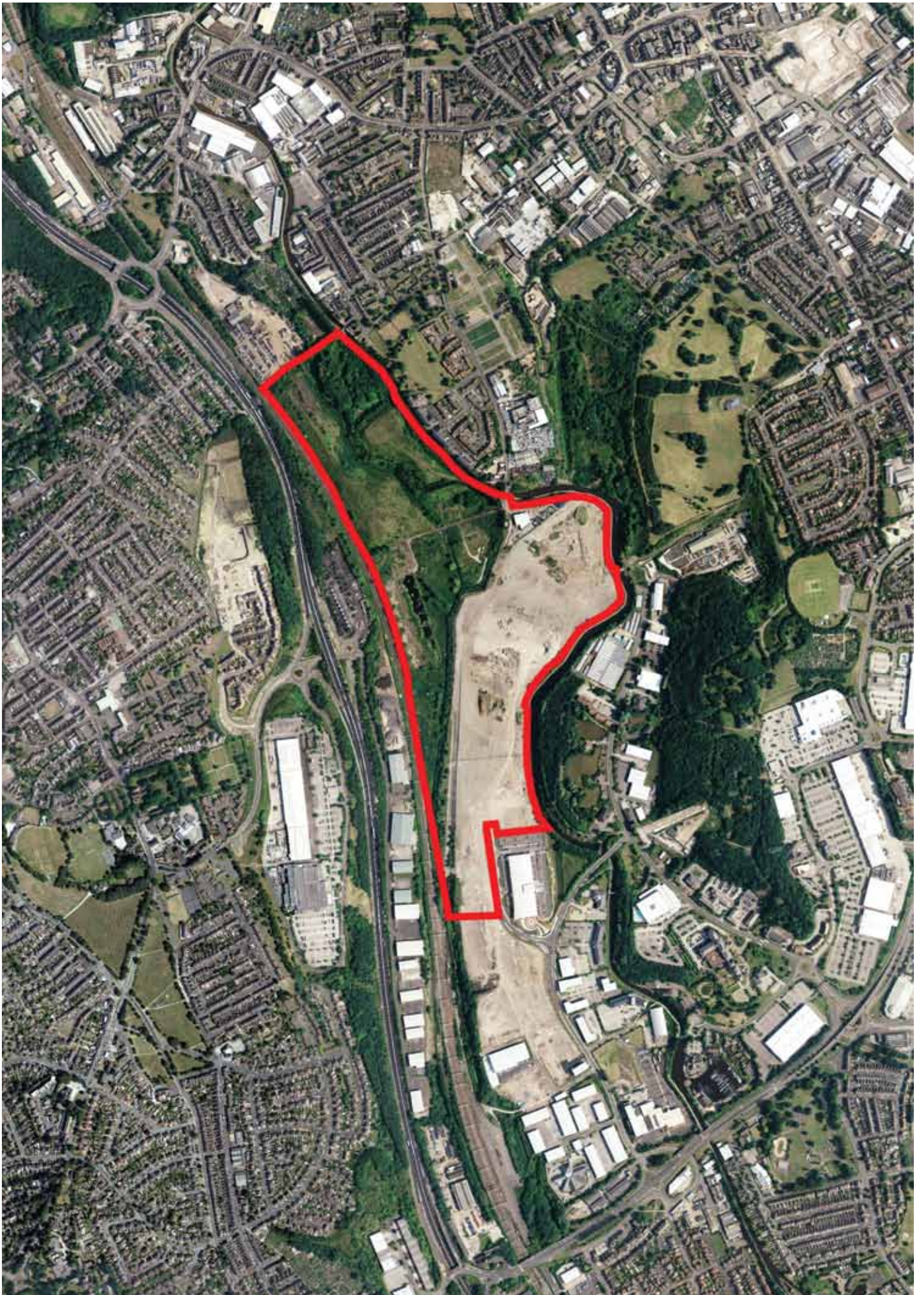


Etruria Valley Enterprise Area

Supplementary Planning Document

December 2012





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Introduction

Etruria Valley will become ‘a major mixed use area for employment in the south and housing in the north. Improved sustainable transport facilities will be used as a catalyst for a major inward investment offer’.

Criterion 13 – Policy ASP2 Core Spatial Strategy

1.0 - Status and Purpose

The purpose of the document is to set out a clear planning strategy and agreed development principles for the Etruria Valley site with the aim of shaping and guiding a high quality, sustainable redevelopment of the area to create job opportunities, housing and open space.

This Supplementary Planning Document (SPD) has been prepared by Stoke-on-Trent City Council and sets out guidance from the Local Planning Authority, Highways Authority and other statutory and non-statutory consultees with input from the landowners and other key stakeholders. The process of preparation and adoption of this document has involved full public consultation prior to adoption by the city council.

The SPD forms part of the council’s Local Development Framework (LDF) and identifies delivery of specified adopted Core Spatial Strategy policies including Policy ASP2 - Stoke-on-Trent Inner Urban Core Area Spatial Policy.

The Core Spatial Strategy is the primary statutory planning document which sets out a broad framework for the future development of Newcastle-under-Lyme and Stoke-on-Trent.

The Core Spatial Strategy has been subject to public examination by an Independent Inspector following public consultation and was formally adopted in October 2009.

The status of this SPD is to supplement adopted planning policy and to enable the preparation of planning applications for the site; support funding applications and aid infrastructure delivery.

The document has been prepared in accordance with the National Planning Policy Framework. This SPD includes guidance on land use and the amount of planned development; the required access arrangements; principles for the consideration of urban design and open space; landscape and biodiversity principles; flooding and drainage requirements and sustainability outcomes including measures to address climate change. The document also includes a delivery and implementation section.

The preparation of this document is directly linked to the city council’s Mandate for Change and the remit through the council’s Save to Invest strategy

of identifying ways of helping to bring forward key strategic sites including finding ways of ensuring planning acts proactively to bring brownfield land into beneficial use and is not a barrier to development opportunities in the city.

As part of the authority’s Mandate for Change the top priority is to create a great working city, to make Stoke-on-Trent the place to bring business. Attracting inward investment and supporting existing business are two key strategic objectives of the city council’s Mandate for Change.

The council’s Cabinet is currently implementing a raft of measures that will provide a ‘red carpet’ treatment for new businesses. Improving and creating new infrastructure links is one such measure which will help to open up the Etruria Valley to enable business expansion and to boost what the city has to offer.



2.0 - Public and Private Partnership

This SPD is not intended to be a stand alone document indeed its intention is to bring together all relevant parties with the collective aim of facilitating good quality development. By bringing central government; local government and private sector initiatives together through collaborative working arrangements this can pave the way in setting out the Local Planning Authority's preferred development principles for the site and upon which detailed plans can then be drawn up, approved and implemented. This will provide an 'oven ready' site to help capture inward investment.

These are supported by providing and maintaining an evidence base needed to deliver our future vision. The LEP also supports the sustainable regeneration of Etruria Valley through its commitment to providing Regional Growth Fund and Growing Places Fund monies towards infrastructure delivery.

The land is in a number of different ownerships of both public and private bodies. The landowners have been consulted during the preparation of the SPD and will be further involved in drawing up detailed proposals for the site in line with this SPD.

Through collaborative agreement at an early stage in addressing environmental, social and economic factors the aim of this SPD is to identify how the Etruria Valley site can accommodate development through a series of development principles in line with the aims and objectives of the Core Spatial Strategy and the city council's Mandate for Change.

The Stoke and Staffordshire Local Enterprise Partnership (LEP) supports the city council's Mandate for Change. The LEP's six key priorities are:

- Supporting existing businesses to grow
- Increasing inward investment
- Successfully marketing Stoke-on-Trent and Staffordshire as a place to do business
- Improving access to finance and funding
- Providing the right sites & infrastructure
- Ensuring the skills & training of our workforce meet business needs



3.0 - Location, Site Description and History

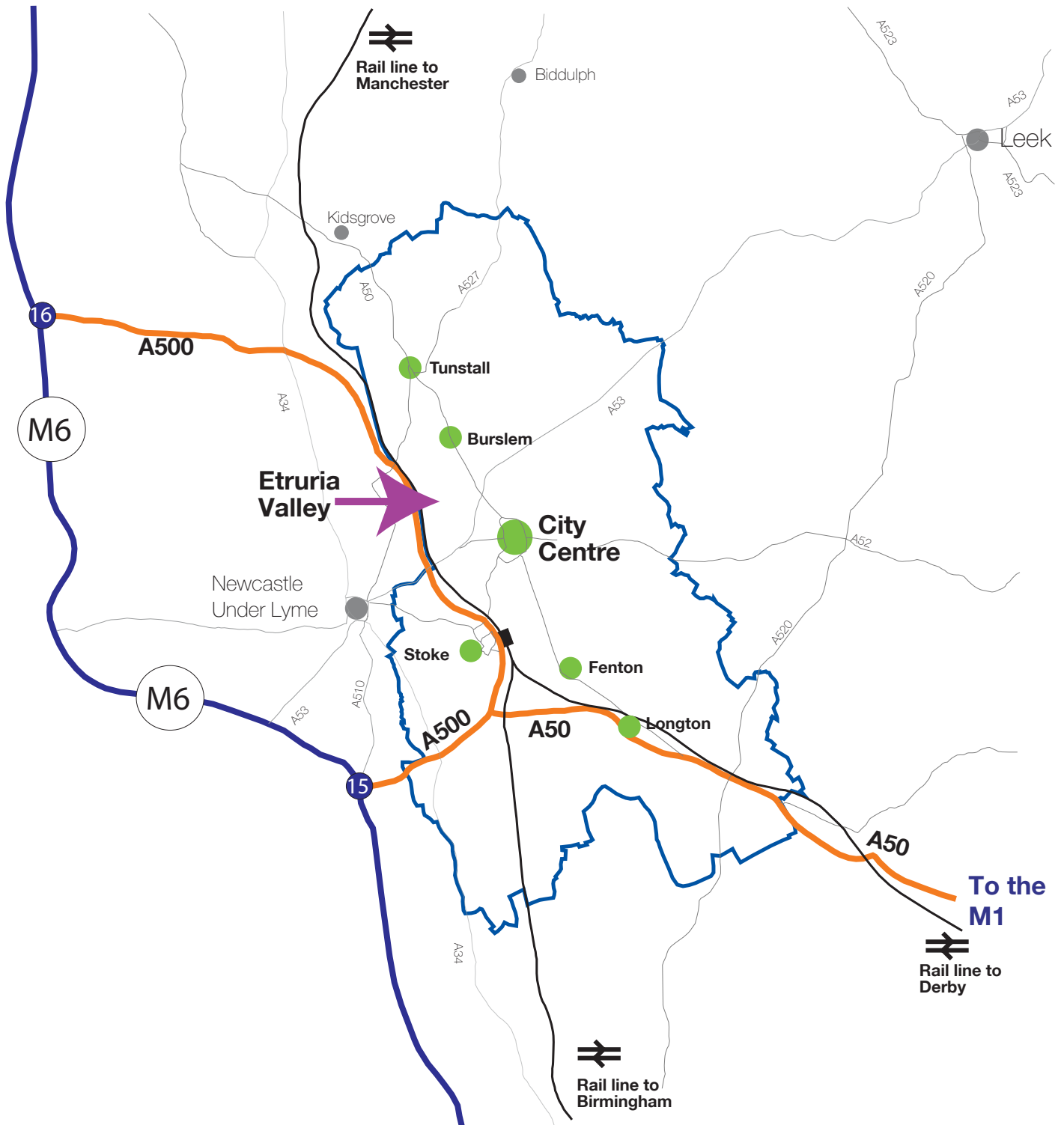
Location

Etruria Valley is located in the heart of the Stoke-on-Trent and Newcastle-under-Lyme urban area. In planning policy terms this is known as the Inner Urban Core. The site is adjacent to the A500 trunk road with direct access to Junctions 15 (south) and 16 (north) of the M6. Links to the M1 are via the A50 to the south-east. The site sits next to the West Coast Main railway line and is just over a mile from the railway station and Stoke-on-Trent City Centre. The site's wider sub-regional location is shown on Plan 1.

The Core Strategy sets out a clear and distinctive role for this prioritised area of the city – a programme of progressive urban renewal providing improvements to the urban fabric and building stock and taking advantage of the area's proximity to services. Southern sections of the valley have already been developed and successful companies such as Vodafone, Royal Doulton, Wardell Armstrong, GSH Group, Bet 365 and Wade Ceramics have developed premises in this area



Plan 1 - Site Location



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General Site Description

The remaining undeveloped area of Etruria Valley includes vacant, derelict and industrial land covering approximately 39 hectares and is categorised as brownfield, previously developed land. This is the land subject to this SPD.

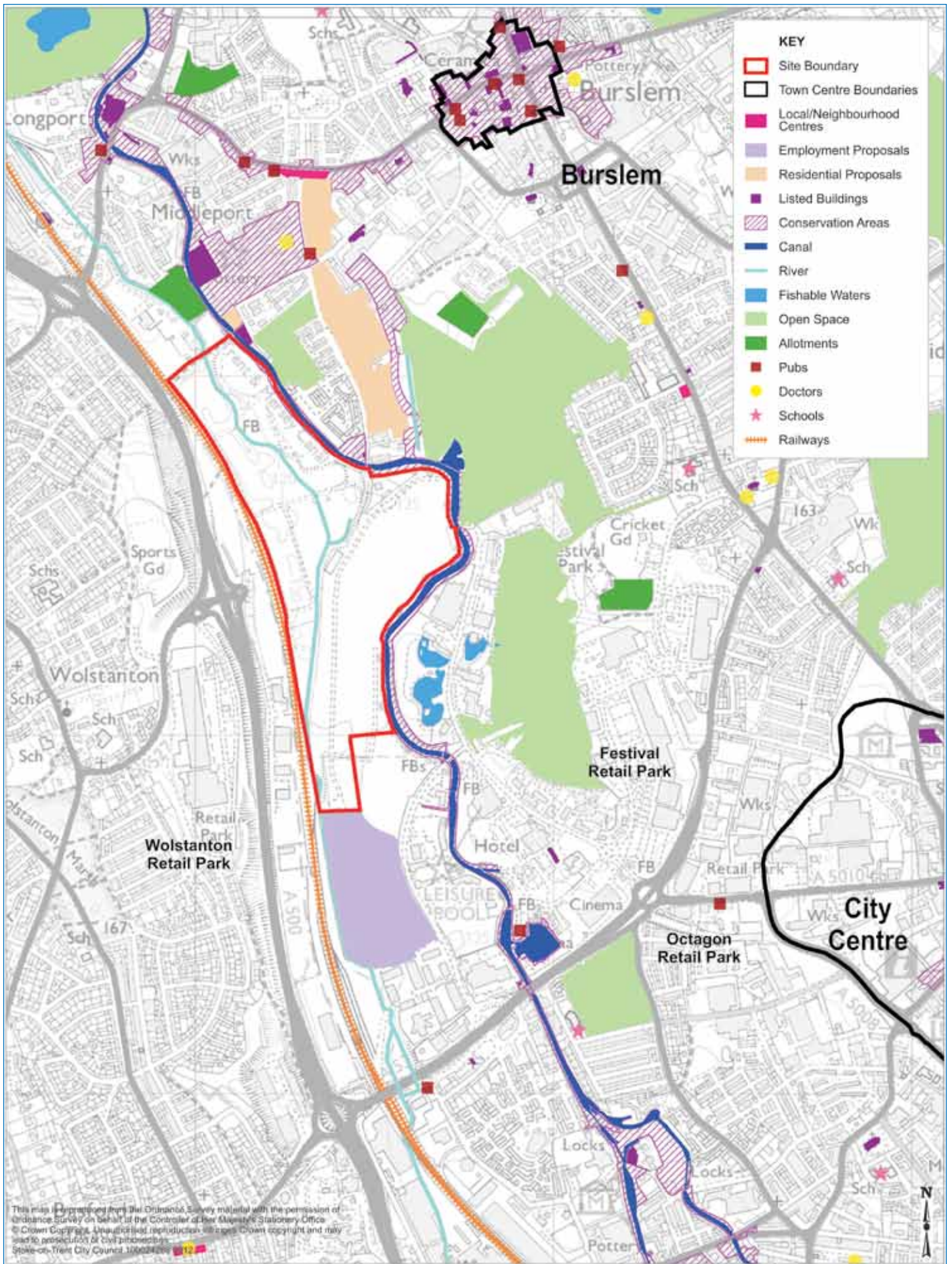
The site boundary is shown on Plan 2 which incorporates land between the main railway line in the west and the Trent and Mersey Canal in the east, and between the Orford Street/Pidduck Street public footpath in the north and Shelton Boulevard/Forge Lane in the south next to the new Vodafone office. Plan 2 also shows the surrounding land uses.

The southern end of the SPD site sits just north of an employment proposal with outline planning permission primarily for offices, light industrial and manufacturing uses (known by St. Modwen as Phase 2A). Further south are earlier phases of Etruria Valley development and the successful Festival Park area of the City. The southern 20 hectares of the undeveloped Etruria Valley SPD site largely comprise of vacant land which was once the site of the former Corus rolling mill. The topography of the site in this area is generally flat and in terms of ground conditions no significant constraints have been identified. An existing recycling plant sits

to the north of this parcel of land adjacent to the Trent and Mersey Canal and Newport Lane. The Fowlea Brook lies to the north-west of this portion of the site. The northern section of land includes the former Burslem Sewerage Works and associated tip and two former pottery waste tips – Midwinter Tip and Burgess, Dorling and Leigh Tip. Although both areas of land, with a combined site area of 19.48 hectares, are largely previously used land, the site includes scrub and grassland and mature trees on its boundary with the Canal. The topography of the site contains elevated ground to the west and east boundaries of the site in this central area with the lower lying Fowlea Brook running through the centre of the site (north to south). The brook is in a natural channel at this point. The central point of the site area as a whole (adjacent to the former steelworks site) is the lowest point and sits at a lower level than the adjacent A500 and railway line.

The existing surrounding uses and planned future developments are shown on Plan 2 along with existing local facilities; parks and open space; services and transport connections to show the site in its existing setting today.





Plan 2: Etruria Valley - Site and Surrounds

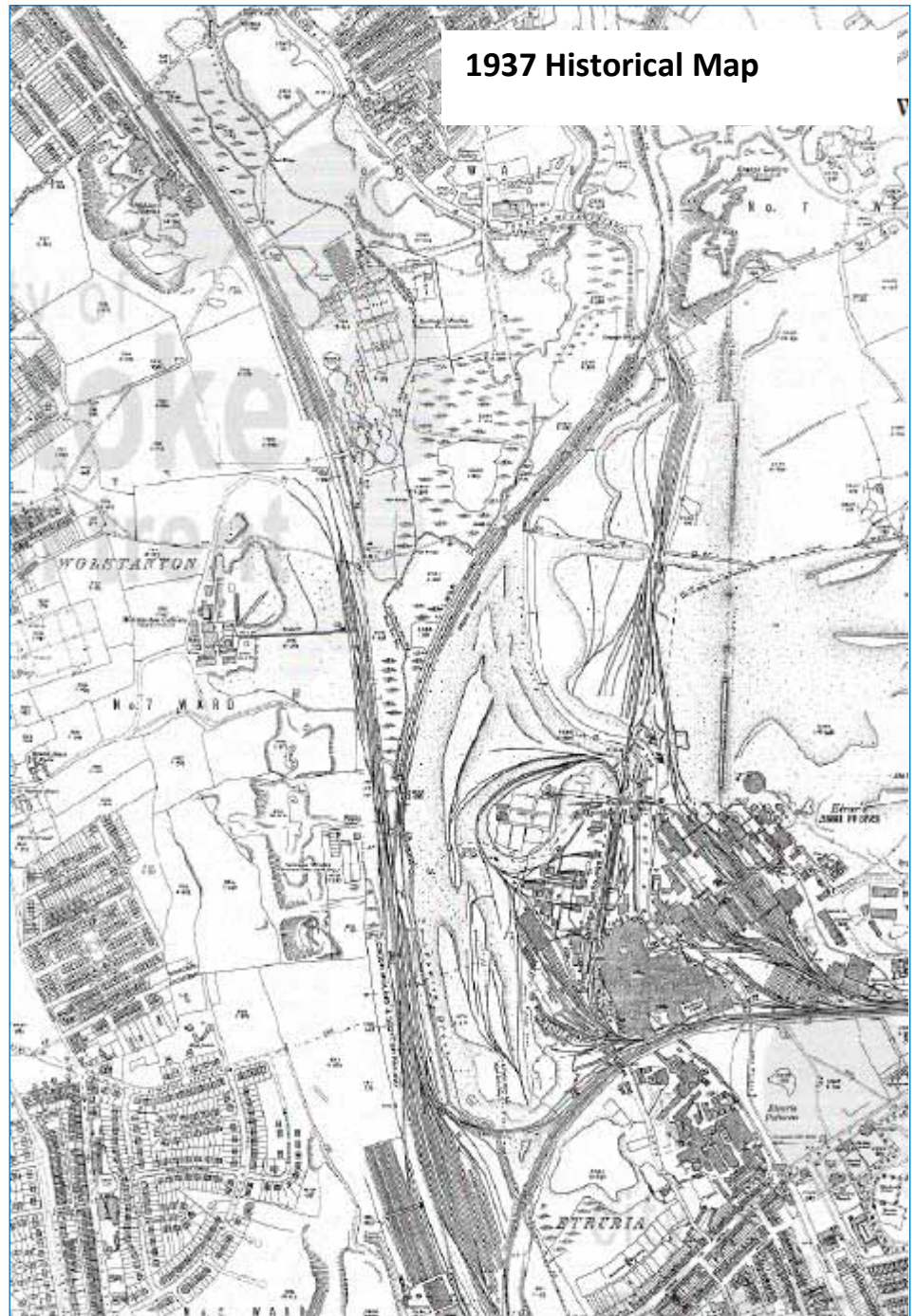
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Site History

As shown on the historical map of 1937 the site not only contained a working sewage works but also contained part of the railway network for the Etruria Steel Works although this section of the railway is now disused. It is believed that the former Corus rolling mill was developed in the 1960's and was operational for around 40 years. The rolling mill closed in 2002 and was demolished in 2004/2005.

In 1986 the surrounding land to the east of the development site was home to the Stoke-on-Trent Garden Festival. Festival Park is now a major mixed use business, retail and leisure park created as a new business centre following the Garden Festival. Some of the original gardens have been retained as a structural landscaping backdrop to the site.



NATIONAL GARDEN FESTIVAL 1986





Planning History

There are no current planning approvals relating to this undeveloped part of the Etruria Valley although park and ride proposals have been considered in the past as well as an outline planning application for employment uses in the northern part of the site. These applications were either withdrawn or abandoned between 2006 to 2008.

