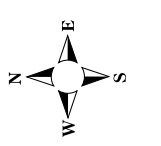
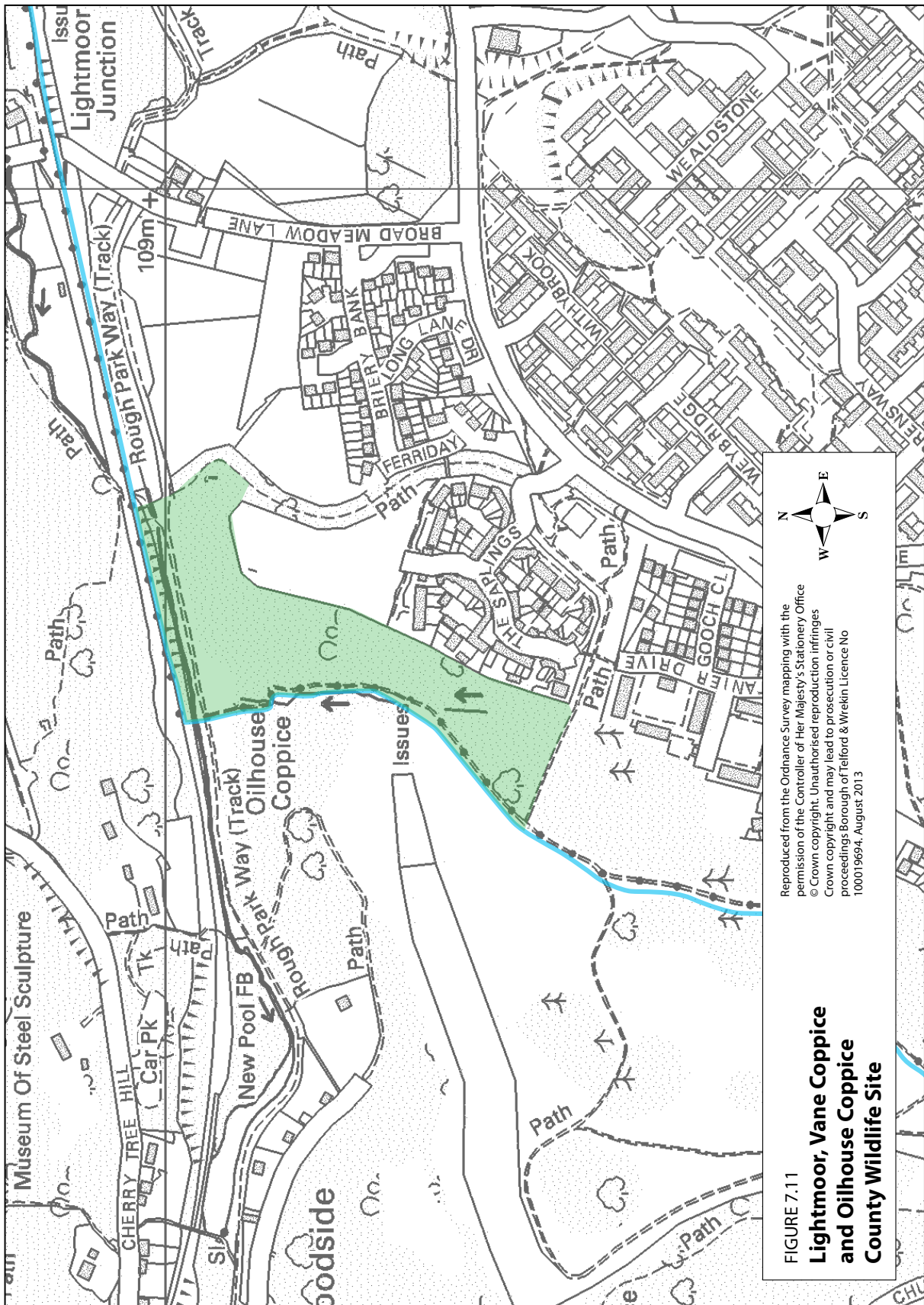


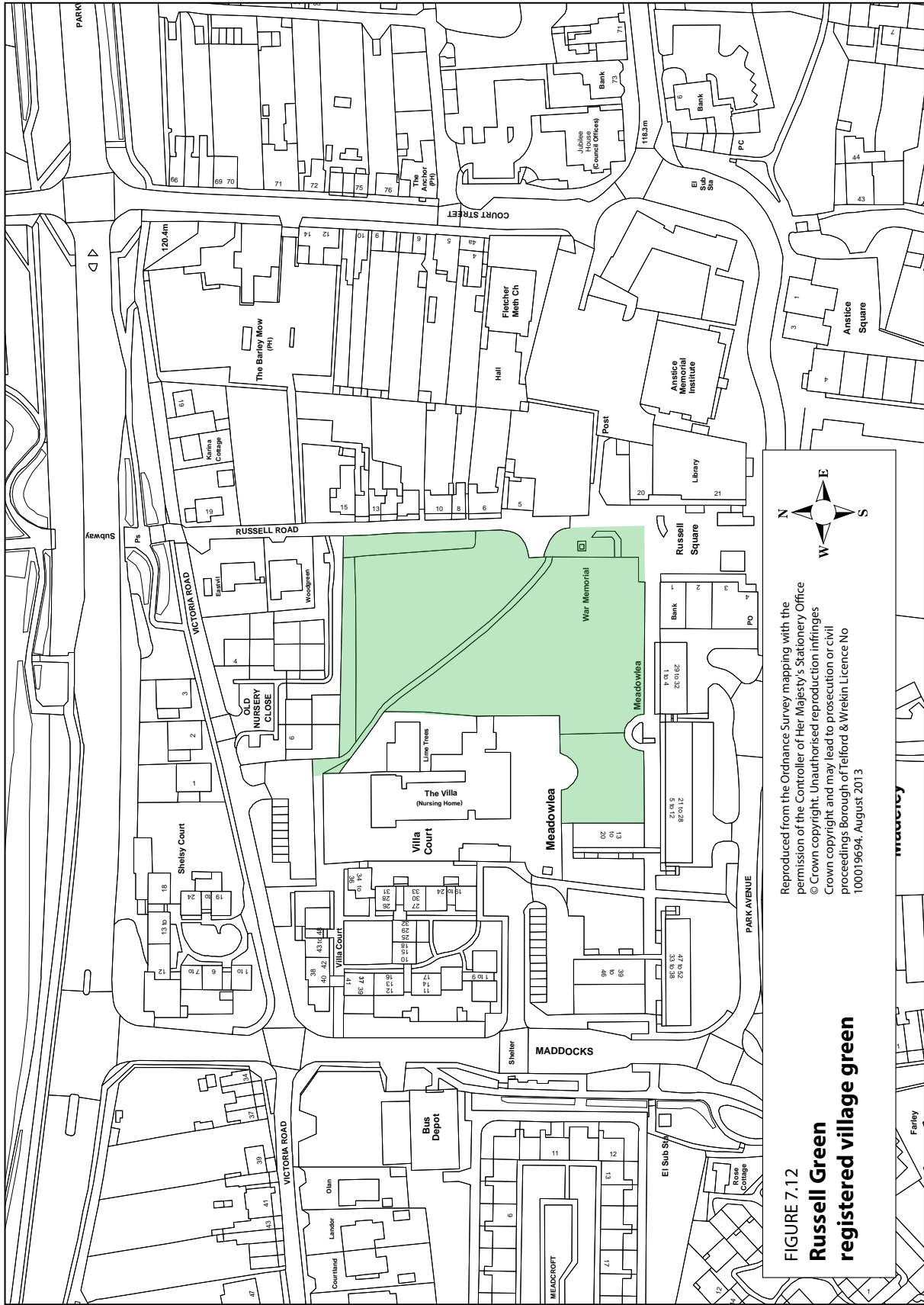
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FIGURE 7.10
Tweedale Wood
(Halesfield West)
County Wildlife Site



