

Section 4 Planning



Partnership

1. Telford & Wrekin Council welcomes the opportunity to be involved in partnership with the Homes and Communities Agency (HCA), Advantage West Midlands (AWM) and Transforming Telford, in bringing sites at Telford Technology Park, Nedge Hill to the market. This Statement sets out the Planning principles for Telford Technology Park as identified upon the attached plan (Telford Technology Park Context Plan), and specifically the Phase One Area and Site One in detail. The area is owned by HCA and will shortly be rebranded as Telford Technology Park as part of the proposals to be led by Transforming Telford.

Site context

2. Telford Technology Park, situated at Nedge Hill is located 0.75 miles drive from Junction 4 of the M54 and 1.67 miles from Telford Town Centre. Located to the south of the established employment area of Stafford Park and close to Lakeside, the subject of mixed use development proposals, the site is well served by road connections.

Previously this location has been marketed as 'Nedge Science and Technology Park' for the development of information technology and knowledge based industries.

The vision for Telford Technology Park is the creation of a business community who use technology as an integral part of their business and the delivery of their end product or service.

Section 4 Planning (cont)



Economic development

3. Telford Technology Park offers a three phased opportunity to bring forward new development in the town. The town's objectives as a growth point and its major house building programme, means that significant job creation will be necessary over the short and medium term.

The Central Telford Area Action Plan is being developed for a major intensification and diversification of Telford Town Centre. This will further significantly increase the town's economic growth in the medium term.

To encourage economic diversification, the Regional Spatial Strategy for the West Midlands (RPG 11) promotes the development of the Wolverhampton to Telford 'High Technology Corridor', with development to be focussed on Telford as a key node within that corridor. Specific sites are being brought forward as part of the Telford & Wrekin Local Development Framework.

HCA, together with AWM and Transforming Telford, have highlighted the need for immediate opportunities for developers to invest in Telford, and are actively marketing this fast growing town as a unique place in which to live, work, visit and invest.

The Economic Strategy for Telford and Wrekin (2004) sets out the five priorities to help achieve economic growth over the next 10 years.

These include:

- > Focus on clusters which will have maximum long term economic impact for the Borough, including Advanced Engineering & Polymers, Information Communication Technology, Food & Drink and Building Technologies.
- > Infrastructure – to create a competitive advantage for new and existing businesses by redeveloping the Town Centre, Lakeside and Technology Parks

Transforming Telford is working to bring forward these priorities on behalf of the Borough.

Transforming Telford has been established as the town's economic development company by HCA, AWM and Telford & Wrekin Council with the role of advancing the economic growth of the Town including physical regeneration projects under the Wolverhampton Telford Technology Corridor such as Telford Technology Park.

Section 4 Planning (cont)



4. Opportunities will be sought for linking development at Telford Technology Park with the University of Wolverhampton, other higher/further education establishments and research institutes.

Development Plan policy

5. Phases One and Two at Telford Technology Park benefit from allocations under the Wrekin Local Plan (1995-2006) as land "committed for employment uses (over 1 ha)" based upon the terms of Section 7(1) of the New Towns Act (1981).

6. This designation covers a total of 24.14 ha (59.66 a) at Nedge Hill split between the subject sites of this Planning Context Statement. Phase One shown shaded red on the attached plan extends to 9.17 ha (22.67 a) with an upper plateau of 14.97 ha (36.99 a) known as Phase Two and shown shaded blue to form the subject area of a future masterplanning exercise. The Local Plan does not qualify which Classes of employment use are acceptable on the site. In addition, a further potential Phase Three area of 7.47 ha (18.5 a), shown shaded yellow and presently designated green network within the Wrekin Local Plan may be brought forward for future development subject to representations and allocations through the Land Allocations DPD.

7. Phase One should seek to accommodate a managed Incubator and Enterprise Centre through a targeted site release of Site One shown outlined in red on the attached plan. Further sites within Phase One will be brought forward for development in accordance with current and emerging Development Plan Policy. Phase Two will be delivered in accordance with an agreed masterplan and delivery framework to be established with partners in due course.

8. The Regional Spatial Strategy for the West Midlands (RPG 11) identifies Telford as a sub-regional foci for longer term strategic housing development (policy CF2). It also identifies Telford within the Wolverhampton Telford Technology Corridor (policy PA3), as a location in which to encourage the diversification of the region's economy. Within the town cluster developments, closely linked to the region's critical research and development capabilities and advanced technologies are to be promoted. Clusters are defined by the common technology or end product of a group of companies linked through customer and supply chains and associated training, finance and research.

