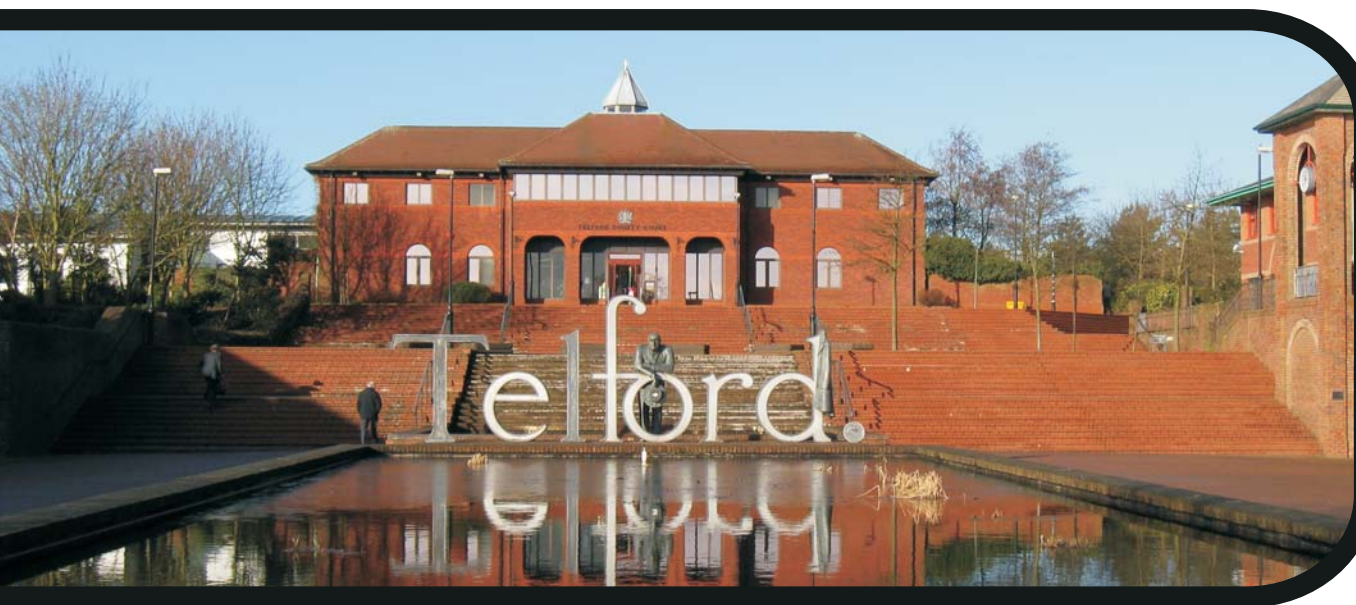


# Local Development Framework **Central Telford Area Action Plan**



**D  
P  
D**



Telford & Wrekin  
COUNCIL



# Foreword

## **CENTRAL TELFORD AREA ACTION PLAN**

**ADOPTED MARCH 2011**

# Foreword

Over the last forty years, Telford has grown from being a fledgling New Town to become a successful and thriving town of over 140,000 people, with a wider Telford & Wrekin population of around 165,000. Now it is time to look again at what we want for the future of Telford & Wrekin and the important role Central Telford plays in particular. We must take a fresh look at our area with the focus on fulfilling the aspirations of our community and ensuring the delivery of sustainable development.

The Local Development Framework Core Strategy for Telford & Wrekin is now in place. It recognises the importance of Central Telford in delivering the development vision for the Borough. With this framework the Central Telford Area Action Plan provides a long term development strategy to guide the development of Central Telford. It sets a framework within which to bring forward proposals for major development. It also brings forward housing in the town centre, supports enhanced leisure and cultural opportunities throughout the day and into the evening, promotes high quality streets and public spaces and will improve and protect the Town Park and associated recreation facilities. Its aim is to create a town centre Telford can be proud of.

We need to establish a strong, long term development vision and strategy to successfully guide the changes to Central Telford and achieve our long term ambitions. This document aims to do just that.



Councillor Adrian Lawrence

Cabinet Member with responsibility for Environment and Rural Area



# Contents

<b>1</b>	<b>Introduction .....</b>	<b>6</b>
1.1	Telford Context .....	6
1.2	About this document .....	7
1.3	Structure Of The Document .....	7
<b>2</b>	<b>Spatial Development Strategy .....</b>	<b>10</b>
2.1	Introduction .....	10
2.2	Spatial Vision and Objectives .....	12
<b>3</b>	<b>Character Areas .....</b>	<b>22</b>
3.1	Introduction .....	22
3.2	Town Centre Character Area .....	26
3.3	Old Park Character Area .....	40
3.4	Central Park Character Area .....	47
3.5	Malinslee Character Area .....	55
3.6	Hollinswood Character Area .....	60
<b>4</b>	<b>Policy Areas .....</b>	<b>64</b>
4.1	Mixed Use .....	64
4.2	Retail .....	65
4.3	Employment .....	69
4.4	Housing .....	72
4.5	Leisure, Culture and Tourism .....	79
4.6	Transport .....	84
4.7	Built Environment .....	107
4.8	Natural Environment .....	114
<b>5</b>	<b>Delivery .....</b>	<b>126</b>
5.1	Introduction .....	126
5.2	Land Requirements .....	127
5.3	Infrastructure .....	131
<b>1</b>	<b>Monitoring Framework .....</b>	<b>2</b>
<b>2</b>	<b>Design Principles .....</b>	<b>19</b>
<b>3</b>	<b>Glossary of Terms .....</b>	<b>28</b>
<b>4</b>	<b>Superseded Adopted Wrekin Local Plan Policies .....</b>	<b>33</b>

# Contents

<b>5</b>	<b>Proposals Map .....</b>	<b>35</b>
----------	----------------------------	-----------

# 1 Introduction

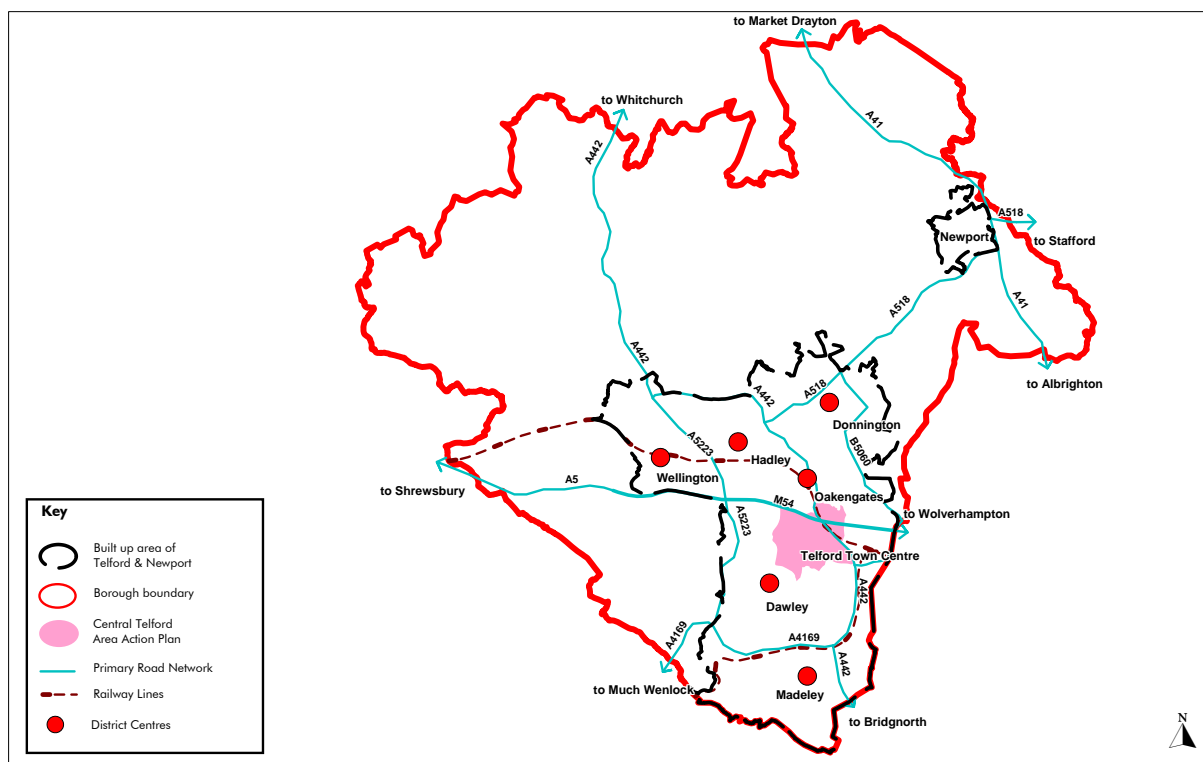
# 1 Introduction

## 1.1 Telford Context

**1.1.1** Telford & Wrekin is located within the West Midlands, 30 miles west of the city of Birmingham as shown in Figure 1 below. Whilst close to the urban areas of the Black Country, the Borough has the Staffordshire and Shropshire countryside as its immediate surroundings.

**1.1.2** Telford is the Borough's principal economic and social centre. It contains the majority of the employment, services and transport infrastructure, and serves a wider sub-regional catchment within the West Midlands. The town currently accommodates 140,100 residents in 55,800 dwellings.

**Figure 1 Central Telford Area Action Plan - Surrounding Context**



Based upon Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office  
 (c) Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings.  
 Borough of Telford & Wrekin Licence No. 100019694 (2009)

**1.1.3** Telford originated as a New Town in the late 1960s seeking to accommodate an 'overspill population' from the West Midlands conurbation of up to 225,000 residents by 1991 and to regenerate the declining area of the East Shropshire coalfield. Remediating land affected by the former local extractive industries, development sought to integrate the market town of Wellington and a number of former townships, including Dawley, Ironbridge, Madeley, and Oakengates, with new low density single use development areas, linked by an extensive congestion-free road network.

**1.1.4** The focus for the town was an entirely new central retail, administrative and commercial area, which now functions as Telford's Town Centre. The infrastructure legacy of the New Town provides Telford with a considerable physical capacity for future development.

# 1 Introduction

1

**1.1.5** The Council's vision for the Central Telford area is key to realising the wider vision for Telford as a sustainable 21st century town. The Central Telford Area Action Plan (CTAAP) will provide the stimulus and guidance for new development. It will set out the vision, policies and objectives against which development proposals will be judged, both in the town centre and surrounding areas of Central Park and Old Park (mainly employment uses) and neighbouring residential areas of Hollinswood and Malinslee.

## 1.2 About this document

**1.2.1** Central Telford Area Action Plan is a Development Plan Document (DPD) prepared under the planning system introduced by the Planning and Compulsory Purchase Act 2004. It forms part of the emerging Local Development Framework (LDF) which is a compendium of documents setting out policies for the spatial development of the Borough. The Central Telford Area Action Plan sets out a strategy and policies for the spatial development of Central Telford including the town centre, Hollinswood, Malinslee, Central Park and Old Park. For the purposes of this document, Central Telford is defined as being the area shown on the proposals map.

**1.2.2** Development Plan Documents (DPDs) are statutory documents and must be prepared following prescribed procedures. The Central Telford Area Action Plan has been prepared in the context of the Core Strategy DPD, which is the parent document setting out the strategic principles for the whole Borough.

**1.2.3** The purpose of the Central Telford Area Action Plan is to further develop the vision and objectives for the Central Telford area outlined in the Core Strategy, and to provide a framework of policies and principles to guide the spatial development of the Central Telford area. This Area Action Plan should be read in conjunction with the other documents within the LDF, in particular its parent document, the Core Strategy.

**1.2.4** In addition, the Council has adopted the Telford Town Centre Development Control Guidance, approved by Council in October 2005, which sets out in greater detail the urban design principles that seek to improve the quality of development in the town. As an approved Council policy document that has undergone public consultation, it will be a material consideration in determining planning applications in the Central Telford area.

**1.2.5** There are numerous other strategies produced by the Council and other organisations. They set out social, economic and environmental aspirations of relevance to the Central Telford area e.g. the Community Strategy, Economic Development Strategy, Leisure and Cultural Strategies and the Local Transport Plan. As a spatial strategy, the CTAAP seeks to assist in delivering the spatial aspects of such strategies and to achieve an integrated approach to their implementation.

**1.2.6** In order to be in conformity with the LDF Core Strategy the period covered by the CTAAP technically runs to 2016, although it is important to recognise that the necessary redevelopment of Telford Town Centre will happen over a significantly longer timescale, given the lead in times of development involved.

## 1.3 Structure Of The Document

**1.3.1** The document is divided into four sections:

# 1 Introduction

- Spatial Development Strategy - the Vision and Objectives for the development of Central Telford;
- Character Areas - the Council's site-specific proposals;
- Policy Areas - the policies that apply across the whole Plan area;
- Delivery - how the vision and objectives for Central Telford will be delivered.

**1.3.2** The document is structured in this way in order to present the range of proposals first that will assist in delivering the vision and objectives for the area, in particular the Town Centre. The area-wide policies then follow, setting out the overall scale of development proposed, including housing provision, expected levels of commercial and retail floor space development, transport infrastructure requirements and environmental policies.

**1.3.3** Included at the back of this document are two proposed inserts to the Adopted Proposals Map. These show the policies and proposals of this AAP and the relevant base information, in mapped form. A map of the whole AAP area is provided, accompanied by a second more detailed plan of the Town Centre. On adoption they would supersede elements of the current Adopted Proposals Map (Wrekin Local Plan 2000).

If you need any further information relating to this document please phone the Development Plans Team on 01952 384247 or email [2021plan@telford.gov.uk](mailto:2021plan@telford.gov.uk).

## 2 Spatial Development Strategy

## 2 Spatial Development Strategy

### 2.1 Introduction

**2.1.1** Telford is expected to grow rapidly in the next 20 years; with an additional 25,000 homes and as a key sub-regional centre where office and retail growth will be directed. This focus of new development in Central Telford is critical to creating a sustainable and more attractive Town Centre and is an important tool in increasing the overall marketability of Telford.

**2.1.2** The shared Vision of the Council and Telford & Wrekin Partnership is of “a successful, prosperous and healthy community which offers a good quality of life for all the people of Telford & Wrekin”. This is set out in “Our Vision 2026 - Transforming Telford & Wrekin” (December 2008, and subsequent update in 2009). This vision also sees Telford in 2026 as “a Modern City: an urban area of some 200,000 people that blends the best of the old with the new and has a balance of high quality built and green environments. It will have a new, vibrant and successful town centre of regional significance that is the focus for cultural activities, jobs and shopping as well as living, supported by regenerated Borough Towns and thriving, but distinctive, local communities”. In this Area Action Plan, this has been developed further into a Vision specific to Central Telford.

**2.1.3** The Council's adopted Core Strategy Development Plan Document (December 2007) recognises the key role that Central Telford has to play in improving the vitality and viability of the town and its role at the heart of the Borough. Core Strategy Policy CS4 *Central Telford* states that “*The role of the Central Telford Area will be consolidated and enhanced as the hub of the service centres hierarchy by:*

- *Creating more shops, homes, offices, cafés and restaurants, sport, recreation, and leisure;*
- *Locating new housing development both within the centre and in locations highly accessible to the centre;*
- *Accommodating a mix of uses, developed at higher density;*
- *Encouraging people into the town centre at different times of the day and night;*
- *Making the Central Telford area an easier, safer and more pleasant place in which to walk by reducing the need for and impact of car use and providing more public transport links;*
- *By enhancing the role of Telford Town Park as a valuable sport, recreational, open space, and leisure asset for the Central Telford area, the town and Borough and the wider sub-region.”*

**2.1.4** To realise the ambitions of the Core Strategy will require an extensive transformation of the centre, to one containing an integrated range of uses, providing a real civic and cultural heart to Telford.

**2.1.5** The Spatial Development Strategy seeks changes to the way the town centre currently works. It is set out in detail in the Spatial Vision and Objectives that follow overleaf. Key components include:

- Identifying the broad locations for around 2,500 homes, 110,000 sq. m office floorspace and 65,000 sq. m comparison retail floorspace;
- Linking and integrating the physical structure of the town centre with areas adjoining the shopping centre, redevelop the Southwater area with a mixture of uses, and create a focal point for the town here;



## 2 Spatial Development Strategy

2

- Creating a sense of place with high quality designs, a mixture of building heights and styles and improved public realm;
- Encouraging mixed use development and introducing residential uses into the Town Centre;
- Reducing reliance on the private car, managing vehicle circulation within the Town Centre and improving access to and links between the different types of transport;
- Providing new opportunities for office employment in Central Park and Old Park and introducing further housing here;
- Regenerating Hollinswood and Malinslee and improving linkages between these areas and the Town Centre.

**2.1.6** The delivery of the Spatial Development Strategy will harness the opportunities presented by a comparatively simple and concentrated land ownership pattern, to deliver the first phases of the Area Action Plan regeneration programme as pragmatically and rapidly as possible.

## 2 Spatial Development Strategy

### 2.2 Spatial Vision and Objectives

#### The Vision for Central Telford

**2.2.1** The Vision for Central Telford captures the strengths and opportunities of the area as an accessible and sustainable core to the town. Over the period of the Central Telford Area Action Plan, Telford will continue to evolve towards the "Modern City" envisaged in the Community Strategy. Central Telford will provide a vibrant heart acting as a centre to serve the Borough and the wider sub region.

**2.2.2** By 2016 Central Telford will provide a high quality environment for work, recreation, visitors and residents. There will be a better range of leisure, cultural and community uses, bars and restaurants adding vitality to the area throughout the day and into the evening, with major retail and office floorspace and significant hotel and conferencing facilities.

**2.2.3** The Town Centre itself will have been transformed from an area focused on the indoor shopping centre which is currently segregated from adjoining areas by the encircling highway, to a mixed-use, pedestrian-friendly environment.

**2.2.4** Housing areas will have been established in the town centre for the first time providing a mix of housing types. A range of types of buildings will be introduced from landmark tall buildings to smaller buildings. There will be attractive new public spaces, and an enhanced Town Park will be a showpiece facility for the urban area. Areas surrounding the current centre such as Old Park, Central Park, Hollinswood and Malinslee will be better connected to the centre by sustainable transport links with access to a better range of services, good quality open space and employment opportunities. The key components of the Vision are set out below in more detail under the following headings:

- A centre with a Vibrant Heart;
- A Distinctive Sense of Place;
- A Place for Living;
- A centre with a Thriving Economy;
- An Accessible and Connected centre;
- A centre with a Low Environmental Footprint;
- A Green Community.

## 2 Spatial Development Strategy

2

**2.2.5** These 'Vision Themes' are underpinned by the Council's Vision 2026 document, which itself stems from the Community Strategy 2006-2011. The Monitoring Framework in Appendix 1 sets out how the effectiveness of this plan, in delivering the objectives related to these Vision Themes, will be monitored.

## 2 Spatial Development Strategy

### Vision Theme 1

#### A Centre with a Vibrant Heart

Central Telford in 2016 will be the focus for major housing, employment, retail, and leisure development to serve the needs of the Borough and the sub-region. It will be a forward looking urban centre with an enhanced sense of place and a strong community which will set standards for good practice in sustainable urban living.

There will be a diverse mix of compatible activities in appropriate locations. An expansion of the centre's current roles to provide a broader range of shopping, civic, cultural and community facilities, Town Centre living, tourism and leisure and recreation uses will have taken place. This will extend activity levels from the opening hours of the shopping centre into the evening.

#### Key Objectives:

- Move away from a single use retail shopping centre to a broader and more diverse range of uses and activities and an improved and extended retail offer;
- Redevelop the Southwater area with mixed uses, a mix and variety of buildings, streets and spaces to create a more vibrant place;
- Establish a pedestrian priority thoroughfare between the west and eastern ends of the Southwater area;
- Improve pedestrian access between Southwater and the Shopping centre;
- Create and improve public spaces, in particular improve Southwater Square to be the primary urban space and focal point of Telford;
- Increase use of the town centre to 18 hours a day, 7 days a week by extending activity into the evening, with later access to shops, the introduction of bars, restaurants, leisure and cultural uses, clustered together, to broaden the range of activities and attractions.

## 2 Spatial Development Strategy

2

### Vision Theme 2

#### A Distinctive Sense of Place

By 2016 Central Telford will have developed a clear sense of identity. The Central Telford of the future will have an attractive and varied townscape and a distinctive skyline with well designed tall buildings forming landmark features in key locations.

Central Telford will become a culturally vibrant and pedestrian-friendly environment with attractive streets and new public spaces. Southwater Square will be a focal point for Telford as a whole. The areas of public space will be higher quality and better connected. There will be distinctive landmarks, such as public art, helping to define the key spaces.

New buildings will reflect good urban design principles and set high standards for environmental design. The impacts of new buildings on climate change will be minimised and sustainable drainage systems will seek to reduce the risk of flooding.

#### Key Objectives:

- Create a more compact and higher density townscape which is more recognisable as a 'town centre' including the creation of new pedestrian friendly town streets and urban spaces;
- Create a distinctive sense of place through features such as public art and high quality signage;
- Avoid low rise development and create varied and interesting skylines through a variety of heights, scales and attractive roof forms.

## 2 Spatial Development Strategy

### Vision Theme 3

#### A Place for Living

For the first time, Central Telford will have homes within the urban centre. A sizeable new community will have been created, living in high quality and affordable housing to meet a range of housing needs. The community itself will be supported by the facilities and services that it needs, including leisure, culture, health and education.

High quality, value for money health services will be provided as close to homes as possible (PCT Strategic Plan, 2008-2013), and Learning Communities that bring together schools, children's centres, colleges, community facilities and multidisciplinary support services will be created (Children & Young People's Plan, 2008-2011).

There will be an important role for tall buildings, but the human scale will not be lost. The well-being of the new town centre community will be an important consideration in creating a cohesive area that has links to the wider community.

Adjacent residential areas such as Hollinswood and Malinslee will have been substantially improved, helping the strong sense of community identity, with new housing well integrated within them, plus new and extended communities in Old Park and Central Park.

#### Key Objectives:

- Provide around 2,500 new homes with a significant proportion being in the Town Centre itself;
- Reduce real and perceived crime levels by making Central Telford an inclusive and safe place for all ages and social groups at all times of the day;
- Facilitate building homes to meet the diverse needs of the community in terms of affordability, tenure, size, dwelling type, and specialist housing;

## 2 Spatial Development Strategy

2

### Vision Theme 4

#### A Centre with a Thriving Economy

The Council's Economic Development Strategy (2005) envisages that by 2021 that there will be a larger, highly skilled local workforce, there will be growth in knowledge based industries and that diversity in the local economy will increase resilience to shocks and cycles in individual business sectors.

To facilitate this Central Telford will become a stronger heart for the economy of the subregion. Its healthy and growing economy will support the prosperity of a wider area and provide a wide range of employment opportunities.

There will be a vibrant commercial heart to the town with a diverse range of uses that functions and feels like a successful urban centre. Significant new retail, office and leisure development will occur, focused on the town centre.

Employment development opportunities in the adjacent areas of Central Park and Old Park will have been taken up and the neighbouring communities of Hollinswood and Malinslee will benefit from these and from the better links to redeveloped and expanded Town Centre.

Telford will have enhanced its role as one of the UK's top conference destinations.

#### Key Objectives:

- Raise the profile of Telford to investors;
- Support the sustainable development of both new and existing businesses by meeting their spatial development needs, stimulating local business growth and revitalising investment in the area;
- Continue Telford's growth as a sub-regional centre, including supporting the development of High Technology Corridor industries;
- Continue to improve the Town Centre's leisure facilities and develop an evening economy of bars, restaurants and cultural attractions;
- Retain and develop further its role as one of the UK's top conference destinations.



## 2 Spatial Development Strategy

### Vision Theme 5

#### An Accessible and Connected centre

Accessibility planning is focused on reducing social exclusion and maximising access to employment, health, education, leisure, convenience retail and other key services for hard to reach groups or those identified as most in need. Good accessibility contributes towards improved liveability for urban areas and helps to attract and retain population (Accessibility Planning Strategy 2006-2011).

A key strength of Central Telford will continue to be connections to the highway network. This will be complemented by a high quality public transport network and safe, efficient, and attractive provision for pedestrians and cyclists. Telford Central Railway Station will have better links to the Town Centre and a new pedestrian link to Central Park.

The road network will remain a key part of the infrastructure of Central Telford, but it will be less of a barrier to linking places together. In particular the Box Road that currently separates the Shopping Centre from the rest of the Town Centre, will be improved. Car access will be more carefully managed and the wider town centre, beyond the shopping centre, will become a more pedestrian-friendly environment.

#### Key Objectives:

- Manage vehicle circulation within the town centre, in order to make a safer and more accessible and welcoming, pedestrian friendly environment, removing the barriers to better integration of the shopping centre with its surroundings;
- Provide excellent accessibility by public transport to Central Telford;
- Improve the foot and cycle links between the Town Centre and surrounding areas, and wider links, including bridleways where possible, with the aim of establishing a consistent and distinct network of such routes;
- Apply appropriate parking standards and redesign car parking areas to enable a move away from surface car parking to multistorey car parks;



## 2 Spatial Development Strategy

2

### Vision Theme 6

#### A centre with a Low Environmental Footprint

Environmental sustainability is fundamental to the transformation of Central Telford by 2016. Design measures to reduce the impact of development on the environment will have been at the heart of the creation of the emerging Town Centre, where low carbon lifestyles are encouraged by improved sustainable transport links, adaptive buildings and high levels of renewable energy technology.

The implications of climate change will have been integrated into the development of the Town Centre, reducing its vulnerability to the changing climate. The Council's first climate change strategy 'A Climate for Change' was put in place in May 2008 and development coming forward in Central Telford will have met the aims and targets set out.

#### Key Objectives:

- Create buildings and spaces that are built to last and well designed, for a changing climate, environmentally sustainable and adaptable;
- Construct buildings to high sustainability criteria, such as the Code for Sustainable Homes, and showcase innovative design features, such as green roofs;
- Ensure that new development in the Town Centre acts as a model of high quality sustainable construction, promoting a low carbon footprint including utilisation of a high proportion of energy from renewable sources;
- Minimise net rainwater run off, with grey water recycling and sustainable drainage techniques employed.
- Contribute towards reducing CO<sub>2</sub> emissions from domestic, industrial and commercial uses.

## 2 Spatial Development Strategy

### Vision Theme 7

#### A Green Community

Priority 3 of the Community Strategy is for 'A Sustainable and Quality Environment whereby Telford & Wrekin's unique natural environment will be conserved and enhanced.

Telford's interlinked network of green spaces will extend from the heart of Central Telford to outlying communities and neighbourhoods where locally important green spaces are connected to the overall network via green corridors.

There will be a diverse range of spaces from formal spaces, and spaces with recreation and leisure value, particularly for young people, through to more natural open spaces.

Quality and accessibility of existing green spaces will have been improved and areas of deficiency in particular types of space will have been addressed and fragmented green spaces better integrated into the overall network and the Town Centre.

Careful attention will have been paid to the interfaces and interactions between Central Telford's green spaces and newly created streets, with attractive planting providing a more integrated built and natural environment.

Central Telford's green spaces will be an important factor in contributing towards adapting to a changing climate, by providing shelter to protect against heat related health effects and absorbing increased rainwater (Climate Change Strategy, 2008).

#### Key Objectives:

- Protect and enhance green spaces of identified value;
- Development to facilitate the delivery of new green spaces in localities where deficiencies in quantity and accessibility have been identified;
- Enhance and promote Telford Town Park, with improved connections to other green spaces and a positive interface with Southwater;
- Improve north-south green space corridors and linkages through the Central Telford area;
- Enhance biodiversity value and improve linkage of isolated spaces of biodiversity value to the overall green spaces network.
- New streets in the town centre to have tree planting.

## 3 Character Areas

## 3 Character Areas

### 3.1 Introduction

**3.1.1** The Central Telford Area Action Plan (CTAAP) has been divided into five Character Areas. These comprise the Town Centre, Old Park, Central Park, Malinslee and Hollinswood. The areas are varied in terms of their character, but have a direct visual or functional relationship across this part of Telford due to their proximity to the town centre. This relationship therefore provides the context for the potential future role of each character area. The aim is to ensure each of the areas supports the delivery of the vision for Central Telford as a whole and to provide a coherent framework for future development.

**3.1.2** The five Character Areas are described below and shown in Map 1:

**Table 1 : Character Areas**

Character Area Reference	Character Area Name	Existing Description and Primary Uses	Proposed Site Allocations (SA)
<b>TC</b>	Telford Town Centre	This includes: the primary retail area; principal office employment areas are located in and around Ironmasters Way and Telford Square; the northern part of Telford Town Park; and leisure and conference facilities in the Southwater area. It is also the hub of the Borough's public transport infrastructure, including the main train and bus stations.	SA1 - The Existing Shopping Area SA2 - Southwater SA3- Malinslee Link
<b>OP</b>	Old Park	Contains the substantial out-of-centre Telford Bridge and Telford Forge Retail Parks, office employment uses, secondary educational facilities provided at the Phoenix School, Dawley and the City Technology College at the Thomas Telford School, vacant development sites and an established area of private housing development at Park Lane.	SA4 - Old Park West SA5 - Park Lane SA6 - Central Old Park
<b>CP</b>	Central Park	Comprises significant office and light industrial employment, mixed woodland, and various vacant sites.	SA7 - Central Park SA8 - Telford Way SA9 - Land North of Priorslee Roundabout SA10 - Holyhead Road

## 3 Character Areas

3

Character Area Reference	Character Area Name	Existing Description and Primary Uses	Proposed Site Allocations (SA)
<b>MA</b>	Malinslee	An area of housing built in the early years of the New Town with a local retail centre and enhanced primary educational facilities provided at Old Park Primary School, and limited opportunities for new development.	SA11 - Park Road SA12 - Land at Langley & St Leonard's School SA13 - Land at Church Road
<b>HO</b>	Hollinswood	Also an area of housing built in the early years of the New Town with associated facilities, including Hollinswood Infant & Junior School, and limited opportunities for new development.	N/A (see Policy HO1)

**3.1.3** The purpose of this division is to recognise that Central Telford is not uniform but instead comprises a collection of different areas, each of which displays a discrete set of physical characteristics and offers a different set of constraints and opportunities. The identification of Character Areas builds on the principles established in the Telford Town Centre Development Control Guidance document (2005).

**3.1.4** Each Character Area is described according to:

- Existing characteristics of each area;
- The overall vision for the Character Area;
- The key development objectives and principles to be achieved;
- The development site allocations that are proposed (using an SA reference code).

**3.1.5** Each character area (excluding the town centre character area) has a number of area-specific objectives. These objectives will be monitored to allow the Council to judge whether or not they are being achieved. The full set of objectives are set out in the monitoring framework (appendix 1) under the related vision theme.

**3.1.6** In preparing CTAAP, the Council has undertaken additional technical studies of site allocations within the Town Centre (Malinslee Link site only), Old Park, Central Park and Malinslee character areas. These take the form of Development Statements dealing with capacity for development, site constraints, design of built form and public space, access and parking and biodiversity.

**3.1.7** In terms of the status given to these statements, it is not the intention to decant aspects of policy to these statements, rather they have been prepared in order to present the range of issues that relate to each allocation from a technical and urban design perspective. The statements have been subject to public consultation at publication stage as part of the evidence base. They should be a starting point in setting out how a site could be developed, but it would be acceptable to propose and justify a different approach.

## 3 Character Areas

Therefore, it is not the intention to use the development statements to justify refusal of a planning application if development contradicts aspects of the statements. In essence, the statements are considered to form part of the evidence in support of the site-specific allocation policies and would form one part of the various supporting documentation that an applicant should consider prior to preparing detailed planning applications. Any development will need to satisfy all relevant policies and proposals contained within this Action Plan, as well as the Core Strategy and any other planning policies considered relevant to the proposal.

**3.1.8** In addition, the proposals for each site allocation include other elements such as indicative vehicle access points and sustainable drainage measures. This is based on material collected through consultation with other Council service areas, including Engineering Services and the Highways Authority.

**3.1.9** The specific nature of flood risk for the proposed Central Telford development sites has been assessed through a number of related evidence base studies - namely the Level 2 Strategic Flood Risk Assessment, and the undertaking of a screening Surface Water Area Action Plan (SWAAP) for the majority of sites where development is proposed. This dual approach has identified that all sites are located in Flood Zone 1: Low Probability as defined in Planning Policy Statement 25: Development and Flood Risk. The proposed range of uses to be delivered through the site allocations is appropriate in this zone.

**3.1.10** Taking forward the overarching CTAAP vision of a centre with a Low Environmental Footprint, approaches to the future management of surface water and the application of suitable Sustainable Urban Drainage Systems(SUDS) techniques for the allocation sites have been considered through the preliminary SWAAPs. This process has been informed by the Telford and Wrekin Council Sustainable Drainage Systems Review (2008) which has identified a further common feature of Central Telford is the low permeable nature of the local soil and only a small amount of water will drain into the soil, this is particularly evident in the presence of areas of water pooling within a number of the sites as detailed in the preliminary SWAAPs.

**3.1.11** To ensure the effective future management of surface water, developers will be required to further explore site specific measures identified through the respective SWAAPs in the detailed design of development proposals, with a need to demonstrate satisfactory drainage arrangements in respect of the Council's evidence base and national policy. Approaches specific to Central Telford will include the enhancement of existing drainage ditch courses across a site with the provision of blue corridor swales, alongside primary SUDS systems such as rainwater harvesting tanks, green roofs, and source control as part of development proposals. Key measures are presented on the respective Character Area maps, with the exception of site SA2 Southwater with surface water management proposals presented on Map3.

**3.1.12** Reference should be made to Appendix 2 of this document comprising design principles for drainage that development in the Central Telford area is expected to address.

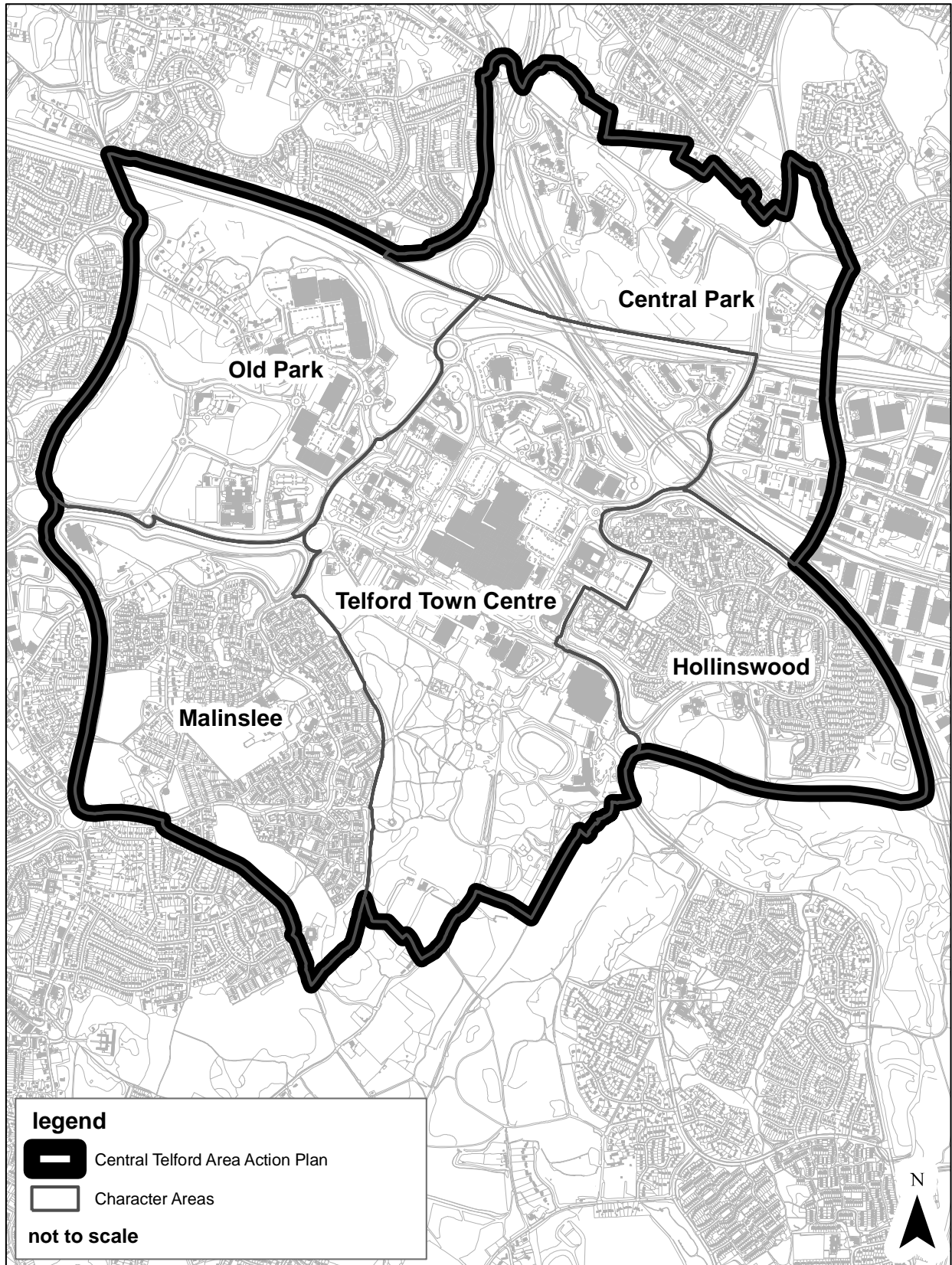
**3.1.13** Shallow coal measures are recorded in the Central Telford area. Development proposals should pay due regard to land stability and surface hazards resulting from past mining operations here. Development in these areas could also lead to the sterilisation of the mineral resource. Consideration should therefore be given to the extraction of any remnant shallow coal prior to development taking place, which would also enable the land to be stabilised and treated rather than the less sustainable option of attempting to fill any voids.



## 3 Character Areas

3

Map 1 Character Areas



## 3 Character Areas

### 3.2 Town Centre Character Area

#### Existing Spatial Characteristics

**3.2.1** Telford Town Centre Character Area lies at the hub of the Borough's transport network. It contains the Telford Shopping Centre, Telford Central railway station and many of Telford's principal civic facilities. It includes major leisure facilities as well as one of the UK's top conference and exhibition centres, the Telford International Centre (TIC).

**3.2.2** Currently, the focus of activity in the Town Centre is the existing shopping area. This comprises a privately owned indoor shopping mall, surrounded by car parking and the Box Road on all four sides. Whilst the Shopping Centre provides a successful modern shopping experience, activity within it is restricted to its opening hours, limiting its potential to connect with the surrounding areas of the Town Centre. There is no housing and limited leisure and office uses. The majority of the rest of the land surrounding the Shopping Centre, within the Box Road, comprises extensive areas of surface parking.

**3.2.3** Surrounding the existing shopping area are areas of different uses and character. The Southwater area lies to the south west of the shopping area and is a significant opportunity to regenerate the Town Centre and expand the area of activity outwards. There are variations in character across Southwater and this is reflected in the division of the area into sub character areas - West Southwater (TC1b), Central Southwater (TC1c), East Southwater (TC2) and the Events Quarter (TC3). Taken as a whole the sub areas of Southwater represent a comprehensive development opportunity where the nature of development would vary across the area.

**3.2.4** Adjacent to Southwater, Malinslee Link (TC4) is currently an area of poor quality open space which has development potential and could act as a transition area between Southwater and the adjoining Malinslee housing area.

**3.2.5** Part of Telford Town Park (TC5) lies within the Town Centre, to the south of the shopping area, and is an open space of wider importance. Whilst the formal leisure and recreational features are part of the Park, rather than the Town Centre, they have been included in the Town Centre Character Area due to their proximity and complementary function.

**3.2.6** The area to the west of the shopping area, the Civic Quarter (TC6), contains most of the town's main civic functions including law courts and Malinsgate police station.

**3.2.7** The area to the immediate north, Telford Gateway (TC7), is primarily composed of office development, Telford Central railway station and major highway interchanges on the M54, A5 and A442. Whilst it is possible to walk from this area to the shopping centre, there is no clearly defined direct route.

**3.2.8** The Town Centre is extremely well served by road with direct connections to the M54, A5 and A442, giving access to the regional and national highway network. A considerable quantity of the land area in the Town Centre is currently in highway use, road verges or car parking. The area is also the location of both the primary bus interchange for the town and main Telford Central Railway Station.



## 3 Character Areas

3

**3.2.9** The Town Centre is poorly connected for easy, safe and attractive pedestrian circulation. Facilities are separated by fast highways and areas lacking in activity, making them unsafe, or perceived as unsafe in the evening and increasing the impression of distance. Any cross-town connection north-south and east-west is restricted by the closure of Telford Shopping Centre in the evenings.

**3.2.10** There is a lack of real streets and the majority of buildings are of a large mass and often surrounded by landscaping. These factors lead to a lack of buildings fronting roads and a poor quality public realm. Whilst showing some variation, the skyline within the Town Centre is dominated by a flat roofed single storey Shopping Centre with service areas and parking.

