

East Staffordshire Borough Council

Local Development Framework



PIRELLI FACTORY DEVELOPMENT BRIEF

Adopted July 2011

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1 The Vision

- To achieve a high quality development which, in particular, responds to local context and incorporates appropriate landscape and public realm, to create a sustainable development for people to live and work.
- Makes full and effective use of underutilised land in a strategic location within Burton;
- To respect and reflect the aims and aspirations of the Derby Road Masterplan and the Council's ambitious plans for the growth of Burton; and
- To support and enhance the existing Pirelli operation, recognising its status as a key employer within Burton.



Indicative views of high quality commercial - residential development

Introduction

This Development Brief has been prepared for the land bounded by Derby Road/Beech Avenue and Princess Way, Burton upon Trent. It is intended to provide guidance which will ensure that a high quality and sustainable development is achieved and one that will be sympathetic to surrounding uses. More particularly, this is an opportunity to safeguard Pirelli's existing operations through maximising the development potential of unused land and buildings at the site.

The purpose of the Brief is to set out, primarily for the benefit of the landowner and developers, the requirements of the Local Planning Authority, the Highway Authority and other service providers. It supplements the adopted Local Plan and provides specific planning and design guidance to assist any pre-application discussions with any developer considering a planning application. In addition, it provides a basis on which developers can prepare plans and financial programmes. It also sets out the principles of development that should be adopted by developers including land uses, layouts, design, provision of open space, access, landscaping and provision for wildlife.

Specifically, the objective of the Brief is to:

- Set the parameters for future development.
- Ensure that proposals accord with Development Plan policies.
- Promote opportunities for development as they arise.
- To define the range of appropriate uses
- To promote high quality design.

The Brief will be a material planning consideration when the Borough Council determines any planning application for the site.



Aerial view of site

2 Introduction

Background - Built Environment and Context

2.1 The built environment around the development site is a mix of differing commercial units and housing and as such offers no coherent built environment context. Any development should give recognition to the broader context and history of Burton-upon-Trent and should consider the following criteria as established in the Council's Design Guide:

- Townscape character
- Settlement pattern
- Historic development
- Building height, massing and scale
- Building materials
- Facade treatment

along with;

- Street pattern and streetscape
- Feature and landmark buildings
- Hard and soft landscaping to a high quality design standard with particular emphasis on Burton's aspiration to be the capital of the National Forest and in association with the landscaping improvements to the Derby Road Corridor as set out in the Derby Rd Masterplan."



Burton upon Trent

Background – Pirelli

- 2.2** Pirelli has occupied this site since the 1920s and throughout the years invested heavily to maintain its competitive status. Notwithstanding this, elements of the business were closed down during to 1990s due to the tough economic climate at the time and increasing competition from abroad.



Pirelli factory c. 1928

- 2.3** By 2000, the Pirelli site extended to c.27 hectares in size and consisted the following:
- Essential core business comprising tyre production and material fabrication facility (incorporating Pirelli UK Head Office) – c.8.43 hectares
 - Unused open land fronting Derby Road– c.3.93 hectares.
 - Bespoke ex-manufacturing buildings adjacent to canal (including the boiler house) – c7.97 hectares.
- 2.4** Whilst many tyre manufacturers such as Dunlop and Goodyear closed their UK operations, Pirelli chose to install a state-of-the-art robotic tyre production system called MIRS (Modular Integrated Robotized System). Two MIRS production lines were introduced (completed in 2001), which were then followed by the additional installation of a third (and even more advanced) production line. The MIRS process introduced a highly efficient tyre production process and required less floor space than equivalent manufacturing processes.
- 2.5** In view of the significant cost to install the MIRS production lines and the ongoing challenges to remain competitive in a tough economic climate, Pirelli have sought ways to maximise the value of redundant land and property assets. Examples of this include the sale of 6.07 hectares of unused land fronting Derby Road to Burton Albion F.C to facilitate the construction of a new stadium and the sale of 8.5 hectares of land to St.Modwen Developments (adjacent to the canal and referred to as Beech Avenue) in 2005.
- 2.6** Whilst it is currently intended that the Pirelli operations on site continue for the foreseeable future, the Company are under significant pressure to compete in an increasingly demanding global market, where the need to remain competitive, meet market demands and deliver cost-effective production is absolutely critical. In this respect, Pirelli UK's business plan is reliant upon the need to maintain a state-of-the-art production line technology and modernise existing facilities and processes, in order to retain its place in the highly competitive market. However, such investment is extremely expensive and the company needs to self-finance such investment so that it can run efficiently and effectively (and to budget) and to enable the Company to keep pace with its competitors (many of whom enjoy favourable government investment, manpower, and land use planning regimes).
- 2.7** The Council wishes to support Pirelli to achieve these aims, whilst also enhancing the local community through the provision of additional employment opportunities and new housing, in an attractive and sustainable urban living environment.

Community Involvement

- 2.8** St. Modwen and Pirelli UK Tyres recognise the importance of public consultation in shaping the pattern of development across the site. In accordance with the council's adopted Statement of Community Involvement St. Modwen and Pirelli and organised two public consultation events (Tuesday 20 and Friday 23rd October 2009). The event was held at Tom Bradbury Lounge, Burton Albion Football Club, Pirelli Stadium and provided members of the public an opportunity to view the regeneration plans and provide their feedback on the proposals.
- 2.9** In view of the scale of the proposal, invitations were sent to a wide audience, including residents at Beech Lane, Beech Avenue, Beech Drive, Kingsmead, Princes Way, Weston Park Avenue, Temple Close, Newport Close, Seymour Avenue, Corden Avenue, Jackson Avenue, Horton Avenue, The Evergreens, Lapley Drive and Derby Road.
- 2.10** In addition, letters were issued via Eton Park Junior School and direct to Ward Councillors, Parish Councillors, Janet Dean MP (the then MP for this area) and Local Authority representatives. A specific website was also setup to encourage online feedback for those unable to attend the consultation event.
- 2.11** To publicise the events, a press release was issued about the public consultation to the local press, including Burton mail, Touch Radio, Derby Telegraph and Burton and South Derbyshire Advertiser.
- 2.12** Both events were considered a success, with approximately 100 people attending each session. In addition, a further 36 comment forms were submitted after the event. In terms of the feedback received, the majority of people (greater than 80%) who provided feedback were largely supportive; however, a number of important issues did arise including:-
- Access/Highway – concerns over increasing traffic and highway safety on Derby Road.
 - Residential development – concerns of the over-supply of houses.
 - Education – concerns over the capacity of local schools.
- 2.13** Comments on this Brief can be sent to the Council via its Limehouse consultation Portal or direct to Philip Somerfield, Head of Regulatory Services, East Staffordshire Borough Council, Town Hall, King Edward Place, Burton upon Trent, Staffordshire, DE14 2EB or email: planningpolicy@eaststaffsbc.gov.uk



Public consultation event

2 Introduction

Development Plan Policy

- 2.14** Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that where regard is to be had to the Development Plan for the purpose of any determination to be made under the Planning Acts, the determination must be made in accordance with the Plan unless material considerations indicate otherwise.
- 2.15** In this instance, the Development Plan comprises:
- the Regional Spatial Strategy for the West Midlands June 2004 and Preferred Option of the RSS Review,
 - the Saved Policies of the Staffordshire and Stoke on Trent Structure Plan (2001) covering the period to 2011,
 - the Saved Policies of the East Staffordshire Local Plan (Adopted July 2006), and
 - the emerging East Staffordshire Borough Council Local Development Framework (LDF) (May 2009).
- 2.16** Notwithstanding the Government's intention to rapidly abolish Regional Strategies and return decision making powers to local councils, any assessment of future housing demand must be treated as a material planning consideration.
- 2.17** In this regard, RSS Policy CF2, 'Housing Beyond Major Urban Areas' of the West Midlands Regional Spatial Strategy Phase 2 Revision Preferred Option, states that strategic housing development should be concentrated in and adjacent to towns which are capable of balanced and sustainable growth - such as Burton upon Trent. Policy CF3, 'Level and Distribution of New Housing Development', further outlines that local authorities must jointly consider the most appropriate locations for development before producing or revising Local Development Documents. With regard to Burton upon Trent, 11,000 additional homes are earmarked up to 2026.
- 2.18** At the local level, the principal policy consideration is the East Staffordshire Local Plan (Adopted July 2006). Adoption of this document gave the Council an up-to-date Development Plan in line with the Staffordshire and Stoke on Trent Structure Plan covering the period to 2011. This Plan has, from September 2007, been made up of a list of saved policies in accordance with the Secretary of State's Direction. In accordance with the Regulations, East Staffordshire Borough Council submitted a list of saved policies in January 2009 and from the 20th July 2009 the policies listed in the Secretary of State's Direction are used, in conjunction with regional and national guidance, to determine planning applications. At present, the LDF carries limited weight in the determination of an application as the consultation process is ongoing. In terms of key dates, the Council aim to adopt the Core Strategy in mid 2011.
- 2.19** In terms of the Pirelli site, Policy E1 – '*Employment Land Supply*' outlines that the Borough Council will ensure an adequate supply of land for employment development throughout the plan period, particularly where there are opportunities to maximise the potential of the A38 and A50 transport corridors.
- 2.20** In order to meet the objective of Policy E1, Policy E2 – '*Employment – Site Allocations*' designates the Pirelli site for employment purposes. Sites identified by Policy E2 are allocated by virtue of their size, location and immediate availability and are deemed to be best placed to maximise the potential for economic growth, by virtue of their accessibility and attractiveness to developers. The mix of uses now proposed accords with these policies in the context of the subsequent employment land review update (2009) through retaining and enhancing existing employment on the site as well as creating new employment on the site as recommended by the Council's advisors on employment matters.
- 2.21** In the context of redevelopment, Policy IMR1 – '*Mixed Use Developments*' states the Borough Council will support the total or partial redevelopment for new uses of existing derelict, vacant or under-utilised premises on all sustainable sites providing the following criteria are satisfied:

- That there is an acceptable environmental impact,
- That employment opportunities are optimised and strategically important sites are safeguarded.
- That the proposed development would not adversely affect the balance of housing provision in the Borough in respect of its type and location.
- A Transport Assessment has been carried out for the proposal on a level commensurate with its scale, complexity and likely traffic generation.

2.22 In terms of the wider considerations, part of the site is also identified on the Burton upon Trent Inset Map as being located within a flood plain. Whilst this does not preclude redevelopment, a Flood Risk Assessment will be required to assess the potential for surface water run-off, the drainage function of the natural watercourse and the overall integrity of fluvial defences.

