

Consultation Statement



Stafford Station Gateway

Stafford Borough Council

November 2022

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1.0 Introduction

Introduction

- 1.1 This Consultation Statement has been prepared by CBRE Limited on behalf of the delivery partners for Stafford Station Gateway, comprising Stafford Borough Council (SBC), Staffordshire County Council (SCC), and London and Continental Railways (LCR). It relates to public and stakeholder consultation undertaken on the Draft Stafford Station Gateway Strategic Regeneration Framework (SRF) between August and September 2022, the feedback from which has been used to inform and shape the Final SRF document.

Draft SRF

- 1.2 Stafford Station Gateway provides a once in a generation opportunity to transform Stafford's western approach into a new destination to live and work, whilst embedding itself with Stafford Station as a connected transport hub that brings together Stafford's western neighbourhoods and the Town Centre. The regeneration of Stafford's Station Gateway will catalyse regeneration and deliver transformational change, drawing in a mix of uses that encourages sustainable working and living, whilst maximising the potential of the Gateway's natural and physical assets.
- 1.3 The SRF presents a vision, illustrative masterplan and set of design and development principles to guide the future development of the Gateway area over the next 15 – 20 years, in line with the emerging local plan. The SRF responds to existing and emerging planning policies and seeks to nurture the assets and opportunities that are unique to this part of Stafford – including its green and blue infrastructure, major development site opportunities and exceptional connectivity.
- 1.4 The SRF has been developed with full regard to national planning policy and guidance, Stafford Borough's statutory Development Plan Documents and the emerging Local Plan. Following endorsement by Stafford Borough Council, the SRF will be a material consideration in the determination of all planning applications relevant to the study area.

Structure of the Statement

- 1.5 This Consultation Statement outlines the consultation undertaken with the local community and stakeholders, a summary of the feedback received, and the project team's response to commonly raised themes. In response to the feedback, the SRF is proposed to be amended in a number of areas.
- 1.6 The remainder of this Consultation Statement comprises the following sections:
- **Section 2: Planning Policy and Guidance** outlines the relevant national and local planning policy context regarding public consultation.
 - **Section 3: Consultation Programme** sets out the methods used to engage stakeholders.
 - **Section 4: Feedback Received** identifies the points and issues raised during the consultation.
 - **Section 5: Response to Feedback** provides further information to address the comments raised and identifies any changes to the SRF as a result.
 - **Section 6: Conclusions:** summarises the approach and outcomes of the public consultation process.

2.0 Planning Policy and Guidance

Planning Policy and Guidance

National Planning Guidance

- 2.1 The National Planning Policy Framework (NPPF) (July 2021) sets out the Government's planning policies and details how these are to be applied. Whilst the SRF is not proposed to be a formal local plan document, in line with the NPPF, the SRF has been prepared with effective engagement between key stakeholders, including the local community, landowners and key statutory consultees.

Local Planning Guidance

- 2.2 The Planning and Compulsory Purchase Act 2004 introduced a change to the planning system in England in September 2004 including a requirement for Local Planning Authorities (LPAs) to produce a Statement of Community Involvement (SCI) which informs communities and stakeholders as to how they will be consulted.
- 2.3 Further to this, the Planning Practice Guidance (PPG) sets out the requirements for keeping communities informed of evidence gathering and plan-making, including through the adoption of a Statement of Community Involvement (SCI).
- 2.4 The PPG states that authorities are encouraged to use social media tools and other platforms to engage with communities on the preliminary stages, where appropriate. Furthermore, authorities are expected to be mindful of the need to produce concise, visual evidence, written in plain English to help ensure that it is easily accessible to local communities, to avoid them becoming disengaged with the process¹.

SBC Statement of Community Involvement (2018)

- 2.5 SBC adopted its Statement of Community Involvement (SCI) in November 2018 which outlines how the Council will engage with key stakeholders including the local community and businesses, in the preparation of planning policy documents and the determination of planning applications. It outlines who is consulted, how and when, given that *'local community participation and involvement is central to the delivery of sustainable development and helps to provide effective planning for the future'*.²
- 2.6 The SCI requires that SBC record and consider views to help inform planning policy documents. Whilst the SRF will not form part of the statutory Development Plan, as outlined above, best practice has been followed in engaging with the local community and key stakeholders. In this context, the Draft SRF was subject to extensive consultation, including being made available online (and a hard copy at the Civic Centre, Stafford), along with summary boards and a formal drop-in event for the community. This is set out in further detail in Section 4.0.

¹ Planning Practice Guidance - Reference ID: 61-035-20190723

² Stafford Borough Council Statement of Community Involvement, (2018, P.5, 3.1)

Status of SRF

- 2.7 Once adopted, The Stafford Station Gateway SRF will be a material planning consideration. It will be used to inform and shape future planning applications coming forward.

3.0 Consultation Methodology

Consultation Methodology

- 3.1 This section details the approach taken by the delivery partners to consult with key stakeholders and members of the community to gather views on the Draft SRF.
- 3.2 The engagement strategy for the Draft SRF has included several forms of online and in-person consultation methods which have sought to engage with local residents and stakeholders. Methods utilised include:
- Consultation boards and Draft SRF hosted on project webpage (live since 18th August 2022);³
 - Communications on SBC’s website;
 - Local press releases
 - Social media posts (Facebook, Twitter, LinkedIn);
 - Consultation boards displayed at Stafford Station;
 - Publication of Draft SRF as part of Cabinet agenda;
 - Engagement event with SBC Members (5th September 2022);
 - Engagement event preview with Residents Association (6th September 2022); and
 - Public consultation event with residents and local stakeholders (6th September 2022).

Pre-Consultation Engagement

- 3.3 Prior to the commencement of the formal public consultation period, the project team engaged with Officers at both SBC and SCC, Council Members, and other relevant parties including landowners. This engagement took place in the 6 months prior to the public consultation formally going live.

Public Consultation

- 3.4 A six week public consultation period was held on the Draft SRF between 18th August and 29th September 2022. This period was agreed by the delivery partners to represent a sufficient length of time for members of the public to review and provide comments on the document, and allowed for an additional two weeks over and above that which is stated in the SBC’s Statement of Community Involvement (2018).

Project Webpage

- 3.5 A project specific webpage was hosted on SBC’s website which has included an overview of the SRF since the early stages of the scheme’s development. This is available at <https://www.staffordbc.gov.uk/stafford-station-gateway-consultation>.
- 3.6 For the duration of the six week consultation period the webpage provided information about the consultation process, including details of the in-person consultation event on 6th September 2022, and details as to how people could engage in the process and provide their comments. The webpage confirmed that consultees could

³ <https://www.staffordbc.gov.uk/stafford-station-gateway-consultation>

submit their comments to a project-specific email address⁴, in writing to the Council's address or submit their views through an online survey. This survey was live between 18th August 2022 and 29th September 2022.

- 3.7 The webpage hosted online copies of the Draft SRF and a series of consultation boards, summarising the pertinent points of the Draft SRF, to enable a more condensed and accessible overview of the proposals. A copy of the consultation boards is appended at Appendix 1.
- 3.8 The webpage has since been updated, confirming that the consultation period has now ended and that the Council is in the process of reviewing and reflecting on comments received. The Draft SRF and consultation boards remain available to view and download.

Press Releases

- 3.9 Stafford Borough Council published the following press releases in relation to the public consultation:
 - 18th August - consultation launch: [Masterplan to deliver new mixed-use community in Stafford launched | Stafford Borough Council \(staffordbc.gov.uk\)](https://staffordbc.gov.uk/masterplan-to-deliver-new-mixed-use-community-in-stafford-launched/)
 - 1st September - drop in event promotion: [Drop-in to give views on multimillion pound Stafford masterplan | Stafford Borough Council \(staffordbc.gov.uk\)](https://staffordbc.gov.uk/drop-in-to-give-views-on-multimillion-pound-stafford-masterplan/)
 - 23rd September - final call for comments: [Still time to give views on major plan for Station Gateway | Stafford Borough Council \(staffordbc.gov.uk\)](https://staffordbc.gov.uk/still-time-to-give-views-on-major-plan-for-station-gateway/)
- 3.10 LCR published a press release on their website in relation to the launch of the public consultation, available at <https://lcrproperty.co.uk/masterplan-to-deliver-new-mixed-use-community-in-stafford-launched/>.
- 3.11 The public consultation was covered in the Staffordshire Newsletter and the Stoke Sentinel on the following occasions:
 - 15th August - consultation launch: [Multi-million pound plans for 900 homes, hotel, shops and offices unveiled - Stoke-on-Trent Live \(stokesentinel.co.uk\)](https://stokesentinel.co.uk/multi-million-pound-plans-for-900-homes-hotel-shops-and-offices-unveiled/)
 - 3rd September - reminder of consultation: [Have your say on multi-million pound plans to build 900 homes and new hotel in Stafford - Stoke-on-Trent Live \(stokesentinel.co.uk\)](https://stokesentinel.co.uk/have-your-say-on-multi-million-pound-plans-to-build-900-homes-and-new-hotel-in-stafford/)
- 3.12 Make It Stoke-on-Trent and Staffordshire published the following article in connection with the launch of the public consultation:
 - 18th August - consultation launch: [Masterplan for new mixed-use community in Stafford launches - Make it Stoke Staffs](https://makeitstoke.co.uk/masterplan-for-new-mixed-use-community-in-stafford-launches-make-it-stoke-staffs/)

Social Media

- 3.13 Stafford Borough Council posted the following posts on their social media channels
 - LinkedIn: 19 August - launch of consultation
 - Facebook: 19 August - launch of consultation; 2 September - drop in session promotion; 6 September - drop in session reminder; 26 September - last call for comments

⁴ staffordstationgateway@cbre.com

- Twitter: 19 August - launch of consultation; 2 September - drop in session promotion; 5 September - drop in session reminder; 26 September - last call for comments

3.14 LCR posted on LinkedIn and Twitter in relation to the public consultation.

Stafford Station

- 3.15 The consultation boards were made available to view as large format printed posters within the main foyer of Stafford Station. These were in place from 7th September 2022 through to the end of the consultation period on 29th September 2022. The poster versions of the consultation boards are available at Appendix 2.
- 3.16 The boards were placed in a prominent position within the station and included clear details on how to access further information and the project webpage.

Publication of Draft SRF

- 3.17 The Draft SRF was published within the agenda reports for SBC's Cabinet meeting held on 4th August 2022⁵. The agenda reports were published on 28th July 2022, allowing the public to view the draft document in advance of the formal consultation period which started on 18th August 2022.

Engagement Events

- 3.18 A series of in-person engagement events were held on 5th and 6th September 2022 at the Civic Suite, Civic Centre Stafford to provide Members, residents and stakeholders with an opportunity to discuss the plans in more detail and ask any questions they might have.
- 3.19 Consultation boards were available to view alongside printed copies of the Draft SRF. Representatives available at each event included those from SBC, SCC, LCR, and the project architect, planner and transport consultant.

SBC Member Event

- 3.20 An engagement event with SBC Members was held on Monday 5th September from 18:00 to 19:30. A presentation was delivered by the project team, followed by questions from Members and an opportunity for open discussion.
- 3.21 11 Borough Members attended the event, including the Rowley and Doxey & Castletown Ward Councillors and the Cabinet members for Economic Development and Planning, Leisure (the member for Rowley) and Communities.

Resident Association and Parish Council Preview

- 3.22 Prior to the main consultation event, a preview for local groups was held on Tuesday 6th September from 15:00 to 16:00. This time was protected for representatives of these groups to be able to speak to members of the project team and discuss any concerns in more detail than may have otherwise been possible.

⁵ <https://www.staffordbc.gov.uk/sites/default/files/cme/DocMan1/Committee-Agenda-22-23/Cabinet/Cabinet-4-August-2022-Agenda.pdf>

3.23 This was attended by representatives from all four residents' associations in close proximity to the SRF site, namely:

- Castletown and Virginia Park Residents Association
- Newport Road Area Residents Association
- Castlefields Residents Association
- Doxey Parish Council

Resident and Stakeholder Event

3.24 An engagement event was held on Tuesday 6th September between 16:00 and 20:00. This event was accessible to all, with attendance open to local residents, business owners, stakeholders, and members of the public. Details of the event were publicised on the project webpage, as well as through SBC's communications and by several SBC Members.

3.25 The event was attended by approximately 100 local residents and stakeholders. There were also representatives present from the Local Wildlife Trust, Newcastle and Stafford Colleges Group, and local businesses in attendance.

Feedback Channels

3.26 The purpose of the public consultation was to gather the views of individuals with an interest in the Gateway site and proposals. In order to achieve this, an online survey and project email address were set up which were accessible to all. Representations were also received directly by SBC, and these have also been analysed as part of this Statement.

Online Survey

3.27 Responses were invited primarily through the online survey available on the project webpage⁶.

3.28 The survey included questions designed to gauge: the level of support for the overall vision; each of the four Strategic Objectives and the corresponding sub-objectives; the five Development Principles; and the seven Character Zones.

3.29 Additional questions enabled 'free text' responses where respondents could add comments providing clarification on their views and suggestions for how the Draft SRF could be improved.

3.30 A copy of the survey questions is included at Appendix 3.

Project Email

3.31 A project specific email address⁷ was also set up for people to provide their views. This enabled those with more detailed responses to elaborate on any particular aspects of the scheme as appropriate.

⁶ <https://www.staffordbc.gov.uk/stafford-station-gateway-consultation>

⁷ staffordstationgateway@cbre.com

- 3.32 The email address was monitored by members of the project team, with any technical questions or comments being passed on to the relevant parties for consideration.

SBC Planning Email

- 3.33 Whilst not formally publicised on the Council's website relating to the Station Gateway consultation, the Council also received a number of emails directly to the planning email address, which have also been recorded and formally accepted as part of the consultation.

SBC Council Address

- 3.34 Consultees were also able to provide responses in writing to the Council's address. The address details were outlined on the webpage and summary consultation boards.

4.0 Consultation Feedback Received

Feedback Received

4.1 Over 253 responses have been received from members of the public and stakeholders through a variety of formats, including the online consultation survey; letters delivered to SBC’s offices; emails to either the dedicated consultation email or other email addresses at SBC. The number of responses received via each respective method is detailed in Table 1 below.

Response Method	People Engaged
Public engagement event	Approx. 100
Member engagement event	11
Online survey	176
Email (project specific email address)	57
Email (SBC email)	15
Letter	4
Petition	1

Table 4.1: Breakdown of response types received

- 4.2 It should be noted that many of those who attended the public engagement event will have also provided responses via the online survey or other methods. Several of those who issued written responses also confirmed that they had completed the online survey as well.
- 4.3 Additional comments were also posted on social media (in private Facebook groups for example). As these are not official responses to the consultation, these have not been formally reviewed and are not cited within this Consultation Statement.

Online Survey

- 4.4 A total of 176 responses to the online survey were recorded over the six week consultation period. The survey set out a series of closed questions with multiple choice options as well as more open questions to enable respondents to provide additional comments, and to clarify their responses. A copy of the survey is provided at Appendix 3 and a breakdown of relevant individual questions and the responses is provided below.
- 4.5 Detailed analysis of the feedback received is set out within Section 5 of this Statement.

Q1. What is your relationship to the Stafford Station Gateway site?

- 4.6 The majority of respondents to the survey are local residents in Stafford (92%), with the majority of respondents from the ST16 postcode area. 27% work in Stafford and only 8% of respondents were from local businesses. Unfortunately, the survey did not canvass many views from Stafford’s student population; only 3 students responded to the survey. Students at Stafford College were emailed on SBC’s behalf before the consultation closed asking them to take part.

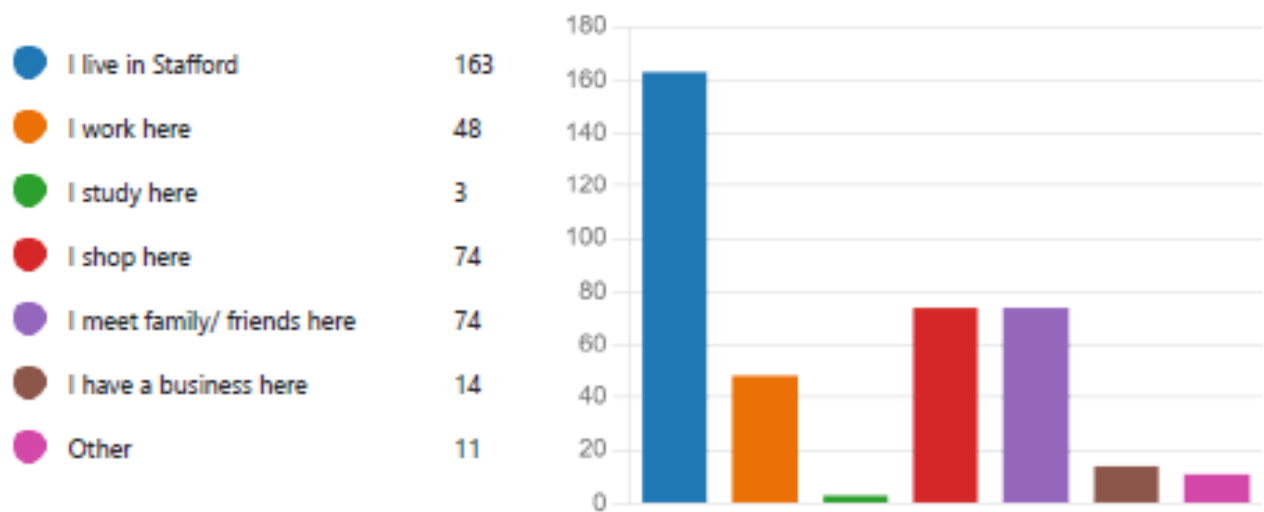


Figure 4.1: Responses received for Qu.1 – What is your relationship to the Stafford Station Gateway site?

Q3.⁸ Do you support our vision for the Stafford Station Gateway site?

4.7 Question 3 related to the proposed draft project vision as follows:

‘By 2040 Stafford Station Gateway will be a thriving, vibrant new community within Stafford Town Centre where people want to live, work and visit, conveniently connected to Stafford Railway Station, and providing access to Staffordshire, the Midlands and beyond.

Stafford Station Gateway will sustainably connect existing and emerging communities to the west, with the town centre and railway station, and provide high-quality amenities, workspaces and active green and blue spaces and public realm to deliver an exemplar low-carbon development for Stafford. This will provide a very different, yet complementary offer, to the housing sites that have been developed in and around the town over recent years and provide a link to and from them.

By providing this variation, the Gateway will draw new people into Stafford, appealing to families and young professionals, businesses and occupiers, seeking to benefit from the connectivity of the place, but also from the vibrancy and amenity on offer, which in turn will encourage innovation and creativity’.

⁸ Question 2 included an optional question for respondents to provide their postcode.

4.8 Respondents were provided with a list of five options in response to this question, ranging from strongly agree to strongly disagree, where respondents were only able to select one answer. 34% of respondents strongly support or agree with the vision, with 15% providing a neutral response. 32% strongly disagreed with the vision. Respondents were then asked to provide any comments on the vision (Qu.4).

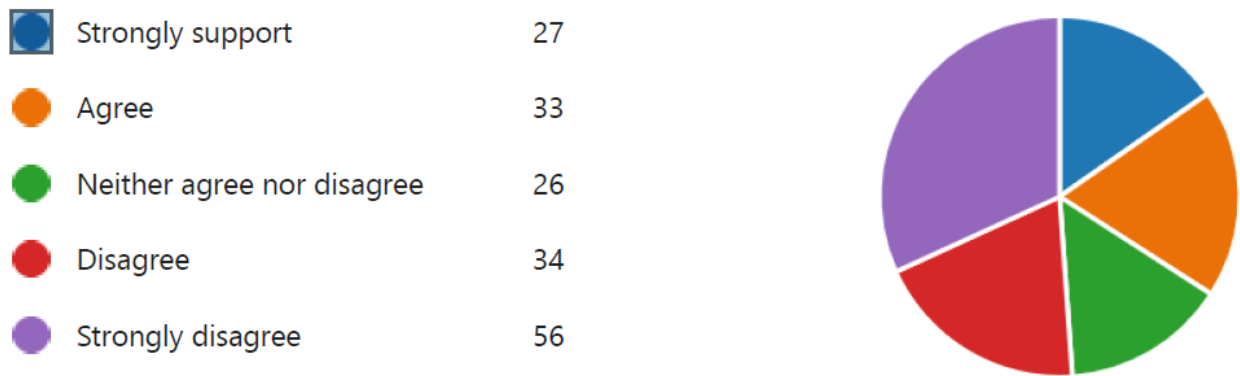


Figure 4.2: Responses received for Qu.3 – Do you support our vision for the Stafford Station Gateway site?

Q4. If you have any other comments on the vision, please set these out below

- 4.9 Further to their answer in Q3. relating to the draft vision, respondents were asked to provide additional detail in Q4.
- 4.10 Respondents provided positive comments on the proposals across a range of themes, for example, that the proposed development would help to improve a neglected area and create a new vibrant community and neighbourhood. Respondents also considered that the proposed development would also help to address littering and antisocial behaviour through improving natural surveillance and creating more activity through daytime and evening. Other respondents were supportive of the proposals to create new jobs, attracting highly skilled people into the area and helping to support existing and new businesses within the town centre.
- 4.11 Responses to this question also raised the following concerns, grouped by theme:
- 4.12 **Social Infrastructure** Existing pressures on social infrastructure in the locality (provision of GPs, A & E performance, etc), and the view that this development would exacerbate these pressures. Some comments received were not directly attributable to the vision of the Gateway area, but raised concerns regarding the impact that the proposals could have on additional pressures for social infrastructure and key services, and the perceived lack of/ lack of social infrastructure provided in the local area (for example, local GPs, performance of local hospital, etc).
- 4.13 **Environment and Biodiversity** A number of comments were also raised in terms of the perceived loss of biodiversity within the Gateway area, and a view that the balancing lake and surrounding area needed to be protected, including scaling-back the proposed density, scale and massing of development in this location. Other comments queried whether the Gateway included sufficient green and public open space, and the need to ensure the retention of established trees as part of future development proposals.
- 4.14 **Economy** There were also a number of comments on the quality of Stafford town centre, with a view that there has been little investment in the town centre over recent years and as such, the town centre was declining (for example, vacant retail units).

4.15 **Transport and Highways** Traffic concerns were also raised, with respondents concerned about the existing level of traffic congestion in the surrounding area, and how this needed to be effectively managed.

A full list of the key 'themes' and some of the issues raised is provided in Table 3 below.