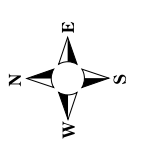
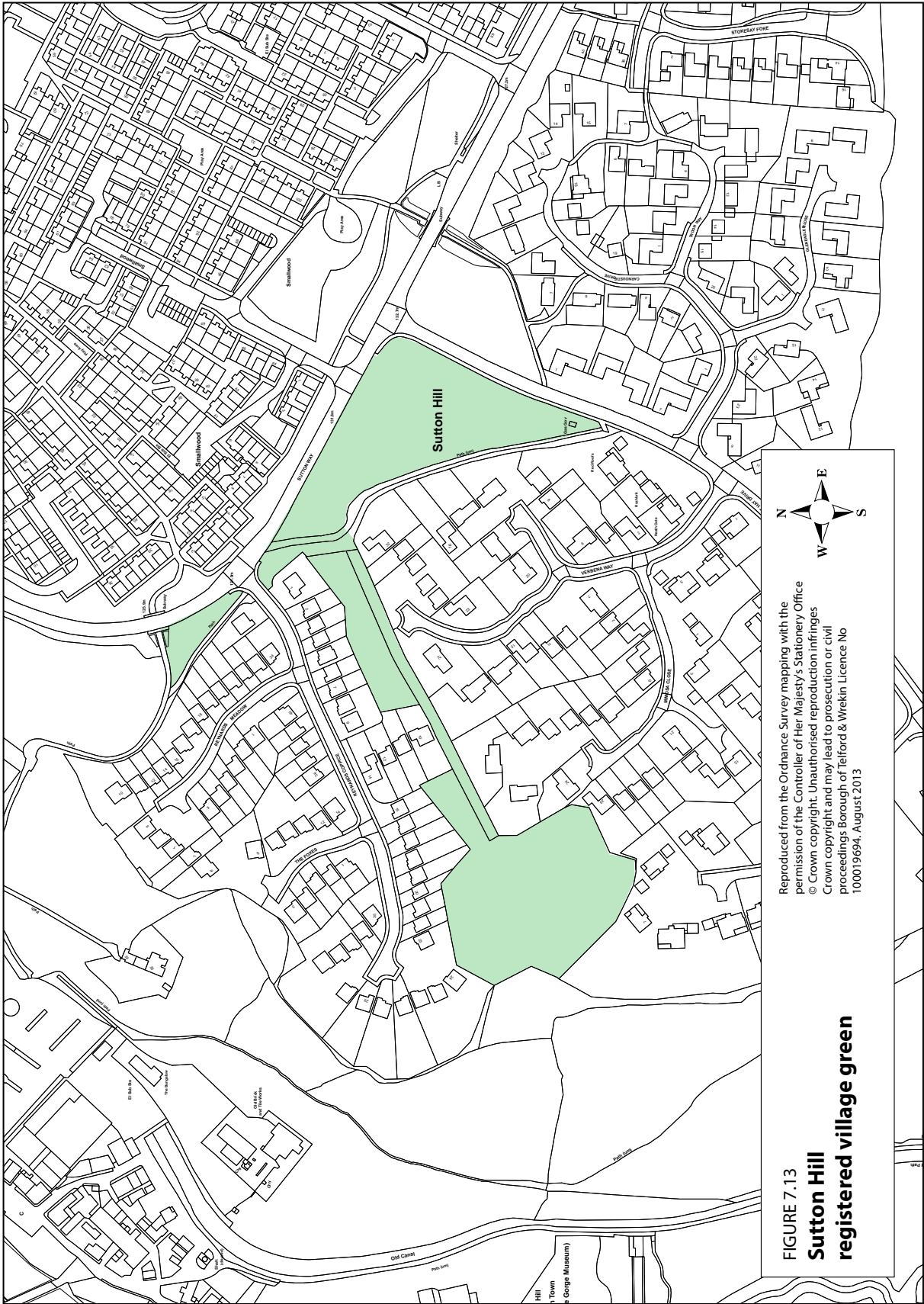
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FIGURE 7.11
Lightmoor, Vane Coppice
and Oilhouse Coppice
County Wildlife Site



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FIGURE 7.12
Russell Green
registered village green



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FIGURE 7.13
Sutton Hill
registered village green

