retailing Stoke-on-Trent City Centre has capacity for a modest increase in the existing provision in the short term (to 2010) although this capacity is taken up by the proposed Tesco extension and relocation for the short to medium term. In the longer term (to 2021) there is potentially a need for additional food retail floorspace and this should be directed to the City Centre in the first instance.

C.33 In terms of non-food retailing there is significant capacity identified for additional non-food retail floorspace in the City Centre over the short, medium and long term. Specifically for the short to medium term there is scope for between 26,000 – 71,642 sq metres of floorspace, in the longer term for over 120,000 sq metres which equates to around a growth capacity of £602 million.

C.34 The Savills Study identified shortfall in leisure provision for cinema and bingo halls.

C.35 Further details of how this evidence base has informed the shopping and leisure options for the City Centre is contained in Part 5 of this Area Action Plan – Options for Change.

North Staffordshire Core Spatial Strategy (Revised Preferred Options)

C.36 The North Staffordshire Core Spatial Strategy has been jointly produced by Stoke-on-Trent City Council and Newcastle-under-Lyme Borough Council. This strategy provides the foundation to deliver transformational change across the face of Stoke and Newcastle and is based on the following principles:

- To celebrate the diversity and choice we have on offer in North Staffordshire;
- To breathe new life into our social, physical and economic fabric and institutions;
- To capitalise on our locational advantages on the doorstep of the West Midlands and the North West Region, and
- To respect our heritage but to be forward looking and realistic.
C.37 The area of North Staffordshire covered by the Core Spatial Strategy contains many
diverse communities and environments. It is subdivided into the North Staffordshire
Major Urban Area defined by the North Staffordshire Green Belt and the Rural North
Staffordshire including the Green Belt.

C.38 The North Staffordshire Major Urban Area has the following components as shown
below:

- Newcastle and Kidsgrove Urban areas;
- Stoke Inner Urban Core containing areas of socio-economic deprivation and
  areas of great potential to bring about transformational change to maximum effect
  at the heart of the conurbation;
- Stoke Outer Urban Area including the centres of Tunstall, Fenton and Longton,
  including many historic communities and modern suburbs.

C.39 Stoke-on-Trent City Centre falls within the Inner Urban Core. One of the principle
aims of the Core Strategy is to develop as a sub-region with a healthy heart and
vibrant Inner Urban Core of unique character with high quality built and historic
environments and public realm; emphasising the importance of urban regeneration.

C.40 Two separate Area Action Plans will be produced for this area this one for Stoke-on-
Trent City Centre and one for the rest of the Inner Urban Core. Within both of these
areas, as set out in Core Policy CP3, efforts will be targeted to secure
comprehensive, area based regeneration in a timely manner to create more
sustainable communities; promote economic prosperity and bring about
environmental improvements.

C.41 The Core Strategy examines strategy options relating to our centres; looking at the
relationship between the many centres which make up the defining characteristic of
North Staffordshire. The City Centre is the sub-regional centre for North Staffordshire
and South Cheshire, it is at the top of the hierarchy of centres as set out within the
Core Spatial Strategy along with Newcastle-under-Lyme (Core Spatial Strategy Policy
CP4). The growth of North Staffordshire’s economy will be achieved through a
variety of means but a significant element in this drive for change is the diversification
and modernisation of the City Centre for new business investment, enhancement of
the shopping, leisure and cultural offer and new opportunities for City Centre living
(Core Spatial Strategy Policy CP15). Various options are set out within the Core
Strategy which seek to determine the location of development in the City Centre and
the size and extent of the City Centre. These looked at:

- Option 1 – Traditional City Centre
- Option 2 – Option 1 plus Octagon Park, Festival Park and Festival Heights
- Option 3 – Options 1 and 2 plus land to the south of Etruria Road
- Option 4 – Options 1, 2 and 3 plus land to the west of the Trent and Mersey
  Canal.

C.42 Competitive urban centres are essential to the prosperity of North Staffordshire and
strengthening the vitality and viability of the City Centre as a primary shopping and
entertainment destination is fundamental. Within the hierarchy of complimentary
centres the City Centre is seen as the sub-regional hub in terms of retail and other
associated uses such as leisure, tourism and offices, and an ideal location for
businesses and brands of national renown. The preferred strategy approach, as set
out within the Core Spatial Strategy, is considered to be option 3, this offers the best
way forward for the long term planning of the area although key questions relating to
the scale, nature and timing of development will be subject to strict control (Core
Spatial Strategy policies CP19-21).
C.43 Economic prosperity affects North Staffordshire’s quality of life. Compared with the UK as a whole and West Midlands we are relatively impoverished. Historically, the most affluent and skilled people have left the Major Urban Area and we need to help provide better quality and better paid jobs to reduce and hopefully reverse out-migration. In terms of the economy the Core Spatial Strategy does not allocate development sites but sets the basis upon which sites will be brought forward through other development plan documents such as an Area Action Plan in the case of the City Centre, or through the grant of planning permission.