Response Theme	Issues	Number of Responses received
Social infrastructure	Provision of community facilities	45
	Provision of sports facilities	8
Environment & Biodiversity	Consideration of biodiversity	35
	Informal green space	23
	Loss of/ protection of trees	11
	Strengthen climate change requirements	8
Economy	Lack of investment in town centre	34
	Loss of/ impact upon existing businesses	4
Mix of Uses	Overprovision of housing	27
	Overprovision of retail	6
Transport & Highways	Concerns around traffic	23
	Public transport improvements	18
	Better active travel routes within site	14
	Creation of vehicular through routes	10
	Lack of parking within site	5
	New bridge across railway	2
	Restricting access from Newport Road	1
Design	Concerns around density	15
	Better integration/ connectivity with town centre	10
	Heritage concerns	3
Blue infrastructure	Protecting setting of balancing pond	14

Table 4.2: Breakdown of themes based on survey responses to Qu.4, asking respondents if they had any other comments on the vision.

4.16 A total of four strategic objectives were put forward within the Draft SRF. The next series of questions within the survey related to these proposed strategic objectives and sought to obtain a view as to the level of support to these, as well as the inter-linked sub-objectives.

Q5 and 6. Do you support our objective to create a new western gateway for Stafford (Strategic Objective 1)?

4.17 Almost 40% of respondents supported the first strategic objective (SO1), namely to create a new western gateway for Stafford, with 15% neither agreeing nor disagreeing. 33% strongly disagreed within the objective.

Strongly support	29
Agree	39
Neither agree nor disagree	26
Disagree	24
Strongly disagree	58



Figure 4.3: Responses received for Qu.5 –Do you support our objective to create a new western gateway for Stafford?

4.18 In terms of sub-objectives, a number of respondents (52.8%) agreed with the approach to improve movement and connectivity through the site and better connect the area with the town centre by more sustainable travel modes, although there was less support for the other three sub-objectives at broadly 40% (as per Figure 4).

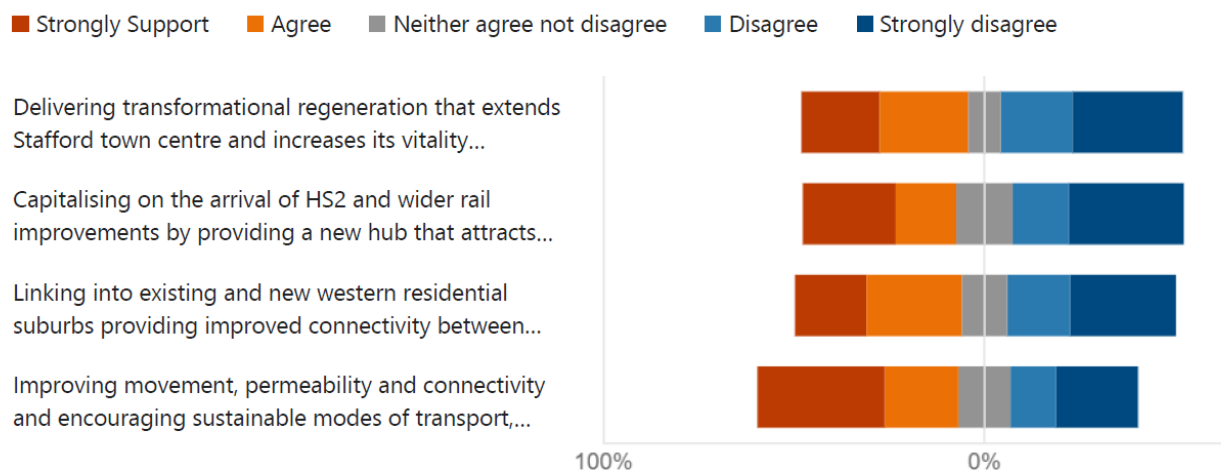


Figure 4.4: Responses received for Qu.6 –In terms of Strategic objective 1, what are your views on the following sub-objectives?

Q7 and 8. Do you support our objective to create a place to live, work and relax (Strategic Objective 2?)

- 4.19 Strategic Objective 2 (SO2) proposes that development coming forward on the Gateway site will create a place to live, work and relax, and proposes a mix of uses as opposed to a purely housing scheme. 46% of respondents support the proposed objective although just over a quarter of respondents strongly disagreed.
- 4.20 When asked their view on the sub-objectives related to SO2, the views were fairly evenly split in terms of positive support as well as those against:
- 46% agreed that there needed to be a mix of uses which are complementary to the town centre offer, although a quarter strongly disagreed.
 - 46% agreed the importance of creating a place with a distinct identity.
 - 43% agreed the need to use the Gateway area to encourage new skills and talent, and generate new jobs. Just less than a quarter disagreed with this aim however.
 - 39% supported the aim to attract new innovation and business start-ups, including through providing flexible workspace within the Gateway area. Over a quarter strongly disagreed with this approach however.
 - 40% agreed for the need to have some retail and leisure uses which would support new housing, although almost 30% of respondents strongly disagreed with this approach. Potentially given concerns that the proposals would compete with the primary shopping area.
 - 40% confirmed that a key aim of the Gateway should be to deliver new and affordable homes, however almost 47% were against this as a proposal. On the basis that this relates to concerns on social infrastructure capacity, traffic generated and a general opinion that more housing is not required in Stafford town centre.

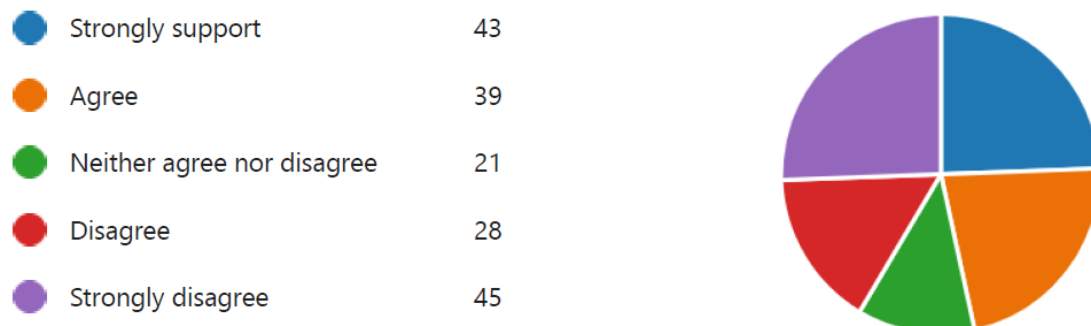


Figure 4.5: Responses received for Qu.7 –Do you support our objective to create a place to live, work and relax?



Figure 4.6: Responses received for Qu.8 Based on strategic objective 2, what are your views on the following sub-objectives?

Q9 and 10. Do you support our objective to create a quality of place, building on natural and physical assets (Strategic Objective 3)?

- 4.21 With regard to Strategic Objective 3 (SO3) 'to create a quality of place, building on natural and physical assets', almost half of respondents support this objective, although 38% disagree (Figure 7).
- 4.22 The sub-objectives in relation to SO3, can be further broken down as below in Figure 8. The data collected depicts overall more positive feedback regarding the sub-objectives:

- 48% agreed with the need to deliver outstanding public realm that enhances natural assets and green and blue infrastructure; however, 37% disagree with this.
- Over half agreed that providing green and open space is vital to the Gateway to capitalise on its unique landscape setting and therefore encourage connectivity to communities and the town centre. 37% of respondents disagreed, which may relate to a perception that active travel routes are being removed as opposed to being enhanced within the site.
- 53% agreed with the need to provide open spaces, amenities and shared uses to build on the landscape strengths of the Gateway, reflected in wider comments on the need to deliver more open space and leisure uses within the development. 37% did not support this sub-objective, although it is likely that much of this opposition is in relation to the principle of development rather than the principle of including open spaces.
- Almost half of respondents support the concept of integrating the area's green and blue infrastructure with connectivity improvements proposed within the Gateway. Just over a third disagreed with this approach.

Strongly support	40
Agree	45
Neither agree nor disagree	24
Disagree	21
Strongly disagree	46



Figure 4.7: Responses received for Qu.9 Do you support our objective to create a quality of place building on natural and physical assets?

Strongly Support Agree Neither agree not disagree Disagree Strongly disagree

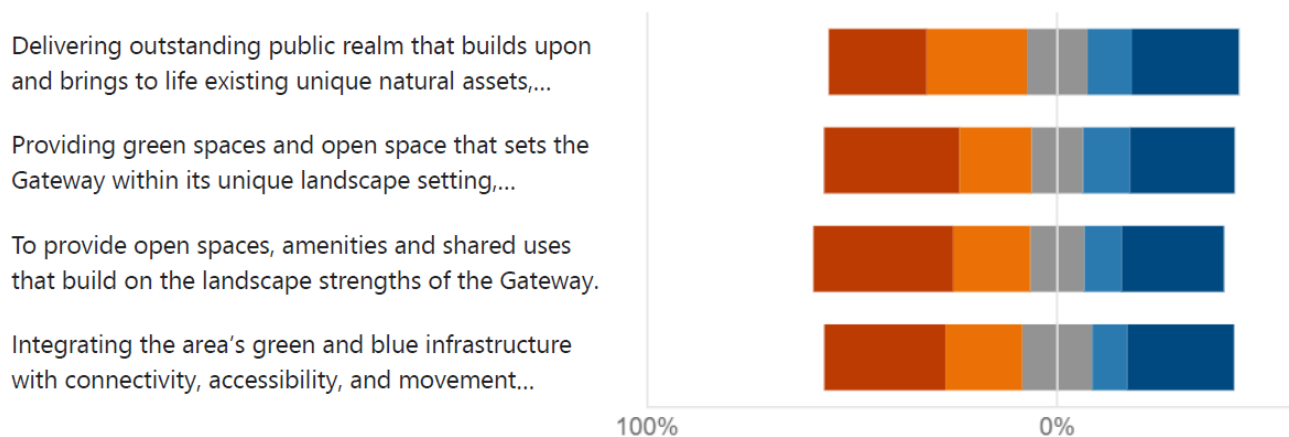


Figure 4.8: Responses received for Qu.10 Based on Strategic Objective 3, what are your views on the following sub-objectives?

Q11 and 12. Do you support our objective to create a place that puts sustainability at its heart (Strategic Objective 4)?

4.23 55% of respondents agree with the objective which focuses on sustainability (SO4), although less than a third of respondents were in disagreement.

- Over half of respondents agree with the need to deliver a holistic and sustainable new quarter of Stafford that responds to climate change emergencies; however, 36% of respondents disagree.
- Almost half concur that sustainability principles need to be embedded into the development, embracing net zero carbon opportunities. 37% disagree with this sub-objective.
- 44% agree with the importance of integrating social values within the proposed Gateway development. 38% disagree although this may be due to a lack of clarity and detail on what this sub-objective truly entails.

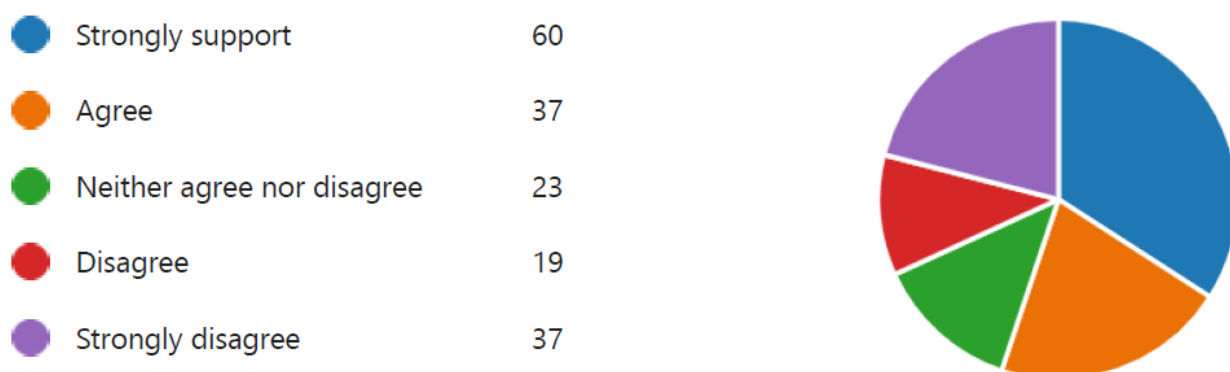


Figure 4.9: Responses received for Qu.11 Do you support our objective to create a place that puts sustainability at its heart?

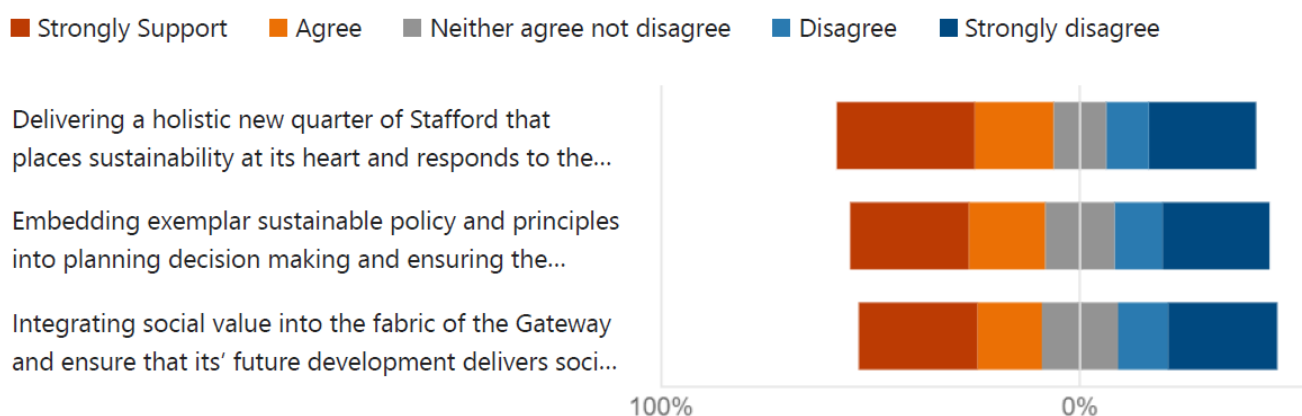


Figure 4.10: Responses received for Qu.12 Based on Strategic Objective 4, what are your views on the following sub-objectives?

Q13. Do you support our ambitions and key development principles for Stafford Station Gateway’s site?

- 4.24 The Draft SRF set out a series of proposed development principles which are cross-cutting across each of the proposed Character Zones. The aim is that new development coming forward in the Gateway area would adhere to these key principles.
- 4.25 Development Principle 5 (People, Community and Driving Social Value) received the most support, with 52% strongly supporting or agreeing with this principle, stressing the importance to connect the new community into the existing surrounding communities, benefiting existing residents as well as new. Less support was given for Development Principle 1, the need to create a diverse and growing town centre, with 43% disagreeing that this was an important consideration.
- 4.26 The responses to this question (and the strategic objective-related questions) are challenging to interpret further as the responses are fairly evenly split, with responses being fairly neutral overall. It is unclear as to the reasoning behind why respondents disagreed with some of the proposed development principles.

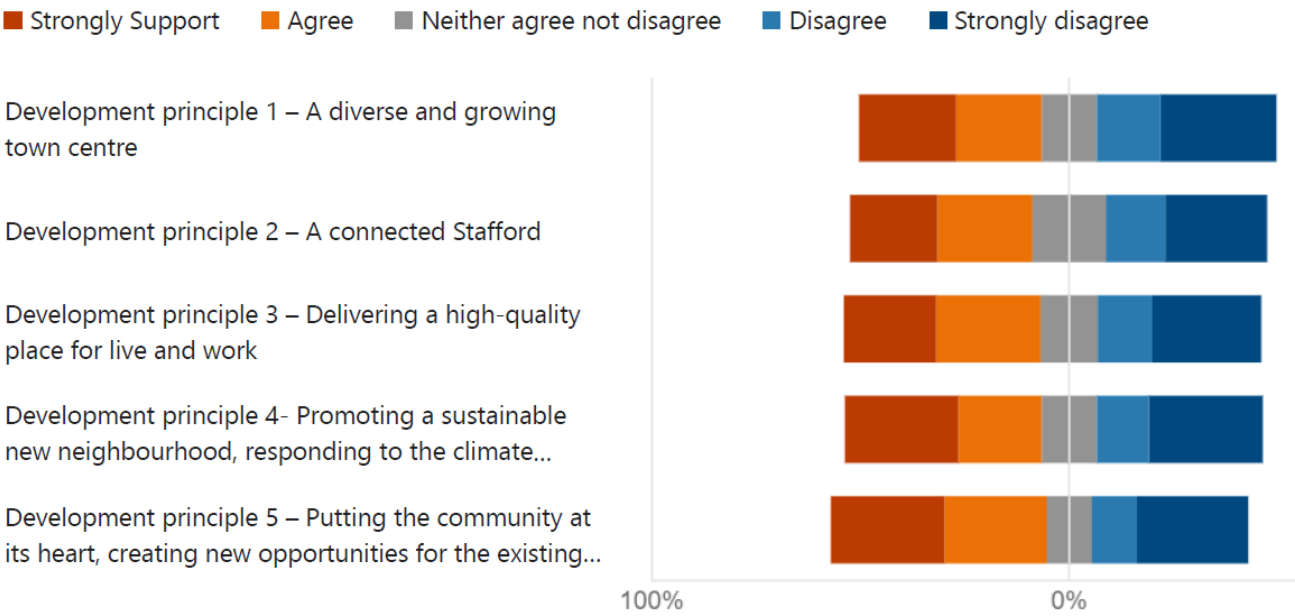


Figure 4.11: Responses received for Qu.13 Do you support our ambitions and key development principles for Stafford Station Gateway’s site?

Q14. Do you support our proposals for each of the Stafford Station Gateway Character Zones?

- 4.27 The Draft SRF puts forward a number of Character Zone areas, outlining the development potential of each. Respondents had mixed views on the proposals being put forward, although there was more support for certain zones when compared to others.
- 4.28 Taking each Character Zone in turn:
- **Station Gateway** – 31% agreed with the proposals but over half (52%) disagreed with the proposals for this Zone.
 - **The Hollies** – 27% were supportive of the proposals for The Hollies, with over half (52%) in disagreement.
 - **Lakeside** - 27% were supportive of the proposals for Lakeside, with 57% disagreeing with what was put forward. Of these, almost 46% of respondents strongly disagreed.
 - **Castle Engine Works** – Almost a third of respondents approved of the proposals for Castle Engine Works.
 - **Marling Terrace** – Over a quarter of respondents (27%) agreed with the indicative masterplan for Marling Terrace, although half disagreed.
 - **Wicketgate** – 28% agreed with the proposal; however, 47% disagreed and, of these, over a third strongly disagreed.
 - **Doxey Road** – Just over a third of respondents agreed with the Doxey Road proposals, although 43% disagreed.
- 4.29 It is acknowledged that this represents a significant level of objection to the scheme’s proposals. Further analysis of the reasons given by respondents is included at Section 5.0 of this report, which comprises detailed responses to the feedback received during the public consultation.

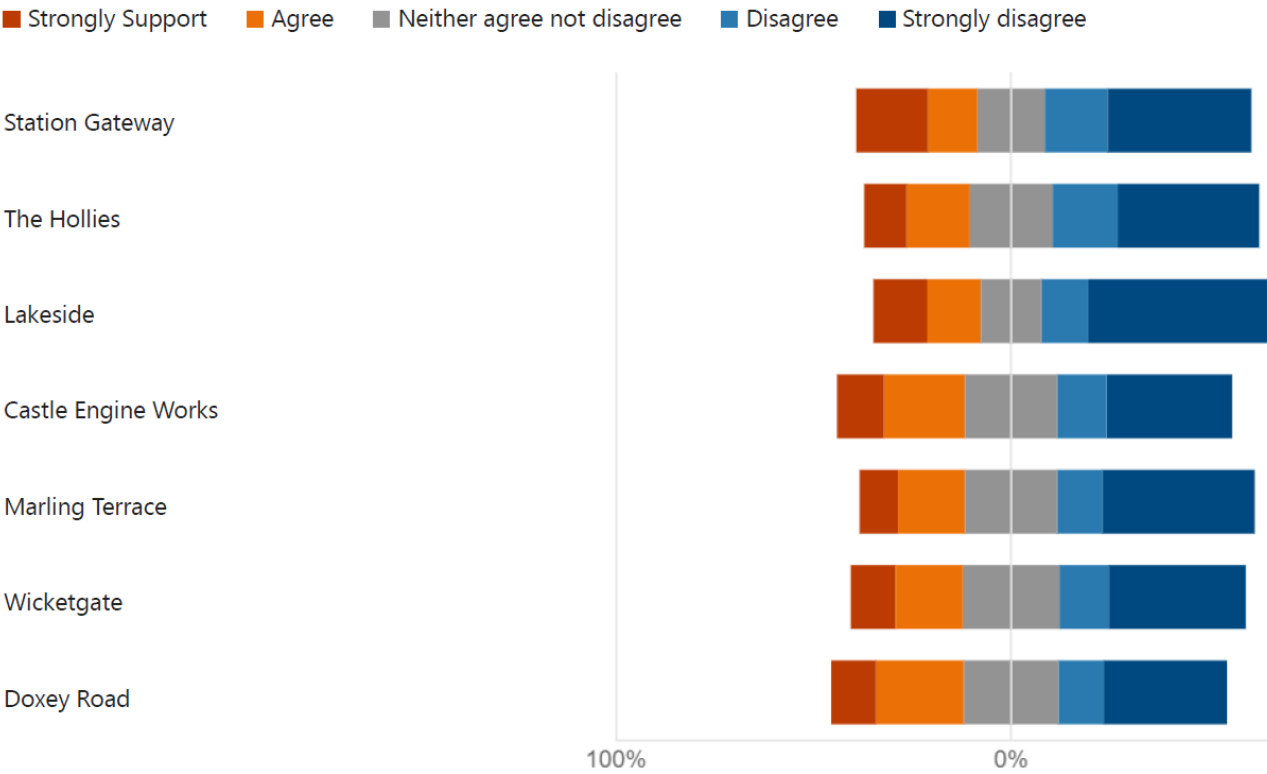


Figure 4.12: Responses received for Qu.14 Do you support our proposals for each of the Stafford Station Gateway Character Zones?

Q15. If you strongly agree or disagree with any of our proposals, please could you explain why.

4.30 144 responses were received in response to Question 15. The responses have been reviewed and grouped into key themes and issues, as per Table 4 below to help to analyse this 'open text' question.

4.31 The most frequent issues raised fall within the Environment & Biodiversity theme and generally related to a view that biodiversity was not properly considered within the Draft SRF, and a view that the proposed development does not enhance nor is compatible with wildlife and its ability to thrive.