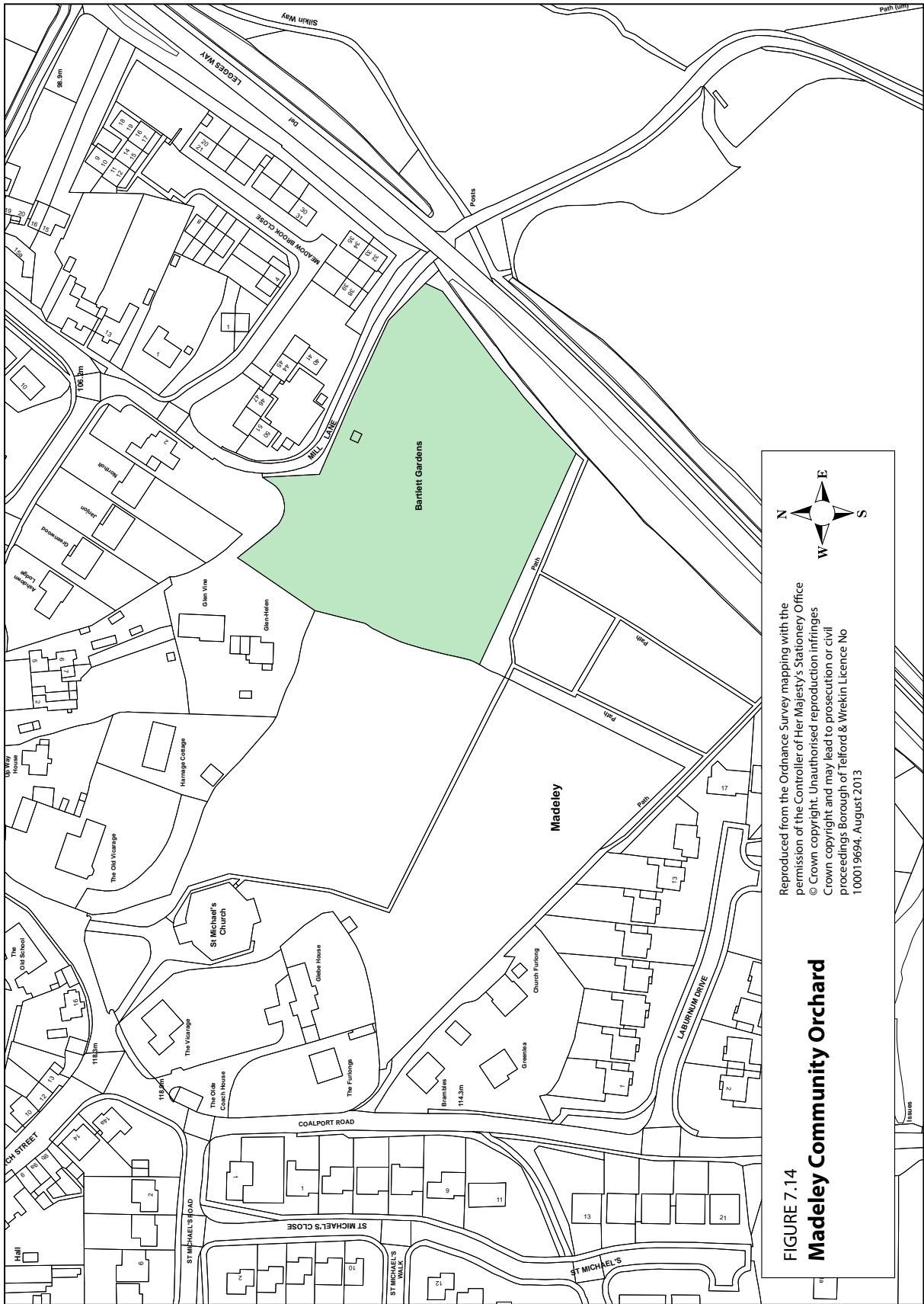


FIGURE 7.14
Madeley Community Orchard

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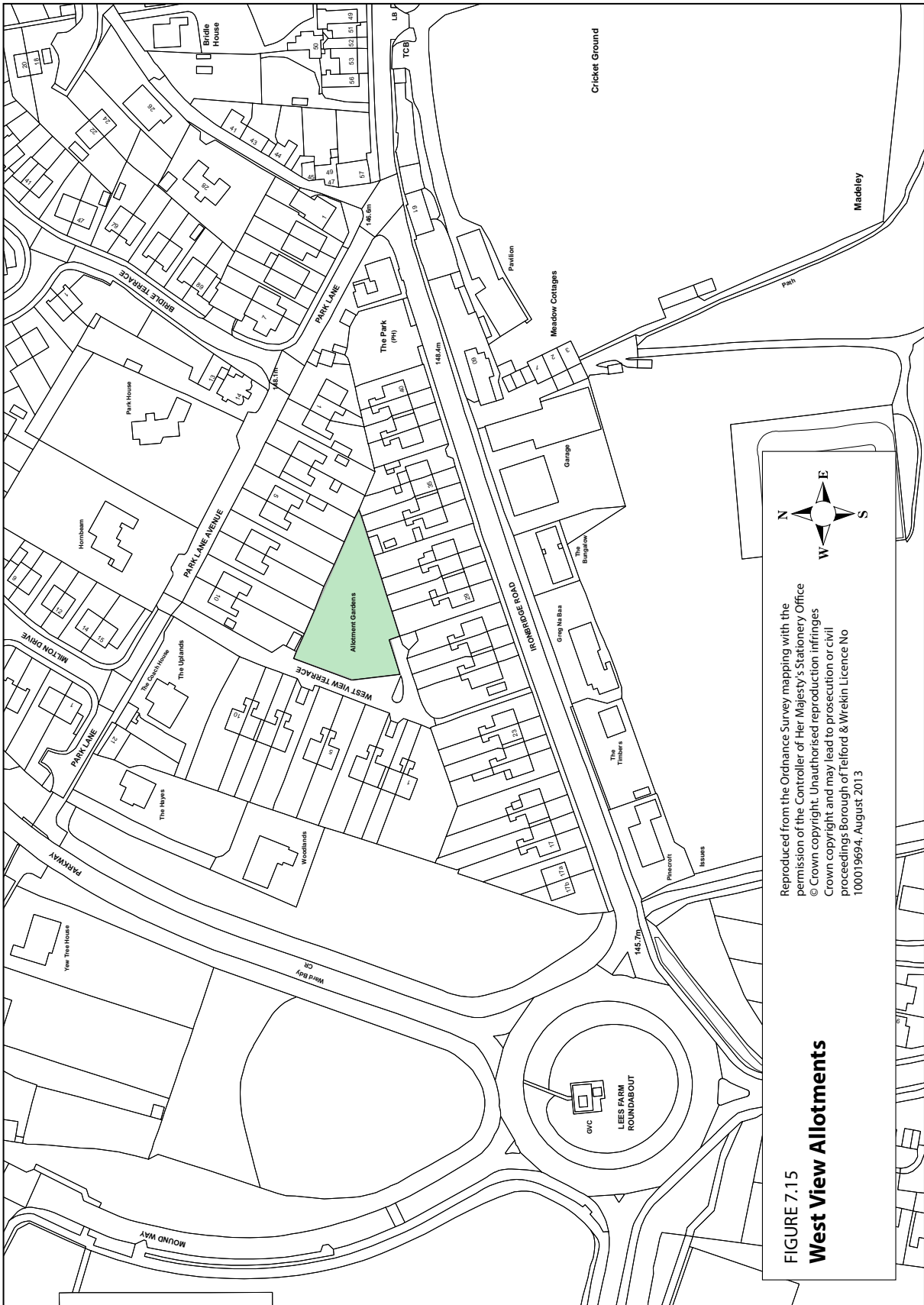