C.44 Having considered three broad options for employment land provision the preferred option set out in the Core Spatial Strategy is the adoption of a mixed use approach to an employment land portfolio which would provide the minimum of planning interference with the economic market but would ensure that identified sites be subject to sequential testing, ensuring that City Centre locations are to be among the first priority areas and to make sure that a proposal would not be permitted which would put at risk achievement of strategic regeneration objectives. This sets the scene for the City Centre Area Action Plan where site allocations can be made in line with this strategic approach and will ensure that allocations of sites will help to achieve the diversification and modernisation of the City Centre for new business investment and will achieve the development of the City Centre as the main focus for mixed use regeneration incorporating new office led schemes. (Core Spatial Strategy Policy CP16)

C.45 In line with the economic investment within the City Centre one of the key principles of the Core Spatial Strategy is to locate new housing in sustainable locations and ensure that new housing delivers mixed use, sustainable communities. The City Centre is one of the Area Action Plan areas set out in Table 2a and allocates a minimum of 500 dwellings within the City Centre and Etruria Road Corridor Area Action Plan over the plan period, as this is a priority location the minimum criteria allows a flexible approach to ensure appropriate development which seeks to support the principles of the Core Spatial Strategy (Core Spatial Strategy Policy CP10).

Local Policy and Programmes

Community Strategy

C.46 The Community Strategy for Stoke-on-Trent identifies the main areas of improvement needed for the city and how they can be achieved. The Strategy has been drawn up by the Local Strategic Partnership (a range of organisations from business and community organisation to the Police, health and local colleges). The policies within this Area Action Plan can help to ensure that the priorities identified in the Community Strategy actually happen on the ground.

C.47 The Community Strategy is split into the six ‘pillars’ of – a Healthier City; a Wealthier City; a Safer City; a Greener City; a Learning City and a City with a Strong Sense of Community.

C.48 Under these ‘pillars’ a number of priorities for action have been identified. In terms of the City Centre the Community Strategy identifies priorities including:

- To make Stoke-on-Trent an investment location;
- To create a culture of enterprise and innovation and make Stoke-on-Trent a good place to do business;
- To develop the physical infrastructure to drive economic improvement;
- Provide good quality pedestrian and cycle routes;
- To promote safer communities;
- Create a Cleaner City;
- To develop Stoke-on-Trent as a Coheshive Community.
C.49 The Draft Core Spatial Strategy has set out how Community Strategy priorities will be delivered through Core Spatial Policies. Table 1 below shows how specific community strategic priorities for the City Centre will be delivered through Action Area Plan policies.

Inner Urban Core Area Action Plan

C.50 As set out above the Inner Urban Core Area Action Plan as shown on Plan 2 covers the area immediately around the City Centre. The Inner Urban Core includes all the Renew Areas of Major Housing Intervention (AMI) areas excluding Meir AMI which will be the subject of a separate Area Action Plan. The area covers both the North and South Area Regeneration Framework areas where detailed masterplanning work has been commissioned by RENEW and is underway. This work will feed into the Area Action Plan process which will provide the statutory planning framework for the work.

C.51 The purpose of this area action plan is to create attractive, vibrant and sustainable communities at the centre of the City of Stoke on Trent. Drawing on work already carried out both by the City Council, RENEW and other regeneration partners it is envisaged that the Inner Urban Core Area Action Plan will include the following issues and consider options in how to address these issues:

- Identifying how many new houses should be built within the Action Plan Area and broadly where these houses could be accommodated
- Identifying the main housing renewal areas which will be subject to detailed appraisal in terms of where new development can be accommodated, where environmental improvements should be concentrated and where refurbishment of existing properties is preferred
- Identification of key development opportunity areas setting out how these should be developed and what type of development is most appropriate
- Identifying existing and new employment areas, setting out how much new employment should be accommodated in the area and where this should take place and providing policy support for protecting and improving existing businesses
- Supporting existing local centres
- Identifying existing and new education and sports provision
- Identifying transport and accessibility improvements
- Identifying the existing heritage, conservation and natural features of importance which should be protected as well as the protection of important community facilities and services and where new services should be built.

City Centre Development and Investment Plan

C.52 Masterplanning work commissioned by regeneration partners in the City Centre is being developed. The Development Framework and Investment Strategy for the City Centre sets out the major projects and design principles that will deliver an exciting physical and economic environment appealing to investors, developers, residents, business and visitors alike. The key projects are set around a series of districts and quarters providing focus and clarity within the city core. The City Centre and Etruria Road Corridor Area Action Plan will take these initiatives forward and will provide the statutory planning framework for the development of preferred options which will help deliver City Centre project work and set out the policy and development options appropriate to ensuring the aspirational changes in the City Centre.
Transport and Movement Strategy

C.53 To provide further detailed appraisal of the City Centre in terms of transport this study focuses in on the core City Centre in two phases and draws upon background technical work undertaken as part of the North Staffordshire Integrated Transport Study (NSITS). NSITS set out a clear and robust transportation strategy for the North Staffordshire conurbation drawing on the wider travel to work area.