Section 4 Planning (cont)



9. Advantage West Midlands has been responsible for developing the Technology Corridor policy concept and the University of Wolverhampton is now leading a network of regional public and private sector organisations that aims to encourage innovation, knowledge transfer, new enterprise, and increased competitiveness in the region. This will also reduce reliance on the traditional manufacturing sector. The Wolverhampton Telford Technology Corridor focuses on encouraging innovation, stimulating enterprise, exploiting knowledge and developing technology within the corridor and on this basis is important to the future economy of Telford.

Emerging Development Plan policy

10. The Regional Spatial Strategy is currently subject to a partial revision. As part of Phase Two of this revision draft Spatial Options, including options for employment, were published for consultation ending March 2007. Preferred Options were published in December 2007 and submitted to the Secretary of State and released for consultation until December 2008. The examination is expected April 2009 and the final revisions are expected to be published in late 2009 or early 2010.

The Phase Two revision is not expected to propose any alterations to the Wolverhampton Telford Technology Corridor (policy PA3).

Section 4 Planning (cont)



11. Production of Telford & Wrekin Local Development Framework documents is timetabled through the Local Development Scheme. Specific site allocations, including those for employment, are contained within the Land Allocations Development Plan Document. A Preferred Options Report for Land Allocations was published in September 2005, and an updated Land Allocations DPD is likely to be submitted to the Secretary of State for Examination in Autumn 2009.

At present, the land at Nedge Hill is included in the Land Allocations Preferred Options Report, and is proposed to be allocated for polymers and advanced engineering cluster uses, within B1 (b+c) and B2 Class Uses. However, further representations to the Local Authority are anticipated to reflect a broader use, appropriate for technology based uses and specific business clusters. Other cluster uses consistent within policy PA3 would not be precluded.

- > PPG4: Industrial, commercial development and small firms; Department of Environment, November 1994;
- > PPS1: Delivering Sustainable Development
- > PPS1: Supplement; Planning and Climate Change
- > PPS6: Planning for town centres; Office of the Deputy Prime Minister (ODPM), March 2005;
- > PPG13: Transport; Department of the Environment, Transport and the Regions (DETR), March 2001;
- > PPS23: Planning and pollution control; ODPM, November 2004;
- > PPS25: Development and flood risk; Department of Communities and Local Government (DCLG), December 2006;
- > Connecting to Success, The West Midlands Economic Strategy, Advantage West Midlands, 2007
- > Telford & Wrekin Economic Development Strategy Action Plan 2006-2009 – Borough of Telford & Wrekin, now being updated to 2012 with anticipated adoption Autumn 2009
- > Wolverhampton Telford Technology Corridor Development of Strategy, Action Plan and Projects; DTZ Pinda Consulting, April 2006

Section 4 Planning (cont)

Appropriate site uses

12. Use Class B1 will be the most appropriate character of use for this location together with appropriate B2 uses associated with the technological sector. Given the ambitions to create a Technology Park and in view of current planning policy the following restrictions will generally apply:

- > The employment / business uses on the site should include those for the development of high technology products / services (as opposed to the provision or use of such products/services), consistent with Regional Planning Guidance policy PA3.
- > Class B1 (a) may be included within buildings on the site, as ancillary to the main use(s) contained within that building
- > Where deemed appropriate, individual units comprising B1 (a) use should complement alternative office development sites within the immediate Telford Town Centre area.
- > To ensure that B1 (a) office development complements rather than competes against the Town Centre, a sequential test for locating at the Telford Technology Park should be undertaken requiring a comparison with site availability at Telford Town Centre.
- > The Partners will appraise and favour Expressions of Interest in terms of the capacity of the layout and accommodation to address the needs of those businesses which are encouraged to locate within the High Technology Corridor. 24/7 hours of operation will be acceptable for such uses.
- > Appropriate non-employment uses on the site should be consistent with the current Wrekin Local Plan policy, including E9 and S9.

Permissible uses and hours of operation should be confirmed through pre-application discussion with the Telford & Wrekin Council Planning Service.

In addition to the above, the following uses could be acceptable on Phase One if demonstrated to be ancillary to the main use of buildings:

- > Call centre
- > A2 Use Class uses, including Financial and Professional Services
- > B8 Use Class uses, including Storage and Distribution
- > Retail (Wrekin Local Plan policy S9 may permit appropriate levels where ancillary/small scale or required to meet the needs of employees at the Technology Park).