FIGURE 7.15
West View Allotments

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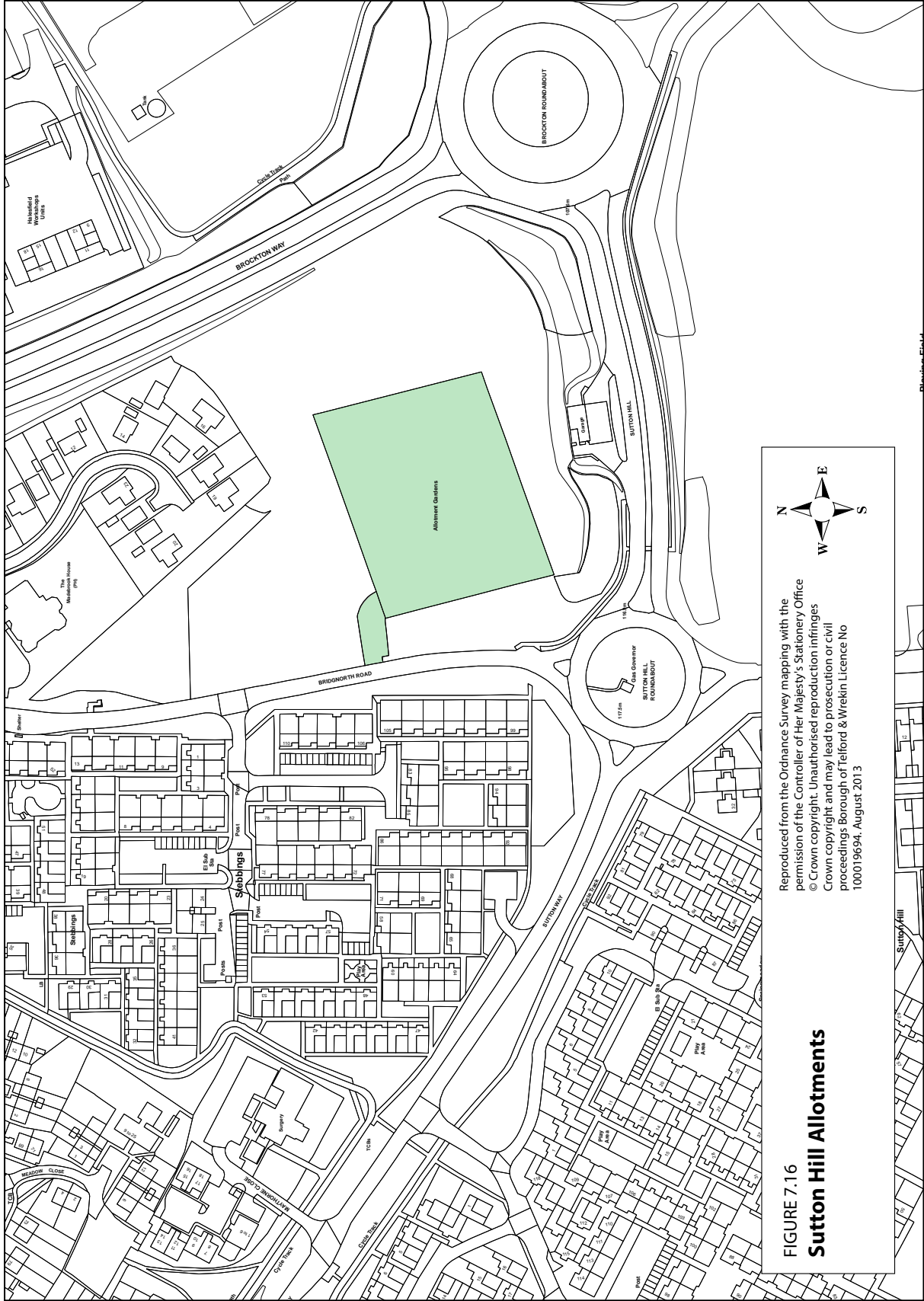


FIGURE 7.16
Sutton Hill Allotments

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Play Spaces

7.18 Existing formal play areas play an important role in the health of the Plan Area’s children and will be maintained and protected. Only where it can be confirmed that there is no longer a need for a formal play space or where facilities are to be relocated to an area of equal accessibility and of equal quality, should Telford & Wrekin Council consider the loss of such facilities.

Policy GS5 – Protection of play spaces
Existing play spaces will be protected from development.
Those organisations responsible for public play areas work together to ensure the highest quality of provision.

- 7.19 New developments can have a significant impact upon existing recreation and leisure provision, putting pressure on existing resources and creating new demands for facilities from all sections of the community, including young people. It is entirely appropriate that new developments help meet the costs of addressing these needs.
- 7.20 Telford & Wrekin Council should seek obligations where provision is inadequate or under threat, or where new development increases local need. Telford & Wrekin Council evidence shows that Madeley is currently deficient in youth provision (NEAPs) and so this should be specifically addressed through any new investment. Government guidance is clear that planning obligations can be used as a means of remedying local deficiencies in the quantity or quality of open space, children’s play, sport or recreation provision.
- 7.21 The objective of this policy, therefore, is to set out the framework for securing contributions towards local improvements. Contributions will be aimed at improving the character and appearance of new developments and at encouraging greater use of open spaces and recreation facilities both on and off site. It will enable new developments to remedy local deficiencies in the quantity, quality and accessibility of open space, children’s play, sport and recreational provision.
- 7.22 The contributions which Telford & Wrekin Council will require may be in the form of land or money. Telford & Wrekin Council will need to set out the precise level and form of such contributions.



Policy GS6 – Contributions towards Green Spaces and Recreation Improvements

Where appropriate, new development will be required to ensure that provision is made for:-

- a) Well designed informal open space for quiet relaxation on or off site;
- b) Appropriate children’s play facilities which are visible from nearby houses but not so close they would cause disturbance, and
- c) Outdoor sport accessible by walking, cycling and public transport.

Developments will be expected to provide on-site recreational facilities, except where it would be more appropriate to provide, improve or enhance recreation facilities off-site but within the catchment area of the site.

