

# Stafford Station Gateway Strategic Regeneration Framework



Delivery Partners



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*“By 2040 Stafford Station Gateway will be a thriving, vibrant new community within Stafford where people want to live, work and visit, sustainably connected to Stafford Railway Station”*

**Stafford Station Gateway provides a fantastic opportunity to transform the western approach to Stafford Town Centre. It will create a new vibrant and active neighbourhood, set within a 15-minute walking time of Stafford Railway Station.**

**The development will maximise the social and economic benefits for the town centre and existing communities:**



**New employment opportunities will be created**



**Innovative workplaces will be delivered**



**High-quality housing set in beautiful new green spaces will be realised**



**Quality public squares and new leisure amenities will be enjoyed by all**

The SRF sets out the strategic framework and long-term vision for Stafford Station Gateway. It is a tool for economic growth, acknowledging the opportunity to attract new high value jobs and business start-ups given the site's proximity to Stafford railway station and retail core, as well as opportunities created by the proposed Institute of Technology.

The SRF establishes the design and development aspirations for the Gateway, building upon a masterplan for the study area developed in 2020. It provides a framework for developer and landowner partners, enabling high-quality development that will contribute to the economic growth and success of Staffordshire.

The Gateway study area will benefit from improved connections to London arising from HS2, with journey times reduced to 55 minutes.<sup>1</sup> This provides the scope to deliver a new connected and sustainable mixed-use community, attracting new families and businesses into the Borough. It is a place that will help change the profile of Stafford, building on its importance not just on the West Coast Mainline but as a leading centre between the North West and West Midlands conurbations – an attribute that will be increasingly attractive in a flexible, footloose working world.

The Gateway will be an attractive place to live and work, encouraging innovation through the area's links with the proposed new Institute of Technology, an opportunity to attract new occupiers and business start-ups alongside a thriving new residential community which will support and bolster Stafford town centre.

The area already benefits from recent highway investment, the Stafford Western Access Route (SWAR) provides access to the west and north of the town, reducing journey times and alleviating congestion. Through implementing the SRF, connections will be improved for walking and cycling. This will help to better connect communities to the west of Stafford with the railway station and the town centre, which has secured £120m investment.<sup>2</sup> Most importantly the place itself can be highly sustainable, being one of the biggest underutilised sites adjacent to the West Coast Mainline, within walking distance of the core town centre and having the scale to be a community in itself too.

This Strategic Regeneration Framework (SRF) has been subject to stakeholder engagement with the local community, key land owners and statutory consultees during August and September 2022, and has been amended to respond to feedback provided. A greater emphasis has been placed on the need to deliver biodiversity enhancements as part of development coming forward, as well as respond to the challenges of climate change. The SRF has been updated to amend the overarching vision and objectives, with a greater focus on the area's potential to support job creation, as well as adding in additional sections on biodiversity to be clear as to the Council's position of the importance of Biodiversity Net Gain. The amendments to text and plans have been made throughout the document and are detailed within the supporting Statement of Consultation which accompanies this SRF.

1. Phase 2a of HS2 is expected to be connected by 2027.  
2. Committed investments include £21m for town centre regeneration (including works to market square and potential for a new indoor market), £7m History Centre off Eastgate Street and £1.6m for Shire Hall small business hub (<https://www.staffordbc.gov.uk/news/stafford-town-120-million>)

## The Vision

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

*Stafford Station Gateway will create high-value employment and quality low-carbon housing alongside new amenities, which will complement Stafford's existing retail offer. Residents and occupiers will be sustainably connected to the primary shopping area through new walking and cycling routes.*

*Development will respond to the local context, enhancing the existing lake, creating a new Doxey Brook, and maximising biodiversity opportunities through new public realm and landscaping.*

*Development will be designed to be sustainable and adaptable to climate change pressures, and at a density which is appropriate to the site's proximity to a key public transport hub.*

*The Gateway will benefit existing communities as well as appeal to new business start-ups, families and young professionals, seeking to benefit from the connectivity of the place, and the vibrancy and amenity on offer, which in turn will encourage innovation and creativity.'*

**Fig. 01**  
Indicative vision for the Stafford Station Gateway



# Executive Summary

**Our vision supports Stafford's ambition to create investment opportunities and drive forward economic growth. It aligns with the emerging Local Plan and Government's drive to create new communities close to sustainable public transport nodes, regenerating brownfield land, and supporting the Levelling-up agenda in driving forward economic growth for the benefit of existing communities.**

**Underpinning the overarching vision there are four strategic objectives that will enable the vision to be achieved:**

- **Strategic Objective 1:** Transformational Regeneration that Supports the Town Centre
- **Strategic Objective 2 :** A Place to Live, Work & Relax
- **Strategic Objective 3:** A Quality of Place Built on Natural and Physical Assets
- **Strategic Objective 4:** A Place that puts Sustainability at its Heart

The vision and objectives are supported by key development principles and a comprehensive illustrative masterplan for the Stafford Station Gateway. This sets out seven Character Zones and the key moves that are required to facilitate development, including the required infrastructure, development uses and typologies that will support the positive transformation of Stafford Station Gateway as well as ensuring its links into, and wider contribution to Stafford town centre.

Please see page 48 for further detail of the strategic objectives and how they will be implemented through the SRF.



**Fig. 02**  
Site plan and redline boundary for the Stafford Station Gateway

# Executive Summary

**The Strategic Regeneration Framework (SRF) formalises development proposals for the Stafford Station Gateway and guides development within the area from now until 2040, in line with the timeframe of the emerging Local Plan. Given the strategic opportunity that the Stafford Station Gateway represents it is essential that the delivery of this vision is driven forward expediently, well in advance of 2040.**

At its heart, this Strategic Regeneration Framework seeks to be both ambitious and innovative. It aims to encourage high-quality mixed-use development which will support the future economic growth of Stafford and the wider County of Staffordshire, providing new employment and leisure opportunities, supported by a range of housing to create a long-term sustainable community in Staffordshire. The Strategic Regeneration Framework does recognise that there will be a need for some flexibility within the uses proposed, to respond to the market and potential occupiers.

New investment opportunities will be created through the delivery of Grade A office space, workspaces for business start-ups and creatives, and for the Gateway to be set within a high-quality environment, including excellent amenities for businesses and residents to benefit from. This will include a new hotel and the opportunity to attract food and beverage and independent retail units to the Gateway, which will complement rather than compete with Stafford's retail core.

A further benefit is the alignment of the Gateway to the opportunities created by the forthcoming Institute of Technology, helping to upskill the local community so they can benefit from new employment opportunities on offer, and encouraging greater linkages between industry and research.

The aim is to create a new vibrant neighbourhood in close proximity to the town centre which attracts new businesses and professionals into Stafford and secures long lasting economic and social investment. The SRF proposes to add a vibrant neighbourhood in close proximity to the town centre, which will create and secure long-lasting economic, social and environmental benefits for Stafford.



# Introduction

## Purpose of the Strategic Regeneration Framework (SRF)

**The 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 Railway Station as a connected transport hub bringing together Stafford’s western neighbourhoods and the Town Centre.**

**The regeneration of Stafford Station Gateway will catalyse and deliver transformational change, generating new employment opportunities, a mix of uses and sustainable working and living, whilst maximising the potential of the Gateway’s natural and physical assets.**

The Stafford Station Gateway Strategic Regeneration Framework (“SRF”) has been prepared collaboratively by Stafford Borough Council (“SBC”), Staffordshire County Council (“SCC”) and LCR, the UK Government’s placemaking expert. It guides development of the wider Gateway, elevating the offer of Stafford as a key regional town that links the Midlands with the North. The Gateway acts as a key hub on the HS2 London and Midlands to Manchester and the north routes, building on fantastic existing rail connectivity.

The SRF presents a vision, illustrative masterplan and design and development principles to guide the future development of the Gateway area over the next 15 – 20 years, with an initial phase likely to commence by March 2025.

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.

### **Purpose of the Strategic Regeneration Framework**

This Strategic Regeneration Framework has been prepared in light of the rapidly evolving economic landscape resulting from the recent Covid-19 pandemic. CBRE research suggests that COVID-19 has arguably simply sped up pre-existing real estate trends (such as online retail or working from home) which were already well advanced in the UK beforehand.

This Strategic Regeneration Framework recognises the need for Stafford to adapt, attracting in new business and commercial opportunities alongside the creation of a strong and vibrant residential community which will bolster the economic growth of Stafford and complement Stafford’s retail core.

The SRF has been developed with full regard to national planning policy, Stafford’s statutory Development Plan Documents and the emerging Local Plan. Following endorsement, the SRF will be a material consideration in the determination of all planning applications relevant to the study area. Whilst it does not form part of the Development Plan, it has been prepared to be consistent with the policies of the Council’s adopted and emerging Development Plan.

### **Core Objectives of the Gateway Opportunity**

To achieve the Gateway’s ambition, the SRF identifies seven ‘Character Zones’, which collectively have the potential to deliver:

- High quality jobs
- Circa 3,000sqm new Grade A office space
- The opportunity to create smaller workspaces of up to 9,850sqm
- Up to 1,000 residential dwellings comprising a mix of townhouses and apartments
- Circa 1,400sqm new ancillary retail and leisure space, which will not compete with the town centre
- An 80-key hotel
- Up to 350 space new multi-storey car park
- A new Innovation Hub
- High quality public realm and open spaces, including an upgraded water corridor running through the study area and a unique lakeside setting

Stafford benefits from being a highly connected town. It is located at the heart of the country with strong links to the North Staffordshire conurbation as well as the Birmingham City Region. It is easily accessible by both rail and road, being within a short distance from Junction 13 and 14 of the M6 as well as having a busy railway station at a key junction on the West Coast Mainline, which will be strengthened further with the advent of HS2, reducing journey times to London from 80 to 55 minutes and benefiting from increased future capacity. Stafford Station Gateway’s prime location, immediately adjacent to Stafford Station is its biggest strength.

Development in this area will capitalise on improved national and regional rail connections and increased hybrid-working, positioning Stafford as an affordable yet desirable and attractive alternative to dense city life. It will increase the modal share of journeys made by train, thereby reducing the town’s reliance on private vehicles. Additionally, investment into pedestrian and cycling infrastructure will increase the accessibility and permeability of Stafford town centre, particularly from the Western approach towards the station. The Gateway will provide opportunities for flexible working and living space in a post pandemic world, where there is

strong demand to live in connected communities, but with great access to countryside, ideally on foot and by cycle.

Stafford provides good value for money – both for residents and businesses wanting to relocate and grow. The town centre offers plenty of amenity including access to high-quality leisure facilities such as Victoria Park and associated greenspace, independent eateries and shops. Stafford benefits from established educational institutions including, Staffordshire University’s Centre of Excellence and Newcastle and Stafford College Group’s Innovation and Skills Hub, which is under development. Proposals for a new Institute of Technology within the Gateway are also coming forward.

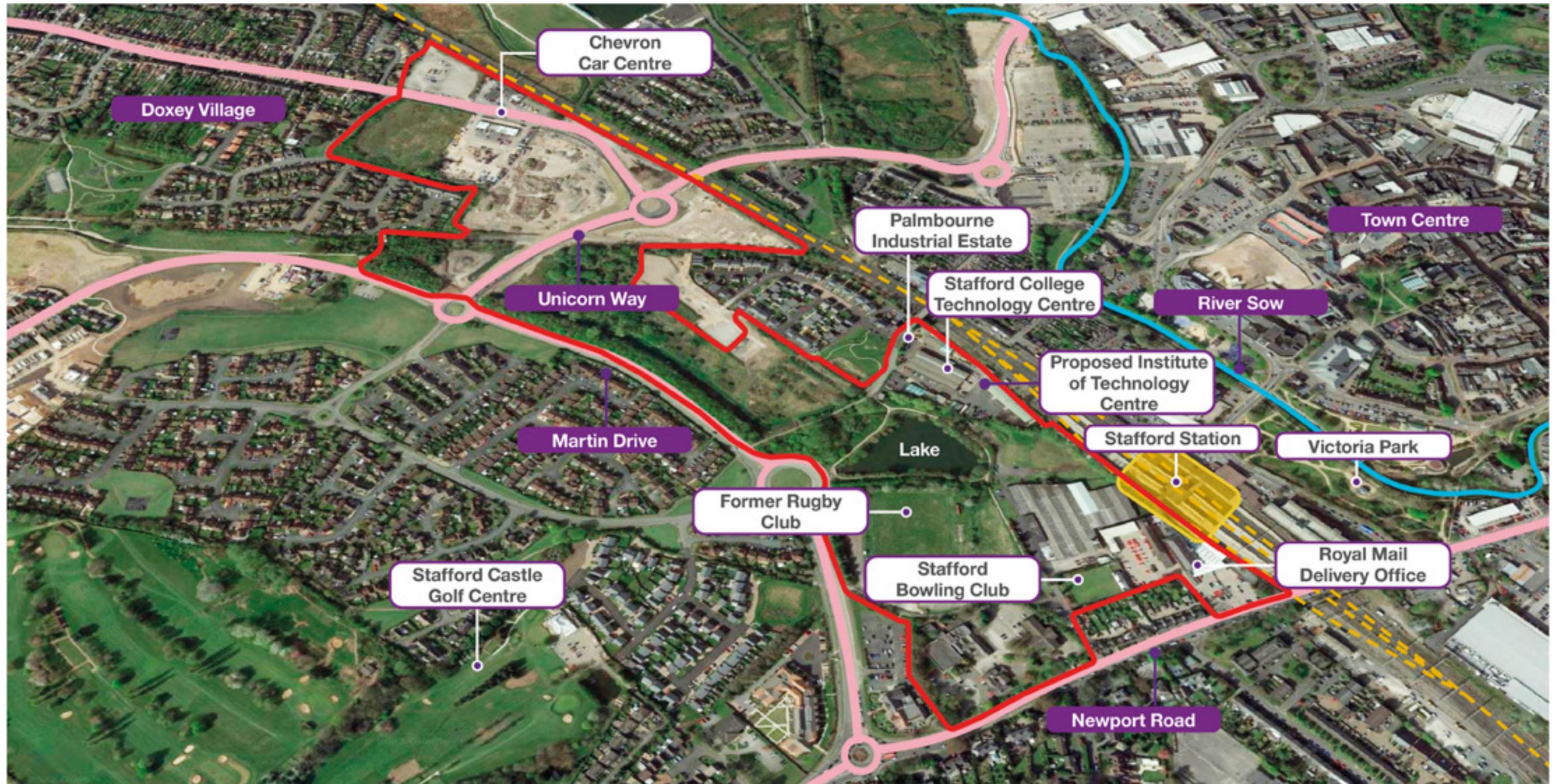
It is imperative that Stafford extends this offering and builds on the recent successful urban extensions of the town, by delivering high quality accommodation with a mix of tenures. This new offering will attract new residents to Stafford, in turn stimulating inward investment and job creation in Stafford town centre.

Stafford Station Gateway will both embrace and reflect the creativity and innovation that Stafford was built on, including engineering, energy, medical technology, construction, digital and agri-tech. Driven by a highly skilled talent pool and the existence of 5000 micro-businesses, the delivery of smaller, alternative and creative workspaces will promote take-up by entrepreneurs, start-ups and self-employed people, drawing people into Stafford and helping to retain those choosing to live in Stafford.

The Gateway will draw upon the success of existing businesses including GE, Saint Gobain, Hitachi and Omicron, who have made significant investments in the Borough, as well as facilitating the emergence and growth of start-ups such as Risual and being linked to local and regional educational establishments to provide job opportunities to young people emerging into the job market.

# Introduction

## Site Boundary



**Fig. 03**  
Local context to the Stafford Station Gateway

## Introduction

### The Delivery Partners



Staffordshire County Council (SCC) is the upper-tier local authority for the non-metropolitan county of Staffordshire. SCC provides strategic project support and advice to the Stafford Station Gateway project and is also a key landowner within the scheme.

Stafford Borough Council (SBC) is a local government district with borough status in Staffordshire, and is the local planning authority for Stafford Station Gateway. SBC manages the project locally and is also involved in taking forward other regeneration initiatives throughout the Borough.

LCR is a regeneration expert with a track record over 25 years of creating exciting new destinations for people to live, work and experience. LCR works to unlock the most complex sites, creating value from underutilised public sector assets and delivering great places for the benefit of all.

# Introduction

## Drivers for Change

**The opportunity to deliver an ambitious and innovative regeneration project at Stafford Station Gateway has been identified and shaped by the following key drivers for change:**

- **Stafford is the County Town for Staffordshire** and as such should be befitting of this, providing the focus for retail, leisure, commercial and employment opportunities and delivering a wide range of services and amenities to service the Borough. Stafford should be 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. The Local Plan confirms that Stafford should enhance its role through increasing the breadth and depth of services on offer and recognises the opportunity to increase the town's population through new housing delivery. This in turn enhances the vibrancy of the town centre, generating footfall to support town centre amenities, and helps create activity from daytime into the evening.
- **Capitalising on the arrival of HS2 in Stafford and improved connectivity** to Birmingham, London and the North – Staffordshire will be surrounded by full-HS2 stations and benefit from HS2 compatible services, enabling travel to London in under an hour and providing an opportunity to bring more people into Stafford. It will also have the potential for better local connectivity due to increased train capacity that will be made possible – this represents an economic and social opportunity to benefit from the significant national investment in HS2.
- **Delivering a changed economic landscape** with the opportunity to support the transformation of Staffordshire from a traditional industrial base through to one which is a 'thriving digital-led, high-value and a clean economy'.<sup>3</sup>
- **The opportunity for transformational change** given the size and scale of the largely brownfield location which is adjacent to the existing town centre and railway station. This will support the regeneration of the wider town centre and complementing existing investment already being funnelled into the town. There is also the opportunity to put Stafford 'on the map' through creating an exemplar development which encourages future change within the town centre and the Borough as a whole.
- **A need to provide new high-quality housing to meet local needs** and support the Borough's population growth, as well as the opportunity to diversify the socio-demographic mix within Stafford. There is an opportunity to attract young professionals and more young families into the area, as well as helping to attract and retain graduates, which will support the economic growth of the Borough.
- **Addressing the challenges of climate change** which are becoming increasingly prevalent and require urgent and wholesale action. Stafford Station Gateway offers a chance to capitalise upon a highly sustainable site close to existing facilities and good transport infrastructure, with a view to facilitating active travel and public transport usage centred on a development which promotes biodiversity and sustainable building methods.
- **Improving connections** from the west of Stafford, to Stafford Station and the Town Centre, aligning with emerging Burleyfields neighbourhood, and acting as the link from existing and proposed communities in Stafford West to the railway station and town centre. Importantly the site needs to reflect on the wider local context, and through effective urban design, ensuring that the site helps to knit together and re-connect some of the existing residential communities more effectively with the town centre.
- **Creating a new gateway and 'shop window' into Stafford** – this development can positively change perceptions of Stafford as a place, shifting the focus from a 'commuter town' into a town which is attractive, vibrant, and unique, where people want to stay in, work in, visit and enjoy. The scale and location of the site, as a gateway, really enables the opportunity to do something different from recent developments in the town and create a new local distinctiveness for Stafford.
- **An opportunity to provide and create an alternative and viable live/work balance** – Given the pandemic influencing cultural shifts and trends, Stafford Station Gateway provides the opportunity for people to live and work locally, within a high-quality green environment, but equally given the flexibility of the site's connectivity to have the option to commute. This flexibility appeals to a wide demographic and enables people to have a better work/live balance.

3. Staffordshire Economic Recovery and Renewal Strategy

# Introduction

## Local Context

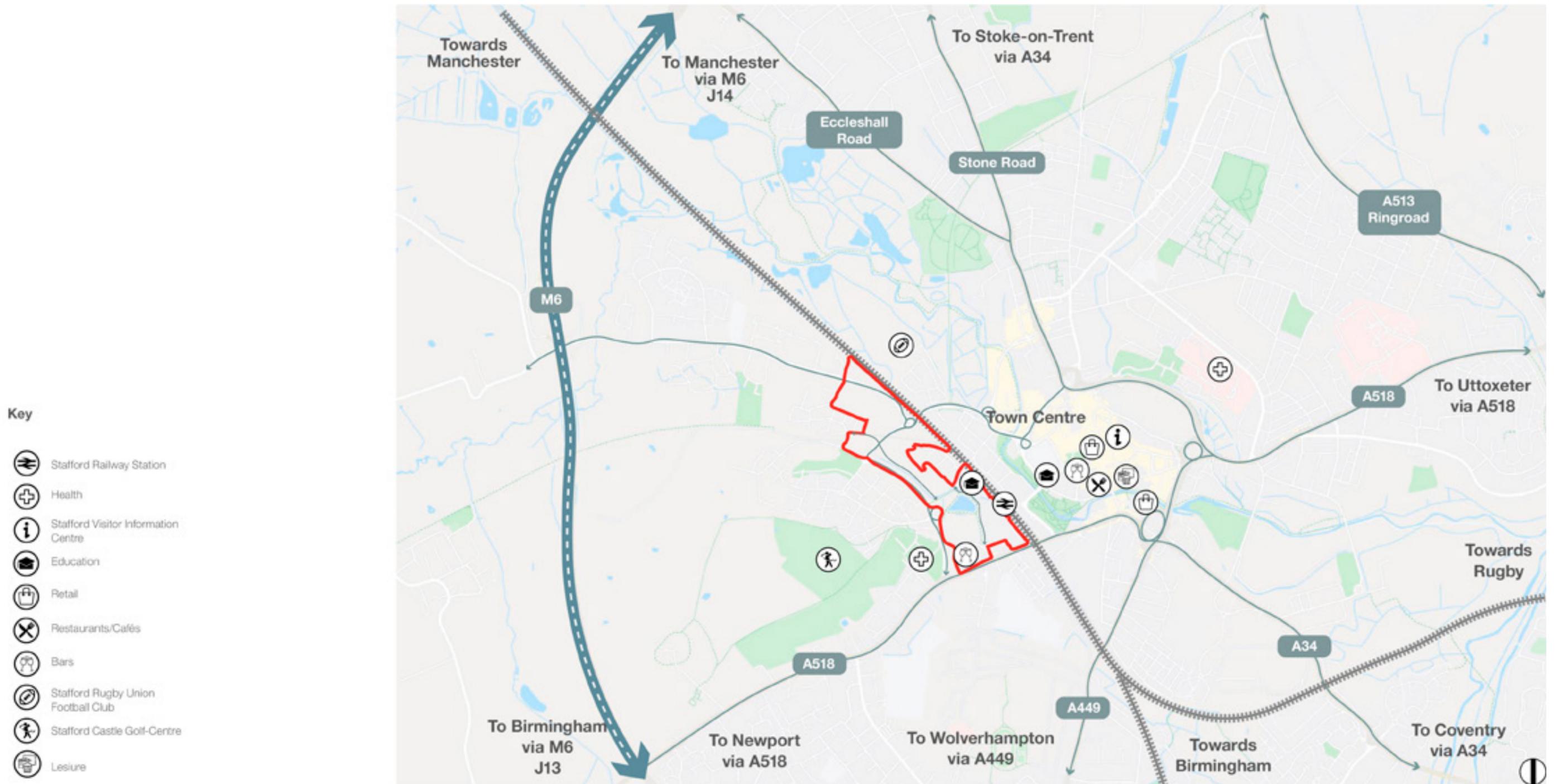


Fig. 04  
Local context in Stafford Station Gateway

## Introduction

### A Transformational Opportunity

**Stafford Station Gateway is an aspirational and transformational project that will form a vital part of the county's future, building on the opportunity of HS2 as a key driver for economic growth both within Stafford and for the county as a whole. The area has the potential to be a new sustainable live-work community for Stafford, providing new, high quality commercial office and leisure space for the town and county.**

The Gateway is to the west of Stafford Railway Station and the West Coast Mainline and comprises 28 ha of predominately brownfield land. The SRF area primarily falls within the Rowley and Doxey & Castletown wards. The framework area includes the Palmbourne Industrial Estate, former Stafford Rugby Club (no longer in use and whose playing facilities have been relocated), mixed commercial (Blunts Shoes), former Saint Gobain factory land, and former pupil referral unit The Hollies.

The area is a major gateway into Stafford town centre from the west alongside the existing and growing residential communities of Rowley Park, Doxey, Castletown, Castlefields and Burleyfields. These communities are located within and around the West of Stafford Strategic Development Location (SDL) <sup>4</sup>



**Fig. 05**  
The vision for Marling Terrace and the Doxey Brook

## Introduction

### The SRF Area

The SRF area has been divided into seven proposed neighbourhoods and will form distinct character areas as follows:

- Station West
- The Hollies
- Lakeside
- Castle Engine Works
- Marling Terrace
- Wicketgate
- Doxey Road



**Fig. 06**  
Character areas in the Stafford Station Gateway

# Introduction

## Status of the Draft SRF

**The Draft SRF was formally consulted on between 18th August 2022 and 29th September 2022. The final SRF will be taken to Stafford Borough Council's Cabinet for endorsement and full Council for adoption following any final amendments.**

**Through this robust process, the SRF forms a material planning consideration in the determination of future planning applications across the framework area, and also supports and encourages future investment into Stafford Station Gateway.**

### Planning context

The SRF has been prepared within full regard to relevant statutory legislation including the National Planning Policy Framework (NPPF) (2021), Stafford Borough Council's Development Plan including Part 1 (adopted 2014) and Part 2 (adopted 2017), as well as the Council's emerging Local Plan 2020-2040 Preferred Options draft.

### Consultation

A Consultation Statement has been prepared which accompanies the Strategic Regeneration Framework. The Consultation Statement has been prepared in accordance with Stafford's Statement of Community Involvement (SCI) (2018), and outlines the consultation process, detailing who has been consulted with during the preparation of the SRF, and providing an overview of the main issues raised by consultees and how these issues have been addressed within the SRF.

### Public consultation

The Draft Strategic Regeneration Framework was subject to a formal 6-week period of public consultation, to allow key stakeholders and the local community to provide their views on the draft proposals.

Following the consultation period, the Council considered responses to the online survey along with representations received from local residents and stakeholders. Where possible within underlying site constraints and the need for viability, these were used to shape and inform the final Strategic Regeneration Framework.

### SA/SEA Screening

In the interest of ensuring that the SRF is as robust as possible need for a Strategic Environmental Assessment (SEA) or Sustainability Appraisal (SA) to be undertaken alongside the SRF has been screened out.

### Status of the SRF

The Strategic Regeneration Framework will be adopted by Stafford Borough Council, and once adopted, it will be a material consideration in the determination of planning applications within the Gateway. This means that any proposals which come forward will have to align with the Vision and take into consideration the Development Principles and Character Zones set out within the SRF, whilst accepting the need to retain some flexibility to respond to market and occupier requirements. The primary consideration for the determination of planning applications remains Stafford Borough Council's adopted development plan.

# Strategic Regeneration Context

## National

**This section sets out the regional and local context which frames regeneration of the Gateway area.**

**It sets out the agenda of the UK government, regional stakeholders, and local authorities with respect to infrastructure investment, with a particular focus on railway infrastructure and railway station improvements, as well as regional economic growth and housing delivery in Stafford.**

**It demonstrates that development at the Stafford Station Gateway has the potential to support the delivery of key national, regional and local strategic objectives and policy initiatives.**

Government has a target to deliver 300,000 new homes each year to meet housing need, address the backlog of housing delivery, provide for projected population growth and also support the economic growth ambitions of the country. In 2020/21, 216,000 new homes were delivered and was in part hindered due to delays and disruption caused by Covid-19. Even before the Housing White Paper was published in August 2020, there has been a recognition of the need to bolster housebuilding, reduce unnecessary bureaucracy and streamline the planning system.