C.54 The overarching objective of the work being undertaken is to develop an improved transportation network that will facilitate and provide a catalyst for the redevelopment and regeneration of Stoke City Centre.

C.55 The Phase 1 study area includes the City Centre core and is shown at Appendix xx and it also focused on four main routes into and around the city:

- Potteries Way
- Lichfield Street
- University Boulevard (including College Road)
- Business Boulevard (Etruria Road from Festival Way to Marsh Street, but also including A53 Etruria Road)

C.56 The study considered a number of options for each of the main routes varying from high quality public realm solutions to high capacity highway solutions. The overall preferred option is a hybrid scheme combining elements of both the Public Real solution and high capacity highways scheme. The scheme provides a realistic option in terms of what can be done to improve both the transport system and the public realm within Stoke to facilitate and provide a catalyst for the redevelopment and regeneration of the City Centre.

C.57 The main concepts for the Phase 1 preferred option include the following which will be incorporated into the transport options for development of this statutory Area Action Plan:

- Expanding the City Centre southwards by removing the barrier that is caused by Potteries Way.
- Creation of a new Business Quarter and expansion of the Cultural Quarter
- The provision of a well defined world-class area of public space that will act as a catalyst to attract development to the new business quarter.
- The introduction of ‘green fingers’ that extend into the City Centre along key routes. This approach will provide a more human friendly environment and tree-lined boulevards will provide visual continuity and help integrate buildings with different architectural styles into the street scene.
- Encouraging people to be less dependent on private cars by introducing new and improving existing pedestrian and cycle routes and facilities.
- Creating a uniform treatment of the main routes into the City Centre by way of a consistent boulevard approach including similar trees, shrubs, hard landscape materials and high quality finishes for each route.
- Improving routes and key junctions in order to maximise highway capacity, whilst incorporating bus priority measures and improved pedestrian and cycle facilities wherever possible.
SA1 To meet the overall development requirements for the sub-region in the period to 2026 as defined by the West Midlands Regional Spatial Strategy and taking account the emerging revisions to the Regional Spatial Strategy.

SA2 Enhance and reinforce North Staffordshire’s role as a key regional gateway; with Stoke-on-Trent City Centre enhancing it’s existing role as the primary commercial focus; Newcastle-under-Lyme continuing to thrive as a strategic Town Centre; both within a balanced and strong North Staffordshire economy.

SA3 To concentrate new development within the North Staffordshire conurbation and promote sustainable patterns of development that reduce the need to travel and promote accessibility by means of transport other than the private car.

SA4 To prioritise appropriate development in rural areas on brownfield sites within designated villages to reduce the need to travel and to protect the rural environment.

SA5 To create a more sustainable urban environment through the appropriate location, design, materials, public realm, linkages and control of new development leading to a more prudent use of natural resources and creation of a more healthy urban city living environment.

SA6 To reduce outward migration from the North Staffordshire sub-region and retain and attract new population to the conurbation supported by the infrastructure necessary to sustain it.

SA7 Renewal of the urban and rural areas to enable people to live close to their work and leisure and community facilities, and to benefit from the best of urban and rural living including high density, mixed use development near the city centre, Newcastle town centre and other centres and in areas that are accessible by public transport.

SA8 To balance the supply and demand for housing by removing surplus accommodation and providing a better choice of homes in appropriate locations and ensure that a sufficient number of new homes are affordable.

SA9 To ensure that new residential development makes adequate provision for community facilities including health care, education and leisure and that existing facilities are retained and enhanced where they provide for the needs of existing communities.

SA10 To increase investment in the economy and broaden the employment base of North Staffordshire, including the development of new types of work and diversification of existing businesses.

SA11 To encourage the growth of the further and higher education sector and training facilities to meet the needs of indigenous and incoming employers and North Staffordshire residents.

SA12 To prioritise large scale office, retail and town centre developments within Stoke-on-Trent City Centre and Newcastle-under-Lyme Town Centre
whilst maintaining an appropriate role and provision of balanced growth for each of the other centres.

SA13 Create vital, vibrant and distinctive town centres with complementary roles to play.

SA14 To ensure a balanced portfolio of good quality and available employment land is provided and maintained to meet the needs of existing businesses and potential inward investors.

SA15 To increase the opportunities for sustainable modes of travel by securing improvements to public transport infrastructure and the provision of facilities to promote walking and cycling.