**3.2.11** In summary the key issues facing the Town Centre are:

- Limited mixing of uses and activities;
- The lack of a social and 'cultural' heart;
- Road dominated environment;
- Barriers to safe and attractive pedestrian and cyclist movement and poorly defined pedestrian and cycle links;
- A physical townscape lacking in distinctiveness.

### VISION

The Vision for the Town Centre Character Area is to provide a vibrant, sustainable, commercial and cultural heart of the town that looks, feels and functions like an identifiable Town Centre.

### Objectives

**3.2.12** The Town Centre Character Area is critical to delivering the overall Vision and Objectives for Central Telford. Therefore the spatial development objectives for the Town Centre are the same as those for the overall Central Telford area, as set out in the Spatial Development Strategy.

### Character Area Policies

#### TC1 - The Town Centre Core

**3.2.13** A key element of the Vision and Objectives is to establish a heart to the town, characterised by more intense, mixed-use activity. Therefore, a Town Centre Core has been designated (Map 2). The purpose of this designation is not to suggest that the remaining areas of the Town Centre do not have an important role to play in delivering the Vision and Objectives. Rather, it identifies the focal area for the mixed use regeneration of the Town Centre, where the greatest mix of uses and intensity of activities can be accommodated. The Town Centre Core represents the heart of the town and the area of greatest future town centre redevelopment opportunities. It encompasses the sub character areas TC1a (the existing shopping area), the majority of TC1b (West Southwater) and TC1c (Central Southwater).

## 3 Character Areas

**3.2.14** The Shopping Centre and some adjacent parcels of land, including the rest of the existing shopping area and part of Central Southwater was acquired by Telford Trustee No.1 Ltd and Telford Trustee No.2 Ltd (The Trustees) in June 2007. The Trustees have expressed a clear intention to develop their landholdings, including preparing a masterplan based on an overall design concept referred to as 'The Round'. This seeks a wider mix of uses and better linkages to the surrounding areas of the Town Centre, with a pedestrian link encircling the Shopping Centre. Retail is expected to remain the predominant use for the area and the masterplan also includes proposals for offices, residential and leisure. This is consistent with the CTAAP Vision and Objectives. The delivery of elements of 'The Round' proposals is actively progressing, through for example, the recent Primark extension, night-time economy uses in Central Square and a recent outline planning application for retail at the Red Oak Car Park.

**3.2.15** Within the Southwater element of the Town Centre Core, there is considerable momentum for mixed use development. This is evidenced by the establishment of delivery partnerships and co-operation between landowners to bring forward both a recent planning application for the redevelopment of part of West Southwater (TC1b) for a supermarket and a planning application for a mix of uses in part of Central Southwater (TC1c) and in the adjoining areas of Southwater (TC2 and TC3). Part of the Southwater area is designated as part of the PSA and it will complement and enhance the existing shopping area as opposed to competing with it. The scale of retail will be subsidiary to the existing shopping area and part of a wider mix of uses, including leisure, offices housing, cultural and civic uses.

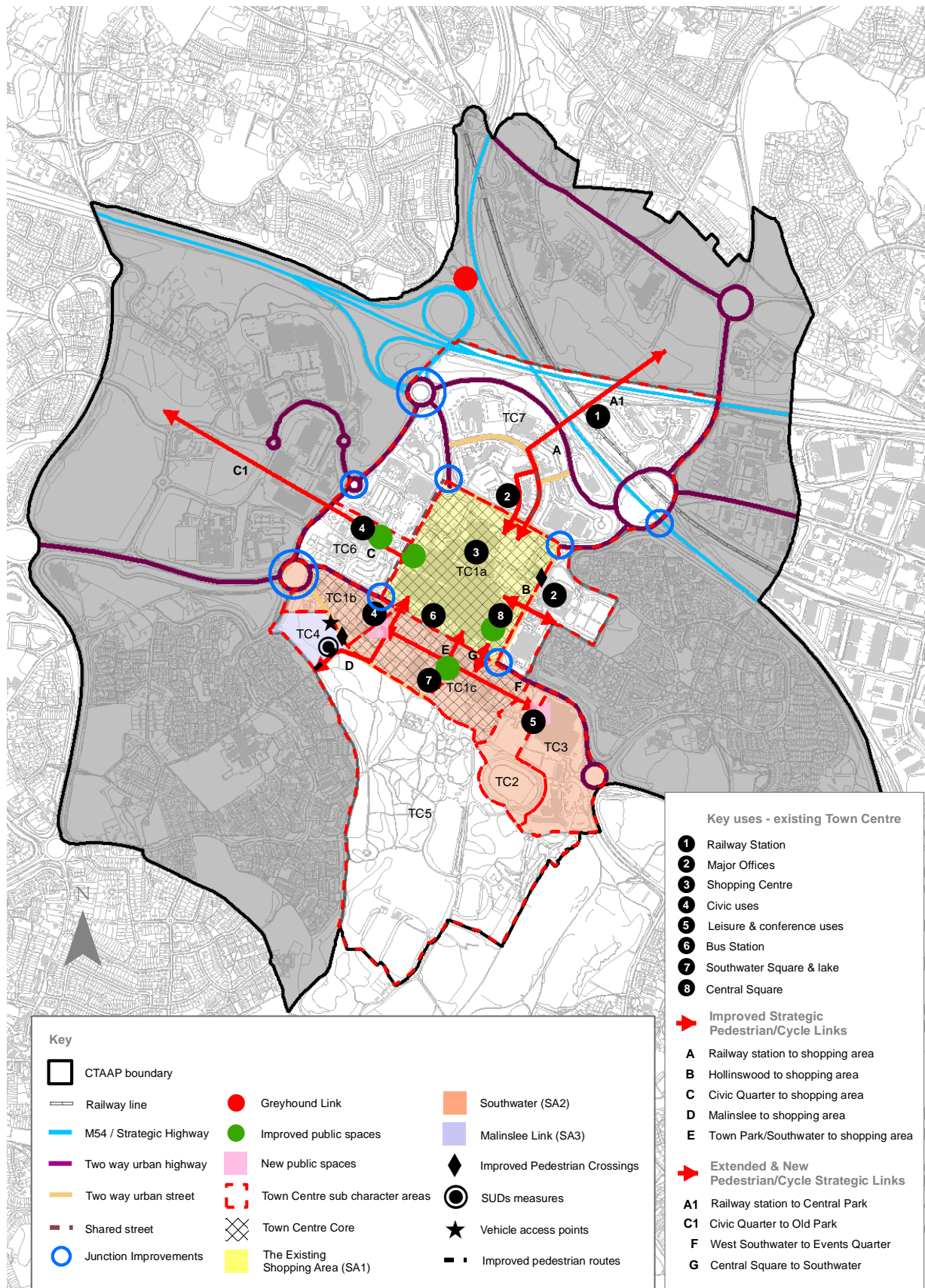
### POLICY

#### **TC1 - The Town Centre Core**

The Town Centre Core collectively comprises TC1a, the majority of TC1b and TC1c. This area shall be the focus for the mixed use regeneration of the Town Centre. All proposals within this area should demonstrate how they contribute towards bringing forward a mix of uses, together with the supporting infrastructure identified elsewhere in the Plan. The Site Allocations (SA1 and SA2), as shown on Map 2, set out detailed proposals for what should be delivered in this area.

# 3 Character Areas

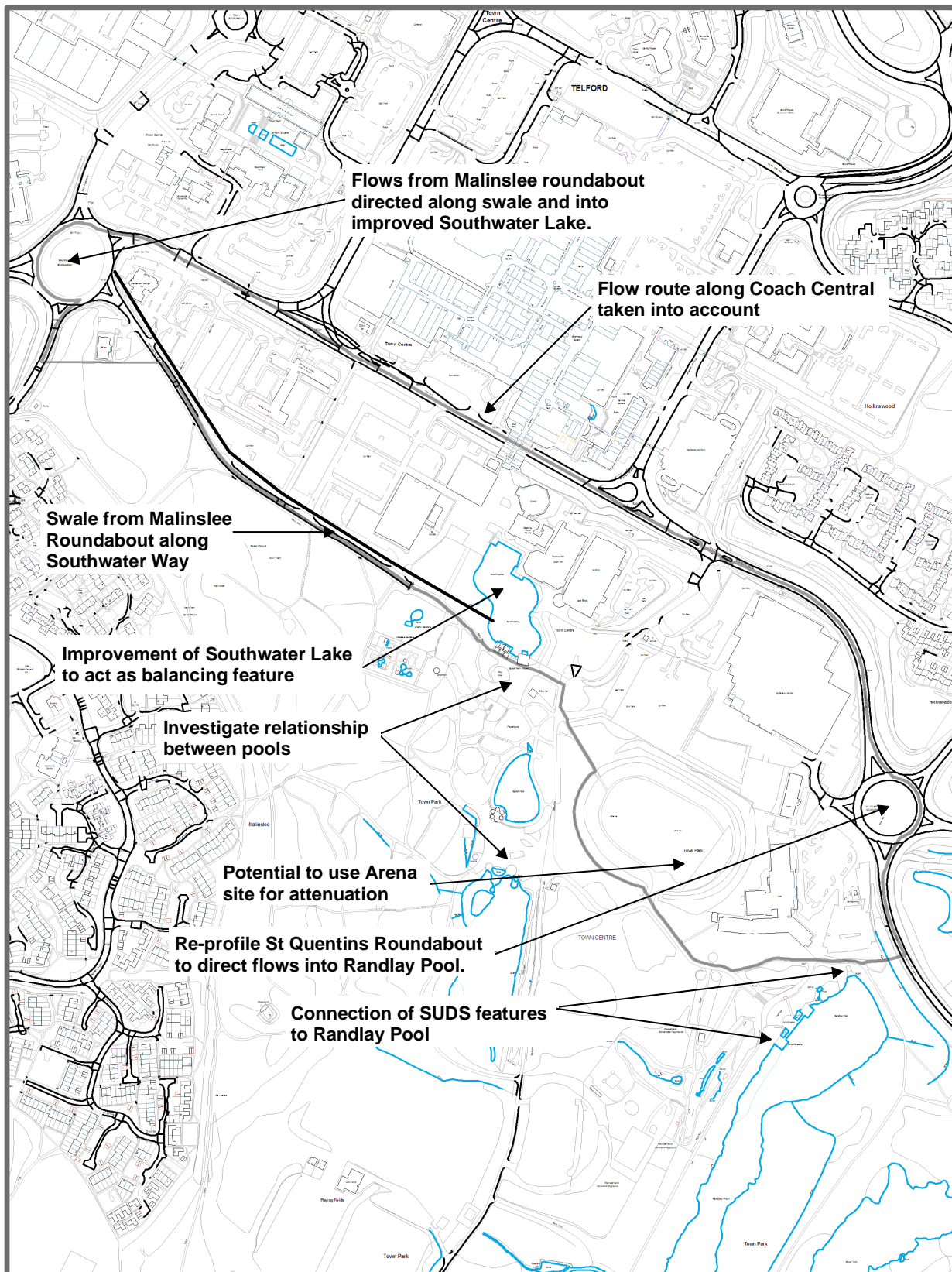
## Map 2 Town Centre Character Area





# 3 Character Areas

**Map 3 Southwater Drainage**



## 3 Character Areas

3

### Sub Character Areas

#### Introduction

**3.2.16** The Town Centre comprises a series of sub areas of varying character. This section describes the key spatial development issues in each sub Character Area. The Site Allocations set detailed policies to bring forward development proposals.

**3.2.17** In addition to the requirements outlined in the policies, further details of the policy approach and infrastructure necessary to support the development proposals is set out elsewhere in the Plan. The transport policies, design policies, retail policy, employment policy and delivery chapter are particularly relevant in this regard. With regard to the detailed design of sites, such as layout and heights of buildings, these details should be agreed as part of the planning application process, having regard to the principles in relevant policies of the Plan.

#### TC1a - The Existing Shopping Area

**3.2.18** The existing shopping area is a strongly defined square of land, in one single private ownership. It is dominated by the Telford Shopping Centre, an indoor shopping mall of some 92,900 sq.m retail floorspace, which itself is surrounded by surface car parks and the bus station.

**3.2.19** The TC1a (existing shopping area) boundary is defined by the 'Box Road' on all four sides. This provides good vehicular access to the Shopping Centre and the surface car parks which surround it. However, the Box Road presents a barrier to safe cross-town pedestrian movement between the existing shopping area and the surrounding areas of the Town Centre. Whilst the Shopping Centre itself provides an accessible and protected internal environment for pedestrians, the pedestrian routes to and from the rest of the Town Centre are poorly defined. Access between the existing shopping area and the rest of the Town Centre is particularly constrained in the evening by the closure of the Shopping Centre. The Shopping Centre is also very inward facing with a very limited number of frontages towards the rest of the Town Centre.

**3.2.20** The development form of the existing shopping area does not make efficient use of the land, with the Shopping Centre itself being largely single storey and extensive areas being given over to surface car parking. Additionally, the skyline is unattractive and lacks variety.

**3.2.21** In conclusion, although the shopping area is the hub of activity within the town, it is not realising its potential to interact and connect with the rest of the Town Centre.

**3.2.22** The future development of the shopping area needs to be planned for comprehensively. Therefore, a single site allocation has been identified here. This should be read in conjunction with Map 2, which illustrates the key development principles referred to in the policy (SA1).

**3.2.23** 'The Round' masterplan and the accompanying masterplan statement submitted to the Council indicates the possible development capacity of the existing shopping area and also the Trustees landholdings in Southwater. The Council has additionally carried out an assessment of the retail capacity of sites in the Town Centre. Collectively, the masterplan statement and Town Centre Retail Capacity Study (2009) have been used to identify indicative

## 3 Character Areas

development quantum for the existing shopping area. The development of the existing shopping area will be delivered over a timescale which is likely to extend beyond this AAP and therefore it will not necessarily be fully built out by 2016.

### SITE ALLOCATION

#### SA1 - The Existing Shopping Area

Development proposals in the existing shopping area will contribute towards delivering the following key elements:

- Bring forward a mixture of uses, including approximately 50,000 sq. m comparison retail, 900 homes, 18,000 sq.m offices;
- Other uses appropriate to this area include convenience retail and leisure;
- Leisure uses should be focused in the Central Square area;
- Make more efficient use of land;
- An improved skyline with a variety of building heights;
- Improve existing public spaces, as identified on Map 2;
- Incorporate outward facing frontages with pedestrian-friendly streets which face outwards towards the surrounding areas of the Town Centre.

Development proposals across the existing shopping area should contribute towards delivering key infrastructure (identified fully in the Delivery Chapter) necessary to support the development of the area, including the following:

- Strategic Pedestrian/Cycle Link A, between the railway station and the existing shopping area;
- Strategic Pedestrian/Cycle Link B from Hollinswood to the existing shopping area;
- Strategic Pedestrian/Cycle Link C from Civic Quarter to the existing shopping area;
- Strategic Pedestrian/Cycle Link D, Malinslee to the existing shopping area;
- Strategic Pedestrian/Cycle Link E, Town Park/Southwater to the existing shopping area;
- Strategic Pedestrian/Cycle Link G, Central Square to Southwater;
- Strategic transport schemes;
- The surface water route identified running through the site's north western boundary should be taken into account as part of the development. If this flow route is not to be retained, off site measures to accommodate these flows, so that they will not cause further surface water flooding, should be put in place;
- SUDS features such as rainwater harvesting tanks, green roofs and source control features will be required on all development.

### Southwater

**3.2.24** Outside of the existing shopping area, Southwater represents the major development opportunity for the mixed use redevelopment of the Town Centre. The approach to development within the area needs to be co-ordinated and therefore a single site allocation for Southwater as a whole has been made, although there will be variation in the nature of development which is appropriate across the area. Therefore, the section on the Southwater

## 3 Character Areas

area firstly describes each of the sub areas of Southwater and outlines the key principles for the future approach to development for each of these sub areas. Together with the strategic objectives which apply across all or more than one of the sub character areas of Southwater, these key principles inform the detailed proposals set out in the site allocation for Southwater (SA2).

### TC1b - West Southwater

**3.2.25** West Southwater forms an important gateway to the Town Centre, sitting in an elevated and physically prominent location at the western end of Southwater, adjacent to Malinslee and with access to Hall Park Way and the M54.

**3.2.26** The area currently comprises a number of unrelated, poorly connected and dispersed buildings and uses, including the Council's main civic offices, a job centre, a public house and large areas of surface car parking and landscaping.

**3.2.27** This area also includes the NFU offices, which are situated between Malinslee Link (SA3) and Malinsgate roundabout and separated from the town centre by Southwater Way. Therefore, they are not included within the Town Centre Core designation.

**3.2.28** The Town Centre Retail Study (2009) identified that this location is well placed to form part of the Southwater element of the PSA. However, other sites are better located. Inclusion of all would make the PSA too extensive, so this is excluded. The area also has the potential for offices, reflecting the current uses on the site and it has potential for residential development, reflecting its location adjacent to the Malinslee housing area.

**3.2.29** This area has the potential to act as an anchor for the western end of Southwater and a new public space would be appropriate here.

### TC1c - Central Southwater

**3.2.30** This part of the Town Centre Core is in a strategically important location, lying between the existing shopping area and Telford Town Park. Although linked to it by an enclosed bridge, this area is currently separated from the Shopping Centre by Coach Central. It is composed of a series of unrelated buildings and spaces. Existing uses include an ice rink, bingo hall, library, Meeting Point House, two retail units in unattractive buildings and substantial areas of surface car parking. Some of these car parks loosely converge around the underused Southwater Square and Lake.

**3.2.31** The area is in a mixture of ownerships, including the Trustees and public sector landowners. An outline planning application for a mixed use development which encompasses the adjoining areas of TC2 and TC3, and all of the areas of TC1c not in the ownership of the Trustees, was submitted in Autumn 2009 and subsequently permitted. The primary retail element of this permission is to be included as part of the PSA. The areas of land within TC1c owned by the Trustees are included in 'The Round' masterplan concept. The Council has also assessed the retail potential of this area as part of the Town Centre Retail Study (2009).

**3.2.32** Development in this area will need to reflect the convergence of three primary uses: the Telford Shopping Centre, Telford Town Park and the Telford International Centre. Central Southwater forms an interface between all of these areas and it therefore has the potential to accommodate a very wide mix of uses. These include retail, leisure, residential,



## 3 Character Areas

civic/community facilities, offices, bars and restaurants. This is reflected in it being included in the Town Centre Core designation and part of the PSA (informed by Town Centre Retail Capacity Study 2009).

**3.2.33** Currently this area lacks the type of streets with a high level of activity which would typically be expected in such a prominent location. Pedestrian connections within the area and to its surroundings and Southwater Square and Lake need to be enhanced in order for it to function successfully as a focal point for activity within the Town Centre. It is critical that development addresses these issues.

### TC2 - East Southwater

**3.2.34** The East Southwater area comprises surface car parking and a formal area of open space known as 'The Arena'. East Southwater is under-used at present and is physically and visually detached from the rest of the town centre. It forms a significant gap between the shopping and leisure functions to the west, the conference and exhibition functions to the east and the Town Park to the south.

**3.2.35** This area has the potential to play a greater role in the future vibrancy and appeal of Central Southwater (TC1c) and the Events Quarter (TC3) and particularly as a focus for leisure and recreation uses. In this respect, it should provide an interface between the redeveloped Southwater and Telford Town Park and can potentially accommodate new or enhanced leisure and recreational facilities.

**3.2.36** The Arena has been incorporated into East Southwater following the approach of the Telford Town Park Strategic Framework 2006-2021. Whilst not formally part of the Town Park, it has a strong relationship to it. It therefore provides a key opportunity for supporting enhanced leisure and recreational facilities. The function of the area as a place of public recreation and leisure should be maintained or enhanced.

### TC3 - The Events Quarter

**3.2.37** The Events Quarter sits at the far eastern end of Southwater. It provides successful major conference, exhibition and entertainment provision, focused on the Telford International Centre (TIC). It is extremely important in attracting significant numbers of visitors to the region and is an important part of the economy of the town.

**3.2.38** Despite its proximity to the rest of the Town Centre, the Events Quarter is isolated visually, functionally and physically from it by landscaped open spaces and surface car parking. The west elevation and main entrance of the TIC buildings provide a level of architectural interest. The east elevation is less attractive and requires improvement to take advantage of its location at a key entrance to the Town Centre. Noise generated by events has impacted on neighbouring residential properties and remodelling and expansion of the TIC's facilities needs to address this issue.

**3.2.39** Development in the Events Quarter should focus on improving its function as an important centre for conference, exhibition and related entertainment provision. Development should also seek to improve the integration of the Events Quarter with the rest of Southwater and the existing shopping area.



## 3 Character Areas

3

### SITE ALLOCATION

#### SA2 - Southwater

The majority of West Southwater and all of Central Southwater fall within the Town Centre Core and should bring forward a mixture of uses including approximately 38,000 sq.m offices and 1,050 homes. Central Southwater falls within the PSA and should bring forward approximately 15,000 sq.m comparison retail.

Other key uses identified as part of Southwater's development include leisure/recreation, cafes, restaurants and bars, events related uses, new hotels and community/civic uses.

Development proposals in Southwater need to contribute towards delivering the Vision of a vibrant mixed use heart to the Town Centre which functionally and physically relates to surrounding areas of the Town Centre, in particular the existing shopping area and the need for a sensitively designed boundary with the Town Park.

Development proposals across the Southwater area should contribute towards delivering key infrastructure (identified fully in the Delivery Chapter) necessary to support the development of the area, including the following:

- Strategic pedestrian/cycle link D, Malinslee to the existing shopping area;
- Strategic pedestrian/cycle link E, Town Park/Southwater to the existing shopping area;
- Strategic pedestrian/cycle link F, West Southwater to the Events Quarter;
- Strategic pedestrian/cycle link G, Central Square to Southwater;
- Replacement/remodelling of ice rink, bowling alley and Meeting Point House;
- Provision of a media/learning centre, in the form of a replacement/remodelling of the Library;
- A new medical centre;
- Strategic transport schemes;
- Development must demonstrate how it has considered surface water flow routing to prevent flooding. Southwater Lake and the pools south of it have the potential to act as attenuation measures. The relationship between these pools and their potential for reducing and slowing down water flow from the site, should be investigated further. The Arena also has the potential to act as an attenuation feature. These measures are set out in more detail on Map 3.

There are varying areas of character across Southwater and this needs to be reflected by a variation in the form of development, as set out in the following paragraphs.

#### **West Southwater**

In addition to the requirements which apply across Southwater, development proposals in the West Southwater area should contribute towards the following:

- Retail development;
- Offices and residential;
- A public space.

## 3 Character Areas

### ***Central Southwater***

In addition to the requirements which apply across Southwater, development proposals for the Central Southwater area should demonstrate how they contribute towards delivering the following key elements:

- Create an area with a vibrant mix of uses, including retail, leisure, cultural, community/civic facilities and the Town Centre's primary area for bars, restaurants and cafes;
- Establish an enlarged Southwater Square alongside an improved Southwater Lake as the primary public space in the town and as a focus for culture, leisure and food and drink related activities;
- Improve visual and physical connections to the Town Park, Telford International Centre and the existing shopping area.

### ***East Southwater***

In addition to the requirements which apply across Southwater, development proposals for the East Southwater area should:

- Introduce more recreation and leisure activity to the area;
- Harness potential of the arena for public and recreational use to the mutual benefit of the Town Centre and the Town Park.

### ***Events Quarter***

In addition to the requirements which apply across Southwater, development proposals for the Events Quarter should:

- Consolidate the area's primary function as a conference venue, to include expansion of the Telford International Centre;
- Incorporate a small element of office, bar and restaurant development on a limited scale, related to the area's primary function as a conference venue;
- Incorporate a new hotel;
- Provide a new public space;
- Incorporate noise mitigation measures.

### **TC4 – Malinslee Link**

**3.2.40** This area is located at the edge of the Town Centre Character Area, falling between the Town Centre Core and the residential area of Malinslee. The purpose of development in this area is to exploit its highly accessible town centre location, to recognise its relationship to the housing to the immediate south west by respecting the existing residential scale and nature, and to improve connections between Malinslee and the Town Centre Core.

**3.2.41** Development here must address both the relationship to existing properties in Malinslee to the south west and the key role of the site as a gateway to the Town Centre Core with regard to matters such as building heights and design.

## 3 Character Areas

3

### SITE ALLOCATION

#### SA3 - Malinslee Link

Development on this site that accords with the following principles will be supported:

- Development will be primarily for high density residential use but may also include elements of other uses to create a greater overall mix;
- Site capacity will be approximately 60 dwellings, with the form of development varying across the site to respect its relationship to existing housing immediately south west and its location at a gateway to the Town Centre Core;
- Vehicle access will be from Southwater Way, as indicated on Map 2;
- Provision of an attractive and safe link between Malinslee and the Town Centre, along with pedestrian crossing improvements, as indicated on Map 2;
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 3, in line with the Surface Water Area Action Plan for the site;
- The relationship of the site to Telford Town Park, and the role of the western and northern boundaries of the site as green space will be taken into account.

#### TC5 – Telford ‘Urban Park’

**3.2.42** Telford Town Park represents a valuable asset of both local and regional significance. Its immediate proximity to the Town Centre Core means that there is a concentration of activity across both areas and the combination of the two is a significant regional attractor. There are however existing physical barriers between the two, created by the poor quality built environment in Southwater. Well designed future development in SA2 will improve the interface with the Town Park and provide better physical links between the Park, the Town Centre and surrounding local communities. Addressing the visual and spatial relationship between Telford Town Park and the town centre, and improving the links between them is a key priority of both the Community Strategy and the Telford Town Park Strategic Framework (2006 - 2026).

**3.2.43** The Town Park is of extremely high value to both residents of the Borough and visitors alike. It provides amenity and recreational spaces fulfilling local needs, along with spaces that are formally recognised for their ecological value such as a Local Nature Reserve and Wildlife Sites.

**3.2.44** The park is broadly divided into three areas by the Telford Town Park Strategic Framework:

- Urban Park (northern section);
- Natural Park (southern section);
- Local Nature Reserve (central section).

**3.2.45** The northern ‘Urban Park’ area contains a contemporary urban park zone, as defined by the Town Park Strategic Framework, and falls within CTAAP. This area currently includes the majority of the park’s formal leisure and recreation facilities such as Spout Mound, Withy Pool, Wonderland, Maxell/Chelsea Gardens, Spout Pool and Spout Farmhouse.

## 3 Character Areas

**3.2.46** The Town Park Strategic Framework aims to ensure that the park can develop and enhance its role as a space of regional and local significance. In the context of the development of the town centre, it identifies a number of key projects within the contemporary urban park zone that will be needed to achieve this, as follows:

- A formal events space to the south of Southwater Lake;
- Improvements to vantage points and provision of picnic areas at Spout Mound;
- New community 'pocket parks' along the boundary with Malinslee;
- New and improved facilities for young people;
- Wider provision of sport and leisure facilities at Telford Rugby Club, and;
- An extended Wonderland.

**3.2.47** To the north of the contemporary urban park zone the Strategic Framework states that the new and improved Southwater Square and Cultural Hub will provide an appropriate and sensitive backdrop to the park. A gateway feature will be provided to facilitate movement and physical connectivity to and from the park, and to provide an appropriate sense of arrival.

**3.2.48** No built development other than that which enhances this area's role as an urban park will be appropriate. Development of adjacent sites, particularly in Southwater, will enhance the setting of the park.

**3.2.49** In this area of the Town Park there should be an emphasis on more formalised aspects of open space activity and character with a stronger and mutually supporting relationship with the Town Centre Core area.

### POLICY

#### TC5 - Telford 'Urban Park'

Development proposals in this area will support implementation of Telford Town Park Strategic Framework, by:

- Supporting the key projects listed in paragraph 3.2.46, above;
- Contributing towards enhancing the function of the park as a major open space resource, of both local and regional significance;
- Assisting the integration of the park with the Town Centre Core and improving the interface with Southwater, in particular Central Southwater (TC1c).

#### TC6 – Civic Quarter

**3.2.50** This area contains a collection of buildings with predominantly civic uses, such as Malinsgate police station and the law courts, which are arranged around Telford Square. The area lies between the existing shopping area and the Telford Forge and Bridge Retail Parks. A footbridge over Hall Park Way provides a direct link between the area and these retail parks. The Old Park Character Area and the residential areas of The Rock lie beyond the retail parks to the west.

## 3 Character Areas

3

**3.2.51** Proposals for this area are to consolidate and enhance the existing focus upon civic uses and to increase its connections with the Primary Shopping Area, the Telford Forge and Bridge Retail Parks, and the residential areas of Old Park and The Rock beyond. The opportunity to greatly strengthen the integration of the Civic Quarter with the existing shopping area arises through the proposals for the alteration of the Box Road (Policy CT8)

### POLICY

#### TC6 - Civic Quarter

Development in this area will contribute towards:

- Consolidating the area as a focal point for civic uses;
- Providing improved pedestrian/cycle links between the existing shopping area and Civic Quarter and to Old Park (Strategic Pedestrian/Cycle Links C and C1);
- Integrating Telford Square with a downgraded Woodhouse Central.

#### TC7 – Telford Gateway

**3.2.52** This is the largest of the sub character areas in the Town Centre Character Area. It includes a variety of sites, dominated by office employment use. Much of this area is highly visible from the M54 and the area contains the primary arrival points to Central Telford by car and train.

**3.2.53** The purpose of development in this area will be to reinforce and refine its current uses so that it takes full advantage of its highly visible and well connected position by recognising and responding to its importance as a ‘shop window’ for Telford and the Town Centre.

### POLICY

#### TC7 - Telford Gateway

Development proposals in the TC7 area will contribute towards:

- Supporting its function as a B1a office employment area;
- Improving pedestrian/cycle links between the railway station and existing shopping area and from Central Park to the Town Centre (Strategic pedestrian/cycle links A and A1)
- Increasing the provision of multi storey car parking in accordance with Policy CT10.

## 3 Character Areas

### 3.3 Old Park Character Area

#### Existing Characteristics

**3.3.1** The Old Park area occupies high ground to the immediate west of the Town Centre Character Area. At present, there are connections between the Sub Areas within Old Park and to surrounding areas. In particular there are links to Telford Town Centre and to residential areas surrounding Old Park, such as The Rock and Malinslee.

**3.3.2** Old Park is an of land uses which are detached from surrounding areas by a number of major roads, including Old Park Way, West Centre Way and Hall Park Way.

**3.3.3** The Old Park Character Area is comprised of six distinct sub areas (see Map 4 overleaf), which are summarised below:

- OP1 – Old Park West is a large open area bounded by Old Park Way to the west, with smaller frontages to Colliers Way and West Centre Way;
- OP2 - Park Lane contains an established residential area and two vacant sites. The residential area of The Rock adjoins the west of this area, on the opposite side of Old Park Way;
- OP3 – Central Old Park is focused around two existing employment uses and the Thomas Telford School;
- OP4 – The Belvedere is a tree covered mound with important ecological value;
- OP5 – Old Park East is dominated by two out-of-centre retail parks, The Bridge and The Forge.;
- OP6 – Old Park North is an area of higher ground, with highway verges and embankments adjacent to the M54 and as such serves as a ‘shop window’ for Telford.

#### VISION

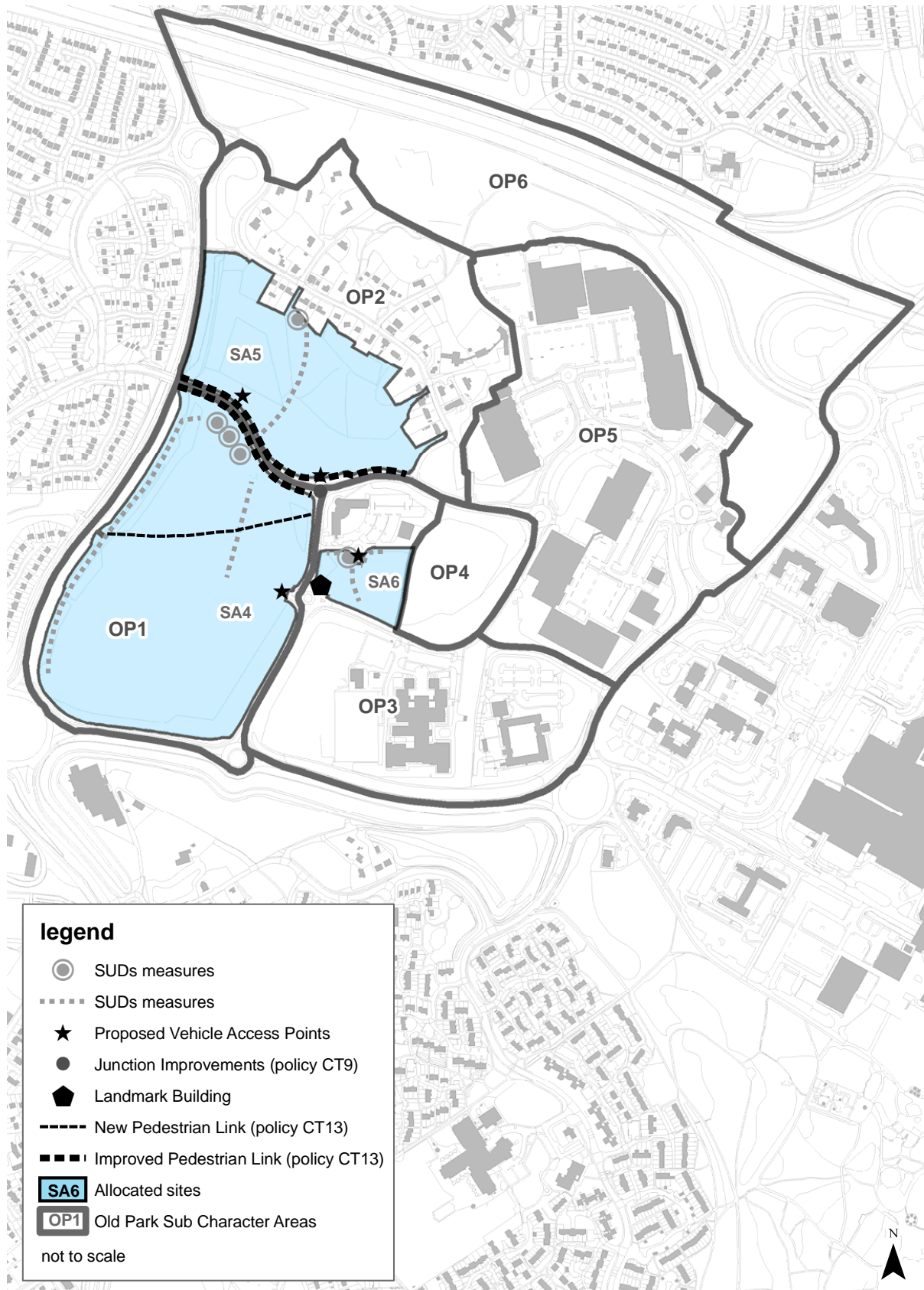
The Old Park area will comprise new residential and commercial development alongside supporting community-related facilities to meet the needs of local residents. Its proximity to the Town Centre and surrounding areas will be enhanced through improvements to transport connections, especially for pedestrians and cyclists, thus creating a more people-friendly living environment.



## 3 Character Areas

3

Map 4 Old Park Character Area





## 3 Character Areas

### Key Strategic Development Objectives

**3.3.4** The Telford Town Centre Development Control Guidance 2005 identifies several key elements for improving Old Park.

- Establishing a direct active and attractive link between The Rock, Old Park and the Town Centre based upon Colliers Way;
- Focusing a sports facility in the vicinity of the new link to meet future needs in the community;
- Establishing public spaces at key locations;
- Preservation of a woodland boundary to West Centre Way and Old Park Way;
- Protection and enhancement of the central tree covered mound for leisure uses and biodiversity/ecological value;

**3.3.5** These objectives therefore provide a basis for the more detailed site-specific proposals set out below.

### Site Specific Development Policies

#### Old Park West (SA4)

**3.3.6** The Old Park West site is situated in the south western part of the Character Area off Colliers Way and Old Park Way. The brownfield site is currently identified for employment use in the Wrekin Local Plan, however this will not be taken forward in this Plan as the Employment Land Review 2005 identified that it is not required as part of the employment land portfolio, and that other more suitable locations for employment development exist elsewhere in Central Telford.

**3.3.7** The development of this site could make a significant contribution to the objectives for Old Park. It should support better connections from Old Park and residential properties in The Rock, to the town centre primarily through improvements to the existing footpath links along Colliers Way, in addition to new a footpath route from the bridge across Old Park Way towards Colliers Way.

**3.3.8** The Council will pursue the development of this site primarily for residential use. In addition, the opportunity also exists for a development mix which will provide a focus for community-related sports facilities and open space, adjacent to the residential development. The inclusion of this proposal as part of the development mix is based on the Council's Building Schools for the Future (BSF) Outline Business Case 2008, which identifies the need for additional outdoor sports facilities to meet shortfalls in provision. This would also be of benefit to the residents of the existing areas within Old Park and beyond. The likely location of the new facilities will be at the northern end of the site.

**3.3.9** The site is appropriate for development due to its proximity to the Town Centre. This will bring benefits to new and existing residents in the Old Park area, however there are geotechnical constraints that limit the overall scope of development that is achievable. The site capacity figures and the phasing for the site reflect this.

## 3 Character Areas

3

**3.3.10** The site lies fully in Flood Zone 1 and two drains exist within the site. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA4, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA4- Old Park West

Development on this site that agrees with the following principles will be supported:

- The site will be developed for residential, and sport and leisure facilities;
- The site capacity is approximately 200 dwellings, comprising a mixture of dwelling types and tenures;
- The dwellings will be apportioned predominantly in the southern end of the site, with community uses to the north;
- Primary vehicle access will be from Hollinshead Way; a secondary access should be provided at the junction of Colliers Way and Hollinshead Way; junction improvements will also be made along Colliers Way, as shown on Map 4;
- New and improved pedestrian and cycle connections will be secured, comprising a new connection between The Rock and Colliers Way, and an improved connection along Colliers Way;
- Development will protect and enhance the woodland boundary along West Centre Way, Hollinshead Way and Old Park Way and the existing ponds on the northern end of the site, as appropriate;
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 4, in line with in the Surface Water Area Action Plan for the site;
- Development will address the geotechnical constraints existing on the site, renewable energy technologies, and landmarks.

#### Park Lane (SA5)

**3.3.11** This brownfield site is situated between Colliers Way and Park Lane, immediately adjacent to the established Park Lane residential area. It is currently identified for residential development in the Wrekin Local Plan, and is owned by The Homes and Communities Agency.

**3.3.12** The site is close to the town centre. Development in this location will support better connections to the town centre from residential areas in this part of Telford. Residents will also benefit from provision of new sports facilities to be provided on the adjacent site (SA4).

**3.3.13** A number of representations were received at the Preferred Options stage regarding the proposed allocation of this site for residential development. The Council acknowledges that development on this site will need to respect the character and quality of adjacent residential areas, particularly along Park Lane. Policy SA5 will require development to appropriately address the relationship with Park Lane, in terms of access and the density of new development for example.

## 3 Character Areas

**3.3.14** The site is bounded to the north and west by a belt of woodland, and there is an existing area of woodland that runs into the centre of the site. Any new development must integrate these key natural features as part of detailed proposals.

**3.3.15** With reference to development and flood risk, the site lies fully in Flood Zone 1 and numerous drains exist within the site. The SWAAP prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA5, development will include specific flood attenuation measures, as shown on the character area map.

### SITE ALLOCATION

#### SA5 - Park Lane

Development on this site that accords with the following principles will be supported:

- The site will be developed primarily for residential use, with a formal frontage onto Colliers Way;
- The site capacity is approximately 78 units, comprising a mixture of dwelling types and tenures;
- Primary and secondary vehicle access will be from Colliers Way; junction improvements will also be made along Colliers Way;
- Improvements to pedestrian and cycle connections will be secured, comprising an improved connection along Colliers Way;
- Development will also incorporate new public spaces;
- Protect and enhance the woodland on the western boundary and the corridor along the northern edge of the site, and the area of woodland that extends into the centre of the site;
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 4, in line with in the Surface Water Area Action Plan for the site;
- Development will address the relationship to existing properties along Park Lane, and landmarks.

#### The Crest (OP2b)

**3.3.16** Site OP2b has been deleted from the Plan due to significant access constraints.

#### Central Old Park (SA6)

**3.3.17** This brownfield site is situated in a prominent location along Hollinshead Way and Caledonian Way. The site itself is currently identified in the Wrekin Local Plan as an employment commitment, having been covered by a Section 7(i) agreement under the New Towns Act, and it is owned by the Homes and Communities Agency.

**3.3.18** The Council considers that the site should be retained for employment use. It offers good access to the national road network, and the potential for an improved pedestrian/cycle link to the Town Centre via Colliers Way, and a link along Caledonian Way, which will further increase its sustainability. It is considered that the site should accommodate further B1(a) office development to meet the demand for medium/large scale office premises identified in

## 3 Character Areas

3

the employment land study, and to complement the existing office uses adjoining the site. The development of this site for office use would, when considered within the context of Old Park overall, contribute towards the mixed use vision for the area.