"There is no allowance for any wildlife to exist in the area"

"This is a lovely wild green area that needs to be left alone to continue to provide wildlife corridors"

4.32 Respondents also raised the importance of delivering more green spaces, with a view that valuable assets were being removed as a result of the proposed development. Responses included:

"The detailed proposals contain high density housing with insufficient green, open spaces"

"It would have been nice to see more green space in the area as it looks like it is highly built up on the plans shown."

"There is not a clear vision for existing green spaces and whether they will be retained intact"

4.33 Some responses related to concerns around the quantum of new housing development coming forward in the local area, impacting on biodiversity and the existing social infrastructure in place, with a view that Stafford has a lack of appropriate facilities and amenities for the existing, and growing population. Responses included:

"We categorically do not need more housing in Stafford"

"Not enough amenities such as hospital care, doctors, schools in Stafford to support this plan."

4.34 The lack of investment in the town centre was raised as a concern by many respondents, with a view that the Council should prioritise investment in the town centre first, before bringing forward new development, such as the Gateway site.

Response Theme	Issue	Number of Responses
Environment & Biodiversity	Consideration of biodiversity	32
	More informal green space	28
	Loss of/ protection of trees	14
	Strengthen climate change requirements	9
Mix of Uses	Overprovision of housing	27
	Overprovision of retail	3

	Lack of community facilities	24
Economy	Lack of investment in town centre	24
Transport & Highways	Concerns around traffic	20
	Lack of parking within site	11
	Public transport improvements	11
	Better active travel routes within site	9
	Creation of vehicular through routes	4
	Restricting access from Newport Road	2
Blue infrastructure	Protecting setting of balancing pond	19
	Consideration of flood risk	3
Design	Concerns around density	15
	Better integration/ connectivity with town centre	3
	Heritage concerns	1
Social Infrastructure	Provision of sports facilities	7

Table 4.3: Breakdown of theme based survey responses Qu 15.

Q16. Is there anything missing from our proposals that should be included in the Strategic Regeneration Framework (SRF)?

- 4.35 An open-ended question was provided within the survey at Qu.15 to elicit responses as to what was missing from the Draft SRF. The primary response to this question was the concern of a lack of existing community facilities to support a growing population. Biodiversity was again flagged as a top priority as well as the need to consider climate change resilience within the framework document. Responses included:

“There is not enough information in the detail to suggest that the environmental and ecological aspects of the proposal will be given the high priority that is required to make a radical difference.”

“Retain and enhance existing habitats and wildlife”

- 4.36 Additional comments were submitted on the need to ensure improvements were made to public transport provision, and the view that there was a missed opportunity in terms of creating a more integrated public transport system (incorporating rail and bus).
- 4.37 Active travel was also raised as an important consideration, particularly in terms of the wider, more strategic connections that needed to be made between the proposed development, existing communities and the wider town centre.

Response Theme	Issue	Number of Responses
Social infrastructure	Lack of community facilities	17
	Provision of sports facilities	5
Environment & Biodiversity	Consideration of biodiversity	15
	Strengthen climate change requirements	11
	More informal green space	8
	Loss of trees	2
Transport & Highways	Public transport improvements	11
	Better active travel routes within site	10
	Concerns around traffic	9
	New bridge across railway	5
	Lack of parking within site	4
	Creation of vehicular through routes	3
Blue infrastructure	Protecting setting of balancing pond	7
	Consideration of flood risk	3
Economy	Lack of investment in town centre	6

Design	Concerns around density	5
	Heritage concerns	2
	Better integration/ connectivity with town centre	1
Mix of Uses	Overprovision of housing	1

Table 4.4: Breakdown of theme based survey responses Qu 16.

Q17. Do you have any other comments on the Draft Stafford Station Gateway Strategic Regeneration Framework?

4.38 A final wrap-up question was raised to identify any further comments on the SRF document and proposed development that has been put forward within the Gateway area. Several responses raised a general objection to the proposals for new development, including:

“It will be a disaster for the residents, more building works and noisy dirty roads for the foreseeable future.”

4.39 As per previous ‘open questions’, concerns were also reiterated on the lack of investment and support given to the existing town centre, and the impact of the proposals on biodiversity. A representative comment is:

“Wildlife and biodiversity don't seem to be a focus here, we should be building nature in and setting an example”

4.40 There were also some comments on the lack of notice of the public consultation, and an appetite for more engagement/consultation on the proposed development.

Response Theme	Issue	Number of Responses
Economy	Lack of investment in town centre	14
	Loss of/ Impact upon existing businesses	7
Environment & Biodiversity	Consideration of biodiversity	12
	More informal green space	8
	Conduct of public consultation	11
	Strengthen climate change requirements	7
	Loss of trees	2
Design	Concerns around density	10
	Better integration/ connectivity with town centre	3
	Heritage concerns	1
Transport & Highways	Better active travel routes within site	9

	Public transport improvements	8
	Lack of parking within site	3
	Creation of vehicular through routes	3
	Concerns around traffic	2
	Restricting access from Newport Road	1
Social infrastructure	Lack of community facilities	6
	Provision of sports facilities	2
Mix of Uses	Overprovision of housing	4
	Overprovision of retail	3
Blue infrastructure	Protecting setting of balancing pond	3

Table 4.5: Breakdown of theme based survey responses Qu. 7

Written Representations

4.41 In addition to the online survey, a total of 76 written representations were received in response to the Draft SRF as part of the public consultation. This included 57 responses received via the project email address, 15 received by SBC email addresses (which were passed on to the project team), and 4 letters delivered to SBC's offices at the Civic Centre.

Residents

4.42 55 written representations were received from local residents. They have been individually analysed and any relevant points or issues have been taken into account. The points raised are summarised in Table 7 below showing a considerable amount of concern towards the protection of biodiversity within the scheme as well as the density of the proposed development.

Response Theme	Issue	Number of Responses
Environment & Biodiversity	Consideration of biodiversity	38
	More informal green space	23
	Loss of trees	20
	Strengthen climate change requirements	8
Design	Concerns around density	34

	Heritage concerns	8
Blue Infrastructure	Protecting setting of balancing pond	29
	Consideration of flood risk	4
Transport & Highways	Better active travel routes within site	22
	Lack of parking within site	16
	Concerns around traffic	15
	Better integration with town centre	7
	Restricting access from Newport Road	6
	Creation of vehicular through routes	4
	New bridge across railway	3
	Public transport improvements	3
Social infrastructure	Lack of community facilities (schools, hospitals, GPs)	17
	Provision of sports facilities	3
Economy	Lack of investment in town centre	16
	Loss of/ impact upon existing businesses	8
Mix of Uses	Overprovision of housing	12
	Overprovision of retail	3

Table 4.6: Breakdown of theme based written responses of residents.

Residents Associations

4.43 The following residents' associations/groups made representations to the public consultation, with responses made in writing:

- Castletown and Virginia Park Residents Association
- Newport Road Area Residents Association
- Deans Park Court Residents

4.44 A summary of the key points made are provided in the table below:

Response Theme	Points Raised	Summary of comments	Clarifications
General	Principle of development	<ul style="list-style-type: none"> Accepted that the area adjoining the west side of Stafford railway station is in need of regeneration and the development is supported in principle, subject to qualifications in terms of land use, wildlife protection and flood prevention measures 	Further consideration has been given to Biodiversity Net Gain as well as site technical constraints within an amended SRF.
Transport & Highways	Traffic through-routes	<ul style="list-style-type: none"> Castle Street not suitable for buses and current restrictions on new development to be directly accessed via Castle Street should be retained. Plans should be clear that there will be no new linkages into Castle Street. Traffic management needs to be considered within the site to reduce rat running and amount of traffic on Newport Road. The proposals suggest 4 access points into the Gateway, which would increase volumes of traffic along Castle Street and create rat runs Suggestion that existing entrance to Palmbourne is closed to traffic to extend the 'green corridor' from Martin Drive to the railway bridge. 	<p>Engagement with local bus operators will be undertaken as the project progresses to outline/ detailed planning application stage.</p> <p>Detailed Transport Assessments will be required to support future planning applications which will consider traffic management, preventing rat running and finalising points of access into the site.</p>
	Scope of Traffic Assessment	<ul style="list-style-type: none"> Concerns that the traffic flow assessment does not properly account for full effects of the scheme. 	A Transport Assessment will be undertaken at outline and detailed planning application stage.
	Transport Hub	<ul style="list-style-type: none"> Transport interchange or hub should be considered to integrate public transport nodes and reduce car dependency. Earlier versions included provision of new station or improving the existing frontage, clarification required as to whether this element has been removed. Project lacks commitment to an integrated transport plan. Need to consider connections between bus 	<p>The Gateway has been designed to ensure strong links via walking and cycling to the railway station and town centre.</p> <p>Discussions will be ongoing with Network Rail and Local Bus Operators to maximise the opportunities to connect the area to public transport.</p>

		and train services to minimise car users of the station.	There are no proposals at this stage to provide a new railway station or improve the existing frontage.
	Active Travel	<ul style="list-style-type: none"> – Need to increase prominence of cycle routes, providing adequate space for side-by-side cycling for families. Would support a link between town centre and the Way for the Millennium through the gateway scheme. – Parts of the Gateway are poorly connected to the town centre within the proposals, with inconsistent provision of segregated cycleways. 	Active travel routes for walking and cycling will be designed within the Gateway to connect into the wider strategic network.
	Car Parking	<ul style="list-style-type: none"> – Draft SRF does not show a realistic level of parking spaces as accessibility to the railway station is insufficient to mitigate the need for car ownership, and view that one car parking space per dwelling is insufficient for families. – Management of on-street car parking needs to be considered, particularly in terms of commuters using the area for station parking/ for the town centre. – Public spaces should be car free, access to communal parking should be separate routes. 	<p>The Gateway has been designed to respond to its location as being in close proximity to Stafford Railway Station and the town centre, which has informed the car parking strategy.</p> <p>Details of car parking will also be considered further at outline/detailed planning application stage.</p>
	HS2	<ul style="list-style-type: none"> – Concerns over the HS2 passenger volumes and potential to increase 'park and ride' users in Stafford. 	Traffic Regulation Orders will be put in place to prevent unrestricted car parking on residential streets.
Environment & Biodiversity	Biodiversity	<ul style="list-style-type: none"> – Balancing pond at junction of Kingsway / Martin Drive serves local community and wildlife, and a view that the proposal should include basking banks and aquatic vegetation to increase biodiversity value. View that proposals as put forward will have a negative impact on the greenspaces/ biodiversity in this area. – Strongly believe that area between the balancing lake and the bridleway should remain 	<p>Biodiversity Net Gain has been incorporated within the final SRF. This includes highlighting the importance of the balancing pond.</p> <p>The SRF also incorporates key areas that can be used to create a wildlife corridor for the Gateway.</p>

	<p>undeveloped and become a protected urban wildlife corridor, as it is rich in diversity and wildlife.</p> <ul style="list-style-type: none"> – Flora and fauna on opposite side of the lake should be protected from the new road off Castlefield Roundabout. – Biodiversity Net Gain needs to be minimum 10% but no mention of this within the proposals. – No reference to plans for ecological mitigation measures i.e. bat boxes, wildlife connectivity routes. – The former cricket pitch should be given to the community for a nature reserve (under guidance of Staffordshire Wildlife Trust). A consultant has produced a preliminary 'Management Options for the former Universal Grinding Cricket Pitch, Doxey Road', which notes the environmental and community benefits of the space. – View that the former rugby ground should become an eco-hub. – Existing wildlife corridors should be retained, including links with the existing balancing lake. – Supportive of new corridor to be created along Doxey Brook. – Clarification needed as to which assets are being retained and which are being cleared and re-planted. – Concerned that an Environmental Statement is not required. 	<p>The former Cricket Pitch is identified as green infrastructure.</p> <p>Future planning applications will also need to set out how Biodiversity Net Gain is achieved which will include a clear landscaping strategy for the site and set out which areas are to be retained and enhanced based on the landscape and biodiversity qualities and features.</p> <p>A Screening Assessment was undertaken for the purposes of the SRF. Future planning applications will need to consider whether an Environmental Impact Assessment is required at that stage.</p>
Trees and Landscaping	<ul style="list-style-type: none"> – Some TPOs within the site don't appear to have been considered, these need to be clearly set out and protected as part of the SRF. – Mature trees and earth bank along Martin Drive should be retained. – No definition of protection of existing hedgerows, mature oak trees, flora and fauna to be incorporated into the development. 	<p>There are no Tree Preservation Orders (TPOs) within the Gateway.</p> <p>A detailed landscaping and biodiversity net gain assessment will be undertaken at planning application stage.</p>
Public realm/ public spaces including green space	<ul style="list-style-type: none"> – Shared spaces do not work, particularly for those with disabilities. 	<p>The SRF now includes clarity on the proposed green space to be included as part of the</p>

		<ul style="list-style-type: none"> Any loss of existing green space should be replaced within the gateway area. Limited open space for recreational purposes with no indication of formal and informal play space provision within the proposals. The provision of new pocket parks has been indicated but is not clear within the SRF. Wicketgate and Marling Terrace show adequate open space, but the other areas fall short. 	<p>proposals, including the provision of pocket parks.</p> <p>The specific quantum of greenspace to be provided within future development plots will also be considered at planning application stage.</p>
	Climate Change Resilience	<ul style="list-style-type: none"> Scheme should act as an example for sustainable development, including net-zero homes, with developers required to submit an energy statement with each application and any residual carbon emissions to be off-set through financial contributions. Proposals should improve upon Part L 2021 Target for Fabric Energy Efficiency for homes and BREEAM excellence compliance for non-residential development. Should be a commitment to provision of near site renewable/low carbon community energy generation schemes. Further clarification on the definitions and requirements for sustainable design should be set out clearly so everyone can understand them. No mention of sustainable energy and water solutions within the proposals. 	<p>The SRF has been strengthened to take account of climate change adaptation. Further detail will be needed at planning application stage, including adherence to relevant Local Planning Policy (and national requirements).</p>
Blue infrastructure	Flood Risk	<ul style="list-style-type: none"> Existing developments adjoining the gateway have problems in obtaining insurance due to the proximity of drainage channels and water courses and the area is susceptible to flooding. Assurances needed that land drainage will be improved to prevent future flooding. Development will create an increased area liable to flooding. Route from Martin Drive to 	<p>Future planning applications will need to be accompanied by a Flood Risk Assessment and Drainage Strategy.</p>

		Palmbourne currently impassable during periods of heavy rain.	
Design	Connectivity and relationship to Stafford town centre	<ul style="list-style-type: none"> Concern that the proposed mix of uses could undermine the town centre, seeking clarification as to how the proposed development can contribute to the regeneration of the town centre. Recommend a new wider town centre strategy, to give direction to the future of the town centre. 	Clarification has been included in the SRF which sets out how the development will support and complement the regeneration of the town centre.
	Scale, massing and density	<ul style="list-style-type: none"> Development is too high-density and dominates at ground level and skyline. High density contradicts the desire for high quality development, the SRF needs to clearly set out how these two aims will work together. Proposed buildings should fit with character of the existing surroundings, with graduation of storeys required rather than massing at key corners. 	The development proposals have been designed to respond to the local context. Further clarity on this is set out within each Character Zone area of the SRF.
	Character Zones: Station Gateway	<ul style="list-style-type: none"> 'The Limes' has architectural merit and should be retained. New station entrance should provide attractive green gateway to the town. View that proposed uses will provide a commuter development for people who will commute elsewhere for work-leisure opportunities, contradicting the objective of attracting younger demographic to Stafford. 	<p>There are no listed buildings within the Gateway.</p> <p>The proposed development and mix of uses will help to create a vibrant new community, generate high value employment opportunities and help to attract young professionals and families into Stafford.</p>
	Character Zones: Lakeside	<ul style="list-style-type: none"> Needs a clear commitment to retaining a naturalised active travel route around the lake. Four storey structure facing the lake is too dominant - should be reduced in size. Protection zone around the lake to minimise intrusion of development on the area should be introduced. 	The proposed development has been designed to respond to the local context. It will be important to enhance natural features.
	Character Zones: Marling Terrace	<ul style="list-style-type: none"> Residential dwellings should be restricted to 3 storeys maximum in proximity to the lake. The lake and natural features should dominate the character of this area. 	The proposed development has been designed to respond to the local context. It will be

		<ul style="list-style-type: none"> – The row of trees bordering the site is understood to be rich in wildlife and should be retained. 	important to enhance natural features.
Economy	Local Economy	<ul style="list-style-type: none"> – Existing businesses should be retained. 	The Council will have further discussions with local businesses as the development for the Gateway progresses. The Council recognises the importance and contribution that local businesses make to the local economy.
Mix of Uses	Leisure Uses	<ul style="list-style-type: none"> – Need clarity as to what leisure uses are proposed. 	Further detail has been included within the SRF. Leisure uses include the potential for a local gym and broader 'leisure uses' such as providing food and beverage outlets.
Social Infrastructure	Access to Services	<ul style="list-style-type: none"> – Existing Castlefield's doctors surgery is fully subscribed, with existing residents having to travel elsewhere. What measures are in place to provide pedestrian access to local doctors and schools? 	The level of contribution that the proposed development makes to supporting social amenities in the locality will be assessed at planning application stage. It will be important to create walking and cycling linkages through to Burleyfields, where a new primary school is proposed.
Health and Wellbeing		<ul style="list-style-type: none"> – Referring to natural world as 'blue and green assets' suggests a business plan approach, with little regard for mental and physical benefits of the residents. – Loneliness within communities is also not specifically mentioned, SRF should demonstrate how it will address this issue. 	Social value is an important development principle within the SRF.
Delivery		<ul style="list-style-type: none"> – Details of land ownership and estimated costs for CPOs and business relocations should be incorporated into the plan. – Details of Stafford Borough Council budget for supplementing the scheme. 	Further work will be ongoing by the Councils to take forward the proposed development through to delivery. This will include a more detailed assessment of viability, site costs and the cost of any decants.

The Council has appointed a design and planning team to prepare the SRF. Details of the budget are outlined within the 1st July 2021 Cabinet meeting⁹.

Petition

4.45 A total of 16 responses have been collected on behalf of local residents and business owners at the office block at the rear of the old shoe shed (Blunts Shoes). It should be noted that the petition was not formally lodged with Stafford Borough Council. The majority of comments raised concerns over biodiversity and loss of trees, however a full summary of the responses is as follows:

Response Theme	Issue	Number of Responses
Environment & Biodiversity	Consideration of biodiversity	7
	Loss of green space	5
	Loss of trees	5
Design	Concerns around density and size	2
Transport & Highways	Better active travel routes within site	2
Blue infrastructure	Maximise pond asset for local use	2
Economy	Lack of investment in town centre	1
Other	Loss of recycling hub	1

Table 4.8: Summary of comments received through petition dated 29th September 2022.

⁹ [Cabinet - 1 July 2021 Agenda \(staffordbc.gov.uk\)](#)

Wider Stakeholders

4.46 Responses were also received from local stakeholders and organisations as outlined below.

Stafford Bowling Club

4.47 Stafford Bowling Club are located within the Gateway area. They submitted a letter of representation which noted the following:

Response Theme	Points Raised	Summary of comments	Clarifications
Transport & Highways	Access	<ul style="list-style-type: none"> Access off Newport Road should be closed off to through traffic, with new route from Kingsway. Currently heavy traffic on Newport Rd with school drop-off at Blessed William Howard School. 	Discussions with the Bowling Club will be ongoing as the development progresses to planning application stage.
	Parking	<ul style="list-style-type: none"> Club currently uses Stafford Rugby Club and Jen Shoes for overflow parking but would be good to find a longer-term solution as part of the development. 	
Other		<ul style="list-style-type: none"> Existing floodlights and watering system at the bowling club may impact the proposed development. Bowling Club are happy to collaborate with the project team to ensure the club fits in well with the surrounding landscape, whilst protecting the club's integrity. 	

Table 4.9: Responses from Bowling Club

Royal Mail Group

- 4.48 The Royal Mail delivery office is located within the 'Station Gateway' Character Zone and reference is made to the redevelopment of the delivery office for mixed uses within the draft SRF. However, Royal Mail has reviewed their operational requirements and confirm Stafford Delivery Office is to remain in operation and the site is not currently available for development.
- 4.49 Doxey Road Character Zone is noted as having the potential to provide a light industrial-led development opportunity for a single occupier such as the Royal Mail. However, Royal Mail note that they require a B8 use, not light industrial.
- 4.50 Royal Mail supports the intention of the Stafford Station Gateway SRF and proposals for the Station Gateway, only where a suitable and available site to relocate the existing delivery office, without interruption to the Royal Mail's service, is identified.

Newcastle and Stafford Colleges Group

- 4.51 Newcastle and Stafford Colleges Group's (NSCG) Stafford Campus is located to the east of the Gateway at the edge of the town centre. The Stafford College Technology Centre at Palmbourne is within the Gateway site, in the Castle Engine Works Character Zone. The College has a comprehensive estate regeneration strategy to enable further growth and development, including through the creation of the Stoke-on-Trent and Staffordshire Institute of Technology (IoT) at their Palmbourne site.
- 4.52 NSCG is supportive of the Gateway proposals and have stated that the SRF "sets out a valuable vision for providing critical housing and other infrastructure to develop the town". Areas they have suggested for improvement include the following:

Response Theme	Points Raised	Summary of comments
Economy	Business space	<ul style="list-style-type: none"> – Clarity on the ambition to draw high tech businesses to the Gateway to establish a centre of innovation and keep local talent in the town. – Inclusion of a business incubation space to encourage business development and training opportunities. – Reflect the potential impact of the forthcoming IoT and the skilled workforce this will provide.
Environment & Biodiversity	Climate Change Mitigation	<ul style="list-style-type: none"> – Strengthening of the strategy to address the challenges of climate change, for instance by requiring carbon neutral development and EV charging as standard.
Design		<ul style="list-style-type: none"> – Improve the existing lake and green spaces the create a focal point for workers and residents, preferably aligned to the timescales of the IoT.
Transport & Highways		<ul style="list-style-type: none"> – Removal of the road between the IoT and the lake.

Table 4.10: NSCG Responses Received

Stafford Community Link

- 4.53 Community Link are a charity of SCC approved providers for community passenger transport who provide a Dial a Ride service in the town for elderly and mobility restricted users. The Charity currently occupy a Brownfield site on Doxey Rd (within the Gateway area) and are seeking a permanent vehicle parking site within Stafford. Stafford Community Link are keen to be included in future development proposals.

CPRE Staffordshire

- 4.54 CPRE support the use of previously developed land to meet housing need and do not object to the development in principle. Development on previously developed land will help prevent sprawl and make the use of public transport for future residents more viable; however, CPRE raised concerns that the proposals are not ambitious enough to respond to the challenges of the climate and ecological emergencies.
- 4.55 The proposed development provides a real opportunity to create development fit for the future, communities with a sense of place, embedded active travel, reduced car dominance, solar energy, high-quality green infrastructure and energy efficient and climate resilient homes.