SA16 To safeguard the North-Staffordshire Green Belt and open countryside and protect it from inappropriate development.

SA17 Create a greener North Staffordshire by maintaining and improving its network of canals, green spaces and parks to provide the landscape setting for high quality development of homes, employment and leisure opportunities and to foster a more sustainable way of life.

SA18 To protect and enhance the built and natural environment of North Staffordshire including townscape, landscape, bio-diversity, established settlement patterns, historic buildings and heritage sites (including parks, gardens and battlefields), and valued character areas.

SA19 To increase the attraction of the sub-region as a tourist destination, utilising North Staffordshire’s unique industrial heritage of ceramics and mining and the high quality natural environment in the surrounding rural area.

SA20 To promote the use of renewable energy sources, green construction methods and energy conservation and move towards zero carbon growth.

SA21 To reduce the risk of flooding, pollution, and adverse environmental impacts in all new developments.
Strategic Issue 1 – Shopping Options

E.1 Option 1a - Respect existing permissions plus permissive retail policy within the Potteries Way.
Option 1b - Extend Primary Shopping Core South
Option 1c - Extend Primary Shopping Core North
Option 1d - Market led approach

Projected Need and Specific Provision (,000 sq m net)

E.2 Option 1a fails to make specific provision for the period up to 2010. All the other options would more than meet short term requirements and go a large way to meeting needs over the next ten years.

Performance against Policy Aims

E.3 By providing a new, large scale retail magnet of attraction Option 1b would better raise the City Centre profile in comparison with its regional competitors and deliver PA1, PA4 and PA7. The uncertainty provided by Option 1a and diversion of investment opportunity provided by Option 1d could undermine fragile investor confidence.

E.4 Option 1b would also improve accessibility of the City Centre by facilitating delivery of a new, improved bus station, on the doorstep of the new retail magnet. It would also encourage dispersal of shoppers around the Primary Shopping Core and facilitate delivery of improved parking provision.

Conformity with Strategic Planning Policy

E.5 Unrestricted retail development outside the Potteries Way would not accord with PPS6 and would require special justification to ensure that it would not adversely impact upon the primary shopping core.

Complementarity with Approved Regeneration Investment Strategies

E.6 The City Centre Investment Strategy has underpinned a fifteen year multi million pound funding bids approved by Advantage West Midlands, the Regional
Development Agency. This provides for redevelopment of the East and West Precinct scheme as set out in Option 1b and 1d.

E.7 The City Council has entered into a development agreement with Highland Hanley Ltd to secure the delivery of the East and West Precinct Development identified in option 1b.

Sustainability Appraisal

E.8 The CCAAP has examined the need to expand the central shopping core. Option 1b is more sustainable as accessibility will be improved by facilitating a new bus station and improved parking on the doorstep of a new retail magnet. Unrestricted growth could lead to a shopping centre that is too disparate for easy access and would encourage people to drive to different parts of it.

Strategic Issue 2 – Office Options

E.9 Option 2a - Permissive office development policy within the Potteries Way.
Option 2b - High density central business district
Option 2c - Etruria Road Business Park

Projected Need and Specific Provision (,000 sq m)

E.10 Option 2a fails to make specific provision to encourage the office development market and is unlikely to attract speculative office development. The combined options offer a diverse portfolio to stimulate this market.

Performance against Policy Aims

E.11 The combined approach provides the best prospects of raising the City Centre profile (PA1); create a welcoming environment (PA2); support improved accessibility to the City Centre (PA5) and provide an attractive and varied commercial development offer (PA7).

Conformity with Strategic Planning Policy

E.12 Options 2a and 2b accord with adopted regional spatial planning policy which sees the City Centre as the focus for office development. Reliance on Option 2c above
could undermine prospects for major office development within the ring road in a location which best strengthens the vitality and viability of the commercial core which would benefit from linked trips from employees and customers. Office development outside the Potteries Way must be subject to sequential appraisal to confirm that it is not best located within the ring road. This approach offers a diverse office development portfolio in accordance with national planning policy.

**Complementarity with Approved Regeneration Investment Strategies**

**E.13** Option 2b sits full square with the approved City Centre Investment Strategy. Land is owned by the public sector and there is scope for further land assembly and partnership working with the private sector in the delivery of these aspirations. Provision of unrestricted Option 2c in isolation would prejudice delivery of the investment strategy. Option 2a is neutral.

**Sustainability Appraisal**

**E.14** Sustainability appraisal of choices in this option highlights the value of keeping large scale office developments within the City Centre as the most accessible location for clients and employees. Choice 2b ensuring a defined zone for office development gained the most positive scores and with no negatives. Choice 2c although positive overall it’s out of centre location might encourage car use.

**Strategic Issue 3 – Homes Options**

**E.15** Option 3a - Permissive residential development policy within the plan area. Option 3b - Housing only in specific locations.