2.23 Regard has also been given to the following SPD's;

- ESBC Design Guide (adopted June 08)
- Open Space (Sept 10)
- Housing Choice (Dec 10)

Supporting Documentation

2.24 In respect of the information likely to be required in support of the planning application and terms for a Section 106 Agreement for the site, the following elements, which are listed in no particular order, may need to be considered:-

- Tree Survey / Arboriculture
- Sustainability
- Planning Statement
- Air Quality Assessment
- Biodiversity Report
- Economic Statement
- Flood Risk Assessment
- Utilities / Drainage
- Heritage
- Land Contamination
- Noise
- Open Space Assessment
- Parking / Access
- Site Waste Management Plan
- Title
- Transport Assessment
- Comprehensive Site-Wide Travel Plan Including Modal Shift and Monitoring Strategy
- Education
- Affordable Housing

Market Context and Business Issues

- 2.25** BNP Paribas Real Estate (formerly Atisreal) was instructed in November 2006 to market the surplus accommodation on the Beech Avenue land (referred to in this section as Albion Business Park).
- 2.26** Marketing has been undertaken from that point and is continuing today and has taken the following form:
- A brochure has been prepared highlighting the availability of opportunities at Albion Business Park providing the full size range from 510 sqm up to 13,000 sqm. These buildings have been marketed on a flexible basis with leases being considered from 3 months with rent based off £26.90 per sqm (£2.50 per sq ft). In addition to the buildings the 2.00 hectares of open storage space has also been independently marketed with a view to generate some income. This brochure was directly mailed to occupiers in and around the Burton area. This targeted mailing meant that the brochure was sent to over 1,000 local companies as well as agents who had known requirements for the area. In addition to the local companies, the main distribution and haulage companies within the UK were also targeted highlighting the opportunities available.
 - Boards and banners were erected along the main Derby Road frontage highlighting the opportunities and in addition advertisements were placed within the Burton Mail both focusing on the availability of buildings as well as the availability of open storage land.
- 2.27** Despite this extensive marketing campaign, and specific targeting, interest in the accommodation has been relatively limited. A number of parties have viewed the accommodation but generally the feedback has been that, firstly, the buildings are in poor condition and, therefore, do not present the right image for them. Secondly it was concluded that actual access and circulation within the site is problematic.
- 2.28** It was the expectation that at least some short term occupations may be identified for large hauliers however this has not been the case and there has only been limited take up of space.
- 2.29** Targeted mailing has been undertaken and where requirements have been identified all efforts have been made to accommodate their requirements on site.
- 2.30** Discussions have occurred with potential occupiers on a new build basis however these have predominantly been very small in scale with large operators preferring to focus on the Centrum 100 area of Burton on Trent. This is an area where significant development of large scale facilities has been undertaken to date.
- 2.31** Other comments that have been received from interested parties, including major and larger occupiers, was that the outward business development of the site was quite divorced from the main town centre and where most of the industrial activity takes place within Burton on Trent. There appeared to be a preference to focus on the other industrial areas. This may be a function of availability of building but when coupled with the quality of the buildings available made a negative decision fairly straightforward.
- 2.32** The rental levels quoted have been significantly reduced for the past 12 months with the quoting level being £10.75 psm for all of the accommodation, inclusive of service charges. In any discussions or proposals put forward to potentially interested parties a lengthy initial rent free period has also been granted reducing the effective rental to about £5.40 psm.
- 2.33** Having considered the above, BNP Paribas Real Estate advised that a greater range of uses, including residential (which was capable of making full use of and enhancing the attractive canal side area) offered the flexibility necessary to achieve the Council's vision for the site. This view is supported by the Council's Employment Land Review 2009 update where the Council's consultants acknowledged the benefits of and potential for a mixed use scheme.



SPACE AVAILABLE FROM £1.00 PER SQ FT

ALBION BUSINESS PARK

BEECH AVENUE, BURTON UPON TRENT, STAFFORDSHIRE DE13 0BH

Manufacturing/Warehouse Units
FROM **5,600 SQ FT** (520 SQ M) TO **140,000 SQ FT** (13,072 SQ M) TO LET
Up to 5 Acres Open Storage

FLEXIBLE TERMS / 24HR SECURITY

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0121 777 3638
ANDREW COSNETT
A.COSNETT@COSNETTPRICE.CO.UK

ST.MODWEN

Atisreal
0121 237 1234
www.atisreal.co.uk
STEVE ROWAN
STEPHEN.ROWAN@ATISREAL.COM

Architectural Assessment

- 3.1** This assessment outlines the key considerations for the proposed redevelopment of land surrounding the existing Pirelli Factory in Burton upon Trent. This section of the Brief demonstrates the steps that have been taken to appraise the site and its context within which any future development will be considered.
- 3.2** The architectural assessment has been developed following careful consideration of the site and its surroundings. The objective of the Brief is to deliver a high quality development within a set of key parameters.
- 3.3** More particularly, the Brief will establish the key design constraints and opportunities for the site which will establish a framework of design generators that any future application will need to address and further consider.
- 3.4** Proposals for the site should, therefore, ensure that a high standard of design is achieved that will deliver a quality development which is appropriate to this important gateway location on one of the main approaches to Burton upon Trent. In devising this strategy, and any future design proposals, due regard has been paid to the guidance contained in the following documents:

- **Manual for Streets 2 (2010)**
- **Secure by Design**
- **CABE Design and Access Statements**
- **Government Strategy and Guidance Notes**
- **PPS1 Delivering Sustainable Development**
- **PPS3 Housing**
- **East Staffordshire Design Guidance February 2008**
- **Code for Sustainable Homes**
- **Buildings for Life**



Development site

3 Site Analysis and Context

Site Description

- 3.5** The site is approximately 2km from the centre of Burton upon Trent and is situated on Derby Road, one of the main approach roads to the Town Centre from the North East, and the adjoining, major distribution road, the A38. It is bordered by Derby Road, Princess Way and Beech Avenue, the remaining boundary running along the tow path of the Trent and Mersey Canal.
- 3.6** The boundaries of the site are predominantly a mix of existing security fencing and railings with extensive, mature hedge/tree planting along the boundaries with the Canal, Princess Way and Beech Avenue. The boundary to Derby Road is visually more open, with the main section of mature landscaping/hedging mainly towards the Beech Avenue end of this frontage. This land was formerly part of the Pirelli Sports facilities that have been disused for nearly ten years. There is little planting within the site although areas of landscaping are incorporated around the existing Pirelli office building. This landscaping will be retained.
- 3.7** The site has slight changes in gradient in certain areas, but is predominantly flat. Embankments and bunds have been incorporated to the boundary with Princess Way and where the adjoining, off-site, levels rise at the approaches to the road bridges across the canal.

Site Analysis and Context 3



View from Princess Way



View from Princess Way



View of the Beech Avenue site from canal tow path



View of the Beech Avenue site from canal tow path



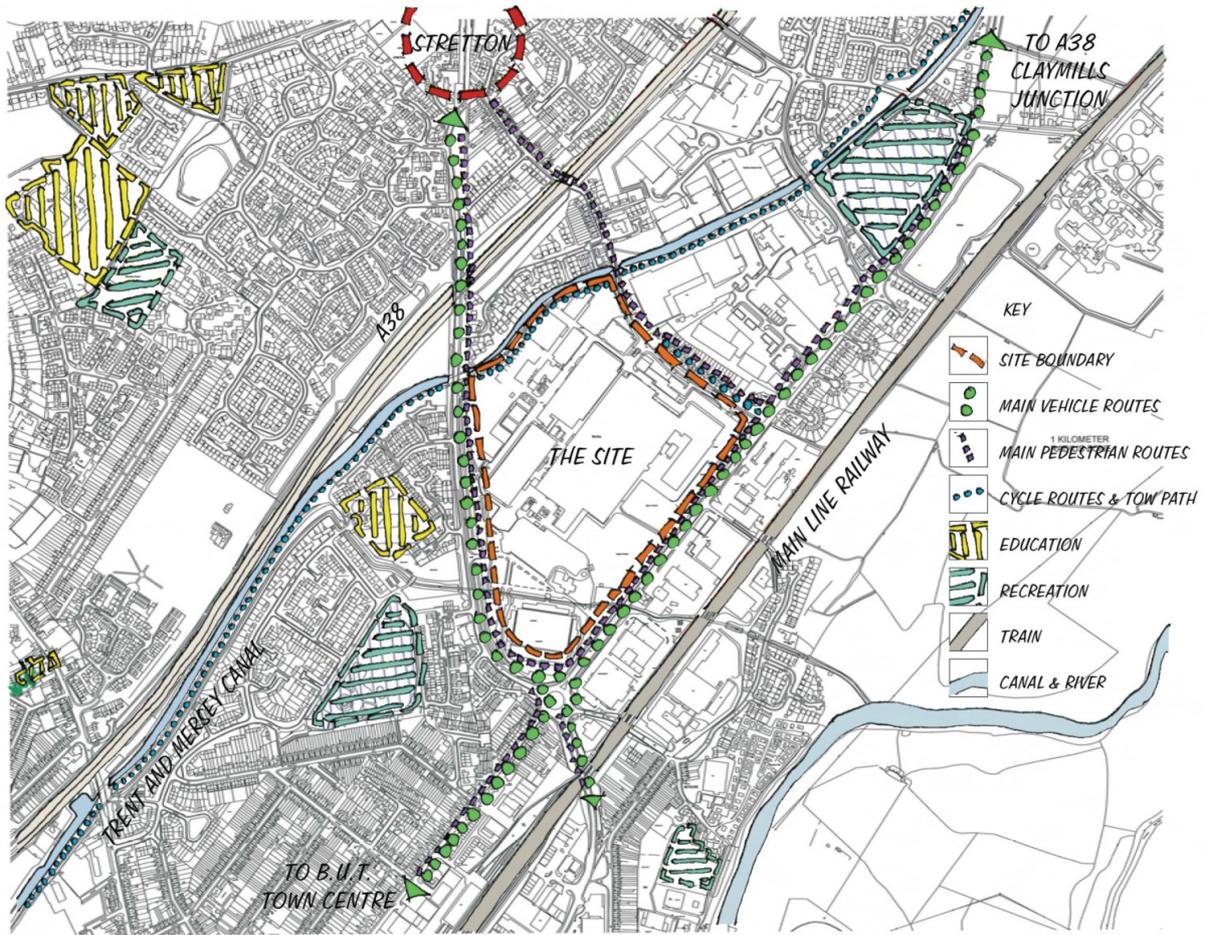
View of the Beech Avenue site from Kingsmead residential