Response Theme	Points Raised	Summary of comments	Clarifications
Environment & Biodiversity	Wildlife corridors and habitats	<ul style="list-style-type: none"> Development should retain current wildlife corridors and provide new corridor along Doxey Brook to provide habitat connectivity. Risk that valuable wildlife habitats could be impacted by the development as the site falls within an SSI impact risk zone. Existing biodiversity needs to be comprehensively surveyed by ecologists. Aim must be to achieve BNG throughout, but existing habitats should not be destroyed and recreated elsewhere. Developers should follow the Building with Nature 2.0 standards for high quality green infrastructure. 	<p>Biodiversity Net Gain is a key consideration which has been outlined with the Final SRF.</p> <p>Detailed Ecological Assessments will be prepared at planning application stage to inform the proposed development and landscaping proposals.</p>
Transport & Highways	Cycle infrastructure	<ul style="list-style-type: none"> Station Gateway and The Hollies cycle paths do not comply with LTN 1/20 as is not separate or wide enough for bi-directional flow. No dedicated cycle paths in Marling Terrace, Castle Engine Works, Wicketgate and Doxey Road. A cycle path should be created to link the zones together. 	<p>The internal layout of the Gateway site seeks to encourage a low-traffic volume and low speed environment that means that the need for physical segregation for cyclists is considered not to be required.</p> <p>The layout of the Gateway site will allow connection for sustainable modes between the zones that are not permitted for general traffic.</p>
	Active travel	<ul style="list-style-type: none"> Active Travel routes to the school should be included. Opportunity to provide ambitious development of energy efficient and low car ownership, where 	<p>Active travel is a key development principle embedding within the SRF, including connecting to key amenities such as local schools.</p>

		cycling is the primary mode of transport (Vauban as example).	
Design	Mix of Tenures	–	Minimum of 30% of all units are affordable tenures or social rent.
	Design Standards	–	Development needs to use a high standard of design throughout, including attempting to create a community with a distinctive character, good active travel infrastructure, ensuring that roads are not too narrow, and the inclusion of well-designed play areas and public open spaces.

Table 4.11 CPRE Staffordshire Summary of Comments received

Staffordshire Wildlife Trust

- 4.56 The Staffordshire Wildlife Trust consider that the draft SRF is an ambitious plan to redevelop an under-used area of Stafford; however, as many areas have now returned to nature, the development will impact some existing green spaces.
- 4.57 In order to deliver biodiversity net gain (BNG) and contribute positively to the district's Nature Recovery Network, further action is needed to identify and protect important wildlife, deliver best practice flood management and maximise green infrastructure.
- 4.58 The Staffordshire Wildlife Trust consider that development in Stafford should be a sustainable exemplar and should include:
- Obtain up-to-date ecology baseline to identify and protect features of high environmental value.
 - Carry out an assessment to demonstrate a 10% BNG can be delivered.
 - Ensure proposals meet national and local flood risk policy, flood management requirements and wetland restoration aspirations.
 - Provide sufficient green infrastructure, manage and maintain long-term access routes and achieve Building with nature standards.
 - Include specific requirements for energy, water and carbon to comply with local and national policy for net zero and climate change resilience.

Stafford Chamber Local Area Board

- 4.59 Stafford Chamber's Local Area Board is drawn from a mix of businesses across the Stafford Borough, who have provided a list of responses to the consultation:
- Consultation document lacks a clear evidence base for some of the claims made and lacks a clear business strategy for the types of businesses expected to move to the Gateway.

- No clear strategy for job creation within the development and appears to be a low number of jobs which could move to the Gateway, considering the significant rise in population anticipated.
- Focus of the development appears to be mainly residential focused, with little mention of business.
- Would like to see high value jobs and professional service roles brought into Stafford with the Gateway as a catalyst.
- Welcome the opening of Newcastle and Stafford Colleges Group Institute of Technology and hope this will attract higher value tech roles to the area.
- Exceptional rail connectivity in Stafford is a USP in bringing jobs to the town. Would like to retain workers in Stafford and away from the larger population centres to avoid Stafford becoming a dormer town.
- No clear references to how the development can mutually support the growth of the local town centre.
- Consultation lacks a clear message that Stafford is a great place for businesses.
- Would be positive to go beyond biodiversity commitments.
- Could provide an opportunity for local community-based electricity generation scheme, with profits put back into the community.
- Clarification requested as to what makes the lakeside setting so unique.
- Staffordshire University campus on Blackheath Lane should be included on the context plans.
- Development impacts of existing employment at Jen Shoes and Post Office, meaning there will be minimal effects on employment numbers.

Sustainability Matters

4.60 Sustainability Matters, a local community action group, provided formal representation as follows:

Response Theme	Points Raised	Summary of comments	Clarifications
Environment & Biodiversity	Impact on existing biodiversity	<ul style="list-style-type: none"> – No reference to impact on existing biodiversity or ecological appraisals, with no focus on retention, protection and enhancement of existing habitats and wider environments. – No clear vision of existing green spaces and whether they will be retained rather than cleared and re-planted. – Failure to recognise the impacts of the natural environment on the health and wellbeing of residents. – Indication of future use of former cricket pitch is unclear. – Balancing pond and existing trees should be protected and designated as a local nature reserve. – Future of semi-natural watercourse Doxey Drain needs to be clarified. – 	<p>Biodiversity Net Gain is now outlined within the SRF.</p> <p>Clarification on existing and proposed Green Infrastructure is now included within the SRF.</p> <p>The balancing pond will be protected and enhanced.</p>
Transport	Connectivity	<ul style="list-style-type: none"> – Vision of connectivity not reflected in proposals, no new easy walking and cycling connections to the town centre. 	<p>The key connection to the town centre would be via a proposed new bridge connecting both sides of the rail station</p>

	Cycle infrastructure	<ul style="list-style-type: none"> – Hollies cycle path leads to Newport Road which has no cycling provision and no dedicated cycle paths in Marling Terrace, Castle Engine Works, Wicketgate and Doxey Road. A cycle path should be created to link the zones together. 	<p>The internal layout of the Gateway site seeks to encourage a low-traffic volume and low speed environment that means that the need for physical segregation for cyclists is considered not to be required. The layout of the Gateway site will allow connection for sustainable modes between the zones that are not permitted for general traffic.</p> <p>–</p>
	Bus routes	<ul style="list-style-type: none"> – A bus route through the development would help older and less able people. It is some distance from the nearest bus stop for people on all Stafford bus routes apart from the No. 5 Telford bus route. 	<p>There are several daily bus services that run through Castlefields on one side of the Gateway and Doxey on the other. The nearest bus stops to the Station Gateway are currently on Doxey Road and Newport Road. The SRF proposes a potential bus only link from Castle Street into the Station Quarter area, which could be used by bus operators in the future.</p>
Mix of Uses	Proposed Uses	<ul style="list-style-type: none"> – Lack of detail about proposed leisure uses on the site. 	<p>Further detail has been included within the SRF. Leisure uses include the potential for a local gym and broader 'leisure uses' such as providing food and beverage outlets.</p>
Economy	Businesses	<ul style="list-style-type: none"> – Fails to acknowledge existing businesses on site, with several existing community based eco businesses on the site which should be cherished. Should minimise impact on existing businesses and provide financial support. – Satellite community will accelerate decline of the town centre and hinder town centre regeneration. 	<p>The Council will work with existing businesses as the development progresses to planning application stage.</p>
Design	Density	<ul style="list-style-type: none"> – Character zone boundaries appear to be arbitrary, should be changed or justified. 	<p>The delineation of the Character Zones has been</p>

	For example, the balancing pond should be an 8 th separate zone.	identified based on the proposed character to come forward in the specific zone.
–	Character of development not suitable for medium sized market town like Stafford.	
–	Overwhelming density of proposed development and lack of reference to sustainable climate resilient housing.	The development proposals respond to the local context and reflect the site’s location in proximity to a key public transport node.
		Further emphasis on climate change and the proposed development’s response to climate change pressures has been incorporated into the SRF.

Table 4.12 Summary of comments received from Sustainability Matters

Castle View Nature Reserve Committee

4.61 This group was set up to consider the potential for a nature reserve on the site of the former cricket pitch. A preliminary report for with proposed management options for the reserve was prepared in September 2019. A copy of the report has been supplied and reviewed as part of the consultation responses.

HarperCrewe/ Swynnerton Estates

4.62 HarperCrewe, on behalf of the landowner Swynnerton Estates, has submitted representations on the SRF. Swynnerton Estates own the former Stafford Rugby Club (SRC) site. Their comments are summarised below.

Response Theme	Points Raised	Summary of Comments	Clarifications
Mix of Uses	Housing quantum	<ul style="list-style-type: none">– Clarity on the number of dwellings expected to be delivered across the site is sought as current proposals state 1000 dwellings, however Policy 11 of the emerging Local Plan states the site is expected to deliver 900 dwellings.– The framework states 320 dwellings will be delivered within Marling Terrace but is unclear how many of these are expected to be delivered within the SRC site.	<p>The SRF will inform the emerging Local Plan policy. A site-wide masterplan has been prepared which has informed the potential quantity of residential units. Further technical assessment will be required, including full consideration of Biodiversity Net Gain as the development progresses to planning application stage.</p> <p>Engagement with landowners will be ongoing as the development progresses. This</p>

			will include a review of potential quantum.
	Affordable housing	<ul style="list-style-type: none"> It is considered that the Framework should be updated to reflect draft Policy 23 (5% affordable housing) and, given the limited amount of technical work which has been undertaken to date, should be subject to viability considerations at the time of any future application. It is expected that a viability assessment will be produced to support emerging local plan. 	The SRF has been updated to reflect that the Gateway will adhere to Local Planning Policy.
	Commercial uses	<ul style="list-style-type: none"> It is unclear what commercial uses SBC expect to be delivered within the SRC site. The Framework should make clear that these proposed uses and quantum of development are indicative at this early stage. 	Details of the proposed commercial uses are outlined within the SRF. Further engagement with landowners will be required as the development progresses, to be clear on Council expectations for each individual development plot.
Environment & Biodiversity	Biodiversity Net Gain	<ul style="list-style-type: none"> Confirmation on Biodiversity Net Gain (BNG) is sought and whether the potential land take of BNG has been considered when determining the amount of housing being delivered as the Framework makes no reference to it. 	Biodiversity Gain is required as part of the development. A detailed assessment has not been undertaken at this stage but will need to be considered at planning application stage.
	Renewable energy	<ul style="list-style-type: none"> Details sought on how SBC expect the development to maximise the opportunity for on-site renewables. 	The Gateway will need to respond to climate change pressures and adhere to local and national policy.
	Flood risk	<ul style="list-style-type: none"> Policy 11 of the emerging Local Plan requires a site-wide Flood Risk Assessment to be undertaken. 	Initial work on Flood Risk Assessment has been undertaken to inform the SRF. Further work on key technical constraints, including flood risk will be a key part of the development as it progresses to planning application stage.
Transport and Highways	Access	<ul style="list-style-type: none"> New access off the Kingsway roundabout in the North Western 	Further discussion will be ongoing with key landowners. Initial technical assessments

		part of the SRC Site needs further discussion as it has been identified by Swynnerton Estates that this may not be a deliverable access option.	have been undertaken to determine the access into the site. The proposed access needs to be considered comprehensively, as opposed to just meeting individual landowner requirements.
	Parking	<ul style="list-style-type: none"> The Framework states that the existing bowling green car park within Swynnerton Estates ownership will be retained, but this is not shown on the character zone plans. 	There is an appetite to retain car parking for the Bowling Green. Further dialogue will be needed with key tenants, such as the Bowling Green to agree specifics.
	Status of the SRF	<ul style="list-style-type: none"> It should be made clear that the proposals in the Framework are purely indicative and a starting point to development until more detail on the emerging policy considerations, technical constraints and developer aspirations are confirmed 	<p>The SRF sets out key design and development principles and an overarching vision for the site.</p> <p>There is an expectation that these key principles will be addressed as future planning applications come forward, but there is flexibility as to the final proposed layout of individual development plots. There is a recognition that further technical analysis will be needed to inform the development layout for planning application stage.</p>
Other	Infrastructure	<ul style="list-style-type: none"> Clarity is also sought on how SBC envisage the key shared infrastructure will be delivered across the site which is within multiple ownerships. Further detail on the level of infrastructure required in order to assess implications on deliverability and viability. 	Further dialogue will take place with the Council and key landowners to agree specifics on key infrastructure requirements.
	Flexibility	<ul style="list-style-type: none"> It is important that the proposals within the framework are clearly identified as indicative at this early stage to allow flexibility across the delivery of the sites. 	Further clarity has been added to acknowledge that the SRF is a flexible framework.
	Technical work	<ul style="list-style-type: none"> Technical work should be undertaken on a site-by-site basis and submitted with any 	

		future application for that specific part of the site..	
	Landowner engagement	– Given the number of landowners involved in the site, further discussion is required to agree on approaches to any allocation-wide technical work required.	Collaborative landowner discussions will be progressed as the project moves towards planning application stage.

St. Modwen Homes

- 4.63 St Modwen Homes is generally highly supportive of the proposed framework and regeneration proposals in which they believe the aims and objectives of the scheme are commendable and well aligned to planning and wider economic objectives.
- 4.64 They are supportive of the proposals for Marling Terrace in which they already have an adjoining development and therefore can contribute to the wider regeneration scheme.
- 4.65 The proposals for the site provide for innovative development with an attractive vision, making positive use for both green and blue infrastructure. St Modwen Homes are leading the way in delivering highly sustainable homes and new innovative house types with plans to deliver homes and will be keen to collaborate further.
- 4.66 They wish to highlight the following points regarding the framework before its final adopted version:

Response Theme	Points Raised	Summary of Comments	Clarifications
Transport and Highways	Access	– The access for Marling Terrace is taken from the North East via a new connection to the relief road. Such an alignment co-ordinates with the St Modwen Homes development and allows for further development to be served with a hierarchy of roads set out within the Framework. The potential for access direct to Martin Drive should not be ruled out however and could provide suitable access and a positive frontage to this area.	
Design	Layout	– The illustrative masterplan for Marling Terrace provides for an attractive and innovative vision, coupled with the precedent images within the document, although it is suggested that the illustrative layout doesn't precisely align with the layout which would result from the precedent images shown.	The precedent imagery included in the SRF is illustrative only – to denote the type of quality development that the Council wants to see within the Gateway.
Delivery	Phasing	It is unclear as to why such phasing has been done in the phasing strategy with focus on the east and western side of the site in the first phase when other areas could be delivered earlier e.g	The Phasing and implementation of the Gateway is flexible and is dependent on landowners' aspirations as well as the

		Marling Terrace. The plan should encourage earlier delivery to meet landowner aspirations.	timescales to deliver key site-wide infrastructure.
	Viability	There are some obvious and considerable development infrastructure costs which are inevitably going to influence viability i.e. ground remediation, new highway access and other development infrastructure. It is encouraged that the Council commit to seeking wider grant funding support for the development such that the full benefit of the scheme in terms of affordable housing and other s106 costs can be maximised.	
	Site Constraints	The document appears to have a good understanding of key constraints of background work such as hydrology and flood risk. They note however that mapping landownerships would assist the understanding of key land holdings which would be key to infrastructure delivery.	
Other	Alignment with Development Plan	The council are currently consulting upon review of the Local Plan and it is important that policy and development requirements for this framework area are properly aligned with the plan.	The SRF will help to inform the emerging Local Plan Policy.
	Flexibility	The aspirations for a higher density residential area includes potential for new urban concepts and ways of living which is supported by St Modwen. This requires a more flexible approach i.e to garden sizes, parking ratios and space around dwellings. Therefore the council need to be mindful of flexibility and references in the document would benefit from applying to current planning standards.	Clarity on parking standards is provided within the updated SRF.

5.0 Response to Feedback

Response to Feedback

- 5.1 The responses to the consultation across all feedback methods have been reviewed and analysed, with the comments made being grouped into several themes. Each of these themes is taken in turn below, with responses provided by the project team and any changes made to the Final SRF being emphasised within text boxes. A clarifications column has also been added in the previous section, to emphasize the changes that have been made. The SRF has been updated in response to the feedback received, with new narrative included or further detail provided in respect of the vision, objectives or character areas.
- 5.2 There was a good level of engagement with the consultation, with a high quantity of responses from both residents and other stakeholders. Many respondents were very detailed in setting out their views, including in-depth analysis of the current site context and the proposed masterplan included within the SRF. The quantity and quality of responses is therefore welcomed and commended, and represents a positive engagement with those who have an interest in the site and in the development of Stafford more widely.
- 5.3 It is acknowledged that the views of stakeholders gathered through the consultation is mixed, with approximately one third of respondents agreeing with the vision, and half of respondents disagreeing with it. Similarly, the Character Zones generally received a mixed response, tending towards disagreement, while respondents had a more balanced view of the five Development Principles.
- 5.4 Whilst there is some opposition to the scheme in principle, upon detailed analysis of the consultation responses much of the negative sentiment relates to specific aspects of the proposals outlined within the SRF, as opposed to an overall lack of support for the proposals. Respondents generally had more favourable views of the more targeted questions in the online survey, suggesting that when presented with the granular detail of the proposals there is a higher level of support. Similarly, open text responses and written representations often note that while they are supportive of development taking place at the site and are in agreement with the many aspects of the SRF as presented, there are amendments which would improve its efficacy in achieving its objectives.
- 5.5 This Consultation Statement addresses the generalised objections to the scheme and the more specific comments. Negative feedback received, which can be broken down into specific, targetable interventions, has been reviewed and addressed within the Final SRF. These include: the potential impacts upon the biodiversity of the site; the amenity value of current and potential future open space; consideration of vehicular access; the need to provide more detail confirming the existing context of the Gateway area and its surroundings; and the need for clarity around the proposals as set out within the SRF. These are now clearly highlighted within an expanded Development Principles section. The delivery partners feel that these interventions directly address much of the negative feedback received during the public consultation and appropriately reflects the views of residents and stakeholders.
- 5.6 The delivery partners have taken on board all comments and consideration has been given as to whether the SRF has needed amending in response to these. The themes identified and analysed in this section attempt to address those responses which disagree with the vision and with specific aspects of the SRF, and to ensure that any suggestions for improvements are properly considered. This section sets out how the Final SRF has been amended to alleviate concerns or amend the proposals accordingly.
- 5.7 There are also suggestions raised during the consultation which are not possible to incorporate into the Final SRF, and in such cases a justification of the reasoning has been made. Similarly, many of the general points of disagreement raised during the consultation are considered within this section, with a response demonstrating why the SRF takes the approach that it does, and why it is not possible to change this.

Vision

Principle of Development

- 5.8 Respondents frequently questioned the need for a mixed-use development in this location, typically citing a lack of established need for housing, office and retail space. Each of these land uses will be considered separately below.
- 5.9 The principle of development for a mix of uses at the Gateway site is well-established by the adopted and emerging planning policy position, and is in line with national guidance on previously developed land, a sustainable location and accords with existing and emerging local planning policy.
- 5.10 Policy Stafford 3 of the Plan for Stafford Borough (Part One), adopted in June 2014, allocates most of the site as a Strategic Development Location – Stafford West. Parts of the north and south of the site are allocated as ‘mixed use’, to include residential and employment uses. The central part of the site is allocated for housing. Policy SB3 of the Plan for Stafford Borough (Part Two), adopted in January 2017, allocates the remainder of the site, to the south east adjacent to the railway line, as a Protected Employment Area.
- 5.11 The Preferred Options consultation draft of the emerging Stafford Borough Local Plan 2020-2040 allocates the Stafford Station Gateway for mixed-use development under Policy 11. This policy allocates the site for a mix of uses to include residential (houses and apartments), offices, workspaces, and a limited quantum of food and beverage, and convenience retail.
- 5.12 The proposed development of the Gateway site is intended to be guided through this SRF in the most cohesive way possible. The site is largely underutilised, with the majority being vacant brownfield land, and this SRF provides the best chance of addressing it in a holistic way which will provide significant new growth to the town (and the town centre). The delivery partners recognise the impact the SRF will have on existing businesses within the site, and as such welcome an ongoing relationship with them.
- 5.13 The purpose of the SRF is to ensure that the landowners and developers with an interest in the site are required to comply with the vision and development principles set out. Without the SRF in place, the likelihood is that the Gateway may be developed in a piecemeal fashion by developers with designs which are not aligned with each other and which potentially conflict. The SRF therefore offers a chance to formalise the expectations for the site and uphold a higher quality of development as a result.

Several stakeholders requested that the flexible nature of the SRF is highlighted more clearly within the final document. The Final SRF has been revised to better emphasise that it is inherently a flexible document intended to serve as a tool to guide future development.

Housing

- 5.14 A common objection raised by respondents is that Stafford does not need more housing at the level proposed. Many responses point to other housing developments which are under construction or have been completed recently within the town, including the Burleyfields development to the west of the Gateway site.
- 5.15 Government sets out targets for the delivery of housing in each local planning authority (LPA), including SBC. LPAs are required to comply with these targets by ensuring a sufficient quantity of homes are delivered each year, with additional buffers applied if this is not achieved. LPAs must also demonstrate that they have identified sufficient land for new housing growth over a five year period.
- 5.16 The housing target in the Plan for Stafford Borough is 10,000 dwellings over the period 2011-2031, which equates to 500 per annum. According to SBC’s 5 Year Land Supply Statement, the Borough’s historic delivery comprises an average of 609 homes per year.

- 5.17 It is important to note that the quantum of development is a crucial consideration for the viability of the scheme. The development is required to be financially viable in order to be delivered successfully, and any changes to the mix of uses proposed is likely to affect this. As such, a balance is required which takes into consideration the viability of the proposal along with the constraints of the site and relevant planning policies.
- 5.18 A number of comments specifically enquired about the level of affordable housing that will be provided, and whether further details around tenure can be committed to at this stage. The delivery partners have committed to ensuring the provision of affordable housing at a level in line with policy commitments in the adopted and emerging local plans, subject to viability. Details of typology and tenure of affordable housing will be determined as part of any future planning applications at the site.