There has been a clear effort by Government to make sustainability a core feature of housing and planning. Pillar Two of the Planning White Paper is 'Planning for beautiful and sustainable places', which sets out the importance of addressing the challenges of climate change and the environmental impacts of development.

There has been an increased focus on ensuring that development is located appropriately in relation to transport infrastructure and key public facilities, facilitating a modal shift from the car to active travel and public transport. This can be achieved by encouraging higher densities in the best-connected locations, such as the opportunity offered as part of the Stafford Station Gateway. Increasing density in and around town centres also fosters economic growth within them due to the presence of a captive population likely to spend time there. The location of the Gateway adjacent to a mainline railway station with high frequency services places it in an exceptionally strong position to capitalise on this opportunity to create a sustainable, connected neighbourhood.

### **National Planning Policy Framework (NPPF)**

A revised National Planning Policy Framework (NPPF) came into force in July 2021. Chapter 5 relates to ensuring sufficient supply of homes to meet Government's objective of 300,000 new homes built per year. It outlines the importance of providing a range of housing (type and tenure) to meet the needs of different groups, including provision of affordable housing, with the overall objective of creating mixed and balanced communities. The NPPF confirms that strategic policy-making authorities should establish a housing requirement for their area which sets out how their housing need can be met over the plan period, identifying specific, developable sites or broad locations for growth. It recognises that the supply of larger numbers of homes is best achieved through delivering significant extensions to existing villages

or towns, where these are well located and designed, and supported by the required infrastructure, including a choice of transport modes, access to employment opportunities and facilities within the development itself (Paragraph 73). Creating new communities (or extensions to existing communities) should reflect the area's economic potential, opportunity to realise net environmental gains, provide good connectivity to services and employment opportunities within the development itself and larger towns, make the most of masterplans to ensure high quality development comes forward and have a realistic approach in terms of how these sites come forward and are delivered. Chapter 6 sets out that planning policies should help to build a strong competitive economy by setting out a clear economic vision, identifying strategic sites for local and inward investment, seek to address potential barriers to investment and be flexible enough to accommodate unanticipated needs and changes in economic circumstances.

### **National Planning Practice Guidance**

The Planning Practice Guidance (PPG) accompanies and provides clarification on the NPPF. Of particular relevance is the guidance around planning for higher density development, outlining that appropriate densities should be identified with reference to a site's proximity to facilities and public transport hubs, taking into consideration the services and destinations available (Reference ID: 66-004-20190722). The PPG also outlines the need for early engagement and collaboration with stakeholders in the delivery of strategic matters, including the provision of housing and infrastructure (Reference ID: 61-059-20190315).

### **Building Better, Building Beautiful**

The Building Better, Building Beautiful Commission is an independent body set up to advise Government on how to promote and increase the use of high-quality design for new build homes and neighbourhoods. In its report, 'Living with Beauty' (January 2020), the Commission set out three overall aims: ask for beauty, refuse ugliness and promote stewardship, and made 45 detailed policy propositions. These recommendations resulted in an amendment to national policy (NPPF) (2021) (Paragraph 134) to have a stronger focus on beauty and the introduction of a National Model Design Code in July 2021.

### **UK Industrial Strategy**

The Strategy highlights the economic importance of transport, digital, energy and utility networks. It sets out the Government's plans to deliver a radical improvement in the quality of infrastructure, with a focus on rebuilding after the Covid-19 pandemic. HS2 is identified as a flagship national project which will deliver benefits to its users and to the classic rail network which will have a substantial release in capacity once the scheme is in operation. The Strategy also includes an aim to invest in infrastructure to support economic regeneration and create new employment opportunities in the towns across the UK which are most in need, to make them excellent places to live and work.

### **Build Back Better: Our plan for growth (2021)**

Government introduced a refreshed plan for growth in March 2021 to reflect the changes in the business and economic environment since the launch of the UK Industrial Strategy in 2017. The new plan to build back better takes a transformational approach, tackling long-term structural challenges to deliver growth that creates high-quality jobs across the UK. The plan focuses on infrastructure, skills and innovation as the three core pillars of growth.

### **Levelling Up Agenda**

Government has prepared a Levelling Up White Paper, published on 2nd February 2022 which sets out Government's strategy to tackle economic challenges across the country, and the opportunity for everyone to flourish. The White Paper acknowledges that a mix of factors is needed to transform places and bolster local growth, realising the potential of every place and building on existing strengths. Government has put forward key Levelling up Missions to be achieved by 2030. Of relevance to Stafford Station Gateway these include enhancing local public transport connectivity, providing gigabit-capable broadband, ensuring pride in place, enabling renters to have a secure path to home ownership and increasing the number of first-time buyers, and boosting productivity.

Through Levelling Up, Government confirms continued support for the Midlands Engine, with £400m allocated for the Midlands Engine Investment Fund, enabling partners to collaborate at scale and prioritise areas of common interest.

# Strategic Regeneration Context

## Regional

Stafford is located within the West Midlands region and falls within the Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP) area, which has over 1.1 million residents and a further 3 million people living with a 45-minute drive- time. The area benefits from being within the heart of the country and includes the City of Stoke-on-Trent as well as the county town of Stafford. It is a highly connected area, easily accessible by rail and road, and is at the centre of three major growth engines (West Midlands, East Midlands and North West).

Stoke-on-Trent and Staffordshire is a fast-growing centre of modern manufacturing, benefits from rich heritage and provides home to a wide range of businesses, including globally important businesses such as JCB, Jaguar Land Rover, GE, Bet 365, Hitachi and Amazon. Over three quarters of residents live and work in the area but there are also strong linkages with Cheshire to the north of the county and the West Midlands to the south.

The area benefits from a well skilled workforce and research capabilities at Staffordshire and Keele Universities, with significant expertise in engineering and computing, health and medical technologies. Newcastle and Stafford Colleges Group operate further and higher education courses at the Stafford Campus close to the Gateway, with strong links to local industry.

### Midlands Engine (Fig.07)

The Midlands Engine is a partnership that brings together public sector partners and businesses to complement the activity of local and combined authorities, LEPs, universities, businesses, driving forward economic growth with the overarching aim of greater prosperity. It is home to almost 11 million people, covering the area from the Marches in the west to Lincolnshire and The Wash in the east, alongside notable cities such as Birmingham, Stoke-on-Trent, Leicester and Nottingham, and contributes £246 billion to the UK economy. The partnership's key delivery themes are green growth, digital, transport, expanding international reach, health and providing insight and intelligence to its partners.

### Midlands Connect

Midlands Connect is the transport focused arm of the Midlands Engine, working with the government and national bodies to facilitate infrastructure delivery in the region, with a focus on economic growth, levelling up, and climate change. The 2017 Midlands Connect Strategy identifies the importance

5. The first project in the UK to inject hydrogen into a natural gas network

of realising the benefits of investment in transport infrastructure, recognising that the Midlands needs a fundamental shift in how major infrastructure investment is planned and delivered. The Strategy highlights HS2, which will see conventional-compatible services run through Stafford Station, meaning that more people will be able to access the benefits offered by fast and frequent journeys to the North West and London.

### Stoke-on-Trent and Staffordshire Local Enterprise Partnership

The Stoke-on-Trent and Staffordshire Local Enterprise Partnership (SSLEP) was formed in 2011 and has an overarching vision to create 50,000 jobs and increase the value of the economy by 50%. The LEP seeks to build on the region's strong transport links, educational institutions and high quality of life to ensure that Stoke-on-Trent and Staffordshire continues to be an attractive place to live, work and do business. A primary focus is to build aspiring economic clusters, stimulate enterprise and provide high quality housing to meet the needs of the existing and future workforce. SSLEP Strategic Economic Plan (2018)

The SSLEP Strategic Economic Plan (SEP) seeks to maximise the benefits of HS2 where it interacts with Stoke-on-Trent and Stafford stations. "Stafford Station Gateway" is listed as a potential strategic employment site, underpinned by strong transport infrastructure. The place-led approach aims to ensure that development provides the housing mix needed for growth, offers central locations for growth of business and professional service firms, and provides the quality of life that will help to attract and retain highly skilled workers.

### Local Industrial Strategy (March 2020)

The Local Industrial Strategy (LIS) reaffirms Stoke-on-Trent and Staffordshire as a major growth opportunity with specialisms in manufacturing and materials innovation and energy, including UK firsts such as Keele University's Smart Energy Network Demonstrator and HyDeploy.<sup>5</sup> Key priorities set out within the LIS include:

- Providing flexible business space in key centres
- Support existing business clusters through providing new innovation facilities, making the most of research strengths
- Deliver strategic housing and employment sites where the infrastructure network best supports these
- Support the roll-out of broadband

The LIS sets out key spatial priorities, referencing the M6/ West Coast Main Line Corridor as an opportunity to stimulate further growth and create hubs for business and professional services, creating benefits for Stafford town centre. It also sets out an aspiration to create an Advanced Materials Campus within this corridor.

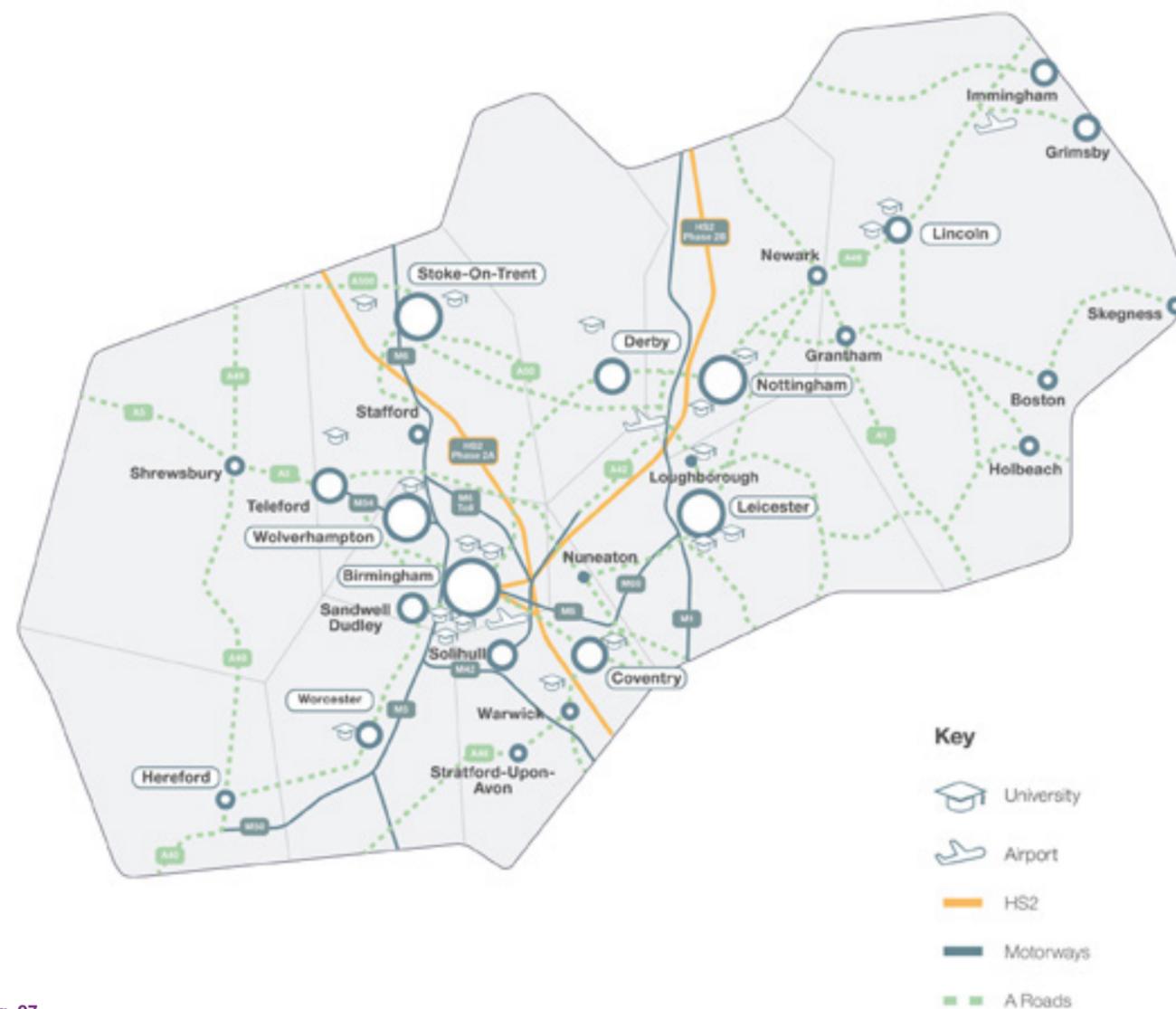


Fig. 07  
Midlands Engine

# Strategic Regeneration Context

## Local

**Stafford is the county town of Staffordshire and the principal settlement within the predominantly rural Stafford Borough. It lies between the North Staffordshire conurbation, comprising Stoke-on-Trent and Newcastle under Lyme, and the West Midlands urban area to the south, as well as Telford & Wrekin and Shropshire to the west. Although a relatively self-contained location in its own right, its spatial location means that it has an economic influence across Birmingham City Region and North Staffordshire.**

Stafford is the principal centre and is well served by the strategic road and rail network. It includes a substantial military site on its north eastern edge (Beaconside Barracks). There are key manufacturing sites within the town (including GE and Bostik), and the town benefits from educational institutions including Staffordshire University and Newcastle and Stafford Colleges Group (Stafford College).

Both Staffordshire County Council (SCC) and Stafford Borough Council (SBC) have wide ranging strategies which set the context for growth and development in Stafford. These are set out in turn, followed by an overview of the relevant planning policy.

### **Staffordshire County Council Staffordshire County Council Strategic Plan (2022-2026)**

Staffordshire County Council (SCC) has an overarching strategic plan which outlines the county's strengths and identifies how these will be built upon. The vision for Staffordshire is to create 'an innovative, ambitious and sustainable county, where everyone has the opportunity to prosper, be healthy and happy'.

The delivery of economic growth is supported by investment in key infrastructure, including the Stafford Western Access Route (SWAR) alongside providing opportunities for businesses to thrive, innovate and prosper through working alongside national and regional partners and the creation of an east/west strategic corridor. The Strategic Plan also recognises the importance of working in partnership to regenerate Staffordshire's town centres.

### **Climate Change Action Plan (2021)**

In 2019 the County Council declared a climate change emergency and set a target to achieve net zero emissions by 2050. This will be achieved through carbon reduction, a focus on the natural environment, supporting behavioural change and tackling air quality and waste.

### **Digital Strategy**

SCC has six key digital themes and targets to be achieved by 2030. This includes an aim for Staffordshire to have digital infrastructure which embraces full fibre, 5G and the next generation technology to underpin a thriving economy and communities.

### **Staffordshire Local Transport Plan (2011)**

A series of short and long-term solutions are proposed and will support the following objectives:

- Supporting Growth and Regeneration
- Making transport easier to use and places easier to get to
- Improving safety and security
- Reducing emissions and their effect on the highway network and local communities
- Improving health and quality of life
- Respecting the environment

In line with Government policy there is a focus on promoting non-car transport modes and encouraging active travel through place-making.

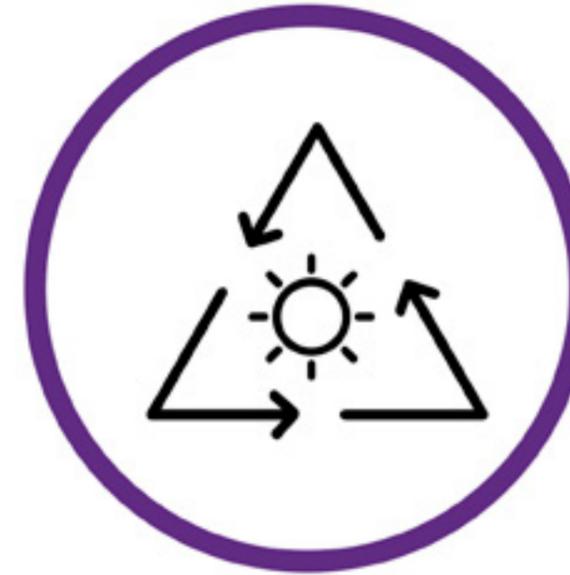
### **Staffordshire County Council Economic Strategy 2022-2030 (Consultation Draft)**

Staffordshire County Council have set out their ambition to ensure that "Everyone in Staffordshire will have access to more good jobs and share the benefits of economic growth." Through collaboration with their partners, and in the context of Government's Levelling Up agenda, the Council recognise a key opportunity to improve economic outcomes throughout Staffordshire. The Economic Strategy aims to focus on a series of priorities around the regeneration of town centres and providing support to people, businesses and places. It establishes a clear road map to achieving these ambitions through leadership, collaboration and advocacy.

SCC Strategic Plan Objectives (2022)



Support Staffordshire's economy to grow, generating more and better paid jobs.



Tackle climate change, enhance our environment, and make Staffordshire more sustainable.



Encourage good health and well-being, resilience and independence.



Fix more roads and improve transport and digital connections.



Offer every Staffordshire child and young person the best start in life, and the chance to achieve their potential.

# Strategic Regeneration Context

## Local

### Staffordshire Local Cycling and Walking Infrastructure Plan (2021)

The Staffordshire Local Cycling and Walking Infrastructure Plan (LCWIP) was published to help deliver better mobility, streets and safety. The vision for the Staffordshire LCWIP is to 'increase people's connectivity through cycling and walking, leading to positive changes in modal shift'. It aims to ensure that improvements and modifications to cycle infrastructure and facilities align with LTN 1/20, the most recent national cycle design guidance.

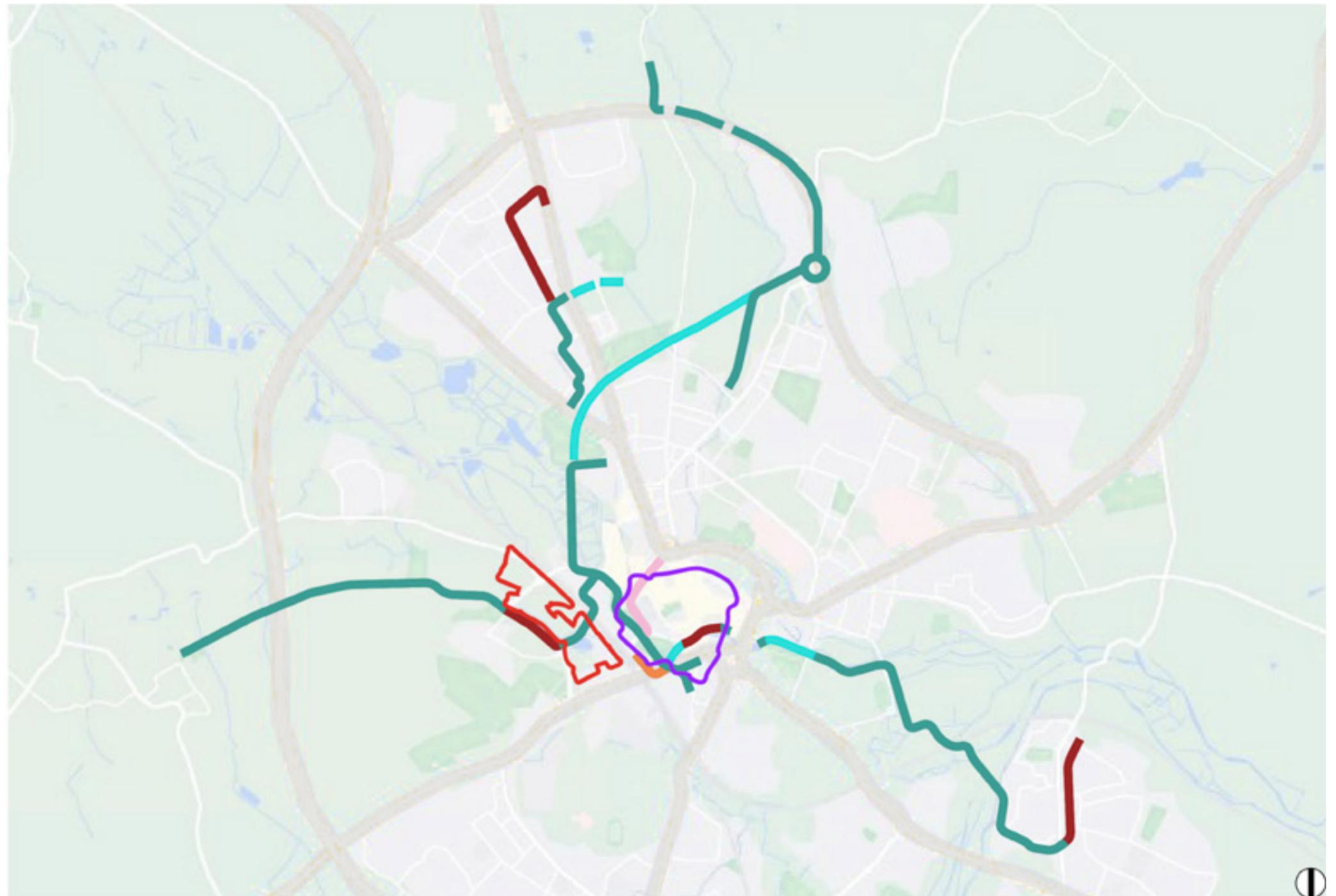
The focus of the LCWIP is around the six main urban areas within the county (of which Stafford is one) due to their potential to support journey distances that can be easily made by walking and cycling.

The LCWIP emphasises the importance of Stafford Station with current demand for parking exceeding supply, and the opportunity to enhance accessibility to the station for cyclists as well as the wider town, supporting the long-term prosperity of the station and Stafford town centre's sustainable economic growth. Whilst there has been investment in the cycle network in recent years, there is a need for this to continue and support the Strategic Development Locations (SDLs) which are likely to bring forward circa 5,000 new homes. The LCWIP confirms the Stafford Western Access Route (SWAR) will help "remove traffic from the town centre and provide a more attractive environment for pedestrians and cyclists".

The Plan references physical constraints of some of the local highway routes making improvements for cycling challenging, including Newport Road and Doxey Road which are directly adjacent to the SRF site.

#### Key

-  Site Boundary
-  Town Centre Boundary
-  National Cycle Network Review - Very Good
-  National Cycle Network Review - Good
-  National Cycle Network Review - Poor
-  National Cycle Network Review - Very Poor
-  National Cycle Network Review - Not audited



**Fig. 08**  
Existing cycle network

# Strategic Regeneration Context

## Local

### Stafford Borough Council

#### Stafford Borough Council Corporate Business Plan 2021-2024

The three-year Corporate Business Plan sets out how Stafford Borough Council will continue to deliver and sustain economic growth, respect the environment, support communities and ensure that the Borough is a great place in which to live, work and visit. The plan was refreshed in 2021 to take into account Climate Change and local recovery from the effects of Covid-19. Corporate Business Objective 1 (To deliver innovative, sustainable economic and housing growth to provide income and jobs) sets out a commitment to deliver a range of major projects including Stafford Station Gateway. The Council envisage that this will ensure the Borough has a dynamic local enterprise culture, which is vital for its long-term competitiveness and overall economic success.

#### Stafford Borough Economic Growth Strategy 2020-2025

Developed by the Stafford Growth, Regeneration and Infrastructure Partnership the Stafford Borough Growth Strategy is the shared vision of a number of public and private sector organisations. The Strategy aims to develop a high value, high skill, innovative and sustainable economy. Growth Priority 1 (Enabling new and existing businesses to grow and build confidence in Stafford Borough as a hub of productivity with a balanced economy) makes a commitment to working in partnership to deliver an innovative and well-connected development within the Stafford Station Gateway.

#### Climate Change and Green Recovery Strategy 2020-2040

The Vision of this Strategy is to create a green, healthy and resilient Stafford Borough where everyone can thrive, by limiting the impacts of climate change and meeting climate change and green recovery commitments. The Council recognise the importance of long-term sustainability goals and commit to taking a proactive leadership role in addressing the challenges.

As part of Objective CC4 a commitment is made to implement green recovery objectives via Green and Blue Infrastructure management and facilitate development that is responsive to climate change. Objective CC4 aims to incorporate a focus upon nature-based solutions in local policy, including through the creation of communities such as Stafford Station Gateway which will increase biodiversity and improve and promote healthier living and lifestyles.

#### Housing Strategy (2015-2019)

Stafford Borough Council's Housing Strategy sets out the overall aim of ensuring the Borough is an attractive place to live, with a good choice of quality housing to meet the needs of existing communities and to attract new people into the Borough. It sets out an annual housing target of 500 new homes each year, including 210 affordable homes, and to encourage major developments which strengthen the Borough's town centres, such as the Stafford Station Gateway site. The Strategy also advocates the need for good quality design and a masterplan approach to ensure key infrastructure requirements alongside design aspirations are realised.

#### Stafford Borough Integrated Transport Strategy (2013-31)

The Staffordshire Local Transport Plan is supported by the Stafford Borough Integrated Transport Strategy (ITS) which provides a greater level of detail of proposals to improve transport across the Stafford Borough area supporting Local Plan led growth. The Stafford Western Access Improvements are set out, including the now completed Stafford Western Access Route (SWAR) and associated plans to improve walking, cycling and access to public transport.

**In preparing the SRF, consideration has been given to national, regional and local planning policy.**

**This includes both adopted and emerging policies in order to establish a full picture of the planning context and direction of travel.**

**A synopsis of the key policies which have informed the preparation of the SRF is provided in this section.**

### **The Plan for Stafford Borough (Part 1) (2011-2031)**

The current statutory development plan for Stafford town centre comprises the Plan for Stafford (Part 1), the Plan for Stafford (Part 2), Staffordshire Minerals Local Plan (2015-2030) and the Staffordshire and Stoke-on-Trent Joint Waste Local Plan (2010-2026). The Plan for Stafford Borough Part 1 was adopted by the Council in June 2014. It sets out strategic policies for the Borough, identifies Strategic Development Locations for housing and employment, and includes more detailed topic-based policies. The following policies are relevant to this SRF.

#### **Policy Stafford 1 – Stafford Town**

The study area falls within the Stafford Town boundary. The policy sets out Stafford Town's housing requirements – the need to provide 7,000 new homes, including affordable provision, with specific reference to key locations including the west of Stafford, and affirms the need to generate employment growth and diversification through providing new opportunities for businesses, with a particular focus on start-ups and business incubation for knowledge and creative industries.

This policy also references the need to deliver the western access improvements (associated with the SWAR), and enhancing infrastructure including creation of new walking and cycling opportunities, improving access to the rail station, providing new open space in line with the Council's requirements, and safeguarding the environment through addressing flood risk and landscape character.

#### **Policy Stafford 3 – West of Stafford**

A proportion of the study area is identified within the West of Stafford Strategic Development Location (SDL) – the area dashed in blue comprises a Protected Employment Area and this includes the part of the study area, which is immediately adjacent to the Railway Station, Residential (outlined and shaded in red), and Mixed-use (outlined and shaded in blue).