Canal and tow path

3 Site Analysis and Context

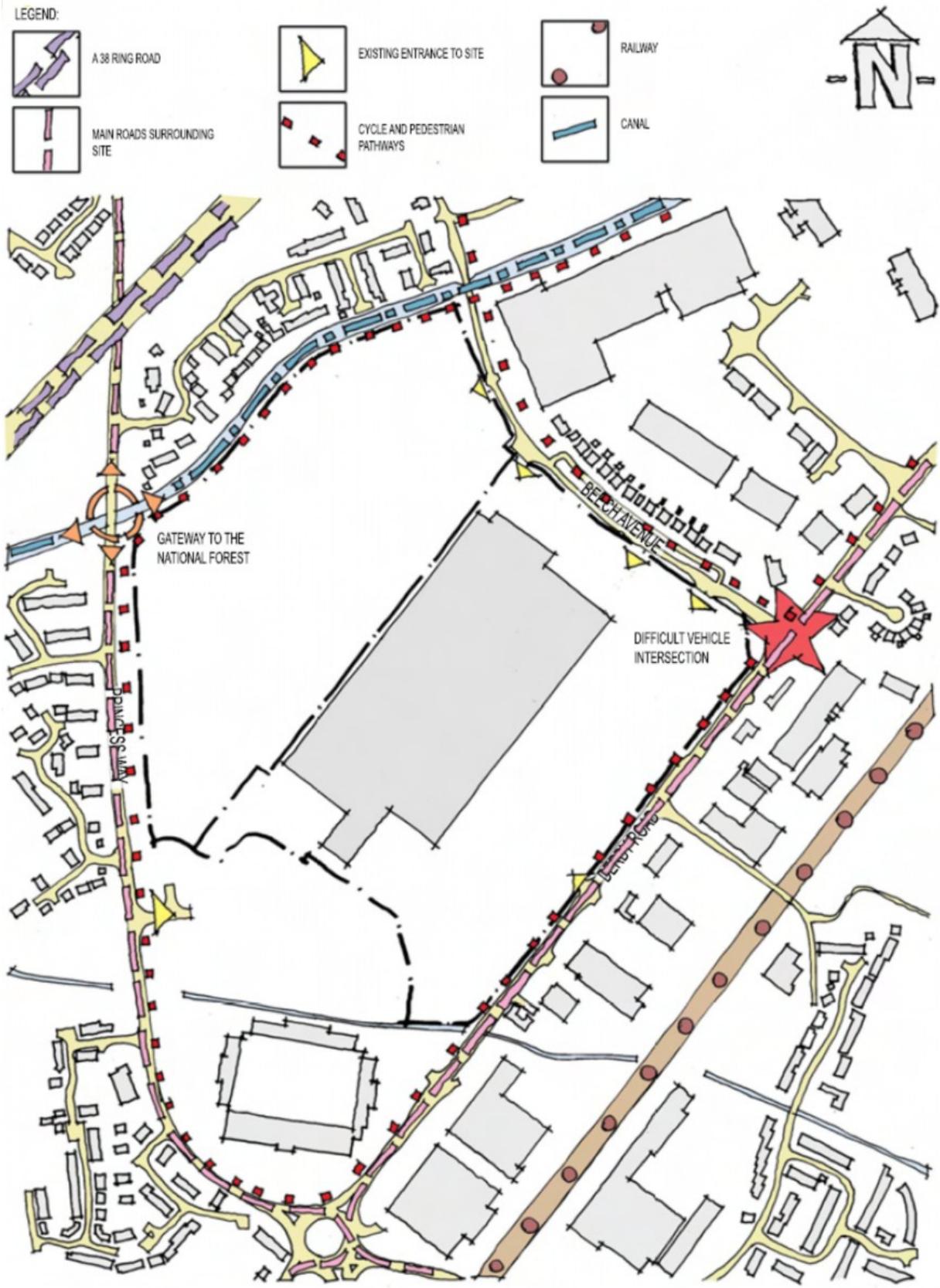
Broader Contextual Analysis



Movement Analysis - Access and Circulation

- 3.8** The main vehicle circulation routes around the site are Derby Road and Princess Way, with Beech Avenue being a lower order highway yet providing the main access to the existing factory and the adjoining residential areas.
- 3.9** Vehicle access to the site is via gated and controlled access points. Access is also available from Derby Road, which is predominantly used for emergency vehicles to the existing factory.
- 3.10** There are no public rights of way across the site.
- 3.11** A number of cycle routes and public footpaths adjoin the site and integrate with the wider network.

3 Site Analysis and Context



Movement analysis diagram

Environmental Analysis

3.12 A Screening and Scoping exercise will be undertaken to appropriately define the parameters of an application submission. It is anticipated that the following issues will require addressing:”

Noise sources

- Traffic on Derby Road, Princess Way and, to a much lesser extent, the A38.
- Trains on the main line which runs approximately 500m from the site.
- The manufacturing operations and deliveries to and from the existing factory.

Flooding

3.13 The site is in close proximity to both the Trent and Mersey Canal and the River Trent. An Flood Risk Assessment will be required. The potential for flooding must be considered with any development proposals and the Environment Agency and any other statutory bodies consulted as appropriate.

Canal Side Location.

3.14 A major asset for the site is the canal side location and the special character and environment that this creates. The canal is a conservation area designated by Staffordshire County Council in 1988. There will be a need for any development to respect the character of this conservation area and make a positive contribution or better reveal this heritage asset.

Contamination.

3.15 Due to the industrial nature of the site ground contamination, asbestos and other contaminants may be present and the appropriate survey and investigation works will be required to determine any remediation measures that may be necessary.

3 Site Analysis and Context

LEGEND:



PREVAILING WIND DIRECTION



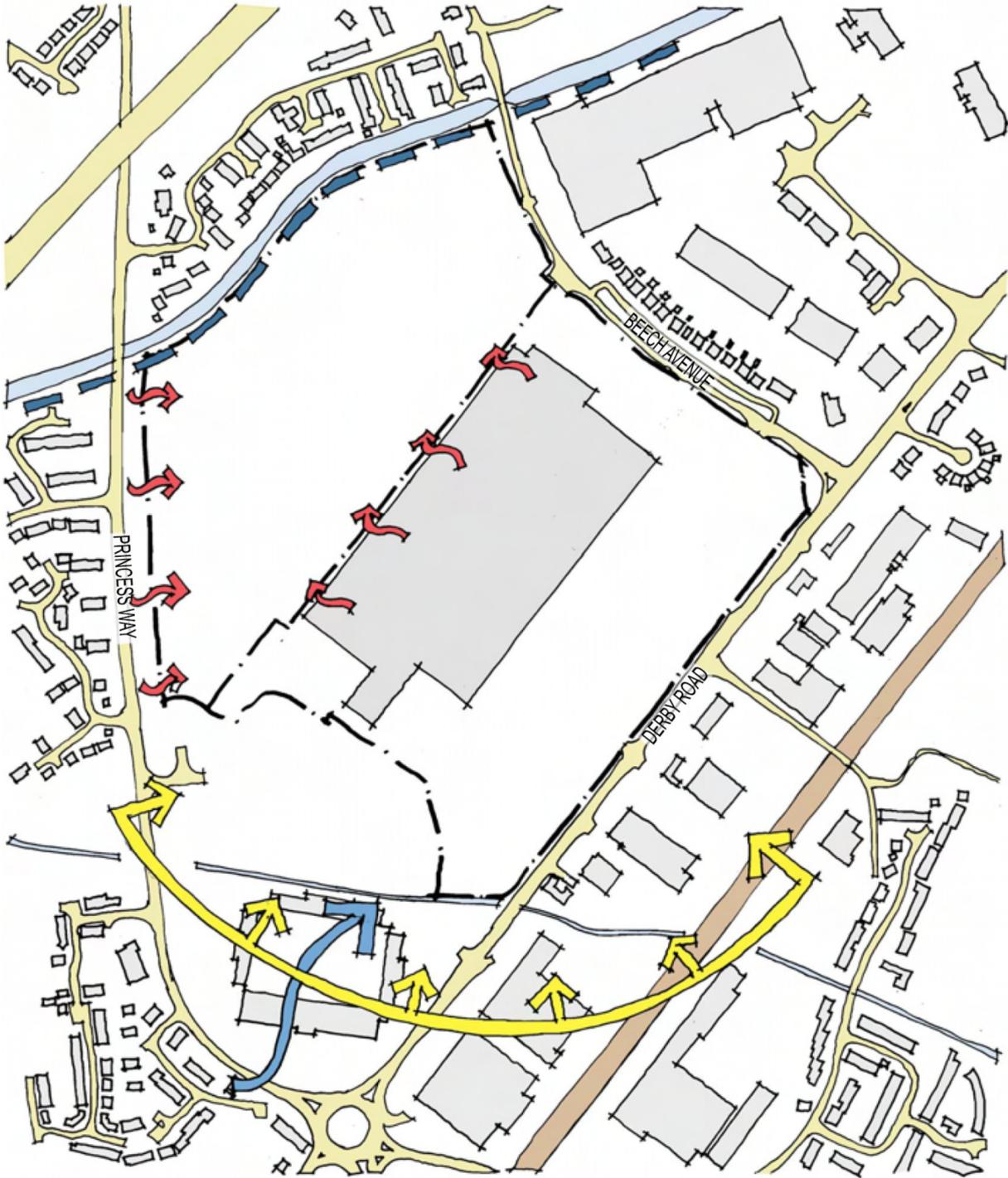
NOISE GENERATION TO SITE



SUNPATH



ENJOYABLE RIVERSIDE ENVIRONMENT



Environmental analysis diagram

Boundaries and Site Features

Boundaries

3.16 As noted previously there are a variety of boundary conditions around the site.

3.17 These consist of:

- Mature trees/hedges to Princess Way and the Canal.
- Landscaped bund to Princess Way.
- A mix of fencing and soft landscaping to the remainder of the site.

Site Features

3.18 The existing Pirelli Factory is the most dominant feature on the site, although other features such as the unique character of the canal side setting and the prominence of the gateway location of the Derby Road portion of the site should also be recognised.



Site features (Site boundary defined by red outline)

3 Site Analysis and Context

Topography and Views

Topography

- 3.19** As noted previously the site is mainly flat with a change in gradient in certain areas with embankments/bunds to the Princess Way boundary and adjoining approaches to the vehicle bridges across the Canal.

