

021/MD/BIR.2908

13 May 2014

Mr Sean Roberts
Programme Officer
Civic Centre
Riverside
Stafford
ST16 3AQ

Dear Sean,

The Plan for Stafford Borough – Modifications

Thank you for your email dated 9th May 2014 regarding progress with The Plan for Stafford Borough.

Whilst it is noted that the Inspector is no longer considering further representations, I consider it necessary to bring to the Inspector's immediate attention a briefing note (enclosed with this letter) published by Stafford Borough Council and sent to all parties with an interest in the northern SDL on the 8th May 2014. I therefore respectfully request that the Inspector is made aware of this information.

It would appear the guidance note is intended to supplement the requirements of Stafford Policy 2 (as worded by MM27), and in particular the need for a masterplan to be agreed by all developers and by the Council prior to the submission of a planning application. The Inspector will already be aware that Akzo Nobel UK Ltd and Maximus Strategic Land have submitted representations in relation to the requirement for a masterplan.

This latest guidance, the intended status of which is unclear, is of great concern to both Akzo Nobel UK Ltd and Maximus Strategic Land. It places even more onerous and burdensome requirements on the developers that will have the potential to cause significant delays to the delivery of the SDL.

Yours sincerely,

MARK DAUNCEY
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Enc

Cc Mr Frazer Sandwith – JLL (on behalf of Azko Nobel UK Ltd)
Mr Jon Hickton – Maximus Strategic Land

Page | 1

Policy Stafford 2 – A Brief for a North of Stafford Master Plan Framework

Policy Stafford 2 - North of Stafford, within the emerging Plan for Stafford Borough, contains a requirement on all developers of the Strategic Development Location (SDL) to work together and produce a master plan (Master plan framework) for the whole of the site. The policy, as amended by the main modifications, also states that the master plan should be agreed by the Council prior to applications being submitted.

Purpose

The master plan (or master plan framework) should build on the work undertaken to date on the SDL's, including draft and agreed visions, development principles and informal concept plans to help inform the best approach to achieving a site wide comprehensive development that delivers on its potential to create sustainable mixed use communities.

The Council considers that the most effective way of achieving comprehensive development is for various landowners and developers to collaborate in the preparation of a Master Plan (Framework), in light of work undertaken to date. It will also provide the basis for further engagement with the community and help provide a tool for future implementation, in particular for required infrastructure, costs, values and phasing of development.

Based on this approach to date and effective implementation for the future this brief sets out elements to be included as contents within the master plan (framework) for North of Stafford Strategic Development Location (SDL), as set out below:

Contents:

Planning Policy and Regulation – identify the relevant national and local planning policies, and explain how these requirements will be met through the development of land North of Stafford. The Council will apply the most up-to-date wording contained within the Plan for Stafford Borough in order to assess whether the master plan has met the policy requirements within Policy Stafford 2. This is currently the Plan for Stafford Borough – Modifications document but will be superseded by the adopted Plan for Stafford Borough in due course following receipt of the Inspector's Final Report. The Council also expects the Master Plan Framework to be subject to a Habitats Regulations Assessment and to include, as a minimum, the following components:

- A collective vision for the proposed development, along with clear development objectives, which the Council will respond positively to based on previously agreed concepts and development principles;
- **Contextual analysis** – this element must set out the location, landscape and topography, local character, heritage and existing features of land North of Stafford. The context sections should also detail the site specific opportunities and constraints affecting new development on land North of Stafford, which are to be addressed by the master plan;

- a comprehensive land use master plan for the entirety of the SDL (and including any adjacent land) which would benefit the proposals and which would result in a positive relationship with the site as a whole;

Key parameter plans (e.g. land uses, form, movement framework, green infrastructure)

- a schedule of master plan components (e.g. local centre, public open space, other supporting infrastructure and facilities);
- a development framework plan illustrating the proposed layout of the development, in other words, providing an explanation of the intended structure and grain for the land use master plan;
- an urban design strategy for the whole of the SDL;
- a climate change plan setting out how the SDL will seek to address issues arising as a result of climate change, such as energy efficiency in buildings and flood risk;
- a sustainable transport plan providing details of both on and off-site proposals for highway provision and improvements together with other transportation measures including the provision of pedestrian and cycle networks and bus routes;
- a phasing plan and associated implementation strategy;
- A community engagement strategy.

The Council will expect the implementation strategy to set out the developers' proposals regarding funding and delivery of the master plan components (e.g. through planning obligations). It should also set proposals for securing appropriate financial contributions from the development as a whole towards all relevant infrastructure, the points at which facilities and infrastructure will need to be delivered to support housing and how uninterrupted linkages between different phases of development will be secured, whether or not involving land in different ownership; and details to secure the adoption and appropriate future maintenance of infrastructure and facilities. Details regarding the delivery of Policy Stafford 2 requirements for each future planning application must also be set out as appropriate. These will need to be the subject of further discussion with the Local Planning Authority as planning applications come forward.