The following uses could be unacceptable on Phase I:

- > Residential

Section 4

Planning (cont)



13. Phase One should seek to accommodate an Incubator and Enterprise Centre in the order of 4,000 sq m net internal area in support of business formation and retention for start up/emerging high technology businesses. The centre should seek to comprise individual serviced office suites of between 10 and 250 sq m. and managed workspace/ workshop accommodation and further grow on space should also be considered. This type of centre should provide business supported accommodation including reception and shared facilities such as meeting rooms and seek linkages with the University of Wolverhampton (Telford Campus) and the existing e-Innovation Centre. Flexible lease terms should be available along with physically flexible space to accommodate changing needs of resident businesses at the Centre.

Detailed proposals

14. Phase One lies adjacent to open countryside and is greenfield. It is bounded by areas of designated green space (Wrekin Local Plan policy OL3), and is within 800 metres of a designated Wildlife Site (policy OL2).

15. An amphibian survey was completed by TEP (2006) which found newts present in ponds located within 500 metres of the site. This is the default distance applied by Natural England for proposed developments becoming licensable. A development licence would therefore need to be obtained from Natural England after the proposed development has been approved.

16. A mitigation strategy has been prepared (which should be read in conjunction with this statement) which contains details of how great crested newts will be protected, both during the construction stages and also in the long term. This mitigation strategy contains recommendations for the retention and enhancement of ecological corridors in the western and northern parts of the site and the construction of an overspill car park using a grass-crete base. This will help to minimise the need for gully pots (which can trap newts). Other key recommendations within the strategy relate to the long term management of newt mitigation areas and the need to avoid sub-dividing these areas into separate disposals. This mitigation strategy should be submitted in support of any planning application.

17. An arboricultural survey and assessment has also been completed (which should be read in conjunction with this statement). The survey found that a majority of the tree population is mature and classed as high and moderately high value (Tree Quality Assessment in BS5837:2005 Trees in Relation to Construction – Recommendations). Individual specimens are visually dominant with significant ecological value, including one tree that has a longitudinal cavity particularly suitable for bats. A significant hedgerow aligns the east of the site.

Section 4 Planning (cont)



18. Most groups of trees are to be retained. An Arboricultural Implication Assessment (AIA) and an Arboricultural Method Statement (AMS) should be prepared in support of detailed plans and to ensure the trees are adequately protected to ensure long-term survival.

19. Road access is by the way of Naird Lane. The access road is adopted to the point of the security barrier which serves the neighbouring unit. There are no visibility issues along Naird Lane. Highways advice is that the road will assume to be 30mph therefore meaning that junctions on will need to be 90 metres apart.

20. In terms of design, buildings should reflect the high quality landscape context of the site, should present a high quality frontage in terms of urban design to both Naird Lane and Naird Road, and should be designed and constructed to a minimum of "VERY GOOD" BREEAM rating for Phase One sites and perhaps higher for the upper Phase Two area. The developer is referred to the site specific brief plan, any associated documentation and the marketing material for information on these matters.