In Middleport to the north a number of residential permissions are now in place. These sites closely relate to the northern portion of the Etruria Valley site and include:

- The Former Co-op bakery site (Ref: 51947/OUT) for residential development (outline);
- Middleport Flour Mill (Port Vale Mill), Milvale Street (Ref: 48464/FUL and 48556/CON) for the demolition of former stables and workshops, conversion of former mill to 14 apartments and construction of 2 apartments and 9 houses together with parking and landscaping;
- The Former Calcining Mill, Milvale Street (Ref: 48908/FUL) for part demolition of existing buildings, conversion, alterations and new build to create 18 residential units, undercroft parking and landscaping and refurbishment of kilns to create heritage

interpretation centre;

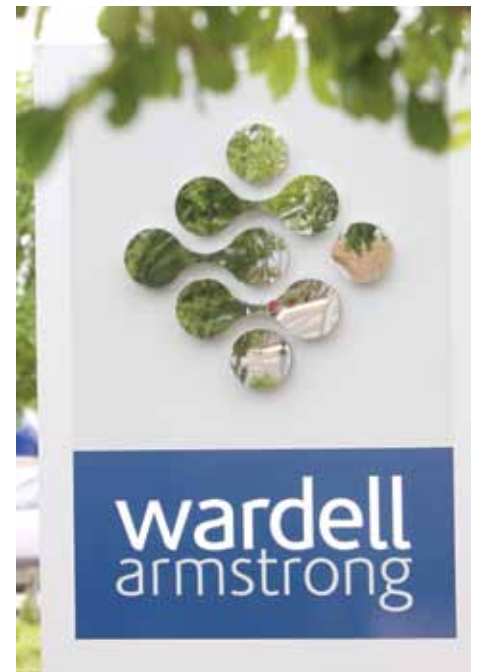
- Land at the junction with Newport Lane/Morton Street/Woolrich Street, Middleport for GP practice which has been completed.

To the south a number of planning permissions for business use have been permitted:

- The Vodafone office and contact centre on Shelton Boulevard was completed in 2009 (Ref: 47948).
- The Wade Ceramics factory and part of the office development on the former Shelton Works site approved under the same application (Ref: 48426) which was approved in 2008 for the erection of four buildings, two for use Class B2/B8, one for use class B1 and one for use class B2 with associated roads and parking area - part of the office development is still to be completed.
- Additional permission for four office buildings (Use Class B1) was approved in 2008 (Ref: 48428) one building is occupied by Hanley Economic Building Society Headquarters and the other three buildings are to be completed.
- Phase 2A site has recently been given outline planning permission in 2012 for restricted B1a office, B2 and B8 development on the 6.3 hectare site (Ref: 52732/OUT)

These business occupiers are recent additions to the development of the area which commenced in 1987 when part of the Garden Festival site was redeveloped. The southern part of Etruria Valley was developed as a business park during the 1990's.

It is recognised as one of the areas major office and employment locations of approximately 120,000m² of development.



Context and Involvement

‘The Borough of Newcastle-under-Lyme and the City of Stoke-on-Trent will be a prosperous, vibrant, environmentally responsible and successful area of choice for businesses, visitors and residents in the period up to 2026’

The Core Spatial Strategy strategic vision

4.0 - Context Analysis

Planning Policy

The starting point for the consideration of any planning application on the site is the Local Development Framework (LDF) known as the Local Plan.

In Planning Policy terms Etruria Valley has been identified as a strategic priority for development in the adopted Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy and the city councils Community Strategy. The city council’s Development Management Policy Committee resolved in April 2012 to prepare this SPD for Etruria Valley which will form part of the LDF.

The Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy has been prepared jointly by Newcastle-under-Lyme Borough Council and the City of Stoke-on-Trent Council for the 20 year period between 2006 and 2026. The strategy is the core document that has been prepared as part of the Stoke-on-Trent Local Development Framework and sets out the overarching spatial planning framework for the two areas.

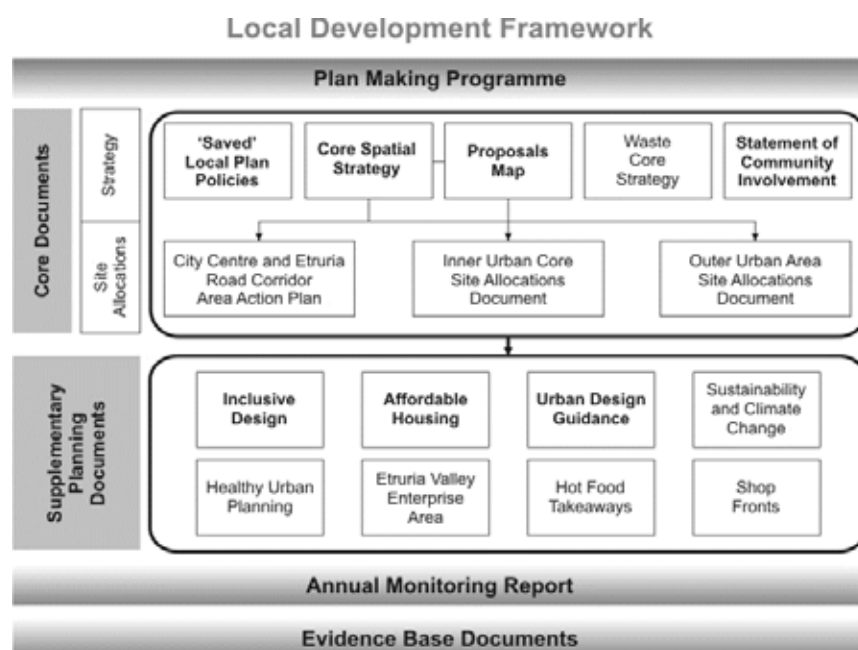
The SPD has also been prepared in conformity with the National Planning Policy Framework.

A planning policy background paper has been prepared to demonstrate this.

The Core Spatial Strategy is divided into a number of parts identifying strategy and policy. Following the strategic aims of the plan are a series of Spatial Principles including targeted regeneration; access and movement and economic development and Area Spatial Policies. Lastly is a set of Core Policies, which complement and help deliver the area spatial strategies.

The following paragraphs highlight those areas of the plan that specifically relate to Etruria Valley and which form key strategic policies upon which development proposals are considered.

The Core Strategy incorporates a series of aims around the themes of People, Prosperity and Place & Image. The redevelopment of Etruria Valley will make a positive contribution towards delivering these aims. Eleven of these aims which specifically relate to Etruria Valley are set out at Appendix 1 of this SPD.



**Policy SP1
Core Spatial Strategy Policy SP1
- Spatial Principles of Targeted
Regeneration**

The main strategy seeks to deliver a series of Spatial Principles to focus development and investment towards the highest priority areas – the city and town centres and those areas identified as priority areas for regeneration such as Etruria Valley and restraining development within non-priority locations. Focusing development in these areas is wholly consistent with international, national and local sustainability strategies.

Indeed seeking to plan proactively and to prioritise previously developed land within the Inner Urban Core of the City is wholly consistent with the National Planning Policy Framework (NPPF) and the government’s sustainability agenda.

**Policy SP2
Spatial Principles of Economic
Development** is a key fundamental part of the plan and from which some of the priorities in the council’s Mandate for Change have been set. These spatial principles include:

- harnessing the creative and knowledge assets of North Staffordshire to develop high value business growth;
- improving the levels of productivity, modernisation and competitiveness of existing economic activities;
- capitalising on North Staffordshire’s strong geographical position, people and productive asset base; and
- identifying strategically planned land use on major brownfield sites for high value business growth to complement smaller scale, localized employment development elsewhere in the plan area.

The development of the Etruria Valley sub-regional employment site will directly meet these strategic policies and help meet the Core Spatial Strategy target of providing a 55 Hectare rolling five year supply of employment land, with indicative long term requirements of 165 Hectares over the plan period.

The site also has the potential to deliver some office development as an ancillary use to major employment development. Office development, as set out in the Core Spatial Strategy and NPPF, are subject to sequential and impact assessment. There are major office proposals within Stoke-on-Trent City Centre and Newcastle-under-Lyme town centre the implementation of which should not be undermined by any office development at Etruria Valley. Therefore measures such as phasing or conditions may be appropriate in order to find an acceptable balance.

However, as recommended as part of the Local Development Frameworks Evidence Base within the Stoke-on-Trent and Newcastle-under-Lyme Employment Land Review, some office development at Etruria Valley could be appropriate given its location and in order to ensure we have an appropriate supply of office development to meet demand. Such a recommendation is made provided that an adequate balance between in-centre and out of centre development can be made and the sequential test if required.

The northern part of the site also has the potential to contribute towards the target of 5,800 homes within the Inner Urban Core of the City by 2026 as it is close to the existing residential community of Middleport.



Policy SP3

Spatial Principles of Movement and Access

is an important aspect of the Strategy jigsaw in setting out how places need to connect together in order to achieve the overall strategy. Improving accessibility through a number of measures and addressing the environmental impacts of travel are crucial. The Core Spatial Strategy provides the detailed evidence base for identifying schemes and investment strategies which are directly linked to regeneration programmes such as the Etruria Valley.

The new road link connections needed to serve Etruria Valley is set out as a requirement within the Core Spatial Strategy alongside the funding opportunities for its delivery.

The Core Strategy supports the provision of local jobs and critical to the development of the Etruria Valley area will be provision of improved connections from the A500 to both the City Centre and Burslem both for private and public transport, and in improving walking and cycling routes across the Valley. Understanding how future bus routes can inter-connect and dissect the Valley will also help integrate the site into the public transport network and reduce car use.

Policy ASP2

Stoke-on-Trent Inner Urban Core Area Spatial Policy

identifies the Etruria Valley site as a strategic site in the Inner Urban Core which needs to be properly integrated with the rest of the conurbation.

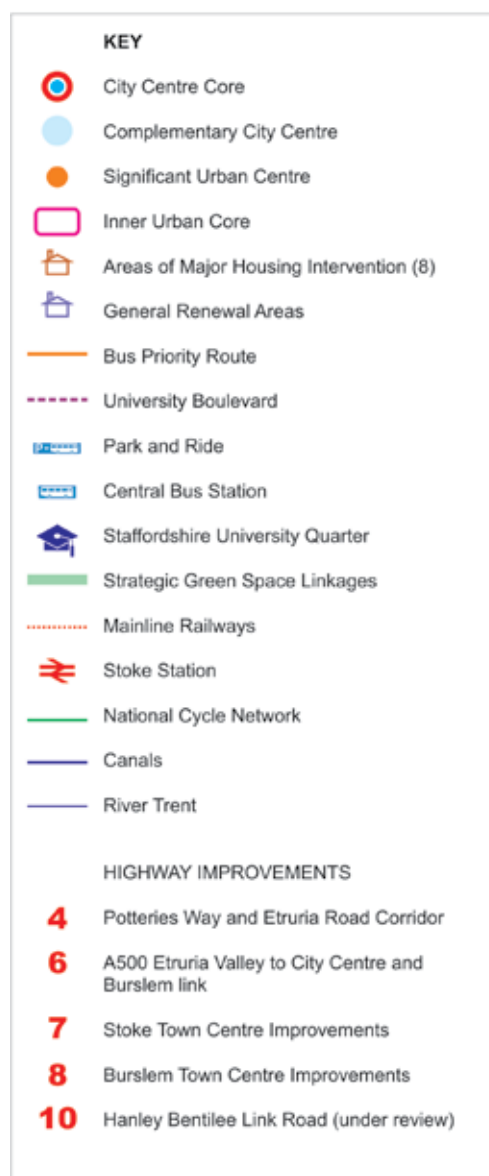
Criterion 13 of Policy ASP2 states that Etruria Valley will be: **‘a major mixed use area for employment in the south and housing in the north. Improved sustainable transport facilities will be used as a catalyst for a major inward investment offer. A new link from the A500 to the City Centre and Burslem plus park and ride facilities will be a critical element’.**

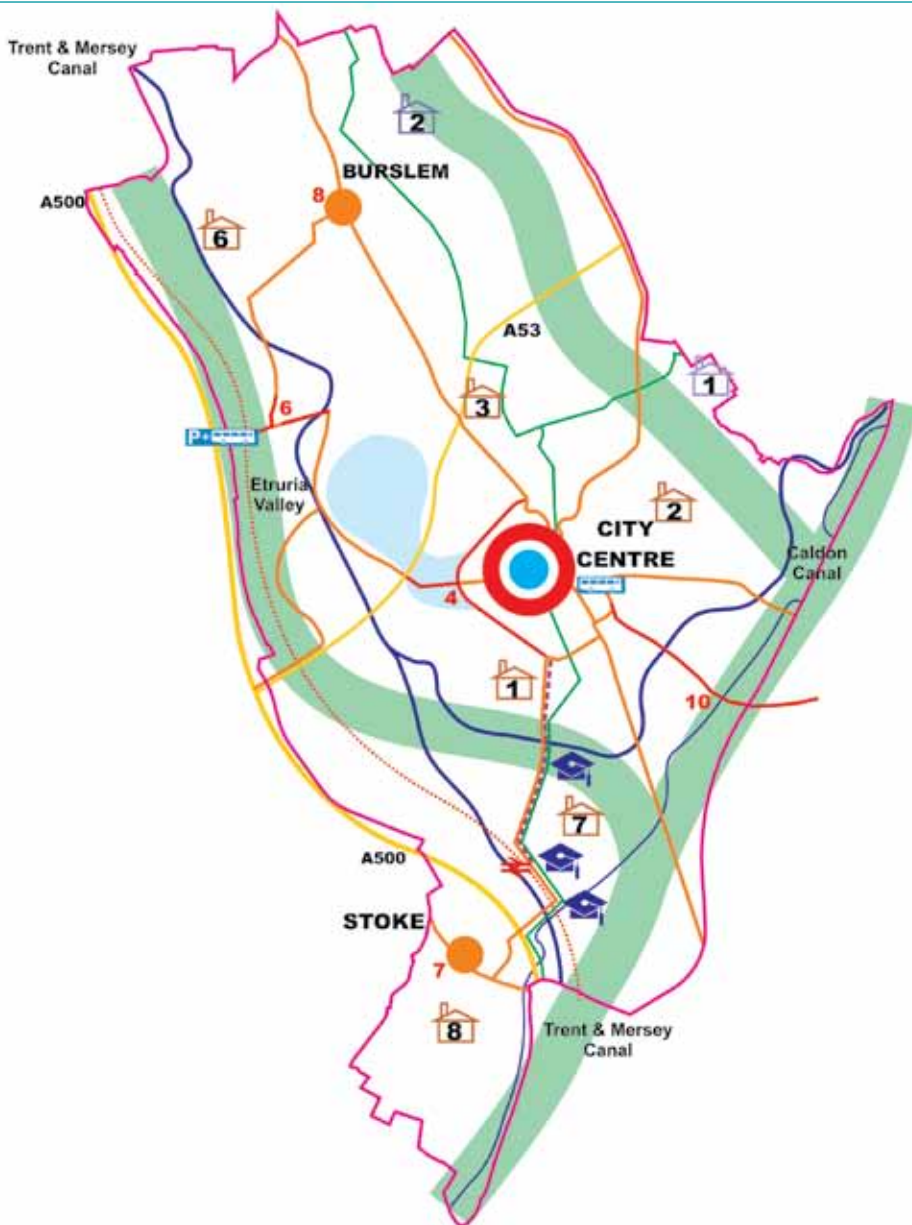
Policy ASP2, supported by the city council’s adopted Strategic Infrastructure Delivery Plan, also therefore provides policy support for the development of the Etruria Valley to City Centre and Newport Lane Burslem Transport Link (Highway Improvement 6 on the Inner Urban Core Spatial Strategy Plan). This is one of the critical transport elements to underpin development in this area and support the delivery of the Core Strategy.

A further initiative, which is given policy support in the Core Strategy, is the exploration of Park and Ride facilities. Recognised not as a short term requirement but of a potential longer term progressive need further on in the Plan Period. It is therefore important to recognise that the Etruria Valley is one of the areas being considered which needs to form part of its overall strategy of development.

Plan 3 is taken from the Core Spatial Strategy and describes the Policy Context for Etruria Valley. One additional strategic initiative, which will be explored further within the development principles, is the role Etruria Valley can play towards ensuring the City’s important green spaces are linked together as shown on the plan as green space linkages.

Plan 3 - City Centre and Inner Urban Core Spatial Strategy





- Areas of Major Housing Intervention**
- 1 City Centre South
 - 2 City Centre East
 - 3 City Centre North West
 - 4 Knutton / Cross Heath
 - 5 Meir
 - 6 Middleport
 - 7 Shelton
 - 8 Stoke
- General Renewal Areas**
- 1 Birches Head
 - 2 Burslem Park
 - 3 Chesterton
 - 4 Dresden
 - 5 Normscot
 - 6 Smallthorne
 - 7 Tunstall
- Other Areas of Housing Intervention**
- 1 Abbey Hulton
 - 2 Bentilee
 - 3 Blurton
 - 4 Coalville
 - 5 Norton
 - 6 Kidsgrove
 - 7 Newcastle Town
 - 8 Fegg Hayes
 - 9 Silverdale



NOT TO SCALE

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Policy CSP1

Design Quality sets out that new development should be well designed to respect the character, identity and context of Stoke-on-Trent's unique townscape and landscape and in particular, the built heritage, its historic environment and its settlement pattern. In particular the policy seeks to ensure that all development has regard to key design principles and these are explored in more detail within Part 4 of the SPD.

Policy CSP2

Historic Environment identifies that the council will seek to preserve and enhance the character and appearance of the historic heritage. There are a number of listed and locally listed buildings on the opposite side of the Trent and Mersey Canal from the development site. Indeed the Canal itself is part of the Trent and Mersey Canal Conservation Area.

Policy CSP3

Sustainability and Climate Change clearly identifies that development which positively addresses the impacts of climate change and delivers a sustainable approach will be encouraged. This policy, coupled with the emerging Sustainability and Climate Change SPD, provides the context for ensuring appropriate mitigation measures are incorporated into the proposed development and issues such as Sustainable Urban Drainage, measures to reduce carbon emissions and improving habitat systems are all particularly relevant to the Etruria Valley site and are looked at in greater detail within Section 9.0 of the SPD to help meet the policy requirements.

Policy CSP4

Natural Assets requires the protection of the areas natural assets by working with relevant partners to enhance the plan area's natural habitats and biodiversity.

Policy CSP5

Open Space/Sport/Recreation seeks to ensure that all new residential development is linked to existing and new open spaces and sport and recreation facilities through a series of well defined safe routes/streets, incorporating pedestrian friendly routes and cycleways.

Policy CSP6

Affordable Housing sets out the requirement for new residential development capable of accommodating 15 or more dwellings will be required to contribute towards affordable housing at a rate equivalent to a target of 25% of the total dwellings to be provided. The policy makes allowances for local need and differing circumstances - the adopted SPD provides further detail.

Policy CSP9

Comprehensive Area Regeneration describes the ways in which the targeted growth strategy for Stoke will be undertaken. This includes prioritising partnership working towards developing strategies for employment growth and the creation of new residential environments in areas of opportunity. The policy provides the support for the comprehensive, area-based approach taken to the design and implementation of regeneration proposals as set out in this SPD for Etruria Valley.

By seeking to identify how the development at Etruria Valley can meet the strategic aims; spatial policies and core policies through a series of key development principles the Local Planning Authority can ensure that development is in accordance with the adopted Core Spatial Strategy and will deliver scheme proposals in a sustainable manner.



Policy CSP10

Planning Obligations

Developers are expected to have regard to the consequences that may arise from development. Development proposals should, therefore, include provision for necessary on-site and off-site infrastructure, community facilities and / or mitigation measures. Many of these issues are already incorporated into the concept proposals, however, dependent upon detailed proposals further pre-application discussions will be required to identify requirements at an early stage.

The council also has a number of Supplementary Planning Documents in force that any development proposal will be required to take into consideration, these are:

- **Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guidance (adopted 2010)** Aims to promote, through a number of methods, good, sustainable, urban design in the sub-region as a whole. Chapter 6 of the Urban Design SPD refers to the canals and rivers and is particularly relevant. Principle CR1 promotes retention of the green character adjacent to the canal. This is consistent with the strategic urban design vision for the city set out in Chapter 2 of the Urban Design SPD.
- **Affordable Housing SPD (adopted 2008)** Aims to ensure that appropriate provision is made for affordable housing i.e. housing that is available to people who cannot afford to occupy homes generally available on the open market.

- **Inclusive Design SPD (adopted 2008)**

Aims to ensure that the access needs of everyone irrespective of age, gender or disability are taken into account in the design of buildings, places and spaces.

The Local Planning Authority, as part of the production of planning policy documents, develops and maintains an up to date evidence base in order to inform site allocations and policy. One such document is a recent joint Stoke-on-Trent and Newcastle-under-Lyme Employment Land Review (2011). This identifies that for Stoke-on-Trent there is a 7 year supply of deliverable employment land, however as a mainly urban area, the City's large number of potential employment sites in the medium/long term supply is generally constrained in terms of market attractiveness and deliverability.

Recommendations from the study include the identification that these constraints can have a knock on effect of requiring the Local Planning Authority to look far beyond a five year supply of employment land in order to facilitate and secure a sustainable long term employment strategy and unlock development sites in a timely manner in order to maintain employment land delivery in the future.

Deliverability constraints can include poor access; difficult topography; contamination and a lack of key services. Not all of these will apply to the Etruria Valley site but the challenges and opportunities which are specific to why this site has not been developed in its entirety to date, need to be examined further in order to provide a tailored solution

to this particular site. These opportunities and constraints are considered in Section 5.0.

The Etruria Valley site is recognised as being an important part of the proposed Employment Land Portfolio, as set out in the Employment Land Review, and is suitable for a mix of employment uses including offices, light industrial and manufacturing.

A similar piece of evidence base for housing supply is called the Strategic Housing Land Availability Assessment (SHLAA). The city council is currently preparing the SHLAA and undertook a 'call for sites' during April and May 2012. Land in the northern part of the Etruria Valley site has been put forward by the landowners as having the potential for housing as part of this process and will be assessed for its appropriateness as part of the agreed methodology.

By acknowledging and merging these two pieces of up to date evidence with existing adopted policy we can start to explore the opportunity for mixed use development on this Inner Urban Core site.

Mixed use development is one of the most successful ways of promoting sustainable development in line with national planning policy and the Core Spatial Strategy Strategic Aim 18 which provides a commitment where appropriate 'to promote mixed use and residential development where it can support city, town and local centres'.