Summary Table	
Core Objective	Policy Index
OBJECTIVE 10: To deliver an excellent network of high quality public and private open spaces	Policy GS2 – County Wildlife Sites, Local Nature Reserves, registered Village Green and Other Habitats and Species of Principal Importance Policy GS4 - Provision and Protection of Allotments/Community Orchard Policy GS6 – Contributions towards Green Spaces and Recreation Improvements
OBJECTIVE 11: To develop and enhance the green infrastructure provision within the plan area, recognising its contribution towards the wider green infrastructure network in Telford	Policy GS3 - Trees & Woodlands Policy GS6 – Contributions towards Green Spaces and Recreation Improvements
OBJECTIVE 12: To ensure that important open spaces, such as Rough Park and Madeley Park, are designated as local open spaces	Policy GS1 – Local Green Spaces Policy GS6 – Contributions towards Green Spaces and Recreation Improvements
OBJECTIVE 13: To protect and enhance local play areas	Policy GS5 – Protection of play spaces Policy GS6 – Contributions towards Green Spaces and Recreation Improvements
OBJECTIVE 14: To protect and enhance the proposed local nature reserves	Policy GS2 – County Wildlife Sites, Local Nature Reserves, registered Village Green and Habitats and Species of Principal Importance

8. Local Economy

Retail

- 8.1 Madeley Town Centre is the focus for retail activity, (including the Tescos and Aldi foodstores together with independent retailers) as well as for financial and professional services, restaurants, pubs and hot food takeaways. There are also a number of residential properties within the Town Centre which contribute to its vitality. It is in a second tier of shopping hierarchy, with Telford as the principal retail centre.
- 8.2 Madeley caters for the needs of people in the local area and contributes towards maintaining sustainable communities. This is particularly important for those without a car or those who are unable, through age or infirmity, to reach Telford Town Centre. The catchment area for Madeley Town Centre primarily covers the three wards of Woodside, Madeley and Cuckoo Oak. These three wards, totalling almost 18,000 residents, comprise the current core catchment area for the Centre, together with other parts of South Telford.
- 8.3 As well as performing this convenience function, the retail sector also provides an important additional reason for people to visit the historic Town Centre of Madeley. The opportunity to shop in an attractive historic environment is valued by the local community and potential exists for the retail experience in Madeley to be developed as part of a wider day visit, or function as one of a number of linked tourist attractions. This could support the growth of job opportunities through commercial development in particular, initiatives by independent businesses and retailers linked with food & drink and tourism. These businesses could cater for the needs of visitors to the Ironbridge WHS that are attracted by its tourism 'offer'.
- 8.4 It is therefore important to protect the historic retail core of the centre by maintaining an appropriate balance of ground floor retail (A1) use premises. In calculating percentages for the purposes of applying Policy R1, Telford & Wrekin Council will identify the total number of units within the ground floor frontage of the primary shopping area.
- 8.5 It was felt that the Plan should also reflect the desire to see the wider Town Centre become a place which is widely recognised as the focal point of the neighbourhood, offering a vibrant mix of uses, including residential, commercial, cafes/bars/restaurants, leisure and cultural facilities. It is therefore critical to successfully fuse the historic core and fringe areas together to create such a high quality Town Centre environment. To achieve this, a larger Town Centre area is proposed which can provide further development opportunities to widen the diversity of uses, thereby encouraging day-long activity.
- 8.6 However, it is recognised that while hot food takeaways can contribute to the diversity of the centre, the over-proliferation of such uses can have a negative effect, creating 'dead frontages' during core shopping hours and lead to the displacement of other shops, impacting on the vitality, viability and general attractiveness of the centre. They are more likely to serve a purpose for one off visits by residents or delivery, rather than as part of a trip linked to other activity, and therefore are considered best located at the edges of the Town Centre. Consequently, applications for hot food takeaways in the primary shopping area need to be assessed for their cumulative impact.

Policy R1 - Madeley Town Centre

Within the primary shopping area of Madeley Town Centre (as shown on the Policies Map and fig 8.1), proposals for the change of use or redevelopment of existing ground floor shops and services to non-A1 uses will be permitted where:

- No more than 50% of the total length (ground floor frontage measured in number of units) (see fig. 8.2) or no more than three consecutive ground floor retail units are used to accommodate non-A1 use classes
- No more than 10% of the total length (ground floor frontage measured in number of units) (see Fig 8.2) is used to accommodate A5 use class (hot food takeaway) and
- It can be shown that there is no demand for retail (A1) use through an active 6 month marketing exercise where the property has been offered for sale or letting on the open market and no reasonable offers have been refused.

Outside the primary shopping area, the development of a variety of residential, commercial, cafés/bars/restaurants, leisure and cultural uses will be encouraged. However, there should be no significant adverse impacts on residential amenity in terms of noise, vibrations, odours, traffic, disturbance, litter or hours of operation as a result of the proposal.

8.7 Madeley Regeneration Partnership has produced an Action Plan that identifies the need for further investment to assist in the economic prosperity of the Centre and protect and enhance the Town Centre's future vitality and viability to ensure that it continues to meet the needs of the local community. High quality public realm, coupled with well-designed buildings, is crucial to a historic functional town centre.

8.8 With its Partners, the Town Council will:

- Work with private sector land and property owners to bring in new shops and local services in order to enhance the attraction and competitiveness of Madeley Town Centre.
- Work with the Telford & Wrekin Council to promote and support Madeley Market.
- Work with property owners to bring vacant shop premises back into productive use, including the conversion of upper floors to residential and office uses.
- Promote Madeley Town Centre as a business location, attract new businesses to strengthen the local economy, reduce the level of vacant commercial floor-space and increase job opportunities
- Seek funding towards new initiatives that will regenerate the Centre. This would include a programme of environmental improvements, including such elements as signage and better pedestrian links within the Town Centre. Encouragement will be given to property owners to improve their buildings and land.
- Promote the availability of free parking in the Town Centre.