Office

- 5.19 Concerns have been raised about the proposed office space within the Draft SRF, which amounts to 3,000sqm. This is primarily on the basis that there will not be sufficient demand for such space given that much of the existing office space within the town centre is currently vacant. It is important to note that the offer at the Gateway will be substantively different to the office space available in the town centre, reflecting upon the demands of occupiers which have changed to demand modern, high-quality space. It will support Stafford's local economic growth and be complementary to the existing offer in the town centre, which provides a different offering.
- 5.20 It is acknowledged that Stafford has historically struggled to retain and attract office occupiers. The office space currently available in the town centre is predominantly of a relatively low quality, with a significant proportion being small units above shops. These spaces are not attractive to potential occupiers, who are increasingly seeking high quality office space with open, flexible floorplates suitable for modern working environments.
- 5.21 The proposed office space within the SRF is intended to provide a moderate quantum of Grade A office space which will be suitable for existing businesses within Stafford as well as occupiers who may otherwise not have considered the town. The retention and growth of Stafford's existing businesses is a key priority for the Borough Council, and it is considered that the introduction of high-quality office space will be a useful asset in supporting this ambition. Equally, the provision of office space within the Gateway facilitates the introduction of innovative, forward-thinking occupiers who are seeking to benefit from being co-located close to the new Institute of Technology, gaining access to the skilled local talent that this will foster.
- 5.22 The highly sustainable location of the Gateway site, and of the proposed offices within the site, provides an excellent opportunity for businesses and their employees to access Stafford through the local and high speed rail services which utilise Stafford Station, and which will be further improved by the introduction of High Speed 2 services. The site's extraordinary accessibility means it is in a very strong position to attract commercial interest into the town and help businesses to grow.
- 5.23 It is envisaged that this will entice businesses to locate in Stafford, close to the facilities of the town centre, encouraging additional footfall within the area and providing employment opportunities for local residents. This is supported by the Town Centre Capacity Assessment produced as part of SBC's evidence base in 2019, which

states that Stafford Station Gateway “will deliver new office floorspace for Stafford, which would provide a boost to Stafford Town Centre.”¹⁰

- 5.24 It should also be noted that the proposed location of the office space within the masterplan is within a Protected Employment Area as allocated within the Plan for Stafford Borough Part 2 (Policy SB3). This allocation has been retained within the Preferred Options draft of the emerging Local Plan (Policy 16). The introduction of office and other workspaces in this location is therefore considered to be in line with planning policy and appropriate in this location.

In order to address the concerns raised by respondents within the consultation, the Final SRF has been amended to explain and justify the approach to the proposed office space in more detail.

Retail

- 5.25 Respondents also commented that the quantum of retail, food and beverage, and leisure uses within the proposed masterplan is too high, citing the high levels of vacancy within Stafford town centre. The concern apparent in these responses is that the Gateway will introduce additional retail space into the local area, which will be in competition with the existing units in the town centre. Many responses also point to the opening of the Riverside shopping complex at the edge of the town centre in 2016.
- 5.26 The level of vacancy in Stafford town centre was identified in the 2019 Town Centre Capacity Assessment as 17.5% across 65 units. This compared with a UK average of 13.8%, meaning Stafford's vacancy rate is 3.7 percentage points above the national average. The most significant shortfalls when considering unit numbers are in convenience retail, occupying 5.7% of units in Stafford compared to 10.0% nationally, and food and beverage units, occupying 14.3% of units against 17.9% nationally.
- 5.27 It must be acknowledged that Stafford, as with every other town, has experienced significant challenges as a result of the pandemic. High streets across the UK have struggled to retain footfall in the difficult circumstances, and the recovery of retail businesses is a major concern of many councils, including SBC.
- 5.28 In terms of the retail core, SBC remains committed to regenerating the northern High Street of Stafford and supporting the town centre as a whole. This is the focus of the Future High Streets Fund programme which is in no way being replaced by the Gateway. It is not, and never has been, the intention to create competition for the High Street within the Gateway. The connectivity of the Gateway is seen as a strong support for the town centre by encouraging improved pedestrian and cycle access. For robustness, further consideration of this point is included within the Stafford Town Centre section below.
- 5.29 The quantum of retail and aligned uses within the Gateway itself is proposed as 1,400sqm. This does not represent a level or scale of provision likely to compete with the town centre, which as of 2019 had a grand total of 101,740sqm of retail floorspace. The Stafford Riverside development comprised over 21,000sqm of additional retail floorspace. The floorspace proposed as part of the Gateway is not of a scale sufficient to have an impact comparable to Stafford Riverside.

¹⁰ Town Centre Capacity Assessment for Stafford Borough 2019, Stafford Borough Council.

- 5.30 The intention of the SRF is to provide a small local hub which will offer convenience retail, a limited food and beverage offering, and the potential for ancillary leisure uses. This is primarily intended to serve the needs of the resident population of the Gateway and the immediate surrounding areas, along with the daytime workforce and visitors using the site. The masterplan envisages a balance of tenants to support the offering at the Gateway which will not lead to competition with the traditional high street.
- 5.31 The need to include local convenience retail of this nature as part of the development is also evident in many of the comments received, which highlight that the neighbouring Burleyfields development is not served by a shop within walking distance of local residents. The SRF will therefore help to provide these residents with convenience retail closer than that offered in the town centre.

The Final SRF has been amended to clearly set out the delivery partners' commitment that the retail spaces proposed will be ancillary to the needs of users of the Gateway site, and is not intended to compete with the town centre.

Employment Focus

- 5.32 Responses from stakeholders including the Stafford Chamber and Newcastle and Stafford Colleges Group (NSCG) set out that the SRF does not include sufficient focus on the employment and commercial nature of the proposals, and that accordingly there is an overreliance on the Gateway's role as a residential neighbourhood.
- 5.33 At its heart, the SRF is intended to promote a mixed-use development, with a balance of commercial and residential supported by blue and green infrastructure and an enhanced educational facility at NSCG's site within the Castle Engine Works Character Zone.

The delivery partners have taken these concerns into consideration and have undertaken a holistic review of the SRF to better establish the commercial opportunities within the proposals and the economic benefits to the local area that they will bring. In particular, the envisaged agglomeration effect of the proposed Institute of Technology has been highlighted to show that the SRF will play an important role in supporting the skills and development of businesses already within Stafford, and also of those who are attracted to the town by this along with the availability of high-quality offices and workspaces. The Gateway will deliver new employment, attract investment and also help to sell Stafford as a key location in which to do business and invest.

Stafford Town Centre

- 5.34 Respondents frequently questioned why this development is necessary, in the context of their views that Stafford town centre is experiencing high vacancy rates and a lack of investment. Comments typically suggest that the town centre should be addressed first before the Gateway is progressed, suggesting that the development of the Gateway will further exacerbate the decline of the high street.
- 5.35 It is important to state that the perceptions of a lack of investment in the town centre do not take into account the significant investment that SBC have committed to in this regard.¹¹ SBC is currently progressing several

¹¹ Full press release 03/09/2021: [Stafford – a town in 120 million | Stafford Borough Council \(staffordbc.gov.uk\)](https://www.staffordbc.gov.uk/stafford-a-town-in-120-million/)

projects to improve the attractiveness and functionality of Stafford town centre, catalysing the area's ability to host events, increase town centre living, and strengthen the local community. This process is being undertaken with the intention of revitalising Stafford's high street by increasing footfall and diversifying the range of uses that are likely to draw people to it, as well as celebrating the town's rich heritage and generous public spaces.

- 5.36 Projects which will have short to medium term impacts upon the vibrancy of Stafford town centre include the £21m Future High Streets Fund programme with the renovation of Market Square due to start on site in late 2022, the Eastgate Regeneration Programme, and the £7m Staffordshire History Centre. In July the Shire Hall reopened following a £2m repurposing into a business hub. The Newcastle and Stafford Colleges Group campus is also undergoing a wholesale regeneration which will add to the vibrancy of the town centre, with work on the £28m Skills and Technology Centre due to complete in 2023.
- 5.37 The development of the Gateway site is separate to these proposals, and will in no way detract from the work the Borough and County Councils are undertaking to improve the character of the town centre itself. The new retail at the Gateway will be complementary, serving the needs of the residents and workers within and close to the development. It is intended to create a lively focal point around the new station entrance, rather than draw attention away from the existing town centre shopping area. The town centre will serve the Gateway and will benefit from a new population.
- 5.38 Building up to 1,000 new dwellings along with offices and workspaces within walking distance of the town centre will also result in more local residents and workers who are part of the 'active population' likely to visit and use the shops and facilities there.
- 5.39 There will be an opportunity for residents and stakeholders to provide comments on the town centre itself as part of the consultation process for the emerging local plan. These comments will be able to feed into the planning policy for Stafford town going forward to ensure that the views of local people are taken into consideration. While this consultation for the Stafford Station Gateway Draft SRF does relate to any direct interventions into the regeneration of the town centre, since its scope extends only to the Gateway site, the SRF has been devised in coordination with this regeneration, and is considered to fully support its objectives.

Density

- 5.40 One of the most prominent themes identified by residents is that the proposals represent a level of density in their built form that is out of keeping with the existing character of Stafford. In particular, concerns have been raised about the height of the proposed apartment buildings to the north of the balancing pond, and the scale of the buildings proposed adjacent to the historic terraces on Newport Road. Several comments have also indicated a preference for houses rather than apartments to be included in the proposals.
- 5.41 The proposals in the SRF include primarily two and three-storey houses across the majority of the site, with apartment and commercial buildings up to a maximum height of seven storeys. The locations of these taller buildings have been chosen to step up in height towards the railway station and town centre, and to provide definition to key assets within the Gateway site.
- 5.42 The location of the site adjacent to the station means that this is ideal for delivering higher density, mixed use growth.

Where respondents highlighted specific concerns, namely to the north of the balancing pond in the Marling Terrace Character Zone, and to the south of the balancing pond in the Lakeside Character Zone, additional text has been added to the Final SRF to recognise that development should reflect the area's setting and character.

- 5.43 This approach is consistent with Policy 11 of the Preferred Options draft of the emerging Local Plan. Policy 11 includes the following requirement to:

“Locate higher density development, non-residential uses and taller buildings close to the new station western entrance with densities and building heights stepping down to the north. An exception to this is on the north edge of the lake and on the triangle of land lying to the east of the Doxey Road/Unicorn Way roundabout adjacent to the railway line which are appropriate locations for mid-rise apartment development.”

- 5.44 It is recognised that the built form of the proposed development is of a higher density than is typical in the surrounding area, however it is not without precedent. There are several office buildings within the town centre which are mid-height including the Stafford Civic Centre, Staffordshire Place, St Chad’s Place, and Victoria Park House to the east of Stafford Station, along with an eight storey building on Clark Street.
- 5.45 It is therefore considered that the introduction of buildings of up to seven storeys within the Gateway site represents a reasonable level of density which respects the character of the town while providing a high quality neighbourhood appropriate for the site’s position adjacent to a mainline railway station. The illustrative masterplan reflects good urban design principles and has been prepared to respond to the local context and create development of an appropriate scale and massing at key corners/ gateway locations.

Existing Businesses

- 5.46 Respondents have highlighted the need to ensure that existing businesses within the Gateway site are appropriately considered as the project progresses. Many of these have an established value to the local community and their loss would be detrimental to the area.
- 5.47 Representations have been received by Royal Mail Group and Stafford Community Link which both operate within the site. Other businesses which have been identified by respondents include the vets and gym within the Hollies, and Roots Larder within the Blunts Shoes site. A petition has also been received from representatives and employees of further businesses operating within the Blunts Shoes site.
- 5.48 The delivery partners welcome an ongoing relationship with existing businesses, and are committed to exploring options for them to be retained within Stafford as far as is practical, although we acknowledge that some businesses will have to relocate.

Community Facilities

- 5.49 Respondents cite the capacity of local community facilities as a concern in relation to the proposed development. In particular, residents have commented on the development’s impact on the capacity of local primary and secondary schools, local GP facilities and dentists, County Hospital, and police resources in the area. The fact that there is presently no 24 hour accident and emergency facility in Stafford is also raised as a particular concern.
- 5.50 It should be noted that developments which have been approved in Stafford have included the provision of community facilities to support the additional population they will generate. For instance in terms of education, a new two form entry primary school has been granted outline planning permission (ref. 17/27731/FUL) as part of the Burleyfields residential development, with an element of community use anticipated in coordination. A new five form entry secondary school has also been granted outline planning permission (ref. 16/24595/OUT) as part of the North of Stafford Strategic Development Location.
- 5.51 The impact on the capacity of community services and facilities in the local area will be considered as part of any future planning applications at the site. It is typical for contributions towards services and infrastructure to be required as part of the granting of planning permission. Policy 37 of the Preferred Options draft of the emerging local plan sets out that new development will only be permitted if any infrastructure demand generated through the development is either already in place, or will be delivered as necessary. This will ensure that services are not overwhelmed by new development, and forms an integral part of the planning process.

- 5.52 Alongside the emerging local plan, the emerging Infrastructure Delivery Plan 2020-2040 identifies site-specific infrastructure likely to be required for Stafford Station Gateway as comprising: contributions to school expansion; new and improved bicycle and pedestrian routes; a network of green and blue spaces; a site wide flood risk assessment; and the provision of convenience retail to support the development.
- 5.53 Through these mechanisms, any future development at the Gateway will be required to be supported by appropriate social and community infrastructure to ensure that local residents and stakeholders have access to the facilities they need. This SRF sets out the general principles for the forthcoming development at the site, and as such would not normally include a detailed analysis of the capacity of local community facilities.
- 5.54 New infrastructure proposed as part of the development will help deliver enhanced economic prosperity and improve the standard of living to residents and businesses across Stafford, as well as outside Stafford.

In order to address the comments from stakeholders raising this issue, the SRF has been amended to include an overview of the local services that are currently available, and those that will be coming forward as part of committed development schemes.

Transport/Movement

Traffic

- 5.55 A common theme within the residents' comments is that the development will have a significant impact on traffic in Stafford. In particular, the speed of vehicles on the roads surrounding the site has been raised, along with the safety of pedestrians and other vulnerable road users. It is considered unclear as to why there is concern that the SRF will cause speeding traffic on road infrastructure that is already in place – the new highway infrastructure within the Gateway site is designed as a low speed, low traffic environment.
- 5.56 The new Stafford Western Access Route (SWAR) bisects the Gateway site and will help to avoid major traffic impacts in the town centre itself. The design of the route is such that it forms a key strategic link, reducing the risk of traffic routing through the town centre and making rat-running through less suitable routes less appealing. This new road was built to accommodate new housing developments, including Burleyfields, to make sure traffic impacts are minimised.
- 5.57 The location of the Gateway next to Stafford station and close to the town centre will mean that many residents are less likely to be dependent on car journeys for local and longer distance trips than they would be in less well-connected parts of the Borough. The Gateway is being designed to make walking and cycling convenient to make this an attractive and cost-effective option.
- 5.58 More generally, this site is extremely well served by all modes of transport. Stafford Station is on the West Coast Mainline, and local town centre bus services are within accepted walking distances. The aim is to also encourage walking and cycling between the site, station and town centre (as well as improve connectivity to surrounding residential areas) by creating new high quality walking and cycle connections, and complementing those networks that already exist.
- 5.59 The safety of vulnerable road users will be enhanced by the introduction of walking and cycling routes within the site rather than directing pedestrians and cyclists onto routes adjacent to routes such as Newport Road, Kingsway and the SWAR (Unicorn Way, Pans Road and Doxey Road). Improved pedestrian crossings of the SWAR are proposed as part of the development, with further details of these being established as part of future planning applications. This will also help to bolster the Gateway's contribution to a sustainable low carbon future, since those utilising the site are encouraged to do so through sustainable modes.

Parking

- 5.60 Respondents have requested further information on the proposed parking provision within the Gateway. Comments have specifically questioned the impact on informal parking within the surrounding residential neighbourhoods by those accessing the station and town centre; whether electric vehicle charging points will be included as part of the proposals; and whether parking will be retained for Stafford Bowling Club.
- 5.61 The SRF proposes a parking standard of up to one space per dwelling. This is lower than is typical for new residential developments in Stafford, but is characteristic of similar developments elsewhere. The proposed housing is intended to attract residents whose lifestyles suit having no more than one car per household, which is considered desirable and viable due to the Gateway's location close to the town centre and public transport services. The Stafford Borough Local Plan 2020-2040 Preferred Options, has a minimum standard of one space per dwelling for terraced houses, flats and maisonettes, the SRF proposes this for all housing types.
- 5.62 A new 350 space multi-storey car park is proposed next to the new station entrance. The streets within the Gateway are designed for people, not cars, meaning there will be limited on-street parking for drivers to use, and non-residents parking will be limited, if not fully prohibited.
- 5.63 Within the Gateway site, with its accessible location for non-car modes, there is considered to be appropriate car parking provision that will help offset concerns over unacceptable levels of increased traffic. With regards to parking in the adjacent housing areas - this is ultimately an enforcement issue. Double yellow lines were added to the entirety of the roads around Castlefields without direct residential access (Martin Drive and Redgrave Drive) and single yellow lines on the road with direct residential access (Rose Hill) in preparation for the works on the SWAR. This displaced the majority of people using these roads for free parking for the railway station/town centre.
- 5.64 Consideration of electric vehicle charging will be undertaken fully as part of future planning applications, however this will be provided in line with the requirements set out in the emerging local plan, and will be cognisant of technological advances.
- 5.65 It is the intention of the delivery partners that the parking requirements of Stafford Bowling Club are kept within the site, and the indicative masterplan has been produced so that the current parking provision located on Castlefields can be accommodated. Further discussion with the club and the landowner of the current car park will be undertaken as the project progresses.

Access

- 5.66 Access to the site has been raised by respondents as a concern, with the primary consideration being to ensure that through routes are not created through the site for vehicles to use as rat runs. The proposed access points along Newport Road were also raised as particularly sensitive given traffic volumes and geometric constraints.
- 5.67 Access to the Gateway site to the south of the lake is proposed primarily from a new spur off the roundabout at Kingsway. There is an existing vehicular access point onto Newport Road from Castlefields. This access currently exists, serving the existing industrial units, Stafford Bowling Club and the rear of the properties adjacent to Newport Road. Improvements could be made to incorporate better pedestrian and cycle facilities in future, while ensuring that the existing character of this route is enhanced and celebrated. It is considered prudent, at this stage of the development, that this access is retained, although the main entry to the southern part of the site will be via Kingsway.
- 5.68 The additional access from Newport Road, close to the Royal Mail access, is proposed to be for pedestrians and cyclists only. There will be no vehicular access to the site in this location, as the traffic and highways safety implications are well understood by the project team.

- 5.69 Access to the central portion of the site is proposed to be via a new spur off the roundabout at the junction of Doxey Road and Unicorn Way. It is recognised that the steep gradient into the site from this point may be a potential constraint, and initial feasibility work is being undertaken to assess this. If this is not possible, a separate access point will be established.
- 5.70 Castle Street is not intended to be used for vehicular traffic accessing the site. This has been a firm principle of the SRF throughout its drafting, although it is acknowledged that the Draft SRF may not demonstrate this principle clearly enough. It is possible that a planning application for the Institute of Technology might propose vehicular access from Castle Street, however this would have to be agreed as part of its determination and does not preclude the implementation of the access strategy outlined in the SRF.
- 5.71 In addition, access between the central and southern parts of the site will be prohibited for cars to prevent rat-running through the site. It might be desirable to open up Castle Street as a bus only route, providing a new link to the new station entrance that would avoid the SWAR and Newport Road, and link more directly to the town centre. Further consideration would need to be given as to the technical feasibility (in terms of carriageway width) and operational viability (through discussion with bus operators) as to the suitability of Castle Street as a bus-only route.
- 5.72 The northern parcel, comprising the Wicketgate Character Zone, will be accessed from Doxey Road.

The SRF has been amended to demonstrate the proposed vehicular movements, clarifying that vehicular through routes through the Gateway scheme are not incorporated, whereas through routes for walking and cycling are actively designed in. The access strategy for the site has also been elaborated more clearly both for vehicular modes and active travel within an enhanced section focusing on the Development Principles and how they are applied within the SRF.

Active Travel

- 5.73 Respondents commented on the pedestrian and cycling facilities proposed within the site, with particular points of note including:
- Cycle routes need to be wider and segregated (following LTN 1/20).
 - Concerns around vehicles, cyclists and pedestrians all sharing space on low traffic routes.
 - Public spaces should be car free.
 - Existing public access route ('Castlefields' road) is example of high quality route and should be retained.
 - The 'ancient' public right of way from Castle Street to Stafford Castle.
 - Better integration with town centre is required, including providing access across the railway.
- 5.74 The proposals are to create new walking and cycling paths through the proposed development, linking up to existing routes. Specific details would be confirmed at planning application stage. The SRF is keen to ensure that traffic volumes are low and vehicle speeds are limited which in turn will help increase the attractiveness of walking and cycling routes. This is a key principle embedded within the SRF.
- 5.75 Options are being considered with Network Rail to ensure access is secured between the site and the town centre. This includes consideration of various solutions to providing access across the railway line, and further feasibility work will be undertaken to explore these.

Amendments to the SRF include updating some of the plans to better emphasise the walk and cycle connections through the Gateway site and the enhanced connections to onward destinations.

Public Transport

- 5.76 Several comments suggested the inclusion of improved public transport provision within and around the site as part of the Gateway proposals. Given the proximity of the Gateway site to the town centre, with its bus services, and the train station, the site is considered to be well catered for without specific further intervention.
- 5.77 Notwithstanding this, key to making the development within the Gateway a success is enabling new walk and cycle connections between the Gateway site and the town centre transport hubs. It may also be desirable to consider designating Castle Street as a bus only route.

Environment

Strengthen climate change requirements

- 5.78 Respondents have commented that the environmental aspirations set out in the vision do not align with the commitments made within the remainder of SRF. The vision proposes “*to deliver an exemplar low-carbon development for Stafford*”, however there are no firm requirements set out which will enforce this upon developers.
- 5.79 The emerging local plan, through Policy 4 of the Preferred Options draft, will set out requirements for developers to adhere to, to mitigate and respond to climate change across the Borough. This document will have much greater weight than the SRF in planning terms, as it forms part of the statutory development plan for Stafford. The SRF is referred to within Policy 11 of the Preferred Options draft as a tool to provide further detail in relation to Stafford Station Gateway. The local plan, once adopted, will be the primary measure in the determination of planning applications within the Borough, proposals will have to take the SRF into account as a material consideration.
- 5.80 In this way, specific measures, for instance to reduce the embodied carbon within the development and to incorporate sustainable design features, can be introduced with a higher degree of planning weight. This is also more likely to ensure that proposals include the most up to date innovations in sustainable development, which are likely to change significantly over the course of the SRF’s implementation. It is therefore considered that the emerging local plan is a more appropriate means of introducing such requirements. Stakeholders are encouraged to engage with this consultation in order to ensure that the standards of sustainability in new developments are in accordance with their expectations.