Views to and from site

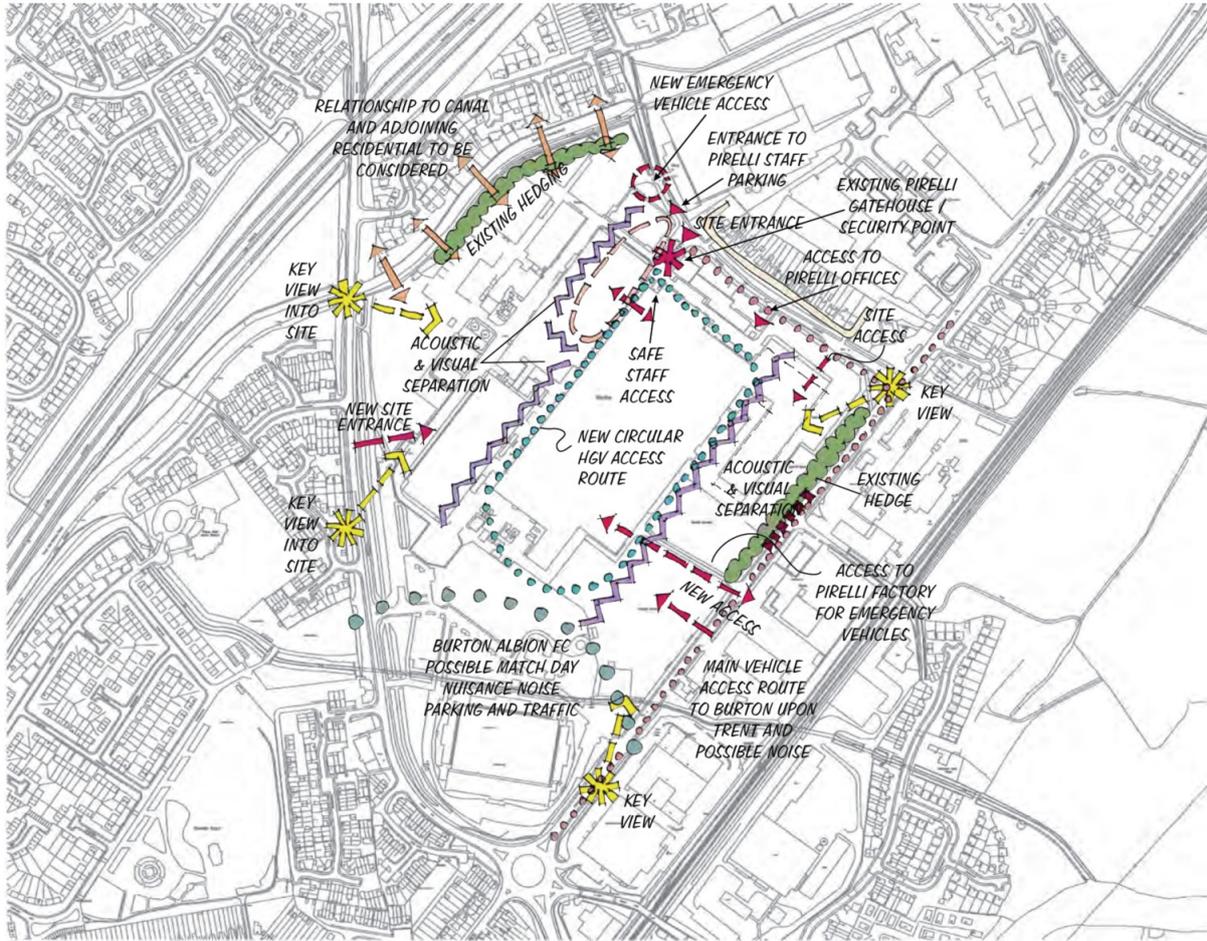
- 3.20** The scale and massing of the existing factory buildings on the site give them a high visual profile.
- 3.21** The predominantly flat nature of the site and the surrounding area, together with the mature landscaping to sections of the boundary, mean that the views into and from the site are restricted mainly to the raised approaches to the canal bridges.
- 3.22** Longer views of the site may be achieved from higher ground but, from these distances, the site will be seen as part of the urban grain of this part of Burton upon Trent.

Site Analysis and Context 3



Views to and from site

3 Site Analysis and Context



Proposed Future Development Zones

- 4.1 Zone 1: (Beech Avenue Site):** This is the Northern portion of the former Pirelli Factory adjoining the Trent and Mersey Canal, Princess Way, Beech Avenue and the main Pirelli Factory Buildings. This mainly consists of redundant buildings and areas of hard landscaping. The canal area is part of the Trent and Mersey Canal Conservation Area (designated in 1988).
- 4.2 Zone 2:(Pirelli Factory)** This sits in the central area of the site and is the main manufacturing plant. This zone will not be covered in detail in this Brief, but its impact and relationship to the adjoining zones will need further consideration especially with respect to car parking, site access and boundary treatment. The manufacturing plant is to be retained and will have works carried out to enhance the existing facilities, all as outlined elsewhere in this report.
- 4.3 Zone 3: (Derby Road Site):** This is the Southern portion of the site fronting onto Derby Road. This area is part former sports pitches and part tyre storage and distribution. The nature of this area of the site is predominantly open but a hedge incorporating mature trees runs along part of the boundary with Derby Road as noted previously.
- 4.4 Zone 4: Burton Albion - Pirelli Stadium:** This land, already sold to Burton Albion for the development of the Pirelli Stadium also has outstanding consent for a public house as part of the extant planning permission.

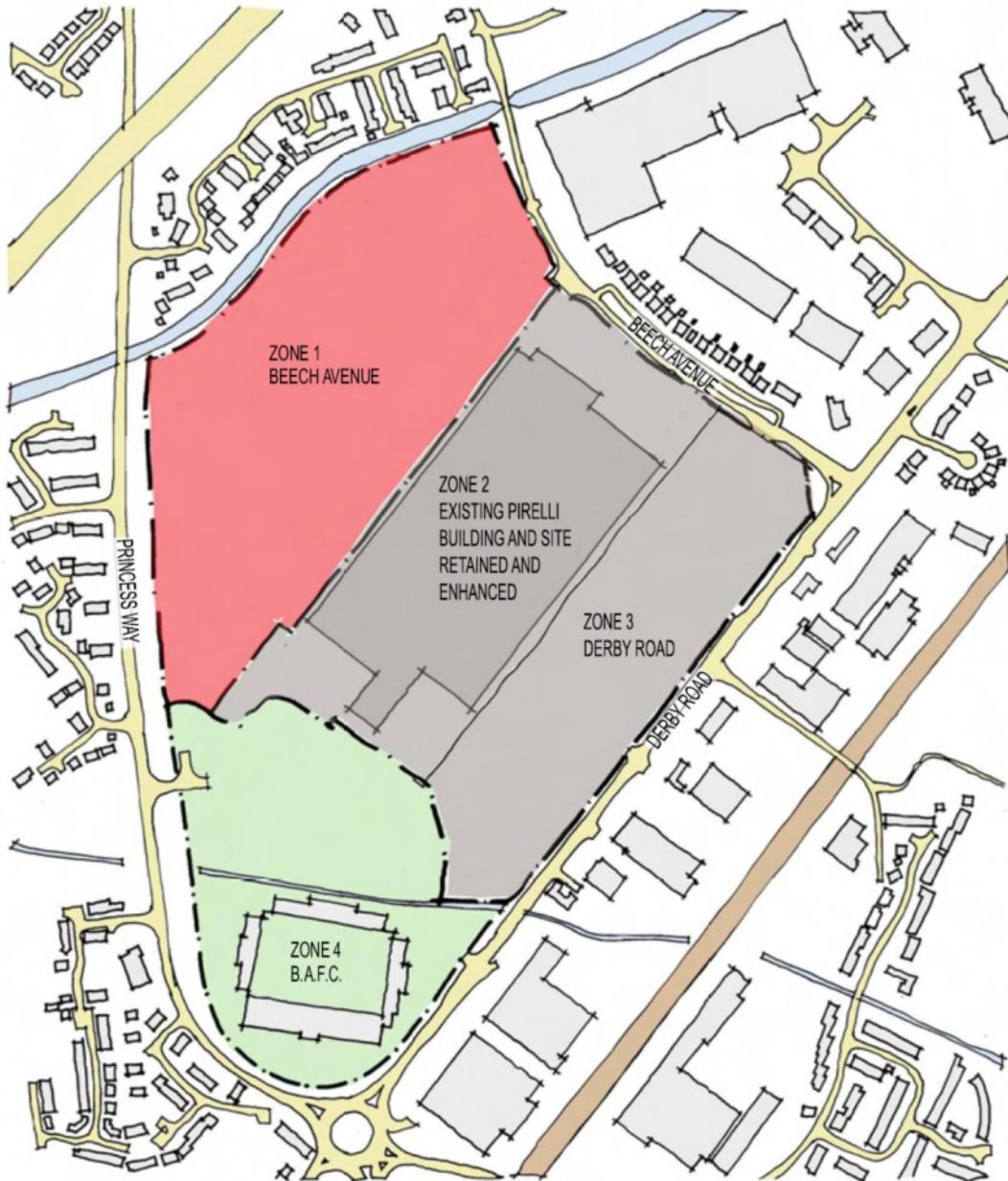
Acceptable Site Uses

- 4.5** Due to the canal side location and the close proximity of the adjoining residential areas both across the Canal and Princess Way, the Beech Avenue Site is well suited for residential development.
- 4.6** In line with East Staffordshire Borough Council's requirement for employment use on the site, the Derby Road site could contain a mix of uses. Some of these uses may need to pass a PPS4 sequential assessment. The following possible uses could include;
- Pub
 - Restaurant
 - Hotel