**3.3.19** No substantive objections were received at the Preferred Options stage to the allocation of the site for employment use. However, the Council has made amendments to the proposed floorspace figures anticipated at preferred options stage as a result of additional site appraisals carried out. This has identified potential geotechnical constraints which limit the overall foot print available for the new building to a more realistic site capacity.

**3.3.20** With reference to development and flood risk, the site lies fully in Flood Zone 1 and numerous drains exist within the site. The SWAAP prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA6, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA6 - Central Old Park

Development on this site that accords with the following principles will be supported:

- The site will be developed for office use (Class B1a), with strong frontage development addressing Hollinshead Way and Caledonian Way comprising a new landmark building;
- Site capacity is approximately 3,600 sq. m gross;
- Pedestrian and cycle connections to the town centre will be improved;
- Vehicle access will be via existing roundabout on north side of the site, as shown on Map 4;
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 4 in line with the SWAAP for the site;
- Development will address geotechnical constraints, and the relationship of the site to Belvedere Mound.

**3.3.21** The Belvedere Mound (OP4) is green space, which was previously protected as Green Network in the Wrekin Local Plan. It is a key linking element and focal point within the area and it has important ecological value. The Council will therefore protect this site as Green Space under Policy CT21.

#### Old Park 5 (OP5) – Old Park East

**3.3.22** The Old Park East area is dominated by two large out of centre retail parks. The owners of these sites wish to further expand the leisure and retail facilities on offer at these sites. Whilst a number of representations have been received advocating further expansion of retail and leisure uses in this out of centre location the Council does not intend to support this for the reasons set out below.

## 3 Character Areas

**3.3.23** The retail parks were previously defined as within the town centre boundary in the Wrekin Local Plan. The policy intention was that they were to be developed to complement rather than compete with the retail offer in the shopping area. Some retail uses similar to those found in the shopping area have gradually infiltrated the sites in recent years due to limited controls within the original permissions.

**3.3.24** The Spatial Development Strategy for the Borough set out in the Core Strategy considers that as Telford grows it is particularly important that the town centre remains at the hub of the service centre hierarchy. The Council has had regard to guidance in PPS4 in identifying locations to meet the retail need identified, and this has informed the identification of locations for future retail (see Policy CT2). The retail parks are not in close proximity to the core retail and leisure areas in the town centre, and access to them is primarily by car. There is no need to enter the town centre in order to access them and extension of the range of the retail and leisure facilities on offer at them will encourage people to bypass the town centre.

**3.3.25** The retail parks are considered to be an out of centre location in the context of PPS4. In order to meet the Council's aim of ensuring the vitality of the town centre they are not therefore considered to be an appropriate location for the expansion of retail and leisure uses, above that in extant planning permissions. Whilst land remains available for retail development within and adjacent to the Shopping Area expansion of these retail parks would also not accord with PPS4.

### POLICY

#### **OP5 - Old Park East**

The Council will not support future expansion of the Forge Retail Park or the Telford Bridge Retail Park for additional retail or leisure uses.

**3.3.26** The Old Park North site (OP6) has been a valuable part of the Green Network and it will continue to be protected as an area of Green Space under Policy CT21, with the designated area expanded.

## 3 Character Areas

3

### 3.4 Central Park Character Area

#### Existing Characteristics

**3.4.1** Central Park lies to the north and north east of the town centre. Despite its close proximity to the town centre the area is isolated from it due to the substantial and combined effects of two major highways (the M54 and A442) and the main Birmingham to North Wales railway which lies between it and the town centre.

**3.4.2** The area has been divided into 7 distinct sub areas (see Map 5), each with different physical and functional strengths and weaknesses. These are:

- CP1- Central Park is an area of existing employment use with a large area of vacant land to the south;
- CP2 – Telford Way is an important gateway site on the final approach to the town centre from the north. Both this area and CP1 are visually prominent, forming a backdrop to the town centre;
- CP3 – Stafford Park West is bisected by the M54. It shares some similarities with the employment areas to the east but is distinguished by the prominence of its western boundary (as an important approach to the town centre) and by the topography (the area slopes to the west and south unlike the associated areas immediately east);
- CP4 – Priorslee is an area of largely wooded open space in a prominent position at the entrance to the Priorslee area. It serves as an important part of the visual approach to the town centre and to protect and separate the residences of Priorslee from the more prominent, active and employment functions of Telford Way;
- CP5 – Land North of Priorslee Roundabout is an area of private open space identified for housing development in the Wrekin Local Plan, reflecting part of the character and residential density of the residential area to the immediate north;
- CP6 – Holyhead Road is a further visually prominent area of open space allocated for housing the Wrekin Local Plan;
- CP7 – Greyhound Link comprises rail and highway corridors, dealt with under Policy CT10.

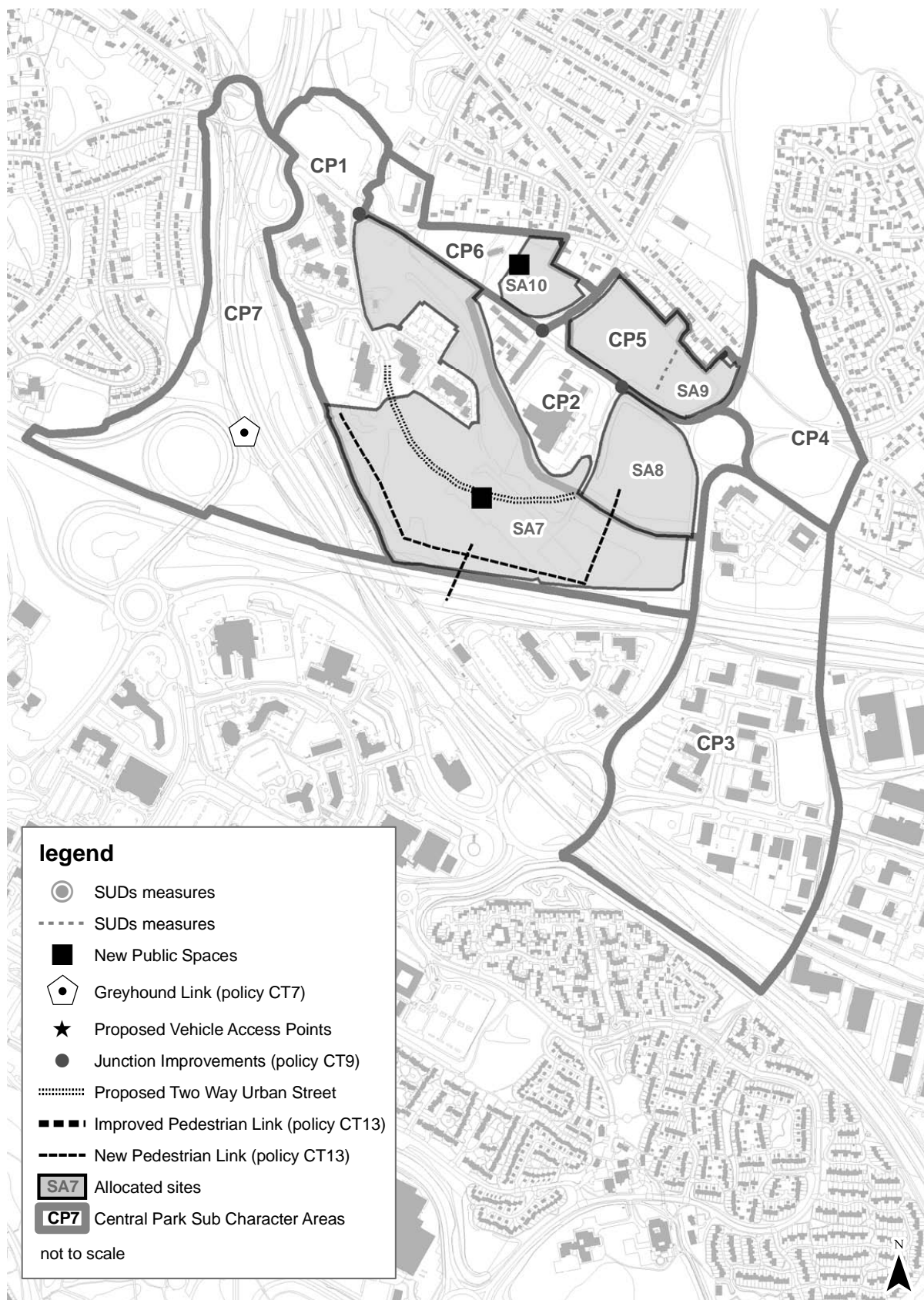
#### VISION

The Central Park area will be reinvigorated by new residential and employment development, there will be improvements to accessibility for all to the railway station and the town centre and it will take advantage of its visually prominent location to the north of the town centre.



# 3 Character Areas

**Map 5 Central Park Character Area**





## 3 Character Areas

3

### Key Strategic Development Objectives

**3.4.3** The Telford Town Centre Development Control Guidance 2005 identified several key elements for improving Central Park:

- Preserve the substantially wooded northern backdrop to the Town Centre. The objective is to achieve the effect of a well wooded backdrop punctuated with buildings of high architectural quality;
- Present a distinctive and attractive 'shop window' for the town. The objective is to highlight and exploit the high visual profile of this area;
- Present a quality edge to the major highway routes (M54, A442, A5) and Holyhead Road. Development should recognise its responsibilities on high profile sites;
- Establish sustainable connections to the town centre. The objective is to reinforce the crucial importance of releasing the area's economic and sustainable potential through the creation of high quality, safe and accessible connections with the town centre and hub of the transport network;
- Integrating existing residential areas to the north, whilst consolidating employment areas to the south.

**3.4.4** These elements remain very important in achieving the vision for Central Park and provide a basis for the policies below.

### Site Specific Development Policies

#### Central Park (SA7)

**3.4.5** This extensive area of land is situated immediately north of the M54 and stretches up to the B5061. The site is surrounded by existing protected employment uses and is in mixed public/private ownership, predominantly the Homes and Communities Agency. The site is also currently identified for employment use in the Wrekin Local Plan. The key factor in realising the full potential of this site is through creating sustainable connections to the town centre, particularly for pedestrians and cyclists to promote accessibility and to reduce demand for additional car parking. This will necessitate a co-ordinated approach to development in conjunction with site SA8 Telford Way.

**3.4.6** The site contains extensive landscaping, including trees and hedgerows, that provide habitat corridors into surrounding areas. The wooded areas separating the site from Telford Way (SA8) is classified as Natural and Semi-Natural (NSN) green space within the Council's assessment of open space, sport and recreation facilities. These will be managed appropriately in order to maintain and enhance links to the wider green network for the benefit of wildlife.

**3.4.7** This site will make a significant contribution to the objectives for Central Park. The Council's preferred option for the site included an element of residential development alongside new employment development. However, further assessment of the potential to develop indicates that this would not be suitable due to site constraints and poor ground conditions. Therefore, the housing element has been removed from the allocation. The Council continues to support the development of employment use on the site. This will include a mix of offices and high technology uses as part of a high quality public realm and green area, creating a well landscaped backdrop to the town centre.

## 3 Character Areas

**3.4.8** In terms of its location and the relationship to national policy, the site is located within 500 metres from Telford railway station and therefore is considered to be 'edge of centre'. This approach complies with recently adopted PPS4 *Planning for Sustainable Economic Growth (Annex B)*, which seeks to direct main town centre uses including offices into town centres or, where justified, to edge of centre locations. Whilst connections exist between the site and the railway station via Telford Way, the provision of a new connection across the rail line will create a more direct route for pedestrians.

**3.4.9** With reference to development and flood risk, the site lies fully in Flood Zone 1 and some drains exist within the site. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA7, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA7 - Central Park

Development that accords with the principles in this policy will be supported:

- Development will be for a mix of employment uses within Class B1(a) and B1(b) of high design standard appropriate to this prominent location in the town, including the creation of a strong built frontage to Holyhead Road;
- Site capacity approximately 35,000 sq. m gross, with a significant emphasis on office development (B1a);
- Provision of a new bridge connection across the M54 between Central Park and existing pedestrian routes to the town centre within sub-character area TC7;
- Provision of a new connection, as shown on Map 5, linking the existing bridge to the west across the rail line to the new bridge and site SA8 (Telford Way);
- Vehicle access will be provided from Hollinswood Road and via Holyhead Road creating new route through the site, along with other junction improvements, as shown on Map 5;
- Provision of a high quality public realm, including new public space;
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 5, in line with the Surface Water Area Action Plan for the site;
- Development will make provision for a wildlife corridor and will protect and enhance the existing pond for biodiversity;
- Development will also address geotechnical constraints.

#### Telford Way (SA8)

**3.4.10** The Telford Way site is situated adjacent to Priorslee roundabout at the junction of the A5 and the B5061 road. The site is located at a major entry point to the town centre – a fact recognised in the Wrekin Local Plan by its northern section being designated as a Gateway Site. The key factor in realising the full potential of this site is through the establishment of a high quality connection(s) for pedestrians and cyclists to the railway station

## 3 Character Areas

3

and town centre. This will necessitate a co-ordinated approach to development in conjunction with site SA7, to ensure that a more direct route is achievable across site SA7 from the Telford Way site.

**3.4.11** The site is bounded to the south by a belt of woodland, and hedgerows and trees surround other parts of the site. Whilst not being designated formally for biodiversity protection, any new development should integrate these key natural features as part of detailed proposals.

**3.4.12** The site offers potential for prestigious employment use with high visual profile – particularly as B1(a) office development. With almost immediate proximity to the railway station and Town Centre, the development should be highly sustainable and allow for reduced parking provision but it requires improved footpath/cycleway connections.

**3.4.13** In supporting this approach, the Council is mindful of comments received at the preferred options stage that raised concerns regarding the option for residential use on part of the site and the potential conflicts this could have with employment uses. Whilst locating employment and residential uses in close proximity is not necessarily inappropriate in many cases, the allocation of Telford Way for office development and removal of residential development from this allocation should resolve any concerns raised.

**3.4.14** With reference to development and flood risk, the site lies fully in Flood Zone 1 and some drains exist within the site. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA8, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA8 - Telford Way

Development that accords with the principles in this policy will be supported:

- Development will be for B1(a) employment use, providing high quality offices in a high quality setting;
- Capacity on the site is approximately 15,800 sq. m gross;
- The development will establish a strong frontage to Holyhead Road and Telford Way, where appropriate;
- Development will also establish a new pedestrian and cycle connection to the development on site SA7 (Central Park), to create a safe and attractive route to the railway station and town centre.
- Vehicle access will be provided via the road off Holyhead Road, along with other junction improvements, as shown on Map 5;
- Development will establish a suitable buffer to act as a wildlife corridor adjacent to site SA7 (Central Park);
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 5, in line with the Surface Water Area Action Plan for the site;
- Development will also address geotechnical constraints.

## 3 Character Areas

**3.4.15** The Stafford Park West site (CP3) is identified in the Wrekin Local Plan for employment use. This is an established employment area and therefore it is proposed that it should continue to be identified for employment, where Policy CT3 Jobs and Prosperity will apply.

**3.4.16** The Priorslee Sub Area (CP4) is identified as part of the Green Network in the Wrekin Local Plan and it performs an important role as a green space buffer. The area will therefore be protected under Policy CT19 Protection of Open Space.

### Land North of Priorslee Roundabout (SA9)

**3.4.17** This site is located along Holyhead Road immediately north of site SA8 Telford Way. The site is currently identified in the Wrekin Local Plan as a residential commitment and is owned by the Homes and Communities Agency, safeguarded for such use under Section 7(1) of the New Towns Act. The site forms part of the transition between the commercial uses on the edge of the town centre and existing suburban residential areas to the north. The Council therefore supports the development of this site for residential use. The design should integrate with existing properties along Priorslee Road to enclose the private space and provide better security to back gardens, and the residential development proposed to the west of Snedshill Way (SA10). Such considerations will also influence the likely densities achievable on the site. From an urban design point of view proposals will need to address appropriately the frontage of Holyhead Road, Snedshill Way and St George's roundabout by designing homes that face these routes thus allowing pedestrians to walk directly onto the street. Nonetheless, it is more suitable for vehicles to access properties from separate access points rather than directly off Priorslee roundabout or St George's by-pass. Such an arrangement can be achieved through the development of courtyards, for example.

**3.4.18** The site also exhibits a number of environmental features that provide opportunities for sensitive design solutions. These include the presence of a drainage ditch running north-south through the site, and banks of trees and vegetation around the site. Such features will be incorporated into the design in order to provide for sustainable drainage systems and enhanced areas for wildlife.

**3.4.19** In light of a number of representations made at the Preferred Options stage, the Council has revised the estimated site capacity from 110 dwellings to around 100 units, a change in density from 45 dwellings per hectare (dph) to 40 dph. This density is considered achievable as the site will accommodate a range of dwelling types and sizes, including houses and apartments to meet the needs of different households.

**3.4.20** With reference to development and flood risk, the site lies fully in Flood Zone 1. A drain flows through the site with some risk posed; a development easement for development from the top of the banks of the drain should be negotiated with the Environment Agency. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA9, development will include specific flood attenuation measures, as shown indicatively on the character area map.

## 3 Character Areas

3

### SITE ALLOCATION

#### SA9 - Land North Of Priorslee Roundabout

Development that accords with the principles in this policy will be supported:

- Development will be for residential use, creating strong built frontage onto all new and existing streets and roads, including Holyhead Road, St Georges by-pass and Snedshill Way;
- Site capacity of approximately 100 dwellings, providing a mix of dwelling types for a range of households.
- Vehicle access will be provided from Holyhead Road and Snedshill Way, along with other junction improvements, as shown on Map 5;
- The site layout will incorporate specific flood attenuation measures, as indicated on Map 5, in line with the Surface Water Area Action Plan for the site;
- Proposals will seek to maintain a woodland corridor by integrating existing woodland features into the overall design, where appropriate;
- Development will also address geotechnical constraints, and the relationship to existing properties along Priorslee Road.

#### Holyhead Road (SA10)

**3.4.21** The Holyhead Road site is located at the junction of HolyHead Road and Snedshill Way opposite Site CP5 - St Georges. It is identified as a residential commitment in the Local Plan, and is subject to Section 7(1) of the New Towns Act. The site is owned by the Homes and Communities Agency.

**3.4.22** The site is different topographically to SA9 having greater potential for higher densities by its relationship to the Holyhead Road and for exploiting the benefits of its prominent and highly visible location. The site's primary relationship is to the existing residential area to the north. However, to the immediate west is St Peter's Church, a Grade II Listed Building and a prominent landmark in the local area. It will require a sensitive design response in order to maintain the visual significance of the church. A number of existing dwellings are located along Church Road, which back onto the site, and will need a sensitive design response to safeguard residential amenity. Densities should reflect the differing character across the site.

**3.4.23** With reference to development and flood risk, the site lies fully in Flood Zone 1 and some drains exist within the site. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA10, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA10 - Holyhead Road

Development that accords with the principles in this policy will be supported:

## 3 Character Areas

- Development will be for residential use, creating a strong built frontage;
- Site capacity is approximately 40 dwellings, providing a range of dwelling types;
- Vehicle access will be provided from Snedshill Way, along with other junction improvements, as shown on Map 5;
- Development will be sensitive to the historic character and setting of St Peter's Church through appropriate arrangement of new dwellings and public space;
- The site layout will incorporate specific flood attenuation measures as indicated on Map 5, in line with the Surface Water Area Action Plan for the site;
- Development will need to address geotechnical constraints.

**3.4.24** The Greyhound Link (CP7) is a significant highway and movement corridor and proposals for this are considered under Policy CT7.



## 3 Character Areas

3

### 3.5 Malinslee Character Area

#### Existing Characteristics

**3.5.1** Malinslee is a large residential neighbourhood located to the south west of the Central Telford area. Whilst Malinslee is geographically very close to the town centre it feels quite separate from it due to its inward facing design, the separating effect of Spout Mound and dense tree planting along the boundary with Telford Town Park. This has led to poor physical connections between Malinslee and the town centre despite their close proximity to one another.

**3.5.2** As part of the regeneration work in Malinslee being led by the Dawley and Malinslee Regeneration Partnership, the local centre and Langley and St. Leonard's schools are currently in the process of being redeveloped. This is proposed to deliver a new primary school (which is now built), a new doctor's surgery, four new retail units, a child development centre (completed in August 2009) and some limited residential development, and open space. Alongside the redeveloped school, the centre forms a key element of the wider mixed-use development planned for the Malinslee area. The spatial development issues that have been highlighted in the undertaking of this regeneration project have been taken into account in informing this Area Action Plan, and further details of proposals are set out for the Langley & St Leonard's School site (SA12).

**3.5.3** The focus for Malinslee is therefore on promoting the continuing regeneration of its residential environment and enhancing its relationships and connections to Telford Town Centre, Telford Town Park and the Old Park Character Area. In particular, improved connections between Malinslee and the Town Centre offer significant opportunities for the physical, social and economic regeneration of the area, for example by improving access to jobs. The strongest existing link between Malinslee and Telford Town Centre is the pedestrian and cycle route that runs along Spout Lane from Malinslee Local Centre to Southwater Way. This is particularly well used and, as the north eastern part of the route falls within the Malinslee Link site allocation, development here will have a significant impact upon the integration and connections between the two areas. As the Malinslee Link site falls within the Town Centre Character Area, the principles for its future development are detailed in that section.

**3.5.4** Like many other New Town residential estates, Malinslee was planned to contain a large supply of green space embedded within its built form. Significant areas of green space exist within the character area, examples of which include the playing fields off Alma Avenue, the large area of green space between Prince Charles Crescent and Queen Elizabeth Way, and the green space with play areas at the junction of Royal Way and Brunel Road. This Area Action Plan will continue to protect such locally important areas of green space and will promote their enhancement.

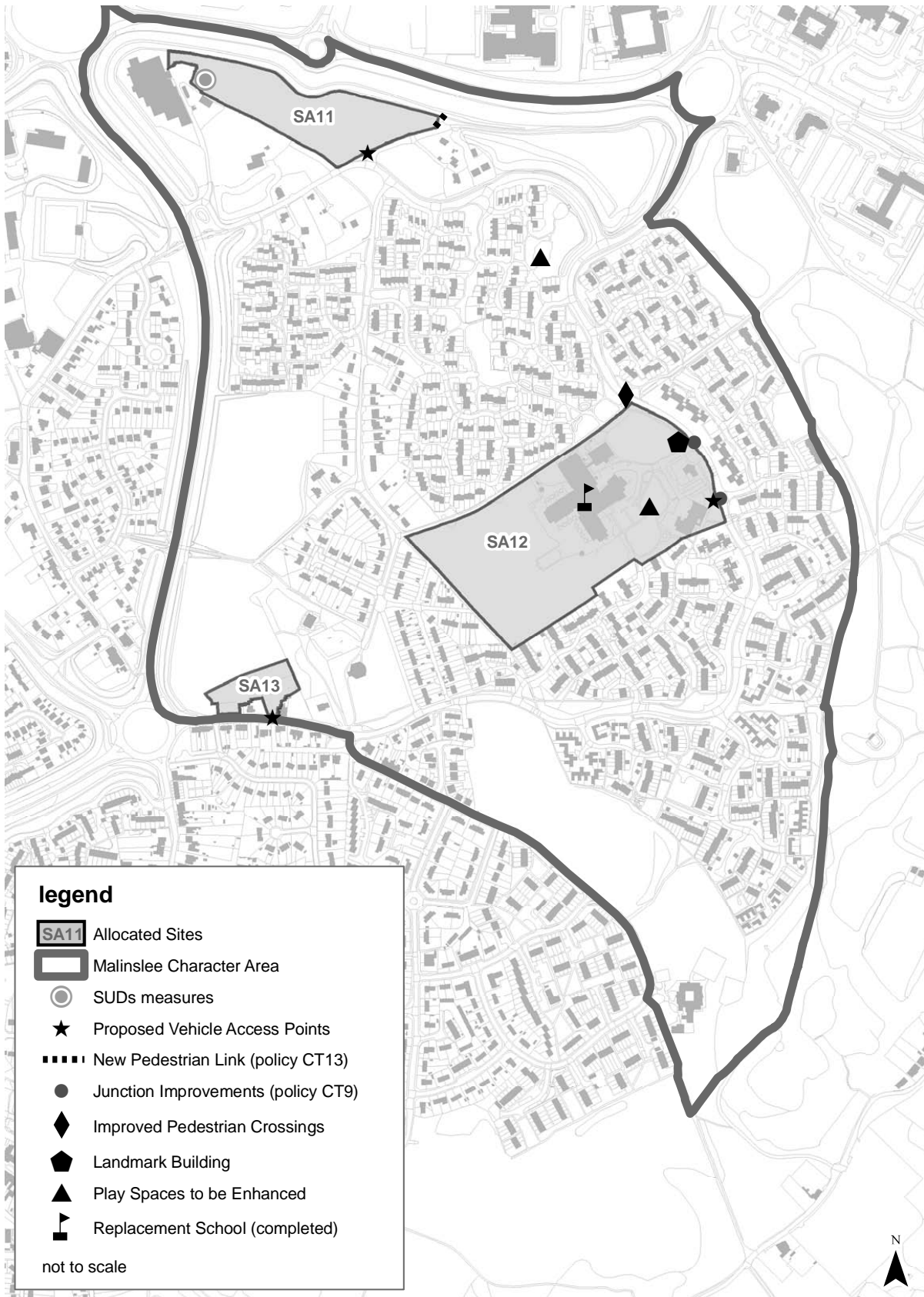
#### VISION

Malinslee Character Area will be the focus for new residential development alongside enhancements to community and educational facilities for local residents. This will include provision of a new primary school, a Child Development Centre and a redeveloped local centre, as well as continued protection of open space that exists in the area. The area will also see improvements in linkages to the town centre.



# 3 Character Areas

Map 6 Malinslee Character Area



## 3 Character Areas

3

### Key Strategic Development Objectives

**3.5.5** The Central Telford Area Action Plan has a fundamental role to play in delivering the spatial aspects of the regeneration of Malinslee. The key principles for the regeneration of Malinslee are considered to be:

- Regenerate the environment of Malinslee through improvements to the built environment;
- Protect and enhance the natural environment of Malinslee, including seeking enhancements to open space provision;
- Regenerate and improve the community facilities in Malinslee, in particular the existing community centre;
- Replacement of Langley and St Leonard's school with a modern state of the art new school;
- Establish improved physical and visual linkages to the town centre, in particular via the Southwater area and the Town Park.

### Site Specific Development Policies

#### Park Road (SA11)

**3.5.6** In line with the key objectives of the Central Telford Area Action Plan, this brownfield site will be developed for housing. Development of this site will deliver better integration between the area and existing areas of Malinslee, and will improve non-vehicular access to the town centre and Old Park. Good public transport access is already provided via four routes to the town centre along Royal Way, Dawley Green Way and St Leonard's Road.

**3.5.7** Since the consultation at the Preferred Options stage planning permission has been granted in October 2007, subject to a Section 106 Agreement, for the development of 59 dwellings to the south of the site at the Royston and Rosecroft. This has led to a reduction in the site area, a consequent change in the site boundary and proposed uses to allow for the creation of a high quality residential environment in this part of Malinslee.

**3.5.8** With reference to development and flood risk, the site lies fully within flood zone 1. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA11, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA11 - Park Road

Development that accords with the principles in this policy will be supported:

- The site will be developed for residential use. Site capacity is approximately 75 dwellings;
- Vehicle access will be from Park Road, along with junction improvements into the site, as shown on Map 6;
- A new connection will be established to the existing cycleway on West Centre Way, as shown on Map 6;

## 3 Character Areas

- The site layout will incorporate specific flood attenuation measures as indicated on Map 6, in line with the Surface Water Area Action Plan for the site;
- Development will also address the relationship of site to existing employment uses in adjacent areas the enhancement of natural features on site and geotechnical constraints.

**3.5.9** The Malinslee School site (MA2) comprises a strip of land currently associated with Mainslee School. The site forms part of a wider site, known as Dawley Park, which is currently being considered as a potential housing allocation. However, the majority of this site lies outside of the CTAAP boundary. This area is not considered to be suitably accessible to the town centre to justify allocation on its own through the CTAAP. A subsequent DPD will therefore consider the allocation of the Malinslee School site for housing. Consequently, the reference to MA2 Malinslee School in the Action Plan has been removed in order to avoid confusion and the boundary to the plan has subsequently been altered accordingly.

### Land at Langley & St Leonard's Schools, Spout Lane (SA12)

**3.5.10** This is a new site identified since the publication of the Preferred Options Report 2007, and is currently owned by Telford and Wrekin Council. Malinslee Local Centre is currently under redevelopment on part of the site as part of the overall regeneration of the area, as summarised above. Under specific proposals within the site, the Child Development Centre, known as The Stepping Stones Centre, was completed in August 2009. This is a £1.8 million joint initiative between the Telford & Wrekin Primary Care Trust and Telford & Wrekin Council, aiming to improve outcomes for children and young people with disabilities by providing care closer to home and appropriate, timely support for families and carers.

**3.5.11** In terms of other aspects of the project, planning permission has been granted, in outline, for residential development in the south-eastern corner of the site. A subsequent planning application will be submitted later in 2010 relating to additional health facilities and retail shops. Any development should also deliver further green space provision to compensate for losses resulting from the redevelopment of the schools and the local centre.

**3.5.12** With reference to development and flood risk, the site lies fully within flood zone 1. In line with the Surface Water Action Plan prepared for the site, development will include specific measures stated in proposal SA12 and shown indicatively on the character area map.

## SITE ALLOCATION

### SA12 - Land at Langley & St Leonard's Schools, Spout Lane.

Development that accords with the principles in this policy will be supported:

- The site will be redeveloped for a mix of uses, including health, education, leisure, small-scale retail and residential purposes. Site capacity is approximately 30 dwellings;
- Vehicle access will be provided from Brunel Road, along with other junction improvements, as shown on Map 6;

## 3 Character Areas

3

- Play facilities supporting the needs of children and young people in the area will be enhanced. Land to the western edge of the site will be laid out as public open space;
- The site layout will incorporate specific sustainable urban drainage measures as indicated on Map 6, in line with the Surface Water Area Action Plan for the site;
- Development should retain and enhance natural features on site, in particular existing hedgerows.

### Land at Church Road (SA13)

**3.5.13** This site is located in the southwest corner of the Malinslee Character Area immediately north of Brunel Road. The site sits to the north of existing residential properties and adjacent to local community facilities, including an area constructed for cyclists and skateboarders. Part of the site comprises open land that has been assessed as part of a review to the Green Network carried out in 2008. This small area of land is considered not to meet the objectives of the Green Network and is therefore included as part of the development site. The Council considers that the most appropriate use for the site is residential. New proposals will need to respond positively to the surrounding area, including appropriate orientation of buildings and sensitive boundary treatment adjacent to the cycle/skate park area.

**3.5.14** With reference to development and flood risk, the site lies fully within flood zone 1. The Surface Water Area Action Plan prepared for the site provides some additional site-specific analysis of flood risk issues. For Site SA13, development will include specific flood attenuation measures, as shown indicatively on the character area map.

### SITE ALLOCATION

#### SA13 - Land at Church Road

Development that accords with the principles in this policy will be supported:

- The site will be developed for residential use;
- Site capacity is approximately 15 dwellings;
- Vehicle access will be provided from Church Road, as shown on Map 6;
- The site layout will incorporate specific flood attenuation measures, in line with the Surface Water Area Action Plan for the site;
- Development will incorporate a suitable distance buffer between adjacent play facilities and the new dwellings, in line with Council requirements;
- Development will also address the need to respect the setting of St Leonard's Church.

## 3 Character Areas

### 3.6 Hollinswood Character Area

#### Existing Characteristics

**3.6.1** Hollinswood is located to the south east of Telford Town Centre (see Map 12). The area is only about 10 minutes walking distance from the Town Centre but the pedestrian links are of poor quality. This is exacerbated by the roads that surround the area, acting as barriers to pedestrian movement, most notably Grange Central, the Queensway (A442) and St Quentin Gate.

**3.6.2** A notable feature of Hollinswood is significant amounts of green space. The most important is to the south, Randlay Wood Wildlife site, which abuts the north easterly edge of Telford Town Park. Randlay Wood Wildlife site extends into the area adjacent to Hollinswood Junior and Infant School's playing fields. Much of these green spaces are designated as Green Network (under Wrekin Local Plan saved Policies OL4 & OL5), however many are poor quality and are in need of improvement. Hollinswood Local Centre and part of the Schools are in the Environment Agencies Flood Zones 2 and 3, which are classified as areas of 'low to medium' and 'high' respectively.

**3.6.3** With regard to other types of green space, the Council's Local Play Strategy 2007-2017 identifies a number of play facilities that will be improved in the coming years. These are identified on Map 30 within the Natural Environment section, but are also shown on the Hollinswood Character Area map 7. The programme for improvements support the objectives of this Plan relating to green space. They will be subject to the necessary capital and revenue funding being secured through the Council's own resources and via external funding streams, for example Lottery funding.

**3.6.4** There is a mix of maisonettes, flats and bungalows and the tenures of the properties are diverse. In addition, the Wrekin Housing Trust is currently leading a regeneration project to address some of the environmental and deprivation problems associated with Hollinswood. A particular need for further provision for young people, such as a youth centre, has been identified by the regeneration project.

**3.6.5** The existing strengths of the Hollinswood area will be supported and the investments already made and regeneration work already carried out underpinned by further promoting a high quality, sustainable, predominately residential environment in Hollinswood, with associated improved community facilities. This will include enhancing open spaces and improving links to the Town Centre.

#### VISION

The Vision for Hollinswood Character Area is to support the ongoing regeneration of the area and encourage measures to achieve greater connectivity to the town centre for local people, by securing better physical links to the town centre.



## 3 Character Areas

3

Map 7 Hollinswood Character Area





## 3 Character Areas

### Key Strategic Development Objectives

**3.6.6** In summary, any development or regeneration in Hollinswood Character Area should deliver:

- Improved pedestrian and visual links between Town Centre, Southwater and Hollinswood;
- Protect and enhance the green spaces in Hollinswood, especially Dalelands open space;
- Seek provision for young people, e.g. youth centre or multi use games facilities.

**3.6.7** Whilst no specific site allocations exist within Hollinswood, it is important that the Plan recognises the wider objectives for the area and that Plan is effective in trying to deliver them. This is set out in the following policy.

### Character Area policies

#### POLICY

##### HO1- Hollinswood

The Council will seek to deliver the following key elements in the Hollinswood character area:

- improved links to the town centre (Site Allocation 1);
- improvements to green spaces for children and young people, as identified in the Local Play Strategy (Policy CT19);
- protect and, where possible, enhance Randlay Wood Wildlife (Policy CT16); &
- a greater mix of dwellings to meet future housing needs should any residential development proposals emerge during the plan period (CT5a/CT5b).

## 4 Policy Areas

## 4 Policy Areas

### 4.1 Mixed Use

**4.1.1** The Central Telford area contains a variety of different uses but like many other parts of Telford developed during the New Town era, they tend to be grouped into different single use zones separated by large areas of open space or major highways.

**4.1.2** For the purposes of this Area Action Plan, mixed use is defined as where two or more uses occur within the same building or space or within very close proximity to each other.

**4.1.3** The purpose of this policy is to help create a more sustainable place including:

- Making more efficient use of land and buildings;
- Helping to broaden the range of uses and extend the activity of the Town Centre;
- Achieving greater pedestrian activity and opportunities for social interaction;
- Convenient access to facilities with less need to travel, particularly by car;
- The appearance and interest of varied buildings in close proximity to each other;

**4.1.4** The Council will pursue measures to help create more mixed use forms of development, such as more comprehensive and coordinated development schemes. In order to make such development successful the Council will also seek improved connections between areas, especially for pedestrian movement.

**4.1.5** The composition and extent of mixed use development will vary across the Central Telford area and will be informed by the objectives, opportunities and constraints of the individual Character Areas. Mixed use development will be critical in the Town Centre and the Town Centre Core in particular in order to deliver an urban centre that provides a broader and more integrated range of uses and activities.

**4.1.6** In other areas of Central Telford, however, mixed use development may not always be realistic or desirable, in that it may introduce uses which could be incompatible with existing uses or with the main elements of a scheme. This will be especially important with residential areas, since it will necessary to ensure that other developments will not lead to an unacceptable living environment.

### POLICY

#### CT1 - Mixed Use

The Council will require development proposals to demonstrate that the opportunity for mixed use development has been explored.

## 4 Policy Areas

### 4.2 Retail

#### Introduction

**4.2.1** Telford is an important sub-regional centre within the West Midlands regional network of strategic town and city centres. Whilst retailing is a key component of the Town Centre economy, Telford has a comparatively weak and immature retail offer.

**4.2.2** The Vision for the Town Centre is to provide a vibrant commercial, cultural and active heart to the town with a diverse range of uses. The Town Centre redevelopment proposals have a critical relationship to Telford's role as a New Growth Point. In order to increase the attractiveness of the town to new residents and attract housing to the Town Centre, it is important to begin improving the Town Centre at the earliest opportunity.

**4.2.3** In order to deliver a modern Town Centre with vibrancy and vitality, capable of supporting a high level of growth, it is critical to diversify the range of uses. The Town Centre currently has no housing market and a very limited leisure and evening economy. Existing land values in the Town Centre are relatively low for most uses, although the retail market is stronger relative to other uses. Retail will therefore be key to the overall regeneration of the Town Centre.

#### Existing retail in the Town Centre - The Existing Shopping Area

**4.2.4** The area within the Box Road is the main focal area for retail in the Town Centre. Whilst a strength of the Shopping Centre is its wide range of major 'chain' retailers, it lacks independent retail outlets and other facilities in the Shopping Centre are limited to banks and building societies plus a few food and drink outlets, particularly in the adjacent Central Square. Activity in the Town Centre is largely limited to the opening hours of the Shopping Centre with limited opportunities for activity in the evening.

**4.2.5** Surface parking is a major land use here, but it represents an inefficient use of land and there is scope to remodel the car parking to include multi-storey facilities as part of mixed use developments. In addition the existing shopping area has poor connections to the rest of the Town Centre, with the Box Road being a major constraining factor.

**4.2.6** There is therefore considerable potential to improve the existing shopping area by providing further retail, diversifying its range of uses and improving its connections to the surrounding areas.

#### Existing retail in the Town Centre - Southwater

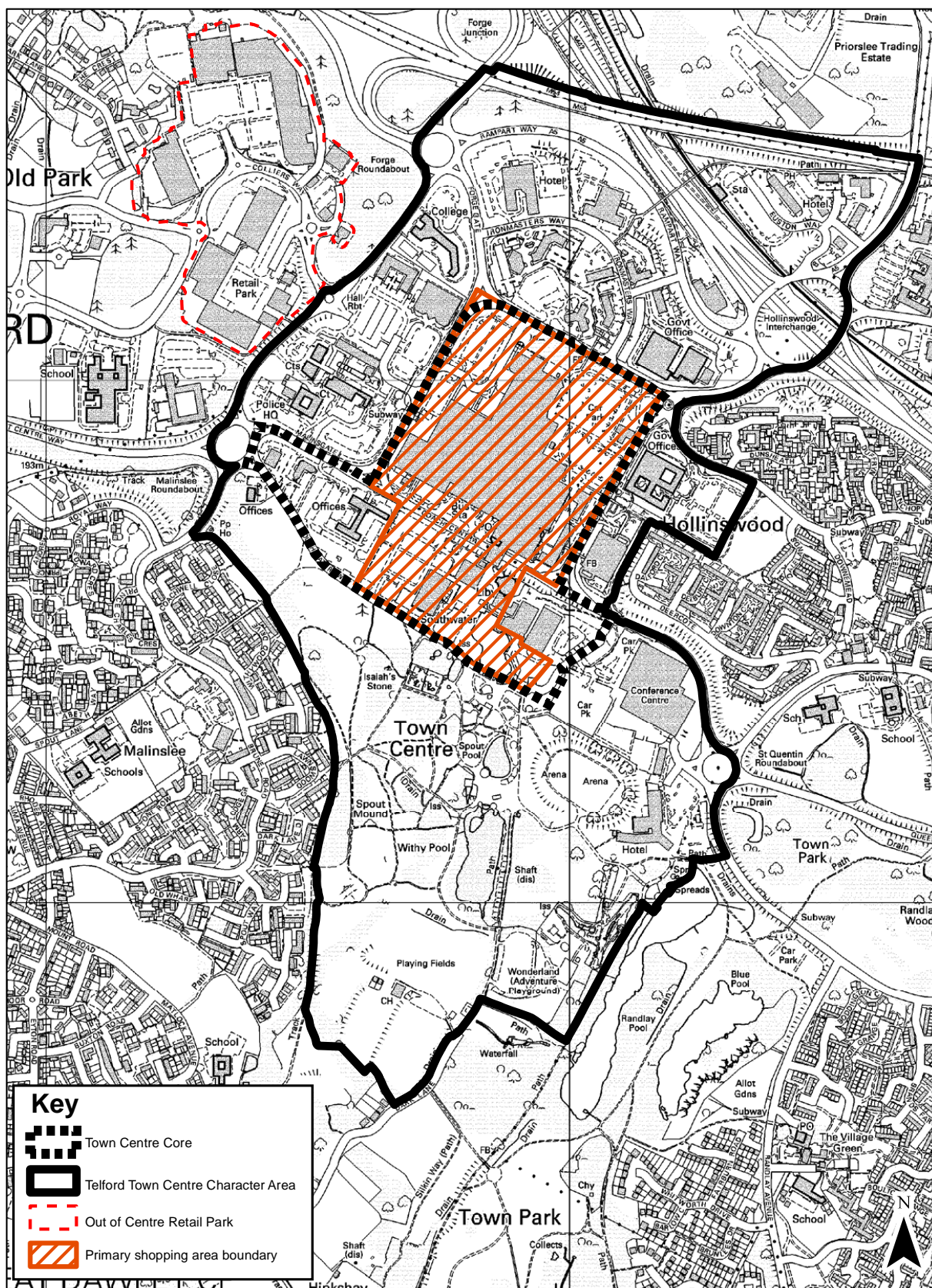
**4.2.7** The Southwater area is a long strip of land immediately south-west of the Shopping Centre, stretching from the Severn Gorge Public House in the west towards the Telford International Centre in the east. It presently comprises of a disparate range of poorly connected uses. This includes some retail uses, immediately opposite the existing shopping area. These retail units are two poor quality unsightly green buildings surrounded by extensive areas of surface car parking. There are however key town centre uses here, including the Library, Meeting Point House and the Council Offices.

