

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Cabinet

8 October 2019

TITLE:	Tunstall Road Masterplan
PORTFOLIO HOLDER:	Cllr Sybil Ralphs – Council Leader
CONTACT OFFICER:	Sarah Porru- Head of Regeneration
WARDS INVOLVED:	Biddulph West

Appendices Attached - Appendix 1 – Executive Summary

1. Reason for the Report

- 1.1 To inform Councillors of the Tunstall Road masterplan, which has been prepared to assist with the delivery of the emerging Local Plan.

2. Recommendation

- 2.1 That Cabinet notes the findings of the Tunstall Road masterplan.

3. Executive Summary

- 3.1 As part of the Accelerated Housing Delivery Programme, Sanderson Weatherall were commissioned in September 2018 to complete a masterplan for the Tunstall Road Strategic Development area identified in the emerging Local plan for a mixed use development of:

- Approximately 4.29 ha for general employment use
- Approximately 2.19ha for housing which will accommodate approximately 85 dwellings.

- 3.2 The basis for commissioning the masterplan was based on several objectives:

- Assist delivery of the Local Plan
- Bring together the landowners with a co-ordinated vision for the site
- Devise a strategic vision for the site which can then be promoted to developers and investors.

- 3.3 The masterplan suggests the site is most suited to a housing mix of two and three-bedroom medium to high density dwellings which need to incorporate the projected 33% affordable housing. The research highlights a lower level in demand for social rented properties than ownership and therefore suggests that the affordable housing provision may be better suited to ownership options such as shared ownership and staircasing.
- 3.4 The masterplan also considers that delivery of the adjacent industrial site provides evidence of market demand and developer interest for employment use and that this allocation can be effectively considered as the next phase of employment development in this location. Knowledge gained from business enquiries and the businesses expressing interest in Victoria Business Park suggests a range of industrial unit sizes from 2,000- 10,000 sqft could be delivered on this site.
- 3.5 Three options were developed for the site, in line with the emerging Local Plan DSB3 policy. Details of each option are provided in the Executive Summary at Appendix 1.
- 3.6 Following a review of the advantages and disadvantages of each scheme; analysis of the options relevant to the strategic objectives of the brief; and a review of the information event feedback option 03 was chosen as the preferred option. This option provides:
- approximately 105 residential units and 16 industrial units across three areas of housing.
 - approximately 3.3ha Net (4ha Gross) of employment space providing
 - approximately 80,000sqft of industrial units.
 - Access to the site will be separated for different end use. Access to the housing sites would be provided via Mill Hayes Road, with pedestrian and cycle access via Victoria Row in line with existing right of way.
 - Access to industrial would be provided by creating a cross roads/staggered junction where the existing T junction is located on Tunstall Road
- 3.7 The masterplan also considers viability of development and a strategy for delivery. This considers opportunities for promotion of a private led scheme with some level of public sector support. Land assembly options are also considered. The site is within several ownerships and further engagement with landowners may be necessary to move forward with delivery.
- 3.8 The delivery strategy issues highlighted at 3.7 will now be considered and a further report will be presented to the Service Delivery Overview & Scrutiny Panel recommending actions required to bring forward development.
4. **How this report links to Corporate Priorities**
- 4.1 The Tunstall Road Masterplan seeks to deliver housing and employment growth anticipated in the Local Plan and will therefore have implications the following aims of the Corporate Plan:

- Aim One - Help create a safer and healthier environment for our residents to live and work
- Aim Three – To create a strong economy by supporting further regeneration of towns and villages
- Aim Four - Protect and improve the environment.

5. Options and Analysis

- 5.1 Option 1 (recommended) that the Cabinet note the Tunstall Road Masterplan, recommendations and next steps. Officers suggest that the masterplan not be formally adopted as an Supplementary Planning Document (SPD), to allow maximum flexibility in the delivery of the site.
- 5.2 There are no options as the report is for noting only.

6. Implications

6.1 Community Safety - (Crime and Disorder Act 1998)
No implications

6.2 Workforce
No implications

6.3 Equality and Diversity/Equality Impact Assessment
No implications

6.4 Financial Considerations
A budget for completion of the masterplan was approved by Cabinet in April 2018. Any further financial implications will be subject to approval and a future report.