 - Light Industrial
 - Storage and Distribution
 - Workshops
 - Offices

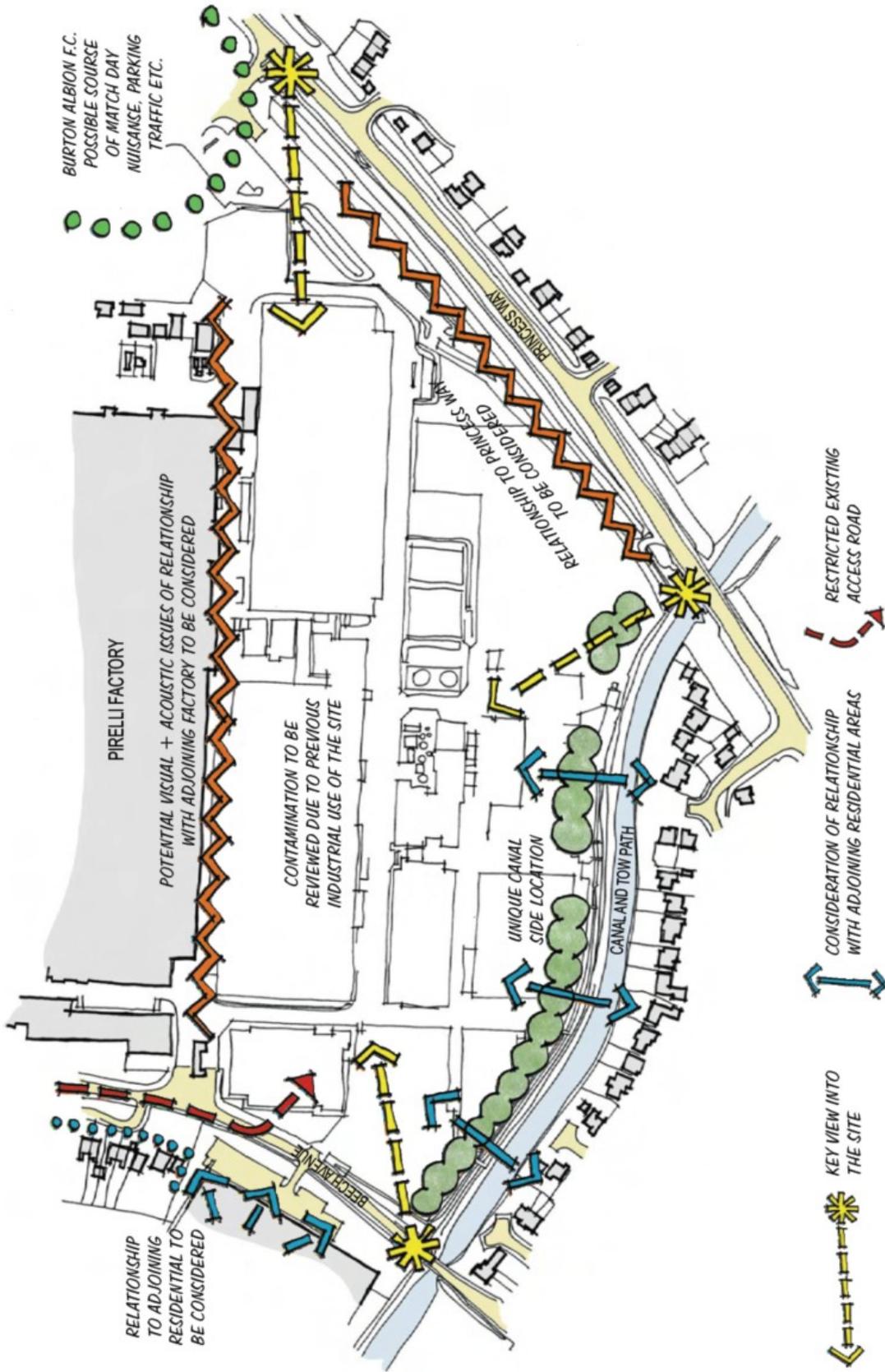
 - In addition, part of the site would be acceptable as a school, given the local need for additional capacity in this part of Burton.

4 Design and Development Principles Guidance



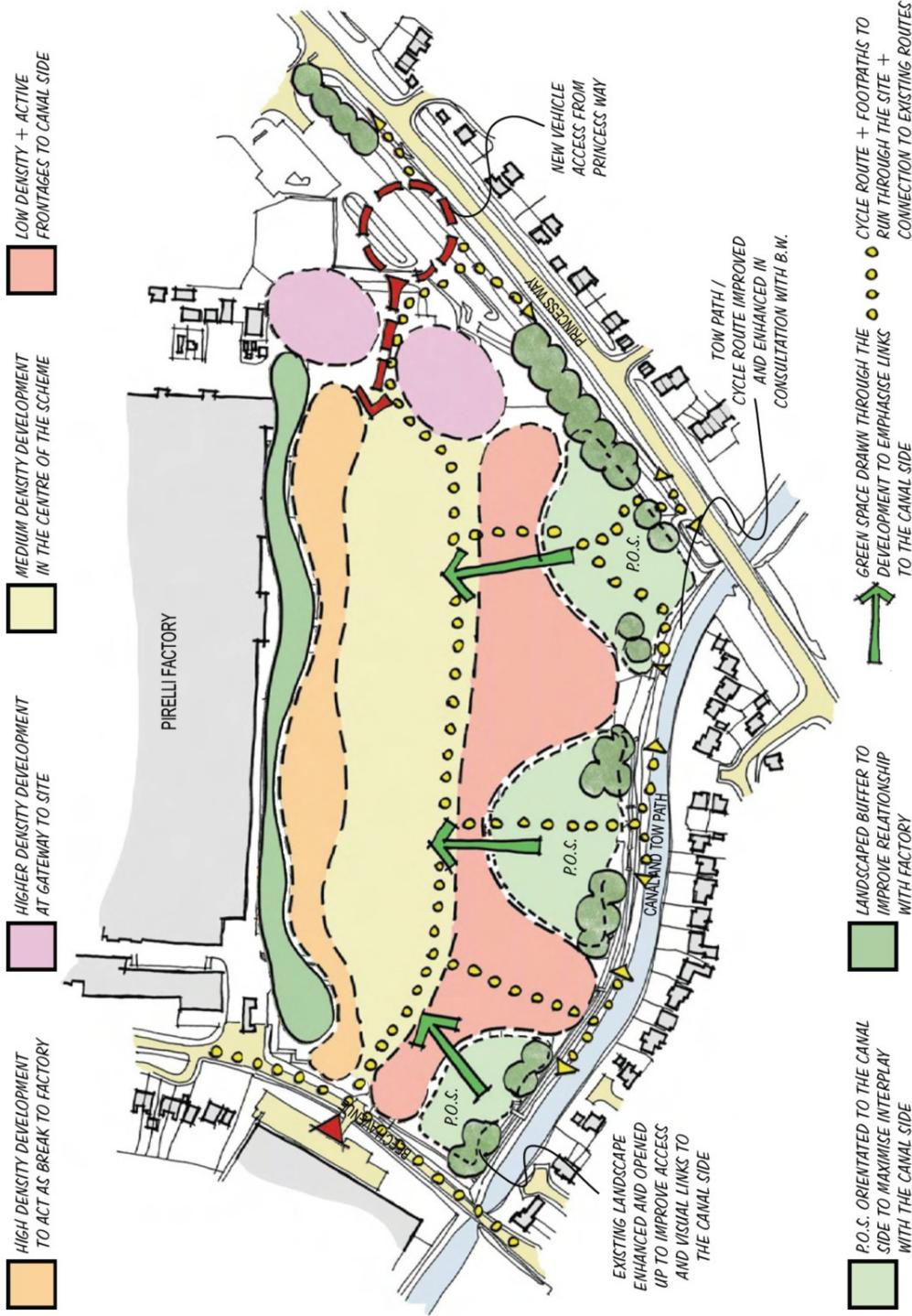
Zoning diagram

Design and Development Principles Guidance 4



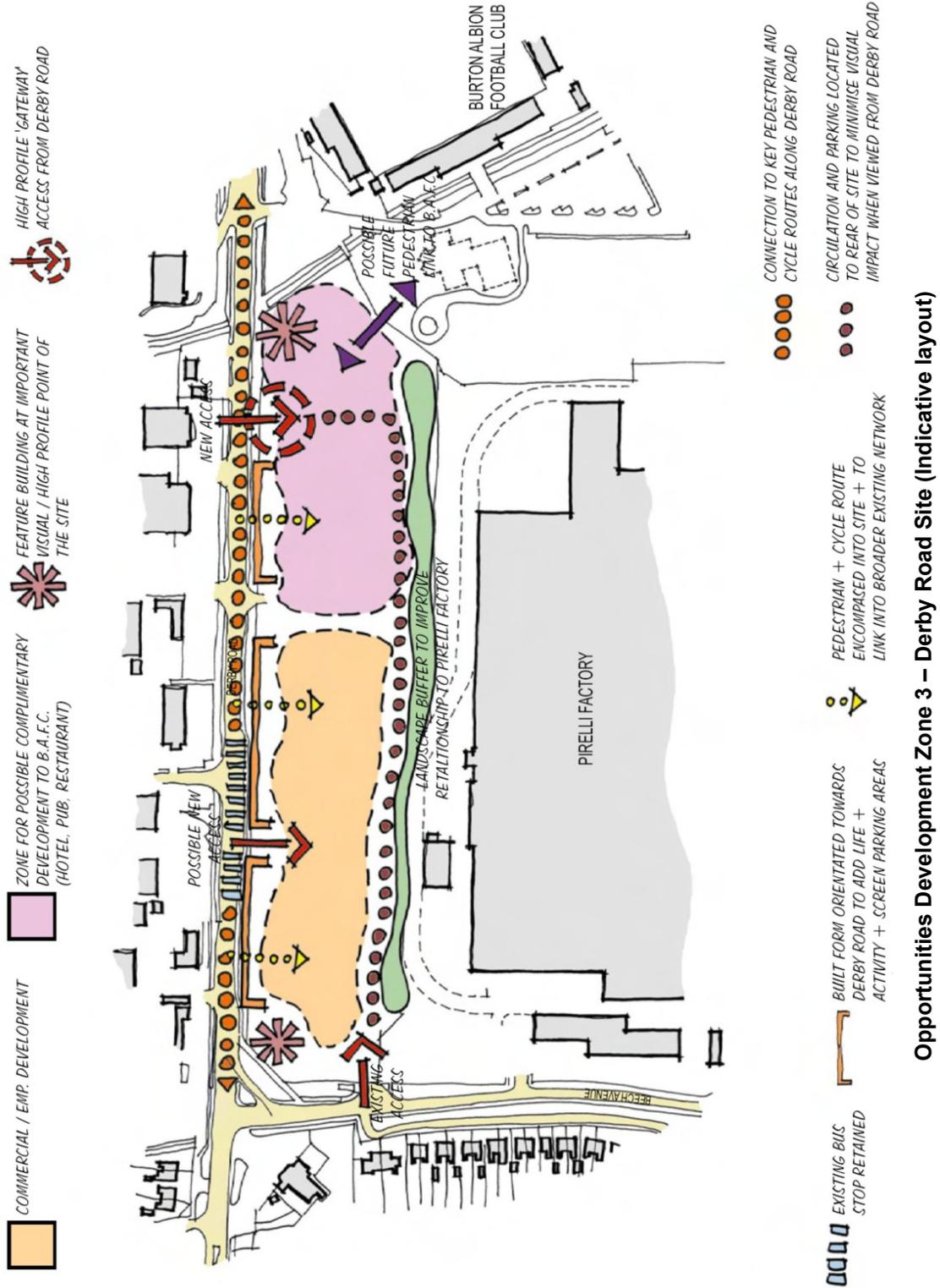
Constraints - Development Zone 1 - Beech Avenue Site