The aim for the West of Stafford is to create a sustainable, well-designed mixed-use development which will include approximately 2,200 new homes, 30% of which will be affordable and extra care and specialist housing for older people will also need to be provided. The study area will include a mix of uses to support the new housing, including local retail, public open space, social infrastructure (including a new primary school and community building) and small-scale employment (5 ha).

6. Ref. 17/27731/FUL
7. Ref. 21/35230/REM
8. Ref. 21/35225/REM
9. Ref. 21/34682/FUL

The policy also sets out key environmental improvements required, including the need for a comprehensive drainage scheme to resolve flooding on the Doxey Brook, protection of nature conservation assets including the Doxey Marshes SSSI and delivering a network of green infrastructure. Development must provide safe, attractive and conveniently designed street, pedestrian and cycling connections within the study area and to Stafford town centre and nearby employment areas. The specific policy requirements pertaining to the Stafford Station Gateway site will be referenced within the specific sections of this SRF where relevant.

#### **Burleyfields Masterplan (2015)**

The 2015 Burleyfields Masterplan, which has been endorsed by SBC and is therefore a material planning consideration, encompasses those parts of the Stafford Station Gateway which are within the SDL, identifying a mix of uses in these areas. It sets out the vision for a new community which is socially inclusive, economically successful, and environmentally responsible. This document was developed between the applicants and the Local Planning Authority to satisfy the requirement of Policy Stafford 3 for a masterplan to be submitted and agreed with the Council.

The Masterplan provides a series of development principles to guide the overall development of the SDL.

A hybrid<sup>6</sup> planning permission was granted on the main western portion of the site in May 2019, with 1,500 homes, a neighbourhood centre and a two-form entry primary school being approved in outline. Full approval was granted for 475 of these homes within Phase 1, which is currently under construction. A reserved matters application<sup>7</sup> for Phase 2a, comprising 122 homes, was approved in July 2022. A further reserved matters application for Phase 2b, comprising 102 homes, was submitted in March 2022.<sup>8</sup> In August 2022 a full application was approved relating to the key roads at the site and principal open space.<sup>9</sup> Phases three to five will deliver around 750 homes between 2024 and 2035.

#### **The Plan for Stafford Borough Part 2**

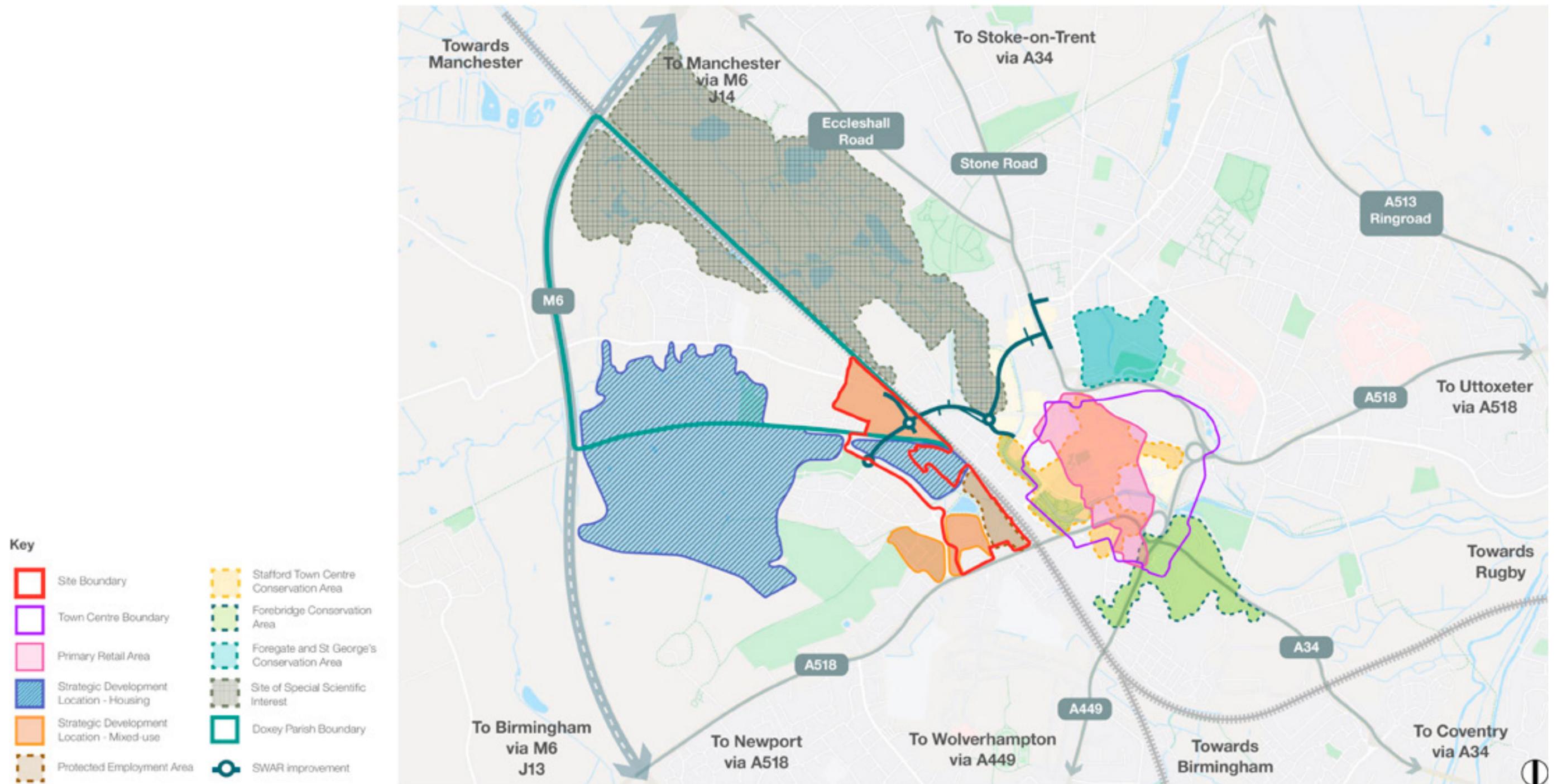
The Plan for Stafford Borough Part 2 was adopted in January 2017. It is a land allocations plan which sets out an approach to development in the sustainable settlement hierarchy, and establishes settlement boundaries for Stafford, Stone and the Key Service Villages.

Policy SB3 – Stafford and Stone Protected Employment Areas confirms that the part of the Stafford Station Gateway site which is immediately adjacent to the station is protected for employment uses. This is the most critical area of the study area in linking into the station and creating a new destination at the western gateway. The continued use of the site for employment will be ensured to provide a focal point in this location.

#### **New Stafford Borough Local Plan 2020-2040 (emerging)**

A new plan for Stafford is currently being prepared to provide an updated strategic policy framework for the Borough. The Council invited comments on their Issues and Options consultation document between February and April 2020, and the Preferred Options draft is undergoing consultation between October and December 2022. This SRF is being prepared ahead of the new Local Plan and will help to inform and shape the proposed policy.

Policy 11 of the Preferred Options draft allocates the Stafford Station Gateway for mixed-use development, comprising a mix of apartments and houses together with offices and workspaces, and food and beverage and retail uses not exceeding 1,400sqm in total where this would not compete with Stafford town centre. Policy 11 requires any application for a part of the site to be accompanied by a masterplan showing its relationship with the wider Gateway allocation.

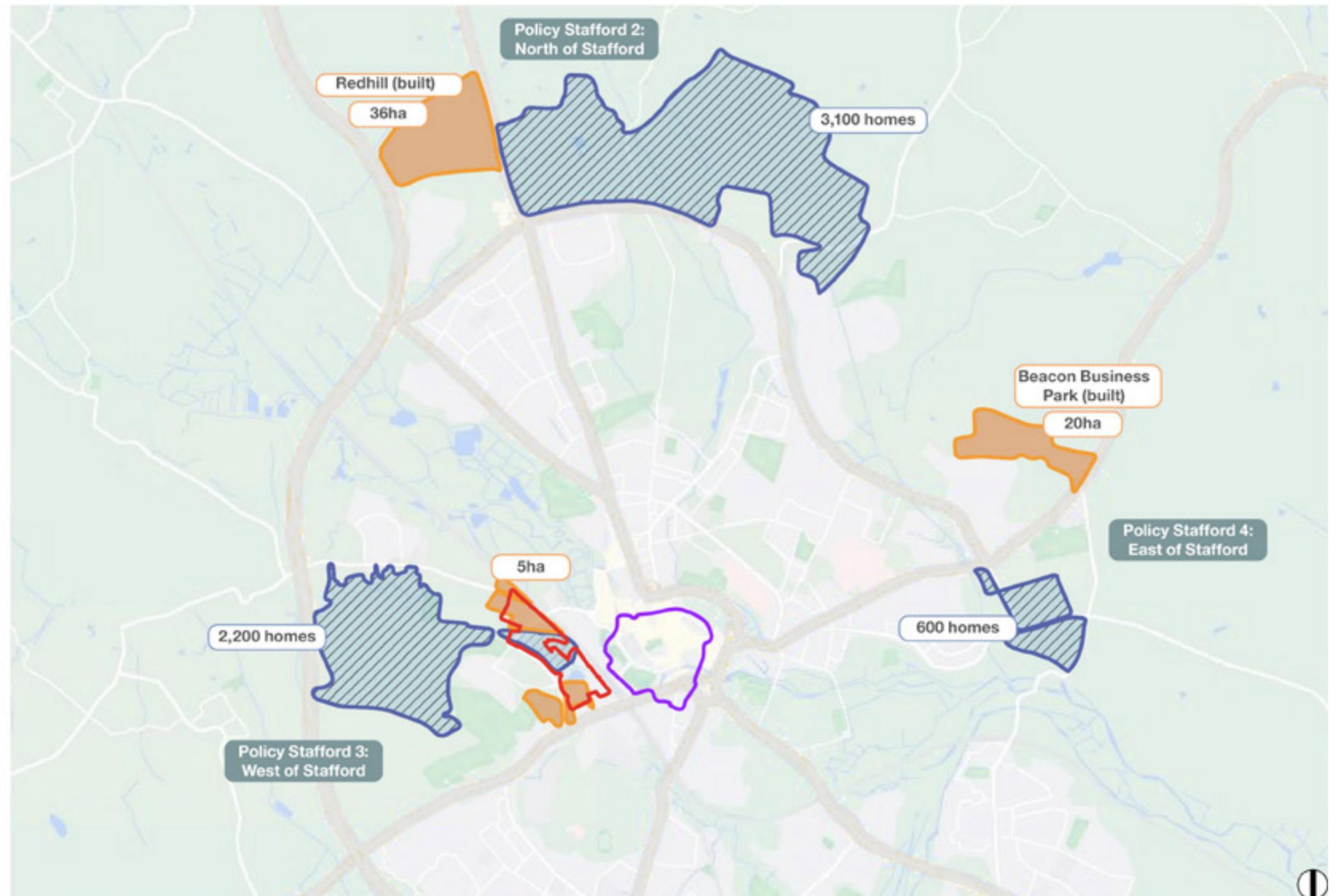


**Fig. 09**  
 The Plan for Stafford Borough (Part 1: 2011-2031)  
 Local Context Map: Planning Policy Allocations

# Strategic Regeneration Context

## Planning Policy - Stafford Strategic Development Locations

The adopted Plan for Stafford Borough Part 1 allocates Strategic Development Locations for both housing and employment in Stafford. This includes associated infrastructure, services and facilities immediately adjacent to the existing built up area to allocate an appropriate number of new houses and employment areas in the right locations and amounts.



**Fig. 10**  
The Plan for Stafford Borough (Part 1: 2011-2031)  
Strategic Growth Allocations

Note that this plan was adopted in 2014 and several planning permissions have since been approved which are not reflected in this Figure.

## Local Context Overview

**This section provides an overview of the local context, in terms of the Stafford Station Gateway and its relationship with the wider Town Centre.**

**It sets out the main issues and opportunities that need to be responded to, including movement and connectivity, green and blue infrastructure, urban design principles and quality.**

**It provides a foundation which underpin the proposed development principles and interventions as set out in the illustrative masterplan.**

### Context

Stafford Station Gateway covers an area of 28 ha and benefits from excellent connectivity given the proximity to Stafford Rail Station. The area benefits from being within a 10-minute walking time from the heart of Stafford town centre and is surrounded by established residential communities of Castletown, Doxey and the area around Castle Street, as well as nearby Burleyfields which continues to be developed through the Burleyfields Masterplan.

The study area is bounded by Newport Road (A518) to the south, Kingsway and Martin Drive to the west, the village of Doxey to the north west, and the West Coast Main Line (WCML) and Stafford Station to the north east and east with the St Modwen's residential development cutting into the study area area. The WCML acts as a significant barrier between the study area and the town centre and forms a prominent part of the local character. The study area occupies a key location bridging the gap between the town centre and the residential communities to the west.

**Fig. 11**

Former Post Office, Stafford Town Centre



**Fig. 12**

Victoria Park, Stafford



## Local Context

### Land Use

**The framework area currently comprises a diverse mix of land uses, including small-scale manufacturing (Blunt Shoes), Palmbourne Industrial Park (which includes Stafford College Technology Centre), a residential development on the former Castleworks site (which previously contained a range of large-scale industrial buildings) which has recently been built out by St Modwen (80 dwellings), the Royal Mail Delivery Office, the former Saint Gobain Abrasives factory and associated green/blue infrastructure (including former Rugby Ground, existing Bowling Club, a disused Cricket Pitch, and the Doxey Drain/ Brook and landscaping associated with this).**

To the east of the framework area, around Stafford Railway Station, the area is characterised by car parking, green space with the amenity offered by Victoria Park, and primarily terraced housing, interspersed with some commercial uses indicating the change in character as you move closer towards the main town centre. Civic buildings including the Stafford Combined Court are also located here. The western edge of the town centre also features a Sainsbury's supermarket to the north and a large Tesco Extra to the south.

Beyond this area, the NSCG Stafford College campus dominates the character of the town centre periphery and occupies a series of buildings fronting onto Tenterbanks, including the Grade II listed Tenterbanks Building. The College has grown significantly over the last ten years and currently accommodates almost 8,000 students studying full-time, part-time, higher education or on apprenticeship programmes. To support this growth the college has invested around £13 million in new facilities, including the Science and Technology Centre and Riverbank Building, and a new Skills and Innovation Centre which is under construction and due for completion in 2023. To the south of the study area, beyond Newport Road (A518) the area is characterised by residential uses, including Georgian Terraces along Brunswick Terrace, to more substantial residential properties off the leafy streets in and around Rowley Avenue. This area also accommodates a secondary school – Blessed William Howard Catholic High School.

To the west are the areas of Castlefields, which were mostly completed in the 1990s. The 2015 Burleyfields Masterplan set out a vision for the West of Stafford SDL, which along with the North of Stafford SDL forms a significant urban extension of the town which will help to meet the Borough's housing needs. The implementation of the Burleyfields Masterplan was progressed by a hybrid planning permission granted in 2019, with full details set out in Section 4 above. Phase 1, comprising 449 dwellings, is substantially progressed, detailed planning permission for Phase 2a has been approved, and an application is under consideration for Phase 2b. As well as these significant housing developments, there is a green corridor to the north west which includes locally recognised play and amenity space.

To the north of the study area is Doxey Village, which at its centre features a row of detached, semi-detached and terraced period homes lining Doxey Road. Much of the housing stock in the village is more recent, with developments flanking Doxey Road to the north and south, extending towards the M6 in the west. Recent developments include Bellway Homes' Mallard Walk on Sandpiper Drive and Redrow's Castle View development at Reed Drive, immediately North of Burleyfields and the Stafford Station Gateway site.

**Fig. 13**  
Victoria Park, Stafford



**Fig. 14**  
Victorian housing developments to Railway Street, North of Stafford Station.



## Local Context Land Use

Stafford Station Gateway has multiple land ownerships. As such, a close working relationship between landowners and project partners will be essential to realise the vision and strategic objectives.

### Key

-  Site Boundary
-  Residential development
-  Education/Nursery
-  Healthcare
-  Food and Beverage
-  Commercial/Workplace
-  Sport and recreation
-  Worship
-  Veterinary Services



**Fig. 15**  
Land Use adjacent to the Stafford Station Gateway

# Local Context

## Community facilities

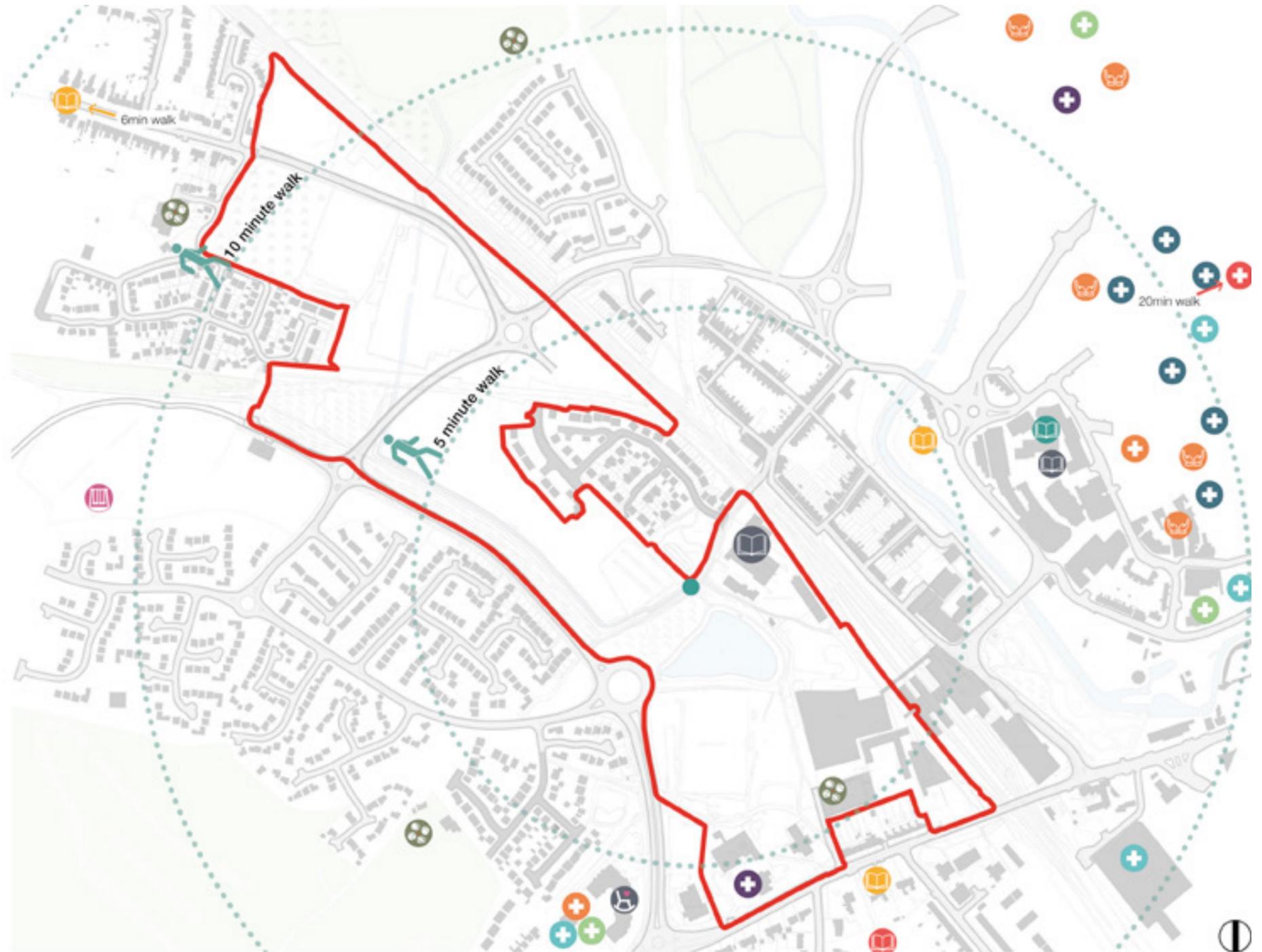
Figure 16 shows community facilities in the local area surrounding Stafford Station Gateway.

The closest GP facility to the Gateway is at the Castlefields Surgery on Newport Road. The County Hospital is located Approximately 2km to the east of the site.

A new two form entry primary school has been granted outline planning permission (ref. 17/27731/FUL) as part of the Burleyfields residential development. A new five form entry secondary school has been granted outline planning permission (ref. 16/24595/OUT) as part of the North of Stafford Strategic Development Location. Further and higher education provision is provided by Newcastle and Stafford Colleges Group at their Stafford Campus, which is partly within the Gateway.

### Key

- |                       |                      |  |
|-----------------------|----------------------|--|
| Healthcare Provision  |                      |  |
| Hospitals             | Opticians            |  |
| GPs                   | Dentists             |  |
| Pharmacies            | Vets                 |  |
| Educational Provision |                      |  |
| Primary               | Play Provision       |  |
| Secondary             | Community            |  |
| HE                    | Recreation/Sport     |  |
| FE                    | Faith                |  |
|                       | Emergency services   |  |
|                       | Retirement community |  |



**Fig. 16**  
Existing community facilities local to the Stafford Station Gateway

## Local Context

### Scale and Density

**Stafford Station Gateway is in close proximity to the existing town centre, which comprises a tight-knit street pattern with buildings of typically two or three storeys. The wide range in the ages and typologies of buildings within the town centre adds to the feeling of density here, with older buildings such as the Ancient High House overhanging the street, and imposing frontages created by the likes of the Tenterbanks Building and the Shire Hall.**

20th Century additions to the town centre have increased the scale of the town centre, particularly to the south east. These include the modernist Stafford Borough Council offices which reach five storeys; a seven-storey office building at St Chad's Place; and the five-storey Victoria Park House which is adjacent to Stafford Station.

The five-storey Staffordshire Place development, recently awarded a BREEAM 'Excellent' certification, provides new high-quality office accommodation to the town. Multi-storey car parks at Stafford Station and the Waterfront shopping centre are five and eight storeys respectively.

The residential areas surrounding the study area are suburban in character, with predominantly low-density dwellings. This ranges from detached houses occupying substantial plots to the south of the study area, to densely packed terraced streets within Castletown to the east. There is a proliferation of moderate density developments at Castlefields and Burleyfields to the west along with the St Modwen's study area, which generally consist of two-storey units at typical suburban densities of around 40 homes per hectare.

The SRF explores the opportunity to better utilise the Gateway, taking advantage of the rare opportunity of being so close to a major transport node.



**Fig. 17**  
Character and local context of the wider area

## Local Context

### Evolution of Stafford

**Stafford is a large market town which is set within a historic layout that has been in place since early medieval times.**

The town is believed to have been founded in about 700 AD and became a frontier post in the Anglo Saxon's struggle against the Viking hordes in 913 AD. The Stafford charter was signed in 1206 which made Stafford a borough. The town had its own mint and quickly established a local pottery industry due to the richness of clay in the area

During the Middle Ages Stafford became an important market town, dealing in cloth and wool. The late 18th century saw major growth in the town's substantial shoe industry as a result of mechanisation which in turn supported local timber, glue and packaging businesses.

The main town centre has a rich diversity of buildings ranging from medieval times through to late 19th and 20th century. The railway came to Stafford at around the time of Queen Victoria's accession and towards the end of the 19th century this promoted the development of a number of rail-related factories (Dorman Diesels, Bagnalls and Siemens).

The Stafford Conservation Area encompasses the town centre, key civic buildings (including the Shire Hall) and Victoria Park. Victoria Park, the Edwardian riverside park was opened in 1908 and bridges over the River Sow providing an important amenity space within the heart of the town and welcoming gateway from the station.

The town continued to develop throughout the 20th Century, building upon its strong historic foundations. This has included infill development within the town centre, including higher density office accommodation and dedicated retail provision at the Guildhall Shopping Centre, with an associated multi-storey car park. Several large sites at the edges of the town centre have been developed by national supermarket and retail chains, enhancing Stafford's retail offer but also facilitating increased car dependency.

Since 1990 Stafford has seen further investment as its role as a destination for retail and community facilities, with the addition of the Riverside Shopping Centre at the eastern edge of the town centre, along with Staffordshire Place, which is home to the new Stafford Library, Staffordshire County Council and several other occupiers. Stafford College has also engaged in a significant regeneration of their facilities at Tenterbanks to the west of the town centre, including several new state-of-the-art teaching facilities.



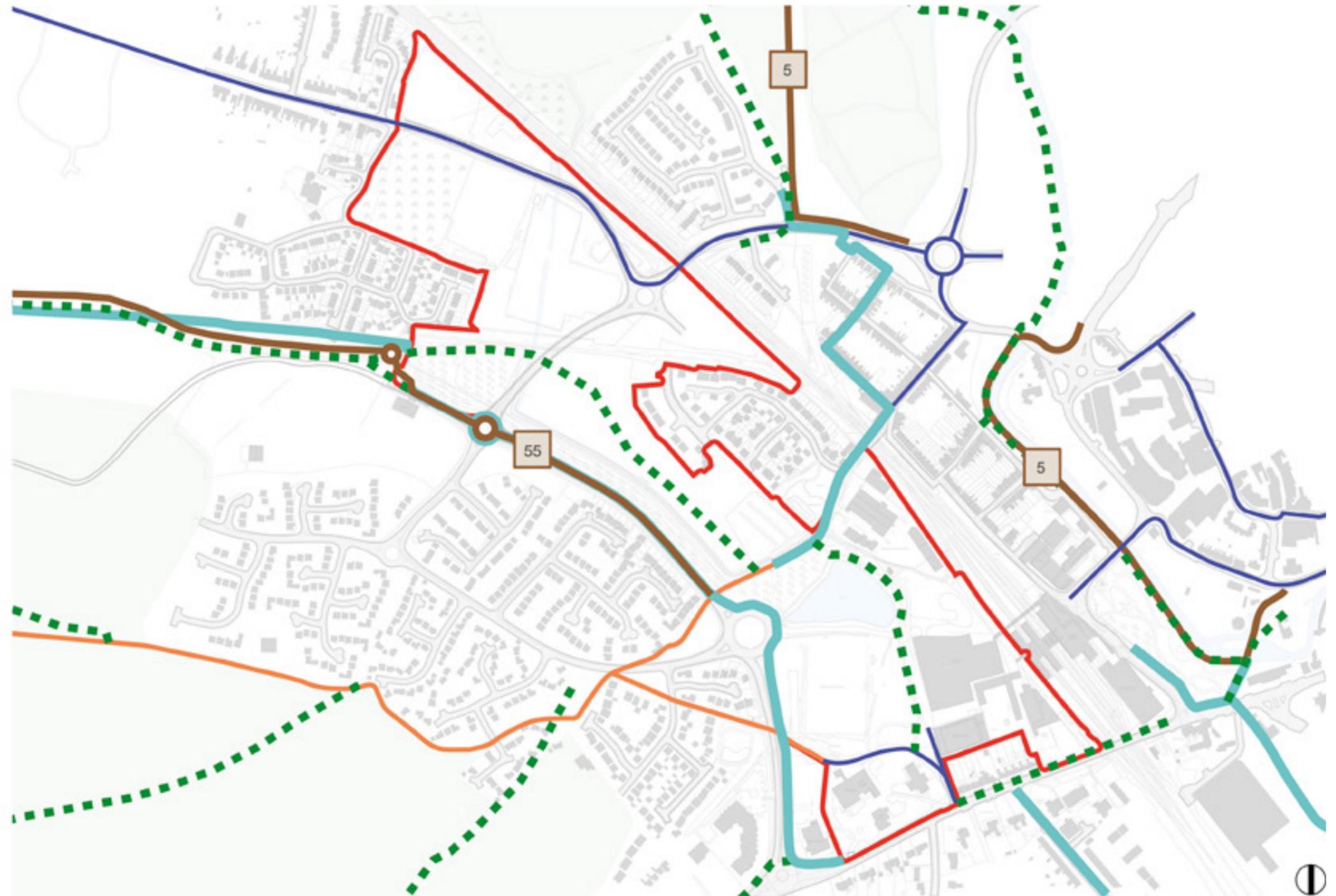
**Fig. 18**  
Historic maps showing the evolution of Stafford between 1888 and 1990

## Local Context

### Movement and Connectivity

**Stafford Station Gateway is highly accessible by foot, with the central point of the Gateway within a 7-minute walking time from Stafford Railway Station and 15 minutes from the Primary Shopping Area.**

The area is well connected with short walking times to key amenities within the town centre. General walking routes around the Stafford Station Gateway site are predominantly on A roads and through routes such as Newport Road, Martin Drive and Doxey Road.