**4.2.8** This Area Action Plan identifies Southwater as an opportunity area for mixed use regeneration, comprising retail, offices, leisure, food and drink outlets, community/civic uses, and housing, with retail being a key component to deliver the use mix.



## 4 Policy Areas

Map 8 Town Centre Core showing the Primary Shopping Area



Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office  
 © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings  
 Borough of Telford & Wrekin Licence No 100019694. Date. 2010  
 R:/LDF/CTAAP2/Resubmission/changesatexamination/Map 8 Town Centre PostExamFinalDec2010.mxd

## 4 Policy Areas

4

### Approach to new retail provision

**4.2.9** The Council commissioned a strategic retail study to assess the quantitative need for retail in the Borough (WYG Retail and Leisure Study, 2006), which was updated in 2009 (White Young Green, 2009). The study essentially calculates floorspace need on the basis that the Town Centre will retain its current market share.

**4.2.10** Based on an additional 26,500 houses in the Borough by 2026, the study identifies a need for 35,980 sq. m gross comparison (non food) retail by 2016 and 65,720 sq. m gross comparison retail by 2021.

**4.2.11** The White Young Green study (2009) also identifies a need for an additional 7,875 sq. m gross convenience (food) retail by 2016 and 10,740 sq. m gross convenience retail by 2021. The convenience floorspace figures stated are based on the upper end of a range identified in the WYG study and the Council regards these as indicative figures. Individual development proposals will have to demonstrate that the level of convenience retail proposed complies with relevant policy, such as national Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) .

**4.2.12** As noted above, there is a clear need to encourage the long term regeneration of the Town Centre by providing for substantial retail-led redevelopment schemes. Although such proposals would be developed over a period of time extending well beyond the plan end-date of 2016, there is a need to prioritise this retail provision into this Area Action Plan period. This is vital in order to give investors confidence to invest both in further retailing in Telford and to secure a comprehensive mixed use redevelopment of Telford Town Centre. Taking account of the need to bring forward the regeneration of the Town Centre by meeting the retail need identified in the period to 2021, 65,000 sq.m gross comparison retail is allocated in Policy CT2. This is consistent with the evidence base, as explained in the above paragraphs.

**4.2.13** The Council has carried out a 2009 update to the WYG Town Centre Capacity Study (2008), which looked at the capacity of sites in the Town Centre to accommodate the retail need identified in the WYG 2006 Retail Study. This study has been updated to take account of the revised overall retail need (White Young Green, 2009). The study has also re-evaluated the sites in the existing shopping area to take account of the fact that a wider mix of uses is now envisaged in this area, as compared to the CTAAP Preferred Options Report. In the context of the vision to deliver redevelopment with a mixture of uses, the comparison and convenience floorspace cannot be fully accommodated in the existing shopping area.

**4.2.14** Whilst the majority of new retail development will still be expected to come forward in the existing shopping area, it is also planned that a subsidiary proportion of the retail development will come forward in the Southwater element of the Primary Shopping Area as a key element of comprehensive development proposals.

**4.2.15** Parts of the Southwater area which fall within the Town Centre Core have been identified as an appropriate location to be included within the PSA. This area is adjacent to the existing shopping area, it contains main Town Centre uses and has potential to create a focal point for the town at Southwater Square.

**4.2.16** Policy TC1 therefore identifies TC1a (existing shopping area), the majority of TC1b (West Southwater) and TC1c (Central Southwater), collectively as the new Town Centre Core.



## 4 Policy Areas

**4.2.17** This vision of a comprehensive mixed use regeneration of the existing shopping area and Southwater is shared by those responsible for the major opportunity areas for retail development in the Town Centre. With regard to the Shopping Centre, comprehensive mixed use proposals have emerged (in a concept referred to as "The Round") since the publication of the Area Action Plan Preferred Options Report;(September 2007). Detailed proposals in the Southwater Area are also currently under preparation by various landowners here, again seeking a mixture of uses.

**4.2.18** The quantity of retail provision beyond 2016 will be reviewed at a future date. It is anticipated that in bringing forward the identified retail need to 2021 into the Area Action Plan period, no further retail allocations will be required in the period 2016 to 2021.

**4.2.19** Retail development in out-of-centre locations will be resisted, as such growth would undermine the vitality and viability of Telford Town Centre. The White Young Green Retail Study (2009) has identified that there is enough capacity in central and edge-of-centre locations to meet retail need over the plan period. When determining out-of-centre retail applications the principles of PPS4, in particular its sequential approach to site selection, will be applied.

### POLICY

#### CT2 - Retail

Within the Town Centre Core, new comparison (non food) and convenience (food) retail development will be permitted to meet the identified need in the Town Centre and facilitate its regeneration. This should come forward in the form of mixed use proposals

No more than an additional 65,000 sq. m (gross) comparison retail development will be provided in the Town Centre Core over the period to 2016. Approximately 50,000 sq. m of this should come forward within the Existing Shopping Area part of the Primary Shopping Area (PSA) with approximately 15,000 sq. m within the part of the Primary Shopping Area at Southwater.

Existing retail frontage in the Town Centre Core will be protected by resisting the loss of retail to other uses, and by ensuring that any future development is located where it does not undermine the role of the Primary Shopping Area as the main location for town centre shopping.

## 4 Policy Areas

### 4.3 Employment

**4.3.1** The Vision for Central Telford set out in Policy CS4 of the Core Strategy places it as the main centre in Telford & Wrekin where major employment developments are to be located. A healthy and viable economy, with improved local skills is key to the prosperity of Central Telford and the town centre in particular. Growing and strengthening the economy of the central area will be crucial to the vitality of Telford & Wrekin as a whole, and the wider sub-region.

**4.3.2** The Council's Economic Development Strategy (2005) envisages that by 2021 Telford & Wrekin will be a place with:

- A diversified economy which is resilient to shocks and cycles in individual business sectors
- Recognised strengths in certain knowledge-intensive industries with long-term growth prospects, including value-added manufacturing
- The highest output growth in the West Midlands over the last 15 years
- A workforce of about 110,000 people, recognised for its high skill levels, and with average wages matching the UK norms
- An accessible, proud, vibrant and diverse city, at the heart of a Borough which has a reputation for innovation and for quality of life

**4.3.3** This chapter of CTAAP supports this vision by providing sufficient employment land and floorspace to strengthen Telford's role as a centre for growth. Growth of knowledge based and service sector industries will be supported, and Central Telford will become the primary focus for B1 developments in Telford & Wrekin. Employment development will be integrated with other uses to encourage increased economic diversity, and homes and jobs will be located close to one another to reduce the need to travel.

#### **The current pattern of employment provision and economic activity in Central Telford**

**4.3.4** The Central Telford area already contains a large and diverse range of employment opportunities. Existing established employment areas are concentrated in and around the Town Centre, Central Park and Old Park Character Areas. In these areas there are large employment parks located at Ironmasters Way, Stafford Park and Central Park. Further smaller scale employment areas are located throughout the area such as those at Euston Way, Telford Square, Central Square and Old Park. The vast majority of these established employment areas are B1(a) (office) and some limited B1(b) (research and development) and B1(c) (light industrial uses).

**4.3.5** There is a high level of in-commuting to Central Telford for work which is partly facilitated by the generous provision for motor vehicle traffic that currently exists in the area. This is also reflected by the location of many existing employment areas close to major road intersections on the A5, A442 and M54. Improving access to more sustainable transport modes from both new and existing employment sites is a key priority for this Area Action Plan.

## 4 Policy Areas

### Existing employment areas

**4.3.6** The Council will seek to retain existing employment uses. Proposals in the Central Telford area for changes from an existing B1 employment use to another type of land use will be resisted. A greater mixture of uses located close to existing employment areas will be encouraged in accordance with Policy CT1. New residential development to be located in the Central Park and Old Park Character Areas are examples of this.

### New Office Development

**4.3.7** The 2006 Telford & Wrekin Employment Land Review indicated that there is a need for approximately 148,888 square metres of office floorspace in the Borough by 2016. In order to balance office developments in Central Telford with other land uses needed, this Area Action Plan identifies sites to accommodate 110,000 sq. m. of the overall floorspace requirement. A breakdown of this floorspace requirement is set out in Table 8 of the Delivery Chapter. This Plan brings forward office floorspace early on in order to encourage the redevelopment and regeneration of the town centre and to meet locally identified need.

**4.3.8** In line with the needs identified in the Economic Development Strategy (2005), the Council will support the speculative development of commercial premises in Central Telford, especially high quality, small office accommodation and incubator units.

**4.3.9** PPS4 considers town centres to be the first choice location for office developments. The Town Centre Character Area is therefore the priority location for new office development. The wider Central Telford area is appropriate for some office development where there is a close relationship to the town centre. Where this relationship does not exist, better access to the town centre should be provided as part of the development of sites. The Area Action Plan's approach to identifying locations for office development outside of the town centre follows that set out in national policy (PPS4). All of the sites fall within edge-of-centre locations and have good access to Telford Central Railway Station or bus access, in accordance with PPS4.

### Diversification of the economy of the town centre

**4.3.10** New office developments in Central Telford will be well integrated with other types of land use (such as retail, leisure and housing) within mixed use developments, in accordance with Policy CT1. This will be a high priority in the Town Centre Character Area which is currently dominated by independent land uses that do not interact well with each other. This limits the economic potential of the area. Southwater will be an important location for mixed use development, where offices can be located in upper floors above other uses such as retail units and food & drink outlets.

## POLICY

### CT3 - Employment

In order to deliver the 110,000 sq. m. of B1a office floorspace required in Central Telford up to 2016, a sequential approach is to be applied.

## 4 Policy Areas

4

Opportunities to locate new office development within, or at the edge of the town centre must be exploited first. The remainder of Central Telford will accommodate office development that cannot be located within or adjacent to the Town Centre Core.

In the Town Centre Character Area, office developments will be encouraged as part of mixed use sites. Out of centre proposals for office development will be required to demonstrate how direct pedestrian access to the Town Centre Core, or sustainable forms of public transport, will be delivered. Where this access is not currently available, it must be provided as part of the development.

The existing established employment uses in Central Telford will be protected. Proposals for change of use away from B1 employment use will be resisted unless:

- They form part of a mixed use development where employment remains the dominant land use, and the requirements of Policy CT1 can be satisfied;
- The proposal is for small scale convenience retail or A3 uses to serve the day to day needs of the workforce.

## 4 Policy Areas

### 4.4 Housing

**4.4.1** As a strategic town centre identified by Policy CS4 of the Core Strategy, Central Telford is the main location for major residential development in Telford & Wrekin.

**4.4.2** Out of the 25,000 new homes to be delivered in Telford, 2,548 (or just over 10% of the total) are proposed in this Area Action Plan up to 2016. Full details about the sites, their capacity, phasing and mixture of uses, is set out in Table 6 of the Delivery chapter, and in the Character Area chapters.

**4.4.3** In order to ensure that this level of development can be delivered in a balanced and sustainable way, this chapter sets out the scale, size, type, tenure and mixture of housing needed to balance with the existing housing stock and with other types of land use.

**4.4.4** The Strategic Housing Market Assessment (SHMA, 2009) and the Economic Development Strategy (2005) forecast that in the future there will be more high earners working in Telford & Wrekin, especially in the town centre. Good quality, high density housing in the form of flats and apartments in town centre locations will be needed to accommodate the needs of these growing sectors. Lower density housing for families will be needed in locations further out of centre. The SHMA supports this approach:

**4.4.5** *“Demographic forecasts show substantial growth in single person households and this would on its own suggest focus on smaller units. However, the Borough’s economic objectives seek improvements to the housing offer across the spectrum, and this would suggest a more mixed pattern of provision, or even a concentration on larger units, enabling more affluent households to trade up, releasing lower value and smaller units for other households. Policies to regenerate the town centre would suggest a focus here on smaller flats and apartments seeking to attract younger people”* (SHMA 2009 update, Paragraph 6.48)

**4.4.6** The findings of the Council's Strategic Housing Market Assessment, when applied to the town centre, indicate that 61% of the 2,548 new dwellings in Central Telford will need to be apartments of two or more bedrooms. These will primarily be located in the Town Centre Character Area. The Council will also accept a number of smaller one bedroom apartments here, given the need to encourage new housing development and to reflect the high density levels proposed in this area. The remaining 39% of the 2,548 homes will comprise of housing units of two bedrooms or more. This approach supports key activity 2.9 of the Economic Development Strategy (2005).

**4.4.7** Hollinswood and Malinslee presently contain the vast majority of the existing housing stock in Central Telford. These are both large residential estates that were planned and constructed as part of the development of the New Town. They contain a predominance of medium to high density terraced housing and flats. Whilst this Area Action Plan contains no specific proposals for housing development in Hollinswood, any proposals that do come forward over the plan period will need to contribute towards improving the range of mix and housing. In line with the requirements of the SHMA, new residential development in Hollinswood and Malinslee will need to cater for larger, family households in medium density developments.

## 4 Policy Areas

4

**4.4.8** Old Park contains an existing area of housing located along Park Lane. These properties comprise of, mainly, larger detached and semi-detached properties. A range of housing including smaller houses and some apartments will be needed here in order to improve the housing mix.

**4.4.9** The Town Centre Character Area contains no existing housing, so there is no context for new development to balance against. There is instead an opportunity to introduce a new housing market here with innovative styles, form, design, range and mixture from the outset.

**4.4.10** The SHMA suggests that the main types of housing to be accommodated in the Town Centre Character Area will need to be one, two and three bedroom apartments. These will be integrated with other uses within mixed use development schemes by locating them on upper floors above retail, office and other commercial uses. This is in line with other town centres and the requirements of PPS4. The range and availability of services and facilities, such as an improved night time economy in the town centre, will need to be broadened to make the area a more attractive environment in which to live.

**4.4.11** Flexibility will be required in the Town Centre, particularly in the early years of the plan, to ensure that a new housing market can be created.

**4.4.12** Central Park also contains no existing housing. It is however adjoined by large existing residential areas at Priorslee and St. Georges. These areas comprise mainly of medium sized, semi-detached and detached properties. Medium density housing and apartments will be needed in this Character Area to support a more mixed pattern of development.

**4.4.13** A detailed breakdown of the recommended profile for dwelling sizes and types for each character area is included in Table 7 of the Delivery Section of this plan.

**4.4.14** The Supporting People Strategy (2005-2010) identifies a need to provide specialist and supported housing in the form of "Extra Care" housing for older and disabled people. The 2009 update of the Vision 2026 document also aims to provide 300 Extra Care homes by 2018, some of which will need to be accommodated in Central Telford. Although no specific sites have been identified for an Extra Care housing scheme in this plan, the Council will support such a proposal, particularly within the Town Centre Character Area. The development of an NHS/Social Care Health and Well Being Centre will also be supported.

**4.4.15** In line with the Government's requirements, the proportion of new homes that meet the Code for Sustainable Homes Level 4 or more and Lifetime Homes Standards will increase over the plan period.

### POLICY

#### CT4 - Residential Development

Development proposals will bring forward a total of 2,548 homes in Central Telford over the plan period.



## 4 Policy Areas

Of these, 61% (1,574 dwellings) will be apartments and will form the bulk of the 2,010 new homes to be located in the Town Centre Character Area. The remaining 39% of the housing requirement will be met by houses of two or more bedrooms, spread throughout the Central Telford area.

In considering the design and layout of residential development schemes, reference will also be made to policies CT1, CT14, CT15, CT16 and CT18 of this plan. Specific requirements for affordable housing are set out in Policy CT5.

New housing developments should contribute towards improving pedestrian, cycle and sustainable transport links in accordance with Policy CT13. In particular good access to the Town Centre Core will be required.

### Affordable Housing

**4.4.16** The recent economic recession has seriously affected the housing market both nationally and locally. Whilst falling house prices have improved affordability for some, the reduced availability of mortgage finance has meant that for many, especially first time buyers, the likelihood of being able to purchase a property remains low.

**4.4.17** The Council's SHMA recognises that Telford is a relatively low value housing market area, and that there are pockets of higher and lower values within the town. Priorslee, for example, which adjoins Central Telford to the east of the Central Park Character Area, is one of the highest value areas in the town, whilst Hollinswood and most of Malinslee fall within one of the lowest market value areas.

**4.4.18** Despite the recent downturn, average house prices increased 82% between 2002 and 2006 in the South Central sub-market area, within which much of Central Telford falls (SHMA, 2009 - Table 4.17).

**4.4.19** This has generated a net affordable housing need of 1,240 units per annum throughout Telford & Wrekin to fully meet housing need over the plan period (SHMA Table 6.4). This is broken down into an overall annual need for 984 for social rented housing units (79%) and 256 intermediate housing units (21%).

**4.4.20** The Affordable Housing Viability Study (AHVS) notes that the 1,240 dwellings per annum required compares with the Borough's overall housing requirement of up to 1,330 set by the Core Strategy. Paragraph 7.21 of the AHVS recommends that the Council maximises delivery of affordable housing in Telford in order to help towards meeting this large level of need. The same paragraph also recognises that affordable housing targets and thresholds should be realistic in terms of development viability.

**4.4.21** The SHMA suggests that an affordable housing target across the Council area of 40% of new housing provision would be appropriate to meet this need. The AHVS considers viability and advises that this figure is appropriate for the rural area, but that in Telford a 20% figure is more appropriate. This is deemed to be only viable at present where public subsidy, such as an HCA affordable housing grant, is available. Where public subsidy is not available for affordable housing provision the study suggests that an even lower level of affordable

## 4 Policy Areas

4

housing may need to be accepted (Where a significant level of public funding is available, the viability study states that the full 20% target level of affordable housing in Central Telford should be achievable from the start of development).

**4.4.22** These assumptions are based upon requirements such as Code for Sustainable Homes being at Level 3 and s106 contributions at £4,000, as set out in the viability study. Where other requirements such as these increase, the viability of schemes incorporating affordable housing development in Central Telford decreases. A balanced judgement will have to be made on planning application decisions, as to whether affordable housing or other requirements are needed the most within individual development schemes.

**4.4.23** As paragraph 7.36 of the AHVS states, it will be the responsibility of the developer to make the case that applying the affordable housing requirement makes the scheme unviable. Where this argument is put forward the Council will consider the case, and may or may not alter the requirement at its own discretion, based upon all of the evidence available at the time.

**4.4.24** In line with the recommendations of the AHVS, the Council will accept lower provision of affordable housing in the Town Centre Character Area, or may, if appropriate, waive the requirement entirely. This would only be considered where requiring affordable housing provision would compromise the viability of the scheme, or where the need for other requirements such as a higher level or Code for Sustainable Homes, Lifetime Homes, or s106 contributions is more pressing, and where no public funding is available. This approach will be reviewed via legal agreements attached to planning approvals. Conditions will need to be built in to such residential planning approvals in order to allow this to happen.

**4.4.25** The AHVS also considered the appropriate minimum threshold for residential development schemes to include affordable housing. Based upon the overall pattern of housing supply across Telford and Wrekin, the AHVS considered the existing threshold of 15 dwellings or above, as set by Wrekin Local Plan Policy H23, and PPS3, is appropriate.

### POLICY

#### **CT5a - Threshold and Percentage of Affordable Housing Required**

The Council will require affordable housing provision on development schemes of 15 dwellings or more throughout Central Telford.

In order to create a balance of housing tenures and to ensure an adequate supply of affordable housing to meet local needs, the Council will aim to achieve an overall level of 20% of new dwellings to be affordable across the Central Telford area. Evidence of viability will be considered in applying this target.

In the Town Centre Character Area the Council will accept lower provision or waive the affordable housing requirement, in the interests of supporting the development of a new housing market. This will only be considered where the developer has demonstrated to the Council's satisfaction that the requirement would make the scheme not viable, due to a greater need for other requirements such as those listed in 4.4.24, and where no public funding is available to support the scheme. In such cases the Council will include

## 4 Policy Areas

a clause in the legal agreement that the lower level or waived affordable housing requirement will be reviewed prior to implementation of the development, if this is more than 2 years after the date of the planning permission.

### 4.4.26 The Type, Size and Tenure of Affordable Housing Required

**4.4.27** The high levels of development proposed in Central Telford over the plan period will lead to a significant increase in the size of the local population. To ensure that mixed and balanced communities can be delivered throughout this period of great change it will be essential to ensure that a wide range of housing is provided and is affordable to those who need it most.

**4.4.28** The SHMA forecasts that in the period to 2016 the economic growth of Central Telford will result in a large polarisation of income levels, and subsequently an increase in those who require affordable housing to rent or buy.

**4.4.29** Table 6.7 of the SHMA shows that there is currently an overall surplus of one bedroom affordable houses and flats in Telford & Wrekin. The same table also shows a shortfall of all other affordable houses or flats with two bedrooms or more, with the shortfall being greatest for larger houses of four bedrooms or more. There is no break down of this shortfall into smaller areas of the Council area, so these needs are translated into this Area Action Plan in the context of existing housing stock.

**4.4.30** Hollinswood and Malinslee are both large residential estates that were built during the development of the New Town. They comprise mainly of one, two and three bedroom houses and flats. To increase the housing mix in these areas and to contribute towards addressing the shortfalls identified above, affordable housing in these Character Areas will need to comprise of relatively larger two, three and four bedroom housing and also some limited two bedroom flats.

**4.4.31** The Town Centre Character Area does not presently have a housing market to provide a context for new affordable housing development. The impetus here is to establish a housing market from scratch and so there will generally be a greater emphasis on delivering open market housing in this area. Where affordable housing is deemed to be appropriate as part of development schemes in this Character Area, it should be of the same size and type as market housing, i.e. apartments, but with an emphasis on two bedroom rather than one bedroom units, in order to contribute towards addressing the shortfall of these types of housing.

**4.4.32** Central Park and Old Park both contain large areas of land identified for housing. These are adjoined by existing detached and semi detached properties, generally with three bedrooms or more. New affordable housing in these areas will need to concentrate on housing units of two, three and four bedrooms, with some two bedroom apartments in order to balance the housing stock and to contribute towards addressing the overall shortfall of these housing types.

**4.4.33** The findings of the Council's SHMA indicate that the overall tenure balance in new affordable housing should be 79.4% social rented and 20.6% intermediate. For easier interpretation, this has been rounded to 80% social rented and 20% intermediate housing in this Area Action Plan.

## 4 Policy Areas

4

### POLICY

#### **CT5b - The Size, Type, Tenure and Spatial Distribution of Affordable Housing**

Where affordable housing is determined to be appropriate in development schemes, the Council will require the split of tenures to be 80% social rented and 20% intermediate housing.

New affordable dwellings in Central Telford will provide a mixture of housing sizes and types to address the shortfalls identified in the Strategic Housing Market Assessment, and to balance the existing housing stock:

- Hollinswood and Malinslee will require a greater stock of houses for families with two or more bedrooms, and some apartments with two or more bedrooms.
- Old Park and Central Park will require an emphasis on family housing units of two, three or four bedrooms, with some two bedroom apartments to meet the needs of couples and families.
- The Town Centre Character Area will comprise mainly of apartments with two bedrooms or more, and some two and three bedroom town houses, mainly to cater for young people.

In negotiating the exact dwelling mix to be achieved on development schemes, reference should be made to Table 6.7 of the Strategic Housing Market Assessment and Table 4.1 of the Affordable Housing Viability Study.

#### **Off-site and on-site provision of affordable housing**

**4.4.34** In order to achieve a greater mix and balance of housing and communities in Central Telford, preference is to be given to providing affordable housing alongside market housing within mixed use development schemes. An exception to this is in the Town Centre Character Area where affordable housing may be reduced or varied, in order to facilitate the creation of a new housing market.

**4.4.35** Off-site contributions for affordable housing may be considered where the developer can demonstrate that incorporating affordable housing within the scheme will make it not viable. The AHVS and viability toolkit will be used by the Council to determine whether a lower affordable housing requirement or an alternative dwelling mix could be applied to the scheme prior to considering off site contributions.

**4.4.36** The Government's consultation document on the Community Infrastructure Levy in July 2009 indicated that contributions for affordable housing will continue to be made through s106 agreements. This will therefore continue to be the case in Central Telford.

**4.4.37** The Council will engage and work with partners such as the Wrekin Housing Trust and the Homes & Communities Agency to ensure that the appropriate levels and mixture of affordable housing set out in this Area Action Plan can be delivered.

## 4 Policy Areas

### POLICY

#### **CT5C - On-site and off-site provision of affordable housing**

In Central Telford the Council will aim to deliver the affordable housing provision identified in policies CT5a and CT5b alongside market housing, on-site as part of mixed use development schemes.

Off-site provision will not be supported unless the Council is satisfied that the developer has adequately demonstrated that such provision will make the development scheme not viable. In such a case a lower level of on site affordable housing or an alternative dwelling mix will be negotiated by the Council prior to considering off site contributions. Reference will be made to the Affordable Housing Viability Study and the viability toolkit in negotiating these affordable housing requirements.

In the Town Centre Character Area, on site affordable housing may not be required or affordable housing requirements may be reduced, in accordance with Policy CT5a.

## 4 Policy Areas

4

### 4.5 Leisure, Culture and Tourism

**4.5.1** The Southwater area currently contains the highest concentration of leisure and cultural activities in the Town Centre. These include a library, bowling alley, bingo hall and an ice rink. There are also hotel and conferencing facilities located to the east of this area, concentrated around the Telford International Centre.

**4.5.2** Telford Town Park adjoins the Southwater area and is a significant leisure and tourism attraction both for people living and working in the Borough, and for visitors from elsewhere. The levels of activity and interactions between the Town Park, Southwater and the Primary Shopping Area need to be improved in order to create a more cohesive central area.

**4.5.3** Improving the leisure, cultural and tourism offer in Central Telford and siting such uses in close proximity to each other will help to create a more vibrant Town Centre. This will attract people to stay for longer during the day and into the evening, lengthening the daily use of the town centre and developing an evening and night time economy. This will also make the Town Centre a more attractive place to live and therefore also facilitate the delivery of new housing. In this respect, the development proposals identified within this plan will help to deliver the facilities required to create a Modern City - as identified in the Local Strategic Partnership's Vision 2026.

**4.5.4** Southwater (Central and East Southwater in particular) is ideally located to deliver expanded and improved leisure, cultural and tourism facilities. This will contribute to meeting the objectives of this Area Action Plan to improve connections and increase activity between these areas and will help to create a more vibrant town centre. More limited development of new leisure, cultural and tourism facilities will also be appropriate in the existing shopping area in order to increase the range and mixture of land uses and levels of activity in that area. Development of these uses elsewhere could harm proposals inside the Town Centre Core where such facilities should be clustered. Proposals for leisure and cultural facilities elsewhere will therefore require justification of why the development could not take place inside the Town Centre Core.

**4.5.5** Hotel and conferencing facilities will be expanded in and around the established uses at the Telford International Centre (TC3). This will encourage growth in tourism and business activity in Central Telford and will be better integrated with adjoining uses in Southwater and Telford Town Park. Evening and night time economy uses are considered under policies CT6b and CT6c.

**4.5.6** Telford Town Park already provides good quality and valuable leisure and tourism facilities. These will continue to be supported in a way that does not negatively impact upon the functions of the park. Greater accessibility and pedestrian linkages from the park to adjoining areas will be required. The Arena is located at the interface between the Town Park and Southwater and has a continuing role to play in providing for recreational needs.



## 4 Policy Areas

### POLICY

#### CT6a - Leisure, Culture and Tourism

Development proposals for new cultural, tourism and leisure activities and improvements to existing uses in the Central Telford area will be supported where they meet all of the following criteria:

- (a) they are located in Central or East Southwater, or the existing shopping area;
- (b) they take appropriate account of the need to contribute to improved links between Southwater, the existing shopping area and Telford Town Park;
- (c) they include a high quality public realm in line with Policy CT17;
- (d) and they are well integrated with a range of other uses such as employment, retail and housing.

New hotel and conferencing development will be particularly encouraged in the Events Quarter (TC3).

Elsewhere in Central Telford, leisure, cultural and tourism facilities will be permitted provided that it can be demonstrated that they cannot be accommodated in Central Southwater, East Southwater or the shopping area. They must also be a subsidiary part of a wider mixed use development, and that they must be directly accessible to the Town Centre Core by pedestrians, cyclists or public transport.

### The Evening and Night-Time Economy

#### Establishing and Evening and Night-Time Economy in Telford Town Centre

**4.5.7** The evening and night-time economy (ENTE) is defined as bars and pubs, restaurants, cafés, take-aways, night clubs, theatres, cinemas, concert halls, live music venues, and other arts cultural and leisure venues that are open in the evening and in some cases, into the night.

**4.5.8** Telford Town Centre's evening and night-time economy is currently very limited and it does not meet the expectations of a 21<sup>st</sup> century centre. While the town centre does provide some excellent shopping facilities, it has failed to provide an equivalent level of entertainment facilities and what provision there is has been developed in an uncoordinated way.

**4.5.9** Many other towns and cities have shown that an ENTE has positive benefits for broader economic expansion and urban renaissance. This Action Plan proposes to create, virtually from scratch, a concentration of entertainment venues appropriate to Telford's size, of varying types including restaurants and bars, which will provide a choice of activities stretching from the late afternoon into the evening and night-time. These will be integrated with other uses such as offices and new residential developments in such a way that ensures that they complement each other and avoid conflict.

## 4 Policy Areas

4

**4.5.10** To be successful it will be necessary to provide a seamless flow of activities, from daytime into the evening and night-time, with activities changing with time but always maintaining interest, inclusiveness and vibrancy.

**4.5.11** It is not appropriate to specify the numbers of venues because this Area Action Plan runs until 2016 and the establishment of an ENTE can only begin in this plan period with completion later. As elsewhere, ideas and fashions change in the entertainment sector. The ENTE will need to evolve with these changes over time. This Area Action Plan avoids being too prescriptive so that its policies are not quickly outdated. What must remain as an unmovable principle is that the leisure needs of people of all ages are met in a safe and enjoyable environment without causing nuisance to other users of the town centre.

**4.5.12** In order to gain maximum benefit from the clustering of activities, a revamped Southwater Square and surroundings will be where these uses will be located, along with continued development of the emerging cluster of bars, clubs and restaurants at Central Square. The Events Quarter should incorporate a small element of bar and restaurant development on a limited scale related to the area's primary function as a conference venue.

### POLICY

#### **CT6b - Establishing the Evening and Night-Time Economy**

A safe, balanced and socially responsible evening and night-time economy will be developed to enrich the vitality of Telford Town Centre. This will create an exciting leisure and cultural experience which will continue throughout the day-time, evening and into the night.

These different periods of activity will complement each other, yet provide a different experience for people at different times of the day.

Evening and night-time economy uses will be located in Central and East Southwater and Central Square (see Map 2). A balanced mix of late-night shopping, cafés, restaurants (A3), bars (A4), take-aways (A5), clubs and cultural activities will be created. Developments will conform to the principles set out in the Design for Community Safety SPD and will meet the criteria set out in other CTAAP policies, particularly Policy CT6 Leisure, Culture and Tourism, CT15 Design and Policy CT17 Public Realm.

No leisure use will, either on its own or cumulatively with other uses, create an unacceptable impact on neighbouring uses by reason of noise and light pollution, disturbance or traffic.

#### **Managing the Evening and Night-Time Economy**

**4.5.13** The management of the ENTE is vitally important to ensure that the public are safe and feel safe so that they may fully enjoy their visit to everything that the Town Centre has to offer.

**4.5.14** Telford is aiming to set up an almost entirely new ENTE and is therefore seeking agreement with relevant organisations and responsible bodies to guide the development of a properly planned and effectively managed ENTE over the coming years.

## 4 Policy Areas

**4.5.15** Effective management also ensures that all operators and organisations that have an interest in the ENTE are fully involved and signed up to an agreed set of principles.

**4.5.16** Paramount in ensuring an enjoyable experience is to ensure that people feel safe within the new town centre environment and when taking part in or leaving evening and night-time activities.

**4.5.17** Addressing safety issues will involve the police and emergency services. A team of “evening stewards” will provide help and advice to the public and will support the police and emergency services, as well as the entertainment operators. Help points will be established with essential phone numbers which will be prominently displayed. A Safe Child Scheme will be set up to operate throughout the daytime and into the evening. Articles in the press and in community newsletters will be used to publicise the arrangements for public safety. A website will be established to provide essential information and help lines. The Design for Community Safety SPD provides practical advice which will be taken into account in the design and establishment of the ENTE.

**4.5.18** Licensing has a vital role to play. The 2003 Licensing Act already requires operators of entertainment premises to submit a business plan which demonstrates how they will meet their responsibilities and plan for mitigating against potential adverse impacts. A “Best Bar None” scheme will be established and operators will be encouraged to participate in Pubwatch.

**4.5.19** Good lighting provides a sense of well-being and enhances the ambiance of the area. Lighting should be energy efficient and white light increases the feeling of safety and provides enhanced CCTV quality. CCTV provision itself will be placed where it is needed yet discrete.

**4.5.20** Access to the new facilities will be designed to provide ease of movement with safety and natural surveillance and linking them with other existing facilities such as the cinema (currently the Odeon). The nearby housing areas will have improved pedestrian access to the Town Centre in accordance with policy CT13.

**4.5.21** Noise is often a problem associated with an ENTE and steps will be taken to ensure that this is kept to a minimum in order that the enjoyment and well-being of residents is not compromised. This will take the form of such measures as adequate sound insulation of buildings, preventing the emission of sound into the public realm (e.g. through open doors and windows), and guiding people along routes that avoid residential areas as they leave the town centre.

**4.5.22** Keeping the area clean helps people feel safe and provides a pleasant environment which influences appropriate behaviour and so street cleansing regimes will be revised to ensure that streets are cleaned at regular intervals during the operation of the ENTE. Effective street cleaning will also include the provision and regular emptying of litter bins placed at convenient intervals and locations. The provision of adequate toilet facilities will help prevent public health problems and nuisance to residents and businesses.

## POLICY

### **CT6c - Managing the Evening and Night-Time Economy**

The Council will establish a partnership to collaborate and co-ordinate management of the evening and night-time economy in Telford Town Centre.

The Partnership will include representatives of Telford & Wrekin Council, emergency services, retailers, landowners, operators of leisure facilities, public transport operators, hoteliers, the Primary Care Trust and other interested parties.

Working with its partners the Council will undertake a range of management measures, which will include, but will not be limited to:

- Establishing “Help Points” in the Town Centre and a team of evening stewards to provide support and advice for the public and to support the police and emergency services;
- Establishing a “Best Bar None” scheme and “Pubwatch”;
- Ensuring adequate street and building lighting;
- Providing effective CCTV coverage;
- Ensuring that there is adequate public transport at all hours until all activities close;
- Ensuring adequate provision of toilet facilities;
- Protecting other town centre uses and residents from disturbance and nuisance;

Planning decisions will include conditions and legal agreements to ensure that relevant premises are open in the daytime to avoid “dead” frontages and to secure closing times where appropriate.

## 4 Policy Areas

### 4.6 Transport

#### Transport

**4.6.1** Central Telford is currently highly accessible with immediate links to the national road and rail networks. The bus station adjoins Telford Shopping Centre, the main area of activity in the town centre. Pedestrian and cycle access in Central Telford is also good, although the network is not comprehensive and some routes feel unsafe and are unattractive to pedestrians and cyclists.

**4.6.2** It is crucial to the economic, social and environmental sustainability of Central Telford that the area is highly accessible by an integrated network of excellent quality, sustainable transport. Establishing this is a fundamental part of achieving the vision for Central Telford.

**4.6.3** The Council has developed a detailed highway model to inform the network improvements needed that will achieve this vision and will accommodate additional trips resulting from the planned need for development in the area.

**4.6.4** These improvements have been embedded in a transport strategy as part of this Plan. This strategy seeks to create a sustainable, accessible and inclusive environment for everyone. It consists of the following elements:

- **Highway Network Improvements:** These include a new direct road connection between the M54 and A442, and capacity improvements to the wider town centre network to manage vehicle circulation and enable improvements to the 'Box Road'. These improvements will also introduce at-grade pedestrian crossings and measures to create attractive and safe streets and opportunities to promote walking and cycling. The private car will continue to play a role in providing access to Telford town centre supported by an effective parking strategy;
- **Public Transport:** Public transport will be promoted, to provide visitors to the town centre with a viable alternative means of transport. This includes improved bus priority to reduce the journey time between the railway station and the town centre and the provision of high quality bus interchange facilities. Rail is an important part of a sustainable transport strategy and the Council recognises that improved parking at the railway station will promote long distance travel by rail to and from the West Midlands and beyond;
- **Pedestrian and Cycle Network:** Telford town centre is situated within walking distance of the existing residential areas of Malinslee and Hollinswood. Pedestrian and cycle connections within Central Telford and to the areas beyond it will be improved, with the aim of establishing a consistent and coherent network of routes.

#### Highway Network Improvements

##### Context

**4.6.5** Much of Telford New Town was planned for fast and easy vehicular use. It has a low density layout in comparison with many other towns with separate zones of land uses connected by a high capacity road network and separated by areas of open space.

**4.6.6** The town centre road network also serves as a main through route, notably for traffic travelling between the M54 motorway and the A442.

## 4 Policy Areas

4

**4.6.7** The challenge for this Area Action Plan is to harness the opportunities that the road network brings to the town in ways which are sustainable. A balance will be required to maintain good access, minimise congestion and provide improved public transport, pedestrian and cycle access.

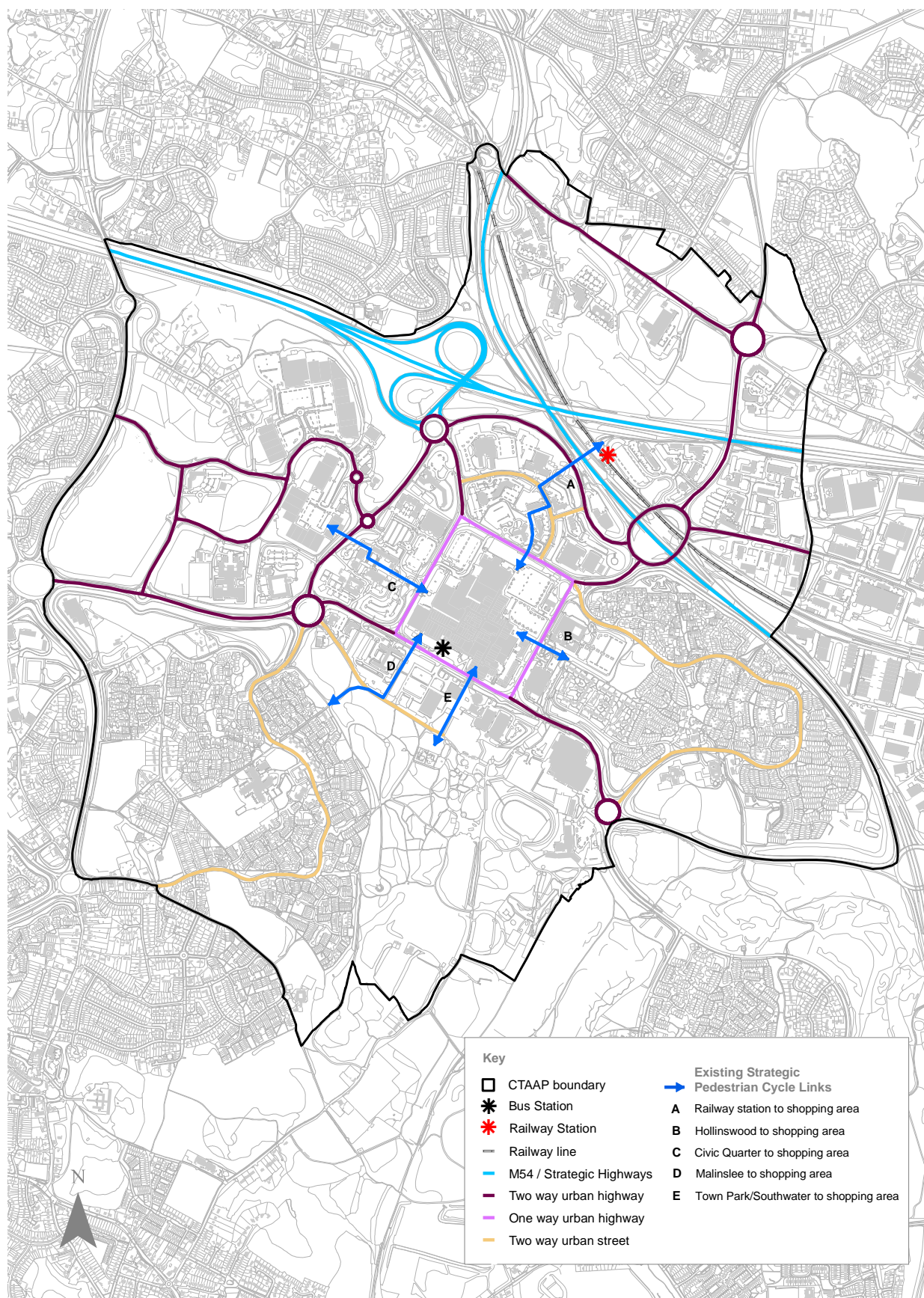
**4.6.8** The highways in Central Telford have been divided into different types to demonstrate how the changes proposed in this Plan will impact on the street scene. This classification is based on the overall character of the highways including the quality and type of their immediate surroundings and how they meet the needs of all users. Each highway has a frontage, this term describes the way in which buildings and landscape relate to and face on to the highway. The type of frontage is directly related to the type of highway it faces on to. The relationship between the frontage and the highway is important because it affects the overall quality of the street-scene, i.e. the way it looks and meets the needs of all users. A particular consideration is whether a highway will become more pedestrian friendly and encourage greater use by pedestrians.