Taking the above policy analysis; site constraints and opportunities into account the appropriate scale and mix of land uses suitable on this site is set out further within Section 9.0 of this SPD.

Public and Stakeholder Involvement

Consultation is a vitally important stage in the consideration and delivery of any major development project or planning policy document.

Stoke-on-Trent City Council's Statement of Community Involvement (SCI) was adopted in 2007 as part of the LDF. The Statement of Community Involvement sets out how the city council intends to involve people in the planning of future development in Stoke-on-Trent through the preparation of documents, which form part of the LDF (as in this case) and in the process of making decisions on planning applications. The consultation strategy for this document and future planning applications will be carried out in line with this adopted SCI. The SCI can be accessed via the following link – www.stoke.gov.uk/ldf



The city council has met with the landowners to agree and establish a collaborative partnership approach to bring forward development at the site.

The council has also met with a number of statutory consultees including Staffordshire County Council, Newcastle-under-Lyme Borough Council, Network Rail, British Waterways, the Highways Agency and the Environment Agency who advise on the implementation of certain standards of design and safety to which developments need to comply with. The early input from relevant organisations helps to ensure that the SPD contains deliverable development principles upon which further consultation can be undertaken.

Business and Industry Context

The city has a tremendous amount to offer in terms of a targeted regeneration programme; a central location; sustainable urban brownfield land; a skilled and loyal workforce; skills and enterprise training initiatives; and a building schools for the future programme.

The city council's Mandate for Change identifies that it needs to target big businesses and show them why they should come to Stoke-on-Trent. This means improving the way the city looks, marketing ourselves on the international stage and working hard to develop world-class employment sites by accelerating their development potential with practical solutions which in turn will help raise land values.

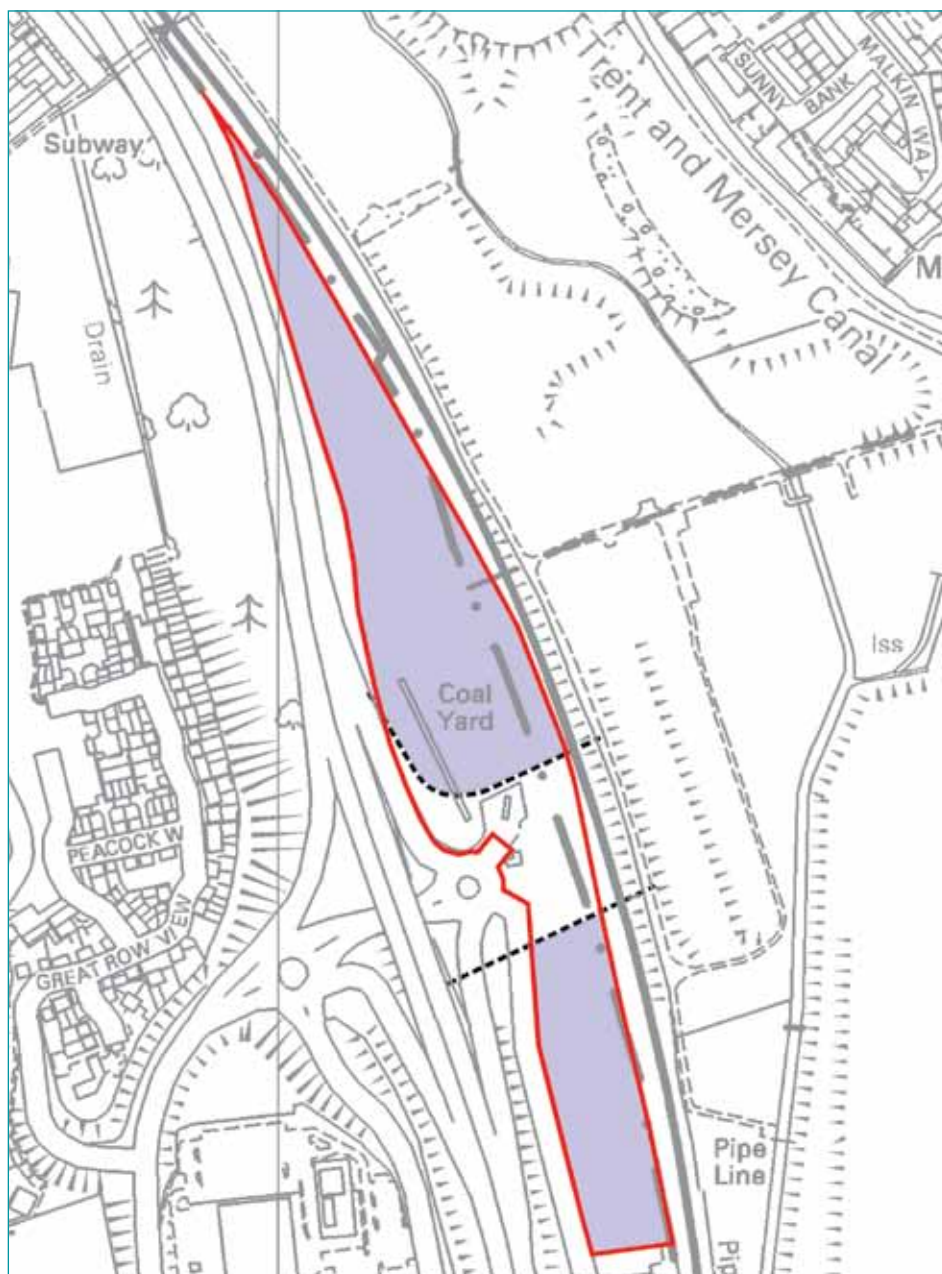
Prevailing development values in the Potteries area are such that developers and investors are often unable to meet the high costs of tackling site constraints on a piecemeal basis. The forward strategy for maintaining a deliverable supply of employment land critically will need to tackle and remove constraints, particularly in relation to the better located sites, such as Etruria Valley, so demand/need can continue to be met. The key will be to work collaboratively and to prioritise public resources, action and developer activity at these sites, wherever possible. The Etruria Valley site is an example of this pro-active approach.

The City has already been successful in developing Regional Employment Sites such as Trentham Lakes and Sideway. In order to build on the strength

of existing business in North Staffordshire and to ensure the long term comprehensive remediation of the remaining areas of Etruria Valley, the Mandate for Change provides the opportunity to create an Enterprise Area supported with a planning led development strategy which will provide the momentum and drive to help deliver a 'planning assisted' site to the development market.

There are a number of businesses already surrounding the site with existing development at Etruria Valley, Forge Lane, Shelton Boulevard and in Newcastle to the west of the site boundary is the Centrum 500 industrial estate and Coal yard site between the railway line and A500.

The Coal Yard and land to the south of the existing Wolstanton roundabout are potential development sites adjacent to the main Etruria Valley site and lie within the administrative boundary of Newcastle-under-Lyme Borough Council this is shown on the plan opposite. The site is included within the portfolio of potential employment sites within the joint Newcastle-under-Lyme and Stoke-on-Trent Employment Land Review and therefore are considered suitable for employment development in the future, subject to amended access arrangements. These adjacent sites have been put forward within Newcastle-under-Lyme's Site Allocation Development Plan Document for employment uses. It has been recommended that an area of land adjacent to the existing roundabout is safeguarded for the Etruria Valley access route.



This will aid deliverability and longevity of the main site.

Development of the main Etruria Valley site will have a positive effect on the ability for this combined site to also come forward for business use and access.

Residential Context

Middleport surrounds the north east of the Etruria Valley site.

Strategically situated to the west of Burslem Town Centre and to the east of the A500. Middleport originally acted as a sub-district of Burslem, serving the pottery works along the Trent and Mersey canal, but is now severed from Burslem by a collar of declining industrial uses.

Middleport exhibits many of the typical characteristics of the old inner core of the North

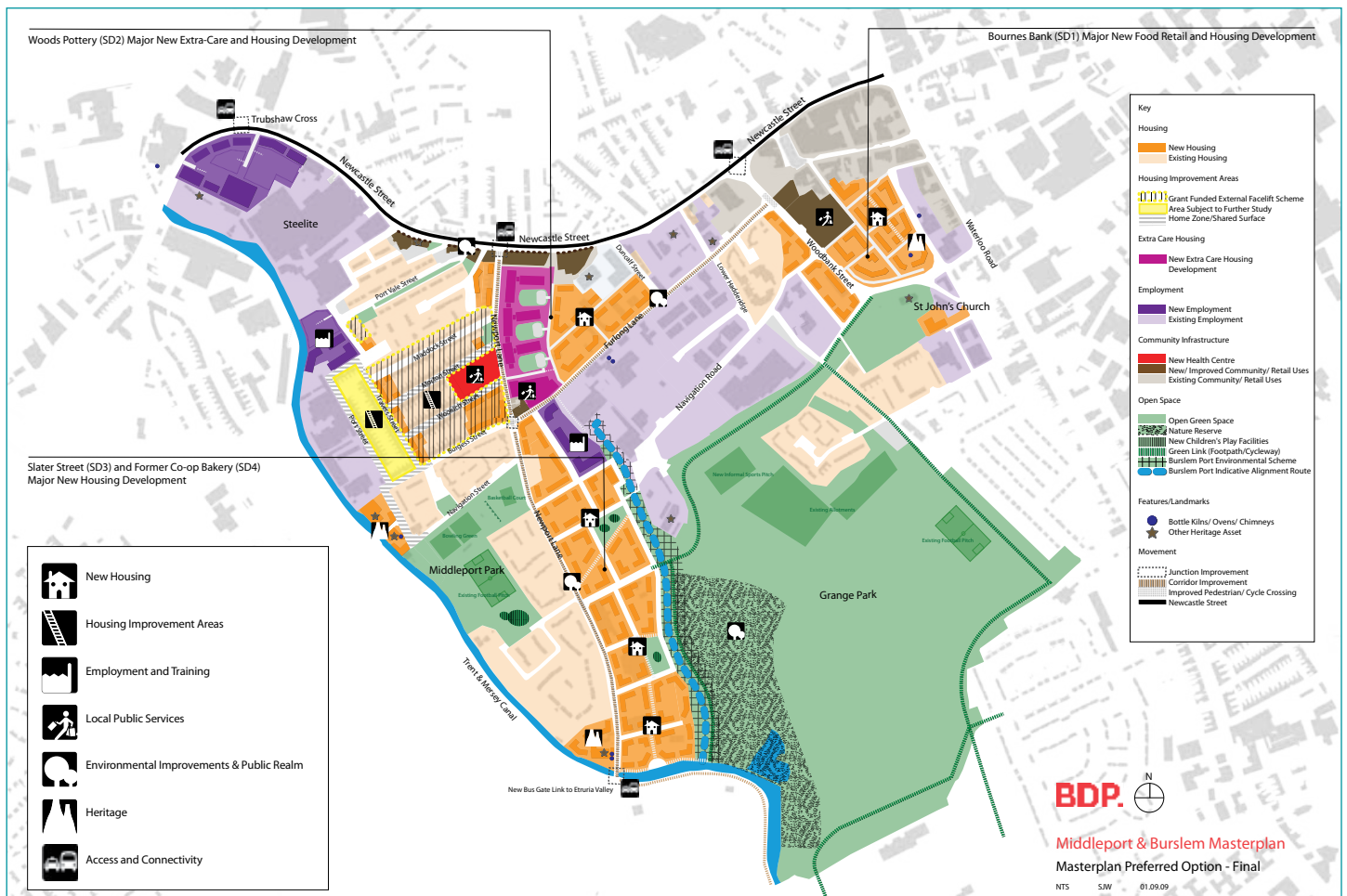
Staffordshire conurbation, including mainly terraced Victorian housing which equates to almost 70% of the housing stock. This is double the average of the rest of Stoke-on-Trent and is interspersed with factory premises and vacant sites around a largely historic street pattern.

The proximity to Burslem provides the neighbourhood with a strategic rationale to reinforce walk-in centres as attractive places to live. The neighbourhood will benefit from the work of the integrated Transport Strategy for the conurbation.

The key strategy under the former Housing Market Renewal Pathfinder was to:

- Clear poor quality terracing and enhance the environment of the remaining stock
- To provide homes in a way which is acceptable to the aspirations and financial situations of residents who wish to stay
- Create a high quality urban environment

In order to achieve these aims a robust masterplanning exercise was carried out. The following plan shows the preferred option. The city council is now delivering this masterplan.



The Etruria Valley site sits to the south of the masterplan area with the canal acting as a boundary between the two areas. As shown on the masterplan for Middleport, Newport Lane has the potential to link into the site from the north over Newport Lane bridge. Newport Lane is one of the key regeneration areas in the city which is only part way through an ambitious regeneration programme and has suffered significantly from the withdrawal of funds under the Housing Market Renewal Programme in 2009.

The regeneration of surrounding land and areas such as Etruria Valley need to take into account the aims and objectives of the Middleport Masterplan and provide a positive environment for these sites to also come forward as well as ensuring the development can link into the existing residential area; its facilities and services.

Back in 2010, the Primary Care Trust in partnership with Prima 200 built a new medical centre situated off Newport Lane and provides excellent patient care to residents in the Middleport, Burslem, Tunstall, Sneyd Green, Cobridge and Dale Hall.

The Middleport area has the usual amenities, local newsagents, Chemist, Co-op, Gym, Church and public open Space (Middleport Park, bowling green, playground, Grange Park).



Strategic development sites on Newport Lane include:

1. Former Woods Pottery - Situated at the northern end of Newport Lane, this site measures 1.98ha (4.9 acres). The site is owned by Pochin Homes who have the aspirations to bring the site forward for residential development. This would comprise of 86 units.

2. Slater Street - Following a Neighbourhood Renewal Assessment, which identified that there was a high percentage of properties that failed on category one health and safety plus structural instability, it was determined that the area would be subjected to a Housing CPO. All 244 properties were acquired by the city council and demolished, leaving a 3.5 ha site cleared and ready for development.

A planning application has been submitted which will see 80 residential units for the elderly, 28 units for rent and shared ownership and finally 34 units for outright market sale. This gives a total of 142 units.

3. Former Co-op Bakery Site and surrounding land - A 2.44ha (6.03 acres) site managed by Morston Assets who are currently looking at redeveloping the site for residential use.

The site is situated close to 0.61ha (1.5 acres) of land which is in St. Modwen's ownership. It is envisaged that these sites, and any other third party land, should be combined thus realising a more comprehensive site of around 150 units.



Total new build in the Newport Lane area of Middleport	
Former Woods Pottery site	86 units
Slater Street	142 units
Former Co-op Bakery and surrounding land	150 units
Total	378 units





Programmes that have already been delivered or are currently in delivery:

- Light touch facelift scheme in Woolrich, Maddock and Moreton Street. In the region of 173 plus properties received new doors, windows, rain water goods, repair to rendering, pointing and new rear boundary walls.
- Rear boundary wall scheme on Woolrich and Maddock Street. This was a separate scheme to the later. 44 properties were included in this scheme.
- Saddlers Park. A residential development situated in Burslem Town. Comprises of 500 residential units.
- Haddridge Gardens. A Pochin homes development situated at the top of Furlong Lane. Once complete, this will include up to 50 residential properties.
- Burslem Port Project. Redevelopment proposals have been proposed with regard to the concept of reinstating the breached Burslem Branch of the Trent and Mersey Canal.

Burslem Port Project

In reinstating the breached arm of the canal, this has the potential to introduce leisure uses as part of a wider tourism trail that extends visitors dwelling time in Middleport and Burslem. This is subject to planning policy justification.

The North Staffordshire Tourism Strategy recognises the importance of tourism in Stoke-on-Trent, which attracts more than 5 million tourists each year, and Middleport and Burslem are recognised as offering significant potential to build upon this.

The Burslem Port proposals aim to capitalise upon the potential offered by the Trent and Mersey Canal, taking advantage of

the waterway system and capitalising on the rich heritage and ceramic tourism industry, for example, Middleport Pottery has been acquired by the Princes Regeneration Trust to improve the factory and making it into a visitors attraction.

Under the former Housing Market Renewal Pathfinder an engineering report was commissioned to ascertain how much it would cost to bring Burslem Port to life. The outcome was £4million. The Burslem Port Trust is now looking at how they can raise the money to make it a reality. Development of the Etruria Valley site will help kick start other regeneration development opportunities such as the Burslem Port Project.



The Etruria area of the city lies between this development site and Stoke-on-Trent City Centre. It is a well established residential location with a strong community; school provision and public open space.

A number of years ago the Redrow development site off Cavour Street, Etruria was completed, this is a residential development site consisting of a mixture of 220 family houses and apartments and public open space.

In addition 34 residential properties on Cavour Street, Etruria, were the first in the city to undergo a light touch facelift scheme. This has been rolled out to other areas of the city.

The Wolstanton area of Newcastle-under-Lyme lies to the east of Etruria Valley. New residential developments have been brought forward over a number of years with some major developments in the delivery stage now:

- Wulfston Grange – comprises of 240 residential housing.
- Former Plough Inn Public House site – this site has now been cleared and construction has begun on 4 units for A1, A2, A3 and A5, 5 residential apartments to the upper floors, 3 retail units and Sui Generis (veterinary Surgeons) plus car parking.
- The former Petrol Station (land at High Street/Marsh Avenue/Silverdale Road) has

got planning permission for use as Class C2 residential accommodation. This will comprise of 65 1, 2 and 3 bedroom apartments for people aged 55 and over. Construction has not started.

- Wolstanton Retail Park on the opposite side of the A500 to the site has been given planning permission for the part demolition of existing retail warehouse units, distribution unit and redundant methane pumping station. The permission relates to construction of a new retail store (Marks and Spencer) with ancillary refreshment facilities, new and altered car parking, servicing and sewerage facilities.



Site Context

A. Ground Conditions

A ground investigation report found that no significant constraints have been identified on the southern part of the site (former Corus rolling mill). Further targeted investigation dependent on land use will be required.

There was insufficient information for the northern section of the site to determine its development potential at the desktop stage. The report identified a need for a targeted preliminary ground investigation for the area of the site comprising the former Burslem Sewerage Works and Pottery Waste Tips.

The previously built-up area of the former Burslem Sewage works at the desktop survey stage was considered to be developable subject to appropriate structural works including pile foundations. However, large parts of the former sewage works lie within the Environment Agency's Flood Risk Zone 3. The former Burslem Sewage tip and pottery waste tips were identified as requiring further investigation through full site ground investigation which was undertaken during April / May 2012.

The areas targeted by the on-site ground investigation included the alignment of potential access roads; surrounding land where enhancement of the greenspace network would benefit the wider site area and the main northern section of the site.

The ground investigation works consisted of a number of boreholes and trial pits in various parts of the former sewage works, Midwinter and Burgess, Dorling and Leigh tips. Soil contamination was identified throughout these areas, but the soils are considered to be generally suitable for industrial/commercial land use with limited remediation measures. Residential development may be achievable in the former pottery tip areas with appropriate remediation measures. Elevated ground gas was identified in the sewage mound. Development of any of the tip areas will require major re-engineering to create viable development platforms. The access road from the A500 will have a significant effect on the Fowlea Brook flood plain which will need to be alleviated.

The study only considered remediation in general terms. Remediation measures for contamination will be required in any areas of the sewage works and pottery tips which will be developed in the future. Any proposals for major movement of soils within or off the site will need a Materials Management Plan. This will be agreed with the local authority and the Environment Agency. Works will be required to stabilise steep slopes around the tips/mounds. Major works will also be required to remodel the flood plain and improve the quality of the Fowlea Brook to permit the access link to the A500 to be constructed and to enable a useful developable area of the sewage works to be created.

The report recommends that further work needs to be carried out with respect to the requirements of the Environment Agency and Severn Trent.

Information from the Coal Authority identifies that there are no surface coal resources within the boundary of the site which would need to be considered for prior extraction to avoid unnecessary sterilisation in accordance with national planning policy guidance on minerals. There are no recorded features of coal mining legacy which could present a risk to future use and development which would need to be addressed by the developer and LPA. The area is not covered by a mineral safeguard area.

B. Transport and Access

Etruria Valley sits at the heart of the urban conurbation of Stoke-on-Trent, yet is constrained in terms of access. As set out earlier the site is located to the north of Etruria Road and Forge Lane, which connects the southern end of the site to earlier phases of Etruria Valley and Festival Park.

The surrounding highway network suffers from traffic congestion and queuing at peak times and many key junctions have little or no spare vehicular capacity.

In addition, access by other more sustainable means such as walking, cycling and public transport is also limited, although this is to be somewhat expected given that there is no current development on the site itself.

Etruria Road/Forge Lane in particular connect to the A500 strategic highway at the A500/A53 roundabout, known locally as Basford Bank roundabout, on the administrative boundary of Newcastle-under-Lyme Borough Council and Stoke-on-Trent City Council. This can be an extremely congested roundabout but has been the subject of recent upgrade as a result of earlier phases of development to the south of the existing Etruria Valley site. There is some remaining highway capacity at this junction although transport modelling work identifies that this is not sufficient for the development of all the remaining Etruria Valley land and is largely taken up via an existing planning application for Etruria Valley Phase 2A (Application number SOT/52732).

The site therefore has limited publicly available highway capacity to the south and has no direct public access into the

site from the north. Newport Lane could provide access to the central area of the site although this runs through the principally residential Middleport area, as described previously, and could not therefore provide a principle road access solution if residential regeneration is to continue but could provide some public transport access as well as pedestrian and cycle provision to provide sustainable modes of travel and to connect the site to surrounding communities.

In order to facilitate the full development capacity of the Etruria Valley site transport modelling work identified that additional access points are required. This will not only enable a spreading of highway capacity across the network but will enable the proper integration of this Inner Urban Core site into the rest of the conurbation enabling cross site trips, this is an important policy aspect for this site as set out in the Planning Policy Context above, and in particular to ensure the development of the remaining areas of Etruria Valley do not put an unacceptable demand on the strategic road network or put undue pressure on existing and proposed development.

In order to present a robust viable access solution, a transport modelling exercise identified eight potential access options that were initially considered.

From these initial options a preferred access solution has been identified.

The preferred option is a direct connection to the A500 at Wolstanton as well as a City Centre link via Festival Way and an internal access road to facilitate the northern part of the site.

As identified above the road access solutions will require the provision and replacement of highway structures. In all cases the replacement of the bailey bridge across the Trent and Mersey Canal to link Etruria Valley to Festival Way. The direct A500 link will require a new bridge across the west coast mainline and Fowlea Brook to the west of the site and upgrade to the Wolstanton Road/A500 roundabout junction/bridge. In addition, new internal access roads are required.

Initial transport options also assessed the feasibility of creating a link from the Etruria Valley site east to Enoch Street. Feasibility regarding this link will be discussed further through the proposed transport assessment for the site.