**Fig. 19**  
Existing movement and connectivity plan

#### Key

-  Site Boundary
-  Cycle route
-  Footpath
-  Brideways and byways
-  Advisory cycle route
-  National Cycle Network

## Local Context

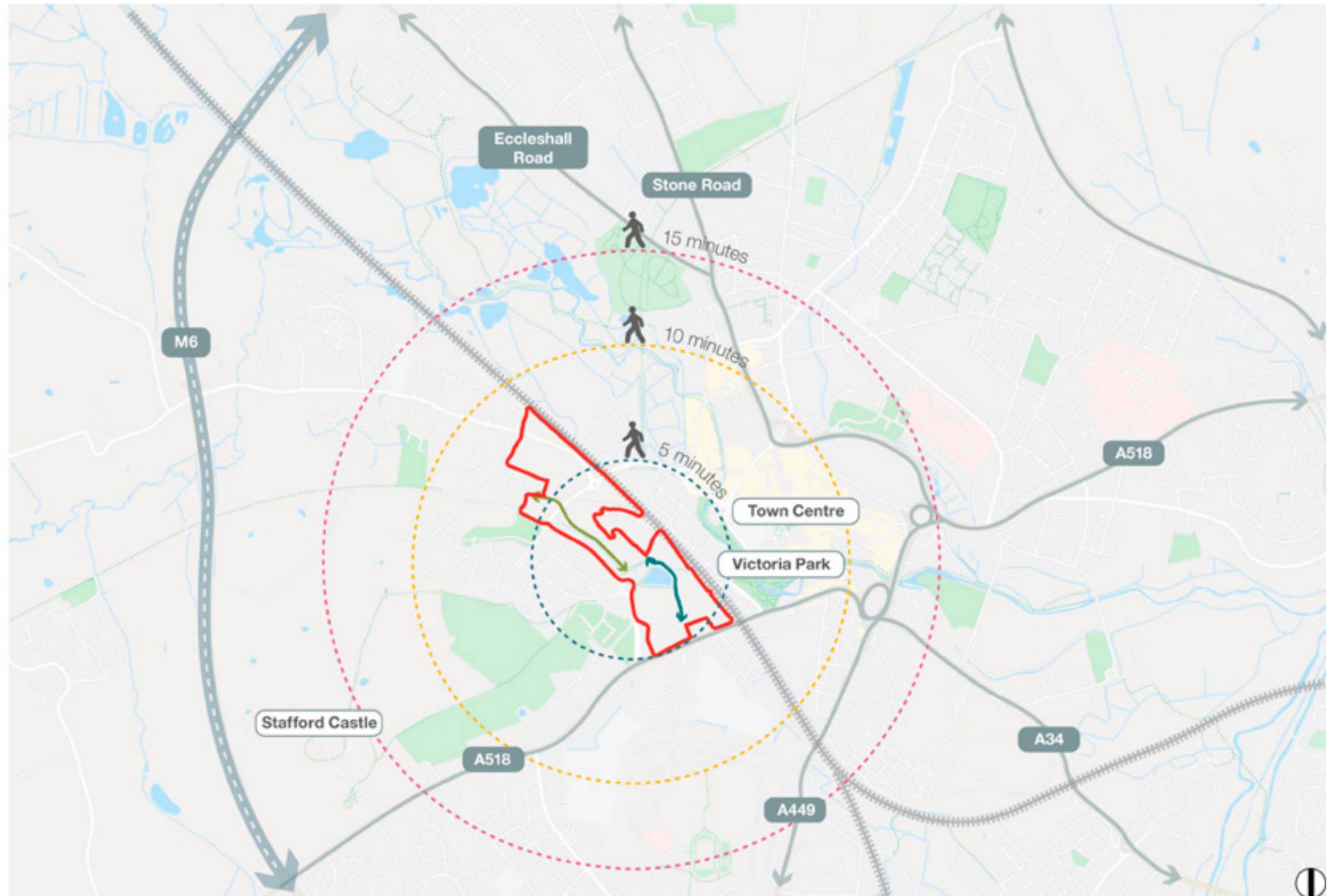
### Movement and Connectivity - Walking

**Stafford Station Gateway and surrounding area benefits from an extensive network of footpaths and public rights of way including a footpath covering the length of the River Sow.**

Within the Gateway study area itself, there are the following Public Rights of Way:

- Footpath 38 which runs from Castlefields around the existing balancing pond
- Footpath 40 which runs along the Doxey Drain
- Byway Open to All Traffic (BOAT) 37 which runs from Newport Road into the site, and also from Martin Drive into the site connecting with Castle Street.

Figure 20 shows the walking connectivity from the centre of the Gateway at an average walking speed of 5kph.



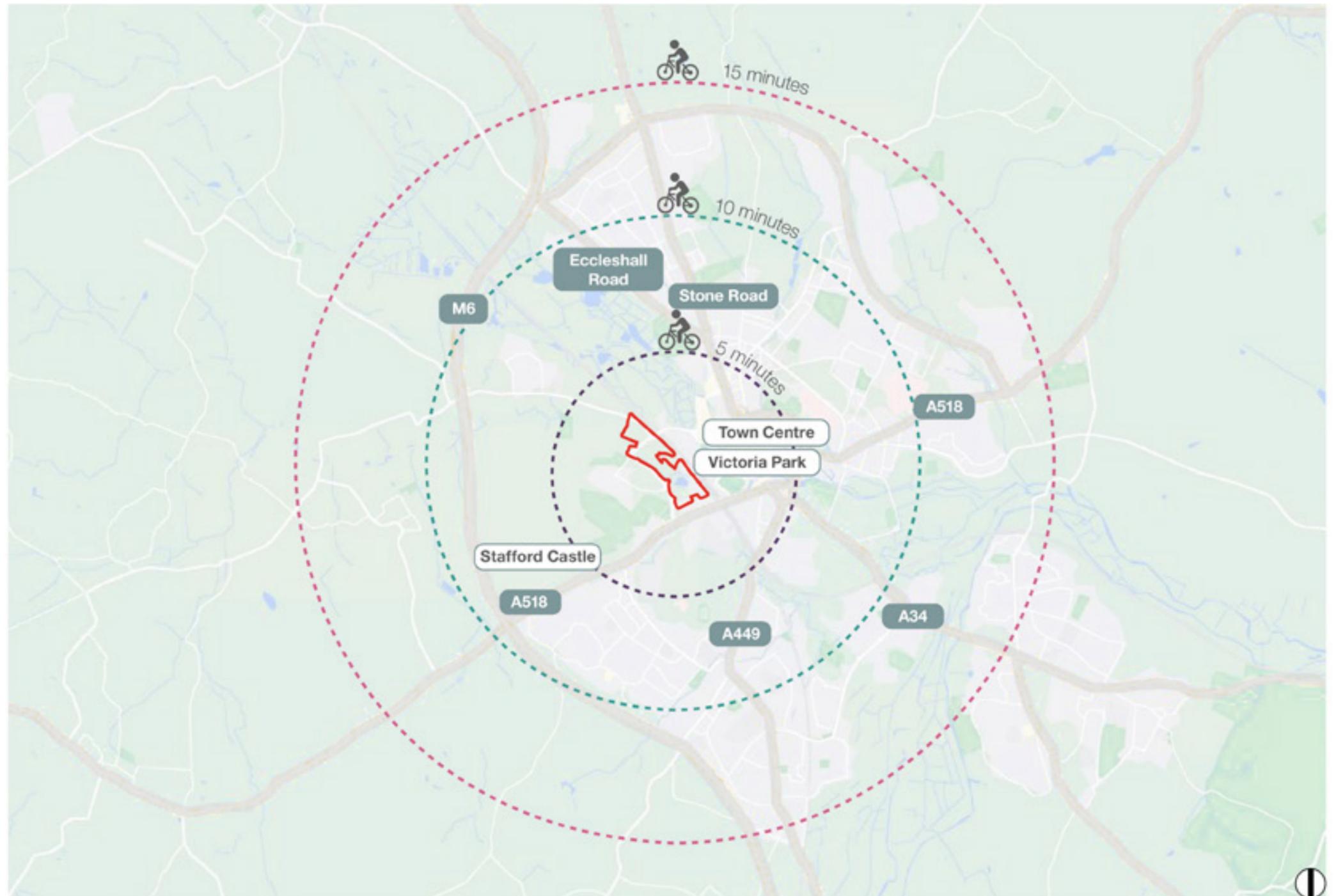
**Fig. 20**  
Walking Connectivity and walking distances in the town centre

## Local Context

### Movement and Connectivity - Cycling

**National Cycle Network route 55 cuts through the Gateway site and route 5 is also close by in the town centre.**

Figure 21 shows the cycle connectivity to and from Stafford Station Gateway as it currently stands at a speed of 16 kph.



**Fig. 21**  
Cycling connectivity and cycling distances in the town centre

Key

 Site Boundary

## Local Context

### Movement and Connectivity - Public Transport

#### Train

Stafford Station is a major interchange railway station that is currently served by multiple lines. The station is an important calling point on the West Coast Mainline between London and Scotland, providing inter-city connections for the people of Stafford and the wider Staffordshire area. Trains to London Euston are frequent and take from as little as 1 hour 17 minutes, demonstrating a connectivity that is quite unique to towns of a similar scale to Stafford. This will be further bolstered by the introduction of High Speed 2 services to the station, which will reduce journey times and further improve connectivity.

As well as the West Coast Main Line, Stafford has services on the Trent Valley (towards Rugby and beyond) and the Birmingham Loop, which connects to the south with Birmingham and Coventry. Cross Country trains from Manchester to and from Reading and the South Coast call at Stafford. The station also benefits from direct connections to Liverpool to the north.

Stafford Station's location between the North West and West Midlands in particular means that it is often a point of interchange, connecting passengers on services to and from Manchester and Liverpool to the north, and Birmingham, London and other destinations to the south.

#### Bus

The eastern side of Stafford Station is a hub for through bus services within the town, connecting the rail station with the town centre and more outlying parts of the borough. Services call along Newport Road to the south of the study area and Doxey Road to the north, although beyond that, bus service provision is fairly limited to provision to the residential developments west of Martin Drive.

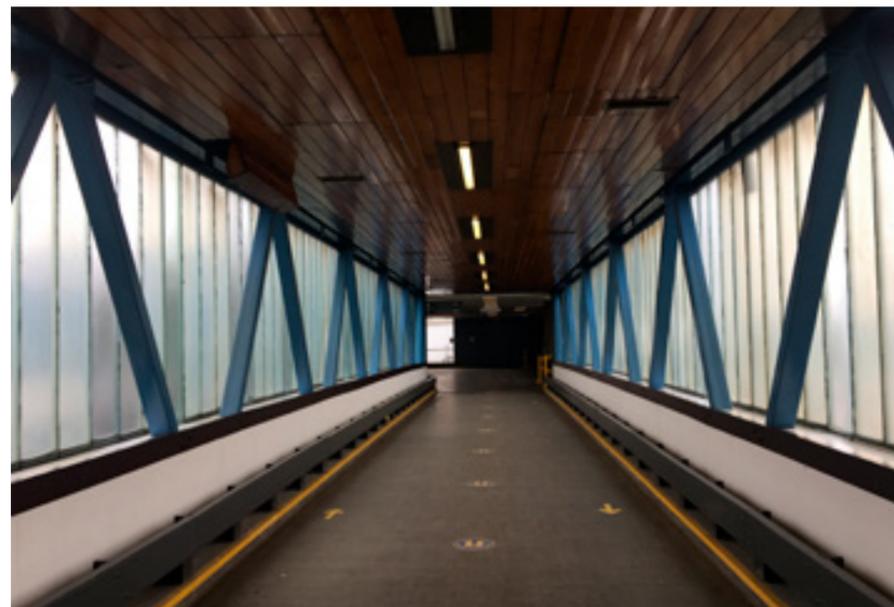
The SWAR affords an opportunity for bus routes to potentially be revised to bisect the SRF route and generate patronage for services that are not directly linked to the station, instead focussing on the wider town centre, particularly retail areas north of the town centre around Foregate Street.



**Fig. 22**  
Stafford Railway Station (2020)



**Fig. 23**  
Bus stands to Railway Street (2020)



**Fig. 24**  
Stafford Railway Station, bridge connecting platforms across the tracks (2022)



**Fig. 25**  
Unicorn Way (2022)

## Local Context

### Movement and Connectivity - Existing Vehicular Access

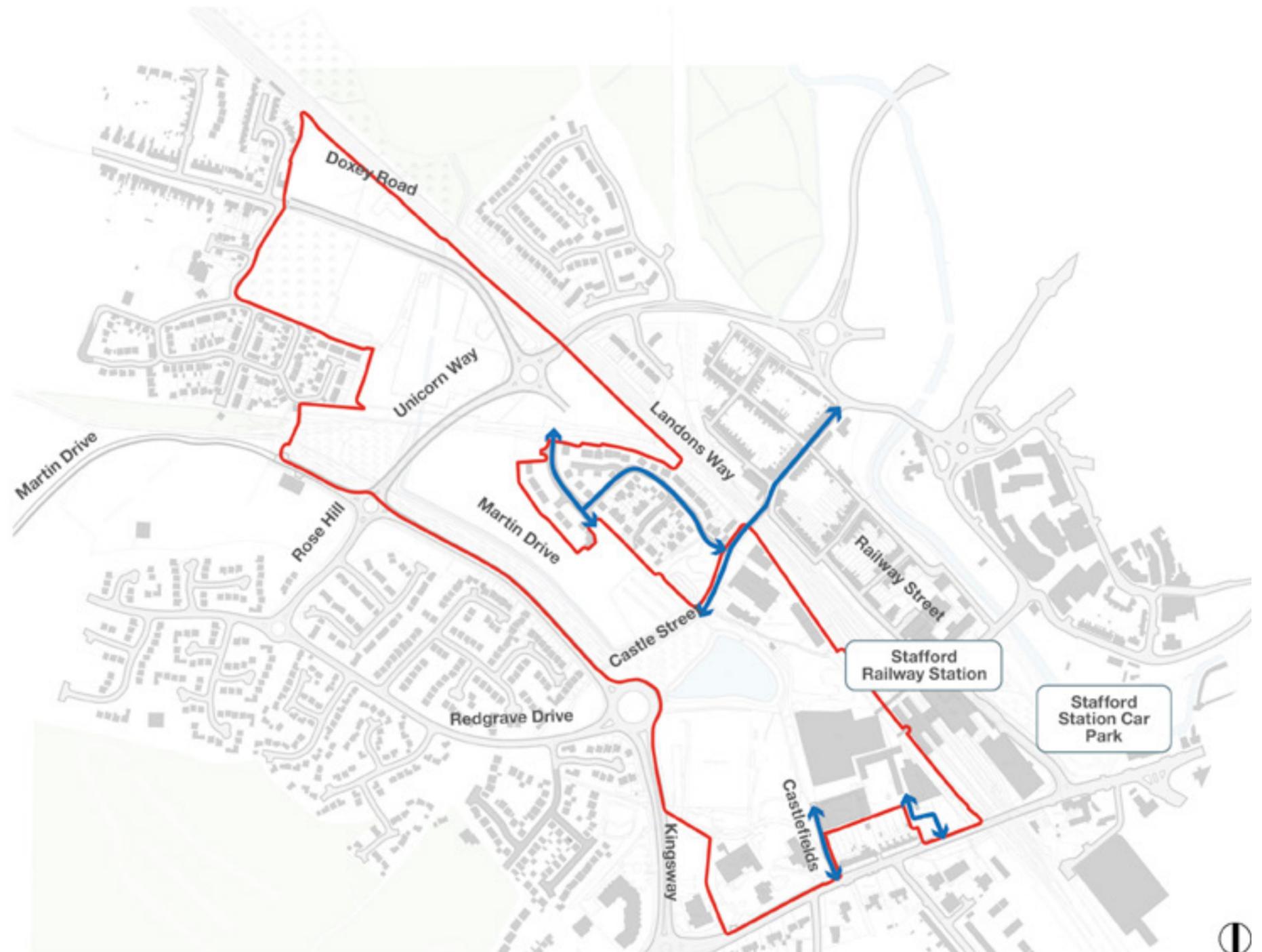
**There are currently a limited number of vehicular routes into the Stafford Station Gateway site. This is due to the prevalence of some significant highway distributor roads around the site boundaries including the SWAR, which has focussed access into the study area onto land further west or north.**

The central area of the study area is currently accessed exclusively from Castle Street. This is a relatively narrow and constrained no-through route that comes into the study area from the east over the railway line via a narrow rail overbridge. This route provides access to Bagnall Meadows (St Modwen), accessed via the new Landons Way link, as well as commercial and industrial uses on the Palmbourne estate.

The south of the study area is currently accessible for vehicles via Castlefields and is a relatively narrow, constrained route. This access joins Newport Road, a busy link providing access to/from Stafford town centre to areas to the west of Stafford. The recent opening of the SWAR could be expected to reduce the traffic flow on Newport Road in the future, as the SWAR is likely to displace traffic from this route, creating a bypass for the route through the town centre to the east of the station. Access into the Royal Mail Delivery Office for staff, servicing and visitors is provided from Newport Road. Visibility at the junction turning onto Newport Road is limited by the rail overbridge which sees levels rise to the east of the access.

#### Key

-  Site Boundary
-  Existing vehicle access routes



**Fig. 26**  
Existing highway access

## Local Context

### Blue/Green Infrastructure

#### Victoria Park

Stafford town centre benefits from the Green Flag award winning Victoria Park which is located on the banks of the River Sow. The park covers 4.95 acres and is the largest formal park in the Borough and has been extended in 1911 and in 1930. The park underwent a £2.5million restoration in 2020, re-opening in October 2020 with a new café and education centre, alongside a restored bandstand, Grade II listed shelter, toilets and enhanced landscaping. Victoria Park sits immediately outside Stafford Rail Station and forms a key link between the Gateway and the heart of the town centre.

#### River Sow

The River Sow is a tributary of the River Trent and flows through Doxey Marshes nature reserve until it reaches Stafford, after which it continues eastwards to its confluence with the River Trent.

#### Doxey Brook/ Drain

The Doxey Drain runs through the northern portion of the study area. The site is located within Flood Zones 2 and 3 but there is scope for implementing a flood risk and drainage strategy to mitigate this risk and unlock the site for development.

#### Cricket Pitch

In the north west of the site is a former cricket pitch, adjacent to the village of Doxey. The pitch has not been in use for a prolonged period, nor is it formally identified within the Open Space/Playing Pitch Assessments.<sup>8</sup> The ground conditions are soft and wet, meaning the site has fallen into a relatively poor state. Anecdotal evidence suggests that the current wet conditions are related in part to the ceasing of water abstraction from the now demolished Saint Gobain factory.

#### Former Rugby Ground

Stafford RUFC has been an established presence in the town since its founding in 1876. It had several homes around Stafford before settling at Newport Road, within the Stafford Station Gateway site, in 1949.

Stafford RUFC has since moved site to newly established pitches at Blackberry Lane which provides three senior grass pitches, one of which is floodlit, three mini grass pitches and a full-size World Rugby Compliant 3G pitch in addition to a clubhouse and relevant ancillary facilities. Sport England were consulted on the planning applications for this relocation, which included an assessment against Sport

England 'Planning for Sport Aims and Objectives'. Following the submission of a revised application, Sport England were supportive of the proposals.

#### Stafford Crown Green Bowling Club

The Club was established in 1902 and was recently upgraded with financial support from Sport England. The Bowling Green is proposed to be retained as part of the SRF. Opposite the Club, on the western side of Castlefields, is a private car park for Club use.

#### Existing Balancing Pond

The body of water at the centre of the site forms an important open space within the local area. It is known locally as the balancing pond and acts as a beneficial setting for local wildlife, being well used by nearby residents and visitors.

#### Landscaping areas alongside Doxey Drain/ Martin Drive

The immediate area also benefits from local play parks (e.g Castle View Park), ancillary open space and leisure provision including a golf driving range and Stafford Rugby Union Football Club ground. 20.85 hectares of public open space are also proposed as part of the Burleyfields development approved in outline in May 2019 (ref. 17/27731/FUL), with further detail being added in subsequent planning applications. There are further green corridors beyond the boundaries of the Gateway area leading out of Stafford in various directions.

Fig. 27

Stafford Crown Green Bowling Club



Fig. 28

Existing balancing pond to the centre of the site



8. 2013 Stafford Open Space, Sport and Recreation Assessment, 2019 Playing Pitch Assessment

# Local Context

## Blue/Green Infrastructure



Fig. 29  
Existing blue/green infrastructure

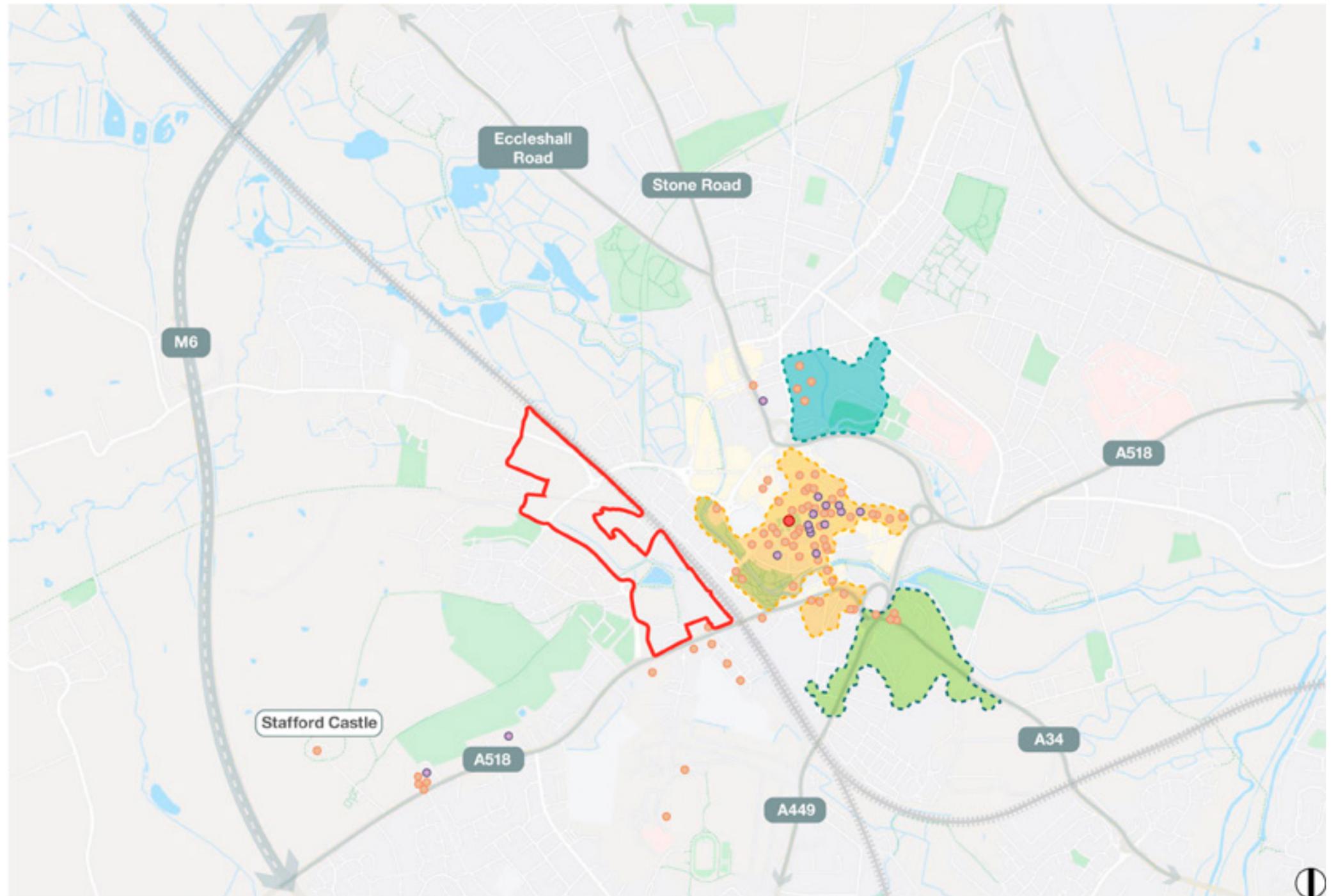
## Local Context

### Heritage

The Stafford Station Gateway site itself does not contain any designated heritage assets but there are key assets within the proximity, as well as three Conservation Areas in and around Stafford town centre.

#### Key

-  Site Boundary
-  Stafford Town Centre Conservation Area
-  Forebridge Conservation Area
-  Foregate and St George's Conservation Area
-  Grade I Listed
-  Grade II\* Listed
-  Grade II Listed



**Fig. 30**  
Existing heritage assets in proximity to the Stafford Station Gateway

# Local Context

## Heritage

### Conservation Areas

#### Stafford Conservation Area

The Stafford Conservation Area, designated in November 1971 and reviewed in December 2011, encompasses the town centre, extending up to the east of the railway station. The town has a rich, well documented history, being officially established in 913 AD. It was subsequently developed as a major commercial centre, being a focus of the pottery industry from the 10th Century. Stafford went on to become an administrative centre as the county town, as well as a hub for transport and shoemaking.

Many of the historic buildings of Stafford have been built using mainly local materials, particularly red brick. Some key buildings, such as the churches, have used other materials such as sandstone. Some early timber framed buildings remain in the town centre. The western part of the conservation area closest to the Stafford Station Gateway site is characterised by large civic buildings around Stafford College and Tenterbanks, with a smaller scale of built form around St Mary's and an open expanse at Victoria Park.

#### Forebridge Conservation Area

The Forebridge Conservation Area lies approximately 450m to the east of the site boundary. It was first designated in 1999 and was reviewed in December 2013, with its area was extended to the east and west. Having developed along a historic and major trunk route, the area contains a mixture of residential and public buildings, mainly dating from the nineteenth and twentieth centuries.

#### Foregate and St George's Conservation Area

The Foregate and St George's Conservation Area lies approximately 600m to the north east of the site boundary. It encompasses St George's Hospital to the north of Stafford, the prison site, Sash Street, and County Road connecting to the General Infirmary to the west. The suburb of Foregate developed in the 17th century, but the built character remaining is predominantly that of the 19th century.