**4.6.9** The following table summarises the types of highway and the related types of frontages that are associated with them, (Map 9 shows existing highway typologies; Map 10 shows proposed highway typologies and key pedestrian and cycle connections). These should be used as a guide for development proposals.



## 4 Policy Areas

**Map 9 Existing Highway, Strategic Pedestrian Routes and Public Spaces**



© Crown Copyright. Borough of Telford & Wrekin Licence No 100019694. Date. 2010

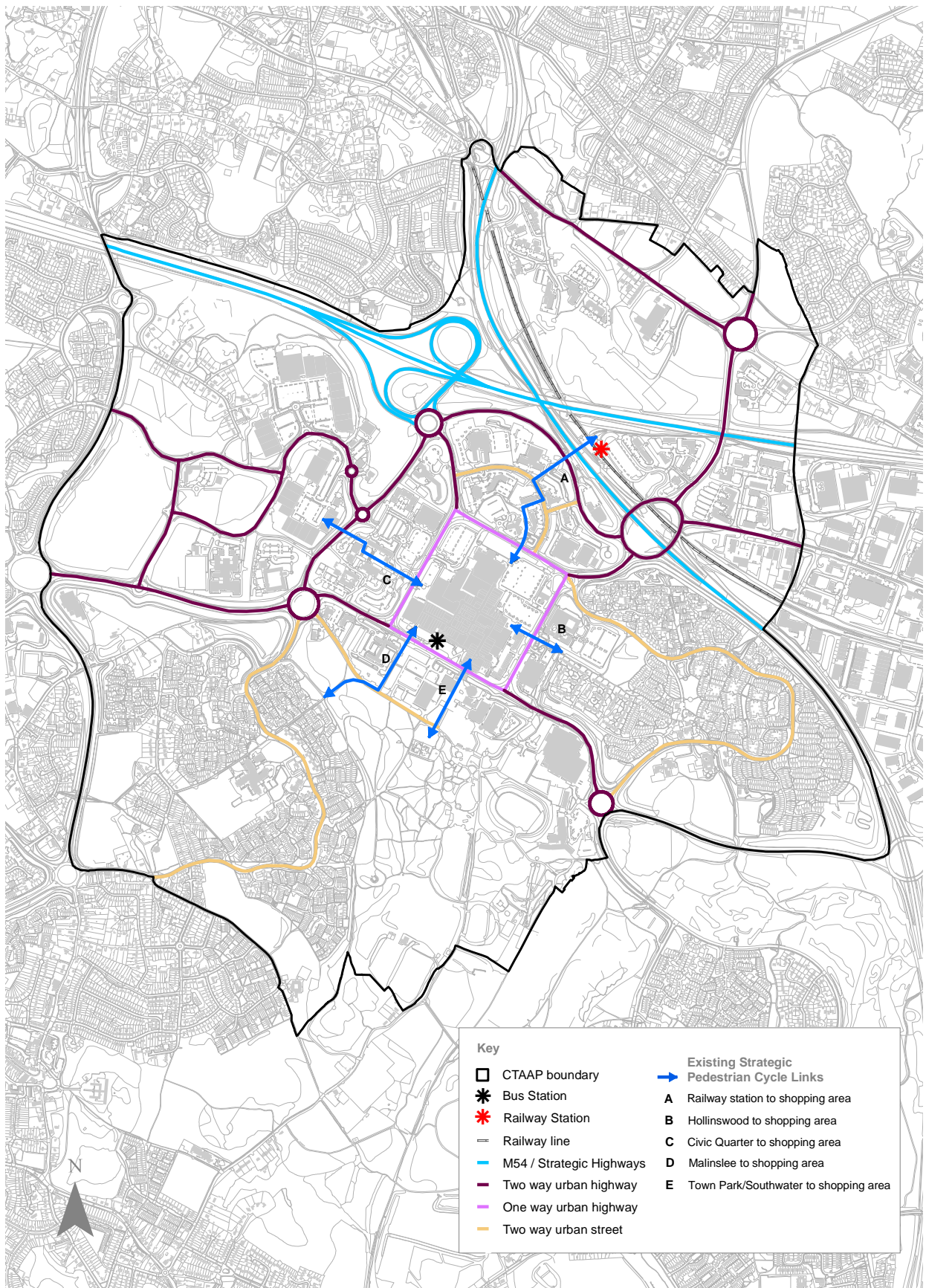
Drawn by S.Anslow R:/LDF/CTAAP2/Resubmission/changes at examination/Existing\_Highways\_Strategic\_Pedestrian\_Routes\_Main\_Public\_Spaces\_noPSA.mxd

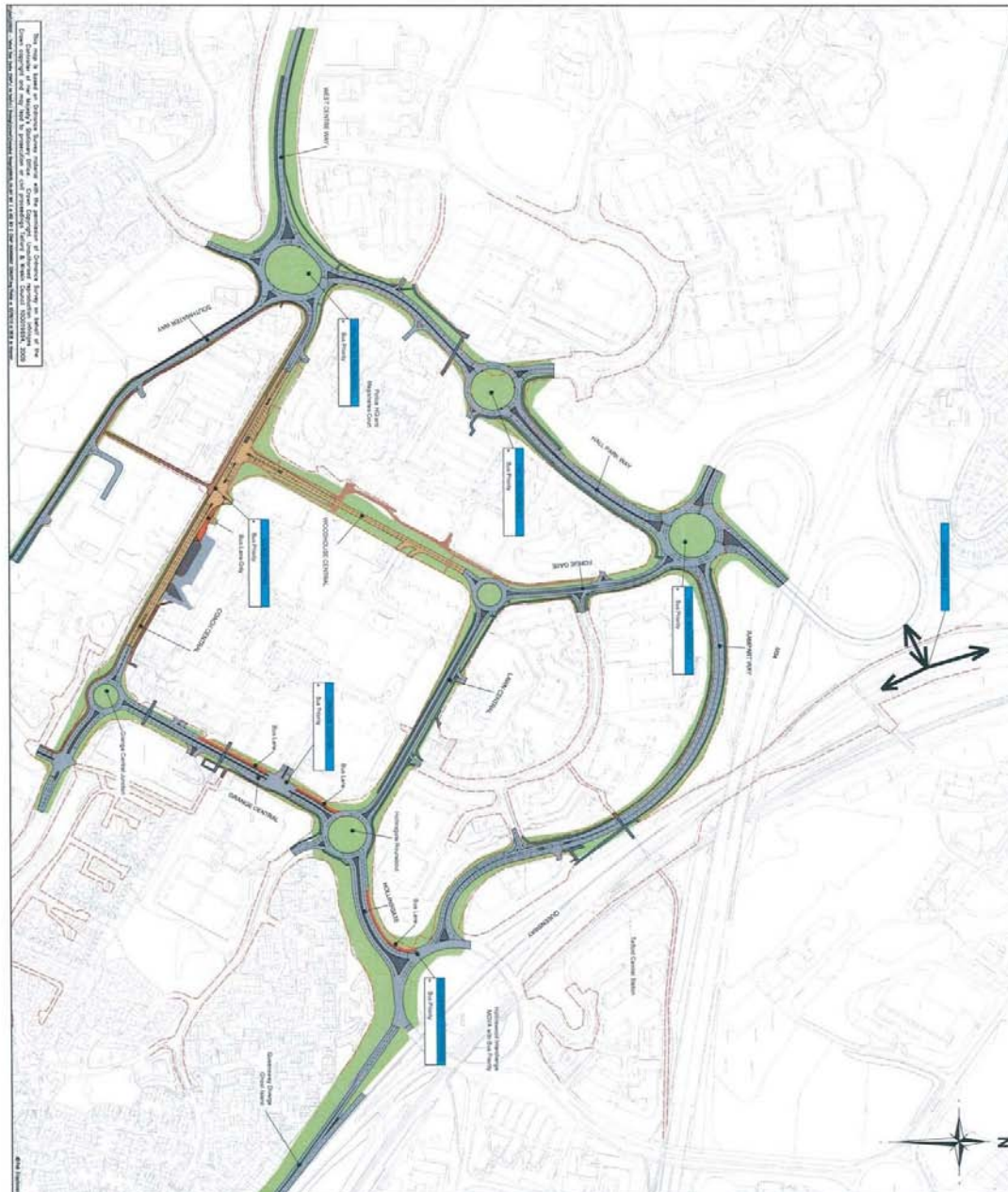


## 4 Policy Areas

4

Map 10 Proposed Highway Typology, Strategic Connections and Key Public Spaces







## 4 Policy Areas

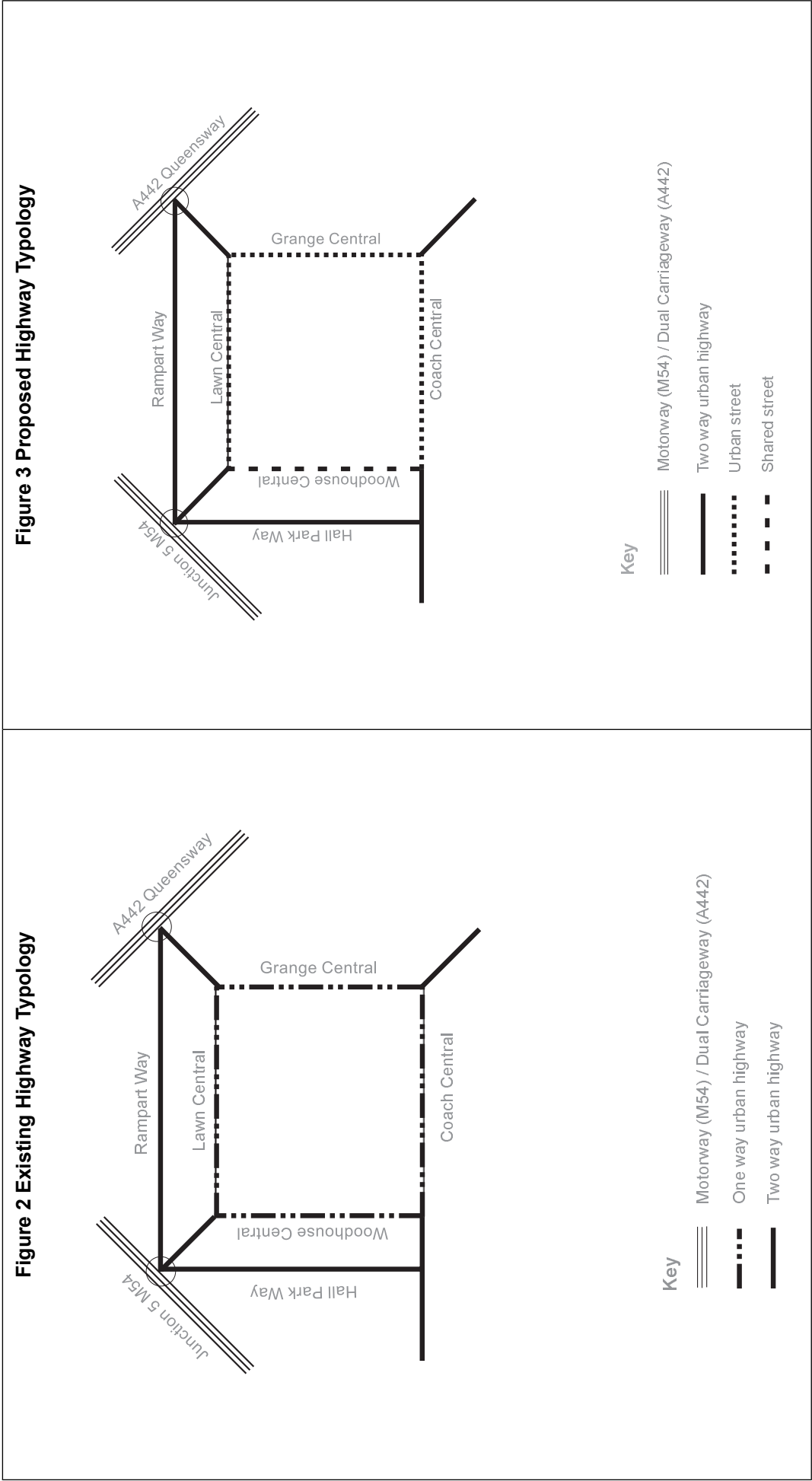
4

Table 2 : Summary of existing and proposed type of highway

Type of highway	Nature of frontage
<p><b>Strategic highways:</b> This includes the M54 and A442 Queensway. The main purpose of these roads is to cater for high speed traffic movements. These are large scale highways with wide verges and embankments.</p> <p>There is no proposed change to the function of the strategic highways that exist in Central Telford. However, it is proposed to create a direct link between the two key strategic highways (M54 &amp; A442) through the Greyhound Link scheme.</p>	<p>The highways are surrounded by landscaping and the view from these roads is important as a 'shop window' to the town. This frontage is therefore important visually, but it does not allow for good pedestrian movement and activity as the roads form a barrier and buildings are set back from the highway with no direct frontage on to it.</p>
<p><b>Two way urban highway:</b> These are large highways up to dual carriageway standard that cater for local through traffic and a small amount of pedestrian and cycle usage. Examples include Holyhead Road, Telford Way, West Centre Way, Rampart Way, Hall Park Way, Hollinsgate, Forgegate, Malinsgate and St Quentin Gate.</p> <p>Some of these roads are proposed to be improved as part of this Plan, these improvements are outlined in policy CT9.</p>	<p>From this highway, there are views of the local surroundings. These are of real importance as the highways are located at arrival points to the town centre. Buildings tend to be set back from the highway and so they do not encourage pedestrian activity. Over time this Plan expects that buildings will be placed closer to the highway.</p>
<p><b>One way urban highway:</b> This type of highway includes Lawn Central, Grange Central, Coach Central and Woodhouse Central (the 'Box Road'). These are high capacity roads that accommodate large volumes of relatively high speed traffic, much of which is through traffic. There is limited provision for pedestrians or cyclists to cross without the use of footbridges and subways.</p> <p>It is proposed that this type of highway is improved for all users in accordance with the Box Road policy (Policy CT8) by becoming urban streets or shared streets.</p>	<p>These highways give views of the immediate local surroundings. They are important routes that are located within the town centre. They encourage pedestrian activity as buildings are set back from the highway.</p>
<p><b>Urban streets:</b> This type of highway does not currently exist in the centre of Telford but it is the primary type found in all traditional town and city centres. This type of highway has lower vehicle speeds with pavements and crossing points at the same level that encourages pedestrian and cycling activity.</p>	<p>Buildings are located close to the highway and form a continuous line of buildings fronting the street. Windows and doors face on to the street and there is a mixture of uses that</p>

## 4 Policy Areas

Type of highway	Nature of frontage
It is envisaged that Coach Central, Grange Central and Lawn Central will become urban streets as part of this Plan.	encourage pedestrian activity. Buildings have a close visual relationship with the street.
<b>Shared streets:</b> This type of highway is shared by people and vehicles. Pedestrians are able to cross the street safely at any point. Careful design of the street helps to control vehicle speeds and identifies appropriate access, for instance to buses and taxis and/or to vehicles requiring access to adjacent properties.	Buildings are located close to the highway to create a continuous line of buildings that front onto the street. There are frequent windows and doors facing on to the street and a mixture of uses which encourages pedestrian activity. Buildings have a close visual relationship with the street.





## 4 Policy Areas

### Strategic Highway Network Proposals

**4.6.10** The Town Centre Transport Strategy has been developed to enable a phased implementation of improvements to ensure that development realises the CTAAP objectives. The construction of the Greyhound Link and the alterations to the 'Box Road' are together key to the proposals, and will be supported by the range of other highway network improvements. The programme for implementing these improvements will be dependent upon the timing of the individual CTAAP development sites. Map 11 shows the concept of these improvements.

### The Greyhound Link

**4.6.11** The Council will seek to establish a new highway link between the M54 Junction 5 and the A442 Queensway. This will remove through traffic from Telford town centre. It is a scheme that is identified in the Local Transport Plan.

**4.6.12** The Greyhound Link is of considerable importance to the overall development of Central Telford. It will mitigate the impacts of increased traffic created by the proposed development in the CTAAP area including the associated effects of alterations to the town centre 'Box Road' as described in Policy CT8.

**4.6.13** The link will release capacity on the surrounding road network by giving improved access to and from Telford town centre and the northern suburbs of the Borough such as Oakengates, Stafford Park and Central Park, including by public transport, and provide the following specific benefits:

- Traffic and especially through traffic will be moved from the Telford town centre area, especially during the peak periods to facilitate the Box Road improvements;
- Journey times will be reduced and access to and from Telford town centre, Oakengates, Telford Central Railway Station, and nearby employment sites will be improved;
- There will be wider access to and from the motorway network for south and north Telford including Halesfield, Hortonwood and Donnington Railfreight Terminal;
- Pedestrian and cyclists will have improved facilities within and around the town centre;
- The highway infrastructure will be better equipped to manage the expected growth in car trips;
- There will be a greater opportunity to improve accessibility by bus. This will allow greater reliability and punctuality of services, and will provide the opportunity to re-route and provide new bus services.
- The environmental impacts will be to the overall benefit of the town centre area, and design proposals will ensure minimal loss of open space.

**4.6.14** Further specific modelling work is being undertaken on the detailed scheme for the Greyhound Link in order to inform a Major Scheme Business Case for the Department for Transport.

## 4 Policy Areas

4

### POLICY

#### CT7 - Greyhound Link

The Council will seek to establish a new highway link between the M54 Junction 5 and the A442 Queensway, as identified in the Local Transport Plan.

The Greyhound Link will provide an additional direct access from the A442 to Telford town centre and it will release capacity on the surrounding road network. By removing through traffic from Telford town centre, the Greyhound Link will enable the 'Box Road' to be improved as set out in Policy CT8. The combination of these contribute to a more robust road network to give improved access to and from the Telford town centre and the northern suburbs of Telford, including by public transport.

#### The 'Box Road'

The 'Box Road' is the term for the four, predominantly one-way, three lane roads that encircle the existing Telford Shopping Centre. They are Woodhouse Central, Coach Central, Grange Central and Lawn Central, as shown in Map 9.

The 'Box Road' forms a major through route and provides direct access to the town centre for parking and servicing. It has three distinct detrimental impacts:

1. It encircles and segregates the Telford Shopping Centre area from the rest of the town centre, thus acting as a barrier to the free and safe movement of pedestrians and cyclists;
2. It promotes high vehicle speeds that create a dangerous environment for pedestrians and cyclists;
3. It is wide and was designed and built with extensive land take.

**4.6.15** Improving the 'Box Road' is identified in the Local Transport Plan as a key measure to address these issues and transform Telford from a sub-regional shopping centre to a dynamic regional town/city centre. The improvements to the 'Box Road' seek to:

- Create people friendly streets with a strong and positive public realm. There will be further opportunities to create public realm spaces in and around the 'Box Road' as a result of the changes;
- Create a safe environment and increase opportunities for cycling and for pedestrians;
- Retain car park and service access for business;
- Maintain and improve accessibility by bus.

**4.6.16** The incorporation of high quality pedestrian and cycle routes into the improved 'Box Road' design will help to achieve the plan's objectives. Where vehicle flows allow, high quality pedestrian surfaces will be introduced to create a space shared by pedestrians, cycles and vehicles with reduced vehicle speeds.

**4.6.17** Sustainable Urban Drainage Systems will be incorporated into the 'Box Road' in order to reduce its environmental impact.

## 4 Policy Areas

### POLICY

#### CT8 – ‘Box Road’

Town centre development should support the improvements to the ‘Box Road’. The key components of this are as follows:

- Woodhouse Central will become a 'shared street' with access for all forms of transport, including private vehicles, public transport, pedestrians, cyclists and taxis. High quality surfaces will allow continuous pedestrian and cycle crossing between Telford Shopping Centre and surrounding areas;
- Coach Central will become a two-way ‘urban street’ that caters for pedestrian, cycle, and vehicle uses. The improved street will allow better links between Telford Shopping Centre and Southwater, the Town Park, and beyond via the Silkin Way strategic cycle route;
- Grange Central will become a two-way ‘urban street’ with traffic lanes in each direction and maintain the dedicated bus lane in the northbound direction. A high quality surface pedestrian and cycle crossing will be provided, linking Telford Shopping Centre to surrounding areas;
- Lawn Central will become a two-way ‘urban street’ with traffic lanes in both directions. A high quality surface pedestrian and cycle crossing will be provided, linking Telford Shopping Centre to surrounding areas. Links to the surrounding highway network will be made through appropriate signing, bus priority and pedestrian/cycle crossing improvements to ensure the network is used and operates efficiently.

The timing of the above highway improvements, which will promote high quality linkage and integration between the Shopping Centre and surrounding uses and facilitate future development and links, will be dependent on the timing of development coming forward. The improvements will provide high quality public transport access and the improvements will be supported by improvements to footpath links, public realm and open space.

#### Other Highway Network Improvements

**4.6.18** There are a number of other schemes which are part of the strategy in addition to the Greyhound Link and improvements to the ‘Box Road’. These are shown in policy CT9 and exclude the improvements to the pedestrian and cycle network listed in Table 3.

**4.6.19** Improvements to the Forge roundabout will be the highest priority in order to mitigate the impact of development on the strategic highway network. Improvements to the highway network outside the town centre will also be required to help mitigate the impact of the proposed CTAAP developments and these improvements will be introduced in accordance with the timing of the development coming forward. Additionally, highway improvements will

## 4 Policy Areas

4

be supported by appropriate use of landscaping and sustainable materials, relative to size and location as stated in Table 3. These will be discussed with developers as proposals come forward.

**4.6.20** The Council fully supports the adoption of travel plans as a means to reduce the number of trips made by private motor car, and will require this for all new developments. It is expected that all travel plans will be developed, implemented and managed in accordance with the travel plan guidance published by the Department for Transport (DfT) in 2009 (Good Practice Guidelines: Delivering Travel Plans through the Planning Process; 2009).

### POLICY

#### CT9 – Other Highway Network Improvements

A travel plan will be required for all new developments that are developed, managed and implemented in accordance with DfT guidance (Good Practice Guidelines: Delivering Travel Plans through the Planning Process; 2009).

Development proposals in Central Telford will support the phased implementation of the Area Action Plan Transport Strategy, including improvements to the 'Box Road' and construction of the Greyhound Link. The key routes to be improved are shown on Map 11 and are summarised as follows:

- Forge Roundabout;
- Rampart Way;
- Hall Park Way and Hall Park Roundabout;
- Forge Gate;
- Malinsgate including Malinslee Roundabout;
- St Quentin Gate;
- Greyhound Roundabout;
- Hollinswood Roundabout.

Improving the Forge roundabout will be the highest priority. The other improvements will be timed to reflect the impact of individual developments on the road network. Further improvements will be required to mitigate the impact of additional trips on the existing road network in the Character Areas of Old Park, Central Park, Malinslee and Hollinswood.

These may include, but would not be limited to, junction improvements, new accesses and pedestrian/cycle improvements on Holyhead Road, Snedshill Way, Colliers Way, Park Road and Spout Lane.

### Parking

**4.6.21** Striking the right balance over the availability, location and quality of parking are important to the economic, social and environmental sustainability of Telford town centre. It is important that the future economic vitality of the town centre is not disadvantaged in comparison to adjacent centres.

## 4 Policy Areas

**4.6.22** The Council's approach to town centre parking seeks to complement the planned improvements to public transport and the walking and cycling infrastructure. This will support the overall strategy for regeneration and economic growth and in support of the Council's Local Transport Plan. The key features of the approach to town centre parking are:

- Maintaining the economic vitality of the town centre by favouring short term parking;
- Replacement of surface parking within the 'Box Road' with a series of multi-storey car parks located at entry points to the town centre;
- Adopting appropriate car parking standards in light of guidance in PPG13 and PPS4;
- Ensuring adequate provision for cycles, motorcycles and the disabled;
- Ensuring that parking does not prejudice operation of the highway network;
- Introducing a real-time variable message car park signing system to provide parking guidance and information and manage traffic flows on the road network.

**4.6.23** Central Telford benefits from a number of good bus services, a railway station, and good walking and cycling routes. The provision and management of parking spaces and the adoption of appropriate parking standards for new development are measures that will be used in the Borough to help manage the growth of traffic. For maximum effectiveness, these measures will be used in conjunction with improvements in sustainable transport, for instance investment in walking and cycling routes, quality bus routes and bus priority.

**4.6.24** Central Telford currently has 11 public car parks, including Telford Central Railway Station, providing a capacity of over 6200 parking spaces, mainly in surface car parks. Only 200 of these spaces are under the direct control of the Council with the remainder being privately owned.

**4.6.25** Parking provision will need to be increased in the period up to 2016 to accommodate the level of growth identified in CTAAP. This will be determined according to the type and scale of development in accordance with the maximum parking standards as set out.

### Residential Parking

**4.6.26** The residential parking standards will be applied to all forms of residential development including houses and flats. These standards are minimum standards for spaces allocated to dwellings based upon an average across the residential development area with larger dwellings needing more spaces per dwelling and smaller dwellings fewer spaces per dwelling. The exact number of spaces would also take account of the development location and any relevant site specific factors.

### Shared Use of Parking Spaces

**4.6.27** The Council will encourage the flexible use of parking spaces. There is potential, for example, for weekday long stay spaces to be used by shoppers as short stay at the weekends, and in the evenings and overnight by residents, to maximise the use of car parks.

### The Design and Location of Car Parks

**4.6.28** In order to make efficient use of the available development land and minimise the visual impact of parking, new car parks in excess of 300 spaces will be provided in the form of multi-storey or underground facilities incorporated into the design of new development.

## 4 Policy Areas

4

Car parking will be required to be integrated in such a way so that it does not adversely affect the urban form and character of the area, for example, located behind, above or below development to preserve active frontages at street level.

**4.6.29** Replacement or new public parking shall be located where possible to intercept traffic coming from the surrounding network.

**4.6.30** Design of car parks should be in accordance with the advice contained in 'Design recommendations for multi-storey and underground car parks' (Institution of Structural Engineers/Institution of Highway Engineers).

### Motorcycle and Cycle Parking

**4.6.31** All non-residential development should provide at least the minimum number of powered two wheeled vehicles and cycle parking as set out in Policy CT10 to complement the planned improvements to the town centre cycle network.

**4.6.32** Spaces for powered two wheeled vehicles and cycles should be secure, well lit and situated in prominent, accessible locations, ideally on sites that benefit from casual surveillance by passers by or more formal surveillance by staff or CCTV.

### Parking for disabled people

**4.6.33** The needs of mobility impaired people must be taken into account in the planning and design of new development including the number of parking spaces, their quality and their location on site. All non-residential developments should provide at least the minimum number of spaces for disabled people in accordance with the DfT's Traffic Advisory Leaflet 5/95: 'Parking for Disabled People'.

## POLICY

### CT10 - Parking

The Council will apply the following maximum car parking standards and minimum cycle parking standards in the Town Centre Character Area:

**Table 3 : Parking Standards in the Town Centre Character Area**

Land-Use	Car Parking Standards	Cycle Parking Standards
Office	1 space per 33 sq.m	1 space per 300 sq.m
Food Retail	1 space per 16 sq.m	1 space per 140 sq.m
Non Food Retail	1 space per 22 sq.m	1 space per 200 sq.m
Cinemas, theatres, bingo halls	1 space per 6 seats	1 space per 50 seats
Leisure centres including swimming pool	1 space per 24 sq.m	1 space per 220 sq.m



## 4 Policy Areas

Libraries, museums, art galleries	1 space per 40 sq.m	1 space per 400 sq.m
Restaurants and cafés	1 space per 6 sq.m	1 space per 60 sq.m
Medical Centres	1 space per 23 sq.m	1 space per 230 sq.m
Conference facilities	1 space per 6 seats	1 space per 50 seats
Hotels	1 space per bed	1 space per 10 beds
The Council will apply the following minimum car parking standards and minimum cycle parking standards in the Town Centre Character Area:		
Residential Parking Standards (minimum standards for spaces allocated to dwellings)		
Dwelling Size	Car Parking Standards	Cycle Parking Standards
1 bedroom	1 space per dwelling	1 space per dwelling
2 bedrooms	1.5 space per dwelling	1 space per dwelling
3 bedrooms and above	2 spaces per dwelling	1 space per dwelling

Reductions of the car parking standards for residential dwellings will be considered if the development has good links to public transport and where everyday facilities are within easy walking distance.

All non-residential developments should provide a minimum of 1 space for the parking of powered two wheeled vehicles for every 25 car parking spaces.

The number of spaces for disabled people in non-residential developments should be provided in accordance with the DfT's Traffic Advisory Leaflet 5/95: 'Parking for Disabled People'.

Car parking standards within the Town Centre Character Area shall apply as set out in the tables above. However, outside the Town Centre Character Area, parking provision for non-residential development must not exceed the maximum standards in PPG13. Parking provision should reflect the characteristics of the area in terms of use, density and form, proximity to the centre and facilities, and access to public transport, as well as serving the parking needs of users.

New car parks in excess of 300 spaces will be provided in the form of multi-storey or underground facilities incorporated into the design of new development. Car parking will be required to be integrated in such a way so that it does not adversely affect the urban form and character of the area, for example be located behind, above or below development to preserve active frontages at street level.

The design of car parks should be in accordance with the advice contained in 'Design recommendations for multi-storey and underground car parks' (Institution of Structural Engineers/Institution of Highway Engineers).

## 4 Policy Areas

4

An integrated traffic and parking management system will be developed to provide parking guidance and information and manage traffic flows on the road network.

### Park and Rail at Telford Central Railway Station

**4.6.34** The Local Transport Plan highlights a growth in patronage at Telford Central railway station of 113% between 1994 and 2004. This has led to a requirement to facilitate access to the railway station, as rail is a sustainable mode of travel for journeys to and from the town and the wider sub-region.

**4.6.35** The Local Transport Plan proposes a Park and Rail site, this will include a multi-storey car park adjacent to Telford Central railway station.

**4.6.36** The improved and new pedestrian/cycle links A and A1 (see Map 10) will help this car park serve as a 'Park and Walk' facility for the town centre and offices at Central Park, and as a 'Park and Rail' facility for commuters to the wider region.

### POLICY

#### CT11 - Park and Rail at Telford Central Railway Station

The Council will support the provision of a Park and Rail facility at Telford Central Railway Station. This multi-storey parking facility will predominantly serve rail passengers as a means of encouraging increased use of public transport, but also has the potential to act as a 'Park and Walk' facility to the Town Centre Core and offices at Central Park, for a wider user group.

### Public Transport

**4.6.37** The Council has worked closely with public transport operators and other partners to improve the quality of bus services and rail services since the Local Transport Plan was introduced in 2001. The current Local Transport Plan continues to promote improvements to the bus infrastructure with proposals to introduce real-time passenger information systems, additional bus priority measures and bus stop improvements. Additional quality bus routes are intended to be introduced to improve bus services into Telford town centre. These will be introduced in particular, from the strategic housing sites of Lawley and Lightmoor as the significant new communities here develop. The Council's Local Area Agreement also recognises the ambition for a 'Green Community' served by a sustainable public transport network.

**4.6.38** In order to make the use of public transport more attractive, the Council proposes improvements in the following key areas:

- Accessibility to Telford town centre by bus;
- Bus journey time;
- Bus Infrastructure;
- Bus Routing.

## 4 Policy Areas

**4.6.39** These will integrate with the Council's Travel Planning and Car Parking Policies set out above.

### Accessibility to Telford Town Centre by Bus

**4.6.40** The Council proposes to increase accessibility by bus to the town centre for both existing and new residents during the Plan Period.

**4.6.41** The Local Transport Plan sets a target to increase the proportion of people accessing Telford Town Centre by sustainable modes of travel from 43% in 2006 to 50% by 2011. This trend is anticipated to continue over the Plan period.

**4.6.42** Key to achieving these aims is linking the delivery of transport proposals to the wider development proposals in this Area Action Plan alongside other measures to improve the frequency and reliability of bus journey times, as set out in this section.

### Bus Journey Times

**4.6.43** The Council has developed a detailed transport model to help determine the impact of the proposed CTAAP developments on journey times and speeds on the highway network by the end of the Plan Period.

**4.6.44** This work has identified a substantial growth in traffic volumes resulting from the additional development. This growth will result in significant levels of traffic congestion and slower journey times for both buses and cars if no action is taken. The transport model has identified measures to address this, falling into two types;

- Bus priority measures;
- Other highway improvements.

**4.6.45** Priority for buses is currently provided through Coach Central, Grange Central and Hollinsgate bus lanes. The Plan now proposes increased use of modern technology to enhance these existing facilities. This will focus around the use of modern microprocessor signal technology to optimise signal settings and linkages to minimise delays for buses as they pass through key town centre junctions such as Hollinswood Roundabout, Forge Roundabout and the new Greyhound Link interchange.

**4.6.46** These network changes will reduce traffic volumes through the town centre, in particular along Woodhouse Central, to reduce delays to buses. These are set out in Policies CT7 - 9 above.

### Bus Infrastructure

**4.6.47** The current Bus Station is located on Coach Central and provides direct access to and from Telford Shopping Centre. It performs an important role as the hub of the public transport system. The Council's Risk Management Plan that accompanies this Area Action Plan identifies that the location of the bus station could potentially begin to restrict surrounding development and compromise the effectiveness of the Box Road alterations to improve the linkage of the Shopping Centre and Southwater. This situation will be kept under review and opportunities to create alternative bus interchange facilities will be considered, where deemed necessary.

## 4 Policy Areas

4

**4.6.48** Additional bus stops around the town centre will be incorporated into the 'Box Road' changes, to increase access to the bus network. The changes to the 'Box Road' and development of public transport facilities will also seek to improve the provision for coaches and provide improved pick up and drop-off facilities for coach users.

### Bus Routes

**4.6.49** The network and bus infrastructure improvements will provide an opportunity to review bus routes in the town centre to help achieve improved accessibility to areas surrounding the town centre and more reliable running times.

### Rail

**4.6.50** Access to the town centre by rail is also important, particularly in connecting the town centre to the wider borough and sub-region. The strategic pedestrian/cycle link improvements proposed (in particular A and A1, Map 2) will be important in ensuring interconnectivity between bus and rail travel.

### Taxis

**4.6.51** Hackney Carriages and Private Hire Vehicles provide an important service to give access to the town centre for those who wish to travel privately. They offer an alternative to public transport and serve an important role in promoting a vibrant evening economy.

**4.6.52** Taxi pick up and drop off facilities are currently confined to areas within the existing shopping area. The opportunity to review the location of these facilities will be taken in the context of the comprehensive development proposals planned, taking account of wider proposals such as the emerging evening and night time offer.

## POLICY

### CT12 – Public Transport

The bus station on Coach Central will continue to provide a focus for bus services in Telford town centre. Measures to improve bus journey times will be introduced to improve accessibility to key services in Telford town centre. These will be in association with appropriate bus priority measures and real-time passenger information.

Additional bus stops around the town centre will be incorporated into the 'Box Road' changes, to increase access to the bus network. The improvements to the town centre network will also accommodate improved facilities for coach users.

Accessible taxi ranks, in locations convenient for town centre facilities and public transport, will be developed around the town centre.

### Pedestrian and Cycle Network

**4.6.53** A key priority of the Spatial Development Strategy is to reduce the impact of the car and to make the Central Telford area an easier, safer and more pleasant place in which to walk and cycle.

## 4 Policy Areas

**4.6.54** Despite the close proximity of residential areas such as Malinslee and Hollinswood, surveys in May 2009 indicated that only 4% of visitors accessing the shopping centre did so on foot or by bike. The unpleasantness and unsafe quality of the routes involved in connecting these areas to the town centre, particularly the barriers created by the car dominated highway network close to the centre, are factors in causing this low percentage.

**4.6.55** The 'Box Road' is the primary barrier to easy and safe pedestrian and cycle access to the Central Telford area. For safety reasons, pedestrians and cyclists are 'channelled' into specific and largely segregated crossing points. The current number of crossing points around the 'Box Road' is consequently restricted to four footbridges, one subway and one traffic signal junction.

**4.6.56** There is currently no provision to cycle through the Shopping Centre. It is also currently not possible to walk through the Shopping Centre after it closes in the evening, requiring both pedestrians and cyclists to find an alternative circuitous routes around the outside at night.

**4.6.57** Improving pedestrian and cycling connections within the Central Telford area is based upon two complementary strategies:

- Improving existing strategic routes and providing new or extending existing strategic routes;
- Removing barriers and creating safe and attractive streets for people.

### Strategic Pedestrian Cycle and Bridleway Routes

**4.6.58** Strategic routes are specifically identified key links between important locations within the Central Telford area, particularly the connections between the Town Centre and surrounding areas.

**4.6.59** Many of the routes are already in existence but they are uncoordinated and sections of those routes are unpleasant and unsafe to use. The proposed routes are composed of a combination of improved existing segregated footpaths/cyclepaths and highway footways/cycleways and the provision of new ones. These are listed and described in Table 3.

### 4.6.60 Creating safe and attractive streets for people

**4.6.61** Connecting Telford is as much about removing barriers to pedestrians and cyclists and making the streets fit for people to use as it is about creating specific pedestrian and cycling routes.

**4.6.62** As outlined in the Town Centre Road Network section above, the Central Telford area contains a variety of different types of highway, not all of which are suitable for pedestrians and cyclists or encourage walking or cycling.