The SRF intends to make a positive statement with regard to climate change, and has been amended to outline the intended approach towards climate change mitigation and resilience, biodiversity, and alignment with the emerging local plan. The role of the SRF in providing a highly sustainable development in a location with excellent rail and active travel connectivity makes a substantial contribution to reducing its operational carbon intensity, and this has been drawn out further within the SRF.

Biodiversity

- 5.81 Biodiversity was one of the most frequently cited issue by respondents to the public consultation. Points raised include the need to work with local wildlife groups to ensure a positive ecological outcome; further details around biodiversity net gain; and the introduction of more robust wildlife corridors and the protection of existing assets including the former cricket pitch and the balancing pond.

- 5.82 Although detailed habitat/species surveys are yet to be completed and are beyond the scope of preparing the vision for the site, it is apparent that several blue/green receptors are present within the site including Castlefields Pond, Doxey Brook (which connects to the adjacent Doxey and Tillington Marshes SSSI via a culvert), pockets of woodland and grassland and a former cricket pitch, all of which are set within a largely urban context. In line with the Mitigation Hierarchy¹², detailed masterplanning will seek to retain these habitats and ensure strong green/blue connections through the site – woodland is also identified as a target for habitat creation in the area under Staffordshire’s Nature Recovery Network mapping.¹³ Particular emphasis will be placed on ensuring the continued connectivity between the Castlefield Pond and Doxey Brook to off-site areas.
- 5.83 A key tenet of the site’s delivery will be ensuring that the de-culverted Doxey Brook corridor is supplemented with a sufficient green corridor. The vision provided shows an indicative green corridor along this route (not shown to scale or for the purposes of implementation), and it will be a key objective of detailed masterplanning to ensure this corridor is sufficiently robust through consultation with relevant stakeholders, and informed by the results of further survey work and specific targets for the Doxey Brook corridor. Proposals are also put forward for the enhancement of the former cricket pitch area as open space, which will enhance the site’s biodiversity value and ensure the site continues to provide linkages to adjacent land, particularly Doxey and Tillington Marshes SSSI.
- 5.84 Any other important habitats identified at later stages of the site’s delivery will also be factored into the need for retention and this will also facilitate the emerging mandate for development to achieve net gains in biodiversity.
- 5.85 Protected/notable species surveys at later stages of the site’s design and delivery will also inform detailed masterplanning in terms of areas to be retained, or the need for mitigation/compensation where losses are unavoidable for the delivery of the site. It is likely that bats, birds and small mammals will be the key considerations to be factored into the site’s design, and with the retention of sufficient green/blue infrastructure, they will be able to continue utilising the site. Opportunities will also exist to enhance the site for such species through the inclusion of species-specific enhancement measures (bird/bat boxes) and enhancements of green/blue resources by bringing the most important features (i.e. Castlefield Pond, Doxey Brook, woodland, enhanced cricket pitch area) into long-term management.
- 5.86 Existing national policy seeks the delivery of measurable gains for biodiversity, and this is strengthened through emerging national policy put forward in The Environment Act 2021. Ultimately, this Act will change existing legislation to make quantifiable gains in biodiversity value a legal requirement as part of development, and this is demonstrated through the use of Defra’s biodiversity metric. Such calculations are beyond the scope of preparing the vision for the site, but any future application and landscape strategy will need to demonstrate compliance with this policy and achieve a minimum of 10% uplift in biodiversity value. As discussed throughout the vision for the site, this will be facilitated through the retention of the most important/valuable habitats, increasing the coverage of them where possible (targeting woodland) and bringing each into optimal long-term management, which will be secured for a minimum of 30 years. Where incidental losses in biodiversity value are

¹² Put forward in the British Standard for Biodiversity (BS:42020)

¹³

https://www.staffordbc.gov.uk/sites/default/files/cme/DocMan1/Planning%20Policy/New%20Stafford%20Borough%20Local%20Plan%202020-2040/Evidence%20Base%20Documents/Nature_Recovery_Network_Mapping.pdf

expected, this will be ameliorated through replacement on-plot habitat, only seeking off-site habitat creation as a last resort once on-site options have been exhausted.

- 5.87 A key principle of the SRF is to maximise opportunities for biodiversity and encourage a natural development setting and high-quality amenity. This in turn will create an attractive environment in which to live, work and spend time in, and help to bring in key investment into the town.

In order to address these concerns, the delivery partners have instructed an ecological consultant to undertake a high-level assessment of the existing biodiversity within the site and provide guidance as to the likely impact of development. Further detail on this has been included within the SRF as a result of this work.

Specific changes to the SRF comprise the consideration of Biodiversity Net Gain as a mandatory component of the delivery of the site, which will be facilitated through habitat retention and long-term enhancements should detailed survey work identify they are in unfavourable condition. Recommendations have also been made regarding species-specific habitat improvements and provision of educational material for new residents/occupants to access to understand how they can enjoy the local unique wildlife sustainably. It should also be noted that the Stafford Station Gateway site is within 15 km of the Cannock Chase Special Area of Conservation (SAC) and therefore will need to provide a developer contribution for each new dwelling constructed.

The Framework now sets out the guidance which any detailed masterplanning needs to factor in to ensure that the site can deliver an overall net gain for biodiversity and protect its wildlife whilst still offering opportunities for public recreation.

Flood Risk

- 5.88 Respondents have asked how the development considers the risk of flooding at the site. Particular attention has been drawn to the role the balancing pond plays in preventing flooding on Newport Road, and the former cricket pitch which is an active flood plain.
- 5.89 The opening-up of the Doxey Drain is part of the flood risk strategy for the Gateway area. There is no development proposed over the Drain. The balancing pond is also proposed to be retained in full, with its capacity for flood risk mitigation kept intact. The former cricket pitch is also proposed for retention as a local nature reserve, meaning there will be no detrimental impacts in relation to flooding of this part of the site.
- 5.90 Initial assessments of the impact of the proposed development on flood risk have been undertaken and indicate that the indicative masterplan set out in the SRF is feasible. Further work will follow to ensure that the proposals are acceptable in terms of flooding and drainage. This will be considered fully as part of any future planning applications at the site.

Trees

- 5.91 A common theme within responses was the need to retain trees where possible within the SRF. Groups of trees highlighted specifically were those around the balancing pond; trees around the Hollies site; trees providing privacy for properties on Newport Road; and the trees forming part of the bund to the east of Martin Drive which act as a visual and acoustic barrier.
- 5.92 Consideration of high-value groups of trees will be reviewed as individual planning applications come forward. No trees within the Gateway site are protected either by a Tree Protection Order or by lying within a Conservation Area. All trees would need to be surveyed and assessed in an arboricultural impact assessment, with tree retention based on survey findings on a site by site basis.

The value of trees within the site is acknowledged, and as such plans and imagery within the SRF has been updated to indicate where trees might be retained as part of the proposals.

Amenity

Balancing Pond

- 5.93 The balancing pond forms a central feature within the SRF, and this was apparent in the consultation responses. Respondents highlighted the balancing pond's contribution to local wildlife, the amenity of local residents and visitors to the site, and its role as an asset for local anglers who are keen to maintain access in this regard.
- 5.94 Future maintenance regime will need to be discussed and agreed with landowners. The balancing pond will be part of a wider drainage strategy for the site.

Open Space

- 5.95 Respondents commented that the SRF is amended to include a greater proportion of open space within the site. Suggestions include
- The retention of the former rugby pitch as a community garden with a focus on biodiversity;
 - The retention of the former cricket pitch as a nature reserve; and
 - The inclusion of a green corridor along the Doxey Drain which utilises this as a natural asset.
- 5.96 The former rugby pitch was vacated by Stafford Rugby Union Football Club in 2019. The club moved to new premises on Blackberry Lane close to the Gateway site, comprising two full size rugby pitches, two training pitches, and provision for youth players. This represents a significant improvement to the club's facilities. The former pitch within the Gateway site was earmarked for housing development as part of the club's move, and this has been highlighted in SBC's Playing Pitch Strategy issued in 2019.
- 5.97 The former cricket pitch has not been publicly accessible for some time, and is known to flood regularly. The SRF proposes to retain this asset as open space, with options for its enhancement being explored going forward.
- 5.98 Opening up and partly relocating Doxey Drain (currently partly culverted) to create a new linear park and public open space will add additional amenity value to local residents.
- 5.99 Additional open space is available in close proximity to the site at the Landons Way playground included within the St Modwen development, the Castle View park and play area to the west of the Wicketgate Character Zone, and Victoria Park to the east of the railway line which has received significant recent investment.

Sports Facilities

- 5.100 Stakeholders have expressed a desire for the site to accommodate formal sporting provision, which could serve as community assets accommodating leisure uses.
- 5.101 The July 2019 Playing Pitch Strategy confirms that identified shortfalls for most sports can be met through better utilisation of existing provision within Stafford Borough.
- 5.102 The relocation of Stafford Rugby Club to Blackberry Lane is factored into the 2019 Strategy, acknowledging that the site will be subsequently developed. Sport England were also engaged as part of the planning application for the new facility. Sport England were consulted on the planning applications for this relocation, which included an assessment against Sport England's 'Planning for Sport Aims and Objectives'. Following the submission of a revised application, Sport England were supportive of the proposals.

Heritage

- 5.103 The impact of the proposed development on local heritage has been raised as a consideration by respondents. Particular assets of note include the Hollies, also known locally as the White House, and the listed terraces on Newport Road.
- 5.104 As development comes forward on the site and planning applications are prepared and submitted, consideration will be given to important heritage assets and ensure that these assets are preserved/ enhanced through the proposed development, in line with local and national planning policy.
- 5.105 It should also be noted that The Hollies, which is the former Stafford Rural District offices, is not a listed building as has been suggested by some respondents. The building additionally suffers from a poor state of repair and is not likely to be suitable for redevelopment.

6.0 Conclusions

- 6.1 An extensive public consultation process has been undertaken by the delivery partners in the preparation of the SRF for Stafford Station Gateway. The approach adopted reflects current policy, guidance, and best practice. This has provided an opportunity for residents and local stakeholders to learn about the proposals for the Gateway, the vision and objectives of the SRF and provide their feedback.
- 6.2 The delivery partners and the wider development team would like to thank all of those who took part in the consultation process and provided feedback on the plans. The public consultation resulted in 176 responses through the online survey from residents, stakeholders and those interested in the plans. A range of further comments have been received individually by residents and businesses.
- 6.3 All comments have been reviewed and considered by the project team, many of which have resulted in changes to the Final SRF to better reflect local knowledge and opinion. A full review of the SRF has been undertaken to ensure that the version adopted by SBC represents a carefully considered document which takes these comments received into consideration.
- 6.4 The community consultation process is considered to have been effective and robust, incorporating the views expressed by residents, stakeholders and elected members during the public consultation. The delivery partners have addressed concerns that have been raised wherever possible and addressed them through changes made to the Final SRF, as outlined in this Consultation Statement.

Appendices

Appendix 1- Consultation Boards

Drivers for change

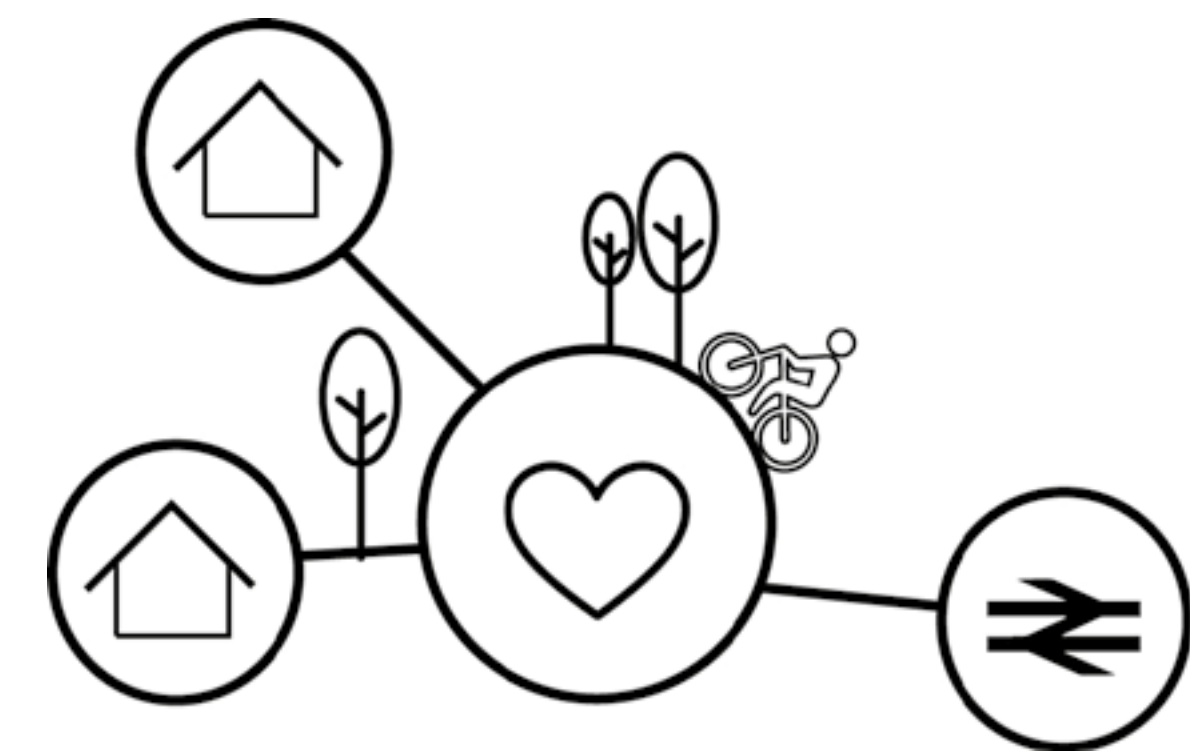
The opportunity to deliver an ambitious and innovative regeneration project at Stafford Station Gateway has been identified and shaped given these key drivers for change:



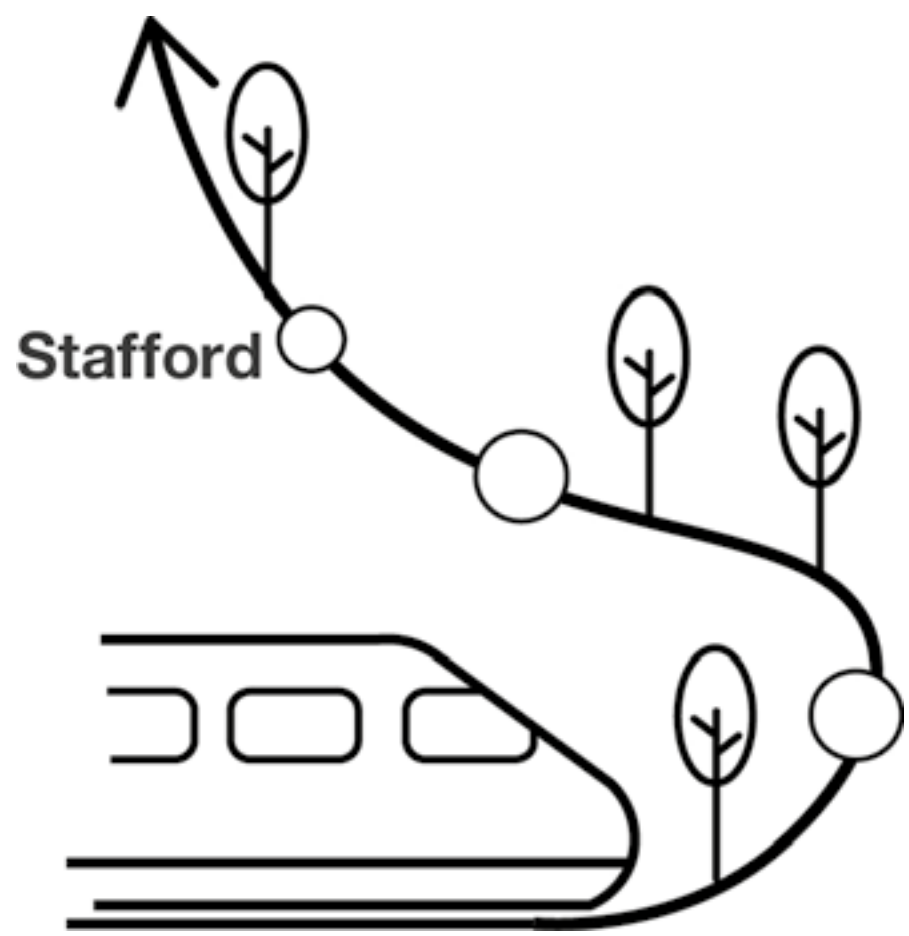
Enhancing Stafford’s role as a town that the residents of the Borough are proud of, and a place that residents are attracted to and want to spend their leisure time in



Providing new high-quality housing to meet local needs and support the Borough’s population growth



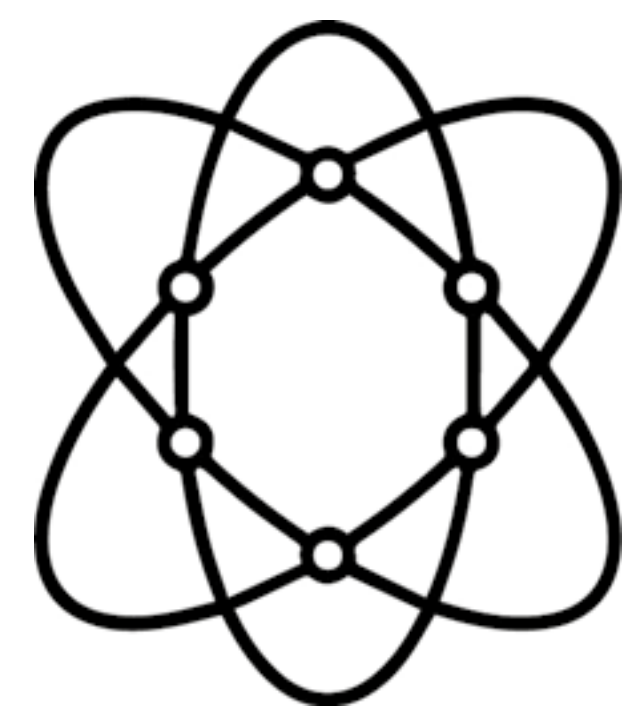
Improving connections between the existing and proposed communities in the west of Stafford to the railway station and town centre



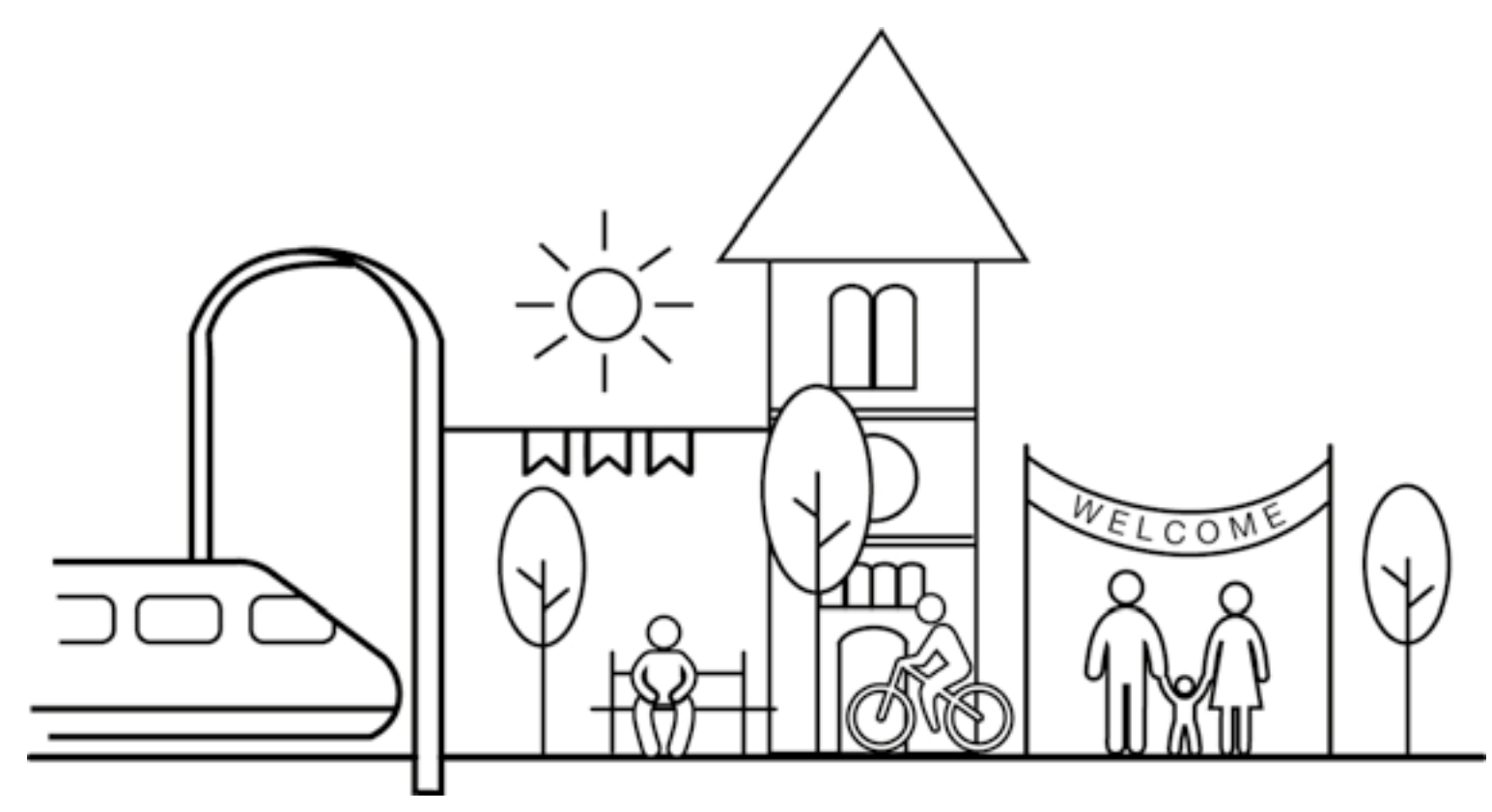
Capitalising on the arrival of HS2 in Stafford and improved connectivity to Birmingham, London and the North



Addressing the challenges of climate change



Supporting a transition to a digital-led, high-value economy



Creating a new gateway into Stafford, shifting the focus from a ‘commuter town’ into a town which is attractive, vibrant, and unique



To create an alternative and viable live/work balance

“By 2040 Stafford Station Gateway will be a thriving, vibrant new community within Stafford Town Centre where people want to live, work and visit, conveniently connected to Stafford Railway Station, and providing access to Staffordshire, the Midlands and beyond.