Madeley High Street

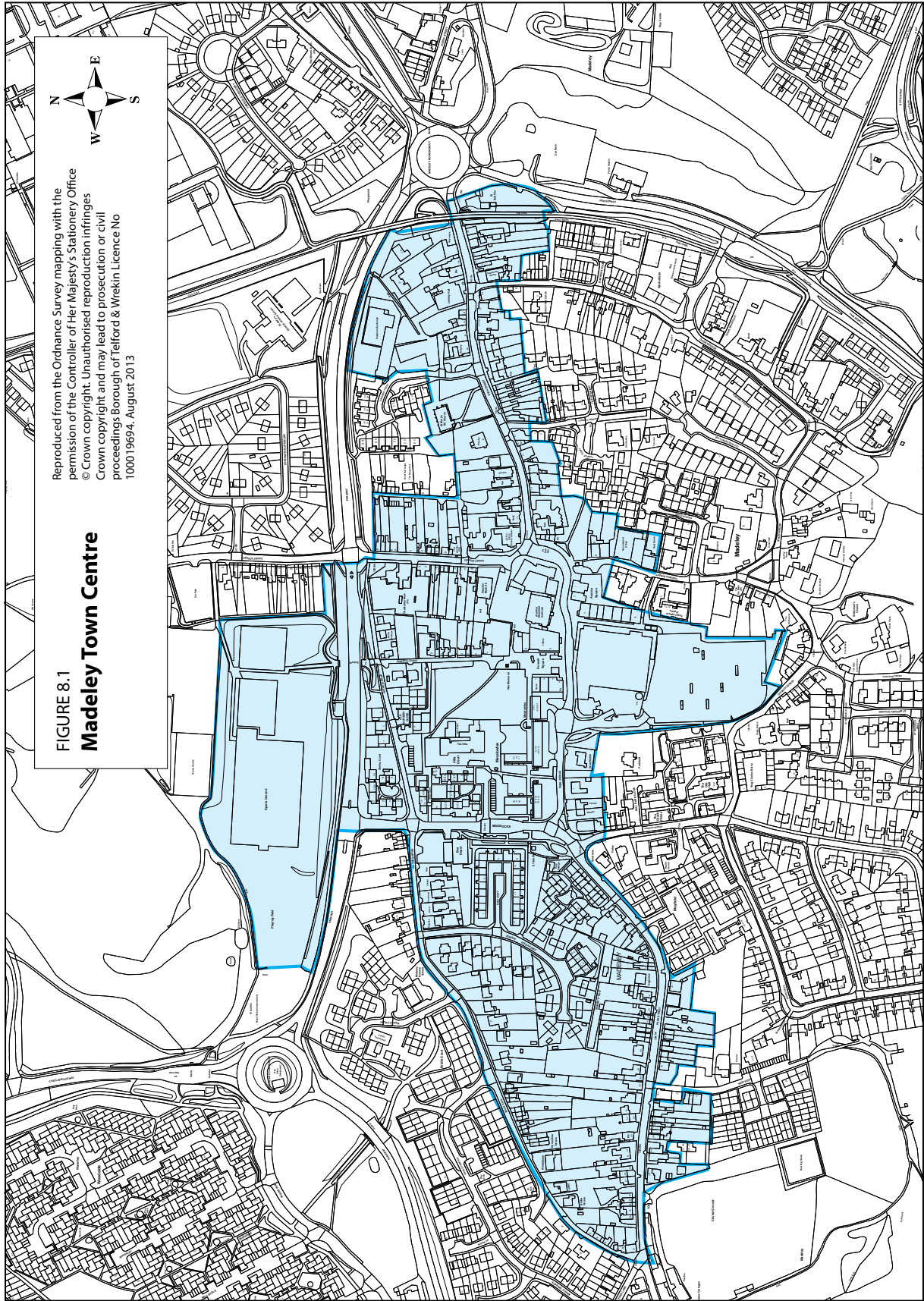


FIGURE 8.1

Madeley Town Centre

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New Office Development in Madeley Town Centre

8.9 Any new offices could be accommodated in Madeley Town Centre or on the existing Industrial Estates (see policy E1). Any schemes in the Town Centre would need to meet certain criteria.

Policy R2: Offices – Design and change of use

New office (B1) developments in Madeley Town Centre should:

- Not conflict with or adversely affect the primary retail/service use function of the Centre, as set out in Policy R1.
- Not be located at ground floor level within the primary shopping frontage.
- Not involve a net loss of housing.

Evening Economy

8.10 Entertainment and night-time uses include restaurants, clubs, public houses and other similar uses. These uses could contribute positively to the vitality and vibrancy of Madeley Town Centre, including enhancing perceptions of personal safety by providing informal surveillance for passers-by. However, if not properly managed, such uses can result in adverse amenity effects from factors such as anti-social behaviour, litter, noise, disturbance and other individual and cumulative impacts of late night uses.

Policy R3 - Entertainment and the night-time economy

Entertainment and night-time activities will be supported in Madeley Town Centre so long as:

- they do not conflict with or adversely affect the primary retail/service use function of the Centre, as set out in Policy R1;
- they are compatible with other Town Centre uses and
- there would not be a significant adverse effect on amenity, particularly residential amenity.

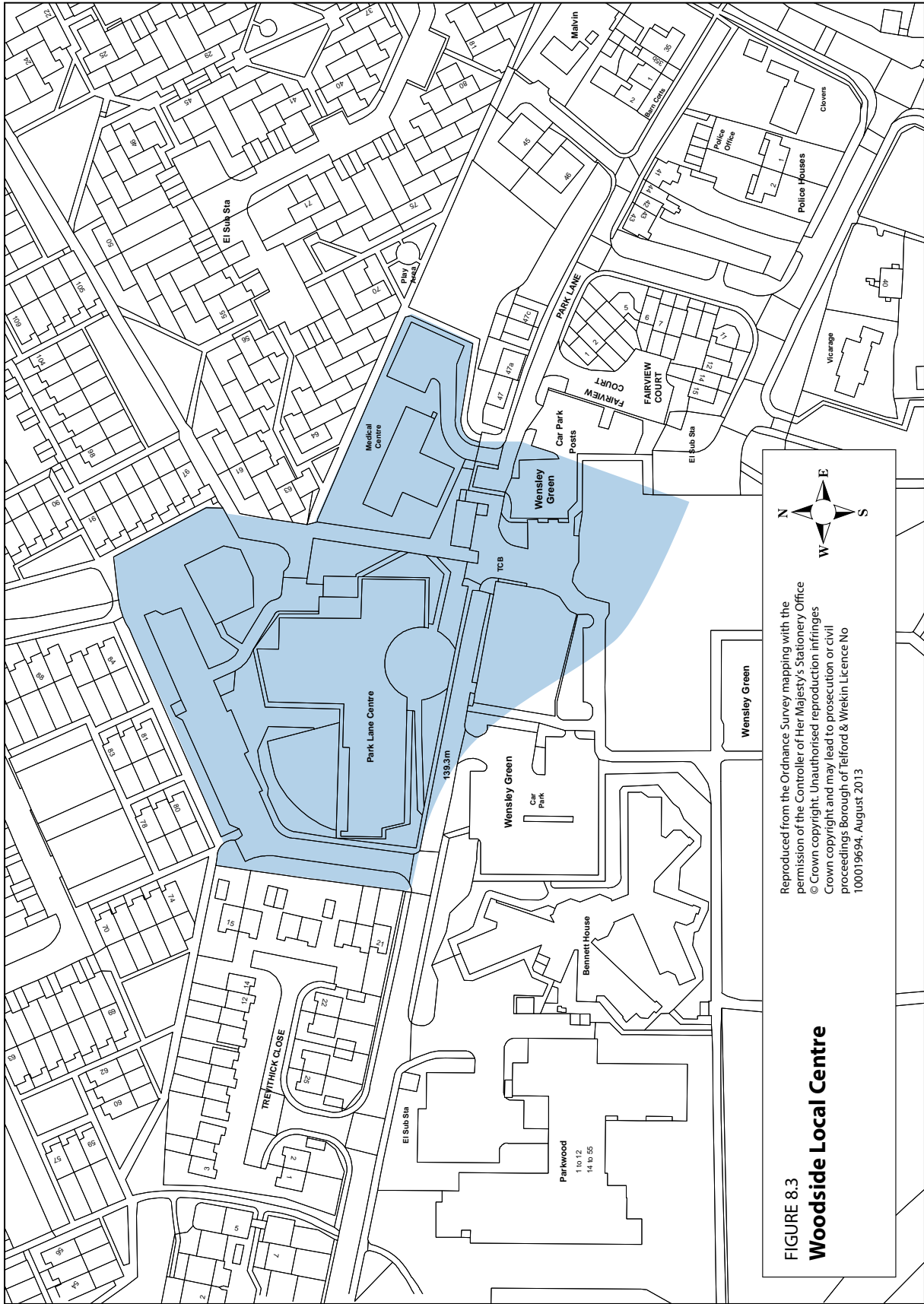
Entertainment and night-time activities are generally inappropriate outside the Town Centre boundary. Where proposed outside the Town Centre boundary, applicants will need to demonstrate that such uses will not result in adverse impacts and are consistent with other policies relating to development outside the Town Centre.