**4.6.63** Different responses for pedestrian/cyclist movement will be appropriate depending upon the type of highway involved. The concept which explains the different approach is shown in Figure 3 and can be summarised as:

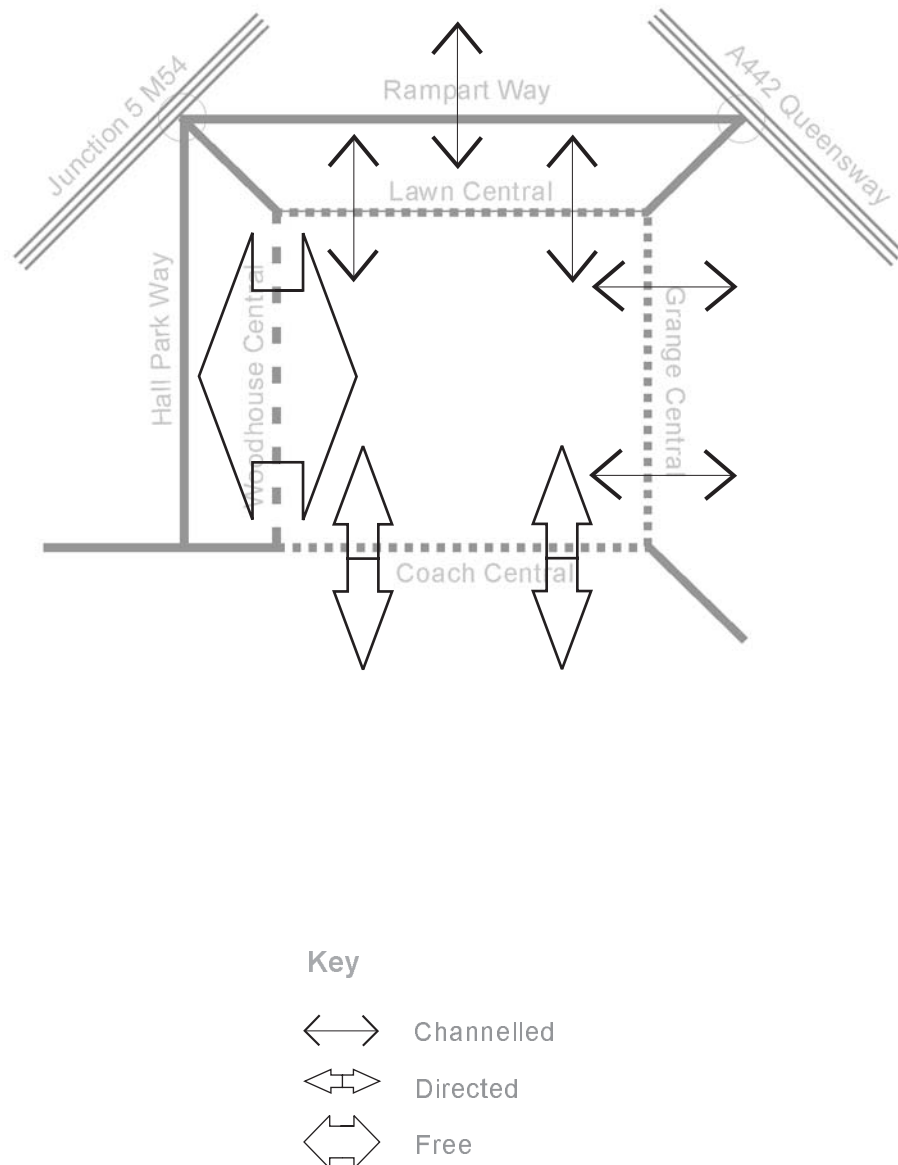
- **Channelled:** Where, for their safety (or as in the case of the motorway they legally must not use the highway) pedestrians and cyclists must use designated segregated routes;

## 4 Policy Areas

4

- **Directed:** Where pedestrians/cyclists are advised to use and are directed to specified crossing points;
- **Free:** Where pedestrians and cyclists share the street with vehicles and have freedom to cross at any point.

**Figure 4 Typology of Proposed Pedestrian/Cycle Links**



**4.6.64** Notwithstanding this, the CTAAP has proposed to change several highways so that they become more pedestrian/cyclist friendly, reducing their barrier effect to pedestrian movement and also providing streets which can be used by people and cyclists.

**4.6.65** An attractive route alone is insufficient to encourage cycling; well located, secure, ample cycle parking is essential and will be situated at strategic locations throughout the town centre. All development proposals will include appropriate cycle parking facilities.



## 4 Policy Areas

**4.6.66** Map 9 shows the strategic elements of the existing pedestrian and cycle network. The proposed elements of the network are shown in Map 10. A description of the key road network changes, and the resultant overall impact on pedestrians and cyclists, is given in Table 3. These are the strategic corridors between the shopping centre and the surrounding areas, and are not intended to indicate specific detailed routes. The key walking and cycling links, and a specific description of how the routes are to be improved, are shown in Table 3.

**Table 3 : Key Pedestrian and Cycle Links: Existing and Proposed**

Connection	Existing	Proposed Improvement
Improved Strategic Links		
<b>A - Railway station to existing shopping area</b>	A significant footbridge crosses the railway, A442 Queensway and Rampart Way linking the rail station with Ironmasters Way. Pedestrians can negotiate an office development or walk the length of Ironmasters Way to reach a footbridge over Lawn Central. Neither route is obvious to users and they appear long and insecure. The National Cycle Network Route 55 (NCN55) passes around the outside of Woodhouse Central and whilst it can be accessed from the western end of Ironmasters Way there is no direct cycle access to the shopping area.	The improvements to Lawn Central will provide an improved environment for pedestrians and cyclists including at grade crossing facilities where necessary. It is also proposed to improve the existing link between Telford Central railway station and the town centre. Signing will be improved for pedestrians and for cyclists accessing the town centre and NCN55.
<b>B - Hollinswood to existing shopping area</b>	Pedestrians and cyclists can utilise Dale Acre Way to access the shopping area via Hollinsgate roundabout but there is no formal crossing of Grange Central at this point. Instead a footbridge is located half-way along Grange Central. Access to the shopping area and Southwater can also be made via St Quentin Gate but this route is not direct. There is pedestrian-only access to the footbridge via an off-road route from Dale Acre Way behind Matheson House but this is a remote route.	At the northern end of Hollinswood a cycleway will be created between Dale Acre Way and Grange Central. The signing and lighting of this route will be improved to make it more secure for cyclists and pedestrians. An at-grade pedestrian/cycle crossing will be created at the northern end of Grange Central. At the southern end of Hollinswood, a more direct pedestrian/cycle route will be created between St Quentin Gate and Deercote. Continuous footway/cycleways will be provided along the length of Grange Central.

## 4 Policy Areas

4

Connection	Existing	Proposed Improvement
Improved Strategic Links		
C - Civic Quarter to existing shopping area	The single Woodhouse Central subway provides the only channelled point of access. Subways can give rise to real or perceived fear of anti-social behaviour, thus deterring use. Vegetation and a lack of footways along Woodhouse Central deter safe crossing elsewhere.	Woodhouse Central will become a 'shared street' with access for all forms of transport including private vehicles, public transport, pedestrians, cyclists and taxis. High quality surfaces will allow continuous pedestrian and cycle crossing between Telford Shopping Centre and surrounding areas.
D - Malinslee to existing shopping area	There is a pedestrian route along Brunel Road via Malinslee roundabout, which is not direct, and a route through open land accessing onto Southwater Way, which is remote.	The reduction in traffic flows and vehicle speeds on Malinsgate will provide an improved environment for pedestrians and cyclists, in association with improved signing and lighting of the off-road route south of Southwater Way resulting from the re-development of the Civic Offices site.
E - Town Park /Southwater to existing shopping area	Access between TC1a and TC1c and beyond is via Southwater Square at a higher level than Coach Central.	The reduction in traffic flows and vehicle speeds on Coach Central will provide an improved environment for pedestrians and cyclists, thereby providing easier interchange with public transport for users from Southwater as well as the shopping area.
Extended & New Strategic Links		
F - West Southwater to Events Quarter	None existing	The proposals for the Southwater development include a linear 'High St' extending through the site to provide a direct link between the Telford International Centre and West Southwater.
G – Southwater to existing shopping area (Central Square)	The main route from the southern end of Central Square is via the Telford Shopping Centre which closes in the evening creating a cul	Providing a way out of Central Square at its southern end will help connect it to Coach Central and to Southwater – and in doing so will create a north

## 4 Policy Areas

Connection	Existing	Proposed Improvement
Improved Strategic Links		
	de sac. There is an alternative route, however, there are no crossing points for Coach Central.	south 24/7 pedestrian route to the immediate east of the Telford Shopping Centre.
<b>A1 - Central Park to Town Centre</b>	There are limited crossing points of the M54 resulting in lengthy detours for pedestrians and cyclists either via Telford Way/ Holyhead Road or along Silkin Way.	The provision of a pedestrian / cycle bridge across the M54 would provide direct access to the existing footbridge over the railway / Queensway / Rampart Way.
<b>C1 – Old Park to the Civic Quarter</b>	Two retail parks and substantial highways create barriers to the easy, safe and attractive movement of people from the proposed residential areas of Old Park.	Establishing good pedestrian connections between Old Park and the shopping area will help to link the two areas and encourage greater pedestrian and cycle use.

### POLICY

#### CT13 – Pedestrian and Cycle Network

In order to improve access within, and to and from Telford town centre, a high quality pedestrian and cycle network will be created.

New development should contain high quality, clearly signed and continuous cycle routes linked to the town centre network and incorporate secure cycle parking.

## 4 Policy Areas

### 4.7 Built Environment

#### Environmentally Sustainable Buildings

**4.7.1** This plan's vision of 'A Centre with a Low Environmental Footprint' (Vision Theme 6) recognises the national objectives of achieving sustainable development through the prudent use of natural resources and responding to climate change. It reflects local strategies and plans, particularly the Council's Climate Change Strategy and the Vision 2026 ambitions for a 'sustainable green community', which includes cutting CO<sub>2</sub> emissions. The Telford & Wrekin Working Group on Climate Change tasks Planning to progress policies that urgently address these ambitions in a positive way.

**4.7.2** With a large amount of existing and proposed commercial development in Central Telford, and with it being the location of a number of intersecting transport routes, the area will potentially continue to act as one of the highest CO<sub>2</sub> emitting areas in Telford & Wrekin. The vision of this plan is clear that this should not continue to be the case. Ensuring that commercial development is environmentally sustainable will be particularly important in delivering this vision. Improvements to transport, such as better access and use of modes of travel other than the car are addressed by the transport policies of this plan.

**4.7.3** Development proposals will need to include design and technology that will allow reductions of CO<sub>2</sub> emissions to contribute towards meeting the targets set out in the Climate Change Strategy. This will be particularly important in the Town Centre Character Area where there are higher levels of development proposed. Policies CT15 (Design) and CT16 (Density) are also relevant to achieving these targets.

**4.7.4** Development proposals will be expected to respond to these challenges in two ways – through the construction of buildings, and by incorporating measures to produce decentralised energy from renewable sources. Management issues, CO<sub>2</sub> emissions, the use of energy and water, generation of waste, better drainage, more sustainable building materials, impact of transport, levels of pollution, and the effect of development on health and ecology will all be important to consider in development proposals.

**4.7.5** As stated in the Housing chapter of this plan, the viability of new residential development that includes an appropriate level of affordable housing will also influence on the level of environmental sustainability that can be achieved. This is particularly so in the Town Centre Character Area. At the same time the Council's Affordable Housing Viability Study indicates that residential development constructed to the mandatory Code for Sustainable Homes (CSH) Level 3 can be built to include affordable housing without compromising its viability. In addition to this, the Homes & Communities Agency (HCA) is a prominent landowner within Central Telford, whose requirements for the construction of housing are similar to CSH Level 3. These points are reflected in Policy CT14.

**4.7.6** In respect of commercial development, the Environmentally Sustainable Buildings Viability Study for Central Telford indicates that buildings can achieve BREEAM 'Excellent' standards without incurring excessive additional costs.

**4.7.7** The degree of regeneration planned for the Town Centre Core will require the substantial involvement of the Regional Development Agency, Advantage West Midlands (AWM). AWM's standards require all new buildings to aim to achieve the highest standards of environmental sustainability unless proven uneconomical.

## 4 Policy Areas

**4.7.8** Local experience suggests that incorporating the highest level of environmental sustainability in commercial development challenges its viability. A more moderate standard (BREEAM 'Very good') is therefore a better baseline.

**4.7.9** The Council will expect development proposals to include assessments under the Code for Sustainable Homes (CSH) and Building Research Establishment's Environmental Assessment Method (BREEAM). Energy Performance Certificates (EPCs) would provide an additional test for non-residential development.

**4.7.10** The management of water within developments will be assessed under the methods mentioned above. This will complement the requirements of the site allocations in the Area Action Plan.

**4.7.11** CSH and BREEAM assessments will be required for pre-application discussions and in determining outline planning applications. Design Stage Assessments will be required for detailed planning applications. Post Construction Certificates will be required to ensure that the approved sustainability standards are achieved. Conditions attached to planning permissions will enable this to be delivered.

**4.7.12** As Building Regulation requirements increase over the plan period to result in zero carbon construction (domestic by 2016; non-domestic by 2019), CSH and BREEAM standards are less likely to be met without developments including decentralised renewable energy production. Increases in Building Regulations are anticipated in April 2010, April 2013, and April 2016 (domestic only).

**4.7.13** The overall Development Plan is supportive of the provision of decentralised renewable energy as stand alone development. This Area Action Plan ensures that decentralised renewable energy production is incorporated within development proposals in Central Telford.

**4.7.14** Providing decentralised renewable energy production will be more, but not exclusively, associated with non-residential development. Commercial development normally exhibits the largest and most consistent energy demands for which decentralised energy may be more appropriate.

**4.7.15** Energy use will be an important part of the design of development. Proposals for development should set out how its energy requirements will be met, and that an assessment has been made into the opportunities for incorporating renewable energy as part of its design.

**4.7.16** The significance of Telford Town Centre to the wider Telford & Wrekin area and the sub-region is recognised by Vision 2026 and the Core Strategy Spatial Development Strategy. Development in the Town Centre Character Area will therefore need to provide the best examples in respect of environmentally sustainability.

**4.7.17** Policy CT14 below is strongly related to policies contained elsewhere within the Development Plan. These include NR1 (Location of Renewable Energy Developments) and NR3 (Energy Use) of the Wrekin Local Plan.

## 4 Policy Areas

4

### POLICY

#### CT14 - Environmentally sustainable buildings

Development proposals within Central Telford will be required to demonstrate their environmental sustainability as part of planning applications.

At minimum, residential development proposals of 15 dwellings or more should achieve Code for Sustainable Homes (CSH) Level 3, and non-residential development greater than 1000sqm should achieve BREEAM 'Very Good' standard. Mixed use proposals that include residential and non-residential uses should exceed these minimum standards where they fall above these thresholds. As Building Regulation standards increase towards achieving zero carbon development, residential proposals will be expected to meet the corresponding higher CSH levels.

Proposals that include non-residential uses and fall above the 1000sqm threshold (including mixed use development), should incorporate on-site renewable energy generation to meet at least 10% of the development's anticipated energy demand. Such proposals should be accompanied by a statement that demonstrates that the viability of incorporating decentralised renewable energy systems has been considered. This should include consideration of connection of the development to off-site renewable energy systems.

Innovative examples of environmental sustainability will be encouraged, supported, and expected of development proposals, particularly within the Town Centre Character Area.

### Design

**4.7.18** Good design standards in the built and natural environment are required throughout Telford and Wrekin but are especially important in Central Telford because of its role and prominence, as the area of greatest activity.

**4.7.19** Appendix 2 to this document comprises a summary of key design principles that development in the Central Telford area is expected to address.

**4.7.20** Other relevant policies include Core Strategy Policy CS15 (Urban Design) and saved policies UD2 (Design Criteria) and UD3 (Urban Design Assessments) of the Wrekin Local Plan. A Design Guide SPD is also proposed in order to explain in greater detail the objectives and principles of urban design in Telford & Wrekin.

### POLICY

#### CT15 - Design

Development within the Central Telford area (and especially in Telford Town Centre) will be required to demonstrate high design standards by:

- Exhibiting best examples of sustainable design;



## 4 Policy Areas

- Creating an attractive, distinct and recognisable Town Centre;
- Delivering contemporary architecture which is fit for purpose, and attractive; and
- Creating attractive well connected streets and spaces which are lively, safe and accessible to all.

Development will be assessed against the Design Principles in Appendix 2 of this plan, CS15 of the Core Strategy, saved policies UD2 and UD3 of the Wrekin Local Plan and the forthcoming Design Guide SPD.

Applications for development will be required to justify and explain the reasons for its design.

## 4 Policy Areas

### Density

**4.7.21** Density is an important part of good design and it will vary across the Central Telford area. The density of new development should reflect the immediate surroundings of the site and the wider Character Area. It should also reflect proximity to services, open space and public transport.

**4.7.22** The highest densities should be delivered on sites and locations within or adjoining the Town Centre Core and those with direct access to public transport. Appropriate residential densities are indicated in Table 5 below :Guide for acceptable residential development densities by Character Area

**Table 4**

Character Area	Average density in units per hectare
Telford Town Centre	75 units/ha
Old Park	45 units/ha
Central Park	45 units/ha
Malinslee	50 units/ha
Hollinswood	50 units/ha

### POLICY

#### CT16 - Density

Residential densities in Central Telford must:

- Be in general accordance with Table 5 above;
- Be in keeping with the immediate surroundings of the site and the wider Character Area,;
- Consider the proximity and accessibility of open space, public transport and community facilities; and
- Be fully justified by a thorough urban design appraisal.

## 4 Policy Areas

### The Public Realm

**4.7.23** The design and use of space between buildings in Central Telford, and particularly in the Town Centre Character Area, is dominated by space serving the needs of motor vehicles.

**4.7.24** There is a very limited amount of existing public space designed for the use of pedestrians. Such existing spaces include: Southwater Square, Telford Square, Central Square, the Mark Harding Piazza and an area located behind the office buildings between Lawn Central and Ironmasters Way.

**4.7.25** Many of Central Telford's roads and car parks have footways and in some cases, cycleways, but they are predominantly designed for vehicular use. Pedestrians are generally required to use specific routes, footpaths, underpasses and bridges dictated by meeting the needs of vehicles first. There is little opportunity for safe, convenient pedestrian movement and there is a low choice of routes.

**4.7.26** To meet the vision and objectives of this Area Action Plan, the spaces between buildings must become more attractive for pedestrians and cyclists to use and they must help to join and link together different land uses such as retail, offices and residential. The key aim for the public realm is to create a full range of streets and spaces between buildings which provide an attractive, safe and convenient environment for people to use.

### POLICY

#### CT17 - Public Realm

Development proposals must:

- Support the changes to the highway network in Telford Town Centre from vehicle priority to shared and pedestrian priority streets, in accordance with the Transport Policies;
- Provide safe and attractive streets and spaces planned and designed as an integral part of development schemes;
- Create a good quality public realm which reflects the main uses of the space and the buildings that surround it;
- Integrate good quality lighting within developments, and;
- Provide good quality public art as part of the development.

## 4 Policy Areas

### Storey Heights and Tall Buildings

**4.7.27** In the Town Centre Character Area buildings will be of an appropriate scale, height, architecture and quality. This will help to create a place which is recognisably *the* Town Centre of Telford. Tall buildings are key to this vision and will be sought in appropriate locations within the Town Centre.

**4.7.28** By their very size tall buildings are prominent structures. They have considerable impact and the need for them must therefore always be rigorously assessed and justified. Tall buildings should be of excellent architectural quality and designed in full understanding of their likely impact on the immediate surroundings and the wider environment.

**4.7.29** National policies, such as paragraph 47 of PPS3, tend to support increased densities. Tall buildings provide one significant way of achieving this. Building heights will vary within and between each Character Area in response to the objectives for that area and to be in keeping with the surroundings of each site. In the Town Centre Character Area new buildings should be a minimum of 3 storeys, whilst in other Character Areas, buildings of fewer storeys will be permitted.

**4.7.30** The Council encourages mixed use buildings wherever possible in accordance with Policy CT1. Tall buildings provide an opportunity for vertical mixed use where different uses are located at different floors throughout the building, for example retail at ground level where it can cater for and encourage pedestrian use of the street, with offices and/or residential uses on higher floors.

### POLICY

#### CT18 - Storey Heights and Tall Buildings

The storey heights of buildings within the Central Telford area will be determined by:

- The objectives of the individual Character Areas;
- The setting of specific sites.

Within the Town Centre the emphasis will be upon the creation of a distinctive appearance and skyline. New buildings will be of an appropriate scale, height, architecture and quality to help create an urban place that is recognisably Telford Town Centre.

Tall buildings are supported in the Town Centre Character Area and will be permitted where an application is justified through an urban design and impact assessment.

Proposals should also consider opportunities for mixed use and should create attractive, well-designed and durable accommodation.

## 4 Policy Areas

### 4.8 Natural Environment

#### Introduction

**4.8.1** Central Telford contains a large proportion of natural green space in comparison with other urban centres of a similar size. This forms a valuable resource for the town and is partly the result of former industrial uses which have been remediated, landscaped and planted with trees.

**4.8.2** The natural environment of Central Telford provides a unique identity with it being well embedded within the urban form. The importance of this environment is highlighted by the Borough's Community Strategy Vision 2026 document which describes Telford as a 'Green City', emphasising the need to retain this high quality natural environment. Additionally, one of the strategy's key priorities is for a 'Sustainable and Quality Environment', where growing pressures on the local environment are managed through measures such as creating quality public space, and conserving and enhancing the borough's unique environment. For the Central Telford area specifically, the Community Strategy envisages enhancements to Telford Town Park and the overall public open spaces, better integration of the Town Park with the town centre, and the development of a comprehensive network of sports and leisure facilities.

**4.8.3** The Children and Young People's Plan (2008-2011) aims to provide more social and leisure opportunities for children and young people. This will maximise their achievement and enjoyment through learning, play, sport, leisure and cultural activities. This chapter contributes towards implementing these priorities for the Central Telford Area.

**4.8.4** The natural environment in each of the Character Areas has its own unique identity. For example, the green spaces in Hollinswood and Malinslee are strongly related to the residential nature of these areas, whereas Central Park and Old Park contain landscaped features that are connected to the employment and commercial uses that are predominant in these areas. The green spaces in the Town Centre Character Area are all concentrated within Telford Town Park. The Town Centre Core and the areas adjoining it contain little or no green space apart from some limited incidental tree planting and landscaping.

**4.8.5** The natural environment fulfils a variety of purposes and functions, one of the most important of which is to provide a network of green corridors. These provide accessible green space close to where people live and work and they allow for the movement of wildlife. This network is stronger in some areas than in others; there are currently poor north-south connections across the Central Telford area and an overall fragmentation of the network due to the enclosed shopping centre, surface car parking and major transport corridors (M54, A442 and the Wolverhampton to Shrewsbury railway). The natural environment also has an essential role in mitigating and adapting to the effects of climate change, a role which is underlined in the borough's Climate Change Strategy (2008).

**4.8.6** The overall aim of this chapter is to protect and enhance a high quality natural environment within Central Telford that can provide a positive and complementary setting to the built form, meets the needs of the local population and provides a good ecological habitat. This will be brought about by applying protective measures and enhancements to the existing natural environment.

## 4 Policy Areas

4

**4.8.7** The Central Telford area will see large scale development over the plan period. It is anticipated that the conflicts with protecting and enhancing the natural environment will be minimised through the application of this Area Action Plan's policies.

### Biodiversity

**4.8.8** The protection of biodiversity assets must have a broader focus than rare habitats and species alone. The educational, health, economic and quality of life benefits that come from regular contact with nature needs to be recognised and planning for the natural environment should enable these benefits to be realised. Protecting and enhancing spaces of biodiversity value in Central Telford is a key element of this Area Action Plan's Spatial Development Strategy.

**4.8.9** Central Telford's biodiversity is potentially threatened by inappropriate land management, habitat fragmentation, development pressure and climate change. Telford needs to enhance existing biodiversity assets and reinstate biodiversity that has previously been lost to development.

**4.8.10** The Shropshire Biodiversity Action Plan (SBAP) identifies what steps need to be taken in order to protect threatened species and habitats. Developments within Central Telford must demonstrate how they contribute to the SBAP targets, to ensure that development does not harm the existing biodiversity value of the area.

**4.8.11** Ecological corridors link habitats together and provide routes or stepping stones for the migration, dispersal and genetic exchange of species in the wider environment. It is important that such corridors in Central Telford are protected and enhanced in accordance with national Planning Policy Statement 9 (Biodiversity and Geological Conservation).

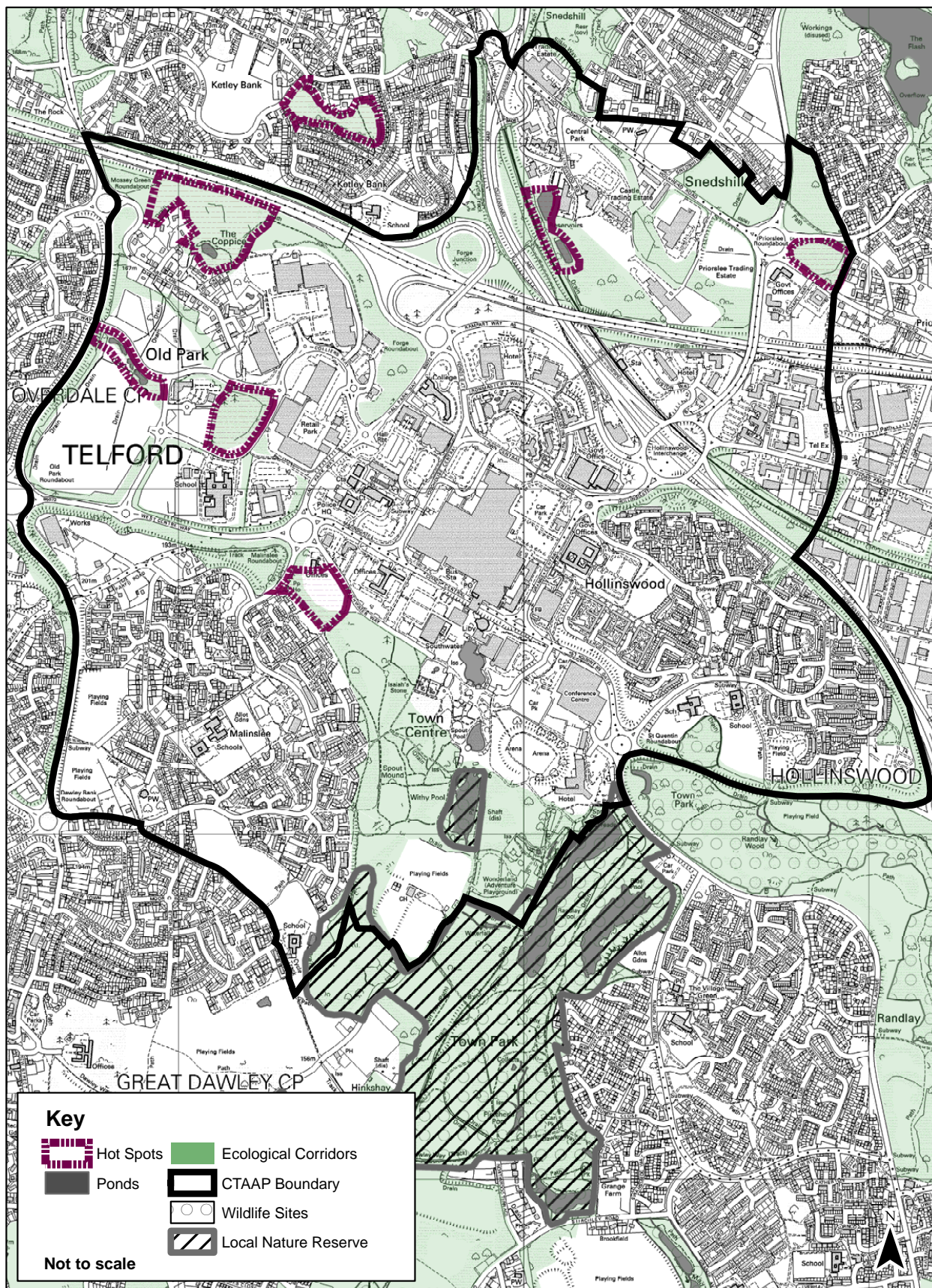
**4.8.12** Map 12, shows the areas of Central Telford that have been identified for their strategic biodiversity value. Many of these are undesignated but may be locally important, have historical biodiversity value and support or have the potential to support protected and priority species. They include key woodlands, ponds and areas of scrub and grassland within Central Telford, and are identified as biodiversity 'hot spots', or part of ecological corridors. These are identified on Map 12 due to their potential value and should be considered in decisions on development proposals, although it is recognised that they will have less weight than Wildlife Sites and Local Nature Reserves. These are not designated spaces and are therefore more appropriately shown on Map 12 than as designations on the proposals map.

**4.8.13** There may be other areas in Central Telford not identified on the map that also have biodiversity value and so proposals for development should be subject to an ecological survey to determine what impact they will have on priority and protected species and habitats.



## 4 Policy Areas

Map 12 Strategic Biodiversity Areas in Central Telford





## 4 Policy Areas

**4.8.14** There are strong ecological corridors existing in areas such as between Telford Town Park and Malinslee, alongside the railway line and at the northern edge of Old Park (see Map 12). These are primarily east/west ecological corridors, there are currently very limited north/south ecological corridors through the Central Telford area. Future development should facilitate the delivery of improved ecological corridors, particularly between the north and south and especially within the Old Park and Town Centre Character Areas. The existing Shopping Centre and its surface car parking are a significant barrier to ecological movement so developments in the Town Centre Core should incorporate features such as green roofs to promote biodiversity. Within Old Park, there is potential to create north/south linkages within the site allocations to link to the biodiversity rich area of The Coppice, north Old Park to Malinslee and the Town Park to the south.

**4.8.15** The Central Telford area includes part of the Town Park Local Nature Reserve and part of Randlay Wood Wildlife Site. There are also other more localised areas of biodiversity importance across the Central Telford area such as the ponds to the west of Central Park and the ecological corridors surrounding Malinslee and Hollinswood.

### POLICY

#### CT19 - Biodiversity

In order to maintain and enhance biodiversity and ecological corridors in the Central Telford area, development proposals should:

- Provide ecological surveys to determine what impact the proposed development will have on the existing designated habitats, ecological corridors, and on protected species in particular.
- Demonstrate how they will contribute, in full, to Shropshire Biodiversity Action Plan targets.
- Demonstrate how the biodiversity recommendations (contained in supporting technical papers) for allocated sites in this Area Action Plan are addressed.
- Retain and enhance mature trees, woodland features, linear natural features, wetland areas, species rich grassland, areas identified in Map 12 above and any other protected habitats.
- Integrate development into the existing ecological network without causing fragmentation or isolation of habitats; where possible the network should be repaired and strengthened, maximising ecological corridors, especially the existing poor north-south ecological corridors in Old Park and the Town Centre.
- Ensure linkages within and to the Town Park are retained.
- Implement appropriate mitigation and compensation measures to ensure that there is no net loss in biodiversity in the Central Telford area, such as the ongoing maintenance of enhanced sites.

### Landscape

**4.8.16** The character and quality of the landscape in Central Telford varies quite considerably. The Central Park and Old Park Character Areas are characterised by semi-natural densely wooded mounds and slopes, large remediated vacant sites, and large

## 4 Policy Areas

embankments and verges flanking the M54, A442 and the railway. The Town Centre Character Area contains relatively few landscape elements, and these generally comprise more formally maintained and managed grassed and planted areas such as the slopes flanking Rampart Way. It does however include a substantial portion of Telford Town Park which contains a variety of landscape types, ranging from Spout and Withy Pools to the manicured formal planting of Maxell gardens, and substantial provision of children's play facilities. The landscapes of Hollinswood and Malinslee Character Areas comprise mainly of maintained recreational and amenity spaces which are incidental to the residential use of these areas.

**4.8.17** Topographically, the Central Telford area comprises of a sloping plateau of relatively high land with many small changes in level. The area is criss-crossed by a number of major roads and a railway that run through cuttings and over embankments that further increases the sense of level change.

### Structural and Visual Role of Landscape

**4.8.18** Central Telford was designed and planned with a strong landscape structure in mind. The area was heavily planted with trees during the development of the New Town in order to project the image of Telford as a 'Forest City'. The resulting landscape provides a positive setting for the town centre and offers good accessibility to green spaces for residents of Hollinswood and Malinslee. The structural and visual composition of the Central Telford landscape must be reflected in any new development proposals, particularly in ground level changes, specimen planting, and providing positive linkages between green spaces and the urban form.

### Recreational and Leisure Role of Landscape

**4.8.19** The growth of the Central Telford area will result in increased demand for landscaping that fulfils a recreational need. The Town Park is a key facility in delivering the provision needed to meet this demand as it has good access from the Town Centre Core and acts as a gateway to draw people further into the more natural spaces to the south of the park beyond the Area Action Plan boundary. The overall landscape of Central Telford will continue to provide spaces for general amenity, recreation and leisure uses to meet local needs.

### Technical and Ecological Role of Landscape

**4.8.20** The technical and ecological roles of landscape include shielding development from nearby noise and light pollution, improving the micro climate of the area, helping to adapt to a changing climate, and assisting in delivering Sustainable Urban Drainage Systems (SUDS). These roles will be seized upon as opportunities within development and they will be strengthened. Landscape also has a role in providing for wildlife and habitats which must be respected and integrated within developments in accordance with Policy CT19.

## POLICY

### CT20 - Landscape

Landscape is critical to the character, vitality and setting of Central Telford. Development must ensure that:

## 4 Policy Areas

4

- The unique structure and visual quality of Central Telford's landscape and its Character Areas is positively reflected.
- Existing large and valuable landscape features are conserved.
- New and appropriate spaces and greenery are provided in a way which positively contributes to Central Telford.
- The overall network of landscape features is strengthened and enhanced.
- Measures are taken to make the area a more sustainable place by assisting with sustainable urban drainage, improving the micro climate and incorporating climate change adaptation features.
- Landscaping can be incorporated within schemes to minimise the amount of noise and light pollution emitted.

### Green Space

**4.8.21** The Council has been updating the existing Wrekin Local Plan Green Network into a new green spaces designation for the Borough. This section of the Area Action Plan sets this new designation for the Central Telford area. The new designation has been informed by an evidence base that includes the Assessment of Open Space, Sport and Recreation Facilities (2008); Community Strategy 2006-2011; Sport & Recreation Strategy 2002-2011; Sport and Leisure Facilities Framework 2007-2027; the Local Play Strategy 2007-2017; Children & Young People's Plan 2008-11; Climate Change Strategy 2008-2026, and; the Cultural Strategy for Shropshire and Telford & Wrekin (2009). These strategies, in combination with Policy CS11 of the Core Strategy, have provided the overall context within which the update to the green spaces designation has been undertaken.

**4.8.22** The wider aims and priorities of the Community Strategy that promote Telford as a 'Green City' where growing pressures on the local environment can be managed, are set out in detail at the beginning of this chapter. Other corporate strategies contain more specific reference to spaces and facilities in Central Telford. The Sport and Recreation Strategy for example identifies that Telford Town Park caters for the widest and most varied customer catchment, attracting visitors from within and beyond the boundaries of the district, whilst the Play Strategy identifies a number of play areas in the Central Telford area to be retained, refurbished or further developed. These and other key sites are shown alongside the new green spaces designation on Map 13.

**4.8.23** The principle foundations of the existing Green Network are the six aims set out in paragraph 8.2.12 of the Wrekin Local Plan. These aims are being updated to provide the context for the future treatment of the Borough's green spaces. The new aims will be set out in full in a forthcoming Local Development Framework Development Plan Document, the existing aims in the Wrekin Local Plan will continue to apply in the meantime.

**4.8.24** The types of space referred to in this section relate to the definitions of green space within national Planning Policy Guidance note (PPG)17. Civic spaces are regarded as part of the broader 'open space' definition rather than 'green space' and are therefore dealt with under the Public Realm Policy (CT17).

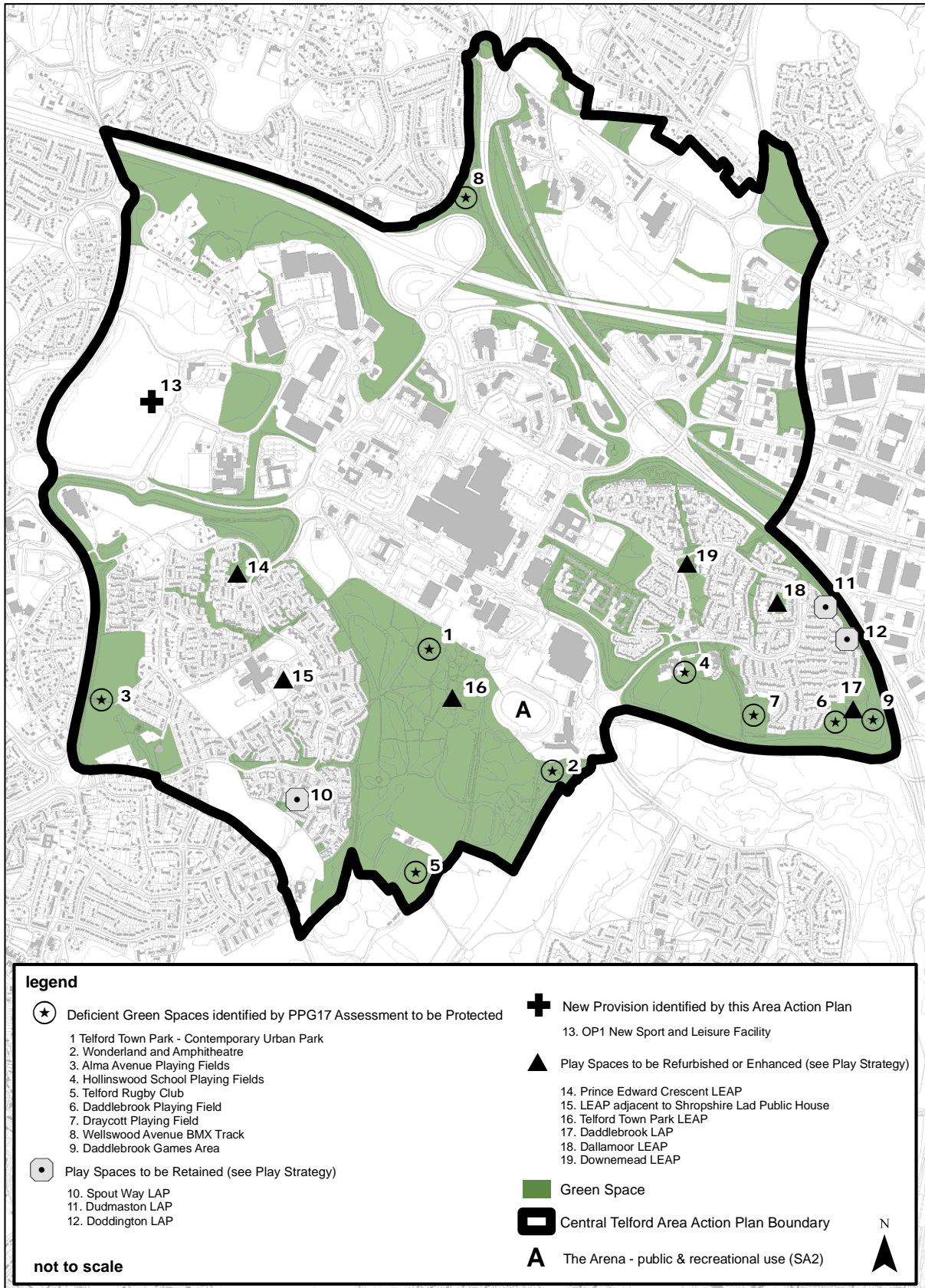
## 4 Policy Areas

**4.8.25** There are two primary issues to be considered in relation to the treatment of green spaces in Central Telford; the protection of existing good quality and highly valued green spaces that fulfil one or more functions, and the provision of new green spaces where there is an identified local or strategic need.

## 4 Policy Areas

4

Map 13 Green Spaces





## 4 Policy Areas

### Protection of Green Space

**4.8.26** One of the objectives of the update of the green spaces designation for Central Telford has been to identify the key spaces that warrant high levels of protection, because they fulfil one or more functions of value to recreation, ecology, amenity, landscape and culture. The green spaces identified are shown on Map 13.

**4.8.27** The findings and recommendations of the Council's Open Space Assessment (2008), along with those of the corporate strategies outlined above, have been used in the green spaces update to identify the functions and value that green spaces in Central Telford have. The Open Space Assessment found that overall the amount of green space provision in Central Telford is generally good compared to other areas, but the recommended levels of provision identified existing or potential future deficiencies in the amount of outdoor sports facilities, formal parks and gardens, facilities for young people and allotments. There are no allotments in Central Telford but where there are other types of green space in Central Telford they will correspondingly require greater levels of protection.

**4.8.28** The Council will use the recommended standards of provision made by the 2008 Open Space Assessment as the basis for decisions on the protection of green space, until the full set of local provision standards of green space are adopted in a subsequent Development Plan Document.

**4.8.29** The designation of key spaces also helps to protect and enhance the overall interlinked network of green space that gives a unique identity to the town centre and allows for good accessibility and links between different areas of Central Telford. Existing green space links will be protected.

### POLICY

#### CT21 - Protection of Green Space

Development proposals must protect the green spaces of identified value (shown by Map 13) and must avoid negatively impacting upon the aims, functions and supply against the local standards of green space provision, as set out in the Open Space Assessment (2008) and to be updated in forthcoming relevant LDF documents.

Other open space in Central Telford may have value. Development must address this and must not result in a loss of the types of green space that are deficient in Central Telford, i.e. Parks & Gardens, Facilities for Young People and Outdoor Sports Facilities. In exceptional circumstances where the loss of these spaces is deemed to be unavoidable and appropriate, then they must be replaced to an equivalent or higher quality and accessibility in the closest possible location, in accordance with the Provision of New Green Space Policy (Policy CT22).

Development which would lead to a fragmentation of the green corridors and overall network of green spaces in Central Telford will be strongly resisted. In particular any linkages that exist between areas of Central Telford that are currently poorly connected will be afforded the highest levels of protection.

## 4 Policy Areas

### Provision of new Green Spaces

**4.8.30** In order to address the deficiencies that have been identified in Central Telford, there will need to be additional and enhanced provision of green space over the plan period. The Council's Open Space Assessment (2008) recommended a set of standards for the future provision of open space in terms of quantity, quality and accessibility. These recommended standards have been used to inform the approach in this Area Action Plan to providing new green spaces in Central Telford.