Stafford Station Gateway will sustainably connect existing and emerging communities to the west, with the town centre and railway station, and provide high-quality amenities, workspaces and active green and blue spaces and public realm to deliver an exemplar low-carbon development for Stafford. This will provide a very different, yet complementary offer, to the housing sites that have been developed in and around the town over recent years and provide a link to and from them.

By providing this variation, the Gateway will draw new people into Stafford, appealing to families and young professionals, businesses and occupiers, seeking to benefit from the connectivity of the place, but also from the vibrancy and amenity on offer, which in turn will encourage innovation and creativity”

The SRF aims to deliver:

- A new mixed use community including high quality housing, new Grade A office space and retail/leisure space.
- The opportunity to create smaller workspaces
- A new hotel
- A new multi-storey car park
- The potential for an Innovation Hub
- High quality public realm and open spaces, including an upgraded water corridor and maximising the unique lakeside setting



The Vision

A series of overarching development principles have been proposed:



Development Principle 1
A Diverse and Growing Town Centre

Stafford Station Gateway in time will become part of Stafford Town Centre, and as such needs to complement and support the amenities and uses already on offer within the Primary Shopping Area, but also provide sufficient scale and mix of uses which equally will attract future residents and workers in the Gateway area and meet the needs of the existing and growing nearby communities.



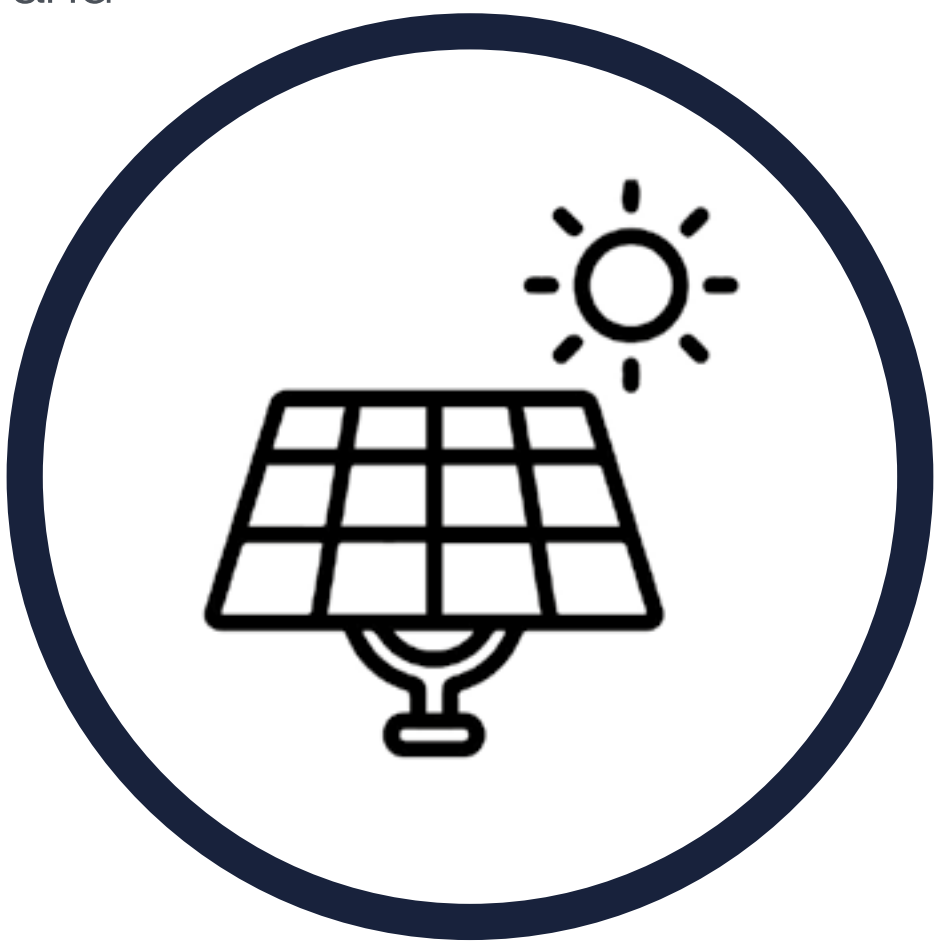
Development Principle 2
A Connected Stafford

Stafford Station Gateway should capitalise on, and further enhance, the excellent transport connectivity that the town of Stafford currently enjoys by enhancing local connectivity, focusing on active travel and enhanced bus services, along with a new western station entrance.



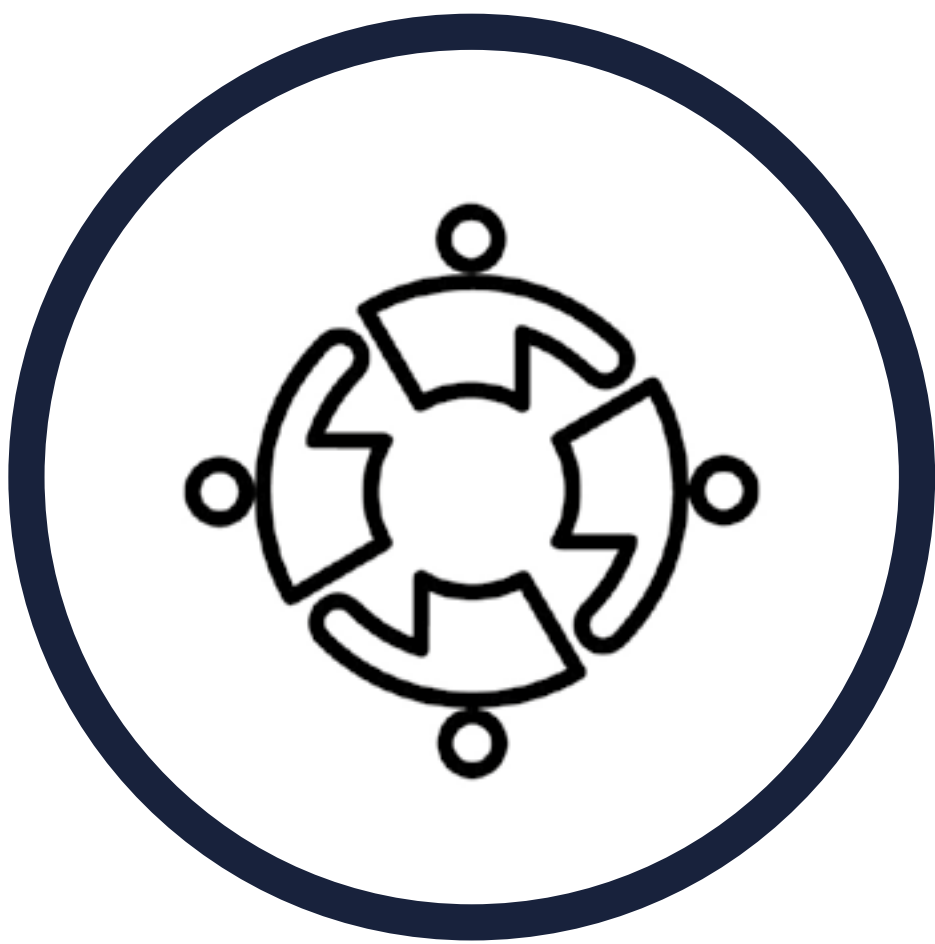
Development Principle 3
Delivering a High-Quality Place for Live and Work

There is the opportunity to create a holistic approach to home and work life in this area of Stafford, with a new model for providing spaces for an innovative community to thrive, and for businesses and families to grow. The SRF promotes a walkable neighbourhood that includes a wide range of housing types and innovative workspaces.



Development Principle 4
Promoting a Sustainable New Neighbourhood

Stafford Borough Council declared a climate change emergency in July 2019, and the Gateway will form an integral part of the response through sustainable design features. The SRF brings existing and proposed greenspaces and natural assets together.



Development Principle 5
People, Community and Driving Social Value

Stafford Station Gateway presents an exceptional opportunity to establish a new hub for communities in and around Stafford, drawing on the existing strengths of the town and its people. The site's location is conveniently accessible for residents, workers and visitors, and will serve as a natural growth of the town centre to the west.



The SRF divides Stafford Station Gateway into seven Character Zones, reflecting on the different scale, character, and uses proposed within each zone. The SRF aims to create distinct neighbourhoods that people can feel proud of :



The Station Gateway

The Station Gateway champions a commercial-led, mixed-use approach, retaining the Royal Mail Depot Building as an existing historic asset. The area will support a mix of uses including retail, food and beverage, offices, residential, and a hotel. The Station Gateway Character Zone enables Stafford to create a medium to higher density development in the most accessible location to support a diverse and growing population.



The Hollies

The Hollies will be a low to medium density residential-led neighbourhood providing a variety of house types, with family housing being the main component. The Hollies has the potential to become a high-quality residential environment, with a mix of townhouses and apartments that support a range of lifestyles, including family-living, in close proximity to the Station Gateway.



Marling Terrace

Marling Terrace comprises apartment blocks and townhouses with front doors opening out on to streets designed for people to walk and cycle safely. The Doxey Brook weaves the centre of the site, opening out into green open spaces. Landscaping will be designed so that residents are protected from any noise and visual impacts of the surrounding roads.



Lakeside

Lakeside Character Zone will be home to a mix of residential apartments and townhouses. A new park provides open space at the heart of the character area, with townhouses to the west and east, and overlooked by apartments to the south overlooking an enhanced lake. The apartments will have the potential for commercial uses (leisure/food & beverage) on the ground floor.



Wicketgate

Wicketgate is envisaged as a more intimate community, focused around the Doxey Brook but also around key green spaces, such as the former cricket pitch, which will be retained as public open space. New shared green squares will also be created. New pedestrian routes will link into the surrounding developments, including Doxey Village.

Castle Engine Works

Castle Engine Works retains the Stafford College Technology Centre and provides smaller maker terraces to promote small business start-ups, create new space for growing commercial and business opportunities, and complement the existing commercial offer in Stafford town centre.

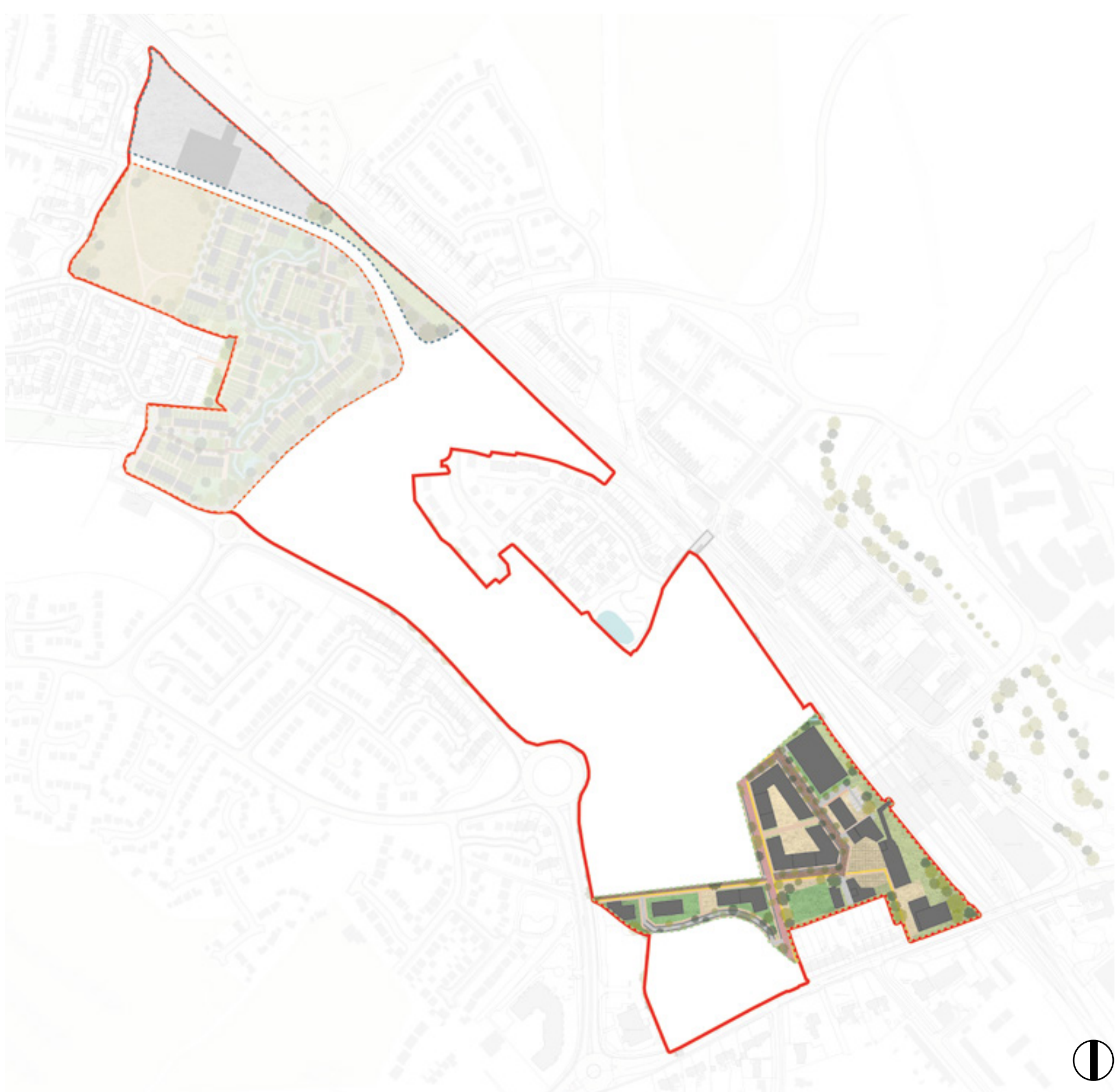
Doxey Road

Doxey Road could provide a new light industrial / commercial-led development. Doxey Road will become a strong boulevard, directly connecting the residential developments in Wicketgate with Marling Terrace and Station Gateway to the south, and into the wider town centre of Stafford.



Phase 1A

Phase 1a is likely to be the former Saint Gobain site. An application for Levelling Up Funding has been submitted to remediate the site and prepare the land for development.



Phase 1b

Phase 1b is likely to centre around the Station Gateway. It will involve creating development parcels, high quality public realm and infrastructure, and amenity provision to set the benchmark for the remaining development phases.



Phase 2

Phase 2 and later phases of the development will take in the central portion of the site leading up to Unicorn Way, including implementation of a flood risk strategy to unlock and enable these sites to come forward.

Appendix 2 – Consultation Posters

Introduction

Stafford Station Gateway aims to transform the western approach to Stafford Town Centre, creating a vibrant and active new neighbourhood, within a 15-minute walking time of Stafford Railway Station.

The Gateway will form a vital part of the county's future, building on the opportunity of HS2 as a key driver for economic growth. The area has the potential to be a new live-work community, becoming an integral part of the town centre, and providing high quality housing, office and leisure space.

Our vision aligns with the emerging Local Plan and Government's drive to:

- Create new communities close to sustainable public transport nodes;
- Regenerate brownfield land;
- Elevate Stafford's offer as a key regional town that links the Midlands with the North; and
- Support the levelling-up agenda in driving forward economic growth for the benefit of existing communities.

The Stafford Station Gateway Strategic Regeneration Framework ("SRF") has been prepared collaboratively by Stafford Borough Council, Staffordshire County Council and LCR, the UK Government's placemaking expert.

Status

The Draft SRF is available for you to view and comment on until 29th September 2022 . Following the consultation period, the Council will consider any representations received and these will be used to shape and inform the final Strategic Regeneration Framework.

Once adopted, the SRF will guide how the Council determine future planning applications across the framework area. It will also support and encourage future investment into Stafford Station Gateway.



Drivers for change

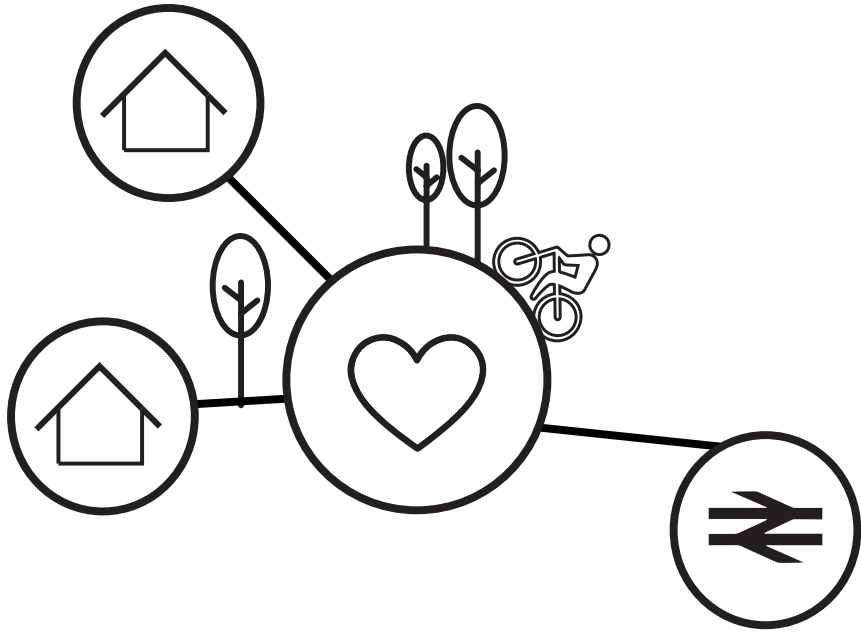
The opportunity to deliver an ambitious and innovative regeneration project at Stafford Station Gateway has been identified and shaped given these key drivers for change:



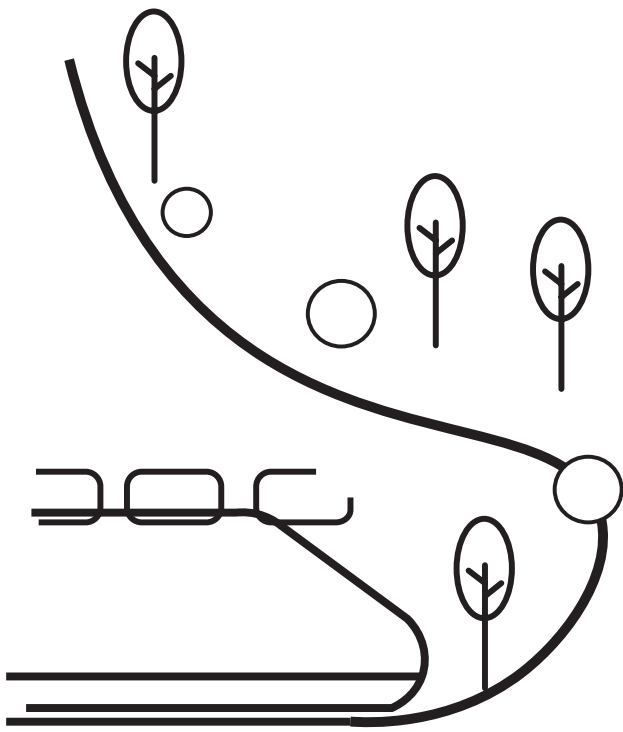
Enhancing Stafford's role as a town that the residents of the Borough are proud of, and a place that residents are attracted to and want to spend their leisure time in



Providing new high-quality housing to meet local needs and support the Borough's population growth



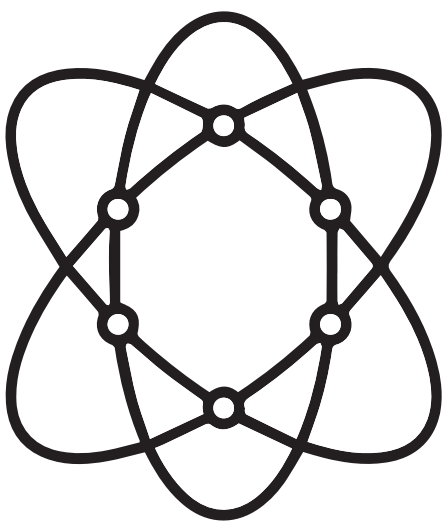
Improving connections between the existing and proposed communities in the west of Stafford to the railway station and town centre



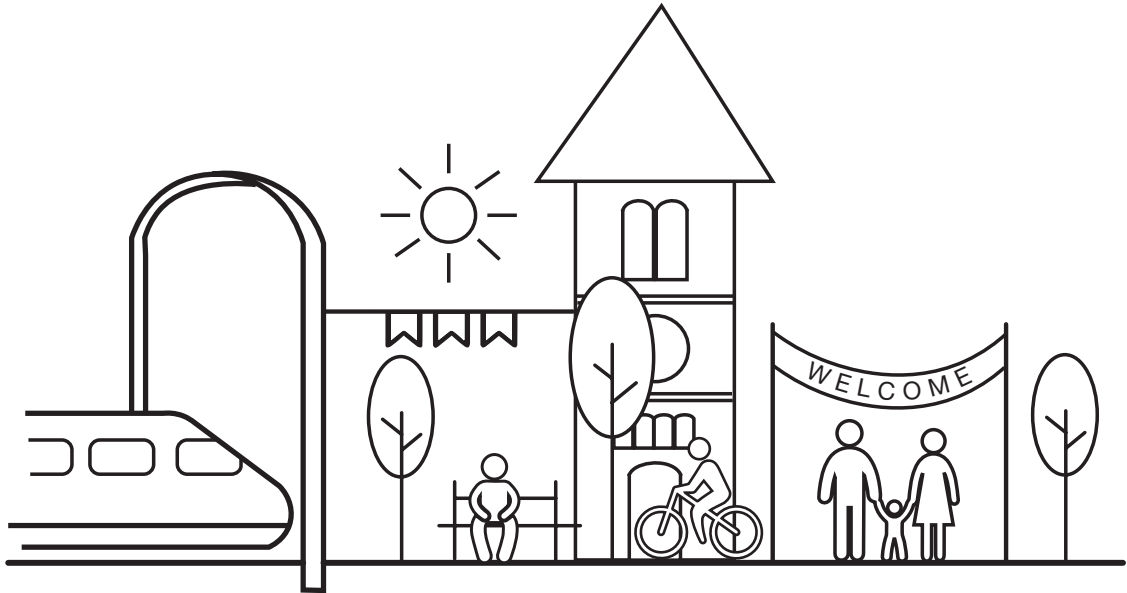
Capitalising on the arrival of HS2 in Stafford and improved connectivity to Birmingham, London and the North



Addressing the challenges of climate change



Supporting a transition to a digital-led, high-value economy



Creating a new gateway into Stafford, shifting the focus from a 'commuter town' into a town which is attractive, vibrant, and unique



To create an alternative and viable live/work balance

You can submit your views between 18th August and 29th September 2022.