Through a detailed analysis of the options the preferred highway solution was determined to be an A500 link from the existing Wolstanton roundabout with a lengthening of the A500 slip roads to improve capacity. This not only provides a direct access onto the A500; it provides protection to surrounding residential communities and delivers a fundamental part of the Core Spatial Strategy.

Plans showing an overview of the existing transport networks are included in Appendix 3.

The alignment of this link road and supporting access points are further detailed within Section 9.0 of the SPD.

C. Utilities Provision

As part of the highways element of the work a number of service diversions will need to take place. These diversions include Gas, Electrical, Fibre Optics, Communication, Clean Water and Sewer works. There are major sewers within the sewage works site which may require diversions and modifications. The most significant works are expected within the A500 slip road works, roundabouts and railway bridge elements of the scheme.

A National Grid pipeline runs along the western site boundary of the site and across the site in line with the public footpath to the north of the site. These are National Grid Distribution Intermediate and low Pressure Pipelines. The Intermediate pipeline is part of the transportation system and operates at a Pressure of 7 bar and is laid subject to easements and is cathodically protected by an impressed current system. The Institute of Gas Engineers Recommendations states that no habitable buildings be constructed within 3 metres Building Proximity Distance of the proven pipeline position.

D. Public Transport

There are a number of Public Transport routes which surround the site providing access from Newcastle to the City Centre (west to east routes) or north to south routes from Trentham or Crewe. These existing bus routes provide connectivity to surrounding communities including Wolstanton; Burslem; Tunstall and dedicated business location such as Festival Park. The table below indicated the nearest point from the routes to Etruria Valley:

Service	From	To	Via	Day Frequency (minutes)	Late Evening and Sunday Frequency (minutes)	Nearest point to Etruria Valley
17	Newcastle	Hanley	Wolstanton	30	60	Wolstanton High Street; Etruria Road
34/34A	Audley / Chesterton	Hanley	Basford	10	30	Etruria Road; Forge Lane
98/98A	Newcastle	Ball Green / Brown Edge	Wolstanton and Burslem	30	60	Wolstanton; Longport
99/99A	Newcastle	Biddulph / Mow Cop	Wolstanton and Tunstall	30	No Service	Wolstanton; Longport
94	Newcastle	Biddulph	Tunstall	30	No Service	Wolstanton; Longport
21	Trentham	Bradeley	Hanley and Festival Park	20	60	Waterloo Road
20/20A	Crewe / Talke Pits	Hanley	Tunstall and Burslem	10	30	Waterloo Road



E. Public Rights of Way



There are a number of established footpath routes adjoining the site which cross established / existing public open space including Middleport Park and Grange Park. These footpath links connect into the site across the Pidduck Street Bridge in Middleport and the potential to cross the replacement Grange Bridge at the top of Festival Way. There is one definitive right of way which runs along the northern boundary of the site. Footpath 81 runs from Pidduck Street to Orme Road via an underpass under the railway line and A500 which would require improvements to its appearance.

Development of the Etruria Valley site will need to have regard to the incorporation of this footpath link into the site along a similar alignment. Its diversion within the site itself may be required, dependent upon the ground remodelling work, which will be required to prepare the site for redevelopment.

F. Built Environment

The Trent and Mersey Canal Conservation Area is situated adjacent to the eastern boundary of the site. The canal structure is a historic structure in its own right, demonstrating engineering prowess during the 18th Century. There are numerous buildings located adjacent to the canal with historic designations attached to them. These are on the opposite bank to the Etruria Valley site and were associated with the development of industry that relied on the canal as a transport route for imports and exports. Buildings include the Middleport Pottery (Grade II*); Middleport Mill (former calcining works) (Grade II); Oliver's Mill (Grade II). An Urban Design and Historic Assets Report has been produced as background information to inform the SPD.

There are also a number of buildings of special interest in the vicinity. The Trent & Mersey Canal conservation area appraisal gives detailed information in respect of the listed buildings and buildings of special interest within the boundary of the adjacent conservation area. Any development proposals that will affect the setting of a listed building need to be sympathetic to that setting and English Heritage will need to be consulted.

The adopted Urban Design Guide describes the characteristics of different areas within the conurbation recognising that new development has the potential to enhance the character and identity of the conurbation most significantly. The intensification of uses in an around town centres will reduce travelling distances between destinations and support the development of sustainable transport modes. New development should support the economic sustainability and hierarchy of settlements and centres and strengthen their roles.

Etruria Valley is a good example of a site that has the potential to enhance the character and identity of Stoke-on-Trent. The settlement hierarchy can be made more distinct and legible, by creating a more positive and coherent 'green' character in Etruria Valley whilst accommodating new uses and development that support the economic sustainability of the town centres. This 'green character' will also help to mitigate against climate change and could include environmentally sustainable measures such as green roofs, Sustainable Urban Drainage Systems (SUDS) / related wetlands and ground source heat pumps beneath planted areas.

G. Archaeology

There are no known sites of significant archaeological interest which would require further investigation within the main Etruria Valley site prior to development. However, as stated above there are numerous sites of archaeological interest within the wider surrounding area of Middleport. Sites with below-ground potential include the Dale Pottery site off Newcastle Street; the Furlong Tile Works and the former Fountain Building both off Newport Lane. Redevelopment of these sites would require archaeological evaluation. Other sites including the Newport Corn Mill off Luke Street; Newport House Lodge/House and Newport Flint Mill which are located at the southern end of Newport Lane are of key historical interest. Some sites including the Co-op Bakery on the former Burselm Branch Canal would also require recording prior to redevelopment. This has already been agreed via the planning permission for residential redevelopment and is likely to be required for other sites within this area.

Archaeological evaluation/mitigation on these surrounding sites therefore will need to be carried out as appropriate particularly as the regeneration of these sites is likely to be further borne out of the regeneration of the Etruria Valley site.

H. Topography

A topographical survey was undertaken in February 2012. This survey indicates the existing ground levels across the whole of the Etruria Valley site and the adjoining Grange Park. The topographical survey data will be used to ascertain the ground remodelling principles as well as transport and access details and structures requirements.

I. Natural Environment and Tree Coverage

A Phase 1 Habitat survey for the site has been completed. This identifies that development should seek to preserve and enhance the corridor of the Fowlea Brook and its surrounding riparian and woodland habitats, where possible. The Fowlea Brook corridor could be used as a zone for SUDS including reedbeds, ponds and swales, together with enhancement of the brook itself by creating a varied bank profile and introducing meanders. During any development work, procedures should be put in place to prevent pollution of Fowlea Brook.

If the redundant sewage tanks are to be destroyed as part of development proposals the study concludes these should be replaced on site with other standing open water habitats (i.e. ponds). The removal of the water filled sewage containers and surrounding vegetation should be undertaken with great care and not within the period from the end of February to the end of September when amphibians are likely to be present.

At the junction of the railway and the main hardstanding access drive there is a line of semi mature ash trees over 10m in height. One

of the trees on site has medium potential for roosting bats as it had several large hollows, if this tree needs to be removed further surveys will be required to determine if bats are using it. Follow up surveys of the site to check for protected species should be undertaken in good time to inform mitigation.

Appropriate mechanisms must also be put in place to prevent the spread of Japanese Knotweed on the site. Japanese knotweed is present within the northern section of the site on the two former tip sites.

In addition to minimise any potential impact or disturbance to protected breeding birds, any vegetation clearance should be undertaken outside the bird breeding season, i.e. from late-August and be completed by late February.

There is limited tree coverage on the site although there are a number of mature trees on the northern and eastern boundaries. As part of any planning application a full tree survey should be undertaken by a suitably qualified surveyor.

J. Flood Risk

The Fowlea Brook runs north to south through the site. The brook is a tributary to the River Trent so it is important for the development to recognise that any changes which will impact upon the flow and quality of water in this upper stream location has implications for the wider river network. The confluence of the Fowlea Brook and River Trent is adjacent to the A500 south of Stoke town centre.

The low lying areas of the site, the land immediately adjacent to the Fowlea Brook and the former Sewer Treatment Works (STW) are located within Flood Zone 3a: High probability of flooding, and Flood Zone 3b: a functional floodplain. The Flood Zone 2 areas follow a similar outline to the Flood Zone 3 areas, being largely contained within the Fowlea Brook valley and the former STW. All other areas of the site are shown to be located within Flood Zone 1: Low probability of flooding. The land to the east, adjacent to the canal, and pottery waste tips to the north are largely above the flood levels.

The Flood Risk Assessment (FRA) undertaken has identified and assessed the risks of all forms of flooding to and from the development and demonstrated how these flood risks will be managed so that the development remains safe throughout its lifetime, taking climate change into account. The FRA proposes an outline surface water management strategy for the site, which includes for any flood mitigation measures.

Realignment of the Fowlea Brook and some localised reconfiguration of the flood plain is likely to provide the best on-site solution to balance flood flows and to provide on site drainage. By realigning and improving the Fowlea Brook, this will help to improve the brook area and provide the opportunity to introduce balancing ponds and swales to control surface water run off. SUDS treatment trains should be implemented to both balance water and improve the quality of water discharging into the Fowlea Brook.

The ground remediation strategy will include the safe redistribution of material on site in order to maximizing the sites developable area and to control the environmental impact of this.

The access link to the A500 requires the remodelling of the flood plain to provide sufficient compensation upstream. This remodelling will also enable a developable platform to be created in the eastern part of the sewage works. All remodelling will require consent from the Environment Agency and Severn Trent.

K. Surface Water Drainage

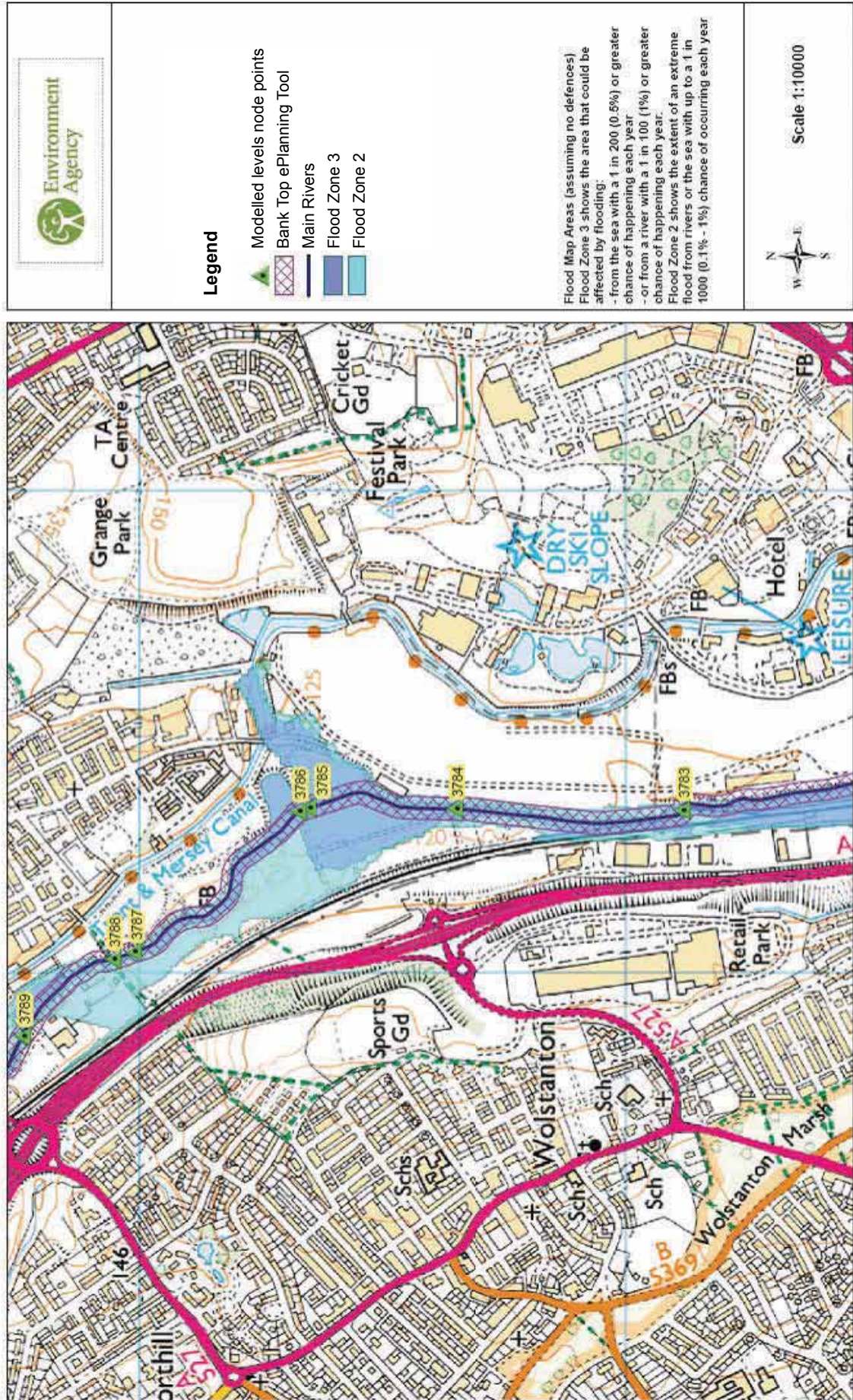
The existing Severn Trent Water public surface water sewers from the A500 to the west of the site and the canal overflow drains from the South East of the site outfall into the Fowlea Brook towards the south of the site. Barnfield Brook, a tributary of the Fowlea Brook, runs in culvert through the site, before becoming open channel for a short distance as it joins the Fowlea Brook close to the centre of the site. Surface water from the site is reported to discharge to the Fowlea Brook at an unrestricted rate.

It is proposed to restore and divert the Fowlea Brook towards the western boundary of the site. The re-aligned brook course together with re-profiling of existing ground levels will re-classify the Flood Zones on the site to enable flood risk compatible development. It will also provide floodplain compensation for where the proposed bridge, road and embankments cross the existing floodplain. An 8.0m buffer zone will be provided for future access and maintenance to the Fowlea Brook.

Surface water attenuation is proposed within the corridor adjacent to the realigned Fowlea Brook. Additional surface water attenuation, if required, will be provided at plot level within the proposed development sites. Sustainable Drainage Systems (SuDS) will be incorporated into the wider surface water management of the site.

The open section of the Barnfield Brook will be extended to meet and outfall into the realigned Fowlea Brook. Surface water from the proposed developments will be discharged to the realigned Fowlea Brook, subject to attenuation requirements and flow restrictions. Surface water which exceeds the capacity of the drainage network will be routed overland towards the Fowlea Brook and away from the proposed developments and neighbouring land.

The existing surface water sewers will outfall to the Fowlea Brook in their current locations.



L. Foul Drainage

The existing Northern Interceptor Sewer (combined sewer) drains a large area to the north of the site and enters the site towards the north eastern boundary.

This sewer would originally have connected to the STW on the site, but is now piped to Strongford Sewage Treatment Works. This sewer crosses the Fowlea Brook in two locations within Severn Trent Water's land. A Combined Sewer Overflow (CSO) is also located within the centre of the site which directs excessive flows from the combined sewer into the flood channel close to the confluence of the Barnfield and Fowlea Brooks.

It is understood that the foul water from the former steelworks would have connected to the public sewer network (and the former STW). It is unlikely that any other areas of the site would have produced any foul flows.

In the area of the former Severn Trent Water STW, there is the potential to raise areas of land to the east of the Fowlea Brook (on its realigned course) to create a more usable development platform. This will involve raising the manholes which are located at this area of the site, and will possibly require the relocation of the CSO and incoming/ outgoing sewers. Discussions regarding these proposals are ongoing with Severn Trent Water.

It is anticipated that foul flows originating from the proposed development areas will discharge to Severn Trent Water public foul/ combined sewers which cross the site. Connection points are to be agreed with Severn Trent Water.

Details of the existing drainage layout and proposed drainage management option plans are shown within the ground conditions study.

M. Noise

The site lies adjacent to the A500 Trunk Road and the West Coast Railway Line. Both these are noise sources that may influence the development layout.

Any commercial development will not be affected by noise from these two sources as these are not noise sensitive.

Residential development is sensitive to noise levels from both road and rail. The development will need to be designed to allow for stand off zones, noise bunds and / or barriers. The proposed site flood mitigation and SUDS are likely to be between the road/ railway line and development plots, helping to provide a natural stand off distance to mitigate against noise in the central and southern sections of the site. Land regrading and bunding would be required to the western boundary of the site in the northern half of the site to mitigate noise levels to any potential residential properties.

N. Air Quality

The site lies within the Stoke-on-Trent Air Quality Management Area (AQMA). The AQMA was declared in response to exceedences of the nitrogen dioxide annual mean and 1-hour mean air quality objectives. (AQO).

The annual mean AQO is exceeded in several areas of the city, including residential areas bordering the A50 at Cobridge and the A53 at Basford, while the 1-hour mean AQO is exceeded at residential areas bordering the A53 at Basford. The main source of nitrogen dioxide in these 'hot spot' areas is vehicle emissions.

Development proposals should include mitigation of air quality impacts through site design and sustainable modes of transport provision. Industrial should be carefully assessed in terms of anticipated use; emissions and required controls. Given AQO it may be necessary to minimise some uses or emissions. Similarly traffic emissions generated at the site should be assessed in terms of likely emissions and minimised.

An air quality assessment will need to be carried out in support of any planning application. Particular attention should be given to air quality at the proposed residential properties on the development site itself, proposed and existing residential properties at Middleport and existing residential properties in the neighbouring areas of Etruria, Cobridge and Basford.

O. Health and Safety Executive Hazardous Sites

The Health and Safety Executive (HSE) sets a consultation distance around major hazard sites and pipelines after assessing the risks and likely effects of major accidents at the installation or pipeline. Major hazards comprise a wide range of chemical process sites, fuel and chemical storage sites, and pipelines. The Consultation Distances are based on available scientific knowledge using hazard/risk assessment models updated as new knowledge comes to light.

Air Products Plc is one such site located at the top of Festival Way on the east side of the Canal by Grange Bridge opposite the Corus rolling mill part of the Etruria Valley site. Air Products Plc itself is outside the site boundary however there is a consultation distance zone around Air Products Plc which does include the eastern part of the Etruria Valley site.

The Local Planning Authority has a statutory duty to consult HSE on certain proposed developments within these zones. The HSE's advice on any planning application is dependent upon two issues:

- the density and location of development within the various areas of the zone (i.e. inner, middle or outer zone area); and
- the sensitivity of the use proposed (i.e. large housing developments and hospitals are considered to have a higher sensitivity level than offices and factories);

In drawing up detailed proposals for the site the HSE's advice should be sought at pre-application stage. The presence of a Consultation Zone does not in itself mean development should not go ahead but it is likely that the higher the sensitivity level of the development proposed the greater the distance from Air Products Plc it should be located.

P. Environmental Impact Assessment

It is likely that an Environmental Impact Assessment will be required prior to development of the site, as a whole, given the size of the overall site, its characteristics, location, access requirements and potential impacts.

An Environmental Impact Assessment scoping exercise prior to planning application submission will ascertain what further issues need to be considered. Many of the existing site constraints have already led to the production of specialist reports on areas such as flooding, ecology and transport. This SPD has also been the subject of a Sustainability Appraisal to inform the plans objectives.



5.0 - Constraints Plan

Following an assessment of the sites context a summary of the Strengths, Weaknesses, Opportunities and Constraints was prepared.

This is attached within Appendix 3 of the SPD and has specifically informed a constraints plan to map sensitive and challenging areas of the site which need to be addressed within the concept plan.





6.0 - Sustainability Appraisal

It is a requirement by law that we examine the potential impact that carrying out the plans we produce will have on the ground. We must, for example, consider the impact on the environment of new developments in terms of how much more traffic is likely to be generated and the effect it will have on levels of air pollution. The proposals which have least impact on the environment will generally be favoured; however other factors such as economic and social considerations must also be looked at and a balanced decision made on the best option.

It is not a formal requirement for Supplementary Documents to require Sustainability Appraisal (SA) however, given this is a document which aims to implement policies in the Core Spatial Strategy and to directly facilitate development it is considered appropriate for an initial assessment as part of this project to be carried out.

An initial compatibility assessment between the objectives of the Core Spatial Strategy and the objectives of the Etruria Valley project can help inform the direction of development principles in order to ensure compatibility.

The compatibility assessment is attached at Appendix 4. It was carried out once the opportunities and constraints on site had been established and once initial draft development objectives were drawn up.

The Draft Objectives scored well against most of the sustainability indicators and no insurmountable issues in terms of sustainability were raised.

The objectives scored well on indicators such as economy, reducing the need to travel, regeneration and improving water quality. The SA identified that areas such as protecting centres, fear of crime, design of development, air quality, biodiversity and flooding were potential areas of conflict.

The draft development objectives were amended as a result of the initial compatibility assessment and these revised objectives are set out within the next section. These were used to develop the development principles. The wording and emphasis of the objectives reflect the findings of the initial assessment.