**Projected Need and Specific Provision**

**E.16** The policy approach set out in Option 3a would not identify specific provision, whereas Option 3b would.

**Performance against Policy Aims**

**E.17** Both options would serve to raise the City Centre profile (PA1); encourage City Centre Living (PA3) and promote safety and security in the City by increasing natural surveillance (PA6).

**Conformity with Strategic Planning Policy**

**E.18** Both approaches broadly conform with strategic planning policy but these are four important qualifications. Firstly, we cannot expect people to live in City Centre and have their peace potentially disturbed at all times of the day and night by, for example, revellers passing the front door. Creating an acceptable living amenity will be critical. Secondly, although there is some scope to develop the housing market for apartment living, particularly to meet the needs of smaller households, we also require families to live close to the City Centre. Apartment living is likely to predominate within the Potteries, high density town housing outside and to complement the other initiatives to repopulate the Inner Urban Core of the City. Thirdly, although congested at peak periods the City Centre offers great accessibility to facilities and the public transport links of Stoke on Trent. Restrictions on the use of the private car must form part of the contract for City Living. Finally, although the possibility of creating homogenous areas of housing cannot be discounted, it is more likely that housing will form one element of a cocktail of uses within a mixed use regeneration area. A mixed use approach would accord best with strategic planning policy.
Complementarity with Approved Regeneration Investment Strategies

E.19 The City Centre Development and Investment Strategy majored on the concept of providing a mixed use residential quarter in the ‘Hope Village’ area to the north west of the primary shopping core. Detailed masterplanning is being carried out in parallel with statutory plan making to both refine development concepts for the core of the Hope Village area and test the emerging policy framework for neighbouring areas.

Sustainability Appraisal

E.20 The SA shows that if residential development is to be promoted in the City Centre a mixed use approach is more sustainable especially if housing sites are located close to transport nodes.

Strategic Issue 4 – Leisure, Tourism and Cultural

Enhancing the Existing Cultural Quarter

E.21 Option 4a would help to promote the City Centre (PA1); extend attractions (PA4) and foster prosperity (PA7) as well as support other City Centre aspirations. This approach is supported by strategic planning policy. The approved regeneration strategy seeks to promote high quality development to complement the cultural quarter offer and secure environmental and movement enhancement.

Entertainment and Leisure

E.22 If properly managed adoption of a permissive approach to leisure development (Option 4b), this approach would support PA1 and PA6. It is supported by strategic planning policy. No specific provision is made for a nightclub zone/sector in approved regeneration strategies.

E.23 Sustainability - Having entertainment restricted to certain areas of the City Centre has benefits of concentrating noise into specific areas so that detrimental impacts on City Centre residents can be minimised. However there is a concern that only allowing such facilities in a defined area would be unduly restrictive and may stifle investment which could be worse over time if space ran out to meet the demand for entertainment uses.

Valued Built Heritage

E.24 Options 4b and 4c promote the distinctive character and profile of the City Centre (PA1 and PA2) and is in general conformity with strategic planning policy. This approach is consistent with approved regeneration strategies to address listed buildings at risk – St John’s Church and Bethesda Methodist Chapel; promote the elevational treatment of key buildings within the city centre integrated to public realm and lighting proposals and raise the bar for design quality in the City Centre.

E.25 Sustainability - Extending the City Centre Conservation area came out as the most sustainable choice. However, it noted that the restrictive nature of Conservation Areas could make it difficult to require renewable energy provision. A detailed urban character appraisal is currently being undertaken which includes redesigning the Conservation Area. It is considered that this information will be used in consideration and application of the preferred option.
Strategic Issue 5 – Public Places and Green Spaces

E.26 This menu of opportunities will go a long way to delivery of must, if not all, of the policy aims for the plan area. They are in general conformity with strategic planning policy.

E.27 Approved regeneration programmes provide for:

- Reintroduction of water into Foundation Square, creation of seating areas and introduction of evergreen planting, public art, paving, lighting and signage.
- Transformation of Tontine Square to accommodate events, havens for pedestrians and improved street formation.
- Creation of living, green, links providing a more pedestrian friendly link to Central Forest Park and to Hanley Park, introduction of innovative artwork and lighting and improvement to the public realm.
- Extend pedestrian priority within Stafford Street and improve street information and facilities.
- Include value added public realm works within all commercial development areas.

E.28 Sustainability - Provision of improved public spaces and better connectivity scores very well against sustainability objectives. However there is a negative score for economic growth as this can be a cost for developers although this could be minimised by a fair level of contributions which allows schemes to remain viable. All choices for improving connectivity are sustainable. It should be noted that there could be a negative impact of creating new green routes if they create opportunities for muggers. Careful design and management would be necessary.

Strategic Issue 6 – Transportation Options

Performance against Policy Aims

E.29 All these schemes will work towards providing a welcoming impression of the City Centre (PA1 and PA2) and directly contribute towards improving access to the City Centre (PA5) and indirectly to all others.