Submit your views online

www.staffordbc.gov.uk/stafford-regeneration-stafford-station-gateway

Email

staffordstationgateway@cbre.com

Write to us

Stafford Borough Council
Civic Centre
Riverside
Stafford
ST16 3AQ

The Vision

“By 2040 Stafford Station Gateway will be a thriving, vibrant new community within Stafford Town Centre where people want to live, work and visit, conveniently connected to Stafford Railway Station, and providing access to Staffordshire, the Midlands and beyond.

Stafford Station Gateway will sustainably connect existing and emerging communities to the west, with the town centre and railway station, and provide high-quality amenities, workspaces and active green and blue spaces and public realm to deliver an exemplar low-carbon development for Stafford. This will provide a very different, yet complementary offer, to the housing sites that have been developed in and around the town over recent years and provide a link to and from them.

By providing this variation, the Gateway will draw new people into Stafford, appealing to families and young professionals, businesses and occupiers, seeking to benefit from the connectivity of the place, but also from the vibrancy and amenity on offer, which in turn will encourage innovation and creativity”

The SRF aims to deliver:

- A new mixed use community including high quality housing, new Grade A office space and retail/leisure space.
- The opportunity to create smaller workspaces
- A new hotel
- A new multi-storey car park
- The potential for an Innovation Hub
- High quality public realm and open spaces, including an upgraded water corridor and maximising the unique lakeside setting



Development Principles

A series of overarching development principles have been proposed:



Development Principle 1 A Diverse and Growing Town Centre

Stafford Station Gateway in time will become part of Stafford Town Centre, and as such needs to complement and support the amenities and uses already on offer within the Primary Shopping Area, but also provide sufficient scale and mix of uses which equally will attract future residents and workers in the Gateway area and meet the needs of the existing and growing nearby communities.



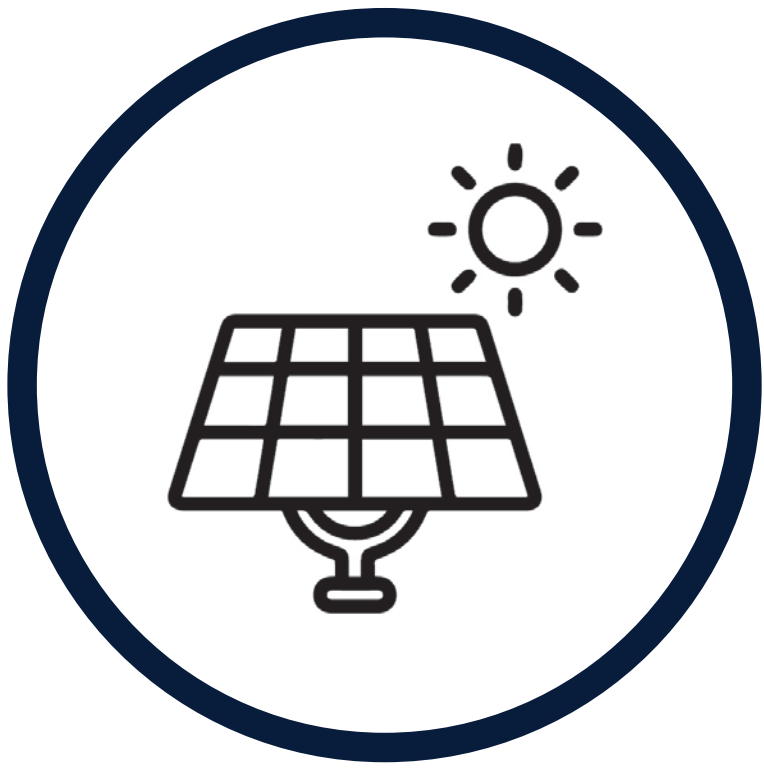
Development Principle 2 A Connected Stafford

Stafford Station Gateway should capitalise on, and further enhance, the excellent transport connectivity that the town of Stafford currently enjoys by enhancing local connectivity, focusing on active travel and enhanced bus services, along with a new western station entrance.



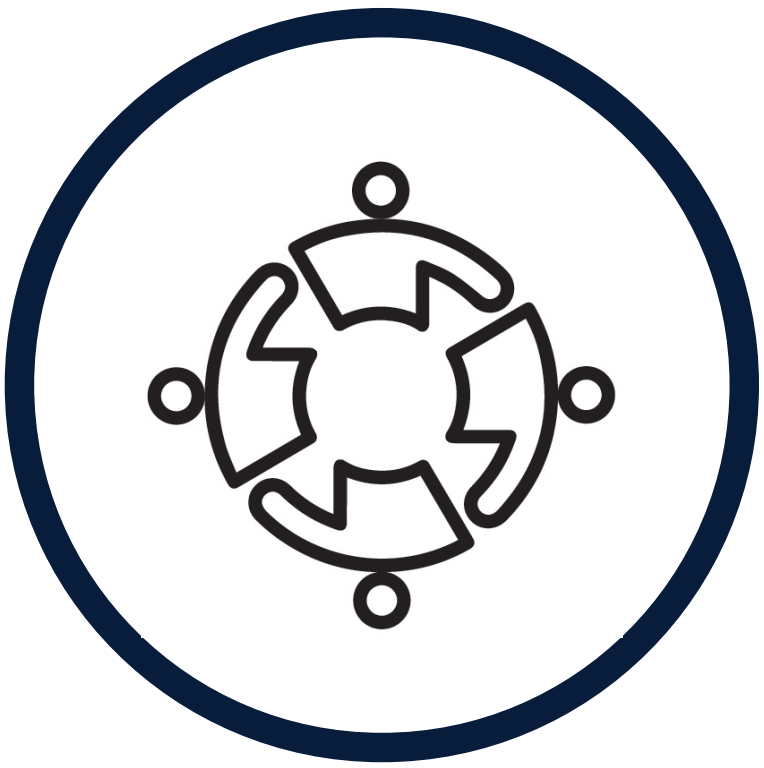
Development Principle 3 Delivering a High-Quality Place for Live and Work

There is the opportunity to create a holistic approach to home and work life in this area of Stafford, with a new model for providing spaces for an innovative community to thrive, and for businesses and families to grow. The SRF promotes a walkable neighbourhood that includes a wide range of housing types and innovative workspaces.



Development Principle 4 Promoting a Sustainable New Neighbourhood

Stafford Borough Council declared a climate change emergency in July 2019, and the Gateway will form an integral part of the response through sustainable design features. The SRF brings existing and proposed greenspaces and natural assets together.

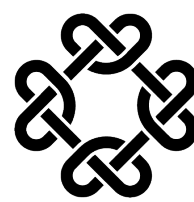


Development Principle 5 People, Community and Driving Social Value

Stafford Station Gateway presents an exceptional opportunity to establish a new hub for communities in and around Stafford, drawing on the existing strengths of the town and its people. The site’s location is conveniently accessible for residents, workers and visitors, and will serve as a natural growth of the town centre to the west.



Staffordshire
County Council



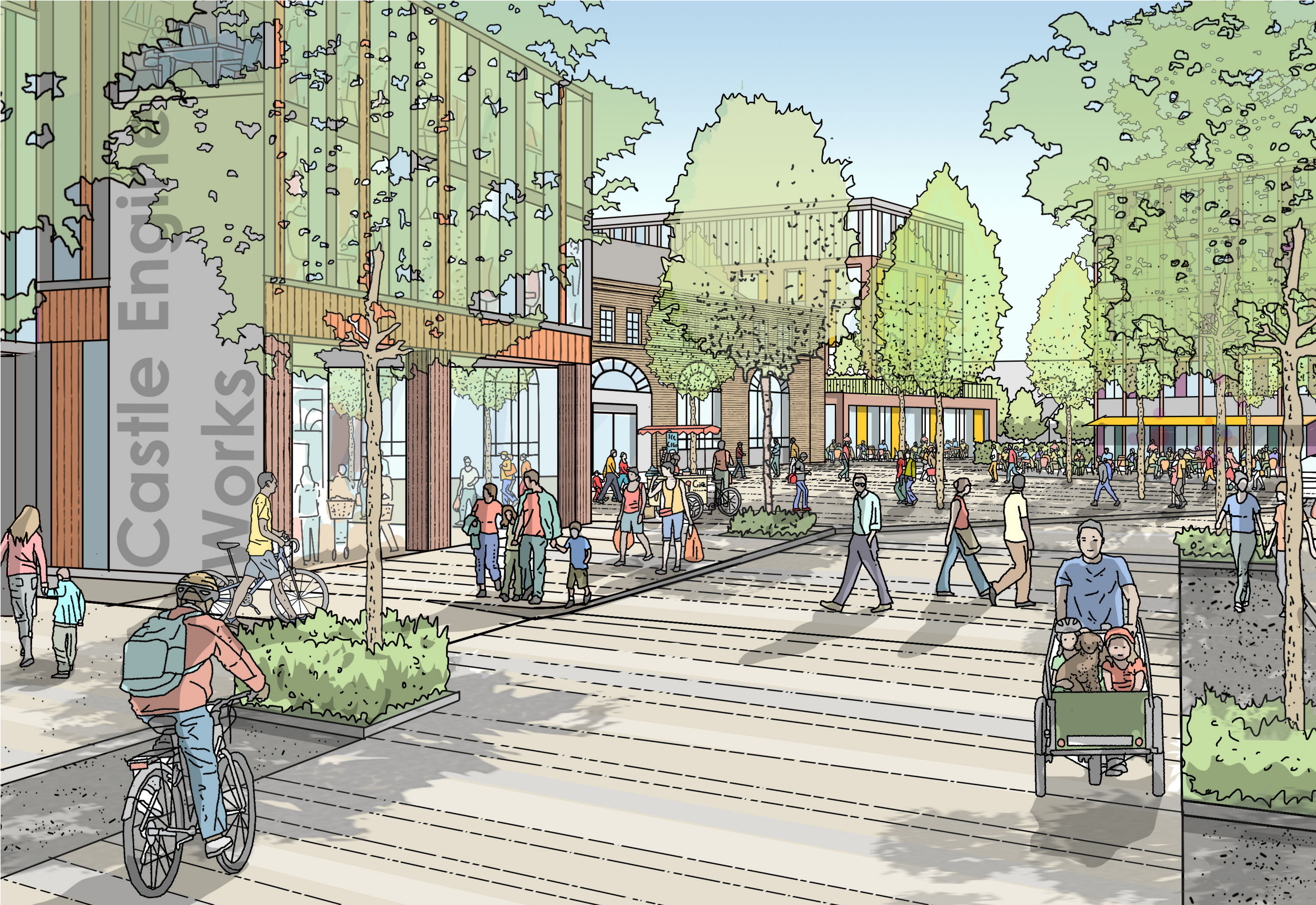
Stafford
BOROUGH COUNCIL

LCR

Character Zones



The SRF divides Stafford Station Gateway into seven Character Zones, reflecting on the different scale, character, and uses proposed within each zone. The SRF aims to create distinct neighbourhoods that people can feel proud of.



The Station Gateway

The Station Gateway champions a commercial-led, mixed-use approach, retaining the Royal Mail Depot Building as an existing historic asset. The area will support a mix of uses including retail, food and beverage, offices, residential, and a hotel. The Station Gateway Character Zone enables Stafford to create a medium to higher density development in the most accessible location to support a diverse and growing population.

Character Zones



The Hollies

The Hollies will be a low to medium density residential-led neighbourhood providing a variety of house types, with family housing being the main component. The Hollies has the potential to become a high-quality residential environment, with a mix of townhouses and apartments that support a range of lifestyles, including family-living, in close proximity to the Station Gateway.



Lakeside

Lakeside Character Zone will be home to a mix of residential apartments and townhouses. A new park provides open space at the heart of the character area, with townhouses to the west and east, and overlooked by apartments to the south overlooking an enhanced lake. The apartments will have the potential for commercial uses (leisure/food & beverage) on the ground floor.

Castle Engine Works

Castle Engine Works retains the Stafford College Technology Centre and provides smaller maker terraces to promote small business start-ups, create new space for growing commercial and business opportunities, and complement the existing commercial offer in Stafford town centre.



Marling Terrace

Marling Terrace comprises apartment blocks and townhouses with front doors opening out on to streets designed for people to walk and cycle safely. The Doxey Brook weaves the centre of the site, opening out into green open spaces. Landscaping will be designed so that residents are protected from any noise and visual impacts of the surrounding roads.



Wicketgate

Wicketgate is envisaged as a more intimate community, focused around the Doxey Brook but also around key green spaces, such as the former cricket pitch, which will be retained as public open space. New shared green squares will also be created. New pedestrian routes will link into the surrounding developments, including Doxey Village.

Doxey Road

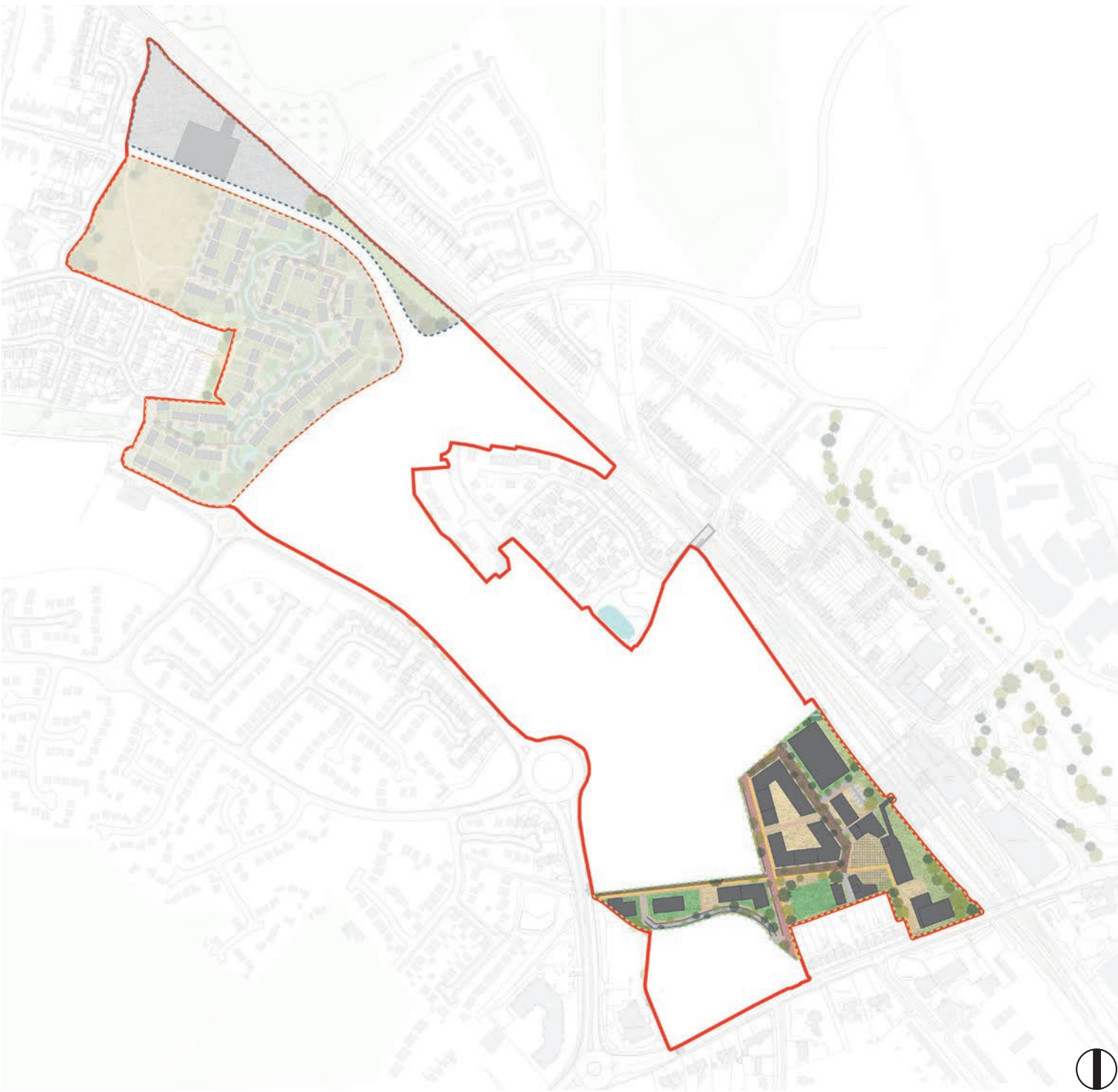
Doxey Road could provide a new light industrial / commercial-led development. Doxey Road will become a strong boulevard, directly connecting the residential developments in Wicketgate with Marling Terrace and Station Gateway to the south, and into the wider town centre of Stafford.

Phasing and Delivery



Phase 1A

Phase 1a is likely to be the former Saint Gobain site. An application for Levelling Up Funding has been submitted to remediate the site and prepare the land for development.



Phase 1b

Phase 1b is likely to centre around the Station Gateway. It will involve creating development parcels, high quality public realm and infrastructure, and amenity provision to set the benchmark for the remaining development phases.

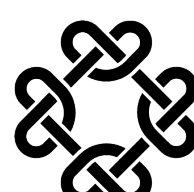


Phase 2

Phase 2 and later phases of the development will take in the central portion of the site leading up to Unicorn Way, including implementation of a flood risk strategy to unlock and enable these sites to come forward.



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Appendix 3 – Draft SRF Questions

Stafford Station Gateway Draft SRF

* Required

1. What is your relationship to the Stafford Station Gateway site? Tick all that apply *

- ☐ I live in Stafford
- ☐ I work here
- ☐ I study here
- ☐ I shop here
- ☐ I meet family/ friends here
- ☐ I have a business here
- ☐ Other

2. What is your postcode? (Optional)

3. Do you support our vision for the Stafford Station Gateway site?

*"By 2040 Stafford Station Gateway will be a **thriving, vibrant new community** within Stafford Town Centre where people want to live, work and visit, conveniently connected to Stafford Railway Station, and providing access to Staffordshire, the Midlands and beyond.*

*Stafford Station Gateway will **sustainably connect existing and emerging communities** to the west, with the town centre and railway station, and provide **high-quality amenities, workspaces and active green and blue spaces and public realm** to deliver an **exemplar low-carbon development** for Stafford. This will provide a very different, yet complementary offer, to the housing sites that have been developed in and around the town over recent years and provide a link to and from them.*

*By providing this variation, the Gateway will **draw new people into Stafford**, appealing to families and young professionals, businesses and occupiers, seeking to benefit from the **connectivity** of the place, but also from the **vibrancy and amenity** on offer, which in turn will **encourage innovation and creativity**" **

- ☐ Strongly support
- ☐ Agree
- ☐ Neither agree nor disagree

—

4. If you have any other comments on the vision, please set these out below

5. Do you support our objective to create a new western gateway for Stafford (Strategic Objective 1)? *

- ☐ Strongly support
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

6. Based on Strategic Objective 1, what are your views on the following sub-objectives? *

	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree
Delivering transformational regeneration that extends Stafford town centre and increases its vitality improves connectivity and diversifies the offer of Stafford as a major regional centre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capitalising on the arrival of HS2 and wider rail improvements by providing a new hub that attracts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

attracts
inward
investment
and provides
a new
destination
for people to
live and work.

Linking into
existing and
new western
residential
suburbs
providing
improved
connectivity
between
Burleyfields,
Castlefields,
Stafford
Railway
Station and
Stafford Town
Centre.



Improving
movement,
permeability
and
connectivity
and
encouraging
sustainable
modes of
transport,
walking and
cycling.



7. Do you support our objective to create a place to live, work and relax (Strategic Objective 2)? *



Strongly support



Agree



Neither agree nor disagree



Disagree



Strongly disagree

8. Based on Strategic Objective 2, what are your views on the following sub-objectives? *

	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree
Creating a mix of uses that complement the Town Centre and support the type and scale of uses to deliver positive growth within Stafford.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creating a place which is not only a destination where people go to work, but one with a distinct identity that offers an integrated approach to living, working and relaxing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Catalysing regeneration and delivering a new regionally significant destination which can attract and retain new talent, skills and jobs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree

providing a hotbed for innovation and start-up industry and providing flexible workspace.

☐

☐

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☐

Providing complementary retail and leisure uses to deliver attractive amenities for those living and working within the Stafford Station Gateway area as well as benefiting existing communities and supporting the uses within the town centre.

☐

☐

☐

☐

☐

Delivering high quality market and affordable homes to meet the needs of Stafford and to complement emerging strategic growth areas.

☐

☐

☐

☐

☐

9. Do you support our objective to create a quality of place, building on natural and physical assets (Strategic Objective 3)? *

- ☐ Strongly support
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree

10. Based on Strategic Objective 3, what are your views on the following sub-objectives? *

	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree
Delivering outstanding public realm that builds upon and brings to life existing unique natural assets, including green and blue infrastructure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing green spaces and open space that sets the Gateway within its unique landscape setting, promoting a quality of place and	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

place and encouraging internal connectivity, as well as extending links to surrounding communities, the railway station and the heart of the town centre.

☐☐☐☐☐

To provide open spaces, amenities and shared uses that build on the landscape strengths of the Gateway.

☐☐☐☐☐

Integrating the area's green and blue infrastructure with connectivity, accessibility, and movement through the Gateway and beyond.

☐☐☐☐☐

11. Do you support our objective to create a place that puts sustainability at its heart (Strategic Objective 4)? *

☐

Strongly support

☐

Agree

☐

Neither agree nor disagree

☐

Disagree

☐

Strongly disagree

12. Based on Strategic Objective 4, what are your views on the following sub-objectives? *

	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree
Delivering a holistic new quarter of Stafford that places sustainability at its heart and responds to the challenge of the climate emergency.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Embedding exemplar sustainable policy and principles into planning decision making and ensuring the development of the Gateway leads the way for sustainable development in Stafford, embracing net zero carbon opportunities and passive design.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrating social value into the fabric of the Gateway and ensure that its' future development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

delivers social
capital.

13. Do you support our ambitions and key development principles for Stafford Station Gateway's site? *

	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree
Development principle 1 – A diverse and growing town centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development principle 2 – A connected Stafford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development principle 3 – Delivering a high-quality place for live and work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development principle 4- Promoting a sustainable new neighbourhood, responding to the climate change emergency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Development principle 5 – Putting the community at its heart, creating new opportunities for the existing community as well as new.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Do you support our proposals for each of the Stafford Station Gateway Character Zones? *

	Strongly Support	Agree	Neither agree not disagree	Disagree	Strongly disagree
Station Gateway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Hollies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lakeside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Castle Engine Works	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marling Terrace	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wicketgate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Doxey Road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. If you strongly agree or disagree with any of our proposals, please could you explain why

16. Is there anything missing from our proposals that should be included in the Strategic Regeneration Framework (SRF)?

17. Do you have any other comments on the Draft Stafford Station Gateway Strategic Regeneration Framework?

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