**4.8.31** Decisions on the type, amount, quality and accessibility of additional green space provision to be delivered in Central Telford will need to be made in the context of the local standards of provision. These will be formally set within a subsequent Development Plan Document. Until such time as this document is adopted the findings of the 2008 Open Space Assessment will be used. Consideration should also be given to other natural environment policies of this Area Action Plan.

**4.8.32** In the Town Centre Character Area the provision of new green spaces will need to reflect the more urban nature of the environment. New civic spaces, public squares and tree planting along town centre streets are to be encouraged in this Character Area so the Public Realm Policy (CT17) should also be referred to in providing new green spaces here.

**4.8.33** There are acute accessibility deficiencies of allotments, outdoor sports facilities and facilities for young people in the north and west of Central Telford. These areas also present the greatest opportunities for new green space provision to be incorporated within development schemes, further provision of these types of green space should therefore be directed towards the Central Park and Old Park Character Areas. Site Allocation SA4 incorporates a proposal for a new outdoor sports facility that will contribute towards meeting this deficiency. The 2008 Open Space Assessment also recommended that improvements to existing amenity green spaces and children's play facilities should be made throughout Central Telford over the plan period. Hollinswood and Malinslee are mainly residential character areas which contain the largest amounts of these types of green space so improvements to these will be the priority in these Character Areas, particularly in regard to the play area improvements identified by the Play Strategy (shown on Map 13).

**4.8.34** The most deliverable methods of achieving additional and enhanced green space provision are through requirements for on-site provision of appropriate green spaces within development proposals. Where on-site provision of green space is not possible, contributions will be sought from developers for additional off-site provision in the closest possible location, or for improvements to the quality and accessibility of existing nearby green spaces. In areas such as Hollinswood where no development opportunities have been identified within this plan, contributions for green space improvements will be sought from other developments nearby, where the resulting increase in population will also increase demand for use of these spaces. Details on the requirements for contributions towards green space provision are set out in the Delivery chapter and in the forthcoming Developer Contributions SPD.

## 4 Policy Areas

### POLICY

#### **CT22 - Provision of new green space**

In order to meet the deficiencies of green space identified in Central Telford, the Council will require contributions from development for further and enhanced provision in the area. Additional provision of new green spaces will be predominantly directed to the Central Park and Old Park character areas where deficiencies of allotments, outdoor sports facilities and provision for young people are greatest.

Where development proposals involving the loss of green space are deemed to be appropriate following consideration under the Protection of Green Space Policy (CT21), the Council will require the appropriate provision of new green spaces on site within the development proposal. In exceptional cases where it is not possible to accommodate the provision of new green spaces on site, contributions will be sought from developers to replace the lost provision of green space in the closest possible location, or to improve the quality and accessibility of nearby green spaces. Replacement green spaces should be at least an equivalent size, quality and accessibility.

The Council will also prioritise the improvement and provision of green space links across Central Telford in order to enhance and strengthen the interlinked network of green spaces in the area. Green corridors should provide for pedestrian, cyclist and, where possible, bridleway access. Improvements made to green space must ensure that access is provided for all.

## 5 Delivery

## 5 Delivery

### 5.1 Introduction

**5.1.1** In order to achieve the Spatial Vision and Objectives of the Central Telford Area Action Plan (CTAAP), it is crucial to ensure that a framework for delivery of the development opportunities is established.

**5.1.2** There are several key issues that must be addressed in order to achieve this:

- The quantities of land required for different uses;
- The phasing of development;
- Identifying the infrastructure required to deliver the objectives of the CTAAP and ensuring that it is in place at, or before the time that it is required;
- Setting a detailed framework for the delivery of specific sites.

**5.1.3** There are several methods by which the Spatial Vision and Objectives of CTAAP will be achieved.

- **Development Control Decisions** These will be made in line with the adopted version of CTAAP, the Core Strategy and other relevant Development Plan Documents. Pre-application discussions, the use of conditions on planning permissions and Section 106 and 278 agreements will be important means of ensuring that development meets the objectives;
- **Development Statements** have been prepared for specific sites, to provide guidance in the preparation of proposals;
- **Supplementary Planning Documents (SPD)** such as the forthcoming Affordable Housing SPD and the Developer Contributions SPD will link to CTAAP and provide further important guidelines for the future development of Central Telford;
- **Other Strategies** prepared by Telford & Wrekin Council such as the Local Transport Plan, Housing Strategy or Parks Strategy, will assist in the delivery of certain elements of the Action Plan. In particular, the Community Strategy developed in partnership with the Telford and Wrekin Strategic Partnership sets out priorities and key actions towards achieving the Vision 2026. This Area Action Plan will therefore assist in realising the Vision 2026 and will in turn be supported by the Community Strategy;
- **Partnership Working** will be a crucial element in securing the implementation of the Area Action Plan's objectives. Key partners include Southwater Events Group (SWEG) who are owners of the Telford International Centre (TIC) and associated landholdings; the Homes and Communities Agency (HCA) who are major landowners; Telford Trustee No. 1 Limited and Telford Trustee No. 2 Limited, the owners of the Shopping Centre and associated landholdings; Advantage West Midlands (AWM) and Wrekin Housing Trust. Along with the Council these bodies control the vast majority of the key development land in the CTAAP area;
- **Land in Council ownership** is included in the CTAAP area. The Council will work with landowners, developers and partners to ensure that its land holding is used appropriately to help achieve the objectives of CTAAP;



- **Utility providers** have been engaged in dialogue in order to ensure they are involved at an early stage in development proposals. The approach seeks to ensure that infrastructure provision is planned for well in advance and that the lack of infrastructure does not become an obstacle to development;
- **Community Infrastructure Levy (CIL)** The Council is considering seeking to put in place the Government's proposed CIL. It would provide an expedited means of securing financial contributions towards strategic infrastructure;
- **External Funding** is being sought from a number of sources, such as Community Infrastructure Fund, Regional Funding Allocation. Telford's status as a New Growth Point assists the Council in bidding for essential infrastructure to support housing growth. This will also benefit the wider objectives of CTAAP.

## 5.2 Land Requirements

### Residential

**5.2.1** Policy CT4 sets out the overall approach to the provision of housing in the Central Telford area. The approach to identifying the number of dwellings to be accommodated in the Central Telford area has been to assess the capacity of a range of sites and to identify them as site allocations, whilst taking account of the need to identify land for a range of other purposes within the Central Telford area. The sites identified in the Central Telford area are indicated in Table 6 below, together with their capacity and proposed phasing. Further details of the individual allocations are provided in the relevant Character Area sections of this document.

**Table 6 : Residential Site Allocations**

Site Name	Character Area and Site Allocation	Uses	Indicative Housing Capacity	Phasing
Existing Shopping Area	Town Centre - SA1	Mixed	900	Throughout Plan period & beyond
Southwater	Town Centre - SA2	Mixed	1050	Throughout Plan period & beyond
Malinslee Link	Town Centre - SA3	Residential	60	Throughout Plan period & beyond
Old Park West	Old Park - SA4	Residential, athletics facilities	200	Throughout Plan period & beyond
Park Lane	Old Park - SA5	Residential	78	Throughout Plan period & beyond
Land North Of Priorslee Roundabout	Central Park - SA9	Residential	100	Throughout Plan period & beyond

## 5 Delivery

Site Name	Character Area and Site Allocation	Uses	Indicative Housing Capacity	Phasing
Holyhead Road	Central Park - SA10	Residential	40	Throughout Plan period & beyond
Park Road	Malinslee - SA11	Residential	75	Throughout Plan period & beyond
Langley and St Leonard's School	Malinslee - SA12	Residential	30	Throughout Plan period & beyond
Land at rear of Church Road	Malinslee - SA13	Residential	15	Throughout Plan period & beyond
<b>TOTAL</b>			2548	

### Dwelling Mix

**5.2.2** The table below gives an indicative breakdown of the dwelling sizes and types to be sought on development sites in each of the Character Areas.

Table 7 :Indicative Dwelling Mix

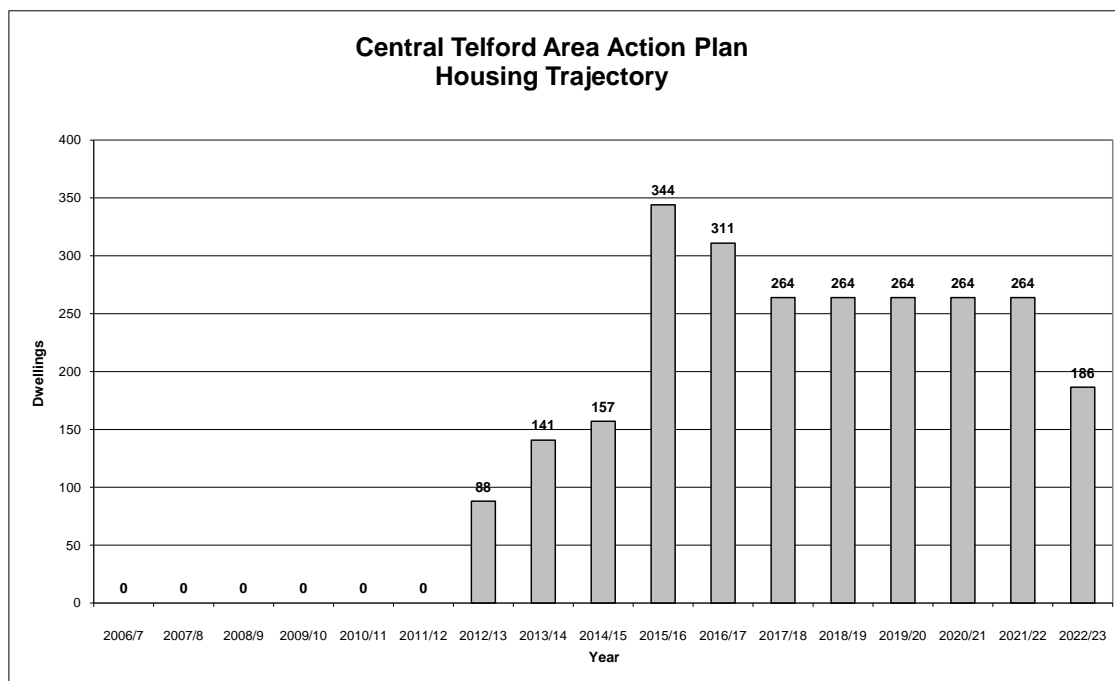
Character Area	Description	Houses			Apartments	TOTAL
		2 Bedroom	3 Bedroom	4+ Bedroom		
Town Centre	Mainly apartments with two or more bedrooms. Some two and three bedroom town houses.	12.5% (251 units)	12.5% (251 units)	0	75% (1,508 units)	2,010
Old Park	Emphasis on family housing units of two or more bedrooms, with some two bedroom apartments to meet the needs of couples and families.	20% (56 units)	25% (70 units)	45% (125 units)	10% (27 units)	278
Central Park	Emphasis on family housing units of two or more bedrooms, with some two bedroom apartments to meet the needs of couples and families.	20% (28 units)	25% (35 units)	45% (63 units)	10% (14 units)	140
Malinslee	Greater stock of houses for families with two or more bedrooms and some apartments with two apartments, also with two or more bedrooms.	30% (36 units)	35% (42 units)	20% (24 units)	15% (18 units)	120
<b>TOTAL</b>		14% (377 units)	16% (406 units)	9% (226 units)	61% (1,571 units)	<b>2,548</b>

## 5 Delivery

### Phasing of Housing

**5.2.3** The following diagram of the Housing Trajectory indicates the likely phasing of housing delivery in the CTAAP area.

**Figure 5**



### Offices (B1a)

**5.2.4** Table 7 below summarises the amount of office floor space by location (in square metres gross) taking into account any factors which reduce the area of the sites for development.

**Table 8 : Office Site Allocations**

Site Name	Character Area and relevant Site Allocation policy	Uses	Floorspace estimate (sq. m gross)
Existing Shopping Area	Town Centre - SA1	Mixed	18,000
Southwater	Town Centre - SA2	Mixed	38,000
Central Old Park	Old Park -SA6	B1 (a)	3,600

Site Name	Character Area and relevant Site Allocation policy	Uses	Floorspace estimate (sq. m gross)
Central Park	Central Park - SA7	B1(a) + (b)	35,000
Telford Way	Central Park - SA8	B1 (a)	15,800
<b>TOTAL</b>			110,000

## 5.3 Infrastructure

**5.3.1** In order to deliver the Central Telford Area Action Plan (CTAAP) the following range of infrastructure is required:

- Transport;
- Public realm;
- Open space and leisure facilities;
- Natural environment;
- Social infrastructure, such as schools, libraries, medical facilities and community centres, and emergency services;
- Cultural and arts facilities;
- Affordable housing;
- Water and drainage.

**5.3.2** The infrastructure required falls into two key categories - strategic and site specific. Strategic infrastructure refers to items of infrastructure that are critical to delivering the Vision and Objectives for Central Telford. Strategic infrastructure is often not site specific and may cross the boundaries of several sites or even fall outside the development sites. Because of Central Telford's role as the hub of the centres in the Borough, strategic infrastructure will also frequently be delivering objectives for the rest of the Borough as well. An example is the proposed reconfiguring of the Box Road and related Greyhound Link; this is a strategic measure necessary to achieve many of the objectives for the town centre and enable the delivery of a range of development opportunities.

**5.3.3** Site specific infrastructure is that which is directly and specifically related to the development of a particular site. An example is the provision of open space for a development, such as a play area or a new access road.

**5.3.4** The Council must ensure there are sufficient school places for pupils within the Borough. Pupil projections are carried out annually to identify where potential problems may arise in capacity at schools in each locality. The number of new dwellings expected are taken into account in this process, and where capacity issues are identified, consideration is given to the potential to increase accommodation at local schools, or even if necessary to provide additional primary and secondary schools.

**5.3.5** Overall, there is expected to be an impact on the need for additional places at local primary and secondary schools that serve the area of Central Telford due to the planned number of new dwellings. Whilst there is currently some surplus capacity at both Infant and



## 5 Delivery

Junior level, dependant on the type of dwellings created in the locality there may still be a need to increase the capacity of schools here. The Council will expect funding through developer contributions secured on the basis of a section 106 agreement.

**5.3.6** At secondary level, in the longer term period, there may be a need to secure additional places should the types of dwellings proposed be expected to generate additional secondary aged pupils. Again this would need to be funded through planning obligations set out in the relevant section 106 agreements.

**5.3.7** The infrastructure required in Central Telford detailed in the following tables focuses on strategic infrastructure. The information in the tables is indicative, based on the most up to date information at time of writing and may be subject to change as proposals for the schemes develop.

**Table 9 : Major Schemes**

Scheme details	Funding sources	Time Scale	Estimated Cost	Related Strategies/ programmes
Greyhound Link				
Local Transport Plan Scheme to improve connectivity between A442 and M54, and facilitate reconfiguring of Box Road. Includes a new interchange linking A442 Queensway to M54 Junction 5	Regional Funding; Developer Contributions.	Target start end 2011 or earlier, subject to funding. Duration 12 months	£24,000,000	Local Transport Plan; Growth Points
Other Highway Improvements				
To facilitate development growth and reconfiguring of Box Road. These improvements include improvements to the public transport and pedestrian/cycle infrastructure and associated public realm and open space enhancements..	Regional Funding; Developer Contributions	Improvements of the Forge roundabout will be highest priority. The remaining improvements will be timed to meet the needs of the CTAAP developments	£24,000,000	Local Transport Plan; Growth Points
Reconfiguration of Box Road				
<ul style="list-style-type: none"> <li>Reconfigure Woodhouse Central</li> </ul>	Regional Funding	Start after the Forge	£16,000,000	Local Transport

## 5 Delivery

5

Scheme details	Funding sources	Time Scale	Estimated Cost	Related Strategies/ programmes
<p>to an 'urban street' two-way carriageway, relocating car park accesses to remove through traffic. The southern half of Woodhouse Central to be a 'shared street' with bus and taxi access only and high quality surfaces to allow continuous pedestrian and cycle crossing between Telford Shopping Centre and the surrounding areas.</p> <ul style="list-style-type: none"> <li>Reconfigure Coach Central to a 'urban street' two-way carriageway with a pedestrian/cycle/vehicle 'shared street' component to link the Telford Shopping Centre with Southwater, the Town Park, and beyond via the Silkin Way strategic cycle route.</li> <li>Reconfigure Grange Central to provide an 'urban street' with traffic lanes in each direction and maintain the dedicated bus lane in the northbound direction. A high quality surface pedestrian and cycle crossing to be provided, linking Telford Shopping Centre to the surrounding areas.</li> </ul>	Allocation; Developer Contributions.	roundabout improvement and in accordance with the timing of the development. The Greyhound Link and Other Highway Network Improvements may need to be introduced before some Box Road improvements, depending on the impact of the development. Duration 24 months.		Plan; Growth Points

## 5 Delivery

Scheme details	Funding sources	Time Scale	Estimated Cost	Related Strategies/ programmes
<ul style="list-style-type: none"> <li>Reconfigure Lawn Central to provide an 'urban street' with traffic lanes in both directions. These will be separated by a median refuge to provide a pedestrian-friendly environment.</li> <li>Apply appropriate junction, signing, bus priority and pedestrian/cycle crossing improvements to the surrounding highway network.</li> </ul>				
Southwater				
Strategic enhancements planned and incorporated in the CIF include Southwater Square, Southwater Lake, new Southwater development and interface to Town Park and Telford Shopping Centre.	Developer Contributions	Dependent on development	£6,400,000	

**Table 10 : Other Highway Schemes**

Scheme Details	Funding sources	Timescale	Estimated Cost	Related Strategies/ programmes
Integrated Traffic and Parking Management System				
Includes electronic car park guidance systems and CCTV cameras to assist traffic control throughout the town centre as the highway network changes.	Regional Funding; Developer Contributions	Develop as part of the reconfiguration of the Box Road	£2,000,000	Local Transport Plan
Telford Central Station Multi-storey Car Park				

## 5 Delivery

5

Scheme Details	Funding sources	Timescale	Estimated Cost	Related Strategies/ programmes
The Council will support the provision of a larger Park and Ride facility at Telford Central Rail Station. This multi-storey parking facility will predominantly serve rail passengers as a means of encouraging increased use of public transport but has the potential to act as a park and walk facility for a wider user group.	Rail operator	Dependent on rail operator as they will be the lead sponsor	£4,500,000	Local Transport Plan; West Midlands Rail Development Plan
Proposed pedestrian link between Central Park and Telford Central Rail Station				
A bridge over the M54, linking Central Park to the existing footbridge that links Telford Central rail station to Telford Town Centre	Regional Funding; Developer Contributions	Dependent on development	£2,000,000	Local Transport Plan

Table 11 : Other Public Realm Improvements

Scheme	Scope	Funding sources	Timescale	Estimated Cost	Related Strategies/ programmes
Changes to Telford Square	To improve integration with a revised Woodhouse Central. Improvements are necessary to enhance the sustainable links between the Town Centre, existing uses and future development.	Regional Funding; Developer Contributions	Enhance in parallel with improvements to Woodhouse Central.	£250,000	Local Transport Plan; Growth Points
Improvements to the pedestrian / cycle route between Telford Central	Improvements to the pedestrian / cycle network between Telford Central	Developer Contributions	Dependent on development	£1,500,000	Telford & Wrekin Partnership (2008) Vision for 2026

## 5 Delivery

Scheme	Scope	Funding sources	Timescale	Estimated Cost	Related Strategies/ programmes
rail station and Town Centre	rail station and the wider Town Centre				

**Table 12 : Other Open Space And Leisure Improvements**

Scheme	Scope	Funding sources	Timescale	Estimated Cost	Related Strategies/ programmes
Habitat Enhancements	Management of enhanced biodiversity links, particularly through the Town Park.	Developer Contributions	On completion of improvements	£100,000	Telford & Wrekin Partnership (2006-2011) Our Community Strategy
Visitor Centre	Provision of a replacement Visitor Centre to enhance the links into the Town Park and provide visitor facilities.	Lottery funding; Developer Contributions	Subject to development/lottery funding	£1,000,000	Town Park Strategic Framework (2006)
Enhancement of vantage points from Spout Mound	Enhance viewpoints through clearing views of vegetation, providing interpretation points and promotion of views through wider publicity. Enhance and exploit topographical variation of the Town Park.	Telford & Wrekin Council; South Telford Rights of Way Partnership	In conjunction with other park trails for coordinated approach	£50,000	Town Park Strategic Framework (2006)

**Table 13 : Other Social Community And Arts Improvements**

Scheme	Scope	Funding sources	Timescale	Estimated Cost	Related Strategies/ programmes
Ice Rink	Replacement of Ice Rink to facilitate development.	Public funding; Developer Contributions	Subject to development	£4,750,000	Telford & Wrekin Partnership (2006-2011) Our Community Strategy
Meeting Point House	Replacement of Meeting Point House to facilitate development.	Public funding; Developer Contributions	Subject to development	£3,000,000	Telford & Wrekin Partnership (2006-2011) Our Community Strategy
Media and Learning Centre	Replacement of library to facilitate development.	Public funding;	Subject to development	£8,000,000	Telford & Wrekin Partnership (2008) Vision for 2026
Medical Centre	Set up contribution to additional medical facilities to support growing population.	Primary Care Trust	Subject to development	£500,000	Telford & Wrekin Primary Care Trust Strategic Plan (2008-2013)

**Table 14 : Summary Of Infrastructure Costs**

Scheme Type	Schemes Included	Estimated Cost
Major Schemes	Greyhound Link, Other Highway Network Improvements, improving Box Road, Southwater.	£70,400,000
Other Transport Schemes	Relocating bus station, integrated traffic and parking management system, rail station multi-storey car park, pedestrian link between Central Park and Telford Central railway station	£8,500,000
Other Public Realm improvements	Changes to Telford Square and improvements of pedestrian/cycle routes	£1,750,000
Other Open Space and Leisure Improvements	Woodland management, enhancements to Central Mound, enhancement to Spout Mound, provision of visitor centre.	£1,150,000



## 5 Delivery

Scheme Type	Schemes Included	Estimated Cost
Other Social/Community, Cultural and Arts Improvements	Ice Rink, Meeting Point House, Media and Learning Centre, Medical Centre	£16,250,000
<b>TOTAL</b>		<b>£98,050,000</b>

### Developer Contributions - The CTAAP Approach

**5.3.8** Development in the CTAAP area will give rise to a need for new supporting infrastructure, both infrastructure that is directly required to support the development itself (such as a new access road) or a more general strategic requirement (such as improvements to the Box Road).

**5.3.9** Delivery of infrastructure arising from new development within the CTAAP area, both site-related and strategic, will be from Planning Obligations (i.e. Section 106 agreements) attached to the appropriate planning permissions. Section 278 agreements are also of relevance as they are a tool for requiring contributions to highway improvements from the private sector.

**5.3.10** Developers will be expected to meet a requirement for contribution to infrastructure which crosses the boundaries of several sites and has been identified as essential to meet the future land use and social needs of a particular geographical area.

**5.3.11** The approach to securing contributions towards strategic infrastructure in Central Telford is set out below, but further details will be provided in due course in a Developer Contributions SPD.

**5.3.12** As set out in Policy CT23, development proposals should either directly, or by developer contribution, provide for the site-specific infrastructure that arises as a direct and geographically adjacent consequence of the proposed development. This infrastructure would include immediate highway works, linking cycleways/footpaths but also matters such as the possible need for additional school places in an area to match new housing developments. It could potentially include additional resources necessary to mitigate the impact of future growth on provision of local emergency services, e.g. policing in Central Telford.

**5.3.13** It is considered however that the Major Schemes (as set out above) such as Greyhound Link, highway network improvements, reconfiguring Box Road and Southwater, are part of the basis of an approach of pooling contributions from developers towards strategic items of infrastructure.

**5.3.14** The Council has therefore been investigating the feasibility of introducing a Community Infrastructure Levy (CIL) approach, particularly with regard to the infrastructure (as set out above) that is required in order to support the re-development of the Town Centre. This work is ongoing and the conclusions would be set out in the Developer Contributions SPD, which would link in due course to Policy CT23. It is likely to take considerable time before the CIL can be formally incorporated into the development plan. In the interim, site specific and strategic infrastructure will be considered at the planning application stage.

**5.3.15** The property market has seen a significant deterioration that may result in future challenges to tariff levels where the viability of schemes is jeopardised. This market change makes the establishment of a tariff / standard charge for Telford extremely challenging. At present, it is important that Telford adopts a long-term approach to this that will allow value to generate over the long term, rather than focusing on the current market difficulties.

**5.3.16** The Developer Contributions SPD will consider if such an approach can be applied in Telford. In the interim, the following issues will be relevant in considering individual proposals until such time as this SPD is in place.

- The size/scale of the development – development below a minimum threshold of ha or sq.m;
- Exempt uses – dependent on priority uses that the Local Development Framework has identified e.g. specific commercial/residential uses in priority areas within the Borough;
- Geographical focus – restrict the application of the tariff to certain geographical areas/exclude certain areas of brownfield land;
- Contributions made towards other community benefits – allowances/exceptions made where developers contribute towards other community infrastructure works beyond the identified priority projects;
- Sustainability issues and the ‘Green Agenda’ – development that exceeds the minimum level of local and national; sustainability thresholds (e.g. BREEAM ratings, Code level for Sustainable Homes, Combined Heat and Power/Biomass use, Sustainable drainage systems, etc);
- Developers will be encouraged to provide new homes and/or offices (A2, B1) within the Town Centre. As these have yet to achieve a critical mass of activity a proposed obligation offset will be considered in order to assist their development.

**5.3.17** At the planning application stage of new schemes it will be determined what infrastructure requirements will arise from the development, both from a site specific and a strategic aspect. During the processing of the planning application the developer will be advised of the Council's position on the monies necessary for the contribution arising from the development as the share towards providing the strategic infrastructure. The monies obtained will be ring fenced and pooled and will only be spent on the identified infrastructure.

## **POLICY CT23**

### **Developer Contributions For Delivering Infrastructure**

Development proposals in Central Telford must provide for delivery of infrastructure arising from new development, both site-related and strategic. The range of infrastructure, though not exhaustive, is set out as follows:

- Transport;
- Public realm;
- Open space and leisure facilities;
- Natural environment;
- Social infrastructure, such as emergency services (for example policing), schools, libraries, medical facilities and community centres;
- Cultural and arts facilities;

## 5 Delivery

- Affordable housing;
- Water, sewage disposal and treatment, and surface water drainage.

Development proposals must meet the site specific infrastructure requirements that arise as a direct and geographically adjacent consequence of the proposed development. The developer will be advised of the most appropriate mechanism during the processing of the planning application.

Development proposals will also be expected to contribute to the provision of strategic infrastructure. The amount of contribution will depend on the size and nature of the development and have regard to the evidence of necessary infrastructure and viability of development, including Table 15 Implementation Framework. The developer will be required to sign a S106 Agreement to guarantee the payment of the agreed monies before the release of any associated planning permission.

This policy will be further supported by a Developer Contributions SPD in due course.

### Other Funding Sources

**5.3.18** Other funding may include resources from, for example, the Community Infrastructure Fund, Regional Funding, Local Transport Plan, Growth Point funding, National Lottery. In the West Midlands, Telford town centre is identified as a regional Impact Investment Location, which means it is a priority area for regional public sector investment.

### Implementation Framework

**5.3.19** The table below sets out who are the key bodies responsible for ensuring each policy in the CTAAP is delivered, the key delivery mechanisms and the timespan over which the policy will be delivered. It does not repeat information given in other tables in the Delivery Chapter of the CTAAP.

**5.3.20** There are several risks to delivering the Vision and Policy objectives for Central Telford. A CTAAP Risk Management Strategy supporting document has been prepared which looks specifically at the fundamental proposals set out in this AAP and contingency measures to minimise any risk of them not being delivered. Principally they relate to poor quality development, lack of developer interest, failure of delivery partners to work together particularly in relation to mixed-use schemes and the appropriate infrastructure not being in place when required. To some extent these risks can be mitigated against. It is important for delivery partners to work together at an early stage to identify what development is expected to deliver. It is also important to keep the development strategy for Central Telford under review and identify land and infrastructure requirements at an early stage, the Delivery Chapter details some of the key mechanisms for doing this.

Table 15 : Implementation Framework

Policy	Responsible bodies	Delivery mechanisms	Timespan
TC1 - Town Centre Core	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy Site Allocation 1 and Site Allocation 2	Throughout Plan period
Site Allocation 1 The Existing Shopping Area	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy TC1	Throughout Plan period
Site Allocation 2 West Southwater	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy Site Allocation 2	Throughout Plan period
Site Allocation 2 Central Southwater	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy Site Allocation 2	Throughout Plan period
Site Allocation 2 East Southwater	Planning Authority; Applicants;	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy Site Allocation 3	Throughout Plan period
Site Allocation 2 The Events Quarter	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy TC5	Throughout Plan period
Site Allocation 3 Malinslee Link	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy TC6	2011-16
TC5 Town Park	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy TC5; Town Park Strategy	Throughout Plan period

## 5 Delivery

Policy	Responsible bodies	Delivery mechanisms	Timespan
TC6 Civic Quarter	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy TC8	2011-16
TC7 Station Gateway	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT11	Throughout Plan period
Site Allocation 4 Old Park West	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy Site Allocation 4	2011-16
Site Allocation 5 Park Lane	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 5	2011-16
Site Allocation 6 Central Old Park	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 6	2011-16
OP5 Old Park East	Planning Authority	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy OP5	Throughout Plan period
Site Allocation 7 Central Park	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 7	2011-16
Site Allocation 8 Telford Way	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 8	2011-16
Site Allocation 9 Land north of Priorslee roundabout	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 9	2011-16

## 5 Delivery

5

Policy	Responsible bodies	Delivery mechanisms	Timespan
Site Allocation 10 Holyhead Road	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 10	2011-16
Site Allocation 11 Park Road	Planning Authority; Applicants; HCA	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 11	2011-16
Site Allocation 12 Land at Langley and St Leonard's School, Spout Lane	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 12	2011-16
Site Allocation 13 Land rear of Church Road, Malinslee	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Site Allocation 13	2011-16
CT1 Mixed Use	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT1	Throughout Plan period
CT2 Retail	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT1 & PPS6	Throughout Plan period
CT3 Employment	Planning Authority; Applicants; HCA; Regional Development Agency	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT3 & PPS4	Throughout Plan period
CT4 Residential Development	Planning Authority; Applicants; HCA; Wrekin Housing Trust; PCT; other specialist housing providers	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT4	Throughout Plan period
CT5A Threshold and percentage of affordable housing required	Planning Authority; Applicants; HCA; Wrekin Housing Trust; other social housing providers	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT5A; Affordable Housing SPD	Throughout Plan period



## 5 Delivery

Policy	Responsible bodies	Delivery mechanisms	Timespan
CT5B The Size, Type, Tenure and spatial distribution of affordable housing	Planning Authority; Applicants; HCA; Wrekin Housing Trust; other social housing providers	Planning application process; planning conditions & S106 agreements; DC decisions in line with Policy CT5B; Affordable Housing SPD	Throughout Plan period
CT5C On Site and Off Site Provision of Affordable housing	Planning Authority; Applicants; HCA; Wrekin Housing Trust; other social housing providers	Planning application process; planning conditions & S106 agreements; DC decisions in line with Policy CT5C; Affordable Housing SPD	Throughout Plan period
CT6 Leisure, Culture and Tourism	Planning Authority; Applicants; operators/managers of relevant facilities	Planning application process; planning conditions & S106 agreements; DC decisions in line with Policy CT6; Licensing Strategy; Leisure Strategies	Throughout Plan period
CT6a Establishing the evening and night time economy	Planning Authority; Responsible Authorities Group; Landlords	Planning application process; planning conditions & S106 agreements; DC decisions in line with Policy CT6a	Throughout Plan period
CT6b Managing the evening and night time economy	Planning Authority; Responsible Authorities Group; Landlords	Planning application process; planning conditions & S106 agreements; DC decisions in line with Policy CT6b	Throughout Plan period
CT7 Greyhound Link	Planning Authority; Highways Authority; Applicants;	Planning application process; planning conditions & S106 & s278 agreements; DC decisions in line with Policy CT7	Throughout Plan period
CT8 Box Road	Planning Authority; Highways Authority; Applicants	Planning application process; planning conditions & S106 & s278 agreements; DC decisions in line with Policy CT8	At earliest opportunity
CT9 Other highway network improvements	Planning Authority; Highways Authority; Applicants	Planning application process; planning conditions, S106 & S278 agreements; DC decisions in line with Policy CT9	See table 5 - Major Schemes
CT10 Parking	Planning Authority; Highways Authority; Applicants; car park operators, including Telford Trustee No.1 Limited and Telford Trustee No.2 Limited	Planning application process; planning conditions, S106 & S278 agreements; DC decisions in line with Policy CT10	See table 5 - Major Schemes
CT11 Park and Rail at Telford Central Railway Station	Planning Authority; Applicants; Network rail; rail franchise holder	Planning application process; planning conditions, S106 agreements; DC decisions in line with Policy CT11	See table 5 - Major Schemes

## 5 Delivery

5

Policy	Responsible bodies	Delivery mechanisms	Timespan
CT12 Public Transport	Planning Authority; Applicants; Network rail; Public Transport Operators	Planning application process; planning conditions, s106 & s278 agreements; DC decisions in line with Policy CT12	At earliest opportunity
CT13 Pedestrian and cycle network	Planning Authority; Applicants; Highways Authority	Planning application process; planning conditions, s106 agreements; DC decisions in line with Policy CT13	At earliest opportunity
CT14 Environmentally Sustainable Buildings	Planning Authority; Applicant	Planning application process; planning conditions, s106 agreements; DC decisions in line with Policy CT14	Plan period
CT15 Design	Planning Authority; Applicants	Planning application process; potential for development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT15; Design Guide SPD	Throughout Plan Period
CT16 Density	Planning Authority; Applicants	Planning application process; potential for site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT16; Design Guide SPD	Throughout Plan Period
CT17 Public Realm	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT17; Design Guide SPD	Throughout Plan Period
CT18 Storey Heights and Tall Buildings	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT18; Design Guide SPD	Throughout Plan Period
CT19 Biodiversity	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT19.	Throughout Plan Period
CT20 Landscape	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT20	Throughout Plan Period
CT21 Protection of Green Space	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT21	Throughout Plan Period

## 5 Delivery

Policy	Responsible bodies	Delivery mechanisms	Timespan
CT22 Provision of New Green Space	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT22; Open Spaces Strategy/SPD	Throughout Plan Period
CT23 Developer Contributions for Delivering Infrastructure	Planning Authority; Applicants	Planning application process; site development briefs/masterplans; planning conditions & S106 agreements; DC decisions in line with Policy CT23; Developer Contributions SPD	Throughout Plan Period

# Appendix 1 Monitoring Framework

# Appendix 1 Monitoring Framework

**1.1** The Central Telford Area Action Plan seeks to create an accessible and sustainable core to the town, capturing the significant strengths and opportunities of the area. This is set out the Spatial Development Strategy followed by detailed policies and allocations of land. This can only be achieved however through effective implementation.

**1.2** This Area Action Plan (AAP) will be monitored and the results will be published on an annual basis through the Annual Monitoring Report (AMR). The AMR is published each December and covers the financial year 1st April to 31st March. Where necessary, a review of the AAP will be proposed in the Council's AMR. This would then be set out in a revised LDF programme to be agreed via a new Local Development Scheme.

**1.3** The table sets out how the Council proposes to monitor the effectiveness of the AAP in delivering its Spatial Development Strategy. The seven themes of the AAP Spatial Vision are as follows:

- A Centre with a Vibrant Heart
- A Distinctive Sense of Place
- A Place for Living
- A Centre for a Thriving Economy
- An Accessible and Connected Centre
- A Centre with a Low Environmental Footprint
- A Green Community

**1.4** Each of these key components of the AAP Vision are to be delivered by a specific set of policies in the AAP. There are therefore a series of tables below, taking each of the key components of the Vision and setting out how each will be monitored in the AMR, including targets and indicators in each case.

**1.5** If annual monitoring of the Plan, presented in the annual monitoring report (AMR), indicates that a policy objective is not being achieved, the most likely action required will be to review the implementation of the relevant policy, unless otherwise stated. This may result in the need to formally review the Plan, either in full or in part. In addition, unless otherwise specified, the associated targets are set for the end of the Plan period. Unless otherwise stated, the targets are in relation to the end of the Plan period i.e. 2016.

# Appendix 1 Monitoring Framework

1

**Table 5 : Vision Theme 1 : A centre with a vibrant heart**

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Move away from a single use retail shopping centre to a broader and more diverse range of uses and activities and an improved and extended retail offer.	CT1: Mixed Use	A greater mix of uses.	Amount of new employment, retail, office and leisure development by type.	Mix of uses which planning permissions have been issued for hasn't increased by 2013.
	SA1: The Existing Shopping Area	Development mix should include 50,000 sq.m comparison retail, 18,000 sq.m offices, 900 homes and leisure and convenience retail.	Amount of new comparison retail, offices, homes, leisure and convenience retail within existing shopping area.	No planning permissions for development in SA1 issued by 2013.
	SA2: Southwater	Development mix should include 15,000 sq.m comparison retail, 38,000 sq.m offices, 1,050 homes, convenience retail, hotel development, leisure, conference uses and restaurants/bars.	Amount of new comparison retail, offices, homes, leisure, convenience retail, hotel development, restaurants/bars and conference uses within Southwater.	No planning permissions for development in SA2 issued by 2013.
Establish a pedestrian priority thoroughfare between the west and eastern ends of the Southwater area.	CT13: Pedestrian and Cycle Network	New pedestrian link between western and eastern ends of Southwater (Link G - Policy CT13 & SA2).	Creation of a new pedestrian link between western and eastern ends of Southwater .	Planning permission which includes S 106 agreement to deliver the required pedestrian link not issued by 2013.
	SA2: Southwater			
Improve pedestrian access between Southwater and the Shopping Centre	CT13: Pedestrian and Cycle Network	New/improved pedestrian links between Shopping Centre and Southwater (Links C, D, E & G - Policy CT13, SA1 and SA2)	Number of new/improved pedestrian links between Shopping Centre and Southwater.	Planning permissions which includes S 106 agreements to deliver the required pedestrian link has not been issued by 2013.
	SA1: The Existing Shopping Area			



# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
	SA2: Southwater			
Create new and improved public spaces, in particular improve Southwater Square to be the primary urban space and focal point of Telford.	CT17: Public Realm	An attractive, safe and convenient environment for people to use.	Number of improvements to the public realm and creation of new spaces, in particular those identified in SA1 and SA2, as shown on Map 2 (see next two rows).	No S106 agreements to deliver public realm improvements issued by 2013.
	SA1: The Existing Shopping Area	Improvements to Central Square and Mark Harding Piazza.	Number of improvements to Central Square and Mark Harding Piazza.	No S106 agreements to deliver improvements to Central Square & Mark Harding Piazza have been issued by 2013.
	SA2: Southwater	Improvements to Southwater Square. New public spaces at western and eastern ends of Southwater.	Number of improvements to Southwater Square and new public spaces at western and eastern ends of Southwater.	No S106 agreements to deliver improvements to Southwater Square and new spaces at western and eastern ends of Southwater have been issued by 2013.
	TC6: Civic Quarter	Improvements to Telford Square.	Improvements to Telford Square	No S106 agreements to deliver public realm improvements to Telford Square have been issued by 2013.
Increase use of the town centre to 18 hours a day, 7 days a week by extending activity into the evening, with later access to shops, the introduction of bars, restaurants, leisure and cultural uses, clustered	CT6a: Leisure, Culture and Tourism	Concentrate new leisure uses (A3, A4 and D2) in the Central Southwater, East Southwater and Existing Shopping Area (TC1a, TC1c and TC2) sub-character areas.	Amount of new A3, A4 and D2 floorspace in Town Centre sub-character areas TC1a, TC1c and TC2.	No new approvals of A3, A4 and D2 uses in sub-character areas TC1a, TC1c and TC2 by 2013.

# Appendix 1 Monitoring Framework

1

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
together to broaden the range of activities and attractions.		A3, A4 and D2 uses outside the Town Centre Character Area to be part of mixed use schemes.	Amount of new A3, A4 and D2 floorspace outside the Town Centre Character Area.	No planning permissions for new A3, A4 and D2 outside the Town Centre Character Area by 2013.
	CT6b: Establishing the Evening and Night-Time Economy	Establish balanced mix of evening and night-time opening shops (A1), cafes, restaurants (A3), bars (A4), take-aways (A5), clubs and cultural activities in Central and East Southwater and Central Square, managed in accordance with Policy CT6b	Number of new night-time opening shops (A1), cafes, restaurants (A3), bars (A4), take-aways (A5), clubs and cultural activities in Central and East Southwater and Central Square.	No permissions for new night-time opening shops (A1), cafes, restaurants (A3), bars (A4), take-aways (A5), clubs and cultural activities in Central and East Southwater and Central Square by 2013.