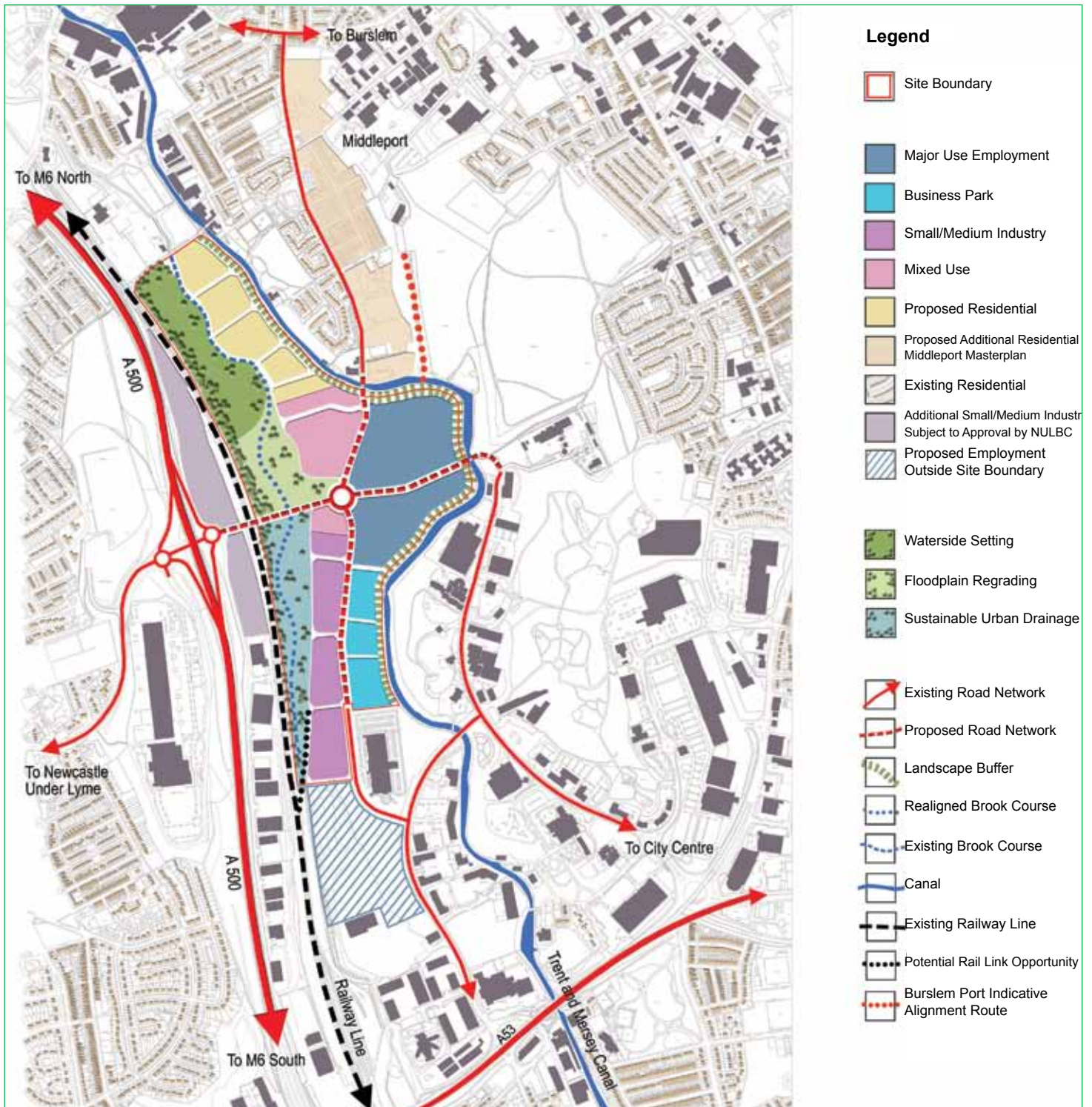
Development Concept

7.0 - Vision and Concept Plan

Overall the Vision for the site is:

- **The creation of high quality linear development with a transition from residential uses in the north to an Employment Zone in the south. The development will provide the opportunity for significant employment and training opportunities.**
- **The creation of a new, dedicated, A500 junction linking across to Forge Lane serving the employment uses and new employment spine road.**
- **The creation of a major green link from north to south which incorporates a new wetland area and brook course. A new footpath network will improve east to west community connections and better connectivity to the canal towpath.**
- **Supporting and connecting the residential and business communities of Middleport, Wolstanton and Etruria by creating an attractive environment and new place in which to live and work.**

Concept plan



8.0 - Draft Development Objectives:

Objective I – Enterprise Area

To develop an Enterprise Area Strategy centred on creating Etruria Valley as a priority site for employment opportunities and investment, but allowing flexibility in terms of the long term development opportunities for the site including the potential provision for housing/community uses in the north. This will be set out in a Concept Plan which will provide certainty and investor confidence in the Local Planning Authorities development aspirations and bring a vacant site back into beneficial use.

Objective II – New North Staffordshire Business

To facilitate new business, job creation and to focus on supporting a range of employment uses including manufacturing industries and their supply chain. To facilitate inward investment to North Staffordshire both from large scale business occupiers and smaller scale business start-up.

Objective III – Green Technology

To promote the opportunity for businesses to locate to the Etruria Valley which support sustainable energy creation and green technologies and to promote the use of on-site climate change mitigation and adaptation measures. Development should also mitigate against the risk of flooding by incorporating the use of sustainable urban drainage systems.

Objective IV – New Highway Access

To prioritise the required Etruria Valley access roads as a key infrastructure project, this will improve accessibility to the site and facilitate the release of a large scale brownfield employment site

Objective V – Sustainable transport modes

To integrate different modes of travel within the transport proposals for Etruria Valley thereby increasing the opportunities for securing improvements to public transport provision and the promotion/integration of walking and cycling networks. Thereby resulting in less car use.

Objective VI – Built Environment

To protect and enhance the industrial heritage of surrounding areas through the appropriate treatment of building type, location, design, scale, height and massing of development within the Etruria Valley site particularly where development is located within sensitive site areas.

Objective VII – Natural Environment

To protect and improve watercourses within and adjacent to the site and to create and incorporate naturalized greenspace corridors and reed beds within the development strategy in order to enhance and supplement the surrounding greenspace network, including incorporation of public footpath and cycle routes.

Objective VIII – Longevity

To develop a long term strategy for comprehensive redevelopment of the site and to identify the positive influence redevelopment will have on surrounding sites.



Development Principles

This section of the document will set out the principles that any development of the site should have regard to.

9.0 - Development Principles

Land Use

The site naturally falls into four distinct zones upon which detailed guidance will be provided. These are Employment Zone, Buffer Zone, Open Space and Residential

The SPD aims to promote investor confidence by providing a flexible framework of land uses that have been allocated across a number of distinct zones. The SPD recognises the need for a balance between 'confidence through certainty of land uses and flexibility' given the challenging market conditions that the development sector currently face. The SPD has been adopted to reflect this position.

Zone 1: Employment Zone

Maximising the amount of employment use on this site is one of the key project objectives. The majority of the site (approx. 13 hectares) will be allocated for employment uses, accommodating B1 - Business, B2 - General Industry and B8 - Storage and Distribution development. These employment uses are identified on the plan within one distinct zoned area in the south-east of the site.

Any of the above use classes are appropriate across this zone (and can be sub-divided), subject to

compliance with the development principles including urban form and built character. However, the concept plan for the site is based on a preferred option approach as follows:

Major Use Sites B2 – manufacturing and B8 – storage and distribution

(7 hectares gross / 17 acres)
In order to attract large scale business occupiers, the northern part of this zone has been identified for major employment use plots. These two 7 - 10 acre plots (3 - 4 hectares) are suitable for B2 manufacturing facilities with ancillary office and storage and distribution facilities.

Small and Medium Industry B1c) – light industrial; B2 general industry; B8 small scale storage and distribution

(4 hectares gross)
The narrowest part of the site is suitable for small and medium sized firms. These are ideal for business start-up premises; grow on space for small local enterprises and new industrial premises.

Located opposite the business park in the south-west of the site these uses are set within a total area of 4 hectares (10 acres) with the ability to accommodate varying plot sizes to meet specified needs.

There is also an opportunity for a further 4 hectares (10 acres) of development for small and medium industry on land to the west of the railway line. These sites lie within Newcastle-under-Lyme Borough Council's administrative boundary but are in the same ownership as some land within the main Etruria Valley site. As agreed within the Joint Employment Land Review with Newcastle-under-Lyme, these sites could accommodate uses similar to those in the small and medium industry zone but would be subject to separate planning applications.

Business Park B1a); B1b) – office and research and development (2.12 hectares gross)

In order to provide continuity of approach to extend Shelton Boulevard from the Vodafone call centre, the office/business park uses are located adjacent to the canal in the southern part of the site on the opposite bank to the existing Etruria office village. This discrete location of just over 2 hectares gross (5.26 acres) provides the opportunity for

high quality office development adjacent to the canal on the approach into Festival Park and gateway into the site from the south. This provides opportunities to provide improved footpath and cycle links directly into Festival Park and the marina and onto the City Centre via Festival Way.

By identifying this area as an office location advances this site, over other out of centre locations, as a having the potential for office development during the plan period in order to help meet employment requirements. The identification of office in this location does not however remove the need for a sequential site assessment / impact test at the planning application stage, subject to NPPF. This is in order to ensure there is no sequentially preferable in-centre or edge of centre location at the time of the application. This approach is in line with the Core Spatial Strategy and National Planning Policy Framework. A background paper has been prepared to explain this approach.

The aim of the SPD, in line with the employment land review, is to help ensure Stoke-on-Trent can accommodate a range of office requirements to suit different business models and demands in the most sustainable locations and to help create a sustainable development mix. The majority of office enquiries can often be accommodated in centres, the approach at Etruria Valley is not to 'leap frog' these in-centre sites - indeed the regeneration of sites such as the Central Business District are crucial to the regeneration of Stoke-on-Trent City Centre. First phase to open December 2014.

It is recognised that not all business use classes and business requirements are able to locate in-centre for a variety of reasons. The land use categories associated with Etruria Valley therefore are designed to capture such businesses on the outskirts of the City Centre, including Etruria Valley, rather than longer distance out of centre locations, Greenfield sites or being lost to North Staffordshire altogether.

Subject to satisfactory resolution of the sequential approach to site assessment and adequate assurances through the planning system that specified end uses have considered all appropriate options the extension of Etruria Business Park in the southern part of this Etruria Valley site is appropriate over the plan period for the amount of development land identified on the concept plan.

Zone 2: Buffer Zone

The aim of the buffer zone is to provide a transition in the mix of uses within the site between the Employment and Residential areas. This zone supports its neighbouring uses by providing a central hub for the Enterprise Area; entrance from the site into the Public Open Space; community facilities for residents of the new houses both on site and to the south of Newport Lane and acts as the gateway into the site from the north and west. These mixed use classes are identified on the plan within one distinct zoned area in the centre of the site and covers approximately 3 hectares (7.5 acres).

Any of the use classes set out below are appropriate across this zone, subject to compliance with the development principles including urban form and built character, however, the concept plan for the site is based on a preferred option approach as follows:

Mixed use: local centre incorporating A1 retail up to 500m²; A3 restaurants and café's up to 300m²; A4 Public House up to 500m²; Office/Enterprise Hub up to 1,000m²; and Hotel approx. 60 - 80 bedrooms

It is likely that the local centre (A1; A3 and A4 uses) would be most appropriate in the north of the buffer zone next to the residential development and adjacent to the canal and public open space. The hotel use would provide an ideal focal point in the centre of the site at the nodal point between the employment spine road; central axis and overlooking the public open space and new wetland area. Potential exists in some of the site in this area for additional car parking as part of a potential park and ride scheme. The Enterprise Office Hub would provide support for businesses within the Enterprise Area and could be located to the south of the central axis road adjacent to the small and medium industry space.

These uses are subject to the nationally recognised sequential and impact tests where appropriate.



Zone 3: Open Space

Given a number of site constraints including - the gas pipeline; the noise generators of the A500 and the railway line which run along the western site boundary; the alignment of the Fowlea Brook and the ground conditions in the western part of the site. This area has the opportunity to provide enhance public open space and landscape buffer. This will provide screening and noise attenuation to the residential development in the east. Car parking provision may also be appropriate within this zone provided it is closely associated with the mixed use zone and is in line with the ground remodelling and other appropriate development principles in the SPD.

Zone 4: Residential

The Residential area is ideally located to the north of the site, in line with the spatial planning principles in the Core Strategy and to support the aims and objectives of the Middleport Masterplan.

This linear site adjacent to the canal would be accessed via Newport Lane. A variety of dwelling types and sizes should be accommodated in line with an up to date needs assessment for that area of the City.

It would be necessary to retain the existing landscaping buffer adjacent to the canal in order to protect residential amenity and privacy of existing residential developments on the canalside opposite.

Residential development would therefore be stepped back from the canal in the central area of the residential zone over looking the on-site public open space with longer reaching views across Burslem and down the valley.

Residential development at the north and south of the residential zone could be stepped down towards the level of the canal. Detailed alignments would be subject to ground remodelling principles in particular in this area as well as the principles for urban form and built character.

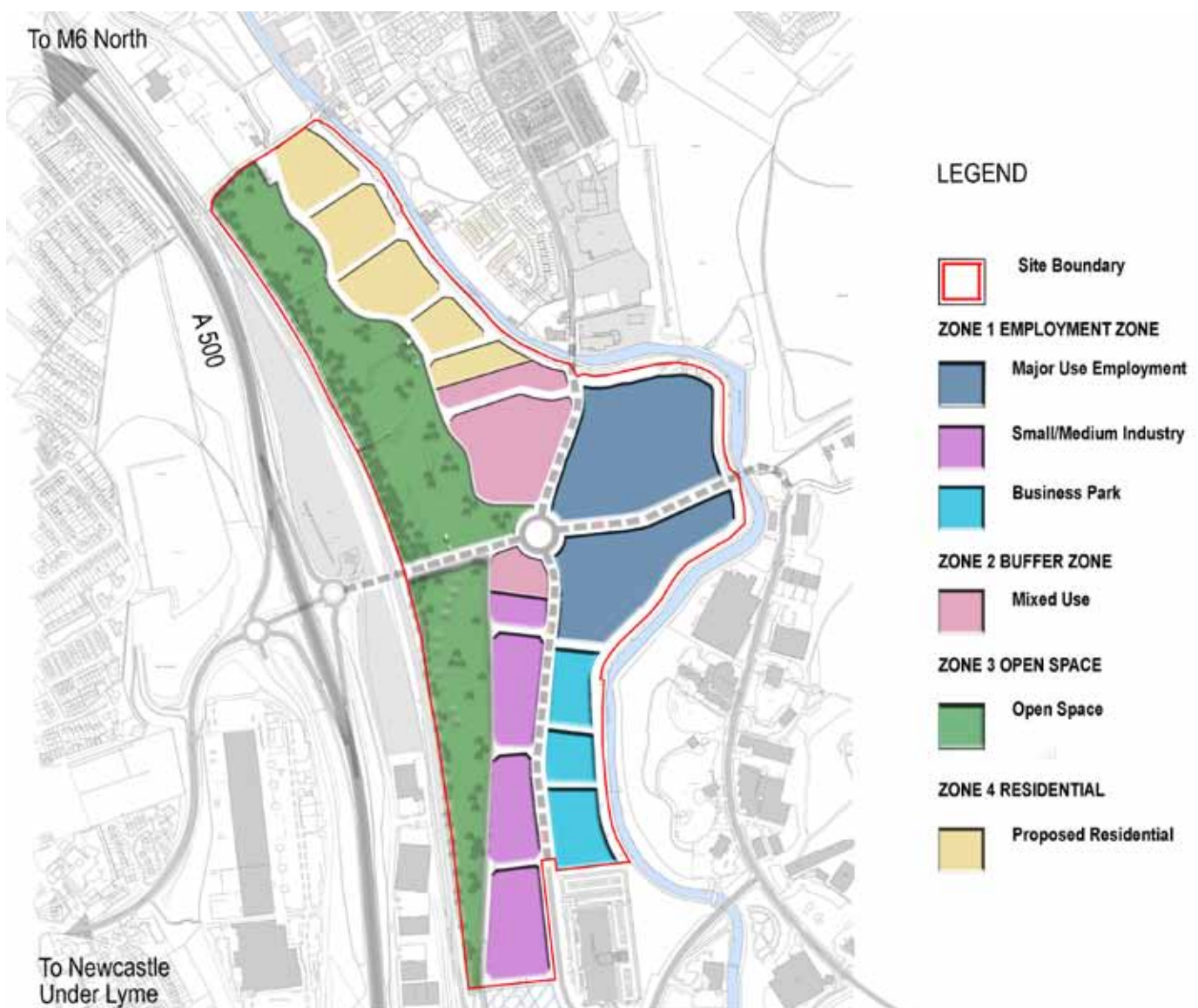
Residential: Approx 4.25 Hectares (10.5 acres) equivalent of around 200 houses.

Additional residential use along Newport Lane for approx 378 houses - as set out in the Middleport Masterplan and extant planning permissions.



Summary Principles

- 13 Hectare Employment Zone incorporating Business; Light Industrial, General Industrial and Business Park Uses
- Mixed Use Local Centre incorporating Retail; Restaurant; Public House; Business Enterprise Hub and Hotel
- 200 Houses
- Open Space





Urban Form, Built Character and Public Realm

General Design Principles

The proposed land uses within the site boundary lend themselves to the formation of distinctive built character areas. General principles can be established at this stage to lay the foundation for these character types, which can then be built upon later during the more detailed design stages, with reference to the Newcastle-under-Lyme and Stoke-on-Trent Urban Design Guide.

Careful consideration will need to be given to the settings of listed former industrial buildings adjacent to the Trent & Mersey Canal. This is primarily where the residential and buffer zones can provide the finer grain development to complement these existing buildings.

Character Area 1: Employment Zone

- Large plot 'major use' sites in the north
- Small and medium size enterprise space to the south
- Develop active development frontages along the spine roads delivering enclosure, character and surveillance

- Aligned on a central axis providing green character through tree planting and high quality architecture where practicable
- Office locations adjacent to the canal where possible
- Landscape buffer alongside the canal conservation area
- Selection of natural materials for construction, such as gabion walling; timber and green roofs

Character Area 2: Buffer Zone

- Buffer zone between residential and employment use with a mix of soft and hard landscaping
- Focus placed on node between the employment spine road and central axis - Potential for landmark building at the entrance to the site and public art in this area
- Provision of active frontages to the edges of developments which front onto footpaths to ensure safety and surveillance
- Accentuated building height
- Green character punctuated with high quality architecture
- Best use of views towards on-site waterside setting and into the site from the A500

Character Area 3: Waterside Setting

- Organic layout and curved building line incorporating a communal space as a focal point for the residential area
- Variety of dwelling types and sizes
- Green character
- Best use of views down the valley into surrounding open space and longer distance views across Burslem and the City Centre
- High quality architecture and public realm treatment fronting on-site waterside setting.

Building Heights Plan



Topography and Building Heights

The site constraints will result in a strong contrast between elevated views of open green space and more channelled views between built form. Variances of enclosure and openness should be maximised through careful layout particularly at the entrance to the site and the junction with the internal spine road.





Massing of buildings and built form should generally provide a sense of enclosure to the road. Elevated views above the flood plain will afford long distance views of Stoke-on-Trent along the length of the valley.

The significant level changes within the site boundary present difficulties for determining building heights throughout the development at this stage. However, the canal towpath is fairly consistent in its gradient and circumvents the western site boundary. The form could be guided by the concept of the 'cliff face', with the most dramatic building heights occurring on the primary approach from the A500 at the node point between the central axis and spine road. It is suggested that building heights be commensurate with 2-3 storeys or equivalent at the level of the towpath, with building heights continuing towards the valley flood plain at a consistent height with the buildings adjacent to the canal towpath. This should be considered further at the detailed design stage. Preservation of tranquillity of canalside setting should be taken into consideration.

Character Areas Plan



Legend

	Site Boundary		Character Area 2 Buffer Zone
	Character Area 1 Employment Zone		Character Area 3 Waterside Setting

Building Frontages

High quality building frontages are proposed adjacent to the waterside setting of the Fowlea Brook and Trent & Mersey Canal, and the approach from the A500.

Contemporary, high quality architecture along the canal side, and at the site's southern gateway, will also be desirable. Where this is achievable along the canal edge the landscape buffer in this location will not be taken as a blanket approach and a narrower landscape area could be incorporated. This will have cost implications for development fronting onto these areas, but it will help to provide a marketing tool to attract investment and encourage new residential development within Middleport.

The Employment Zone is much more relaxed in the requirement for a public frontage, as the secondary route will incorporate visual screening in the form of planting, but the scale and massing of buildings set against this green screen should present a consistent sense of enclosure to this access route. Architectural highlights will be associated with the built form surrounding the approach from the A500 and Grange Bridge and the junction of the primary and secondary routes. A more consistent quality of architecture will be required to provide a strong backdrop to the waterside settings.

Design of Public Areas

All new highways and other areas of movement within the site must, where practicable, be designed and constructed to consider the needs of pedestrians, cyclists and public transport first. In addition, all opportunities to enhance and emphasise the built form of new public highways through the implementation of non-traditional physical layouts and surfacing materials must be given design priority, particularly within residential areas and where public highways interact with the Trent and Mersey Canal, Fowlea Brook and any new areas of landscaping/open space. The design of roads within the development will need to reference principles contained within the 'Manual for Streets' set of documents.

Protection of Heritage Assets and their Settings

Heritage assets potentially affected by development on this site include the Trent and Mersey Canal Conservation Area and historic clusters of statutory listed and locally listed structures and buildings, along its edge. These include Middleport Pottery, listed at grade II* the former calcining works in Milvale Street listed at grade II, and the adjacent locally listed Anderton Building and Flour Mill.

Guidance for development adjacent to these historical places can be found in Chapters 6 and 9 of the Urban Design Guidance SPD. Further guidance on the importance of setting may be found in a recent English Heritage document "The Setting on Heritage Assets" (October 2011). Any new development should follow the principles established by these documents.

Summary Principles

- **Employment Zone with a variety of development plot sizes ranging from 1 acre to 10 acres**
- **Canal Side Business Park**
- **Mixed Use Buffer Zone between residential and employment**
- **Active Frontages at Key junctions and corridors**
- **Increased Building Height at key gateways into the site**
- **Residential Waterside setting**
- **Screening to the rear of industrial uses**
- **Design Principles influenced by the adopted Urban Design Guide**

It is clear that the development may have little impact on the significance of individual listed buildings should the existing character of the Conservation Area be conserved through use of planting to maintain a green corridor or buffer. Should it prove economically viable to develop here with a high quality solution at some future date, a ribbon of suburban housing parallel with the water's edge is likely to be considered inappropriate for the setting of these heritage assets.

As well as the consideration in the built form, scale and massing of development, the use of landscaping and good quality materials can also help to ensure new development respects existing heritage assets.



Ground Remodelling

General Principles

The study into ground conditions suggests that it will be necessary to carry out major remodelling of the Fowlea Brook flood plain to compensate for the construction of the A500 link road and to provide a developable area within the sewage works site.

It will also be necessary to reduce the height of the pottery waste tips to produce platforms for housing development, with the excess material being remediated and engineered to form the development platform in the east part of the sewage works, subject to an assessment of the requirements for fill material in this area.

All of this remodelling will need to be carried out in accordance with a Materials Management Plan to be developed with the agreement of the local authority and the Environment Agency.

Summary Principles

- **Creation of a new Bridge from the A500 and over the West Coast Main Railway Line and Fowlea Brook with associated embankments or single structure**
- **Central area re-grading to form the mixed use development plots**
- **Remodelling of the existing made ground to the west of site to form realigned flood plain**
- **Retention and enhancement of the existing made ground to the north west of the site to form the public open space**
- **Stabilisation of slopes adjacent to Fowlea Brook course in the north of site**
- **Reduction in height of the existing made ground to north east of site to form the residential development plots**
- **Embankment to create an enhanced landscape buffer to the rear of the major use employment plots adjacent to the Trent and Mersey canal**
- **Ground remodelling to include the relocation of the Combined Sewer Overflow and incoming/outgoing sewers. Sewer connections to be agreed with Severn Trent Water.**

Water Environment

General Principles

The opportunity exists for the development of Etruria Valley to incorporate a reinvigorated brook and floodplain to provide an enhanced setting for business and residential development. The brook and floodplain will also provide areas for water attenuation and treatment that utilise the principle of Sustainable Urban Drainage Systems.