Madeley Centre

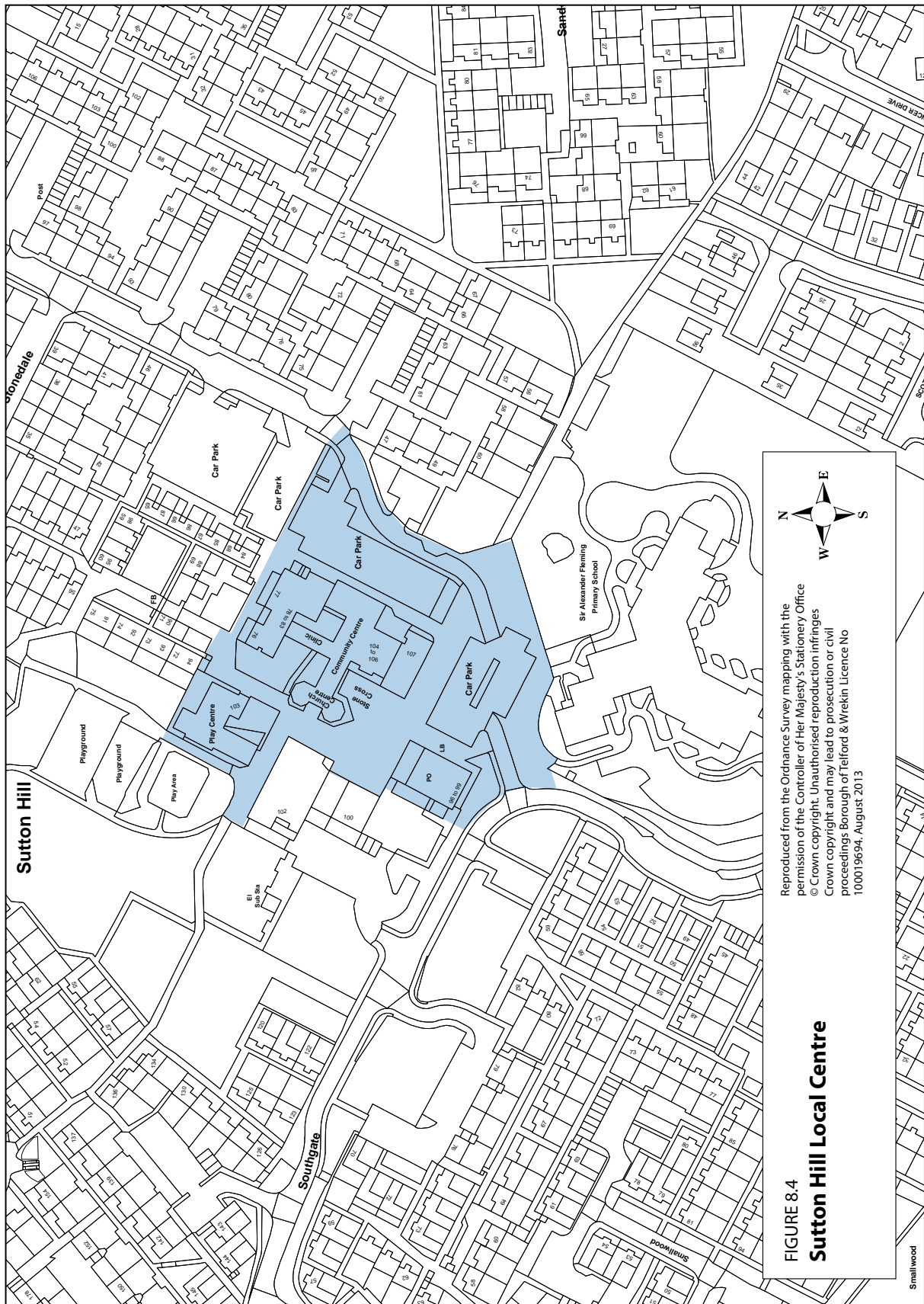


Anstice Memorial Institute



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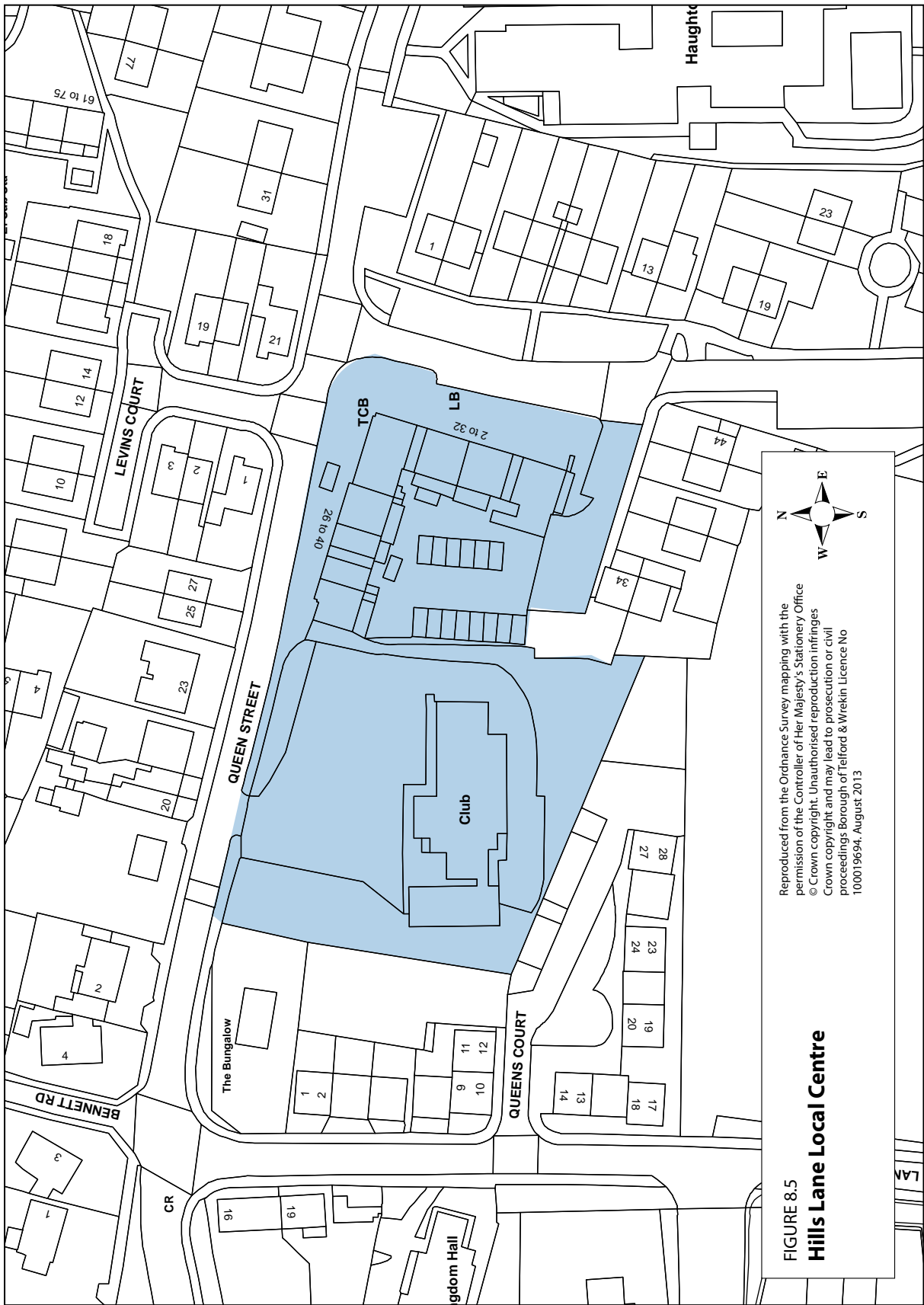
FIGURE 8.3
Woodside Local Centre



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FIGURE 8.4
Sutton Hill Local Centre

Smallwood



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FIGURE 8.5
Hills Lane Local Centre

Local Centres

8.11 The three Local Centres (Woodside, Sutton Hill and Hills Lane) provide an important service for their local communities, particularly those who find travelling difficult and as such the Plan will seek to retain these facilities where possible. The Council will need to be satisfied that there is no longer a demand for any premises in a current retail (A1) use before other uses are allowed. Other facilities that provide jobs for local people will be encouraged in the local centres.

Policy R4 – Local Centres

Within the Local Centres (as shown on the Policies Map & Figs 8.3, 8.4 and 8.5), proposals involving the change of use of retail (A1) shops, will be permitted only where:

- **It can be shown that there is no demand for the premises in retail (A1) use through an active 12 month marketing exercise where the property has been offered for sale or letting on the open market at a realistic price and no reasonable offers have been refused.**

Outside of the above local centres, retail and restaurant/takeaway uses will be resisted. The development of a variety of workplaces, live-work units and community uses will be encouraged in the local centres where there is no detrimental impact on the amenity of nearby residents.

Employment

8.12 The consultation has shown that residents want to see economic prosperity and growth in local employment, particularly for young people. The Plan is designed to achieve this by helping existing employers to stay and grow in the area and encourage new firms to invest and create a wide range of new jobs for local people. The preference is to use available employment land at the existing industrial sites, before any new land is brought forward.

8.13 However, both Sutton Hill and Woodside are isolated from these industrial areas as well as Madeley Town Centre and the centres of further education. Although well served by public transport, the travel horizons of unemployed residents who are seeking work on these estates can be very parochial, limited to the immediate neighbourhood and adjoining localities.

8.14 Thought needs to be given to how these local residents can be supported. Delivery of a community led action relies on a coordinated approach across the public, private, community and voluntary sectors. There needs to be a balance between physical (housing, other built environment and public realm) works and socio-economic initiatives. A set of physical recommendations are set out in policy H1 & E1. These need to be complemented by a range of economic recommendations through Madeley Regeneration Partnership and other agencies.