6.5 Legal
No legal implications

6.6 Sustainability

The masterplan was prepared according to wider sustainability considerations

6.7 Internal and External Consultation
A public information event was held at Knypersley Sports Club on Tuesday 5th February 2019 between the hours of 11am and 7pm to discuss the 3 options for the Tunstall road site as a development of the information contained within the emerging local plan. A leaflet drop was carried out on the Thursday and Friday before the event to all properties within 1 mile of the site (approximately 2,000 residences) along with social media advertising (via Instagram, Facebook and Twitter) by Sanderson Weatherall, the District Council and Town Parish Council. Local advertising was also

carried out for the business community via the Council's and Chambers' business newsletter. Direct invitations were sent to all businesses on adjacent Victoria Business Park and Brown Lees Industrial Park.

The Information event for Tunstall Road was a successful event and has provided helpful feedback that can be incorporated into the design proposals.

6.8 Risk Assessment

A risk assessment was carried out of part of the masterplan process

Dai Lerner

Executive Director (Place)

Web Links and Background Papers	Location	Contact details
Accelerated Housing Delivery Programme Presentation April 2018	https://democracy.staffs Moorlands.gov.uk/ieListDocuments.aspx?CId=189&MId=1067&Ver=4	Sarah Porru Head of Regeneration Sarah.porru.gov.uk
Accelerating Business Growth Report October 2016	https://democracy.staffs Moorlands.gov.uk/Data/Cabinet/201610181000/Agenda/8.2_accelerating_business_growth.pdf	Sarah Porru Head of Regeneration Sarah.porru.gov.uk

7. **Background and Detail**

7.1 The Council is committed to accelerating housing delivery across the Staffordshire Moorlands area. The District has suffered from low levels of development for many years. Planning approvals are being granted on sites but some are not coming forward to the construction phase. In order to tackle this problem we listened to the issues raised by developers and developed a comprehensive delivery programme to tackle the problem. The Accelerated Housing Delivery programme was approved by Cabinet in April 2018 and focuses around 2 core aims;

- Deliver community benefits in the form of increased income from council tax, business rates and New homes Bonus for reinvestment in the community.
- Drive forward delivery of the local plan and maintain 5 years land supply by proactive measures and Council led interventions where appropriate.

7.2 Similarly, the Accelerating Business Growth Programme approved in October 2016 is committed to accelerating the increase in employment space in Staffordshire Moorlands in order to increase the number of jobs and start-ups and support the growth of existing businesses in order to meet the demand

from growing local businesses and inward investors, create jobs and opportunities for residents and generate tax revenues to support community services.

- 7.3 The emerging Local Plan identifies the land at Tunstall Road, Biddulph as a Strategic Development site. The development of a masterplan is pivotal in developing the strategic vision for this area to assist in bringing the site forward for development. Therefore Sanderson Weatherall were commissioned back in September 2018 to prepare the plan.

Site details

- 7.4 The land at Tunstall Road is a key mixed use development site. It is in a sustainable location and presents an opportunity to comprehensively plan for employment and housing to make a significant contribution to Biddulph's development needs.

- 7.5 Local Plan (Submission Version) Policy DSB3 stated the following:

Land amounting to around 7.18ha is allocated for mixed-use development as follows:

- Approximately 4.99ha is allocated for general employment development; and
- Land is allocated for residential development of approximately 85 dwellings.

- 7.6 On 26th June 2019, the Council agreed a schedule of main modifications to the Local Plan (Submission Version). They included increased housing yields (105 homes) to reflect the preferred option masterplan which helps to offset some of the loss of supply due to the removal of site BDNEW from the Wharf Road allocation. The site area of Tunstall Road is also reduced to 6.48ha to reflect the removal of land to the south of the site at the request of the landowner. The masterplan reflects this boundary change.

- 7.7 Consultation on main modifications will take place during September / October before the Inspector draws further conclusions.

- 7.9 The emerging local plan through policy SS6 seeks to enhance the role of Biddulph as a significant service centre and market town and support its regeneration through the following actions:

- Improve the local housing market and range of community facilities by increasing the range of house types available especially for first time buyers, families and older people.
- Create employment growth and increase diversity of employment opportunities
- Strengthen the role of Biddulph as a significant service and retailing centre