### Listed Buildings

The town centre contains a wealth of listed buildings, centred around the Grade I listed Church of St Mary. Four Grade II listed buildings and structures lie closest to the site at the western edge of the town centre, comprising:

- The Mill, a tower windmill built in 1796 using materials from the late 16th Century Shire Hall. The mill was steam powered by 1847 and ceased working in early 1880s and was derelict by the late 1930s. Although derelict, the mill is an important landmark in Stafford and is sometimes claimed as standing on the foundations of the castle keep.
- Stafford College Tenterbanks Building, completed in 1946 in a late classical style, formed of red-brown brick with stone dressings and a parapeted roof. The shell of the building was completed in 1937, after which it was used as an American army hospital during the war, then completed afterwards.
- Staffordshire County War Memorial, a tall ashlar and bronze memorial supporting bronze figures built around 1920, and a bronze plaque commemorating the 2nd World War. The listing includes the flanking walls and gates, featuring inscriptions of the names of battles.
- The Mottram Shelter, approximately 45m south east of the war memorial and dating from 1905 and restored in 2020. Constructed of cast- iron and timber with a hipped roof and simple benches.

There are a further five listings encompassing buildings located on Newport Road to the south of the site, comprising:

- Former Eagle Inn Public House, a two storey Georgian style brick building built around 1800 on the south side of Newport Road and now forming part of a supported housing scheme.
- Nos 16 and 17, a pair of two storey Georgian style houses from c.1850. They were part of a mid-19th century development which followed the building of the railway line.
- No. 19, a c.1850 two storey house, built in brick with stucco dressings and an open porch.
- Nos 127-131, a terrace of five Tudor houses completed in 1850. They represent a good and attractive example of workers' housing, having been built for railway workers. This row of terraces lies adjacent to the Gateway site.
- The Hawthorns, a c.1830 Georgian style house comprising two storeys in brick with a slate roof.

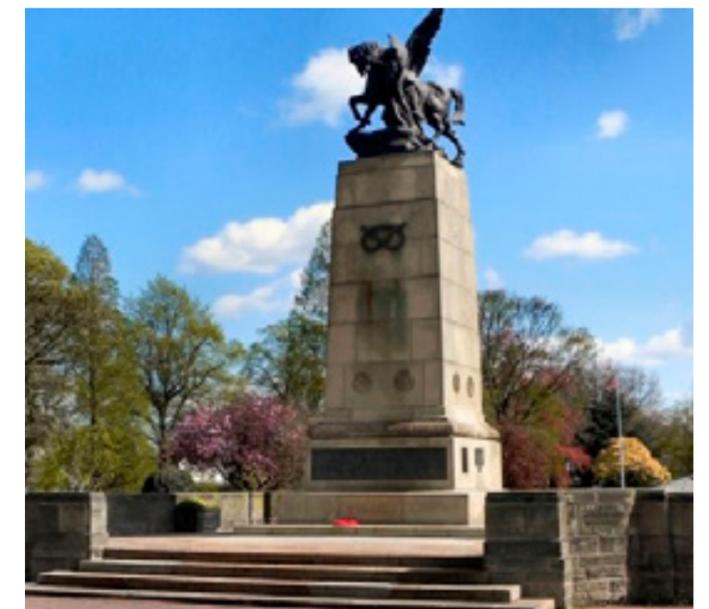
Two additional listings comprise housing on Brunswick Terrace, leading off Newport Road to the south, as follows:

- Nos 1-13, a terrace of thirteen Georgian style houses from c.1850. They were built as part of the development of the area following the opening of the railway in 1837.
- Nos 14, 15 and 16, a terrace of three Georgian style houses from c.1850. They were also built in response to the railway opening in 1837.



**Above : Fig. 31**  
Terrace Tudor houses on Newport Road to the south of the site

**Below : Fig. 32**  
Staffordshire County War Memorial, Victoria Road



# Local Context

## Environment

**Stafford Station Gateway benefits from key natural features, for instance the balancing pond and the former cricket pitch, which will be enhanced through the development. There are also several constraints which development will need to take into account.**

### Ecology

The Doxey and Tillington Marshes Site of Special Scientific Interest (SSSI) is situated immediately across the West Coast Main Line to the north east of the site. The Baswich Meadows SSSI is approximately 3km to the east of the site. The Cannock Chase Special Area of Conservation (SAC) and SSSI lies approximately 6km to the south east of the site.

The entire site falls within SSSI impact risk zones.<sup>9</sup>

There are several local nature reserves (LNRs) near to the site all of which are sufficiently distant to avoid direct impacts through the site's delivery.

Non-statutory Sites of Biological Importance (SBI) are also present in the surrounding area, but none are on-site and none would be affected through the site's delivery.

### Landscape

There are no landscape designations affecting the site, however the Cannock Chase Area of Outstanding Natural Beauty lies approximately 4.5km to the south east of the site.

### Ground Conditions

The development area has an extensive industrial history dating back to at least the 1880s including an area of suspected landfill and various works and factories including the former Saint Gobain Abrasives works, all of which have the potential to have left behind a legacy of contamination and building foundations / slabs. Below ground is a protected groundwater aquifer and Doxey Drain crosses the site, both of which are protected and regulated by the Environment Agency (EA). Before any redevelopment can take place, it will be necessary to gain a detailed understanding of how potential contamination could affect those sensitive receptors and establish how to protect them. This information will also be required to demonstrate to the Environment Agency that the scheme will not have an adverse effect on water receptors, and also for planning condition discharge.

Before any redevelopment can be carried out it is critical to understand the ground conditions and remediation / ground improvement necessary to make the plots suitable for the proposed end uses. An intrusive ground investigation and the assessments which follow will unlock the area for redevelopment and enable progression of the Masterplan. Once each plot has been thoroughly characterised it can be de-risked by removing impediments to development such as contamination from previous activities and ground abnormalities such as residual building foundations and slabs and wider geotechnical and geophysical considerations.

On completion of the intrusive investigation, it will be possible to carry out contaminated land risk assessments and preliminary geotechnical design activities to de-risk the site and inform the future development proposals.

Remediation of the wider Masterplan area and preparation for development will enable long-term improvements to be realised; the Council will be able to promote the plots to developers and investors as a lower-risk proposition once the constraints identified following the ground investigation have been addressed. Advance works will also provide a sustained impact through the removal of blight, allowing the Council to improve and enhance the physical environment whilst unlocking significant socio- economic benefits.

### Flood Risk

The site is located within Flood Zones 2 and 3, as defined in the Environment Agency's fluvial flood risk mapping published online. To quantify the flood risk to the site more precisely, detailed hydraulic modelling of the Doxey Drain that traverses the site was undertaken. The modelling utilised hydraulic model data provided by both the Sow & Penk Internal Drainage Board and the EA. The results from the modelling confirmed that there is no risk of flooding to the site from Doxey Drain in the 1% Annual Exceedance Probability (AEP) event, which indicates that flood risk poses a lesser constraint to site development than previously thought. Further consultation with the EA will be required to validate these results.

The site is located within Flood Zones 2 and 3, as defined in the Environment Agency's (EA) fluvial flood risk mapping. To better understand the level of flood risk to the site the project team undertook detailed hydraulic modelling of Doxey Drain that traverses the site, flowing from north to south. This hydraulic modelling is based on a model, supplied by the Sow & Penk Internal Drainage Board, which was completed in 2020. The model results for the 1% Annual Exceedance Probability event confirmed that there is no flood risk to the Stafford Gateway site from the Doxey Drain. This differs from the EA Fluvial Flood Risk Map published online and also the older EA Sow and Penk Model which both show some flooding within the site.

Based on the hydraulic modelling undertaken by WSP, it is considered that the EA Fluvial Flood Risk Map and EA Sow and Penk Model are potentially overestimating the level of flood risk to the Stafford Station Gateway site, however further studies and enquiries with the EA will be required during planning to validate these results.

9. Developments of more than 50 dwellings within the impact risk zone will need to consult with Natural England.

## Local Context

### Demographic and Socio-Economic Context

# 140,000

Population of Stafford Borough

**The SRF seeks to consider the demographic and socio-economic context of those living and working in Stafford, taking into consideration the specific needs of different groups and responding to the challenges they face.**

# 6.1%

Anticipated growth in population between 2021 - 2030

Stafford Borough has a population of around 139,895 and this is expected to increase by 6.1% between 2021 and 2030, notably higher than regional and national growth rates. Household growth is also expected to rise by 7% over the same period, equating to an additional 4,242 households in the Borough.

# 3%

Unemployment

Critically, Stafford has a higher-than-average number of people aged 55 and over, compared to the West Midlands and UK, albeit a younger demographic is present in the Town Centre. It is predicted that Stafford's proportion of over 55s is predicted to increase over the next 5 years, presenting a series of health, social and economic challenges for the Borough.

Unemployment in Stafford is relatively low at 3%, compared to 5.1% for the West Midlands and 4.8% for the UK.

# 20%

Four of the Lower Super Output Areas (LSOAs) in Stafford Borough are within the 20% most deprived neighbourhoods in England

19.5% of Stafford residents are employed as professionals, 13.4% as managers and directors, and 12.8% as associate professionals. Stafford outperforms the regional and national averages for skilled occupations, suggesting Stafford as a Borough is reasonably affluent. This is also reflected in the greater proportion of residents that hold a degree (34.1%), relative to the West Midlands (27.2%) and UK10 (31.2%).

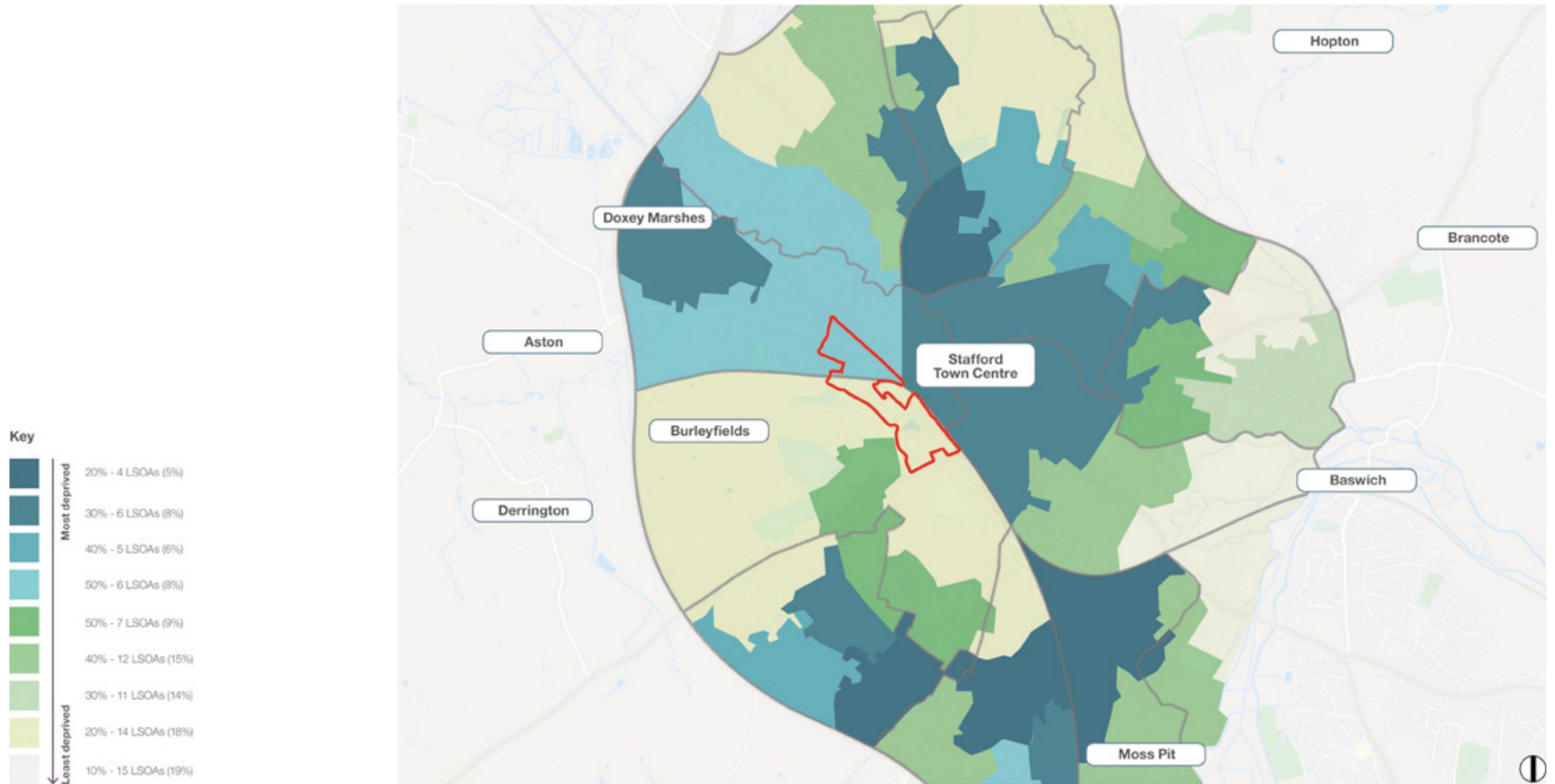
However, four of the Lower Layer Super Output Areas (LSOAs) in Stafford Borough are within the 20% most deprived neighbourhoods in England.<sup>11</sup> LSOAs are small statistical reporting areas covering a population of about 1,500 people. This suggests that despite a general affluence across the wider Borough, there are pockets of deprivation within Stafford's urban area that need to be addressed. More affluent households are likely to reside in larger detached dwellings in Stafford's rural environs.

10. Experian Estimates

11. Index of Multiple Deprivation (2019)

## Local Context

### Demographic and Socio-Economic Context



**Fig. 33**  
Demographic and socio-economic context

# Local Context

## Market Analysis

An analysis of market conditions within Stafford has been undertaken in relation to residential, office, retail and hotel uses to ensure that the vision set out in the SRF represents a pragmatic proposal for development at the site.

### Residential

#### Evidence of Housing Need

37% of all properties in Stafford are detached properties, closely followed by semi-detached dwellings (32.7%). In the urban core, the majority of properties are flats and terraces. Properties in Stafford had an overall average price of £223,731 in 2021. This is slightly below the average value attained in Staffordshire of £235,000. Overall, sold prices in Stafford over the last year were 6% up on the previous year and 4% up on the 2019 peak of £215,946.

An analysis of sales transactions in Stafford for each residential property type over the last two years produces the values shown in Table 01.

#### Rental Values

Data from Rightmove suggests the rents shown in Table 02 are typical for Stafford.

#### Rental Demand

While Stafford as a local authority area has a relatively high degree of home ownership, Stafford town centre has a higher proportion of privately rented properties, in addition to some social rented housing. According to Mosaic data from Experian the town centre is dominated by 'Rental Hubs' which are characterised by educated young people privately renting in urban neighbourhoods.

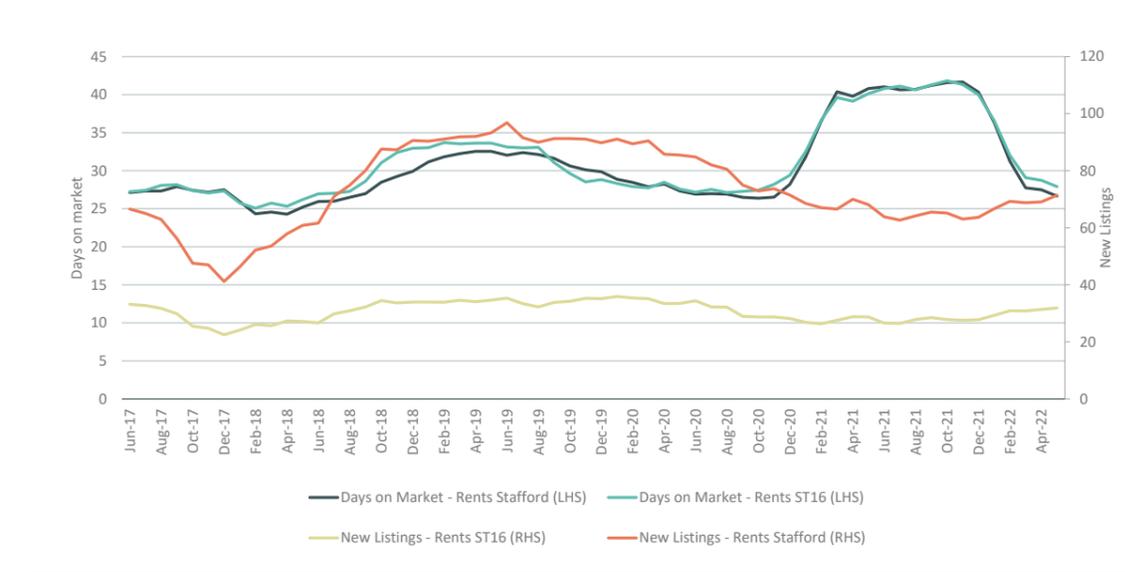
Table 03 demonstrates that rental demand is strong within both Stafford as a whole and the ST16 postcode area, covering the town centre, the Gateway, and suburbs to the north of the town. The number of days on the market (key on the left hand side) for both Stafford and specifically the ST16 postcode have decreased substantially over the past year (-30% in ST16 and -35% in Stafford) and number of new rental listings (key on the right hand side) have increased over the same period (+11% in ST16 and +5% in Stafford).

Property Type	Typical Value (£/sq ft)	Typical Value (£)	New Build Value (£/ sq ft)	Resale value (£/ sq ft)
Detached	237	277,000	245	246
Semi-Detached	198	185,000	242	196
Terraced	169	156,000	220	166
Flat	216	146,000	250	201
All Property	202	202,000	237	198

**Table 01**  
Residential property transactions in Stafford

Property Type	Average Rent Achieved (£/pcm)
Detached	850-1250
Semi-Detached	675-950
Terraced	525-750
Flat	475-800

**Table 02**  
Residential rental values in Stafford



**Table 03**  
Rental demands in Stafford

# Local Context

## Market Analysis

### Office

#### Occupational Market

The Stafford office stock is comprised of lower grade, secondary space although out-of-town space performs well compared to the town centre, where based on transactional evidence rents between £8-10 per sq ft are possible.

The Staffordshire Technology Park dominates the out-of-town office sector and is the premier office park in Stafford, achieving rents between £11-12 per sq ft. The Technology park sits alongside the Beacon Business Park, while Stafford Enterprise Park immediately to the South is an expanding mixed-use business park operated by New Beacon Group, with asking rents of £15 per sq ft.

Serviced office space can achieve up to £215 pcm for a dedicated desk and private office suites fetching £55 per sq ft. The most recent new build office development in Stafford is Staffordshire Place which was completed in 2011 for Staffordshire County Council's requirements, which is occupied by Stafford Library, iProspect, Verso Lounge and the Liquor Tank.

Stafford is in a highly advantageous location for office occupiers who are likely to be attracted to the town due to its high-frequency, high-speed rail connections and a strong local talent pool. SBC's 2019 Town Centre Capacity Assessment identifies that new office floorspace at the Stafford Station Gateway will provide a boost to Stafford town centre.

#### Investment Market

Stafford's investment market is relatively weak, especially from institutional investors, stemming from a lack of good quality space and low rents being achieved in the town and lack of a strong occupier market.

Due to Covid-19 office yields nationally have been pushed out by 0.5-1% to reflect increased risk and weakening sentiment in secondary regional office space. It is expected that across the UK, Environmental, Social and Governance issues will become more critical as occupiers focus on acquiring the highest quality, greenest buildings available, leading to further divergence between prime and secondary stock.

### Opportunities

There are over 5,000 micro businesses in Stafford, which provides an opportunity to explore alternative and more innovative workspace options for Stafford Station Gateway, including the conversion of shipping containers, the creation of co-working spaces, and temporary and pop-up activation/placemaking space. This approach aligns with a shift towards curating great 'work experiences' through integrated space, technology and services.

### Retail

Stafford has broadly the expected volume and quality of retail provision, given the size and affluence of the shopping population.

Retail vacancy rates at Q2 2021 was at 26% of town centre units, reflecting a marked increase since 2019. COVID-19 will have accelerated the increase in store closures, which has been a long-term trend across the UK.

Town centre retail rents are between £15-20 per sq ft. Prime Unit yields have been shifting outwards markedly in recent years, although there are now signs of gradual improvement.

As with many other towns, Stafford has experienced significant challenges as a result of the COVID-19 pandemic. Stafford Borough Council 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 intended to revitalise the town centre through improving functionality, holding events, increasing town centre living, and building community. Providing a substantial active population living and working within easy walking distance of the high street will bring increased footfall and is likely to aid in the town centre's recovery.

## Local Context

### Market analysis

#### Hotel

The Stafford area has a modest supply of hotels, currently totalling around 600 rooms, with the average size of hotel circa 38 bedrooms. Branded hotels account for around two-thirds of the existing stock, with the largest being the Holiday Inn Express (IHG brand) at 103 rooms.

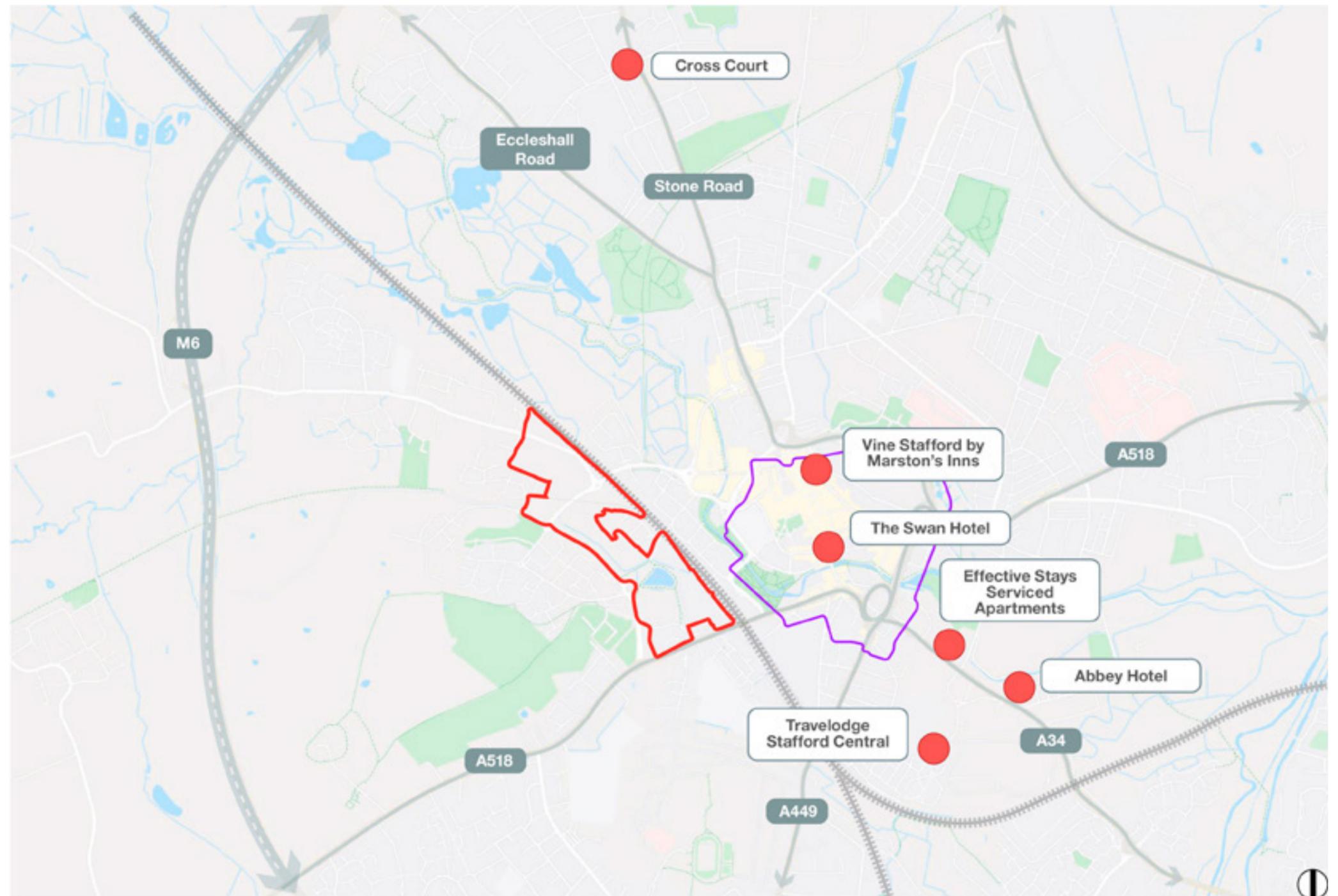
The only 4-star hotel in the Stafford area is The Moat House (41 rooms) at Acton Trussell, a village outside of the town. The majority of the existing stock is focused around three-star accommodation ranging from £30-90 per night within a mid-range market. A quarter of the Hotels are independently operated and not associated with a brand. As shown in Figure 35, there are relatively few hotels within easy reach of Stafford Station and the town centre, with a limited provision of national chain operators within the town. With the aim of enhancing Stafford's wider visitor economy product, and increasing the opportunities for more people to stay in the town, a feasibility study is currently being undertaken to establish the demand, optimal locations and potential route to market for additional hotel accommodation including the development of a 4-star product. A wider hotel offer would benefit travellers visiting Stafford, the potential business focused market and would provide economic and employment benefits in the local area.

A hotel at Stafford Station Gateway would be regarded as a significant demand generator due to its close proximity to the station, with demand likely to be driven also by the prospects of HS2 connectivity and the delivery of the commercial uses. Taking into account the specific location the rental range would be between £3,500 - £5,000 per bed with a vision towards this being characterised by more aspirational, quality accommodation.

The two dominant economy hotel operators in the market are Travelodge and Premier Inn whom operated on rental ranges of £3,500 - £5,500 per bed. Both operators lease structure is typically subject to RPI and collar and cap, which would be reflective of the location, with the expectation that the hotel is delivered to their current brand standards.

#### Key

- Site Boundary
- Town Centre Boundary
- Hotel



**Fig. 35**  
Location of hotels close to the Stafford Station Gateway

## The Vision

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

*Stafford Station Gateway will create high-value employment and quality low-carbon housing alongside new amenities, which will complement Stafford's existing retail offer. Residents and occupiers will be sustainably connected to the primary shopping area through new walking and cycling routes.*

*Development will respond to the local context, enhancing the existing Lake, creating a new Doxey Brook, and maximising biodiversity opportunities through new public realm and landscaping.*

*Development will be designed to be sustainable and adaptable to climate change pressures, and at a density which is appropriate to the site's proximity to a key public transport hub.*

*The Gateway will benefit existing communities as well as appeal to new business start-ups, families and young professionals, seeking to benefit from the connectivity of the place, and the vibrancy and amenity on offer, which in turn will encourage innovation and creativity.'*

# The Vision

The Strategic Regeneration Framework sets out a strong vision for delivering transformational change, and one which is supported by a series of strategic objectives and overarching development principles to ensure high- quality place making and sustainable economic growth is achieved.

## Strategic Objectives

Four strategic objectives have been prepared to help deliver this vision. These have been informed by the local and regional context and national and local planning policy, as well as the constraints and opportunities of the site.