8.15 However, bad neighbour uses can cause a problem in residential areas. Care must always be taken to ensure that the amenities of adjacent occupiers are not harmed as a result of the nature of the work undertaken. In residential areas these types of activities need to be carefully considered and ‘bad neighbour’ uses will be refused.



New shops, Woodside local centre



Hills Lane local centre



Park Lane, Woodside local centre



Halesfield Industrial Estate

Policy E1 – Employment Areas

Existing employment land will be protected and enhanced where appropriate by:

- **safeguarding existing employment sites for (Classes B1, B2, B8 and, where appropriate, waste management uses);**
- **supporting the more effective use of existing employment land, particularly on the Halesfield Industrial Estate, Tweedale Industrial Estate and the Station Road Industrial Estate (the Defined Employment Areas) (see Policies Map and Figs 5.1 and 8.6);**
- **supporting a change to alternative uses on employment land only where it can be shown that the use of the site solely for employment (Classes B1, B2, B8 and, where appropriate, waste management), is no longer viable, through an active 12 month marketing exercise where the property has been offered for sale or letting on the open market at a realistic price and no reasonable offers have been refused;**
- **supporting the expansion of existing businesses where additional jobs will be created, subject to the suitability of the scale and impact of the proposal.**
- **elsewhere in the Plan Area, commercial development to meet local community needs may be acceptable and small scale employment opportunities will be supported.**

Proposals for new B8 uses will be supported on the Defined Employment Areas.

Certain employment uses, by their very nature, may have adverse environmental implications due to excessive outside storage, noise, smell and dust. They include activities such as motor vehicle repair and salvage operations, paint spraying, haulage depots and the production of unsightly or noxious waste materials. The preferred location for these activities is within the Defined Employment Areas (DEA). The use of sites outside DEAs for such ‘bad neighbour’ uses will not be permitted unless:

- **there will be no adverse effect on the amenity of surrounding occupiers by reason of noise, smell, dust or other nuisance**
- **there is adequate off-street parking and vehicle storage space on site**
- **there are no activities outside the workshop or on the highway**
- **the appearance of the workshop and its curtilage will not be visually detrimental to neighbouring uses**
- **there are measures to dispose of waste and recycle parts and the provision for drainage is acceptable to the Environment Agency and/or the statutory sewage undertakers as appropriate.**