Conformity with Strategic Planning Policy

E.30 This approach accords with national, regional and emerging local strategic spatial framework. Completion of the Potteries Way is part of the Core Strategy as well as development of bus priority routes and developing a new bus station.

Complementarity with Approved Regeneration Investment Strategy

E.31 Regeneration funding is underpinning production of a detailed transportation study for the City Centre, with particularly regard to developing the Business and University Boulevard concepts as well as longer term transport opportunities in the City Centre. This will provide a comprehensive, sound basis for detailed planning. Delivery of the University Boulevard is supported by the City Centre Approaches product, as well as innovative projects to bridge the ring road. Delivery of the major new gateway into the City Centre from the A500 will permit enhancement of sustainable transport links within an attractive hard and soft landscape corridor.
Sustainability Appraisal

E.32 Better public transport and investment in other sustainable modes will reduce congestion and have positive health benefits. Improving the quality of car parking and maintaining capacity to existing levels with remote park and ride facilities taking up the growth will be more sustainable although it could be detrimental to some forms of development. Completion of the Potteries Way could have a negative effect by encouraging more car traffic in and around the centre unless this is carefully controlled.
SA Criteria
Detailed Questions / Guidance

1. **Sustainable location (sequential test)**
   Will it increase retail opportunities within the sub-region and diversify the region's economy?
   Is the site in-centre?
   Is the site in a location well served by public transport?

2. **Contribution to sustainable communities**
   Will it meet the housing needs of local people?
   Will it encourage sustainable communities?
   Will it support urban renaissance and mixed-use development close to town centres?

3. **Strategic employment location**
   Will it increase employment opportunities within the sub-region and diversify the region's economy?
   Will it meet the needs of local people and support the local economy?
   Will it support urban renaissance and mixed-use development?

4. **Regeneration facilitation**
   Will it improve economic, social and environmental conditions in the most deprived areas?
   Will it reduce crime and the fear of crime?
   Will it support urban renaissance?
   Will it raise the design quality of the City Centre?
   How will the proposed development facilitate regeneration of the wider City Centre area?

5. **Qualitative assessment**
   Will it improve the quality and range of shopping?
   Will it improve access to local services/facilities?

6. **On public & alternative transport routes**
   Will it encourage walking, cycling and use of public transport?
   Will it reduce reliance on the private car?

7. **Renewable energy**
   Will it increase energy efficiency in buildings, transport modes etc?

8. **Utilities**
   Will it be unavoidably considered by utility services?

9. **Environmental Issues**
   Will it improve the quality of the built and natural environment?
   Will it protect and enhance existing designated European, national and regional wildlife and geological sites and species population?
   Will it provide opportunities for new habitat creation?
   Are there known or likely issues of contamination that will need to be addressed?
10. Protection of Greenfield land
Will it encourage the development of brownfield land in preference to greenfield?
Will it protect greenbelt, landscape, parks and gardens and their setting?
Will it reduce the amount of derelict, vacant/underused or contaminated land?

11. Floodplain / Drainage Issues
Will it reduce or manage flooding?
Will it maintain and enhance ground and surface water quality?

12. Important heritage interest
Will it support the preservation / enhancement of high quality built, natural and historic environments?
Will it improve the quality of the built and historic environment?
Will it protect archaeological sites?

13. Market attractiveness
Is the site being actively marketed?
Is the site likely to be brought forward for development within the period?

14. Site availability
Is the site available within the period?
Will additional infrastructure be required to facilitate the development and is this likely to be delivered as part of the development?

15. Sustainable Alternative
Are there any other alternative development uses for the land and if so will these contribute to sustainable development objectives and support urban renaissance?

16. Contribution to NSIEDS
Will it help develop and grow key sectors of the sub-regions economy identified in NSIEDS?
Will it contribute to achieving the four drivers for change?
The site options considered in seeking to achieve a balanced and progressive development of sites to meet the above aims are set out below:

<table>
<thead>
<tr>
<th>Site Description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unity House, Broad Street</td>
<td>Sites put forward at issues stage for employment/mixed commercial uses and/or residential development</td>
</tr>
<tr>
<td>Cannon Street/Warner Street</td>
<td>The sites taken together form larger regeneration area close to City Centre. The former Unity House has now been demolished.</td>
</tr>
<tr>
<td>Warner Street, Hanley</td>
<td>Site identified from Land Availability Database. Suitable for business park led development but as part of mixed use. Alternatives such as retail not acceptable as standalone developments given commitments and this out-of-centre location.</td>
</tr>
<tr>
<td>City Centre West, Clough Street (S)</td>
<td>Site identified from Land Availability Database. Site identified as mixed use and incorporated with Clough Street south site to ensure comprehensive development.</td>
</tr>
<tr>
<td>City Centre West, Clough Street (N)</td>
<td>Site put forward for retail at Issues and Options stage. Preferred option assumes 75% of total area for employment use</td>
</tr>
<tr>
<td>Etruria Road</td>
<td>Site put forward as various alternative land uses including retail. Preferred option assumes 50% of site for office development. Site carried forward as entertainment/residential/commercial/mixed use not retail Given location and no retail need in short term given commitments.</td>
</tr>
<tr>
<td>Sampson/Hope Street</td>
<td>Site put forward at issues and options stage as mixed use including office, residential, bars and restaurants. Preferred option based on draft plans and approx. 25% of site for office and the rest residential/leisure use, but with retail limited only to the same amount of floorspace as existing.</td>
</tr>
<tr>
<td>Trinity Street/Marsh Street</td>
<td>Site put forward at issues and options stage as mixed use including office, residential, bars and restaurants. Potential location for bus station development.</td>
</tr>
<tr>
<td>East West Precinct</td>
<td>Site has existing outline planning permission and put forward at issues and Options stage for retail led mixed use scheme.</td>
</tr>
<tr>
<td>John Street Surface Car Park</td>
<td>Included in commitments as part of East West Precinct site for mixed use. No retail proposal on this part of the site. Potential location for bus station development.</td>
</tr>
<tr>
<td>Town Road/Meigh Street / Potteries Way, Hanley</td>
<td>Site put forward for retail-led mixed use at issues and Options stage. Potential for retail development in medium/long term. No immediate need in five year period given commitments.</td>
</tr>
<tr>
<td>Thompson House, Stafford Street</td>
<td>Site put forward at issues and Options stage. Not carried forward as a specific retail allocation as it would be considered through policy approach as the site is in existing use for retail, office, professional services.</td>
</tr>
<tr>
<td>Land off Etruria Road</td>
<td>Site put forward at Issues and Options stage. Site carried forward as principally commercial use not retail.</td>
</tr>
<tr>
<td>Potteries Shopping Centre, Town Road, Hanley</td>
<td>Site put forward at issues and Options stage. Taking North Staffs Retail -Study need requirements - Priority in medium term for East West Precinct only. No immediate need in five year period given commitments – allocation made as a mixed use site and phased.</td>
</tr>
<tr>
<td>Location</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Clementsons Mill. Clough Street Car Park</td>
<td>Site put forward at Issues and Options stage. Site carried forward as entertainment/residential/commercial/mixed use not retail</td>
</tr>
<tr>
<td>Clough Street, Hanley</td>
<td>Site around Tesco store carried forward as Mixed Use area and area of approved superstore allocated as retail superstore – included in commitments.</td>
</tr>
<tr>
<td>Waterloo Road/Century Street</td>
<td>Included in commitments. Site has planning permission for retail/leisure park uses.</td>
</tr>
<tr>
<td>Land to the South of Century Street</td>
<td>Site put forward as a representation site with potential for reconfiguration of operation land. Currently in employment use. Site carried forward as mixed use employment/residential/commercial, not retail.</td>
</tr>
<tr>
<td>Cobridge Road/Century Street</td>
<td>Site put forward as a representation site with potential for reconfiguration of operation land. Currently in employment use. Site carried forward as mixed use employment/residential/commercial, not retail.</td>
</tr>
</tbody>
</table>
Area Action Plan (AAP) - will be used to provide a detailed planning framework for areas of change and areas of conservation.

City Centre Development Framework and Investment Strategy – Sets out the major projects that will deliver an exciting physical and economic environment.

Community – either a general reference to those people and organisations that live or work in Stoke-on-Trent, or more specifically people belonging to a Community of Interest.

Community Planning – the process where a local authority and partner organisations come together to plan, provide and promote the well-being of their communities through a Community Strategy. It promotes the active involvement of communities in the decisions on local services which affect people’s lives.

Community Strategy – the plan which local authorities are required to prepare a Local Strategic Partnership for improving the long term economic, environmental and social well-being of local areas through partnership working and the active involvement of local communities.

Consultation – two-way communication with people through various channels in order to discuss issues and to gain opinions.

Core Strategy – this sets out the long-term spatial vision for Stoke-on-Trent and the strategic policies and proposals to deliver that vision. It will contain a set of primary policies for delivering the core strategy. Broad locations for development may be set out in a key diagram.

Development Plan - comprises the West Midlands Regional Spatial Strategy (RSS) and Local Development Documents (LDDs) contained within the City of Stoke-on-Trent Local Development Framework (LDF).

Development Plan Document (DPD) – prepared by the City Council as plan-making authority. They will be spatial planning documents and subject to independent examination. There will be a right for those making representations seeking change to be heard at an independent examination.