### Strategic Objective 1 - Transformational Regeneration that Supports the Town Centre

- Delivering transformational regeneration that increases Stafford Town Centre's vitality, improves connectivity and diversifies the offer of Stafford as a major regional centre.
- Capitalising on the arrival of HS2 and wider rail improvements by providing a new hub that attracts inward investment and provides a new destination for people to live and work.
- To diversify Stafford's existing population, attracting young professionals and families into the town.
- 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.



### Strategic Objective 2 – A Place to Live, Work & Relax

- Creating a mix of uses that are ancillary to and complement the primary shopping area within the town centre, supporting the type and scale of uses to deliver positive growth within Stafford.
- Creating a place which provides a distinct identity and offers an integrated approach to living, working and relaxing.
- Catalysing regeneration and delivering a new regionally significant destination which can attract and retain new talent, skills and jobs.
- Providing a hotbed for innovation and start-up industry and providing flexible workspace.
- Providing complementary retail and leisure uses to deliver attractive amenities for those living and working within the Stafford Station Gateway area, 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.



### Strategic Objective 3 – A Quality of Place Built on Natural and Physical Assets

- Delivering outstanding public realm that builds upon and brings to life existing unique natural assets, including green and blue infrastructure.
- Providing green spaces and open space that sets the Gateway within its unique landscape setting, promoting a quality of 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.
- Ensuring that the protection and enhancement of biodiversity plays a prominent role in the development of the Gateway.



### Strategic Objective 4 – A Place that puts Sustainability at its Heart

- Delivering a holistic new quarter of Stafford that places sustainability at its heart and responds to the challenge of the climate emergency.
- 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.
- Ensuring that the future development of the Gateway supports existing and proposed communities, for example helping to generate local jobs.

## Development Principles

The Strategic Regeneration Framework outlines a proposed spatial framework to implement the Stafford Station Gateway vision and strategic objectives.

The SRF will guide development across the Gateway area until 2040.

A series of overarching development principles have been proposed to identify the key influences and considerations as development comes forward across the Stafford Station Gateway area.



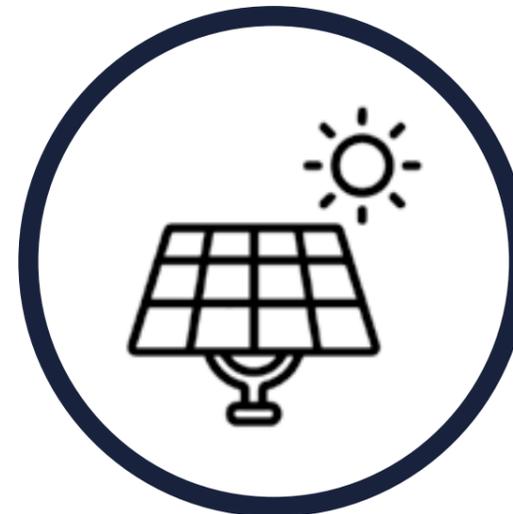
Development Principle 1  
**Transformational Regeneration that Supports  
the Town Centre**



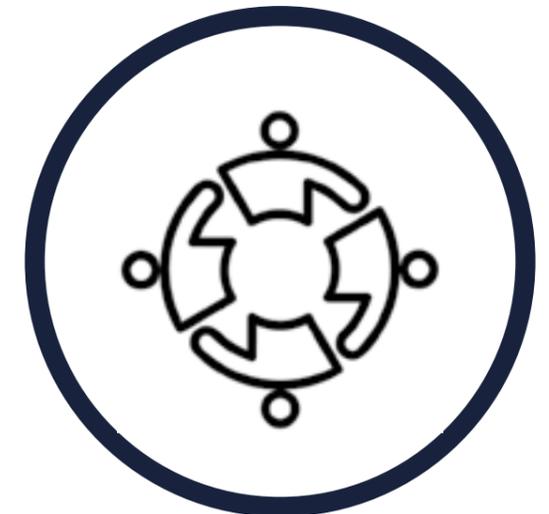
Development Principle 2  
**A Connected Stafford**



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



Development Principle 4  
**Promoting a Sustainable  
New Neighbourhood**



Development Principle 5  
**People, Community and Driving Social  
Value**

## Development Principles

### Development Principle 1 – Transformational Regeneration that Supports the Town Centre



#### Development Principle 1 Transformational Regeneration that Supports the Town Centre

**Stafford Station Gateway 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.**

The proposed mix of uses put forward within the Stafford Station Gateway site is ambitious but rooted in a robust understanding of market feasibility. It has been based on a market needs analysis undertaken by CBRE but is flexible enough to adapt to future market change, and development parcels can be amended to suit new requirements. There will be a focus on creating a mix of uses to complement the Town Centre and support the type and scale of uses to delivering positive growth within Stafford. It is this principle that guides the relative mix of housing, leisure, and commercial uses across the site.

#### **Strengthen the identity of the Town Centre**

Stafford town centre has a rich history with an abundance of heritage assets demonstrating the town's evolution. One of Stafford's primary strengths is drawing on this heritage to create an attractive and visually interesting focal point for residents of the town and the surrounding area. Stafford Station Gateway offers an opportunity to build on these strengths by creating a place which is not only a destination for work, but one with a distinct identity that offers an integrated approach to living, working and relaxing.

#### **Supporting Growth Sectors and Innovation**

Stafford has a strong baseline for business and industry, with several multinational firms specialising in advanced manufacturing and technology. Stafford Station Gateway will become a hotbed for innovation and industry start-ups, with the provision of flexible workspaces helping to achieve this.

A key focus will be to create and deliver a new regionally significant destination which can attract and retain new talent, skills and jobs that are linked to educational institutions across Staffordshire and can provide opportunities for young people entering the jobs market. The new Institute of Technology being delivered within the Gateway by Newcastle and Stafford Colleges Group will form a focal point for the training and development of local talent which will help to retain and strengthen Stafford's workforce.

#### **Complement Town Centre Uses**

Stafford Station Gateway needs to complement and not compete with existing Town Centre uses, with the focus of traditional retail provision within the Primary Shopping Area. The area will focus on providing retail and leisure uses to deliver attractive amenities for those living and working within Stafford Station Gateway as well as benefiting existing communities and supporting the uses within the town centre.

#### **Opportunity for Live and Work**

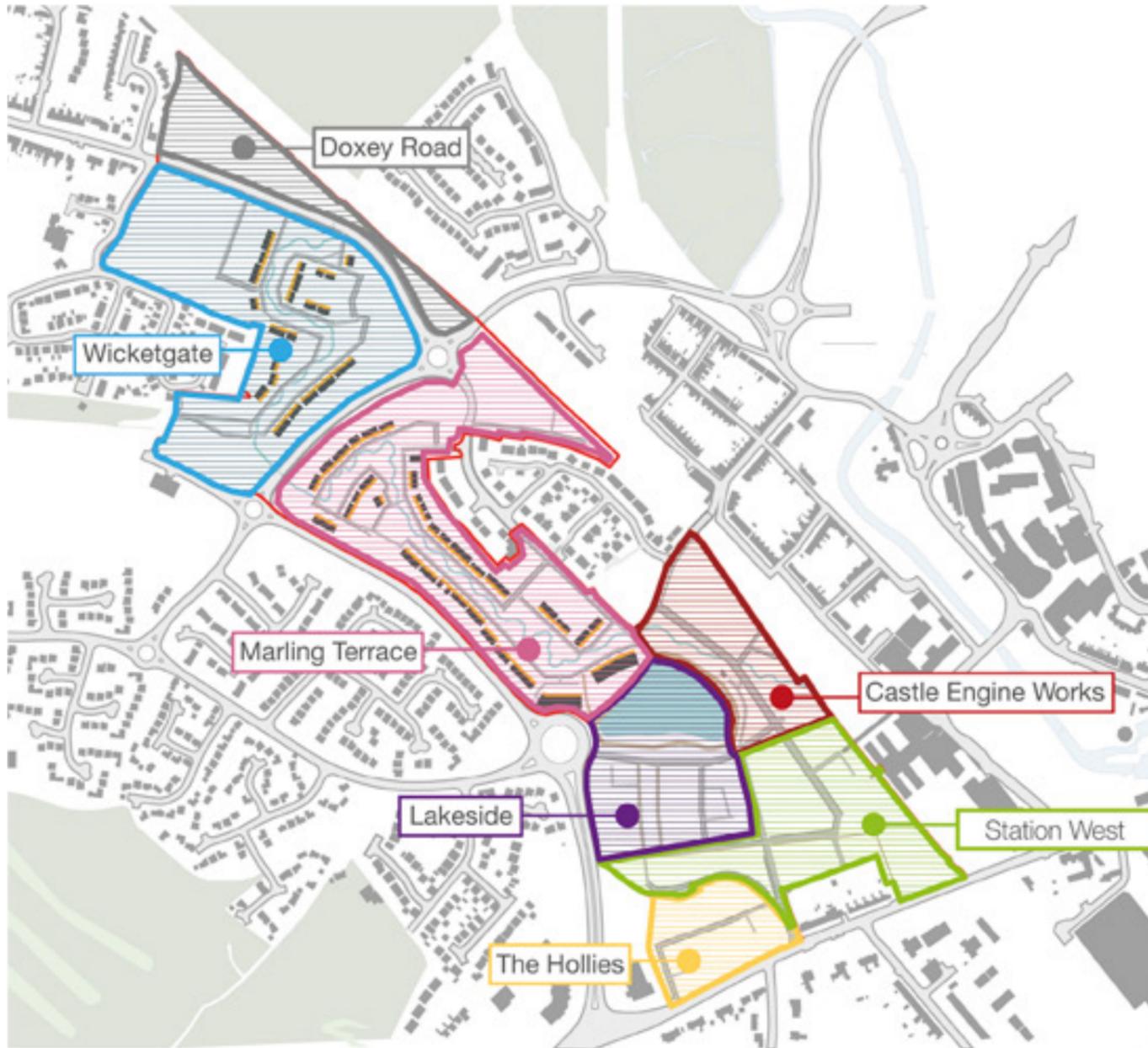
Stafford Station Gateway offers an exciting opportunity to expand on the typical suburban style housing provision available within the town. A wider range of apartments and townhouses will facilitate urban lifestyles, made possible by the proximity of Stafford Station and the range of town centre facilities available nearby. The inclusion of a diversity of housing typologies, for instance live-work units, will be attractive to a broader demographic. Delivering high quality market and affordable homes will help to meet the needs of Stafford and to complement emerging strategic growth areas.

#### **Town Centre Accessibility**

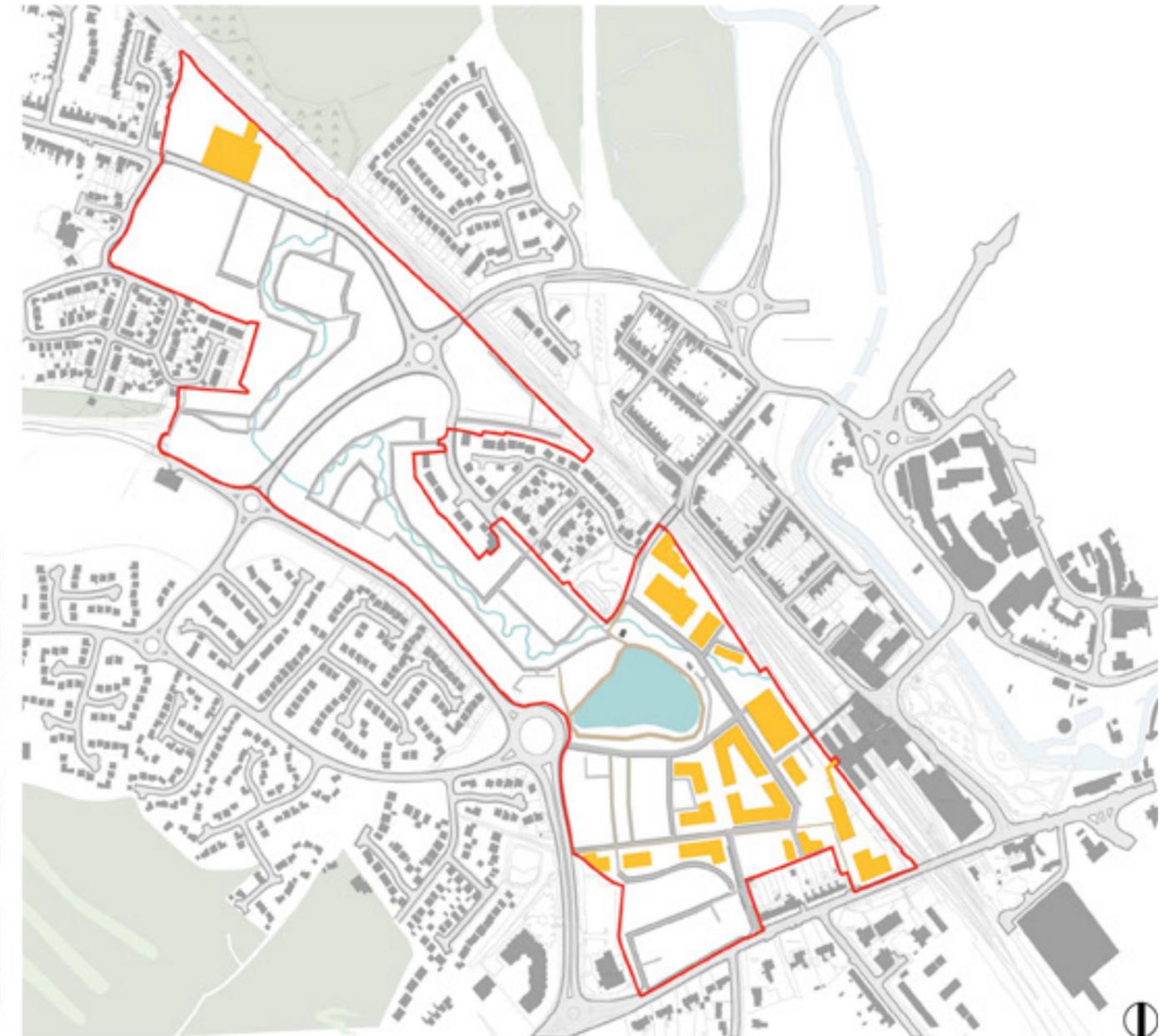
The development of the Gateway will foster closer connections between the town centre and the suburbs to the west of Stafford, enabling people to access jobs and facilities in a more sustainable manner. The opening up of attractive routes from Burleyfields to the high street through the Gateway represents an improved experience for those choosing to walk or cycle to the town centre safely and conveniently.

## Development Principles

Development Principle 1 – Transformational Regeneration that Supports the Town Centre



Create distinct character areas



Distribute a diverse mix of uses along proposed key routes

## Development Principles

### Development Principle 2 – A Connected Stafford



#### 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.**

#### Enhancing Local Connectivity

This connectivity is perhaps best exemplified best by the rail station and the proximity to the M6, however it also highlights the perceived tendency for residents of Stafford to look to leave the town for leisure and employment opportunities, and that the provision of enhanced transport connections more locally can help to encourage residents to spend more time within the town. Stafford is also well positioned to benefit from future improvements in digital connectivity, building on a strong legacy of IT start ups and its central location. The delivery of such enhancements ensures that the SRF vision is futureproofed for the post pandemic world.

#### Active Travel

The development needs to create the right environment and provide the opportunities for local people to travel short distances using sustainable modes of travel, in particular walking and cycling. Stafford town is a relatively compact urban area, and the Stafford Station Gateway site is within comfortable walking distance of the key retail and commercial offerings within the town centre. Stafford Station Gateway is not a peripheral site that would be badged as an ‘urban extension,’ rather it is at the very heart of, and a key driver for town centre regeneration.

#### A New Station Entrance

In terms of public transport, the opportunity to add a new entrance to Stafford Station to the west of the railway line in the heart of the Stafford Station Gateway site could be transformative to the western part of the town and will underpin the opportunity to develop this part of the site. Encouraging a broader residential catchment to have the opportunity to benefit from the excellent rail links provided by both the West Coast Mainline, future High Speed rail services and more local routes, will be key.

#### Integration with Town Centre

Discussions are ongoing with Network Rail to ensure access is secured between the Gateway and the Primary Shopping Area. A series of options are being explored to provide pedestrian and cycle access across the railway line, and further feasibility work will be undertaken to explore these. The Gateway should ensure cohesive routes are introduced and strengthened which match desire lines through to the town centre and neighbouring suburbs.

#### Bus Services

The Stafford Station Gateway provides an opportunity to consider re-routing existing or operating new bus services into this part of the town. This could reduce some of the congestion buses experience on the eastern side of the railway and could result in some journey time savings for bus services from the west.

#### Streets for People

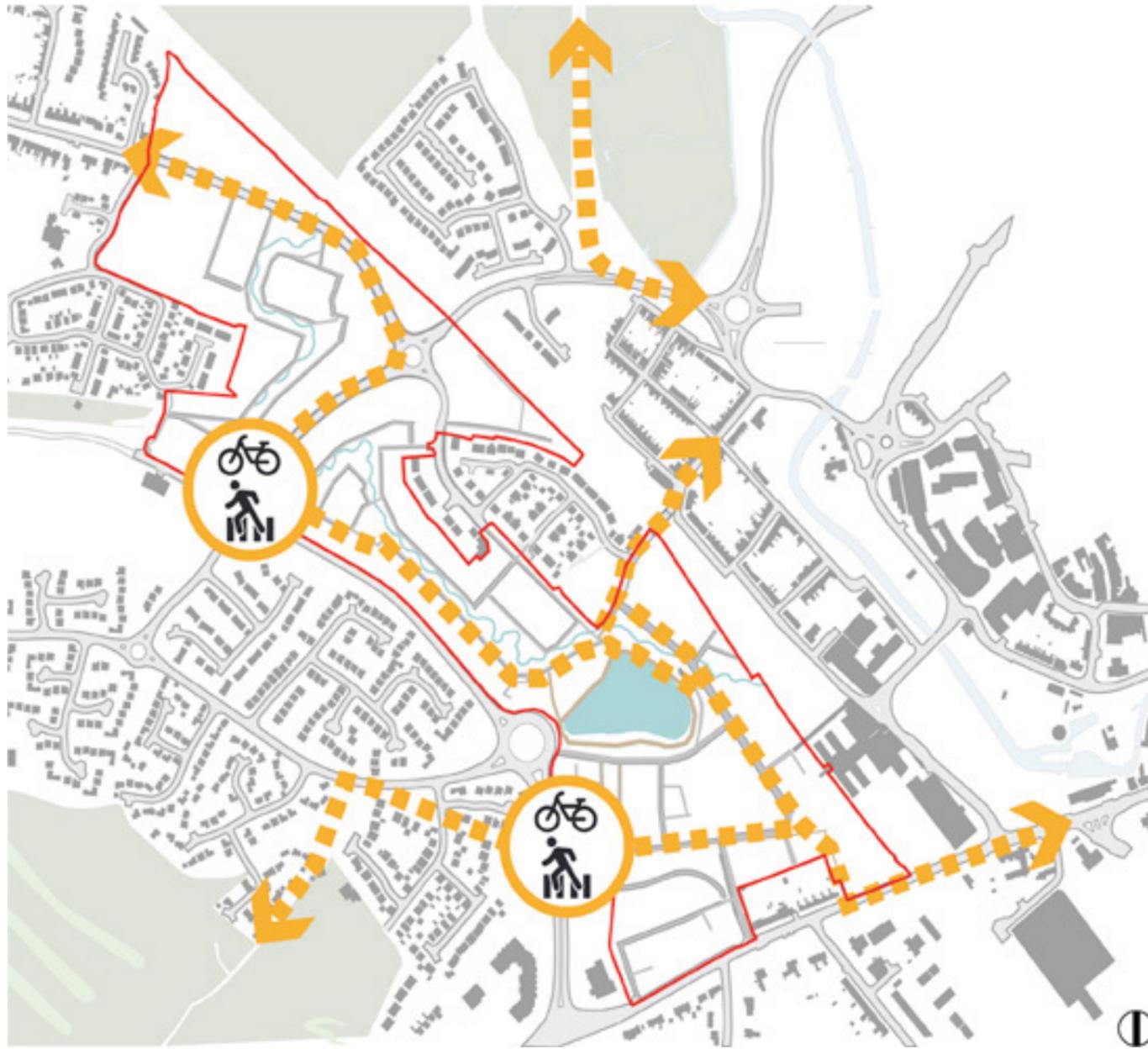
Walking and cycling will be a key feature of the streets and placemaking principles within the Stafford Station Gateway site. Whilst recognising a need to provide appropriate car parking so as not to hinder the viability of the residential and commercial proposals, it is considered essential from a placemaking and well-being perspective to ensure that the streets internal to the site are designed for people, not for cars. Low speed, narrow internal streets are proposed, with pedestrians and cyclists afforded greater priority, in accordance with recent changes to the Highway Code. These ‘quiet ways’ should provide access to residential plots but are not to provide a through route. They should be traffic calmed, with a narrow road gauge to slow traffic down and prioritise pedestrian and cycle movement.

#### High Speed 2

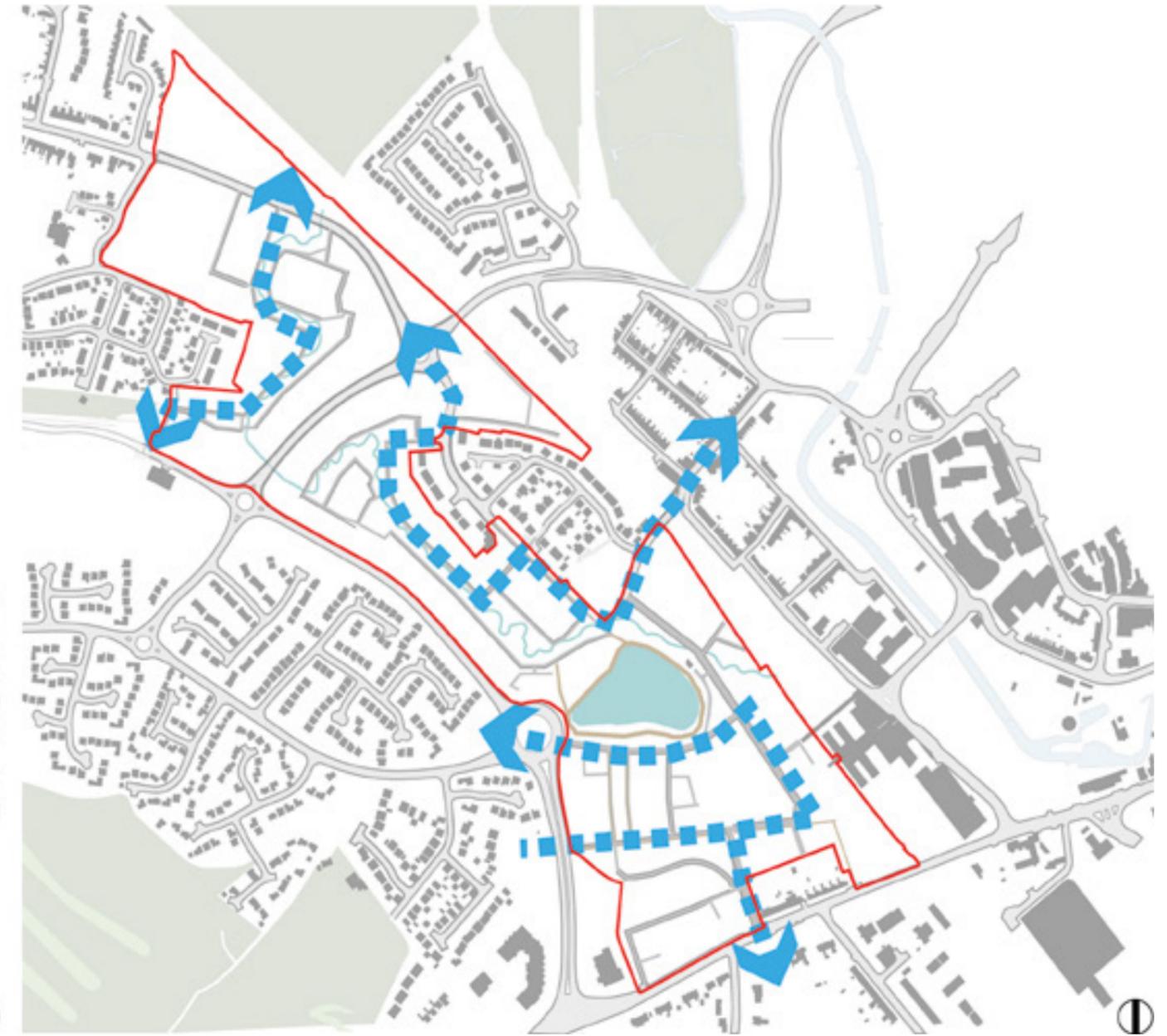
Stafford Station will, as part of the HS2 Phase 2a works (West Midlands to Crewe), benefit from future High Speed rail services, along with Crewe, Macclesfield and Stoke-on-Trent. HS2 will reduce the journey from Stafford to London Euston to less than an hour, at 55 minutes, using trains running at speeds of up to 225mph. This significant improvement in infrastructure will help to make Stafford a more appealing place to live and work, and will help the Gateway realise many of its objectives.

## Development Principles

### Development Principle 2 – A Connected Stafford



Define routes and establish links for pedestrians and cyclists



Improve, simplify and clarify a new vehicular network across the site

## Development Principles

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



#### 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, with a focus on a walkable neighbourhood, that provides more than just work, and more than just homes.**

#### Character

Central to the development of the masterplan is to create distinct neighbourhoods that people can feel proud of and feel a sense of ownership of. These will be underpinned by the historic fabric of the site and context alongside the emerging uses.

There are several key assets within the site that not only capture a part of the character of Stafford but enhance the development by creating moments of familiarity and grounding.

#### Trees

The study area also benefits from mature trees, that help to define edges and enhance key amenity spaces. Notable groups of trees include those to the east of Martin Drive and around the balancing pond. All trees would need to be surveyed and assessed in an arboricultural impact assessment, with the findings determining the retention of trees on a site by site basis.

#### Amenities

The study area is sited in a central zone that can knit into the existing urban fabric and look to make connections beyond the red line, stitching communities back together and uniting the town across the railway tracks. The aim is to create a thriving, active community with a range of uses that embrace its unique location.

New hubs of commercial and creative activity can be established by leveraging the strengths of Stafford and addressing any challenges. It is expected that the economic activity that flows in will increase with the arrival of HS2 - including job opportunities, additional retail spending, and vibrancy throughout the day and evening. This will help reinvigorate the town and make it a place worth spending time in and a destination of choice.

The site benefits from having the balancing pond at its centre, and by enhancing this with an engaging, connected public realm - one which is interactive, playful, unique, and attractive to a diverse range of citizens - will have both direct and indirect benefits. This will be an important Lakeside feature within the proposed development

Creating better spaces has a direct impact on the well-being of residents, from physical benefits such as improved air quality, wind mitigation, access to sunlight/daylight etc. to benefits

to one's mental well-being, such as perception of safety and sense of civic pride. Indirect benefits include the potential positive impact on the local economy through increased footfall. Public open spaces will be provided through a new square to the west of Stafford Station, enhancing the environment around the balancing pond to create a Lakeside feature, opening up the Doxey Brook, and restoring access to the former cricket pitch.