**Table 6 : Vision Theme 2 : A Distinctive Sense of Place**

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Create a more compact and higher density townscape which is more recognisable as a 'town centre' including the creation of new pedestrian friendly town streets and urban spaces.	CT16 : Density	Telford Town Centre - 75 u/ha +. OldPark - 45 u/ha. Central Park - 45 u/ha. Hollinswood - 50 u/ha. Malinslee - 50 u/ha.	Density of completed sites by Character Area.	If actual housing density varies by more than 20% below target.

# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Create a distinctive sense of place through features such as public art and high quality signage.	CT17 : Public Realm	An attractive, safe and convenient environment for people to use.	Day time population of the Plan Area.	If the day time population falls.
Avoid low rise development and create varied and interesting skylines through a variety of heights, scales and attractive roof forms.	CT18 : Storey Heights And Tall Buildings	To increase the range of storey heights, scales and roof forms	Variation in building heights, scales and roof forms.	Planning applications refused because they fail to demonstrate how the application has considered the scope for varied building heights, scales and roof forms.
Character Area Objectives				
Establishing public spaces at key nodes	SA4 : Old Park West SA5 : Park Lane SA6 : Central Old Park SA7 : Central Park SA10 : Holyhead Road	To increase the number of public spaces within the Plan area.	Amount of new public spaces with the Plan area.	No S106 agreements to deliver new public spaces agreed by 2013.
Preserve the substantially wooded northern backdrop to the town centre.	SA7 : Central Park	To maintain the substantially wooded backdrop to the town centre.	Amount of tree cover.	Significant reduction in the wooded northern backdrop to the town centre by 2013.
Present a distinctive and attractive 'shop window' for the town.	SA7 : Central Park	To meet design principles for new development.	Design Principles for Central Telford	No planning permissions meet the design principles by 2013.
Present a quality edge to the major highway routes (M54, A442, A5) and Holyhead Road.	SA7 : Central Park SA8 : Telford Way	To meet design principles for new development.	Design Principles for Central Telford	No planning permissions meet the design principles by 2013.

# Appendix 1 Monitoring Framework

1

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
	SA9 : Land North of Priorslee Roundabout SA10 : Holyhead Road			
Integrating existing residential areas to the north, whilst consolidating employment areas to the south	SA7 : Central Park SA8 : Telford Way SA9 : Land North of Priorslee Roundabout SA10 : Holyhead Road	To bring forward residential development to the north of Holyhead Road, and employment development to the south.	Number and mix of completions to the north and south of Holyhead Road.	The type of development approved is contrary to the objective.

**Table 7 : Vision Theme 3 : A Place for Living**

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Provide around 2,500 new homes with a significant proportion being in the Town Centre itself.	CT4: Residential	Development in line with Housing Trajectory targets.	Number of new dwellings completed in Central Telford.	Actual housing delivery varies by more than 20% outside expected delivery (Housing Trajectory) by 2013

# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Reduce real and perceived crime levels by making Central Telford an inclusive and safe place for all ages and social groups at all times of the day.	CT6b: Establishing the Evening and Night-time economy CT6c: Managing the Evening and Night-time economy	Incidence and experience of crime.	West Mercia Police Annual Survey	Crime incidences are increasing by 2013.
Facilitate building homes to meet the diverse needs of the community in terms of affordability, tenure, size, dwelling type and specialist housing.	CT4: Residential Development	Dwelling Mix to accord with Table 7 in the Delivery chapter.	Completed dwelling types to be in line with indicative dwelling mix as shown in Table 7.	By 2013, mix of completed dwellings is not in line with that indicated in Table 7.
	CT5a: Threshold and Percentage of Affordable Housing Required	Percentage of affordable housing to meet the needs identified in SHMA.	The proportion of new homes completed in Central Telford that are affordable.	Annual reviews demonstrate that needs identified in the SHMA are not being met.
	CT5b: The Size, Type, Tenure and Spatial Distribution of Affordable Housing	Tenure of new affordable housing to meet the needs identified in the SHMA.	The proportional split of new affordable housing completed that is social rented or intermediate tenure (SHMA).	Annual reviews demonstrate that needs identified in the SHMA are not being met.
Character Area Objectives				
Focusing a communal/community use in the vicinity of the new link to serve existing and future residential development.	SA4 : Old Park West	To increase community facilities within the Plan area.	Amount of additional floor space for community use in the Plan area.	Proposals for a new sports facility are not brought forward on this site by 2016 (linked to BSF programme timetable).
Regenerate the built environment of Malinslee, including community facilities	SA12 : Land at Langley St Leonard's School	Retail: 400 m2 (approx) Health: PCT and Doctor's Surgery	Provision for replacement health, retail and leisure facilities within Malinslee character area.	Proposals for new health, retail and leisure facilities are not brought forward on this site by 2013

# Appendix 1 Monitoring Framework

1

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
		Leisure : 1000 m2 (approx)		
Seek provision for young people e.g. Youth centre or multi-use games area	Policy HO1 : Hollinswood Character Area	To increase the quality of facilities for young people.	The quality of facilities for young people in Hollinswood.	The Local Play Strategy will keep this objective under review and may necessitate a review of Policy HO1 by 2013 if no qualitative improvements are brought forward.

**Table 8 : Vision Theme 4 : A Centre with a Thriving Economy**

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
To raise the profile of Telford to investors.	CT3: Employment	Increase company investment in Telford.	The number of companies working with/assisted by Investor Development Team.	Number of companies working with Investor Development Team declining.
Support the sustainable development of both new and existing businesses by meeting their spatial development needs, stimulating local business growth and revitalising investment in the area.	CT3: Employment	110,000 square metres of new B1a office floorspace to be developed in Central Telford.	Amount of new office floorspace developed in Central Telford to 2016.	No planning permissions for office floorspace by 2013.
		No net loss of existing B1 employment uses in Central Telford.	Completed and approved change of use proposals affecting existing B1 uses in Central Telford.	Net loss of B1 floorspace by 2013.
Continue Telford's growth as a sub-regional centre, including supporting the development of High Technology Corridor industries.	CT3: Employment	110,000 square metres of B1a & b office floorspace to be developed in Central Telford	Amount of new B1a&b office floorspace in Central Telford.	No B1a&b office floorspace permissions in Central Telford by 2013.



# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Continue to improve the Town Centre's leisure facilities and develop an evening economy of bars, restaurants and cultural attractions.	CT6a: Leisure, Culture and Tourism CT6b: Establishing the Evening and Night- Time Economy CT6c: Managing the Evening and Night-Time economy SA1: The Existing Shopping Area SA2: Southwater	New leisure uses (A3, A4 and D2) to be located in the Central and East Southwater and the Existing Shopping Area sub-character areas (TC1a, TC1c and TC2).	Number of new A3, A4 and D2 developments that are in sub-character areas TC1a, TC1c and TC2 by 2016.	No completions of A3, A4 and D2 land uses in sub-character areas TC1a, TC1c and TC2 by 2013.
Retain and develop further its role as one of the UK's top conference destinations.	CT6a: Leisure, Culture and Tourism SA2: Southwater	New hotel and conferencing development to be encouraged in the Events Quarter (TC3).	Number of new C1 (hotel) and D1 (conference halls) developments in sub-character area TC3.	No C1 (hotel) or D1 (conference halls) developments are approved in TC3 by 2013.

# Appendix 1 Monitoring Framework

1

Table 9 : Vision Theme 5 : An Accessible and Connected Centre

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Manage vehicle circulation within the Town Centre, in order to make a safer, more accessible and welcoming pedestrian friendly environment, removing the barriers to better integration of the shopping centre with its surroundings.	CT8: Box Road CT9: Other Highway Network Improvements	An attractive, safe, pedestrian-friendly environment by 2016	Successful implementation of Box Road improvements and other highway network improvements  Numbers of pedestrians and cyclists	No approved scheme and confirmed funding source for Box Road improvements and other highway network improvements by 2013.  No increase in numbers of pedestrians and cyclists by 2013.
Provide excellent accessibility by public transport to Central Telford.	CT12: Public Transport	To increase access to the bus and rail networks  To improve journey times	Number of bus stops in the town centre  Number of bus and rail passengers  Bus journey times	No increase in number of bus stops or implementation of bus priority measures by 2013.  No increase in number of bus and rail passengers by 2013  No reduction in bus journey times by 2013.
Improve the foot and cycle links between the Town Centre and surrounding areas, and wider links, including bridleways where possible, with the aim of establishing a consistent and distinct network of such routes.	CT13: Pedestrian and Cycle Network	Pedestrian and cycle network improvements and additions to the network as identified in Policy CT13 and site allocations	The number of pedestrian/cycle improvement schemes and new links	No S106 agreements for identified improvements and new links by 2013.

# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Apply parking standards and redesign car parking areas to enable a move away from surface car parking to multi-storey car parks.	CT10: Parking	Parking to be delivered in accordance with standards in Policy CT10.  To replace surface car parking with multi-storey in line with parking standards	Parking delivered in accordance with Policy CT10 standards.  Number of multi-storey parking facilities/spaces in the Plan Area.	Parking standards approved as part of planning permissions not in accordance with Policy CT10.  No approved schemes and confirmed funding to provide multi-storey car parks in line with Policy CT10 by 2013.
Character Area Objectives				
Establishing a direct, active and attractive link between The Rock, Old Park and the town centre.	SA4 : Old Park West SA5: Park Lane CT13: Pedestrian and Cycle Network	To establish direct link pedestrian and cycle routes between the Rock, Old park and the town centre	The length of pedestrian and cycle routes within the between The Rock, Old park and the town centre	Development does not deliver improvements to pedestrian links by 2013.
Establish sustainable connections to the town centre from Central Park.	SA7: Central Park CT13: Pedestrian and Cycle Network	To increase the length of pedestrian routes by 2016.	Length of pedestrian routes.	Development does not deliver improvements to pedestrian links by 2013
Establish improved physical and visual linkages to the town centre, in particular via the Southwater area and the Town Park.	SA1: Existing Shopping Area SA2: Southwater SA3: Malinslee Link	To increase the quality of pedestrian and cycle links by 2016.	Footfall and cyclist counts	Development does not deliver improvements to pedestrian and cycle links by 2013

## Appendix 1 Monitoring Framework

1

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
	CT13: Pedestrian and Cycle Network			
Improved pedestrian and visual links between the town centre, Southwater and Hollinswood.	SA1: Existing Shopping Area HO1: Hollinswood Character Area CT13: Pedestrian and Cycle Network	To increase the quality of pedestrian routes by 2016.	Footfall and cyclist counts	Development does not deliver improvements to pedestrian links by 2013.

Table 10 : Vision Theme 6 : A centre with a Low Environmental Footprint

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Create buildings and spaces that are built to last and well designed, for a changing climate, environmentally sustainable and adaptable.	CT14: Environmentally sustainable buildings; CT15: Design	All residential development on site allocations SA1-13 to be certified as at least CSH Level 3.	Number of new dwellings registered to be built to CSH Level 3, 4, 5, and 6 standards.	No new dwellings registered to be built to CSH Level 3 by 2013.
Construct buildings to high sustainability criteria, such as the Code for Sustainable Homes (CSH), and showcase	CT14: Environmentally sustainable buildings	All residential development on site allocations approved after changes to Building Regulations (Part L) in 2010,	Number of new dwellings issued with post construction certificates CSH Level 3, 4, 5, and 6 standards.	No post construction certificates issued for CSH Level 3 by 2013.

# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
innovative design features, such as green roofs.		<p>2013, and 2016 to be certified as CSH Level 4, 5, and 6, respectively (unless CSH rating changes accordingly).</p> <p>All non-residential development on site allocations CP1, CP2, OP3, SA1, and SA2 to be certified as BREEAM 'Very good'.</p>	<p>Amount of non-residential floorspace (sqm) issued with post construction certificates BREEAM 'Very good' and 'Excellent'.</p> <p>Planning to adapt to Climate Change (NI188)</p>	
Ensure that new development in the Town Centre acts as a model of high quality sustainable construction, promoting a low carbon footprint including utilisation of a high proportion of energy from renewable sources.	<p>CT14: Environmentally sustainable buildings;</p> <p>CT15: Design</p>	<p>All residential development on site allocations SA1 and SA2 to be certified as at least CSH Level 3.</p> <p>All residential development on site allocations SA1 and SA2 approved after changes to Building Regulations (Part L) in 2010, 2013, and 2016, to be certified as at CSH Level 4, 5, and 6, respectively (unless CSH rating changes accordingly).</p> <p>All non-residential development on site allocations SA1, and SA2 to be certified as BREEAM 'very good'.</p>	<p>In addition to the indicators being used to monitor Vision Theme 6 objectives above,</p> <p>Renewable energy generation capacity (Kwh) located in Telford Town Centre Character Area.</p>	<p>In addition to the indicators being used to monitor Vision Theme 6 objectives above,</p> <p>No renewable energy generation capacity included within a Planning application for non-residential or mixed use development greater than 1000sqm within Telford Town Centre Character Area.</p>

# Appendix 1 Monitoring Framework

1

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
		10% energy demand of new development met from decentralised renewable sources.		
Minimise net rainwater run off, with grey water recycling and sustainable drainage techniques employed.	CT14: Environmentally sustainable buildings; SA1 - SA13	Each site allocation (SA1-13) to include specific flood attenuation measures.	Flood attenuation measures introduced to each site allocation (SA1 – 13).	No sustainable drainage techniques included within the Planning Application for a site allocation.
Contribute towards reducing CO2 emissions from domestic, industrial and commercial uses.	CT14: Environmentally sustainable buildings	Telford & Wrekin CO2 emissions reduced to 36% of 1990 levels by 2016.	Telford & Wrekin CO2 emissions (NI 186)	No reduction in CO2 emissions by 2013.

**Table 11 : Vision Theme 7 : A Green Community**

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Protect and enhance green spaces of identified value.	CT21: Protection of Green Space	No loss of the existing green spaces shown on Map 12 and the Proposals Map.	Approved developments falling within the green spaces shown on Map 12 and the Proposals Map.	Loss of green space shown on Map 12 and the Proposals Map by 2013.
Develop to facilitate the delivery of new green spaces in localities where deficiencies in quantity and accessibility have been identified.	CT22: Provision of New Green Space	Net increase in the valued green space in Central Telford.	PPG 17 Assessment criteria.	Update of PPG 17 Assessment shows that valued green space is declining.



# Appendix 1 Monitoring Framework

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Enhance and promote Telford Town Park, with improved connections to other green spaces and a positive interface with Southwater.	TC5: Telford 'Urban Park'	Key projects listed in the Town Park Strategic Framework to begin implementation in the Plan Period.	Progress against the Town Park Strategic Framework.	None of the key projects in the Town park Strategic Framework are commenced by 2013.
Improve north/south green space corridors and linkages through the Central Telford area.	CT21: Protection of Green Space	No loss of the existing green spaces shown on Map 12 and the Proposals Map.	Approved developments falling within the green spaces shown on Map 12 and the Proposals Map.	Loss of green space shown on Map 12 and the Proposals Map by 2013.
	CT22: Provision of New Green Space	Net increase in the number of green corridors in Central Telford.	PPG 17 Assessment. criteria.	Numbers of green corridors not increasing by 2013.
Enhance biodiversity value and improve linkage of isolated spaces of biodiversity value to the overall green spaces network.	CT19: Biodiversity	New developments to meet Shropshire Biodiversity Action Plan (SBAP) targets.	Shropshire Biodiversity Action Plan (SBAP) targets.	Development is not meeting SBAP targets by 2013.
		No fragmentation of ecological corridors or isolation of hot spots, Wildlife Sites or Local Nature Reserves shown on Map 11.	Approved development falling within the ecological corridors, biodiversity hot spots, Wildlife Sites or Local Nature Reserves shown on Map 11.	Development is approved within these biodiversity areas by 2013.
New streets in the town centre to have tree planting.	CT20: Landscape	Number of street trees to increase within the town centre by 2016	Street trees within the town centre	Development does not lead to increase in street trees by 2013.
Character Area Objectives				
Preservation of a woodland boundary to West Centre Way and Old Park Way.	SA4 : Old Park West	The extent of woodland boundary to West Centre Way and Old Park Way not to decline by 2016.	The extent of woodland boundary to West Centre Way and Old Park Way.	The extent of woodland boundary to West Centre Way and Old Park Way declines by 2013.

# Appendix 1 Monitoring Framework

1

DPD OBJECTIVE	DPD POLICIES RELATED TO THAT OBJECTIVE	ASSOCIATED TARGETS	INDICATORS	TRIGGERS
Enhancement of the central tree covered mound (Belvedere) for leisure uses and biodiversity/ecological value.	CT19 : Biodiversity	The extent of central covered (Belvedere) mound not to decline by 2016.	The extent of central covered (Belvedere) mound.	The extent of central covered (Belvedere) mound declines by 2013.
Protect and enhance the natural environment of Malinslee.	SA11 : Park Road SA12 : Land at Langley St Leonards School	The amount of green space to increase by 2016 that meets open space assessment criteria.	The amount of green space in Malinslee that meets open space assessment criteria.	The amount of green space provision in Malinslee that meets open space assessment criteria does not increase by 2013.
Protect and enhance the green spaces in Hollinswood, especially Daleslands open space.	Policy HO1 : Hollinswood Character Area	The amount of green space provision in Hollinswood to increase by 2016.	The amount of green space provision in Hollinswood.	The amount of green space provision in Hollinswood that meets open space assessment criteria does not increase by 2013.

## Appendix 2 Design Principles

## Appendix 2 Design Principles

**2.1** The following Design Principles are a list of key design themes and standards that development in Central Telford will be required to address.

- ▶ **Design Principle No. 1** Place Making
- ▶ **Design Principle No. 2** Environmental Responsibility
- ▶ **Design Principle No. 3** Mixed Use
- ▶ **Design Principle No. 4** Parking
- ▶ **Design Principle No. 5** Development Blocks
- ▶ **Design Principle No. 6** Frontages
- ▶ **Design Principle No. 7** Inclusive Access
- ▶ **Design Principle No. 8** Architecture and Appearance
- ▶ **Design Principle No. 9** Public Realm and the Movement Framework
- ▶ **Design Principle No. 10** Prominent Locations
- ▶ **Design Principle No. 11** Topography
- ▶ **Design Principle No. 12** Open Space and the Use of Vegetation

### Design Principle No.1 Place Making

#### Objective

**2.2** The objective of urban design is to create better places for people.

#### Principles

**2.3** No development exists in isolation. Each development is part of the larger whole. Development will always be required to make a positive contribution to the larger cohesive plan in the organisation and design of its site planning and layout, in its relationship with the wider context, in the composition of its component parts and in its use and functions.

**2.4** Design is the iterative process by which ideas, issues and objectives are assimilated and evolve to produce the final design. All development will be required to provide the important 'story' which describes the design process and explains and justifies the design of a development.

## Appendix 2 Design Principles

### Design Principle No.2 Environmental Responsibility

#### Objective

**2.5** Sustainability is fundamental to every aspect of the Local Development Framework. Environmental responsibility lies at the core of sustainability – the extent to which our actions affect the environment and the world around us and the importance of conducting those actions in a way which protects, safeguards and preserves that environment now and for the future.

**2.6** Development in the Central Telford area plays an extremely significant part in achieving environmental responsibility and also through its prominent position, in displaying and declaring the sustainable values.

#### Principles:

- All residential buildings must achieve Code for Sustainable Homes Level 3;
- All non residential development seeks to achieve ‘very good’ BREEAM rating;
- Development will be of an exemplar high sustainable quality, promoting a low carbon lifestyle through a high proportion of renewable energy technology, energy and water efficient buildings and the increased use of sustainable modes of transport;
- The bus station design and location should maximise its accessibility and use (for both users and bus operators) together with well located bus stops and taxi ranks around the centre;
- The establishment of direct, clear, safe, comfortable and attractive pedestrian routes;
- The promotion of safe and convenient pedestrian movement from surrounding residential areas to the Town Centre;
- Connected green space to maximise biodiversity in and around Central Telford;
- A coordinated approach to surface water drainage is required for all developments. The Council will prepare a Surface Water Area Action Plan (SWAAP) for each allocated site following adoption of the Central Telford AAP. This will provide the developer with the requirements and expectations for the management of surface water for the specific site. For further guidance on the proposed approach, reference should be made to the Council's emerging Surface Water Management Plan and associated Surface Water Drainage: Managing and Improving Water Quality Supplementary Planning Document; alongside the Council's evidence base documents - the Level 2 Strategic Flood Risk Assessment (Halcrow, 2008) and Sustainable Drainage Systems Review document (Halcrow, 2008);
- The selective use of street trees and formal planting to provide shelter and shade and contribute to achieving SUDS through the interception and retention of rain water;
- The use of perimeter block development to maximise site potential for change, flexibility in use and function and future physical adaptation, energy efficiency through the reduction in exposed external walls etc. unless otherwise stated;

## Appendix 2 Design Principles

- The design of development, which is shaped and orientated to allow maximum penetration of sunlight and maximise the number of southern elevations;
- Development, particularly tall buildings, to be located, orientated and designed so that it does not have a detrimental micro climatic impact upon surrounding buildings and public realm such as excessive wind turbulence and shading or oppressive enclosure;
- Building design and building construction to minimise resource input, energy input and waste generation and demonstrate that all appropriate and feasible sustainable options have been explored and adopted both in terms of site planning, form, detail, materials and construction, on-going resource use and demands and total life cycle resource input;
- Development with robust construction quality and adaptable building forms which can accommodate the greatest variety of uses over the longest time.

### Design Principle No.3 Mixed use

#### Objective

**2.7** The purpose of mixed use is to create a sustainable place, help broaden the range of uses and extend the activity of the town centre to achieve an attractive, safe and more vibrant town centre.

#### Principles:

**2.8** How mixed use is achieved will differ from one area and one site to the next, but must always be sought as an objective at the outset.

Development will be expected to:

- Achieve a level of mixed use both vertically and horizontally;
- Ground floor units designed to suitable for retail/restaurant use with commercial and residential uses above;
- Ground floor units capable of conversion to other uses to respond to market demand;
- Adequate and appropriate access and car parking e.g layout to enable servicing arrangements;
- Use perimeter blocks (which allow greater potential for mixed use and mixed tenure) unless otherwise indicated;
- Provide a variety of densities;
- Provide a variety of development forms;
- Establish active ground floor uses along main pedestrian routes;



## Appendix 2 Design Principles

- Create a range of commercial, residential, educational, leisure and hotel uses to bring more people into Telford Town Centre at different times of the day;
- Encourage the extension of shopping hours into the evening;

### Design Principle No.4 Parking

#### Objective

**2.9** Parking is an important feature in creating a sustainable and vibrant Town Centre. It is important to provide sufficient parking of the right quality in the right places to meet the needs of development whilst supporting and promoting healthier and more sustainable modes of movement ie. walking, cycling and the use of public transport.

#### Principles:

**2.10** Development will be required to balance meeting the needs of vehicle parking with the pursuit of more sustainable design features. In all cases car parking will be required to be integrated in such a way that it does not adversely affect the urban form and character of the area i.e. located behind, above or below development to preserve active frontages at street level. Replacement or new public parking provision shall be provided by multi storey parking unless otherwise stated and be strategically located around the core area to intercept traffic coming from the surrounding high speed highway network.

### Design Principle No.5 Development Blocks

#### Objective

**2.11** Perimeter blocks are where development occurs around the periphery of a site with small 'setbacks' (the distance between the edge of the street and the front of the building). It is one of the most effective development approaches to achieve an enclosed urban townscape with 'traditional' streets and spaces as well as providing a number of other design and sustainable benefits including clearer definition between external public and private space, maximizing site value, reducing the impact of cars and providing a more adaptable building form.

#### Principles:

**2.12** The existing townscape of Telford Town Centre is largely based upon buildings placed relatively centrally in their sites surrounded by car parking and/or planting. Although there are locations and occasions where this form of development would and could continue to exist, in all other areas development will be required to adopt a perimeter block approach.

Development will be expected to:

- Create a quality, vibrant and safe public realm by providing the continuous enclosure of all key movement routes and spaces;
- Provide a range of block types, sizes and forms to reflect different variety of different uses between and within Character Areas.

## Appendix 2 Design Principles

### Design Principle No.6 Frontages

#### Objective

**2.13** All buildings have a visual and functional relationship with the streets and spaces which surround them. The spaces effect the building and the buildings affect the space. How a building fronts onto the adjacent space is crucial in establishing a relationship which is beneficial to both the building and the space including the way in which they functionally and visually interact.

#### Principles:

**2.14** Unless it can be demonstrated otherwise, development will be required to create what is know as ‘active frontage’, creating development which has windows and doors and activity at street or ground level.

Development will be required to create buildings which:

- Front the streets and the public realm;
- Provide active uses at ground level;
- Have windows and front doors at ground level;
- Does not result in blank walls and excessive garage doors.

### Design Principle No.7 Inclusive Access

#### Objective

**2.15** Over recent decades, society's perceptions of people with disabilities have evolved radically, so that such people are viewed as full members of society who deserve, and should expect, fair treatment as a right. The design and layout of development will be expected to take into account the needs of every member of the community including young people, elderly and those with disabilities.

#### Principles:

**2.16** Since 1<sup>st</sup> October 2004 development which involves providing any form of service within the Central Telford area must also comply with the requirements of The Disability Discrimination Act (DDA), a comprehensive explanation of which can be found at: [www.disability.gov.uk](http://www.disability.gov.uk)

Inclusive design is an issue of area, site and building design, in short, the physical composition of the built environment and how this assists in the inclusive delivery of services. The means by which it is achieved must be addressed at every level of the development process – from site planning through to fulfilling the specific requirements of Part M of the Building Regulations.

## Appendix 2 Design Principles

### Design Principle No.8 Architecture and Appearance

#### Objective

**2.17** The type, style and appearance of buildings and spaces is the result of many factors. They must not only be structurally sound and be fit for purpose but they must also be visually appropriate and attractive. The perception of a place is heavily influenced by its physical appearance and therefore it is important that that appearance is good and appropriate.

#### Principles:

**2.18** The architecture and appearance of buildings will vary across the Central Telford area in response to the specific characteristics and development aims of each Character Area as well as the type and quality of uses.

**2.19** In all cases high build quality, quality of materials and good attention to detail, craftsmanship will be required irrespective of architectural or development style.

Development will be expected to:

- Have a coherent design ‘language’;
- Have a coherent design pallet of materials and detail;
- Respect and creatively respond to the context;
- Be understood as being part of the wider townscape composition.

### Design Principle No 9 Public Realm and the Movement Framework

#### Objective

**2.20** The roads, streets, squares and predominantly hard surfaced spaces between buildings provide the setting for development, the space where people congregate and meet. It also provides the connections between areas and most importantly the infrastructure for all movement and circulation. It should be well designed, fit for purpose and attractive for a successful town.

#### Principles:

- **Connected:** the network must be comprehensive, serving all significant desire lines; it must provide good choice of routes; provide easy, direct access to public transport; and it should be linked to the green spaces.
- **Convenient:** routes must be as direct as possible; routes should work with the contour of the land; routes should have safe and convenient road crossing with the minimum of diversion;
- **Comfortable:** footways must be wide enough to allow easy passing of people and cycle paths where required; routes should be overlooked by properties and active frontage, giving a sense of surveillance and safety; be well lit and feel safe.

## Appendix 2 Design Principles

- Convivial: routes should provide the opportunity to meet and comfortable social interaction; routes should be visually interesting and attractive.
- Conspicuous: main routes should be easy to navigate and understand through clear signposting and a legible townscape;
- Coherent: integrated street furniture; co-ordinated highway / landscape design.

### Design Principle No. 10 Prominent Locations

#### Objective

**2.21** All development within the Central Telford area has a responsibility in helping to create a cohesive, distinctive, attractive and legible townscape.

**2.22** Some locations, by their visual prominence or strategic position in the overall layout (such as at an arrival point in the Town Centre) provide particular opportunities for buildings which are memorable and distinctive.

#### Principles:

**2.23** Development will be required to provide especially high quality design for :

- Key arrival locations e.g. Bus Station, points of entry to the Town Centre;
- Important townscape locations – for example by a localised increase in building height, architectural detail, a punctuated roofline, or use of colour;
- Key frontages in defining the visual quality and use of spaces;
- Key Public Realm e.g. providing a public space at a key point in the circulation system.

### Design Principle No.11 Topography

#### Objective

**2.24** The Central Telford area is an elevated area of varied topography, providing both opportunities and challenges for creative development to exploit.

#### Principles:

Development will be expected to:

- Maximise the opportunities that the changes in ground level provide to create a stimulating townscape;
- Maximise the opportunities to achieve undercroft / underground car parking and servicing without compromising active frontages at street level;
- Harness and work with the topography to create an accessible public realm.

## Appendix 2 Design Principles

### Design Principle No.12 - Open Space and the use of Vegetation

#### Objective

**2.25** Open space and vegetation have been and must continue to be a significant and integral part of the planning of Telford. Development must recognise and provide for the integration of open space and vegetation, as well as protecting and enhancing existing valuable open space and vegetation.

#### Principles:

Development will be expected to:

- Design the landscape, open space and vegetation as an integral part of the townscape;
- Use landscape, vegetation and open space in SUDS (Sustainable Urban Drainage Systems) solutions;
- Provide recreational open space for residential development;
- Preserve and enhance links with areas of open space;
- Successfully integrate Telford Town Park with the Town Centre;
- Exploit the visual and functional opportunities of Spout Mound;
- Use planting to provide a more comfortable microclimate;
- Enhance the quality of the Town Park through more leisure and sport activities and develop the horticultural, recreational and leisure themes that already exist.

## Appendix 3 Glossary of Terms



## Appendix 3 Glossary of Terms

### **Adopted Proposals Map**

Shows the policies and proposals of the development plan in map format. It may feature a series of inserts.

### **Affordable Housing**

Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to average incomes, or in relation to the price of general market housing.

### **Annual Monitoring Report (AMR)**

A written report published each year setting out progress on the preparation of the Local Development Framework and an analysis on development trends within the Council area.

### **Area Action Plan (AAP)**

A Development Plan Document that focuses on a specific location or area subject to significant change or conservation.

### **Attenuation**

Attenuation is the process of water retention on site and slowly releasing it in a controlled discharge to a surface water or combined drain or watercourse.

### **Box Road**

The Box Road is the collective term used to describe the four one-way roads that completely encircle the existing Telford Shopping Centre. They are:

- Woodhouse Central;
- Lawn Central;
- Grange Central;
- Coach Central.

### **BREEAM**

Environmental Assessment Method - is a voluntary measurement rating for green buildings that was established in the UK by the Building Research Establishment (BRE).

### **Community Strategy**

A strategy prepared by a Local Strategic Partnership to help deliver local community aspirations, under the Local Government Act 2000 (also referred to as Sustainable Community Strategy).

### **Comparison retail**

Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear, household and recreational goods.

## Appendix 3 Glossary of Terms

### **Convenience retail**

Convenience retailing is the provision of everyday essential items, including food, drinks, newspapers/magazines and confectionery.

### **Core Strategy**

A Development Plan Document that sets out the spatial vision for the Local Planning Authority, the spatial objectives and strategic policies to deliver that vision, having regard to the Community Strategy.

### **Density**

A measure of the level of development on a given piece of land. This is often expressed as a number of units (e.g. dwellings) per hectare.

### **Development Plan Document (DPD)**

DPDs are prepared by Local Planning Authorities and form part of the LDF and Development Plan. They must include a Core Strategy and a Proposals map, will typically also cover site allocations and may also include Area Action Plans and general policies for the control of development. Preparation of all DPDs will be subject to public engagement, Sustainability Appraisal (SA) which incorporates Strategic Environmental Assessment (SEA) and independent examination by a government-appointed inspector.

### **Environmental Impact Assessment (EIA)**

Considers the potential environmental effects of land use changes, enabling decisions to be taken with full knowledge of the likely environmental consequences. To be submitted by the developer in association with complex planning applications.

### **Greyhound Link**

This is the proposed road link between the M54 (junction 5) and the A442 Queensway.

### **Local Development Document (LDD)**

These include Development Plan Documents (which form part of the statutory development plan) and Supplementary Planning Documents (which do not form part of the statutory development plan). LDDs collectively deliver the spatial planning strategy for the local planning authority's area.

### **Local Development Framework (LDF)**

Describes a folder of documents, which includes all the Local Planning Authority's Local Development Documents plus the Statement of Community Involvement and Local Development Scheme.

### **Local Development Scheme (LDS)**

The Local Planning Authority's timescaled programme for the preparation of Local Development Documents that must be agreed with Government.

## Appendix 3 Glossary of Terms

### Local Planning Authority (LPA)

The body responsible for undertaking local planning functions under the Town and Country Planning Acts.

### Local Transport Plan (LTP)

A five year plan setting out the strategy and priority for transport

### Mitigation

Used in the context of SA/SEA to refer to measures to avoid, reduce or offset significant adverse effects on the environment.

### Mixed Use

Where 2 or more uses occur within the same building or space, or within close proximity to each other.

### Parking Standards

Set out maximum permissible levels of car parking for various use-classes, along with minimum levels of cycle parking.

### Planning & Compulsory Purchase Act 2004

This updates elements of the 1990 Town & Country Planning Act. It introduced:

- A statutory system for regional planning;
- A revised system for local planning;
- Reforms to the development control and compulsory purchase and compensation systems.

### Planning Policy Statement (PPS)

Issued by central Government, in order to provide national policy advice.

### Primary Shopping Area (PSA)

The defined area where retail is concentrated and generally comprising the primary frontages and the contiguous and closely related secondary frontages (see national policy PPS4)

### Public Realm

The collective name for streets, squares and hard spaces to which everybody has access.

### Saved Policies

Until such time a full suite of Local Development Framework Documents are in place, planning policy also includes saved policies of the Wrekin Local Plan and the Joint Shropshire and Telford and Wrekin Structure Plan.

## Appendix 3 Glossary of Terms

### **Section 106**

Section 106 of the Town & Country Planning Act 2000, in conjunction with Department of the Environment (DoE) Circular 5/05 allows for Local Planning authorities and persons interested in land to agree contributions, arrangements and restrictions as Planning Agreement or Planning Obligations.

### **Statement of Community Involvement (SCI)**

Sets out the standards to be achieved by the local authority in involving local communities in the preparation, alteration and continual review of Local Development Documents and development control decisions.

### **Supplementary Planning Document (SPD)**

A Local Development Document that may cover a range of issues, thematic or site specific, and provides further detail of policies and proposals in a 'parent' Development Plan Document.

### **Sustainability Appraisal**

A written appraisal of the likely social, economic and environmental impacts of the proposals contained within a Development Plan Document or Supplementary Planning Document.

### **Sustainability Appraisal Framework**

A framework for the preparation of sustainability appraisals adopted by the Council following public consultation.

### **Sustainability**

The full cross-section of sustainability issues, include social, environmental and economic factors.

### **Sustainable Urban Drainage System (SUDS)**

A sequence of management practices and control structures designed to drain surface water in a more sustainable fashion than some conventional techniques.

### **Travel Plan**

A package of measures and initiatives with the aim of reducing the number of car journeys made by people travelling to and from a site by providing them with greater choice.

### **Urban Grain**

The pattern (when seen as a plan) created by the arrangement of buildings, development blocks, streets and spaces. In general finer patterns or 'grain' tends to produce more varied and interesting townscapes.

### **Wrekin Local Plan (WLP)**

The Local Plan (adopted 2000), of which many policies are saved and still in place, but being progressively superseded by policies prepared within the LDF.

## Appendix 4 Superseded Adopted Wrekin Local Plan Policies

## Appendix 4 Superseded Adopted Wrekin Local Plan Policies

The following Wrekin Local Plan policies will be superseded once the Central Telford AAP is adopted.

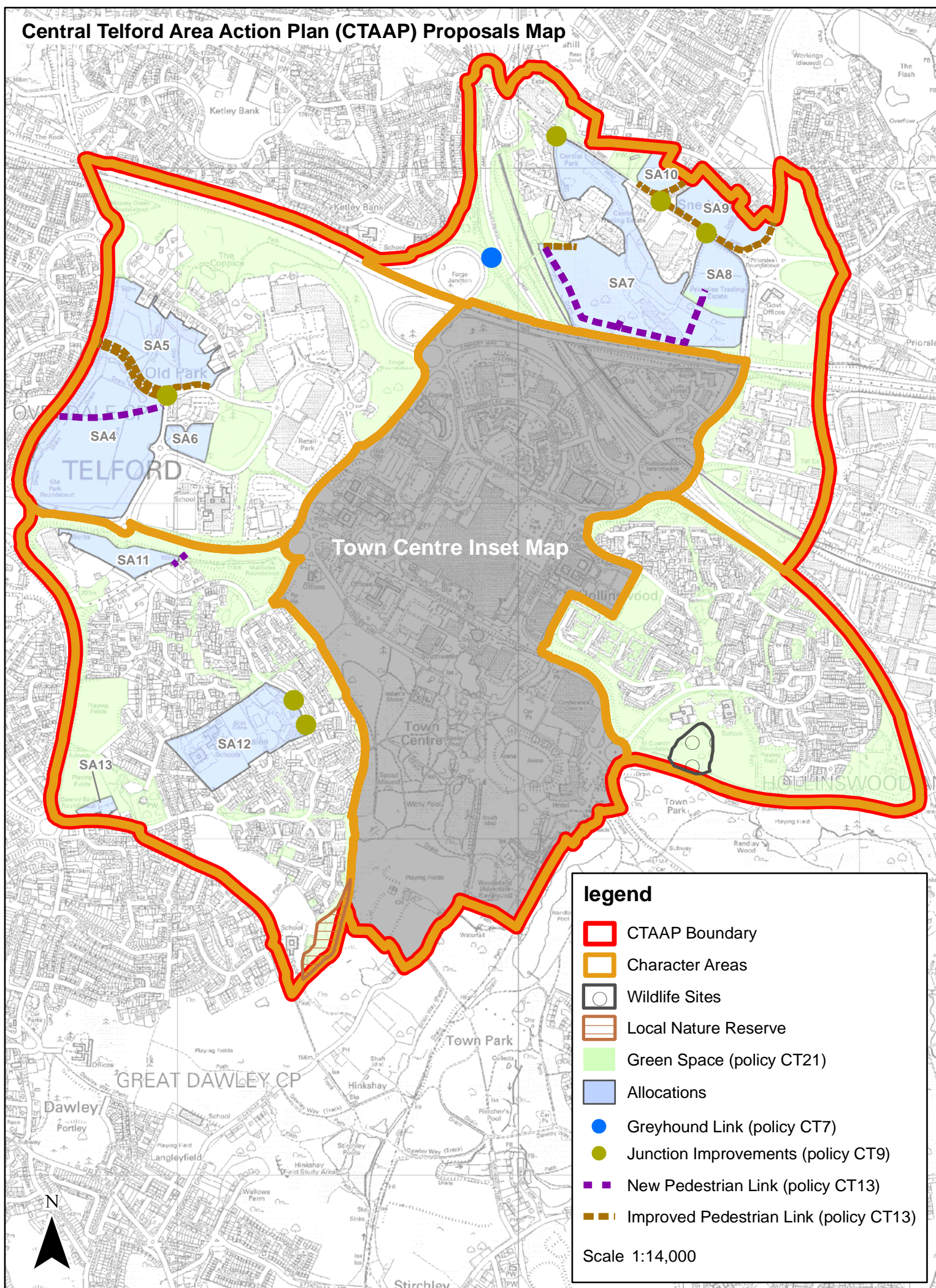
**Table 12**

<b>Adopted Local Plan policy to be replaced</b>	<b>Replacement LDF Policies</b>
S1	CS4, CS5, CS6 (Core Strategy Policies), TC1a, TC1b, TC1c, TC2, TC3, TC4, TC5, TC6, TC7, OP5, CT2, CT3 and CT6 (Central Telford AAP Policies)
TC1	TC1, TC1a, TC1b, TC1c, TC2, TC3, TC4, TC5, TC6, TC7
TC2	TC1, TC1a, TC1b, TC1c, CT2
TC3	CT6
TC4	CT1
TC6	CT3
TC14	CT12, CT13, CT14, CT15. Relevant guidance is also provided in Appendix 2



# Appendix 5 Proposals Map

# Central Telford Area Action Plan (CTAAP) Proposals Map





**Central Telford Area Action Plan (CTAAP) Proposals Map, Town Centre Inset**

**legend**

- CTAAP Boundary
- Local Nature Reserve
- Wildlife Sites
- Town Centre Sub Character Areas
- Green Spaces (policy CT21)
- Improved Public Spaces
- New Public Spaces
- The Arena - public & recreational use (SA2)
- Town Centre Core (policy TC1)
- Box Road (policy CT8)
- New & improved pedestrian /cycle links (policy CT13)
- Junction Improvements (policy CT9)
- The Existing Shopping Area (SA1)
- Southwater (SA2)
- Malinslee Link (SA3)
- Primary Shopping Area (CT2)

**Scale 1:10,500**

**N**