4 Design and Development Principles Guidance



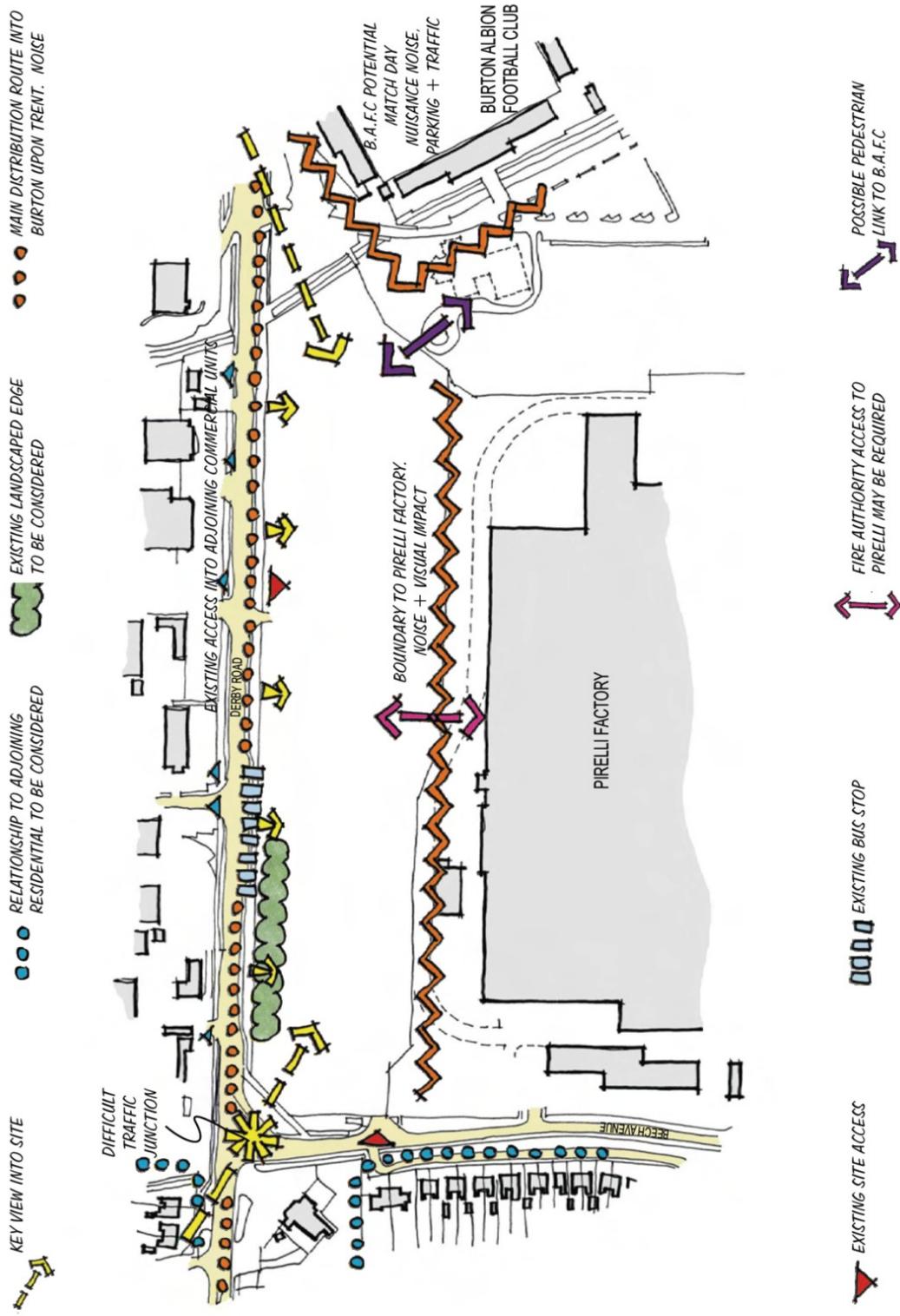
Opportunities Development Zone 1 - Beech Avenue Site (Indicative layout)

Design and Development Principles Guidance 4



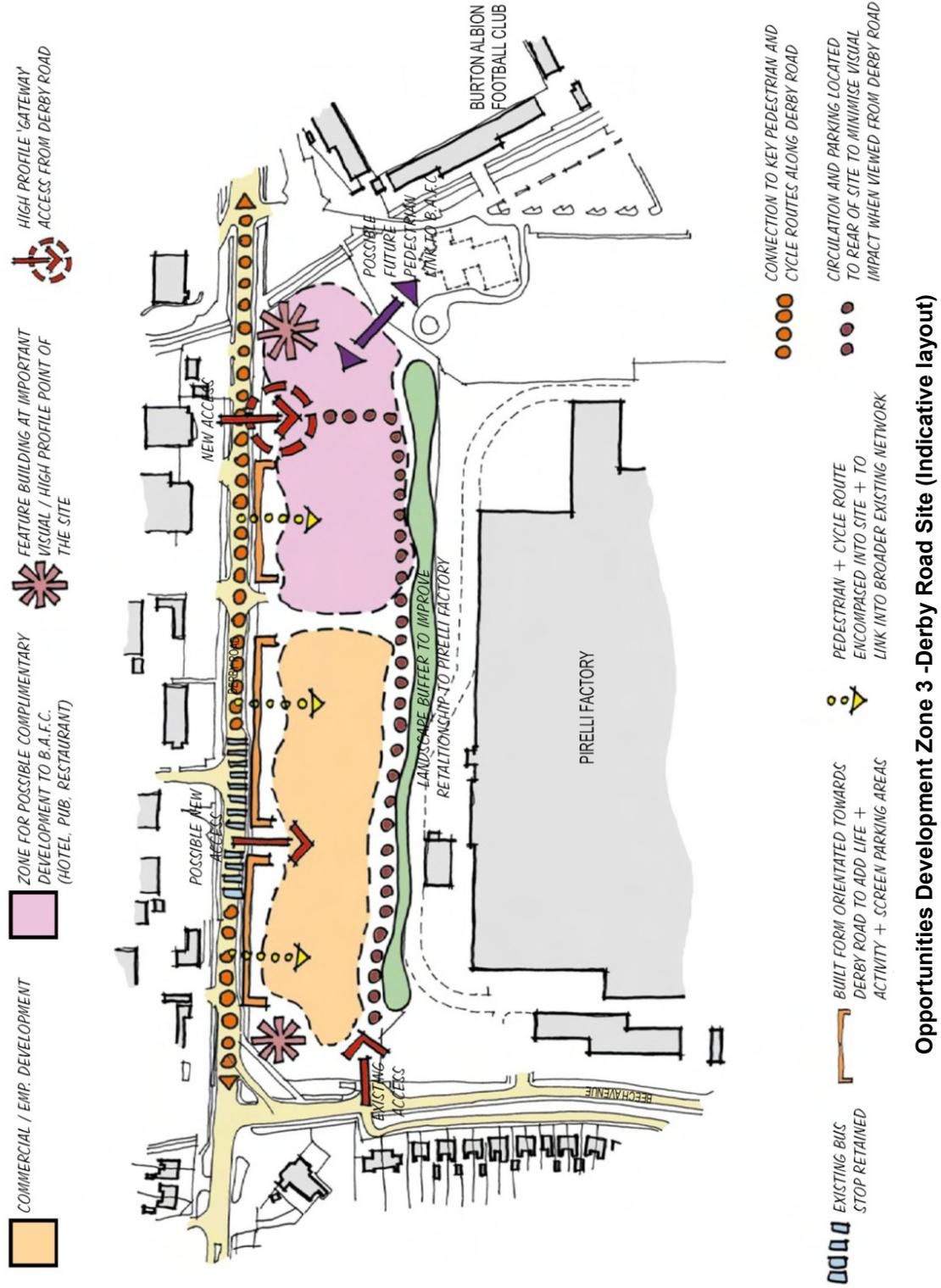
Opportunities Development Zone 3 – Derby Road Site (Indicative layout)

4 Design and Development Principles Guidance



Constraints Development Zone 1 - Beech Avenue Site

Design and Development Principles Guidance 4



Opportunities Development Zone 3 -Derby Road Site (Indicative layout)

4 Design and Development Principles Guidance

Constraints and Opportunities - Relationship with Pirelli Stadium

- 4.7** The southern portion of the proposed site which fronts onto Derby Road abutts Burton Albion Football Club's Pirelli Stadium and, as such, creates potential opportunities with some constraints.

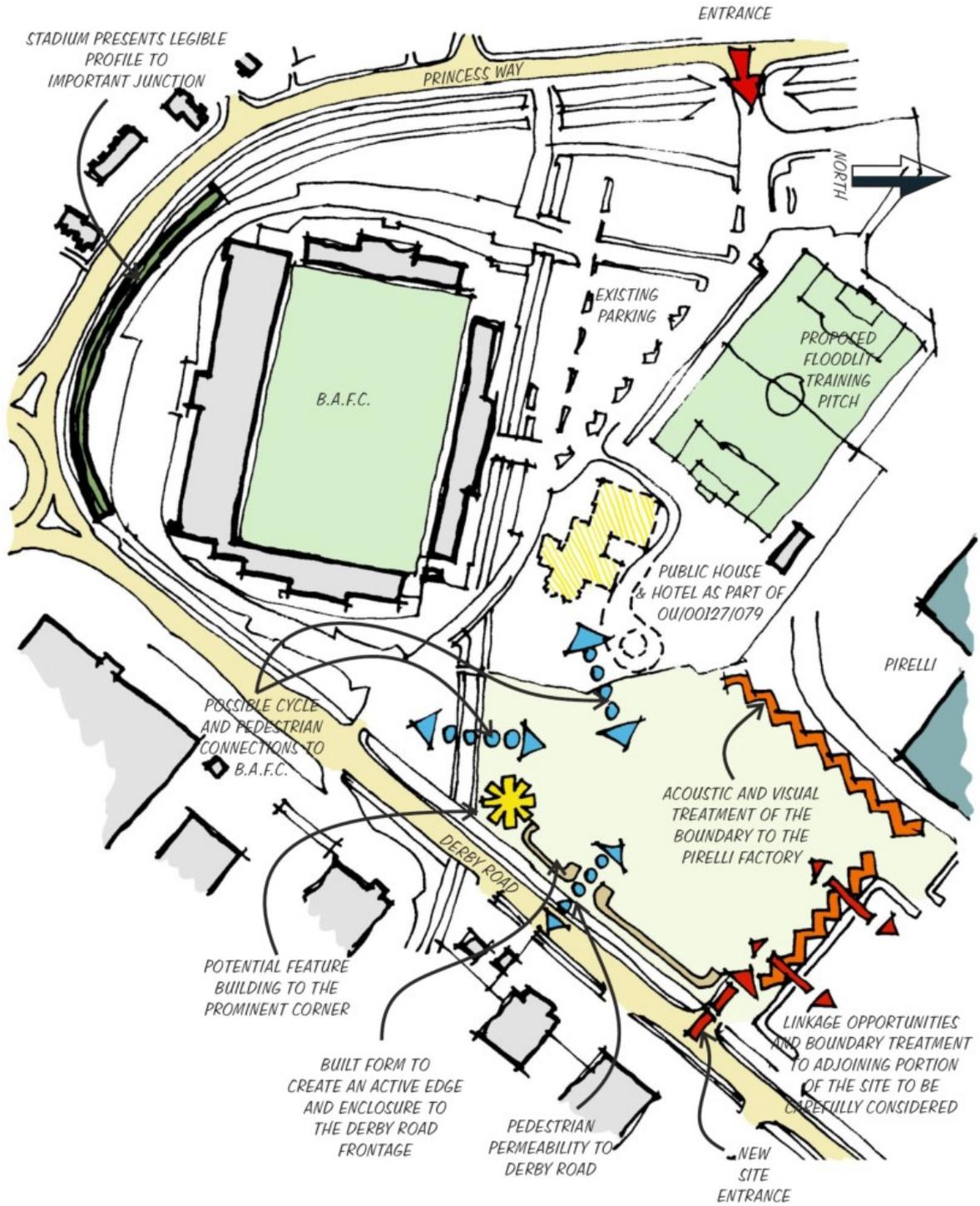
Constraints

- Pressure on infrastructure on match days (parking, traffic)
- Boundary treatments to be carefully considered
- Possible noise conflict

Opportunities

- Complimentary uses to Burton Albion Football Club's hotel/pub/restaurant which has extant permission.
- The incorporation of built feature on prominent corner of the site will create an important, easily legible, piece of town scape.
- Pedestrian permeability will be encouraged to B.A.F.C., Derby Road and the rest of the development site.
- Built form to the Derby Road frontage will achieve an active edge which can be used to screen car parking and servicing of the site.