Etruria Valley is situated in the valley of the Fowlea Brook which is designated as a main river by the Environment Agency. The Water Framework Directive (WFD) requires that stakeholders co-operate with the Environment Agency to achieve 'good ecological status' (GES) for every main river in the country. The development of the Etruria Valley is therefore key to helping achieve GES for the complete length of the Fowlea Brook therefore ensuring the benefits go beyond the sites boundary.

Historic tipping has restricted the floodplain of the brook in various places through the site and the river itself lacks morphological diversity. This in turn restricts its value for wildlife and greatly reduces its aesthetic appeal. The brook also suffers from poor water quality as a result of diffuse urban pollution from unknown sources (not necessarily on-site).

Zone 1 – Waterside Setting:

Fowlea Brook (north)
The floodplain of the Fowlea Brook has been historically reduced in this zone and therefore flows through a steep sided valley. There is limited potential to reinstate the floodplain in this zone but morphological improvements will be provided in river to promote WFD objectives.

Zone 2 – Floodplain Re-grading:

Fowlea Brook (central)
The Fowlea Brook will be re-aligned towards the railway and compensation for floodplain lost will be provided so that overall there is adequate floodplain mitigation. Drainage Management Plan Option 1 within the ground conditions study has been utilised to form the realignment of the floodplain on the Concept Plan.

Enhancements to the morphology of the river, its banks and associated floodplain will be provided so that above ground sustainable urban drainage schemes, water quality improvements and biodiversity enhancement can be secured. The green setting to the development will be largely realised here by the inclusion of biodiverse wetland habitats such as wet woodland, marshy grassland, swamp and

reedbeds in this zone. These will be highly visible from the main transportation corridor into the site from the A500.

Zone 3 – Sustainable Urban Drainage:

Fowlea Brook (south)
A triangular area of the site between the railway and new building plots which is within the floodplain. This will be a prime location for the provision of SUDS as part of the scheme with potential for reedbeds and other associated wetland habitats to be provided to both provide water attenuation and also improve water quality.

The types and location of SUDS features on this site will be determined by the topography and underlying geology of the site and surrounding area.



Summary Principles

- Commitment to working towards no net loss of floodplain as a result of the proposals, with compensation for floodplain lost due to the A500 link road crossing provided on site.
- The Fowlea Brook to be re-aligned towards the railway line and in channel and course improvements to promote Water Framework Directive targets to be provided.
- Surface water drainage to be dealt with by above ground Sustainable Urban Drainage Systems (SUDS) as a first priority and incorporated into the development at the earliest stages alongside road infrastructure and building platforms.
- SUDS to include measures to improve the water quality of the Fowlea Brook such as by diverting the brook through reedbeds and using a series of treatment trains for surface water including swales, detention basins and ponds prior to discharge to the brook.
- Water dependant habitats to be created within the floodplain re-grading zone to enhance the overall green setting of the development. To include, for example, marshy grassland, swamp, reedbed and wet woodland.
- Provision of a drainage strategy that takes account of climate change and ground conditions.
- 8 metre buffer for future access and maintenance of the Fowlea Brook.
- Extension of the open section of the Barnfield Brook to meet and outfall into the realigned Fowlea Brook.



Landscape, Open Space and Biodiversity

General Principles

The Urban Design Guide sets out the strategic vision to re-instate the original green character of the valley flood plain that sits between urban settlements, in order to distinguish more clearly between market towns.

Many former derelict industrial sites within the valley have been re-claimed, in the fashion of the garden festival movement of the 1980's. This establishing tree cover is very much in the style of post-industrial landscapes, with buildings discretely positioned within establishing native woodland. Chapter 6 of the Urban Design Guide recognises the green character of the canal and promotes retention of the green character. The post-industrial style fits well with the site, and the landscape principles set out below are intended to reflect it.

A major area of green space will be provided along the western side of the site with the multiple roles of providing

- a landscape buffer to the railway and A500
- public open space with a network of new footpaths
- a route for the Fowlea Brook and its associated floodplain through the site and
- flood water storage, surface water attenuation and water quality improvement

The 25-30m landscape buffer to the railway will largely be created by the planting of native deciduous trees or, where feasible, by the retention of existing stock.

Public open space will be provided towards the north western side of the site being closest to the area proposed for residential. It will be informal in character, and largely composed of grassland to secure vistas from the open space over the valley.

A new footpath network will improve east to west community connections and better connectivity to the canal towpath and to the existing Middleport Park.

The Fowlea Brook is an important feature of the site. It currently flows north to south through the middle of the site and the development proposals will provide for a re-aligned brook course through the green space. Its associated floodplain will be an ideal area for the provision of Sustainable Urban Drainage Systems to secure necessary water attenuation and water quality improvements for the development. Habitats for wildlife could also be provided, either as part of Sustainable Urban Drainage Systems (SUDS) or within other areas of the green space and could include ponds, reedbeds, marshy grassland and wet woodland.

The historic character of the Trent & Mersey Canal conservation area and settings to the listed buildings need to be carefully considered. Bearing in mind that the majority of the development is proposed for commercial use, a 15-20 m landscape buffer to the canal will be required in order to screen development from view that would otherwise detract from the visual quality of the canal.

Planting will be composed of native deciduous trees and shrubs to tie in with the existing planting along the edge of the canal, north and south of the site.

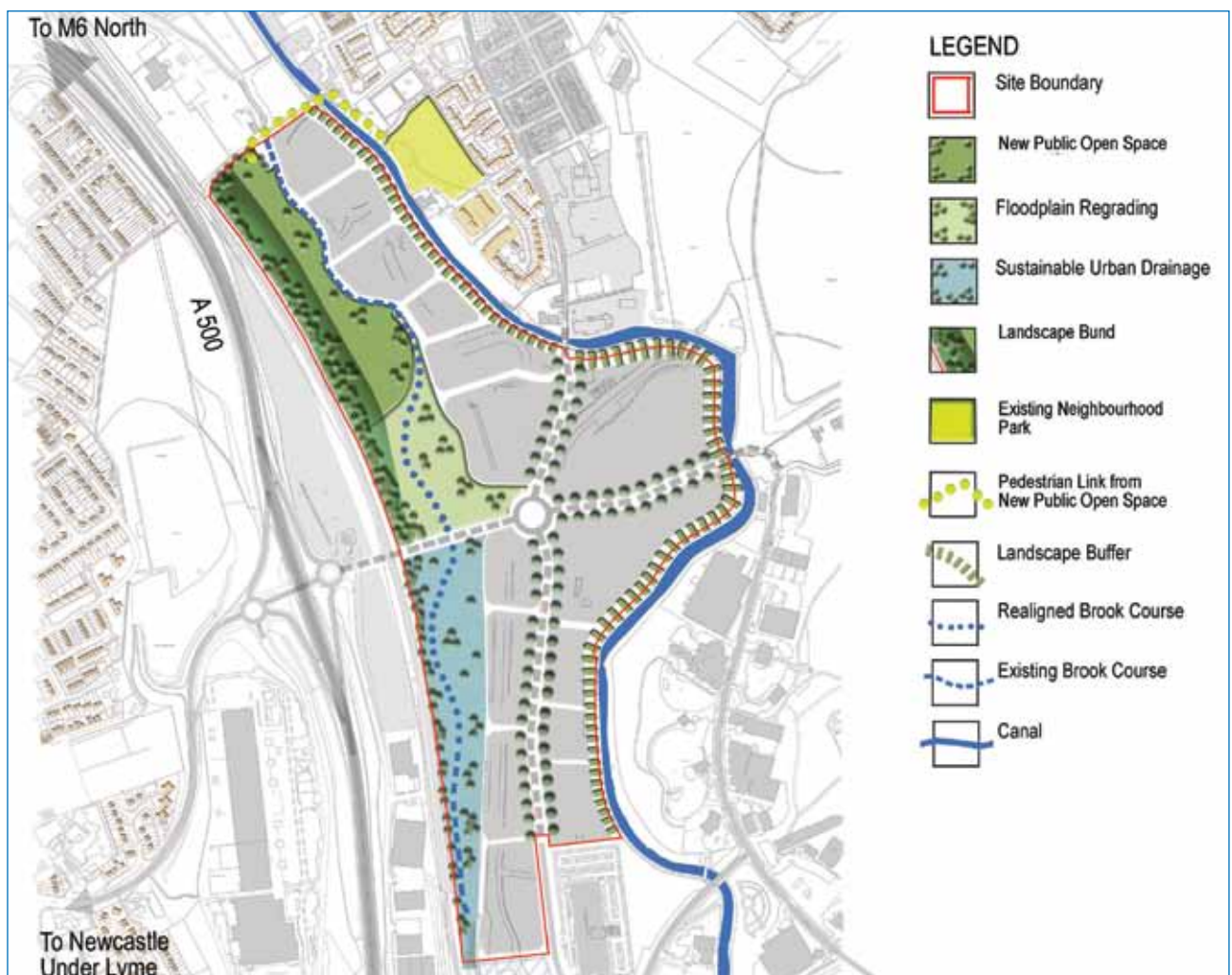
There will be room for flexibility in the width of the landscape buffer in the residential area, subject to the design of detailed development proposals.

Site boundaries and transport routes will also present opportunities for native deciduous tree planting, further helping to screen commercial development and expansive roofs from view. WFD objectives.



Summary Principles

- Creation of a major green link from north to south which incorporates public open space, a new wetland area complete with re-aligned brook course and a zone for water attenuation and water quality improvements.
- Provide a 25-30 metre landscape buffer along the railway and A500.
- Provide a 15-20 metre landscape buffer along the canal (see building frontages section)
- Develop a leisure footpath network with good linkages between the residential areas and the Fowlea Brook
- Retain multiple linkages to Middleport Park in order to ensure safe usability of the existing park and play facilities.
- Realign the Fowlea Brook in a naturalised channel and ensure no net loss of its floodplain.
- Potential to create a variety of habitats for wildlife including reedbeds, ponds and wet woodland, some with the dual role of providing water attenuation and securing water quality improvements as part of SUDS.
- Tree lined employment spine road and central axis.
- Retention of existing mature trees along site boundaries, where possible



Transport and Access

Key Access Principle

To provide extensive and sustainable travel choices to everyone who visits, works and lives at the Etruria Valley site.

Transport and access assessments undertaken as part of this process clearly indicate that in order to reduce the impact of additional traffic on the surrounding highway network, the development of the Etruria Valley site will need to be supported by additional points of vehicular access into the site and improvements to the existing highway network. To further reduce the amount of vehicular development traffic and to offer a realistic and inclusive choice of travel to and from the site, it will also be necessary to take full advantage of the site's location to enhance and encourage access by means of walking, cycling and public transport.

In support of the Key Access Principle, the following Access measures are proposed:

Access Measure 1 – Creation of a new all-purpose highway access into the Etruria Valley site from the A500 Wolstanton junction to enable access for all vehicular traffic, pedestrians, cyclists and buses

Although the Key Access Principle is focused on the need to promote sustainable modes of travel, access by more traditional vehicular means cannot be entirely overlooked, particularly as the site is designed primarily with employment in mind. Analysis of the site and surrounding highway network shows that the current single point of vehicular access via Shelton Boulevard/Forge Lane is insufficient to accommodate the

expected level of development traffic and distribute it efficiently across a network that currently suffers from peak-time queues and delays.

The A500 Link will provide a major gateway into this prime employment site, allowing direct access to the Trunk Road network. This will be of major importance to potential businesses that may have specialist servicing and delivery demands.

As the A500 Link is likely to become the primary point of vehicular access into the site, it has been designed to accommodate high levels of peak-time traffic and prevent detrimental impact to the A500 itself. In summary the A500 link will comprise -

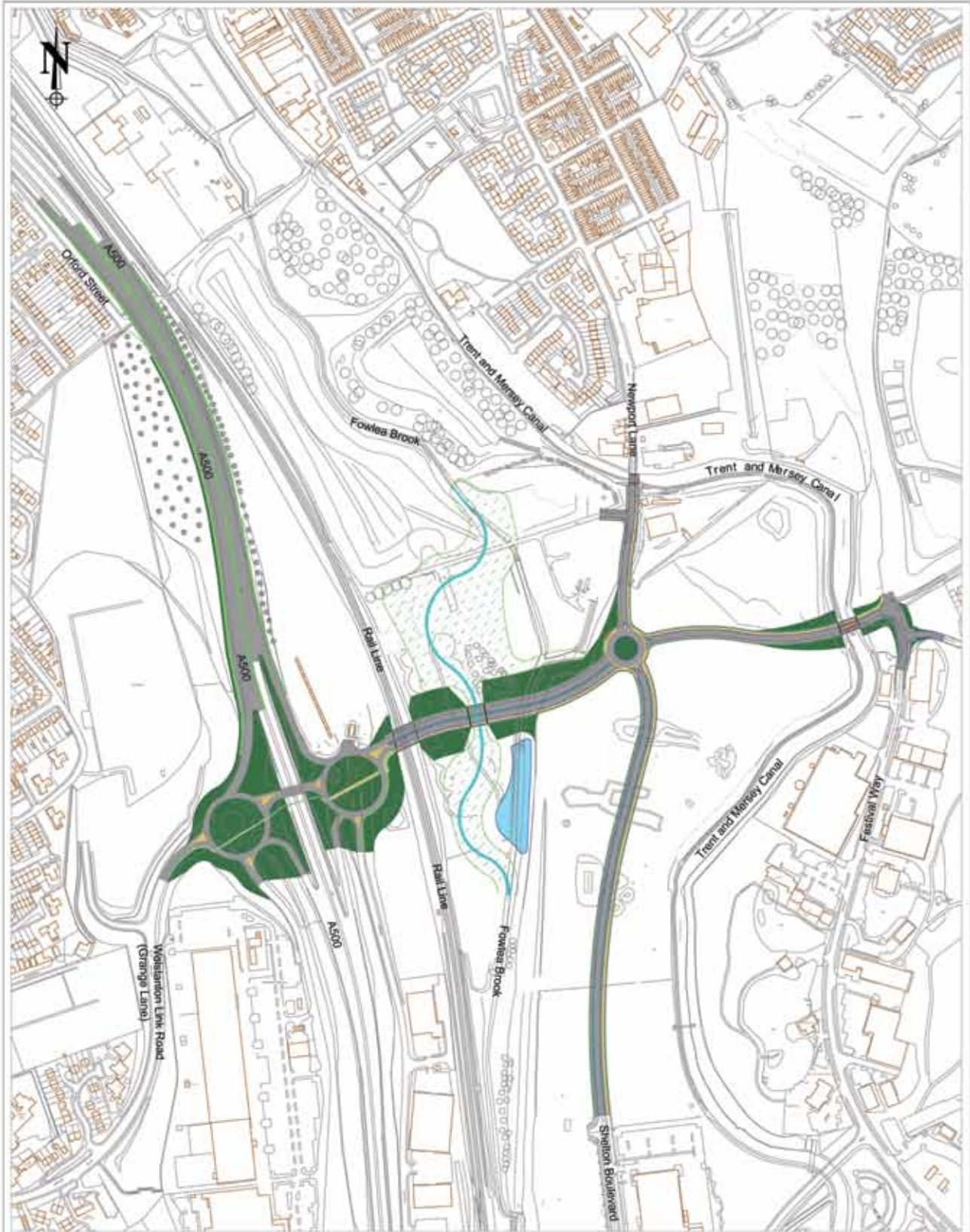
- A dual carriageway all-purpose highway link from the eastern side of the Wolstanton Junction to a new junction in the centre of the site.
- Two bridges and associated embankments or a single structure to allow the A500 link to cross the West Coast Railway Line and Fowlea Brook
- Enlarging the two existing roundabouts at the Wolstanton Junction by means of signal-controlled crossings and new/improved footway/cycleways (on highways maintained by Staffordshire County Council)
- Widening of the A500 between Wolstanton and Porthill Junctions to create an additional lane in both northbound and southbound directions (A500 Lane Gain) (on highways maintained by the Highway Agency).

A high proportion of these works would need to take place on highways under the control of both Staffordshire County Council and the Highways Agency. In particular, the A500 Lane Gain is likely to result in some departures from Highways Agency standards, which are mandatory for Trunk Roads. Ways to mitigate these departures from standard are currently being discussed with the Highways Agency and may include a reduction in the speed limit on the A500.

The development of the Etruria Valley site in general and the A500 Link in particular is being undertaken with the full co-operation of both the Highways Agency and Staffordshire County Council and it is acknowledged that any proposed works to any part of their networks must be undertaken with their full approval and with all legal consents in place.

There also exists the opportunity to facilitate a managed road scheme on the wider A500 transport corridor. This proposal could have a positive effect on the level of development traffic and any necessary mitigation measures.

The following plans show the preliminary arrangements for the highway and structure measures and are indicative.



- Contractor to check all dimensions and report errors and omissions to the Engineer or Contract Administrator
- The Contractor is responsible for all setting out
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REVISION	NO.	DATE	NOTE

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PROJECT
 Etruria Valley Development

PROJECT NUMBER
 1600601

DRAWING TITLE
 Preliminary Design - SPD

DRAWING STATUS	
Drawn	<input checked="" type="checkbox"/>
Checked	<input type="checkbox"/>
As Built	<input type="checkbox"/>
DRAWING FILE NAME	
D:\ALP\2016\1600601\1600601_Preliminary Design - SPD.dwg	
DRAWN BY:	SCALE
DN	1:200 @ A1
DATE	CHECKED
April 2016	AM
DRAWING NUMBER:	REVISION:
1600601/010	

Access Measure 2 – Creation of two new all-purpose highway links across the Trent and Mersey Canal at Newport Lane and Grange Bridge (Festival Way) to enable access for pedestrians, cyclists, buses and some vehicular traffic

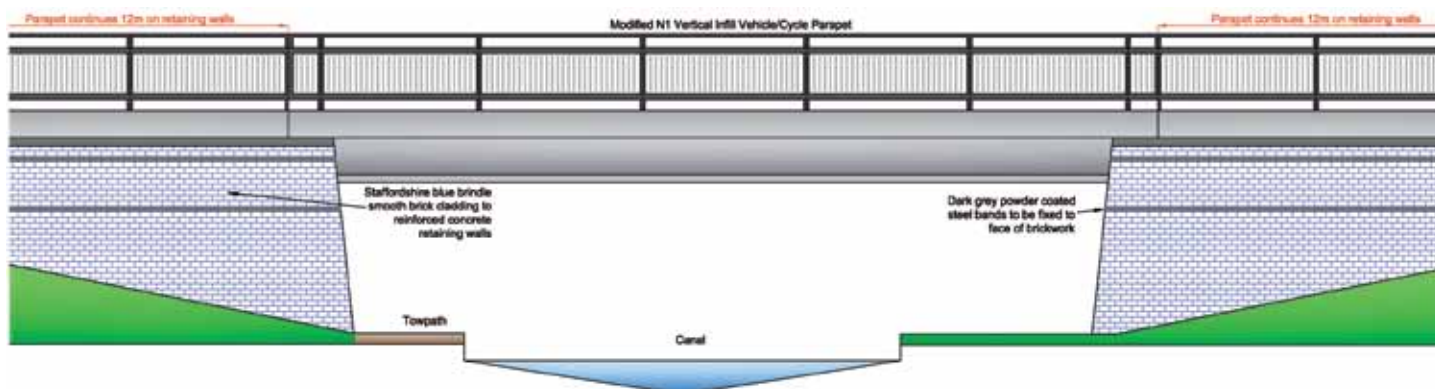
These are two important links that will make the site much more accessible to pedestrians, cyclists and bus services, as well as potentially helping the distribution of development traffic. They will link the site with the residential and employment areas served

by Newport Lane to the north and Festival Park served by the Grange bridge to the east. They are located on the sites of two existing bridges, although only the Newport Lane bridge has any existing use as a pedestrian route, whereas the Grange bridge is closed to the public. They can also be built independently of other highway links within the site at an early stage of the development as they would provide excellent pedestrian/cycle links to the canal towpath and from there into the site and adjacent employment areas off Forge Lane.

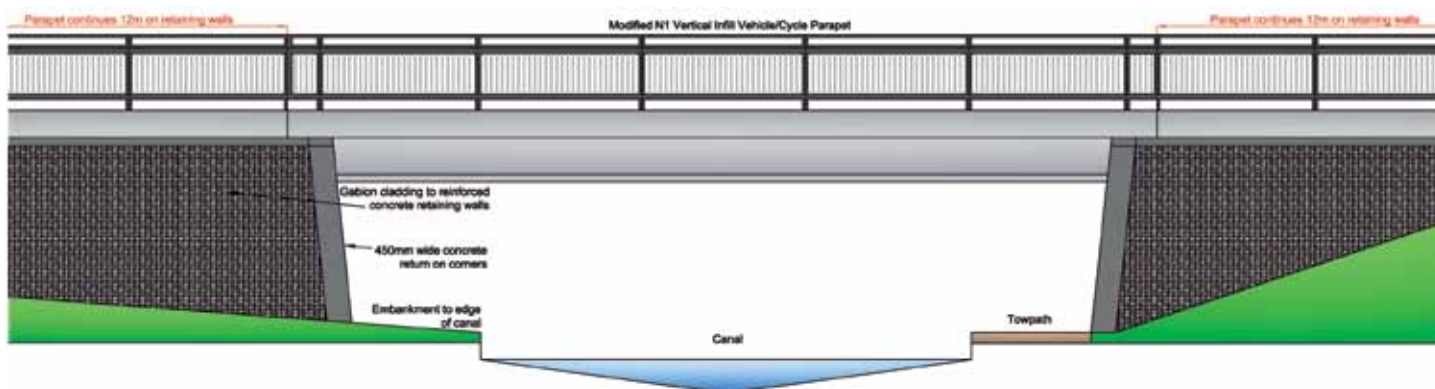
Access Measure 3. Creation of new all-purpose highway links through the site to connect the A500, Shelton Boulevard, Festival Way and Newport Lane to enable access for pedestrians, cyclists, buses and some vehicular traffic.

In conjunction with Access Measures 1 and 2 above, these highway links complete the pattern of permeability through the site, allowing unconstrained movement for pedestrians, cyclists and buses, as well as assisting in the distribution and movement of development traffic and through traffic.