#### Design

The development will provide an appropriate quantum of housing to support both Stafford Borough Council; Staffordshire County Council; and the site's viability targets, with high-quality, sustainable design at its core.

The SRF seeks to deliver a diverse mix of housing typologies and tenures to promote socio-economic equality and inclusion. All housing delivered across the study area is to demonstrate excellence in design quality.

In accordance with SBC Local Plan policy the following will be required:

#### Affordable Housing

The scheme is to deliver an appropriate quantum of affordable housing on site, ensuring that the provision of affordable tenures is in line with local planning policy. Development viability will be taken into account when establishing the actual quantum of affordable housing to be delivered on a plot by plot basis, though the start point should be to ensure a policy compliant scheme

#### Unit Sizes

The scheme is to contribute to meeting local household needs by providing a mix of dwellings sizes as required by local evidence. Given the nature and location of the study area adjacent to the town centre with excellent public transport access and connectivity, the development has the opportunity to champion sustainable living and active travel. Units should be designed to Nationally described space standards as a minimum.

Making beautiful, sustainable places to live and work also means creating places that feel at home with their surroundings, while also pushing the boundaries of design. The site hosts existing buildings and amenity spaces that will anchor the development into Stafford, such as the green and

blue infrastructure across the study area; the balancing pond and the Doxey Brook.

#### Scale and Massing

The arrival of HS2, and the Levelling Up Agenda across the region places Stafford in a strong position to capitalise on its excellent transport links. There is an opportunity to provide a window into Stafford for train users that shows the ambition of the town, the entrepreneurial spirit the strong history and a future underpinned by innovation. The scale, materiality and texture described across the masterplan seek to reflect the long history of the town whilst introducing a range of contemporary yet complimentary references.

## Development Principles

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

**Making beautiful, sustainable places to live and work also means creating places that feel at home with their surroundings, while also pushing the boundaries of design.**

The study area hosts a number of existing buildings and amenity spaces that anchor the masterplan into Stafford. One of these anchors is the green infrastructure across the site: the existing mature trees, established tree belts, the balancing pond and Doxey brook. These have been preserved, retained, and enhanced wherever possible.

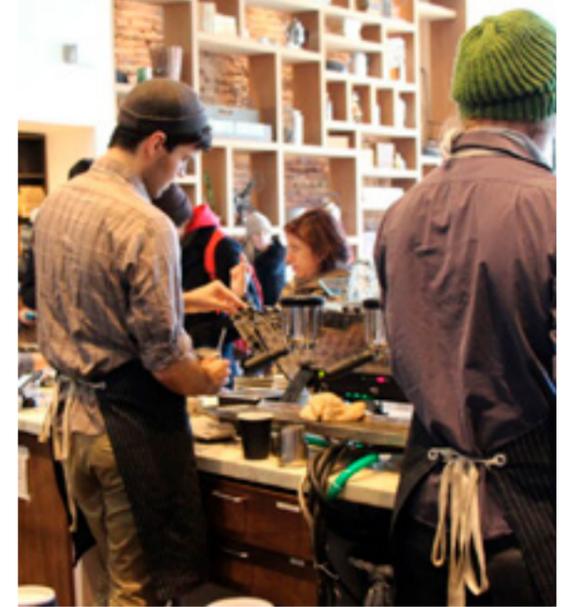
The new Station Gateway naturally forms a focal point, however the retail, civic and commercial functions aren't isolated to this area, and instead radiate outwards from it - drawing people into the site and welcoming both residents and visitors to the Gateway.



**Fig. 36**  
Indicative location of blue/green infrastructure across the Station Gateway

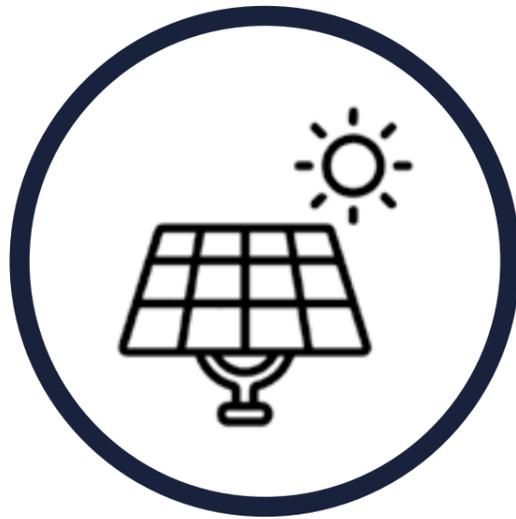
## Development Principles

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



## Development Principles

### Development Principle 4 – Promoting a Sustainable New Neighbourhood



#### Development Principle 4 Promoting a Sustainable New Neighbourhood

**Stafford Borough Council declared a climate change emergency on 23rd July 2019 and have a Climate Change and Green Recovery Strategy (2020-2040) and 'A Green Future: Our 25 year plan' to set out the role that the Council will play in delivering key targets.**

#### **Putting the green-blue infrastructure on centre stage**

The Doxey Brook currently exists as a small drain, culverted north of the SWAR underneath the now-demolished Saint Gobain factory and lost in the undergrowth in its straight man-made channel in the central plot.

The Doxey Brook offers a chance to provide a beautiful, unique residential setting in Stafford, whilst also helping to mitigate flooding issues on the site through widening, lengthening and naturalisation. Moving the Doxey Brook to wind its way through the centre of the north and central plots maximises the impact of the waterway, both for the well-being of residents and for its flood storage and drainage capacity. This will contribute to climate adaptation within the Borough, reducing the risk of flooding within the town centre as extreme weather events increase.

#### **Responding to the Climate Change Emergency**

Stafford Borough Council declared a climate change emergency on 23rd July 2019 and have a Climate Change and Green Recovery Strategy (2020-2040) and 'A Green Future: Our 25 year plan' to set out the role that the Council will play in delivering key targets. Stafford Station Gateway needs therefore to respond to these principles and for all new development, proposals will need to demonstrate efficient use of resources (both in terms of construction and operationally); incorporate water efficient features; follow the principles of the energy hierarchy; and seek to incorporate sustainable design features where this is feasible.

New development will need to ensure energy use is minimised and to maximise the opportunity for on-site renewables. Proposals which come forward at the site must comply with the requirements set out in Policy 4 of the emerging Local Plan. The Preferred Options draft includes requirements for the efficient use of resources and consideration of embodied carbon. For both residential and non-residential development, the emerging policy stipulates that they must demonstrate net zero carbon operational energy, or achieve with Passivhaus Standard or BREEAM Excellent accreditation as appropriate; meet residual energy demand through renewable generation, located on-site where possible; incorporate efficient water features; follow the principles of the energy hierarchy; and incorporate sustainable design features.

#### **Biodiversity Net Gain**

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. 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.

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. Off-site habitat creation will only be utilised as a last resort once on-site options have been exhausted.

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.

Sensitive construction methods designed into the site's delivery will ensure the continued protection of Doxey and Tillington Marshes, and opportunities exist to supply new residents/businesses with information packs regarding the unique ecology of the immediate area and how to enjoy such areas sustainably, a key objective of both Staffordshire's plan and the site's vision. Any new housing development within 15km of the Cannock Chase Special Area of Conservation (SAC) will need to provide a developer contribution to mitigate for the impact of recreational pressure on Cannock Chase so must be factored into the site's delivery through consultation with Natural England.

#### **Low traffic neighbourhood**

Stafford Station Gateway will introduce a lower traffic community in comparison to typical developments in the town, encouraging cycling and walking as the preferred mode of transport. This is made possible by the site's proximity to essential facilities and the town centre, and will be supported by streets designed for people not cars. The result will be a development with fewer emissions and less pollution within the local area.

## Development Principles

### Development Principle 4 – Promoting a Sustainable New Neighbourhood

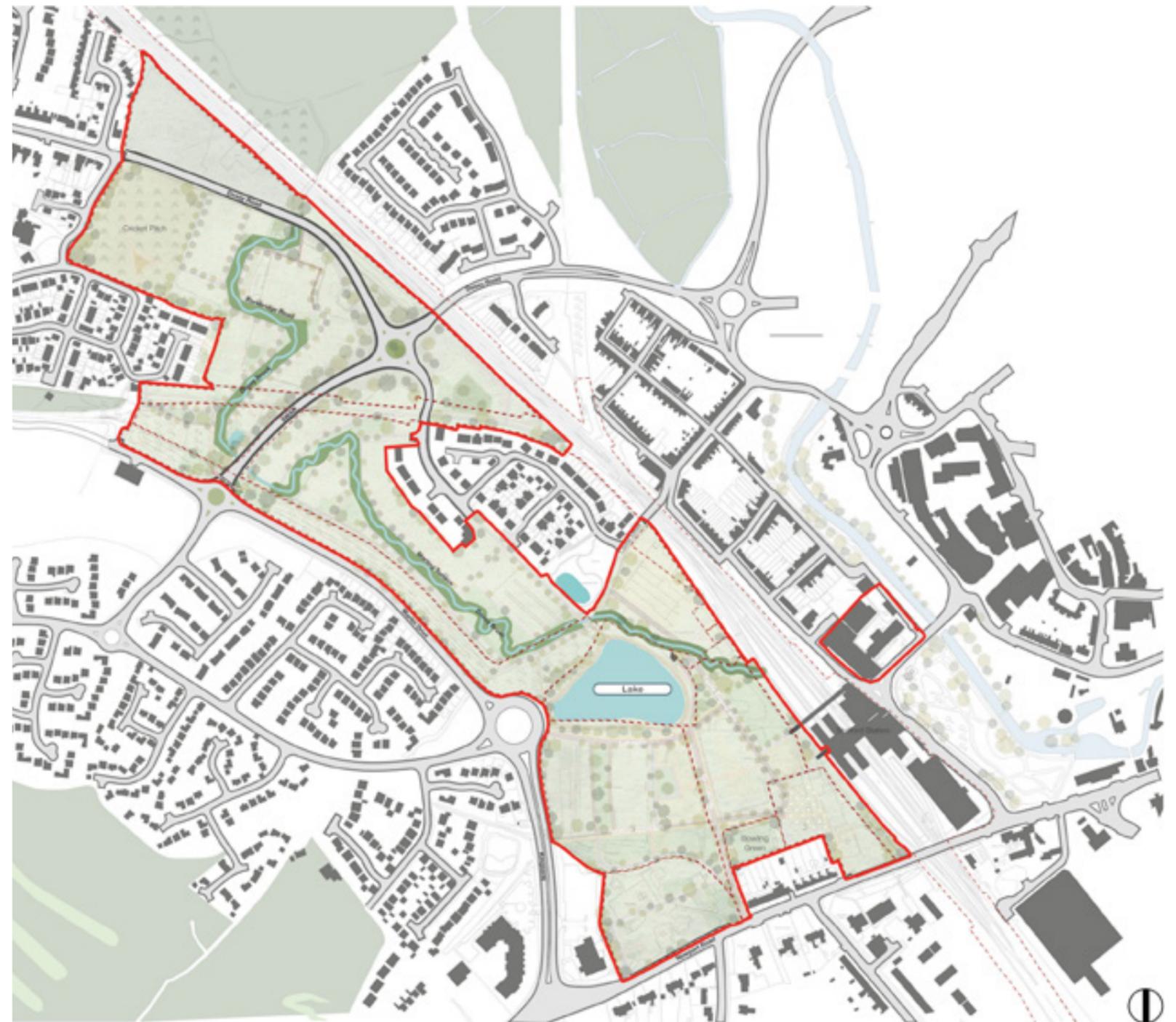
#### Embrace existing and create new high-quality open space

One of the driving principles of the masterplan is to weave green spaces into the full extent of the site, through all of the uses. The site currently has an established variety of mature trees and planting, especially around the balancing pond, although there are several areas of low-quality foliage which will need to be improved. In addition to this, the bowling club in the south and the former cricket pitch in the north provide the opportunity for leisure and sports. Enhancing these existing green and blue assets, the SRF proposes further green open spaces, ranging from small pocket parks to larger linear and brook-side parks. These can provide a variety of spaces for play, leisure and movement. Embedding a green network throughout the site will also act as climate adaptation measures, providing urban cooling across the site.

#### Knit the existing and proposed greenspaces together

The re-routed Doxey Brook knits the existing assets and the new proposed green spaces together, providing a walkable route along the whole length of the site, that champions sustainable modes of transport and provides safe, quiet routes from the north and west to the station and town centre.

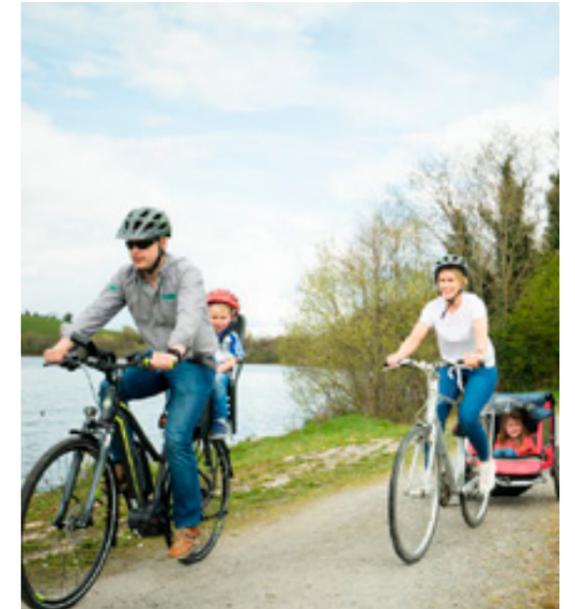
These more formal green spaces are supported with areas designed to provide shelter and a green fringe that supports and enhances the biodiversity of the site. For example, the banks of the SWAR are fully planted, as are the pockets adjacent to Palmbourne Estate.

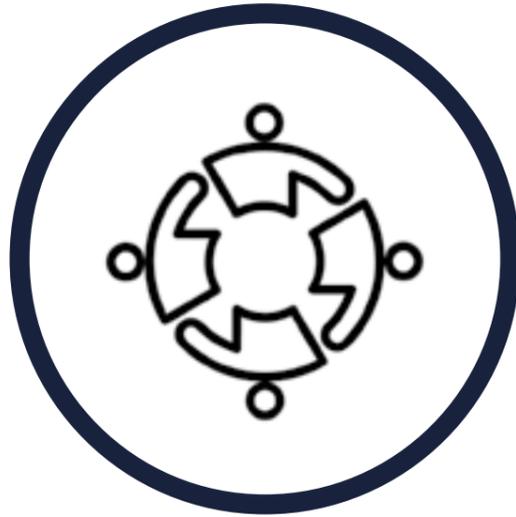


**Fig. 37**  
Indicative location of the relocated Doxey Brook

## Development Principles

### Development Principle 4 – Promoting a Sustainable New Neighbourhood





### **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 close to the existing heart of the county town is conveniently accessible for residents, workers and visitors, and will serve as a natural growth of the town centre to the west.**

#### **Community and social value**

A key driver of the SRF is to ensure that Stafford Station Gateway delivers a welcoming place for individuals to gather and feel part of a beneficial community. Stafford's people are a huge asset to the town, and the Gateway provides an opportunity to give back to the town's communities by ensuring that they have spaces to utilise and take pride in. The Gateway will provide homes, modern workspaces, and convenient retail and community facilities. This will particularly benefit those in the west of the town by bringing town centre amenities within easier reach.

#### **Community infrastructure**

Development at the Gateway will include the provision of additional community infrastructure in line with planning policy. This is likely to comprise new and improved pedestrian and cycle routes, a network of green and blue spaces, and contributions to school places and other local facilities,

#### **Culture and creativity**

The Gateway will be a hub of cultural and creative value for Stafford, hosting local businesses, artists and entrepreneurs. Stafford has a rich history of industry and education, which the Gateway seeks to facilitate further. The new neighbourhood will be an inspiring, engaging place to live, work and spend time in, fostering the creativity of Stafford's residents.

#### **Educational excellence**

The existing educational assets within and around the Gateway site form a key part of the development of the area. Newcastle and Stafford Colleges Group's Construction & Engineering courses are delivered from their Palmbourne Construction & Skills Centre, within the Gateway site, while the main Stafford campus is a stone's throw away. The proposals represent an excellent opportunity to develop the skills and experience of local students and help to inspire a young generation.

#### **A place to enjoy**

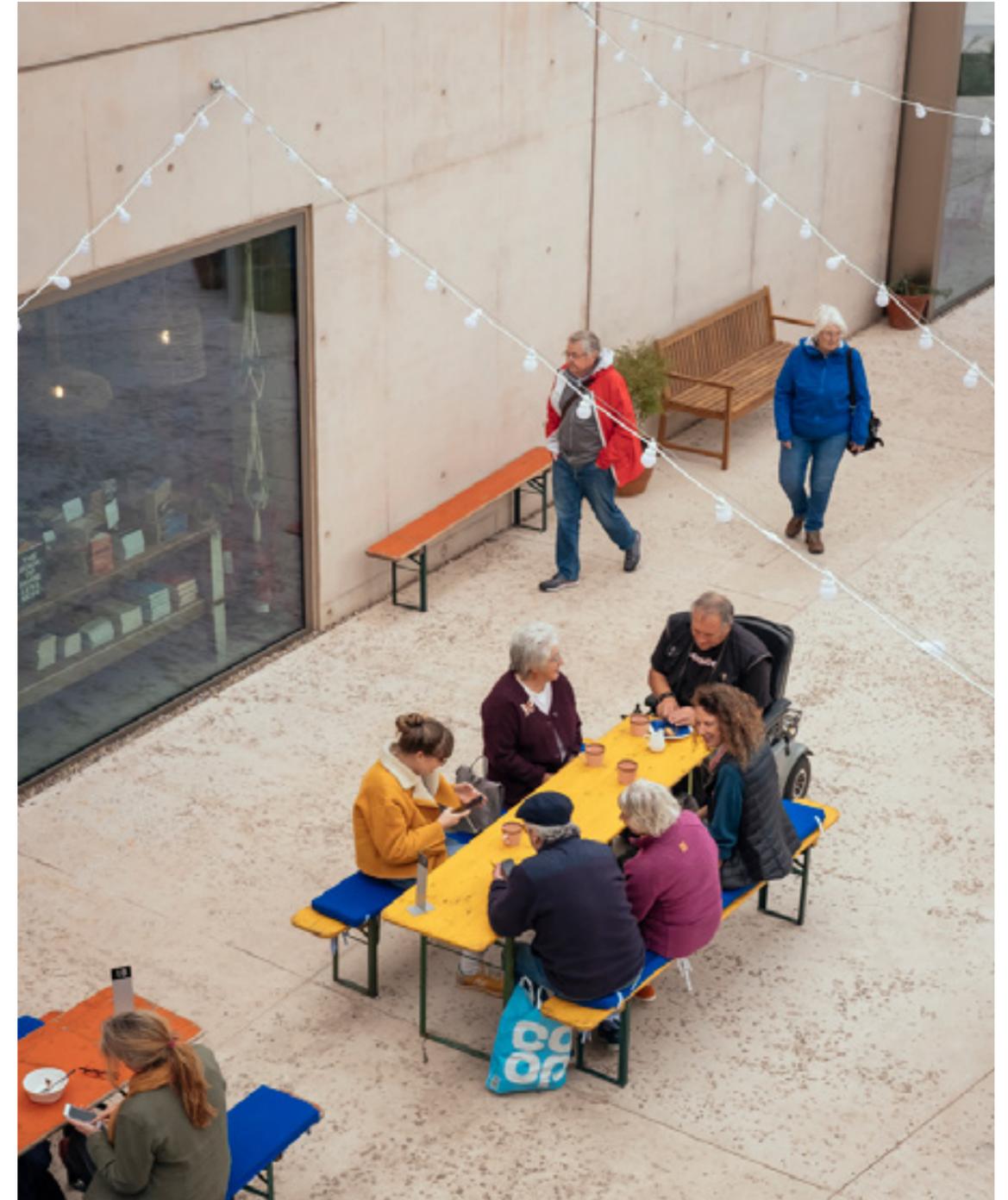
The new housing proposed as part of the SRF will create a natural captive population who are likely to spend time within the area, both as a local destination in its own right and while passing through to other places. These residents will be joined by workers and visitors during the daytime, adding to the feeling of the area as a vibrant destination and ensuring the vitality of public spaces and businesses. In particular, the blue and green infrastructure and the new western entrance to Stafford Station will act as key drivers for people to linger in and enjoy the Gateway.

#### **Supporting businesses and innovation**

The Gateway will provide a supportive environment for businesses and workers. It will be a hub for growth and development with the new Institute of Technology enabling a focus on the advancement of skills and innovation. The delivery partners acknowledge the existing businesses within the site and welcome an ongoing relationship with them, recognising their local value.

## Development Principles

### Development Principle 5 – People, Community and Driving Social Value



# Development Principles

## Requirements for Development Proposals

Development principle	Requirements for development proposals
<p><b>Development Principle 1</b> <b>Transformational Regeneration that Supports the Town Centre</b></p> 	<ul style="list-style-type: none"> <li>- Complement and support the amenities and uses already on offer within the town centre.</li> <li>- Provide sufficient scale and mix of uses to attract future residents and workers.</li> <li>- Meet the needs of the existing and growing nearby communities.</li> <li>- Create a place with a distinct identity that offers an integrated approach to living, working and relaxing.</li> <li>- Deliver a new regionally significant destination which can attract and retain new talent.</li> <li>- Focus on providing retail and leisure uses to deliver attractive amenities.</li> <li>- A diversity of housing typologies, for instance live-work units; a wider range of apartments and townhouses; and both market and affordable homes.</li> </ul>
<p><b>Development Principle 2</b> <b>A Connected Stafford</b></p> 	<ul style="list-style-type: none"> <li>- Capitalise on and further enhance Stafford's excellent transport connectivity.</li> <li>- Provide enhanced local transport connections to help to encourage residents to spend more time within the town.</li> <li>- Provide the opportunities for local people to travel short distances using sustainable modes of travel, in particular walking and cycling.</li> <li>- Add a new entrance to Stafford Station to the west of the railway line.</li> <li>- Integrate the Gateway and neighbourhoods to the west with the town centre.</li> <li>- Consider re-routing existing or operating new bus services within and around the Gateway.</li> <li>- Ensure that the streets internal to the site are designed for people, not for cars.</li> </ul>
<p><b>Development Principle 3</b> <b>Delivering a High-Quality Place for Live and Work</b></p> 	<ul style="list-style-type: none"> <li>- Create distinct neighbourhoods that people can feel proud of and a sense of ownership over.</li> <li>- Develop spaces for the innovative community to thrive, and for businesses and families to grow.</li> <li>- Knit into the existing urban fabric and look to make connections beyond the red line.</li> <li>- Build on existing strengths such as the central balancing pond, and enhancing these through engaging, connected public realm, which is interactive, playful and unique.</li> <li>- Ensure a minimum of 30% of all units provided on site are affordable tenures, taking into account development viability.</li> <li>- Make beautiful, sustainable places to live and work that feel at home with their surroundings, while also pushing the boundaries of design.</li> <li>- Capture the history of the town through scale, materiality and texture whilst introducing more contemporary uses and forms.</li> </ul>
<p><b>Development Principle 4</b> <b>Promoting a Sustainable New Neighbourhood</b></p> 	<ul style="list-style-type: none"> <li>- Maximise the impact of the Doxey Brook, both for the well-being of residents and for its flood storage and drainage capacity.</li> <li>- Enhance existing green and blue features, weaving open spaces into the full extent of the site to provide for play, leisure and movement, while supporting the biodiversity of the site.</li> <li>- Provide safe, quiet routes from the north and west to the station and town centre, enabling a low traffic environment with streets designed for people, not cars.</li> <li>- Demonstrate efficient use of resources in both construction and operation, following the principles of the energy hierarchy.</li> <li>- Incorporate sustainable design features wherever feasible, ensuring energy use is minimised.</li> <li>- Support a minimum of 10% Biodiversity Net Gain as part of any proposals.</li> </ul>
<p><b>Development Principle 5</b> <b>People, Community and Driving Social Value</b></p> 	<ul style="list-style-type: none"> <li>- Establish a new hub for communities in and around Stafford, drawing on the existing strengths of the town and its people.</li> <li>- Deliver a welcoming place for individuals to gather and feel part of a beneficial community.</li> <li>- Introduce a hub of cultural and creative value for Stafford, hosting local businesses, artists and entrepreneurs.</li> <li>- Utilise the existing nearby educational assets to develop the skills and experience of local students and help to inspire a young generation.</li> <li>- Create a natural active population who are likely to spend time within the area, ensuring the vitality of public spaces and businesses.</li> <li>- Provide a supportive environment for businesses to develop and grow.</li> </ul>

# Character Zones

## Overview

An illustrative masterplan has been prepared to inform and shape future development within the Stafford Station Gateway area, building on the development principles as previously articulated. Flexibility is and needs to be built into the proposals, to be responsive to market changes as the development progresses.

The masterplan divides Stafford Station Gateway into seven Character Zones, reflecting on the different scale, character, and uses proposed within each zone. These Character Zones reflect the site's historical context, helping to anchor the masterplan into its context, with neighbouring communities and into Stafford.

Within Station West, the character area responds to the listed residential buildings along Newport Road, by locating low to medium rise residential blocks away from this sensitive edge. Taller commercial units have been located further north towards the railway edge and the new station entrance, with a diverse mix of uses and services at ground floor, this will be a vibrant place to be, both during the day and into the evening.

Residential units have been located within the Hollies character zone and provide a positive continuation of the residential frontage onto Newport Road. Within Lakeside and Marling Terrace, the townhouses will respond to the adjacent residential setting of the adjacent Burleyfield and St.Modwen development and will set a new benchmark for high quality living alongside the proposed enhanced lake and the Doxey Brook.

At Castle Engine Works, the focal point will be Newcastle and Stafford Colleges Group's Institute of Technology. This will anchor the area's role as a hub for innovation and skills, and respond to the existing light industrial character of this area.

Within the Wicketgate character zone, townhouses will respond to the adjacent Doxey residential development, with a focus on the provision of high quality family housing.

The Doxey Road character zone will provide an active edge to this key route from Unicorn Way, and will provide a light industrial / commercial-led development, responding to the the existing light industrial character of this area.



**Fig. 38**  
Character zones in the Stafford Station Gateway



## Character Zones

### Indicative Masterplan for Stafford Station Gateway

**An illustrative masterplan has been prepared to inform and shape future development within the Stafford Station Gateway.**

**Flexibility is built into the proposals, to be responsive to market changes as the development progresses.**

The masterplan seeks to unite the entire study area and Character Zones, through an approach to urban flood resilience that creates a quilt of blue-green infrastructure which in turn, supports and enhances the urban realm.

Residential neighbourhoods are designed to be at a tighter density than the developments further to the west, but less dense than the historic, terraced station houses to the east. This is designed to intensify those front-door moments, create closer communities and maximise the impact of the green infrastructure.

Closer to Station West, the masterplan adopts a mixed-use approach, embedding smaller makers' terraces and units into the masterplan that benefit from flexible, dual frontage - providing the opportunity for a shopfront/ showcase window and separate rear access for deliveries, depending on tenants' requirements.

By linking into Stafford Station, the masterplan provides interconnectivity from/to the north and west. The arrival of HS2 is likely to increase footfall through the station, and the Gateway helps to facilitate this through provision of a new station entrance from the west of the rail line, and a proposed new multi-storey car park north of the station. Nevertheless, the masterplan seeks to encourage and promote sustainable modes of traffic, by prioritising pedestrian and cycle movement across the study area.