Design and Development Principles Guidance 4



4 Design and Development Principles Guidance

Key Design Generators - Beech Avenue & Derby Road Sites

4.8 Maximise the canal-side location and use of the tow path.

- Introduce pedestrian routes through the site and to connect into the adjoining, well established footpaths and cycleways.
- Active built frontage to positively address the boundary with Derby Road.
- Feature building on the corner of Beech Avenue and Derby Road to emphasise the gateway location.
- Positively address the relationship with boundary to the retained Pirelli Factory and mitigate any potential noise issues.
- Introduce smaller scale residential development to the Beech Avenue site to better relate to the neighbouring existing housing across the canal.
- Seek to separate deliveries and staff vehicles from residential traffic by the introduction of a new access to the Beech Avenue site from Princess Way.
- Create high quality urban realm and landscaped public open space which will relate to and positively address the existing landscape along the canal side.

Design and Development Principles Guidance 4



High quality commercial / offices



Cycle routes through site



Public Open Spaces



Variety of residential styles



Variety of residential styles



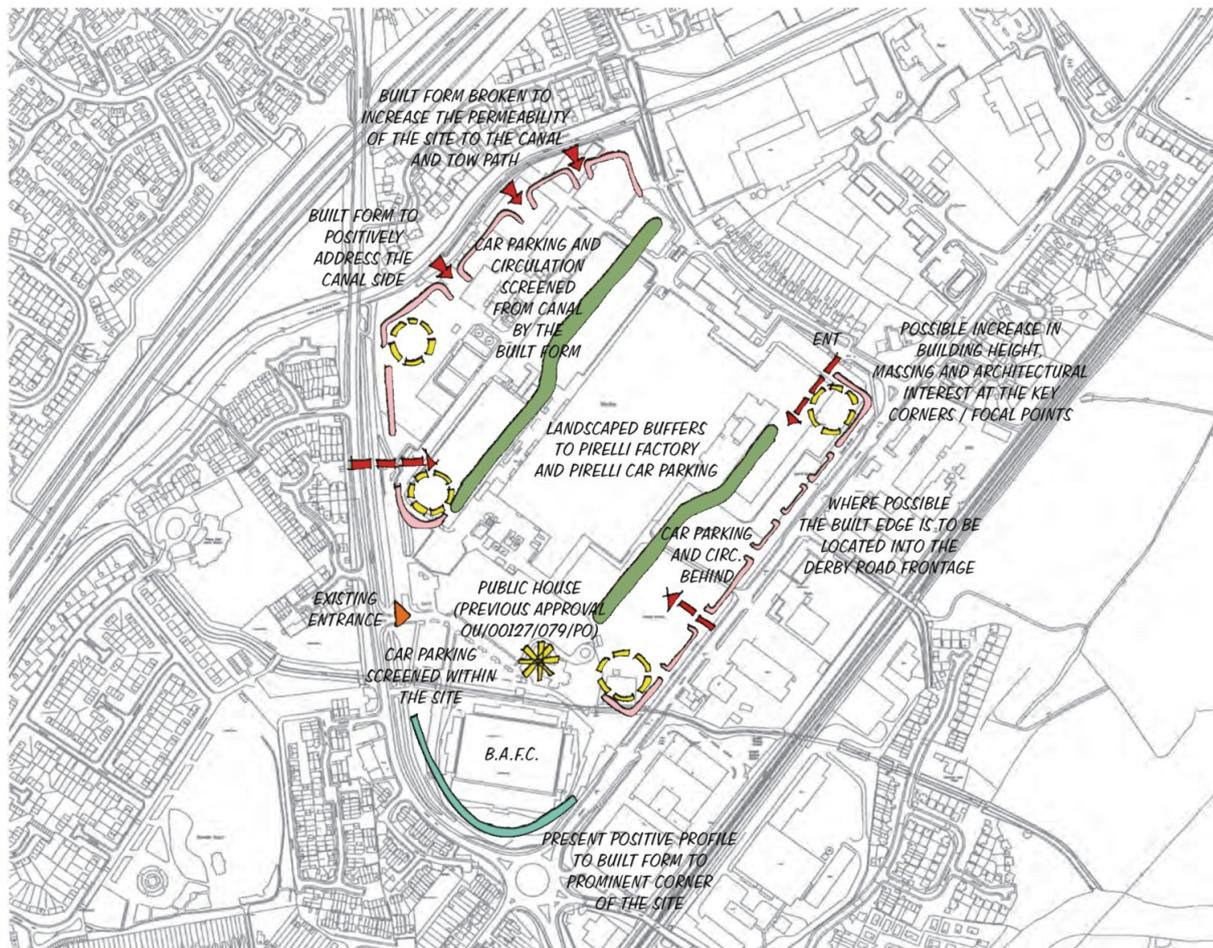
High quality commercial / offices

4 Design and Development Principles Guidance

East Staffordshire Design Guide

- 4.9** The future detailed design proposals for the development of the site must draw from the design guidance given in the East Staffordshire Design Guide (2008) and Open Space SPD (2010).
- 4.10** Particular emphasis and recognition should be given to the following points;
- Responding to the site context
 - Enhancing linkages and connections
 - Create a defined and legible sense of place
 - Create high quality landscaping and public realm
 - Careful considered integration of road, parking and servicing
 - Future proofing, adaptability and flexibility
 - Safety and security
 - Appropriate built form, materials and detailing
 - Design for more sustainable development

Built Form, Edges and Massing



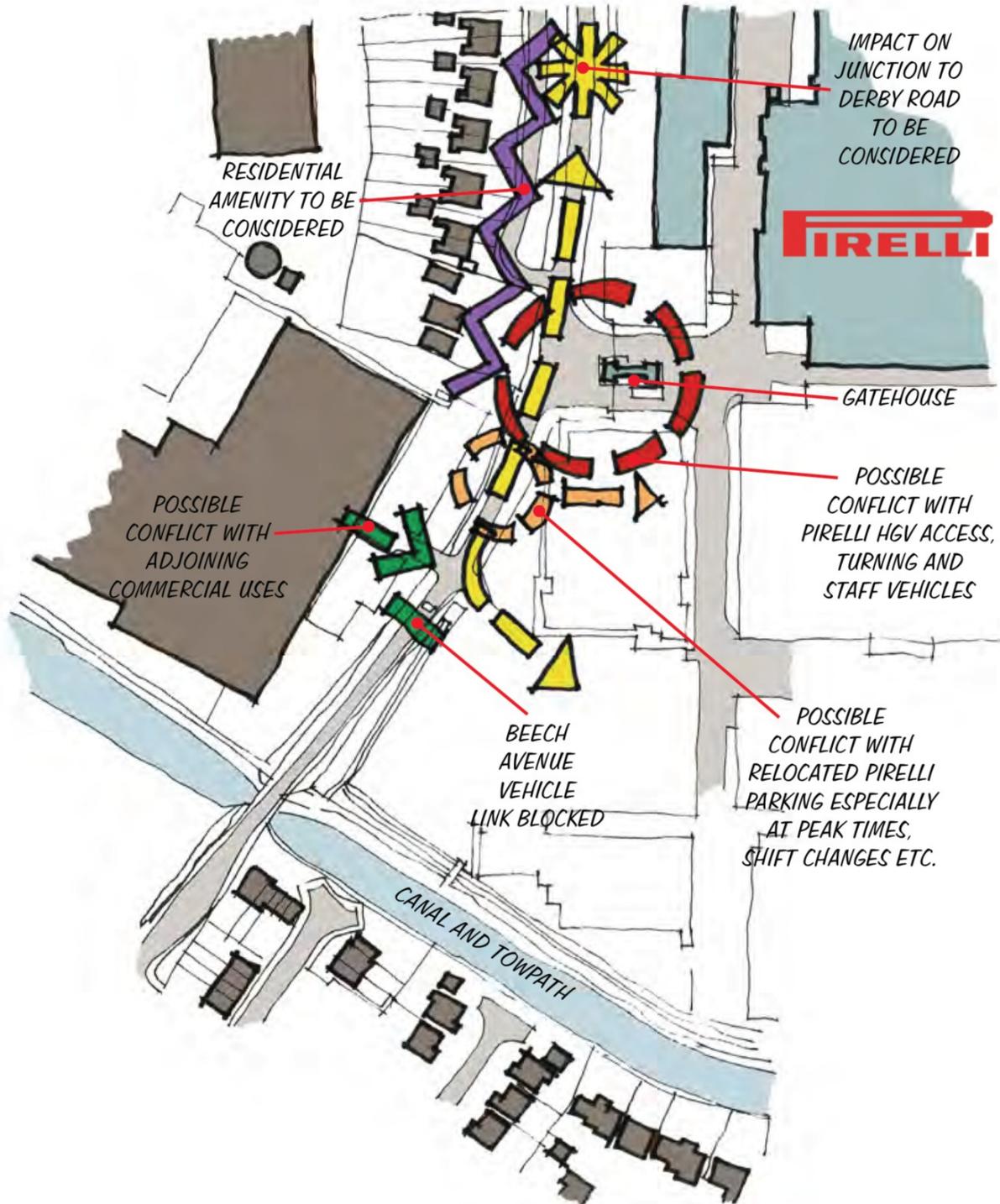
Beech Avenue - Site Access**PROS OF RESIDENTIAL ACCESS TO BEECH AVENUE**

- Possible alternative access enhances future proofing of site uses.
- Alternative access to site gives more immediate access to Derby Road + A38 + Derby.

CONS OF RESIDENTIAL ACCESS TO BEECH AVENUE

- Impact on junction to Derby Road.
- Conflict with Pirelli Factory HGV access.
- Conflict with access to relocated Pirelli parking, especially at peak times ie shift changes
- Width of existing road to be considered.
- Possible conflict with adjoining commercial uses.
- May create 'rat run' through the site, especially for staff at the end of Pirelli shifts.
- Amenity of adjoining residential to be considered.