City Council – this is the tier of local government that provides a range of services, from sports & leisure and arts to housing, planning, waste collection and environmental protection. Stoke-on-Trent City Council provides services to over 240,000 who live in the City. Policy decisions about services such as the type of service provided by made by the Executive. The day-to-day management and running of services is carried out by employees of the Council, called officers.

Local Authority – an elected body for local government responsible for provision of a range of services for local communities.

Local Development Framework (LDF) – comprises a portfolio of Local Development Documents which will provide the framework for delivering the spatial planning strategy for Stoke on Trent. The City Council must submit a local development scheme to the First Secretary of State for consideration within six months of the commencement date of the Act regardless of where they are in terms of their current development plan. The transitional arrangements allow for existing adopted plans to be saved for three years from the date of commencement of the Act and for unadopted plans to be saved for three years post adoption.
Local Development Document (LDD) – a document that forms part of the Local Development Framework. Can either be a Development Plan Document or a Supplementary Planning Document.

Local Development Scheme (LDS) – sets out the programme for the preparation of the Local Development Documents.

Local Strategic Partnerships (LSPs) – overarching partnership of stakeholders who will develop ways to involve local people in shaping the future of their neighbourhood in how services are provided. Responsible for producing the Community Strategy, and in the Neighbourhood Renewal Areas, for producing Neighbourhood Renewal Strategy.

Material Consideration – any consideration relevant to the use and development of land and which is taken into account in determining a planning application is capable of being a material consideration.

North Staffordshire Integrated Economic Development Strategy (NSIEDES) – This is strategy commissioned by Regeneration partners in North Staffordshire to spur decisive action, serving as a basis for future investment and resource allocation on the part of national and local government; national, regional and local agencies and private businesses.

North Staffordshire Retail and Leisure Study 2005 – retail and leisure capacity study for North Staffordshire

North Staffordshire Local Transport Plan – A study of Transport and Travel priorities in North Staffordshire

Partners – groups or individuals with different remits working equally together towards a common objective.

Partnerships – vary greatly in how they are established and resourced and how they operate. There are not defining features for partnerships but they should bring together representatives from different sectors and different communities of interest to agree and work towards common goals. Organisations which bring together representatives of those who have an interest in the local area such as local authorities, health trusts, businesses, voluntary organisations, and residents groups.

Preferred Options – the City Council will offer alternative proposals and policy options for consultation, however the City Council will highlight those options which it feels is most appropriate.

Proposals Map – the function of the proposals map is to illustrate the policies and proposals in the DPDs and any saved policies which are included in the LDF. It will be an Ordnance Survey based map at a scale which allows the policies and proposals to be illustrated clearly in map form.

Public Consultation – a process through which the public is informed about proposals fashioned by a local planning authority or developer and invited to submit comments on them.

Site Specific Allocations/Policies – this includes allocations of sites for specific or mixed uses or development contained in DPDs. Policies will identify any specific requirements for individual proposals;
**Statement of Community Involvement (SCI)** – will set out the standards which the City Council intend to achieve in relation to involving the community in the preparation, alteration and continuing review of all local development documents and in significant development control decisions, and also how the City Council intends to achieve those standards. The SCI will not be a development plan document but will be subject to independent examination. A consultation statement showing how the City Council has complied with its statement of community involvement will be required for all local development documents.

**Strategy** – an overall plan, which can be short, medium or long term, which clearly shows what is going to be achieved.

**Sustainability Appraisal (SA)** – An appraisal of policy and site options against defined set of criteria. SA aims to unite social, economic and environmental concerns, therefore seeking to test the DPD objectives and policies against sustainability objectives as a whole.

**Sustainable Development** – development which meets the needs of the present without comprising the ability of future generations to meet their own needs.

**Stakeholders** – people who have an interest in the activities and achievements of Stoke-on-Trent City Council, including residents, local communities of interest, partners, employees, customers, shareholders, suppliers, opinion leaders, regulators and “hard to reach” groups.
For further information on this document or on the preparation of the City of Stoke on Trent Local Development Framework, please contact a member of the Planning Policy Team

At:

Planning Policy Team,
Directorate of Regeneration,
PO Box 630,
Civic Centre,
Glebe Street,
Stoke on Trent
ST4 1RF

or by email:
stoke.ldf@stoke.gov.uk
or by telephone on:
01782 232302

Any part of the Local Development Framework can be reproduced on request in large print, on CD or as spoken word on tape.

If you have difficulty reading this document or require further information, please call 01782 232302

ने वह वह ओढ़ी हिय विद्यालय रची हुआ प्रबंध से टा प्राप्त के लोग आमी दुबारे भी चलते वर्चनमें आप दुबारे अंतिम लिखते। 01782 232302

यदि आप लघु पुस्तिका नहीं पढ़ सकते तो हमें बताएं, हम आपकी सहायता करेंगे। 01782 232302

01782 232302