Proposed Newport Lane Bridge



Proposed Grange Bridge



It is intended that the links between the A500, Shelton Boulevard and Festival Way would be open to all modes of transport, which would effectively create a new link between the A53 Etruria Road (and City Centre beyond) and the A500. This will inevitably attract some background traffic already on the highway network to divert through the site in order to avoid the congested Basford Roundabout and parts of the A53 Etruria Road. The impact of this has been analysed in detail and the proposed highway links and junctions have been designed to accommodate a robust estimate of traffic levels. One benefit of this new through-link would be a decrease in traffic passing through Basford Roundabout, which will ease the pressure in part on the busy A53 between Hanley City Centre and Newcastle Town Centre.

The link to Newport Lane is unlikely to be suitable to carry large volumes of traffic and/or high percentages of HGV traffic, as Newport Lane and parts of the highway network to the north of the site are constrained both by capacity and their mainly residential natures. However, the Newport Lane link and existing highway network beyond would almost certainly be able to accommodate the level and type of traffic that is likely to be generated by the residential element of the Etruria Valley site, although a significant improvement will be required to the junction of Newport Lane and Newcastle Street.

It is therefore proposed that this residential element will be accessible to vehicles from Newport Lane only and that through-movement between Newport Lane and the remainder of the Etruria Valley site will be restricted to pedestrians, cyclists and bus services only. This access constraint can be controlled by means of an appropriate physical restriction such as a bus gate.

Access Measure 4 – The establishment of a Public Transport Fund to enable the financial support required to divert and/or extend existing bus services through the site and the enhancement of those services in terms of frequency and hours of operation

The Etruria Valley site is bordered on all sides by frequent and regular bus routes that form a rough triangle with Hanley City Centre, Newcastle Town Centre and Tunstall Town Centre at the vertices. The three sides of the triangle are formed by the A5271, A53 and A50 and these carry a high number and frequency of bus services between the three centres listed above, as well as Burslem Town Centre, Wolstanton Local Centre, Festival Park and extensive residential areas. The highway link improvements described in Access Measures 1, 2 and 3 above will allow bus services to divert through the Etruria Valley site and it is vital that full advantage is taken of this opportunity.

Under normal circumstances, commercially-run bus services will only operate on routes where the passenger demand is sufficient to make the service financially viable. In the case of Etruria Valley, it is essential to provide an appropriate

level of bus service through the site at a very early stage of site occupation in order to provide an immediate travel choice for those occupiers, irrespective of initial passenger numbers. If this is not provided at an early stage, then occupiers are likely to become dependant on access by car and subsequently less willing to switch to bus patronage when services are made available later.

Therefore, it may be necessary to provide financial support to any diverted or new bus services through the site. Given the size of the site and timescales for development, it is likely that this Fund will need to be supporting bus services for a period of up to 10 years from first occupation. Options for funding will need to be explored including grant funding; city council support; end-user contributions and developer subsidy.

At this stage, it is anticipated that at least 2 existing bus services could be diverted through the site, one from the A5271 corridor and another from the A53 corridor. The Fund should be used to extend and divert existing services to provide direct access between the site and residential areas. At the same time these services also need to be improved in terms of the times of day they operate, to cover work patterns at the site which may be outside those covered by existing bus timetables. In addition, consideration should be given to provide a new, direct bus link with the rail network at Stoke Station, Discussion with bus operators regarding these proposals will take place in the near future.

Access Measure 5 – The improvement of existing and creation of new pedestrian and cycle links in the vicinity of the site.

In terms of promoting the use of sustainable travel to the Etruria Valley site, this Measure will compliment Access Measure 4 in helping to provide a realistic travel alternative to private car journeys.

Although the periphery of the site is currently well connected by a network of traffic-free paths and pedestrian/cycle facilities on public highways, there are significant physical barriers to movement into and through the site. The two main barriers are the Trent and Mersey Canal to the east and the A500/ railway corridor to the west and the following measures are designed to address these barriers and provide comprehensive access for pedestrians and cyclists.

To the west of the site lie the residential areas of Porthill, Basford and Wolstanton, the majority of which are within walking and/or cycling distance of Etruria Valley. The A500 Link (Access Measure 1) will be an essential link into the site from this direction and will provide a continuous, good quality route for pedestrians and cyclists from the A527. Footways will be wide enough to accommodate pedestrians and cyclists, and movement across vehicular carriageways will be secured by traffic signal controlled crossings, particularly on the Wolstanton Junction.

At the northern boundary of the site there is an existing public footpath that crosses the site in an east-west direction, connecting Orford Street in Porthill with Burgess Street in Middleport. This footpath is of a poor quality, with low-headroom subways under the A500 and Railway. The presence of structural foundations in this area prevent the possibility of significant improvements to this route – however, it is intended to carry out improvements where possible in the form of surface treatment, drainage and lighting, making the route a more pleasant proposition for users. The potential exists to add to these footpath links into the proposed public open space through the opportunity of developing a leisure based footpath network within proposed open space, particularly on the north western part of the site.

Access to the north and east of the site will be enhanced by the new highway bridges and links at Newport Lane and Grange (Festival Way) (Access Measure 2). These will not only provide pedestrian/ cycle access into the site, but also strengthen connections with the Canal towpath. This towpath lies on the development-side of Etruria Valley and is a major asset for the promotion of walking and cycling, providing a traffic-free path through the spine of the site. It will also be important to ensure that all development adjacent to the Canal has direct links to the towpath and allowing improved connections to Middleport Park.

Direct links to the towpath should be overlooked by occupied buildings, where possible.

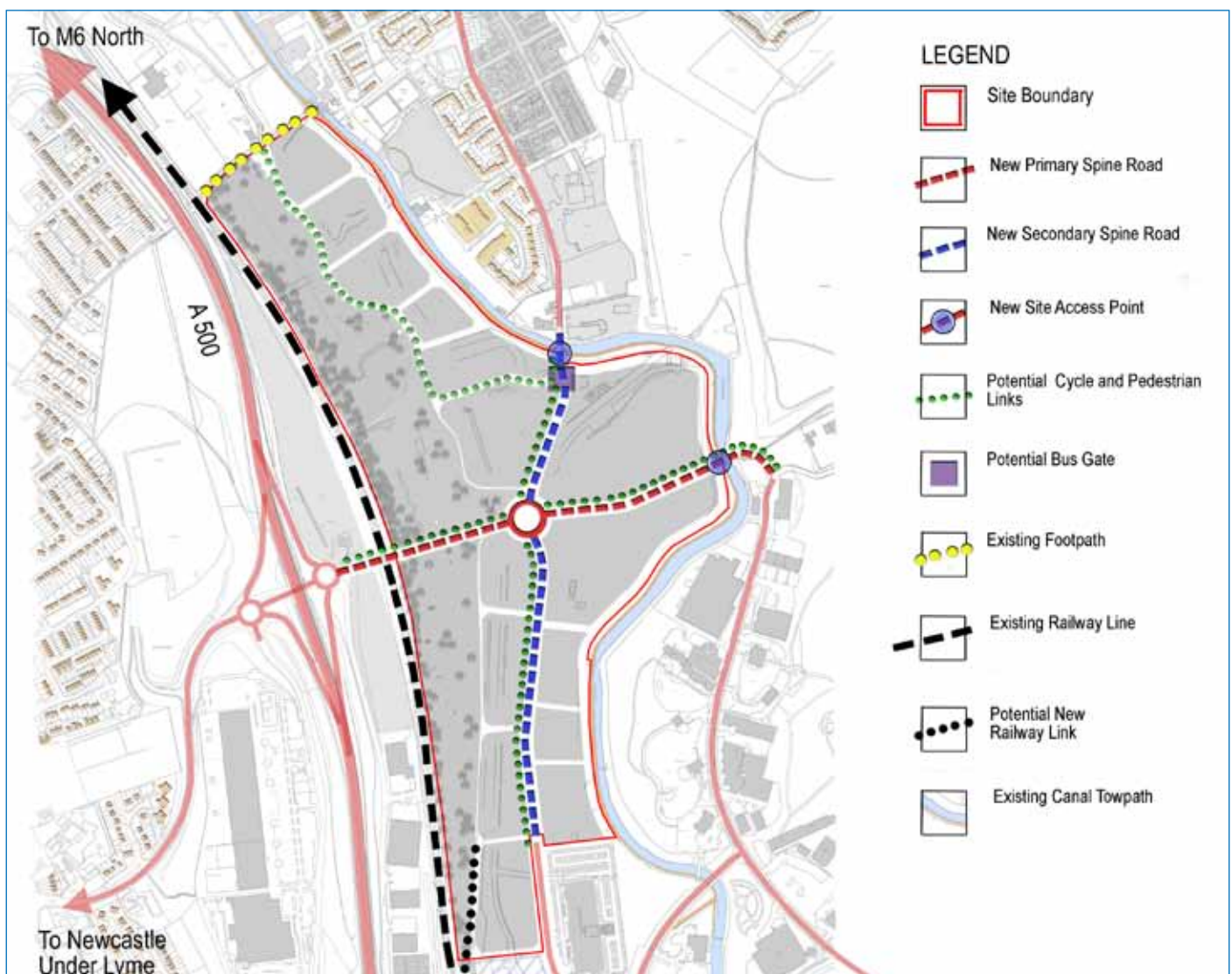
A further link has also been identified to the north-east of the site, running between Navigation Road and Grange Bridge. This route is well used at present, despite having no formal status, and would provide a traffic-free path into the site from the north and east, particularly for the proposed residential element. The enhancement and formalisation of this route is likely to involve a level of engineering works, as well as the consents of a number of landowners. Therefore further investigation will be required as to its feasibility.

Pedestrian and cycle links from the north and south are generally of a high quality. Despite this, it is intended to undertake further work to identify any areas of existing infrastructure that could be improved such as better connections into Festival Park at the southern end of the site.



Summary Principles

- New All Purpose Highway Access from the A500 incorporating a bridge over the railway line and Fowlea Brook
- Enlargement of Wolstanton junction roundabouts
- Widening of the A500 between Wolstanton and Porthill Junctions
- Two new bridges across the Trent and Mersey Canal at Newport Lane and Grange Bridge (Festival Way)
- New highways links within the site to connect the A500; Shelton Boulevard; Festival Way and Newport Lane
- Bus Priority Measures to enhance existing bus services to the benefit of the site and surrounding areas
- Potential bus gate at Newport Lane South
- Improvement and creation of new pedestrian and cycle links and better connections to the canal towpath



Noise and Air Quality

General Principles

In line with the sites context set out within Part 1 of the SPD and the other development principles there are a number of measures which will need to be incorporated within detailed development proposals for the Etruria Valley site. This will ensure environmental protection to existing and future residents.

Adequate assessment and mitigation measures will be required by the city council's Environmental Health Officers before the granting of planning permission. Issues need to be identified and addressed at an early stage to ensure mitigation measures are adequately incorporated into the detailed design.

In terms of noise measures the ground conditions study, which looks at the realignment of the floodplain, retains areas of land to the north west of the former Burslem Sewage Works. Drainage Management Plan Option 1 retains more of the bank which will help to alleviate noise from the existing A500 and railway line.

In terms of Air Quality issues the nearest hot spot areas need to be recognized within an air quality assessment. Particular attention should be given to air quality at the proposed residential properties on the development site.

Summary Principles

- **Noise Assessment to accompany any future planning application.**
- **Retention of raised ground on the west boundary (Waterside Setting) to provide noise protection to proposed residential areas.**
- **Provision of a 25-30 metre landscape buffer along the railway and A500 to act as noise attenuation barrier.**
- **Potential for close board fencing adjacent to the A500 if on-site landscaping and bunding measures do not result in the adequate reduction of noise levels.**
- **Noise attenuation glazing to residential properties**
- **Stand-off distance from major use employment plots to the residential zone, dependent upon end-users.**
- **Air Quality Assessment to be carried out in support of any planning application.**
- **Consideration of the Health and Safety Executives hazardous sites advice.**

Sustainability Outcomes

Development proposals within Etruria Valley should consider their overall strategy on sustainability.

10.0 Sustainability and Climate Change

The starting point should consider the approach taken to reflect the individual characteristics of the site and the scale and nature of the proposal. This will ensure that proposals have the flexibility to demonstrate the sustainability credentials of their proposal and identify what the key driver is behind their approach. It is crucial that the strategy on sustainability is considered at an early stage; this will enable it to be fully embedded into the design scheme.

The authority will not be prescriptive and set arbitrary targets or requirements for specific technologies, but will take a proactive approach to ensure a holistic approach to climate change is taken into account.

Targets can quickly become dated and do not take account of the fact that development sites are inherently different and generally require a bespoke approach. Likewise, setting a requirement for a certain technology will place a 'time limit' on the document and does not provide applicants with the flexibility to deliver a tailored approach for their development proposal.

The adopted Sustainability and Climate Change SPD should be used to assess the appropriate measures for the site when detailed proposals are at more of an advanced stage but before submission of an application.

The SPD seeks to instil a 'passive' approach, whereby the general parameters of exceeding minimum standards are set and the applicants are provided with a flexible framework to deliver.

The approach is structured to ensure that development proposals address sustainability and climate change comprehensively. In doing this development proposals will be required to consider their relationship to both the causes and effects of climate change through mitigation and adaptation:

Mitigation

Development proposals must demonstrate how they reduce their impact on the environment in terms of:-

- Reducing carbon emissions;
- Incorporating Decentralised Energy (renewable and/or low carbon technology);
- Minimising the consumption of water;
- Using materials and appliances with lower environmental impacts;
- Ensuring adequate recycling facilities;
- Ensuring the reduction and effective management of construction related waste; and
- Incorporating sustainable transport measures.

Adaptation

Development proposals must demonstrate how they will cope with future climate change.

A fragile development market exists within parts of the City

which has been adversely affected by current market conditions. As a result measures to mitigate and adapt to climate change must be sensitive to the market and not unduly constrain development. This should not translate into a complete absence of any measures to address climate change; as to simply ignore it now will prove costly in the future. A balanced approach based on smarter thinking is required with viability being a key consideration.

The Government's aspirations for achieving low/zero carbon development can only realistically be achieved through the use of District Heating Networks in terms of measurable reductions. In response to this the council has undertaken feasibility studies into the opportunity for district heat networks for the City Centre and Stoke Town Centre. This work has provided an evidence base for future networks. The council is in discussion with various partners/stakeholders on delivery of such networks. Future development will need to consider whether district energy networks can be employed to improve the energy efficiency of new development.

There are further methods of reducing carbon, however, these tend to be less measurable such as managing a balance of transport modes which will be encouraged through the use of travel plans for example.

The Sustainability and Climate Change Supplementary Planning Document provides further guidance on how development proposals should approach climate change and sustainability. The document includes a checklist which can be used to illustrate the sustainability credentials of proposals.

11.0 Environmental Impacts

As set out within the Site Context and Development Principles sections, a significant amount of ground remodelling and remediation is required in order to prepare the site for redevelopment. Potential exists to use the CL:AIRE Code of Practice for this process. The Definition of Waste: Development Industry Code of Practice (CoP) is an initiative to improve the sustainable and cost effective development of land. The use of the CoP would contribute to the sustainability outcomes of the project by preventing disposal of usable materials to landfill, re-use of on-site materials and reducing vehicle emissions by reducing HGV movements to and from the site

12.0 Health Impact Assessment

The physical environment can have a significant impact on health and well-being by making it possible for people to make healthier lifestyle choices, improve access to key services and amenities, and create spaces for social interaction.

New development should contribute to healthy lifestyles. Proposals for large scale major development should consider the health impacts of future

development via a formal Health Impact Assessment (HIA), which should be prepared to support future planning applications.

A HIA does not have to be a standalone document, the HIA methodology could be embedded within the Environmental Impact Assessment. This could be achieved by having a specific health chapter that cuts across any community or socio-economic chapter and links with the air quality, noise and any other relevant section. This may mean a summary health impact assessment with a fuller assessment placed in the appendix.

HIA is a means of identifying all potential health impacts and should aim to mitigate any adverse impacts arising from the proposal.

Guidance on HIA process is set out in the city council's Healthy Urban Planning Supplementary Planning Document (SPD), adopted in September 2012.

13.0 Transportation Strategy

To support the Key Access Principle and Access Measures a full technical Transport Assessment will accompany future planning applications.

The Transport Assessment will look at a number of ways to make the most of the sites sustainable location and realistically plan for the generated traffic.

Improving bus links from the site to the city centre which is the region's main public transport hub is one area which will be explored further within the transport plan. Even though all residential areas of the city have good bus access to

the City Centre the improvement of bus services will allow some communities to have direct bus access to the site, for many there will continue to be a need to interchange at the new City Centre Bus Station. This can significantly increase end-to-end travel times, particularly with the current congested route on the Etruria Road corridor.

Whilst the creation of alternative access points may reduce congestion levels on this corridor, the growth of the City Centre is likely to counteract this. Thus, extensive bus priority measures should be provided to reduce the journey time between the City Centre and the site.

This would further the potential opportunity to utilise some of the undeveloped areas of the site to accommodate a Park & Ride facility, which bus operators would be incentivised to provide if buses have a quick route to the City Centre. The diverted services would provide a frequent enough service to be utilised as a potential Park & Ride with a much lower initial subsidy and much greater benefits than a dedicated, bespoke Park & Ride service.

Similarly the West Coast Railway line runs adjacent to the site, carrying many services to both local and national destinations. Longport Railway Station, a local facility with a limited number of services, is situated less than 1.5km to the north of the site and Stoke Station, at which all services stop, is 3km to the south.

In order to promote Etruria Valley as a sustainable site, it is important to fully investigate all potential modes of travel that would maximise sustainable accessibility. The increased accessibility of the site that being connected to the rail network would be a major attractor to investors and end users.

Further exploration of the possibility of multi-modal journeys will therefore be incorporated into the Transport Assessment. The potential benefits to the economic growth and vitality of the area could be significant and it would therefore be short-sighted not to pursue it to the point where firm conclusions and recommendations can be reached.

To go with the Transport Assessment the development proposals should also have an accompanying travel plan which will seek to promote environmentally friendly modes of transport such as walking, cycling and public transport.

Making any site fully accessible to a range of transport modes through physical infrastructure and service provision is only part of the sustainable access picture. Education and encouragement are vital to ensure that people are aware of the access opportunities available, as well as the health and financial benefits they can deliver.

It is therefore proposed to establish an Outline Travel Plan that will set out methods and targets for the reduction of single-occupancy vehicular journeys to the Etruria Valley site as well as methods to encourage access by walking, cycling and public transport.

The Outline Travel Plan will also contain a template to enable all future end-users of the site to prepare their own specific detailed travel plans that fit into the overall philosophy of promoting and encouraging the use of sustainable access.

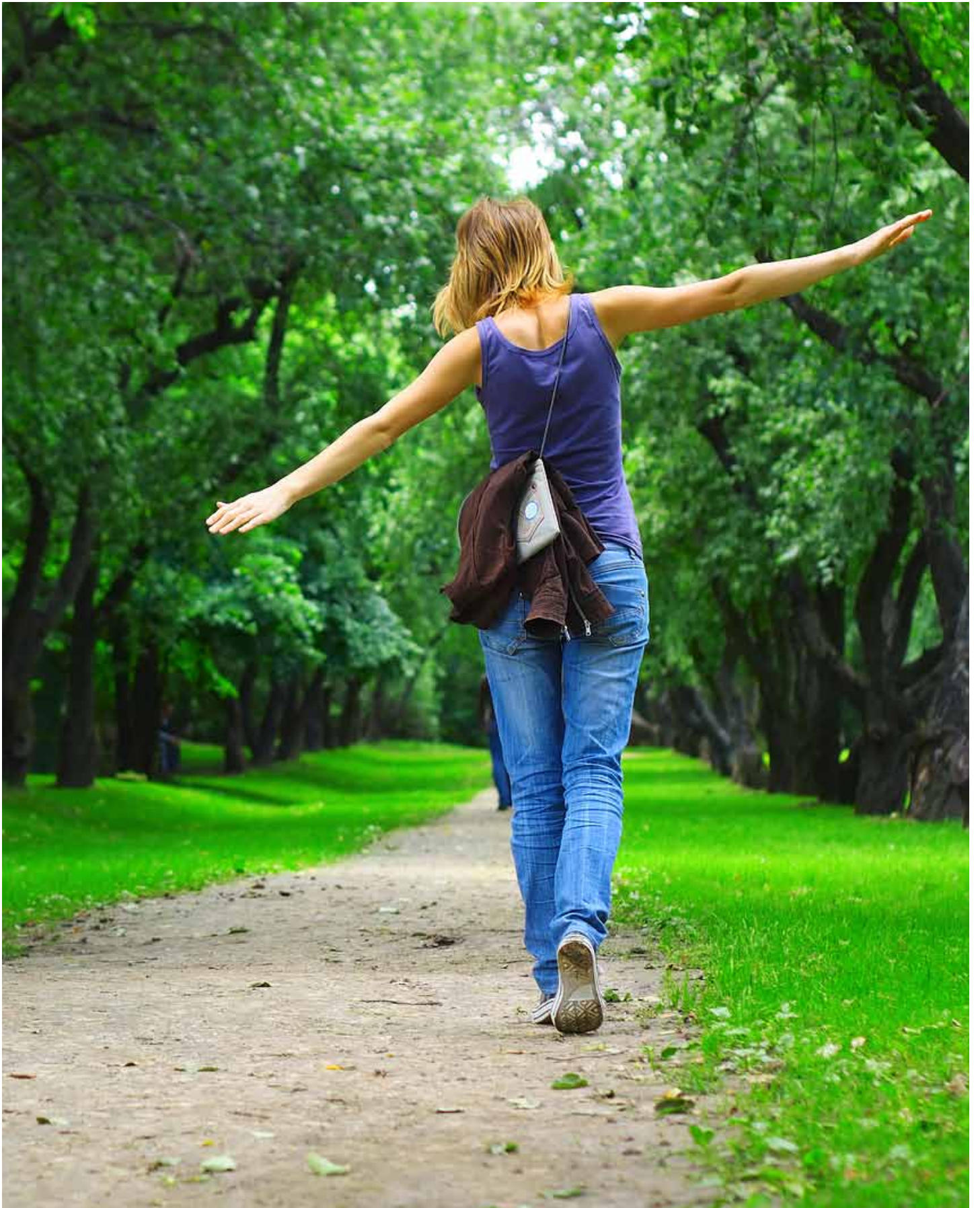
The success of a travel plan is often determined by the resources required to encourage, assist and support employers and other end-users with the development and evolution of their travel plans. The benefits of travel plans may take many years to be fully realised and many fail in the short-term because of a lack of dedicated support. It is also important to ensure that targets set in travel plans are monitored so that everyone involved can learn from successes and failures. It is therefore proposed to establish and fund a Travel Plan Co-ordinator to fulfil this role until such a time as established travel plans on the site are mostly self-sustaining.