Design and Development Principles Guidance 4



Beech Avenue Site Access Plan

4 Design and Development Principles Guidance

Relationship to the Canal

- 4.11** Any future development of the Beech Avenue site must recognise the unique nature of this canal side location and its Conservation Area status and positively address this relationship. It will be expected that the proposed buildings adjoining the canal-primary aspect, activity, uses and entrances will be orientated toward the canal. Car parking and roads should not be routed or located in this area and POS, play areas, and the enhancement of the existing tow path will all be encouraged.
- 4.12** The siting of residential uses in this location facilitates this enhancement, not just by the nature of this use, which encourages a 'soft' boundary to the canalside, but also by a development form which is varied and broken up, more visually permeable and encourages a positive interaction with the canal.

Design and Development Principles Guidance 4



View from Princess Way



View along the canal towards Princess Way



Canal view from Beech Avenue (beyond the site)



Canal view from Beech Avenue (site on the left)



Canal view from Beech Avenue (site on left)



Canal view mid way along the site towards Princess

4 Design and Development Principles Guidance

Design and Layout

Design Layout

- 4.13** Amount and Type of Housing In terms of capacity, the land at Beech Avenue should provide about 300 dwellings. This will be governed to some extent by the requirement for open space in accordance with the Council's adopted Open Space SPD. The residential development should contain a mix of dwelling types, sizes and tenures to promote a mixed and balanced community. The Council will seek to achieve that all new housing meets the Lifetime Homes Standard. On all developments of 20 or more dwellings an applicant must identify which dwellings (if not all) will meet that standard.
- 4.14** The new development will be of a high design standard. A detailed Design Statement will be provided as part of any future application to clearly show how the design has been arrived at and how it reflects the character of the wider area. This statement will acknowledge the fact that the site is bounded by buildings of varying scale and design and a diverse range of uses, such as the DHL warehouse to the north and the Pirelli stadium to the south. Such uses exert various influences on the site by virtue of their operating times, the noise they generate and the impact upon the highway network.
- 4.15** The detailed design and layout of the development will emerge from a careful analysis of the existing character of the locality and will minimise the environmental impact of the development. The layout will look to highlight and improve the existing features around the site following on from a detailed suite of ecological and environmental surveys undertaken with the agreement of relevant stakeholders such as local authorities, Natural England and Staffordshire Wildlife Trust to establish an ecological baseline.
- 4.16** The levels within the site will be designed with due regard to the assessment of any previous site contamination relating to the historic uses. All ground processes will be subject to the agreement of a remediation strategy with the local authority which would normally include ground gas, human health and controlled waters risk assessments in line with published guidance.
- 4.17** Dwellings will reflect the diversity of size, type, design and materials that reflect the character of the wider area. New dwellings will generally face onto the road or canal although there may be opportunities to include landmark buildings that mark corners or terminate vistas. It is noted that particular care will be needed in the design and orientation of dwellings located adjacent to sensitive boundaries, such as the Trent & Mersey Canal that intersects the site. A towpath will run alongside adding significant enjoyment to occupants of the site whilst mediating noise generated along Princess Way. The pleasant environment created by the waterway is an ideal place to locate the majority of the Public Open Space. Green avenues should draw residents through the scheme to the waterfront. The green avenues should also slow traffic to create a comfortable pedestrian and cycling environment.

Design and Development Principles Guidance 4



4 Design and Development Principles Guidance

Design and Layout

Accessibility

- 4.18** It is anticipated that the towpath of the Trent & Mersey Canal will form a focal point to the Beech Avenue scheme necessary, with a layered approach being implemented to identify the key pedestrian, cycle, motorist routes, etc. A network of on-site walking and cycling routes will be established and will provide links to respective off-site networks at key entrance points to the development. To improve pedestrian movement, a pedestrian crossing will be located on Derby Rd in a location to be agreed with Staffordshire County Council Highways Department.
- 4.19** It is proposed to access the Beech Avenue land from a single access off Princess Way, with an access for emergency vehicles onto Beech Avenue adjacent to the canal bridge. The Derby Road site will be accessed via new junctions onto Derby Road whilst access to the Pirelli operations will remain via Beech Avenue.
- 4.20** Car parking will be provided in line with local highway authority standards for each respective land use, whilst servicing areas and requirements will also form a key consideration in planning the various elements and land uses associated with the development.

Environmental Impact Assessment

- 4.21** Scoping discussions have been held with both the local highway authority (Staffordshire CC) and the Highways Agency (in respect of possible impacts upon the Trunk Road A38T), in order to establish the key transport and movement issues which will need to be considered when drawing up the planning application for the development proposals.
- 4.22** A key consideration will be to promote and encourage use of walking, cycling, public transport and car-sharing modes rather than single occupancy private car trips. A detailed baseline assessment will be made of movement and transport networks in the study area to identify the local movement context and key issues for the development.
- 4.23** The impacts of the development will be established and quantified, and where appropriate, mitigation measures will be identified to address the increased demand for movement by different modes. As the site being redeveloped is a brownfield site (i.e. it is previously developed land), an important part of establishing the development impact will be to establish the net change in movements that results from the change in land use.
- 4.24** Full details of the above issues will be set out in a Transport Assessment Report and Travel Plan for the development, which will be required as part of the planning application submission in due course.

Sustainability

- 4.25** The development of the site will demonstrate a sustainable transportation strategy and allow for the movement of pedestrians and cyclists within the site and to link with the surrounding area. The development proposals will also have an accompanying Travel Plan which will seek to promote modes of travel other than the private car wherever possible, and will encourage the use of walking, cycling and public transport for trips to and from the development.
- 4.26** Consideration should be given to implementing a decentralised low carbon energy supply to provide a district heating scheme for the residential site.

Drainage

- 4.27** In support of the proposal it will be demonstrated that there is adequate waste water capacity and surface water drainage both on and off the site to serve the development and that it would not lead to problems for existing or new users. All sustainable drainage methods will be considered in line with the Environment Agency's guidance for helping deliver sustainable development and reducing flood risk including addressing flood probability and consequences, improving water quality and minimising the impacts of climate change in accordance with advice set out in PPS25. Any surface water attenuation will be provided within the site boundary and take into account the three treatment trains required to deliver the necessary improvements in

water quality. A financial contribution will also be made through a S106 to cover the cost for the installation of an automated storm water pumping station to relieve the Horninglow Channel. This runs adjacent to the Trent and Mersey Canal and through a culvert below Beech Avenue and under the railway to an outflow into the River Trent.

Air Quality

- 4.28** Using information already produced by Pirelli as part of their current operational permissions a study will be produced to focus on the impacts of the current industrial activities and the adjacent highways infrastructure and its affect on the proposed residential development and other sensitive receptors including the surrounding landscape. The main focus will be on the concentrations of Nitrogen Dioxide and the relationship with the two existing Air Quality Management Areas under the jurisdiction of the local authority under the Pollution Prevention and Control Act.

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Community Safety

- 4.29** The design of the housing layout will make a significant contribution towards preventing and alleviating the fear of crime and deterring anti-social behaviour. In particular, the layout and design of dwellings will reflect a cohesive framework of clearly defined and recognisable areas or neighbourhoods, providing the residents the opportunity to exercise control over their home and surrounds and be alert to anti social behaviour and strangers.
- 4.30** A variety of dwelling types and sizes, including those likely to be occupied during the working day, such as those suitable for retired people, will provide a mix of residents and thereby likely to increase the level of natural surveillance throughout the day. Natural surveillance will also be integral throughout the design of the development, for example involving careful specification of hard and soft landscaping to aid the siting of dwellings with unobstructed views of neighbours' homes, footpaths/cycleways, play areas, open spaces, internal and external boundaries, and parking areas and should have their entrances visible from public vantage points. Where street lighting is provided light spillage will be minimised.

Maximising the Waterways

- 4.31** In the preparation of this Brief, consultation was held with British Waterways (September 2009), a public body set up to maintain and develop the network of canals in a sustainable manner so that they fill their full economic, social and environmental potential. This statement has been endorsed by British Waterways and is considered to be deliverable in the context of the wider proposals for the site.
- 4.32** The site is defined to the north by the Trent & Mersey canal. As its name implies, the Trent and Mersey canal was built (opened 1777) to link the River Trent in Derbyshire to the River Mersey. The canal was designated a conservation area by Staffordshire County Council in 1988.
- 4.33** At present, this particular section of the canal is under-utilised and presents an unwelcoming sight for visitors to Burton upon Trent. In particular, redundant dilapidated industrial buildings front the canal, public access is restricted and the existing landscape is overgrown and poorly maintained.
- 4.34** The enhancement of the waterside is central to the overall design concept. To achieve this objective, it is proposed to introduce a series of public spaces along the canal and a linear park area to enhance the visual aesthetics of the site. This will allow uninterrupted public access to the canal with places to sit, eat and spend time relaxing.
- 4.35** The underlying design principles seek to capitalise upon the potential of the waterfront by ensuring that properties are orientated (where practical) to front the canal, similar to what has been achieved at Kingsmead on the opposite side of the canal. Open frontages and pedestrian/cycle linkages through to the towpath would serve to integrate the site with the waterfront, whilst at the same time also helping to maintain active surveillance and security.
- 4.36** In addition to visual benefits of a creating an attractive canal frontage, it is recognised that pedestrian/cycle access to the towpath offers a sustainable method of transport and would help to reduce car reliance. In order to achieve this, it is acknowledged that a package of works may be required to upgrade the towpath. This may include improvements to the levels and the creation of ramps/accesses to facilitate access for people with disabilities.
- 4.37** To summarise, this development should facilitate the following key objectives:
- Conservation and enhancement of the waterway;
 - The creation of an attractive living environment for future residents and visitors of Burton-on-Trent; and
 - The establishment of new pedestrian/cycle links with the towpath.

Scheme Development

4.38 Phasing of the development will be as follows:

1. Demolition of existing buildings on Beech Avenue to facilitate the proposed improvements to the Pirelli facility. These include:
 - the provision of a new estate road;
 - the relocation of on-site car parking, and
 - general improvements and upgrades to the factory.
2. Implementation of the residential scheme on Princess Avenue and new employment generating uses on Derby Road. Development of these elements of the scheme could occur concurrently or in phases.

Quality Targets

- 4.39** To ensure that the development of the site meets the appropriate level of design and quality, subject to viability, it will achieve the following minimum standards and provision.
- Code for Sustainable Homes - sustainability rating of code 4 or above or equivalent replacement mechanism.
 - Building for Life - a minimum Silver standard should be achieved.
 - BREEAM - Very Good to Excellent.
 - Consider and accommodate wherever appropriate the requirements of, Green infrastructure as the Natural England Design Guide and achieve accessibility ratings as ANGSt.
 - An agreed provision of a minimum of 10% of dwellings to meet the requirements of lifetime homes in accordance with the Council's SPD.

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