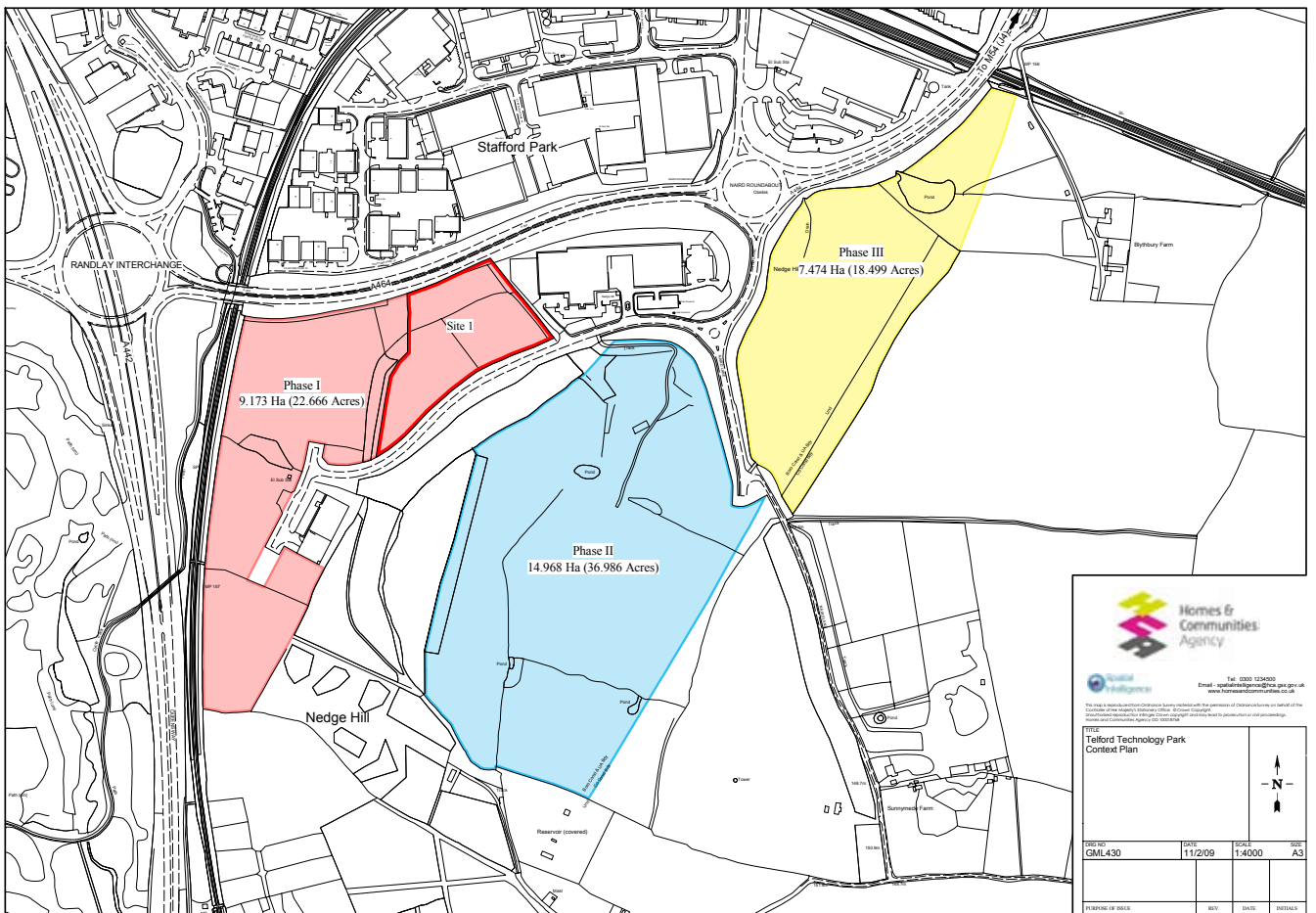
21. Car parking standards will be based on national planning policy (PPG13 Annex D appended below).

22. Contributions under the Wrekin Local Plan may be sought in respect of public realm (Policy UD5). A Travel Plan may be sought which will identify any financial contributions towards public transport in addition to any necessary improvements to the existing highway network (Policy T22).

23. An application for Full Planning Permission will be required to be submitted to Telford & Wrekin Council. Prior to submission, the developer should discuss proposals with HCA as landowner and vendor, and obtain its written agreement for the scheme proposed. Adherence to the site brief is a mandatory requirement of HCA.

24. It is the developer's responsibility to contact all the relevant service utilities concerning the availability, location and capacity of any such services as required.

Section 4 Planning (cont)



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**Telford Technology Park
Context Plan**

PROJECT	DATE	SCALE	SHEET
GML430	11/2/09	1:4000	A3
REVISION NO.	REV.	DATE	DETAILS

Planning Policy Guidance 13: Transport

Annex D: Maximum Parking Standards

This table should be read in conjunction with the text on parking in paragraphs 49 to 56.

Use	National Maximum Parking Standard 1 space per square metre (m ²) of gross floorspace unless otherwise stated	Threshold from and Above Which Standard Applies (gross floorspace)
Food retail	1 space per 14m ²	1000m ²
Non food retail	1 space per 20m ²	1000m ²
Cinemas and conference facilities	1 space per 5 seats	1000m ²
D2 (other than cinemas, conference facilities and stadia)	1 space per 22m ²	1000m ²
B1 including offices	1 space per 30m ²	2500m ²
Higher and further education	1 space per 2 staff + 1 space per 15 students (see note 1)	2500m ²
Stadia	1 space per 15 seats (see note 2)	1500 seats

Notes:

1. The standard for students relates to the total number of students attending an educational establishment, rather than full-time equivalent figures.
2. For stadia, sufficient coach parking should be provided to the satisfaction of the local authority and treated separately from car parking. Coach parking should be designed and managed so that it will not be used for car parking.
3. Parking for disabled people should be additional to the maximum parking standards. Development proposals should provide adequate parking for disabled motorists, in terms of numbers and design (see Traffic Advice Leaflet 5/95, Parking for Disabled People).
4. For mixed use development, the gross floorspace given over to each use should be used to calculate the overall total maximum parking figure. For land uses not covered in these standards, the most stringent regional or local standards should apply.