14.0 Community Safety

Development proposals at the Etruria Valley site need to respond to the key attributes for Safer Places as defined by the ODPM which include:

- **Access and movement:** places with well defined routes, spaces and entrances that provide for convenient movement without compromising security.
- **Structure:** places that are structured so that different uses do not cause conflict.
- **Surveillance:** places where all publicly accessible spaces are overlooked.
- **Ownership:** places that promote a sense of ownership, respect, territorial responsibility and community.
- **Physical protection:** places that include necessary, well-designed security features.
- **Activity:** places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times.
- **Management and maintenance:** places that are designed with management and maintenance in mind, to discourage crime in the present and the future.



Phasing and Implementation

Development proposals within Etruria Valley will be delivered in a phased and co-ordinated manner.

15.0 General Principles

It is proposed that each phase of the development is brought forward in a sustainable manner in order to ensure sufficient infrastructure, landscaping, public open space and biodiversity improvements are in place to support each phase. This will allow the ongoing development of the site to respond to market conditions.

Residential and employment uses could be brought forward jointly or in separate phases, providing the necessary infrastructure is either already in place or is being proposed as part of that phase of development.

Potential delivery options are being considered by the council that could see the city council invest capital funding to provide some of the infrastructure requirement for the site. Delivery options would include joint venture arrangements that could see the city council earn returns from the future development activity on the site. The proposed structure and the potential to generate returns will be driven by the financial viability of the scheme and this viability is currently being assessed with the land owners in line with the council's development aspirations for the site.

Once a commercial structure has been agreed with the land owners, the city council will look to formalise the agreement through the use of a joint venture agreement or development agreement to meet the needs of the project. Key considerations for the council will include –

- The timing and quantum of public and private sector investment
- The mechanism for the partners earning returns from the site
- Risk transfer between the public sector and the land owners

16.0 Next Steps

Following approval of this document detailed development proposals will be drawn up. The city council will encourage these detailed proposals to be the subject of public consultation prior to the submission of a planning application. Development proposals need to be shared with the city council so pre-application and design issues can be discussed with the applicant/s. This should help to ensure that the design of development is of an appropriate quality when the application is submitted. Planning applications should demonstrate compliance with the principles set out within this document, and any other material considerations, and include relevant accompanying information such as a Design and Access Statement and Statement of Significance.

17.0 Contacts

Further information can be obtained from the following contacts:

Planning and Transportation Policy - Joanne Mayne

tel: 01782 236339

email: joanne.mayne@stoke.gov.uk

City Regeneration - Mark Collins

tel: 01782 234987

email: mark.collins@stoke.gov.uk

Stoke-on-Trent City Council
City Renewal Directorate
Civic Centre
Glebe Street
Stoke-on-Trent
ST4 1HH

This document can also be made available on tape or in large print.

Appendices



Background Evidence

Core Documents

- National Planning Policy Framework
- Stoke-on-Trent adopted Statement of Community Involvement
- Stoke-on-Trent City Council Mandate for Change
- Newcastle-under-Lyme and Stoke-on-Trent Core Spatial Strategy
- Strategic Infrastructure Delivery Plan
- Stoke-on-Trent Local Transport Plan 3
- Stoke-on-Trent and Newcastle-under-Lyme Urban Design Guide
- Newcastle-under-Lyme and Stoke-on-Trent Employment Land Review
- Stoke-on-Trent Strategic Housing Land Availability Assessment
- Burslem and Middleport Masterplan
- Sustainability and Climate Change SPD
- Healthy Urban Planning SPD
- Trent and Mersey Canal Conservation Area Appraisal

Supporting Documents

- Stoke-on-Trent City Council Desktop Report of Ground Conditions – Etruria Valley
- Stoke-on-Trent City Council Urban Design and Historic Assets Policy Information – Etruria Valley
- Summary of Transport Modelling Work
- Topographical Survey – February 2012
- Planning Policy Background Paper

APPENDIX 1 – Extract From Core Spatial Strategy Strategic Aims

People

- Strategic Aim 2 – To facilitate delivery of the best of healthy urban living in the development of the conurbation and to ensure that new development makes adequate provision for all necessary community facilities including health care, education, sports and recreation and leisure and that the quality and accessibility of existing facilities are enhanced and retained where they provide for the justified community needs;
- Strategic Aim 3 – To reduce the need to travel, improve accessibility and increase the opportunities for development of sustainable and innovative modes of travel to support the regeneration of the plan area by securing improvements to public transport infrastructure; and the progressive provision of park and ride and facilities to promote walking and cycling;

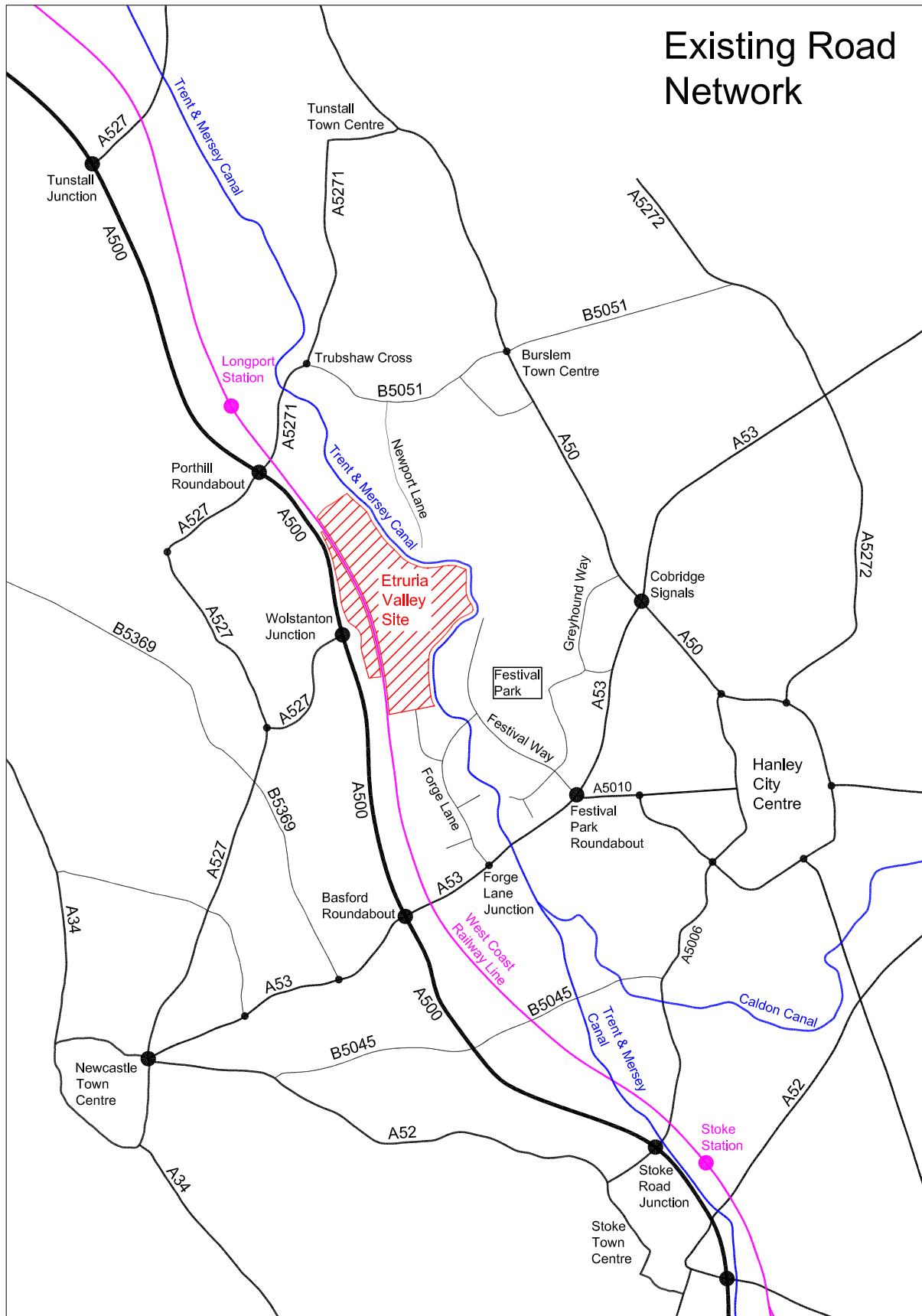
Prosperity

- Strategic Aim 5 - To foster and diversify the employment base of all parts of the plan area, including the development of new types of work and working lifestyles, and supporting the office development sector, new technologies and business capitalising on the inherent advantages of North Staffordshire
- Strategic Aim 7 - To enhance the roles of both the City Centre of Stoke-on-Trent as a sub-regional commercial centre and of Newcastle Town Centre as a strategic centre.

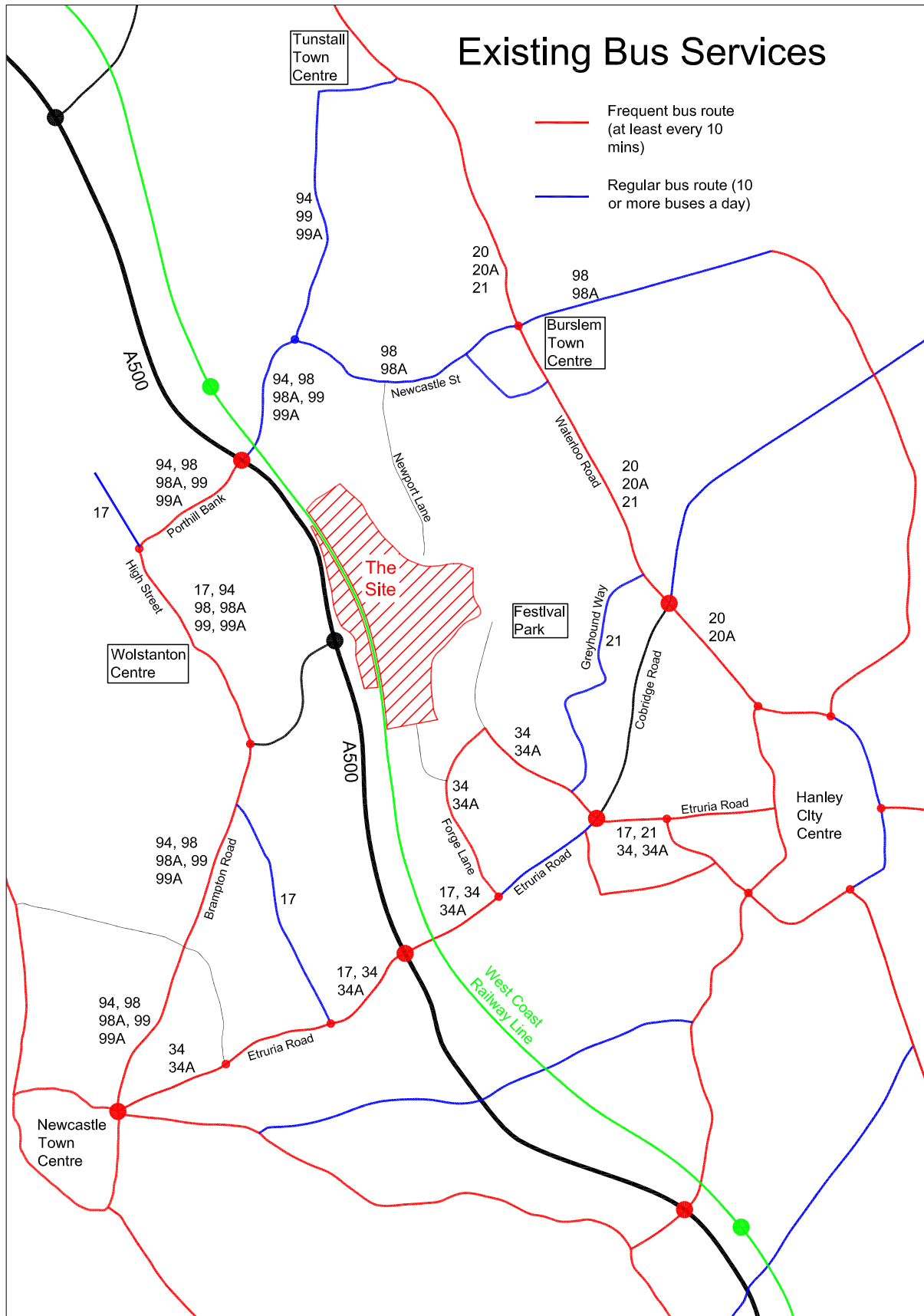
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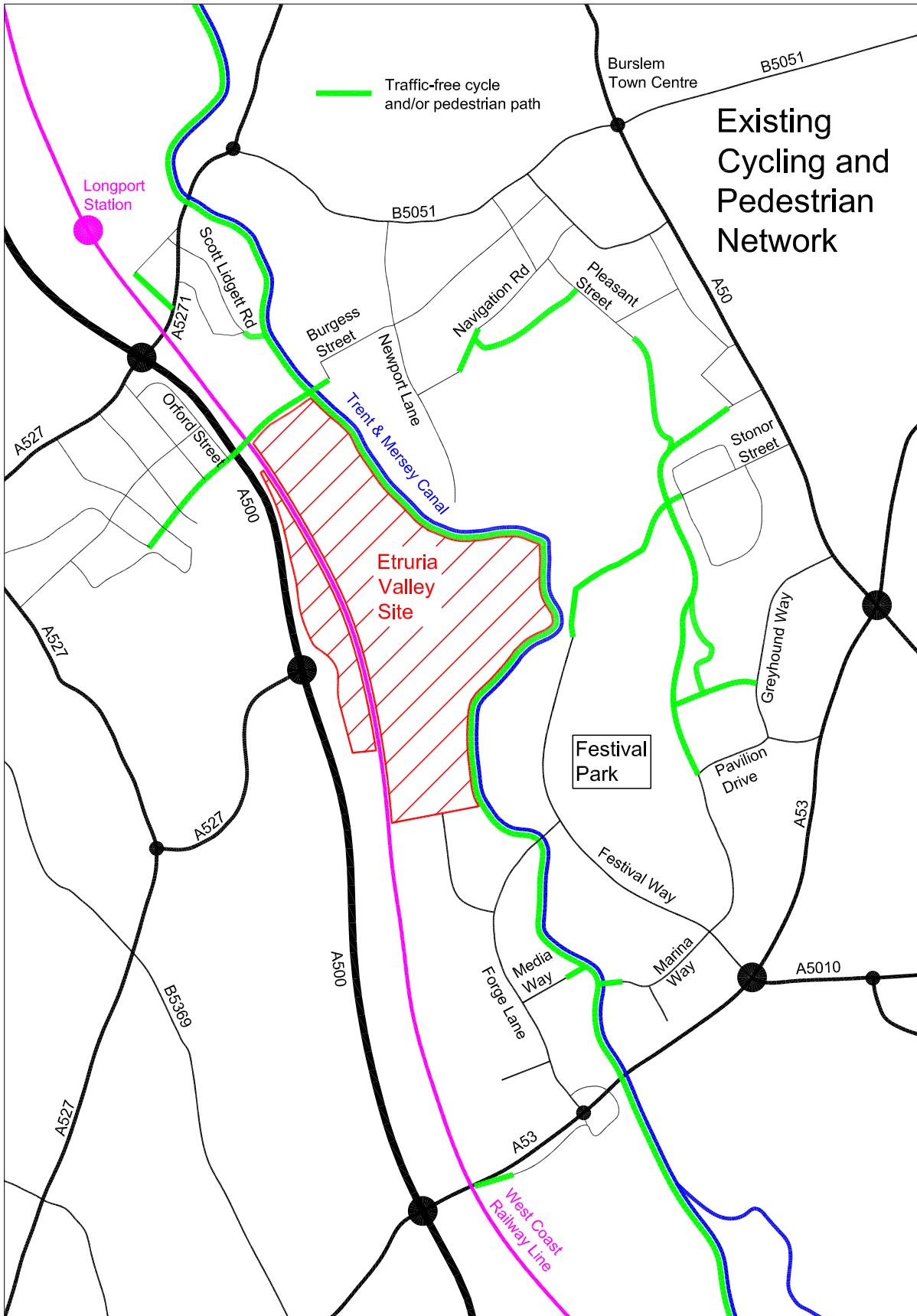
- Strategic Aim 10 - To facilitate development within identified priority regeneration areas of the North Staffordshire conurbation.
- Strategic Aim 12 – To renew the fabric of urban and rural areas to promote the best of safe and sustainable urban and rural living.
- Strategic Aim 13 - To protect and improve the plan area's network of canals and watercourses, green spaces/ infrastructure and parks to provide the landscape setting for high quality development of homes, employment and leisure opportunities; opportunities for physical activity and to foster a more sustainable way of life.
- Strategic Aim 14 – To protect and improve the historic heritage and the unique character of the plan area by ensuring new developments are appropriate in terms of scale, location and their context.
- Strategic Aim 15 – To protect and improve the countryside and the diversity of wildlife and habitats throughout the plan area
- Strategic Aim 16 – To eliminate poor quality development and establish a culture of excellence in built design by developing design skills and understanding, by requiring good, safe design as a universal baseline and distinctive design excellence in all development proposals, and by promoting procurement methods which facilitate the delivery of good design
- Strategic Aim 17 – To minimize the adverse impacts of climate change in the move towards zero carbon growth construction methods in accordance with best practice

APPENDIX 2 – Existing Transport Networks



Existing Bus Services





APPENDIX 3 – Summary of Strengths, Weaknesses, Opportunities and Constraints

Strengths	Weaknesses
Close to Burslem, Wolstanton, City Centre and existing business at Festival Park	Lack of infrastructure to support development within the site
Former Industrial legacy	Land potentially affected by contamination requiring remediation
Adjacent strategic road and rail networks	The site occupies some of the Fowlea Brook Flood Plain
The canal and Fowlea Brook provide opportunities to incorporate waterside settings	Levels will impact on the development of the site and economic viability
Middleport Masterplan sets out the planning framework for the development of residential land uses adjacent to Newport Lane	Noise pollution from the A500 and railway
The canal towpath and green open spaces provide opportunities for walking and cycling	Fowlea Brook dissects the site
The site provides the opportunity to capitalize on the advantages of solar gain within new development	Canal, rail and highways infrastructure presents a series of barriers that isolate the site from the surrounding area
High points afford views across the valley	Poor quality approach to Newport Lane
Poplars provide a landmark feature from within the site boundary	Lack of maintenance of existing green spaces and historic features
Green open spaces function on a variety of levels that benefit the area as a whole and help to mitigate against climate change and flooding	Lack of natural surveillance and perception of unsafe environment
Highly regarded workforce	Poor environment for pedestrians and cyclists along existing footpath and A500 underpass

Opportunities	Constraints
Improve the Highways Infrastructure to support regeneration and development initiatives	The A500, existing railway line and canal present a series of barriers that sever the North Staffordshire conurbation in two, and will continue to do so;
Encourage sustainable transport modes, such as walking and cycling, by providing a mix of transport hierarchies within the site and surrounding area	Bridges will be required to overcome these obstacles, and are likely to be heavily engineered structures that prove costly
Enhance linkages from the site to Wolstanton, Festival Park, Middleport and Burslem to reinforce the economic hierarchy of town centres	Costs of remediation and land modelling will influence the proposed layout
Extend the green open space network, where possible, to support environmental sustainability and flood alleviation	The flood plain of the Fowlea Brook will influence the proposed layout, precluding some areas from development in some instances
Incorporate flood alleviation measures to mitigate for the effects of development within the flood plain, and to enhance water quality that flows towards the Fowlea Brook	Noise and air pollution from the A500 will continue to detract from the valley setting unless tackled through appropriate mitigation measures
Encourage district heating initiatives between complementary land uses	The historic structure of the canal will need to be protected and preserved, and the design of development adjacent to the canal will need to be sympathetic to the historic setting
Enhance local habitats to increase biodiversity in the area	Air Products Health and Safety Executive Consultation Zone
Promote sustainable urban living	
Creation of an industrial aesthetic to reference the former industrial legacy of the area	
Enhancement of the green setting to soften the urban form between the town centres	
Promotion of waterside settings to enhance the visitor destination	
Enhance the setting of the Trent & Mersey canal conservation area	

APPENDIX 4 – Summary Sustainability Compatibility Assessment

The assessment demonstrates that the draft objectives scored well in terms of:

- Economy - As expected the appraisal scored well in terms of providing the best possible environment to encourage and increase economic enterprise and employment.
- Reducing the Need to Travel - The appraisal scored well when the objectives were compared against the Core Spatial Strategies objectives to reduce the need to travel and encouraging the use of public transport, cycling and walking. This is primarily achieved through the sites location, ability to integrated different modes of travel and for the development of a large-scale employment site.
- Publicly Accessible Green Space – The assessment scored well in terms of the potential to open up the site for public access and incorporate a greenspace network
- Regeneration – The appraisal identified positive compatibility between the plans objectives and the core Strategies objective to regenerate degraded environments and minimise development on greenfield sites
- Improving Water Quality – As the Fowlea Brook runs through the site but has been constrained by past development, the plan has the potential to significantly improve the water quality of the Fowlea Brook which will also help downstream development sites.

The compatibility assessment demonstrated that areas of possible conflict requiring mitigation are:

- Housing – the original objectives did not include the potential for housing provision as maximizing employment land was considered the first priority; however this presented a potential conflict with the objectives of the Core Strategy if it is not identified as potential long-term land use on this site but potential for mitigation through detailed plan.
- Protection of Centres - possible conflict between facilitating new business creation in this out of centre location and the protection and enhancement of the vitality and viability of the city, town and district centres within the conurbation. This can be mitigated against in terms of land use policies and scale of development.
- Fear of Crime – unknown at this stage but policies need to identify how this could be achieved in terms of local community safety measures.
- Design of Development / Heritage – Not fully known at this stage but potential conflict between large-scale development / the use of renewable energy and protection of nearby industrial heritage. This could be overcome through detailed design policies and it was recognized that one of the objectives was to ensure compatibility.

- Air Quality - To improve air quality, creating cleaner and healthier air against the requirement for new road accesses.
- Biodiversity – Mitigation measures are required as set out in the Phase 1 Ecology survey to retain and enhance the species and habitats targeted for improvement in the Staffordshire Biodiversity Action Plan. This needs to be incorporated into detailed policies for the site both for the development itself and road infrastructure
- Flooding – Part of the site is within the Flood Zone.

Etruria Valley Development Plan Objectives	Core Spatial Strategy Sustainability Objectives							
	1	2	3	4	5	6	7	8
I.								
II.								
III.								
IV.								
V.								
VI.								
VII.								
VIII.								



Positive compatibility



Neutral



Possible Conflict



Unknown

9	10	11	12	13	14	15	16	17	18	19	20	21