This is achieved using a variety of techniques:

- Deploying narrow road gauges outside of the main gateway area
- Introducing a variety of surface treatments to create a movement hierarchy
- Avoiding the provision of 'short-cuts' across the site for vehicles
- Potentially making the connection through to Castle Street from Station West a bus-only route
- Bridging across and through character areas and development plots more frequently with pedestrian and cyclist only routes
- Ensuring there are no cul-de-sacs or bottle necks
- Introducing cycle connections to the south of the site, to connect into the National Cycle Network west of Kingsway, and provide faster routes to the station and to Newport Road

## Character Zones

### Indicative Masterplan for Stafford Station Gateway



#### Key

 Site Boundary

**Fig. 39**  
Indicative masterplan for Stafford Station Gateway

# Station West

Castle  
Engine  
Works



## Character Zones

### Station West - Introduction

**Station West champions a commercial-led, mixed-use approach, retaining the Royal Mail Depot Building as an existing historic asset in which to promote an innovative new community of start-ups that looks to anchor the commercial offering in the south of the study area.**

There are opportunities for a varied mix of uses to incorporate a variety of social and community infrastructure, particularly at ground floor level. Station West has an opportunity to create active frontages across its extent, throughout the day and evening, as people move from their homes to work, retail, cafés and back. Homes are anticipated as a mix of typologies to attract a new community, including apartments and ground floor townhouses that look to support a contemporary, urban lifestyle for residents. The Station West Character Zone provides an opportunity for Stafford to establish a medium to higher density pocket of development in the most accessible location to support a diverse and growing population.

Station West supports a range of building heights, including taller buildings in strategic locations to mark the proposed new access point to Stafford Station. These serve as local landmarks and beacons to assist legibility across the study area and help residents and visitors navigate the Gateway intuitively.

Existing assets, the Royal Mail Depot Building and Stafford Crown Green Bowling Club should be retained, sensitively integrated as part of any new development and complemented by improved, surrounding public realm.



**Fig. 40**  
Key plan for Station West



**Fig. 41**  
Aerial view for Station West

# Character Zones

## Station West - Quantum of Development

### Character Zone Area

3.7 Ha

### Residential Development Plots

1.5 Ha

### Number of homes

Up to 320

### Hotel

Up to 80 keys

### GIA of non-residential space:

Up to 6,500 sqm

### Density (dwellings/hectare)

213

### Key

- |   |   |   |                  |
|---|---|---|------------------|
|  | Site Boundary                               |  | Station Entrance |
|  | Station Gateway Boundary                    |  | Hotel            |
|  | Residential                                 |  | Active frontage  |
|  | Commercial/Workplace/retail/F&B             |   |                  |
|  | Retained and Refurbished existing buildings |   |                  |
|  | MSCP  |   |                  |
|  | Grade A office                              |   |                  |



**Fig. 42**  
Indicative land use for Station West. The layout and location of identified uses are subject to change.

## Character Zones

### Station West - Transport, Accessibility and Permeability

#### North-south connectivity

While sustainable modes of transport are championed and encouraged through Station West, cars are accommodated by utilising carefully curated road widths, surface treatments and carriage layouts. Station West lies to the south of the site, and vehicular access will be via the primary route into the site from Martin Drive, linking to Castle Engine Way serving the MSCP. Newport Road, via Castlefields, will provide vehicular access to the southern part of the Gateway, including Stafford Bowls Club and the existing and proposed residential and other uses south of Station Walk. This will ensure that the immediate area surrounding the new station entrance and square remains car-free and that Station Square is designed to prioritise pedestrians encouraging users to occupy the space - whether that be through informal spill-out, seating, or special events

#### East-west connectivity

Station West has the potential for a permeable movement network that will serve to enhance connections to the town centre to the east. There is a huge opportunity to connect into the existing footway cycle network to create a safe and attractive environment for pedestrians and cyclists. The east-west connectivity is enhanced by a new access from Martin Drive into Station West, along Station Walk. This utilises an existing access point that is currently underutilised. This enhanced east-west connectivity is required to enable safe walking and cycling routes to Station West, connecting directly into the national cycle network route. At Station Square and along Station Walk, enhanced public realm, wayfinding and lighting enhancements will be required to ensure that what are anticipated as high footfall routes are legible, attractive and safe for users.

#### Key

-  Site Boundary
-  Station West Boundary
-  Primary route
-  Quiet way
-  Cycle highway
-  Shared surface



**Fig. 43**  
Connectivity routes for Station West

# Character Zones

## Station West - Land Use

Station West is located in close proximity to the town centre and key public transport nodes, where opportunities for medium to higher density development should be encouraged. Other complementary land uses will also be encouraged to create a dynamic new community, including an incubator hub within the existing Royal Mail building and areas of mixed-use activity around the proposed Station Square.

### A mixed-use development

A new community will be established through a range of medium to higher density developments, which should provide a variety of housing types and tenures. Residential developments will be predominantly apartment-led, with opportunities for integrated ground floor accessible townhouses and maisonettes.

Residential-led development will be focused in the north of Station West towards Lakeside, and along Station Walk, establishing linkages and articulation in massing between Lakeside and the Hollies.

Commercial uses will be centred around the western station entrance, activating the new public realm in this location and providing businesses with convenient access to Stafford Station and the town centre beyond, along with the proposed Institute of Technology. The clustering of offices and workspaces in this area will be an attractive pull factor for innovative businesses seeking to access a skilled workforce and high-quality facilities.



**Fig. 44**  
Key Plan for Station West

The scale and typology of buildings will vary across Station West to add character and identity and the spaces and places between them will be varied to create a multi-faceted sense of arrival. A new hotel will be located in the south of Station West, fronting onto Newport Road. This will provide welcome capacity for those staying in Stafford and will benefit from close proximity to the mainline station, amenities within Station West and access to public transport links.

There is a desire to see high-quality independent businesses and growing companies taking space in the Gateway, and the tenant mix should seek to strike a balance between workspace, convenience, F&B and leisure. It should offer a range of convenience and comparator goods and price points to appeal to a wide range of demographics. Brick-and-mortar retail will need to compete with online by incorporating real-life experiences that can't be bought through a screen. Food and beverage, entertainment, and lifestyle-driven comparison brands will be best placed to deliver these experiences.

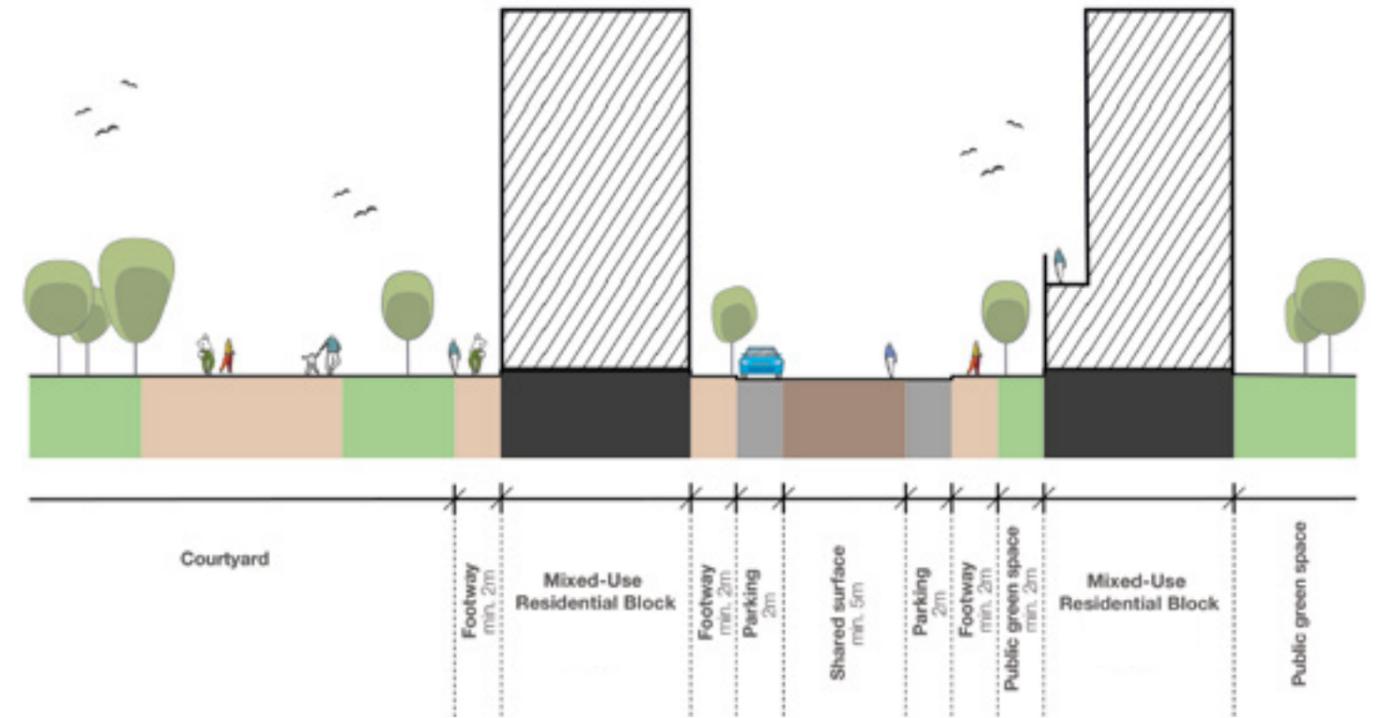
### Retained Stafford Crown Green Bowling Club and Royal Mail building

Stafford Bowling Club was established in 1902, has a long history and is a well-loved local asset, providing amenity in an area where most sports clubs are moving out of town. This should be retained, along with the private parking opposite, with enhanced public realm surrounding it to encourage continued use and improved accessibility. Heights immediately adjacent to the Stafford Crown Green Bowling club should be sensitive to the historic residential terraces that back onto it, facing Newport Road.

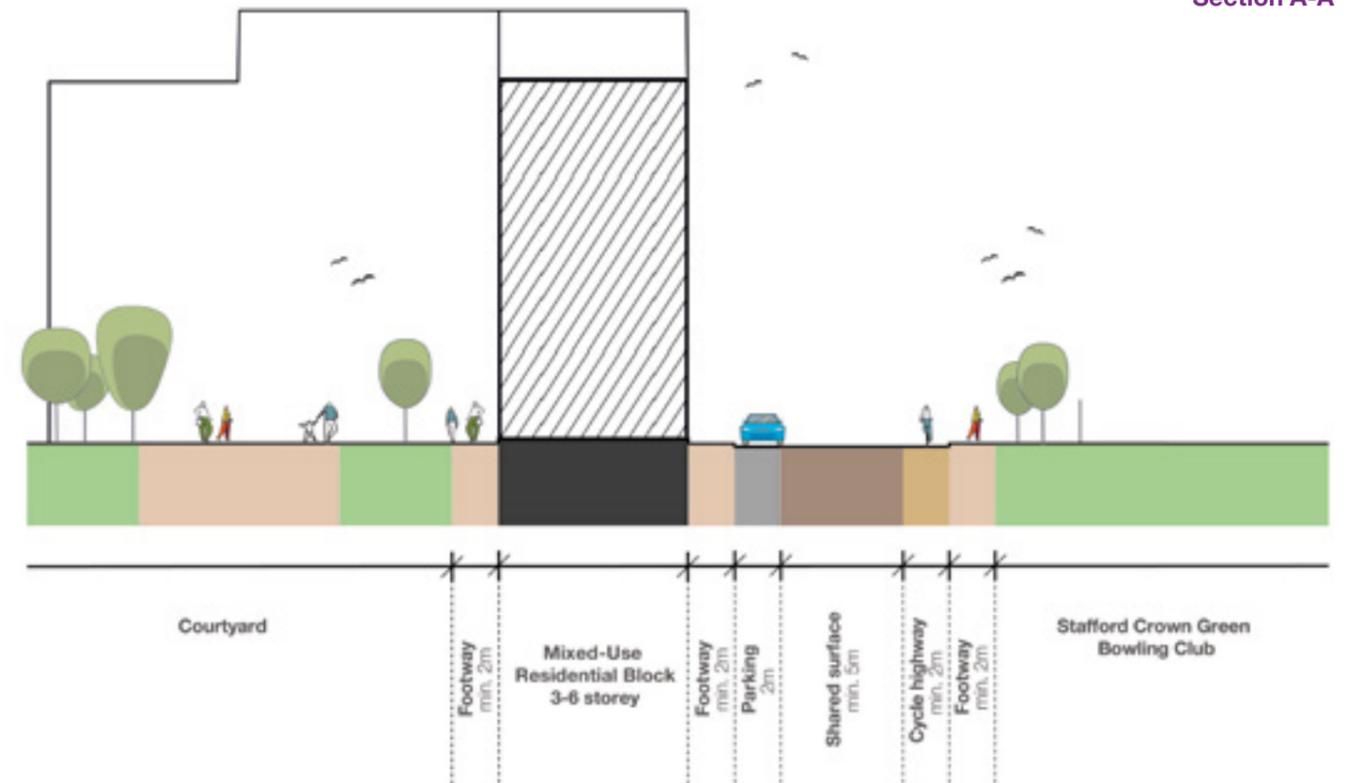
The historic Royal Mail brick building has a direct connection to Stafford Station, and refurbishment as a workplace hub with space for co-work and start-up businesses. While the SRF envisages the Royal Mail building being vacated and repurposed as a focal point for the Station West character zone, discussions are ongoing to ensure an appropriate outcome for the business. In the event that Royal Mail do not relocate, the masterplan allows sufficient flexibility to progress without this parcel of land while still aligning with the vision and objectives set out.

### Compatible uses

Where residential uses will be adjacent to rail and commercial uses, architectural and landscape solutions should be implemented to ensure that the operation of existing and new businesses is not compromised, and residential amenity is protected from any potential noise and visual impacts.



Section A-A



Section B-B

## Character Zones

### Station West - Scale, Density and Form

#### Medium/ higher density and landmark buildings

Station West has the potential to support a range of building heights, including taller buildings in strategic locations to mark the new access point to Stafford Station. These buildings should serve as local landmarks and beacons to improve the legibility of the Gateway and help residents and visitors navigate to the Gateway intuitively. Consideration has been given to the heritage assets close to the site, ensuring that the built form of the indicative masterplan respects their setting. Taller commercial units have been sensitively located towards the railway, with medium residential blocks responding to the residential context. These blocks have been sensitively set away from the listed residential buildings on Newport Road.

Within Station West, heights ranging from 2 to 7 storeys are anticipated.

#### Lower density development

Lower-rise, residential typologies should be located away from the Station entrance and Station Square, facing onto Martin Drive to respond to the existing domestic character in close proximity; Burleyfields development to the west and to interact with the lower density townhouses anticipated in Lakeside and The Hollies.

#### A sense of place

Development should provide outward facing homes that make use of the existing amenity space around the proposed Lake, creating a safe and attractive neighbourhood. Development in the centre of the neighbourhood and on plots close to Lakeside and the Hollies, a finer grain housing should be introduced, creating a modest scaled environment that is well suited to families. Creating high quality open space has a direct impact on the well-being of residents, from physical benefits to environmental benefits such as improved air quality access to sunlight/ daylight etc.

Benefits for the community's well-being, such as safety and a sense of civic pride should also be prioritised. Indirect benefits would include the potential positive impact on the local economy through an increase in footfall in Station West.

#### Key

-  Site Boundary
-  Station West Boundary
-  Retained and refurbished existing buildings
-  Proposed buildings



**Fig. 45**  
Massing and density for Station West

## Character Zones

### Station West - Public Realm and Public Space

Station West will be a mixed-use neighbourhood that embraces the close proximity to the mainline station and the lake. The lake offers a unique opportunity for an integrated and connected blue-green realm with footpaths, play areas and more diverse opportunities for people to enjoy the natural environment.

#### Treatment of Station Walk

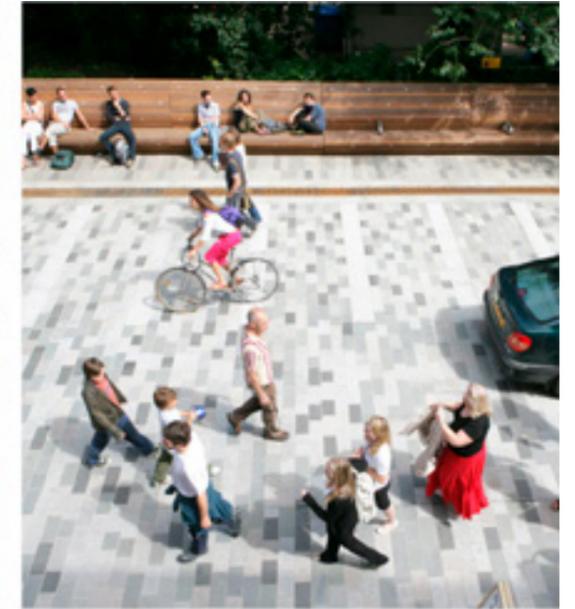
Station Walk will become a strong boulevard, directly connecting the residential developments to the west of Stafford with Station West and should benefit from public realm enhancements incorporating formal lines of tree planting, wide biodiverse verges and simple pedestrian spaces.



**Fig. 46**  
Indicative Landscape Strategy for Station West

## Character Zones

### Station West - Public Realm and Public Space



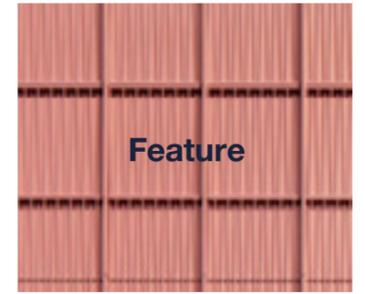
Top Left: Eddington Lot 1, Cambridge  
Top Centre: Agar Grove, London  
Top Right: New Road, Brighton  
Bottom Left: Tower Works, Leeds  
Bottom Right: Sundbyen Harbour, Norway

# Character Zones

## Station West - Public Realm and Public Space



Core Materials



Feature

### Station Square

There is an opportunity to create a Station Square at the heart of Station West at the intersection between Station Walk and the new station access point. The proposed new access to the transport hub will become a key attractor in the Stafford Station Gateway masterplan. A high quality, public square adjoining the existing Royal Mail building, the proposed hotel and the new commercial uses facing onto the square would create a strong arrival point. A new pedestrian route connecting to the west of the hotel from Newport Road should support and ease the transition of people into the gateway area.

### Active frontage

Active frontages should be provided along key routes such as Newport Road, Martin Drive and Station Walk, to support varied and safe streets in areas of increased footfall. The opportunity for development along Station Walk offers an ideal location for social and community infrastructure uses at ground level, which could animate the public realm, invigorate the area, and create a dynamic and active zone. Within the north of Station West, active frontages could also be provided along the north-south connection from Newport Road, providing a lively, well-lit route towards Lakeside and Marling Terrace.

### Multi-storey car park (MSCP)

A multi-storey car park within Station West provides both additional parking for the station, as well as for housing, leisure and commercial premises.

The MSCP should be set against the railway, providing acoustic shelter for the lake, and would benefit from planting to the street-side frontage to help screen and buffer the structure and begin to blend the hard and soft landscaping elements. The MSCP should be seen as a high quality civic building at an urban scale, with an active frontage at ground level. The material choice for the external envelope should respond to this, using high quality materials that integrate the structure with the other buildings within Station West, giving character and an identity to the MSCP. To the rear of the MSCP, the cladding could act as a 'window' to Stafford, providing graphics and signage denoting the arrival at the Station Gateway.

Locating the MSCP to the north of the Station West Character Zone enables more direct access via the main vehicular route into the site from the Martin Way roundabout than if it was located further to the south. The MSCP is better able to serve the variety of uses within the overall Gateway area through a more central location. The area around the new station entrance will be more pedestrian and cycle friendly and creating opportunities for enhanced public realm.



Top Left: Marmalade Lane, Cambridge  
Top Centre: Warwick carpark, Warwick  
Top Right: Plymouth Academy of Creative Arts, Plymouth  
Bottom Left: Hulme Leaf, Manchester  
Bottom Right: Rigshospitalet's carpark, Copenhagen

# The Hollies



## Character Zones

### The Hollies - Introduction

**The Hollies provides residential development, utilising the existing western access point off Newport Road and the curved road to the former rugby club to inform a layout that ensures houses front each other or green spaces, looking outwards from the study area and addressing the wider context.**

The Hollies will be predominantly lower-rise, with some higher density moments in the eastern part of the zone. It will provide an entrance to the study area from Newport Road, allowing for a transition between the higher density of Station Gateway.

The Hollies will be a low to medium density residential-led neighbourhood providing a variety of house types to create diversity and a suitable mixture of typologies, with family housing being the main component. The Hollies has the potential to become a high-quality residential environment, with a mix of social and community infrastructure that supports a range of lifestyles, including family-living, in close proximity to Station West. Residential units have been located within the Hollies to continue the residential frontage onto Newport Road and respond to adjacent residential communities.

The shift from employment to residential in this location enables a greater focus on commercial uses within the Station West and Castle Engine Works Character Zones. By focusing on residential uses, The Hollies seeks to address the existing housing along Newport Road and respect the character of its immediate surroundings.



**Fig. 47**  
Key plan for The Hollies



**Fig. 48**  
Aerial view for The Hollies

# Character Zones

## The Hollies - Quantum of Development

### Character Zone Area

1.5 Ha

### Residential Development Plots

1.4 Ha

### Number of homes

Up to 90

### GIA of non-residential space:

Up to 700sqm

### Density (dwellings/hectare)

64

### Key

-  Site Boundary
-  The Hollies Boundary
-  Residential
-  Active frontage
-  Commercial/Workplace/retail/F&B



**Fig. 49**  
Indicative land use for The Hollies. The layout and location of identified uses are subject to change.

## Character Zones

### The Hollies - Transport, Accessibility and Permeability

The Hollies Character Zone has a direct frontage with Newport Road, which is a major route into the centre of Stafford connecting the town centre with outlying communities to the west. The majority of this Character Zone is proposed for new townhouse development. These will be served by narrow streets designed for people to cycle and walk safely, with vehicular access restricted to residents and their servicing and delivery requirements. Street design should be cognisant of high-quality public realm, designed to reduce vehicular speeds and make the streets safe for all. Carriageway widths for these routes could be as narrow as 3.2m in places, with widened sections for passing places and on street parking areas provided in discrete locations. The east-west connectivity for pedestrians and cyclists is enhanced by a new access from Martin Drive into the Gateway. This uses an existing access point that is currently underutilised. This link, which was described in the Station West Character Zone, will run to the north of The Hollies Character Zone.

Car parking for residential apartments will be limited in comparison to more peripheral locations within the SRF area, similar to the Station West Character Zone recognising accessibility to public transport. Parking for the townhouses is proposed to be in the order of one space per dwelling, comprised of a mix of discrete on-and off-street parking. This is in line with the local plan requirements, which states that lower levels of car parking provision will be justified by stronger accessibility of non-car modes. This aims to decarbonise transport by encouraging travel by more sustainable modes.

Cycle parking should be provided within the ground floor back of house apartments blocks whilst the townhouse design should encourage the ability to stock cycles within each individual property. Cycle parking provision will be provided in accordance with the Parking Standards set out in the Local Plan, which seeks to encourage active travel.



**Fig. 50**  
Connectivity routes for The Hollies

# Character Zones

## The Hollies - Land Use

The Hollies is located in close proximity to the town centre and key public transport nodes and offers the opportunities for a residential-led area, utilising the existing western access point off Newport Road. Active frontages along Station Walk, Newport Road and Martin Drive will further help to animate the street level and different types of residential properties will help to foster a balanced community. The introduction of housing in this location supports nearby employment uses, particularly those located close to the station and the college.

### Residential development

Residential developments will be predominately townhouses, with some opportunities for apartments and maisonettes. Residential uses will be focused around the central area of this zone, with a focus on creating active frontages through the typologies of the townhouses and their arrangement. By reducing the distance from the street to the door, neighbourly interactions are encouraged while still providing personal defensible space and garden space within the plot curtilage.

### Heritage

The masterplan envisages the demolition of the existing buildings on site, including the former offices of the Stafford Rural District Council known as the Hollies. This building is not listed and is in a poor state of repair. The development of the masterplan has taken into consideration the setting of the heritage assets along Newport Road.

### Active frontage

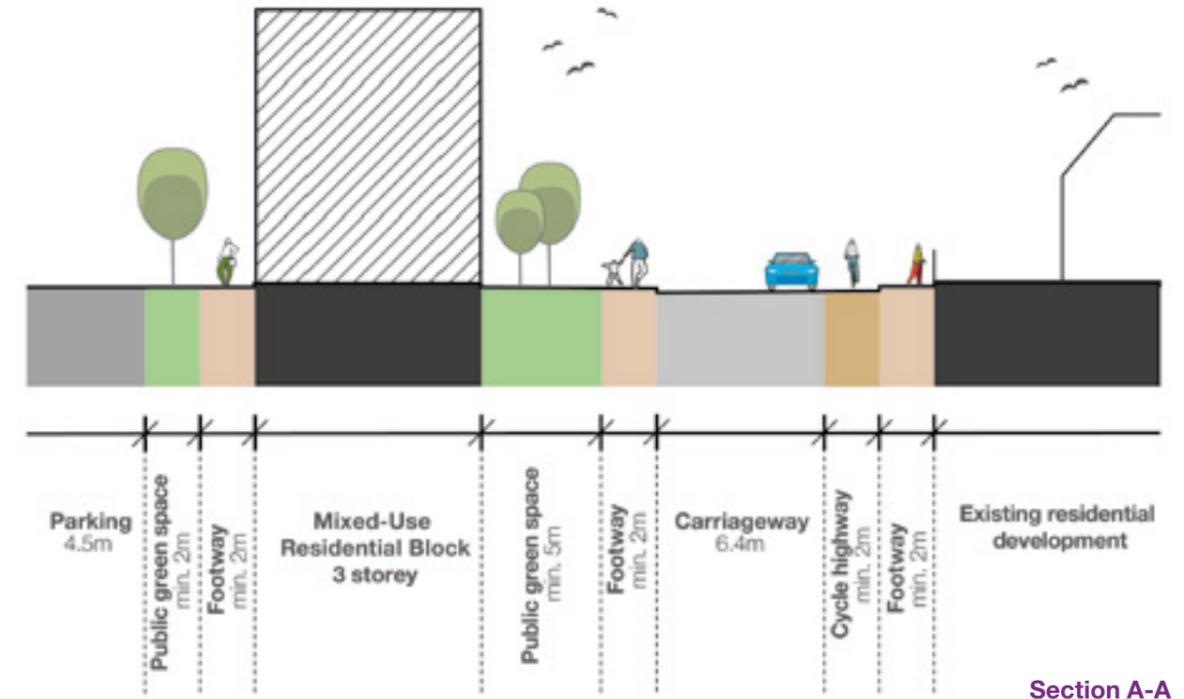
Active frontages should be provided along key routes such as Newport Road and Station Walk, to support varied and safe streets in areas of increased footfall. The opportunity for development along Station Walk offers an ideal location for social and community infrastructure uses at ground level, which could animate the public realm, invigorate the area, and create a dynamic and active zone.

### Compatible uses

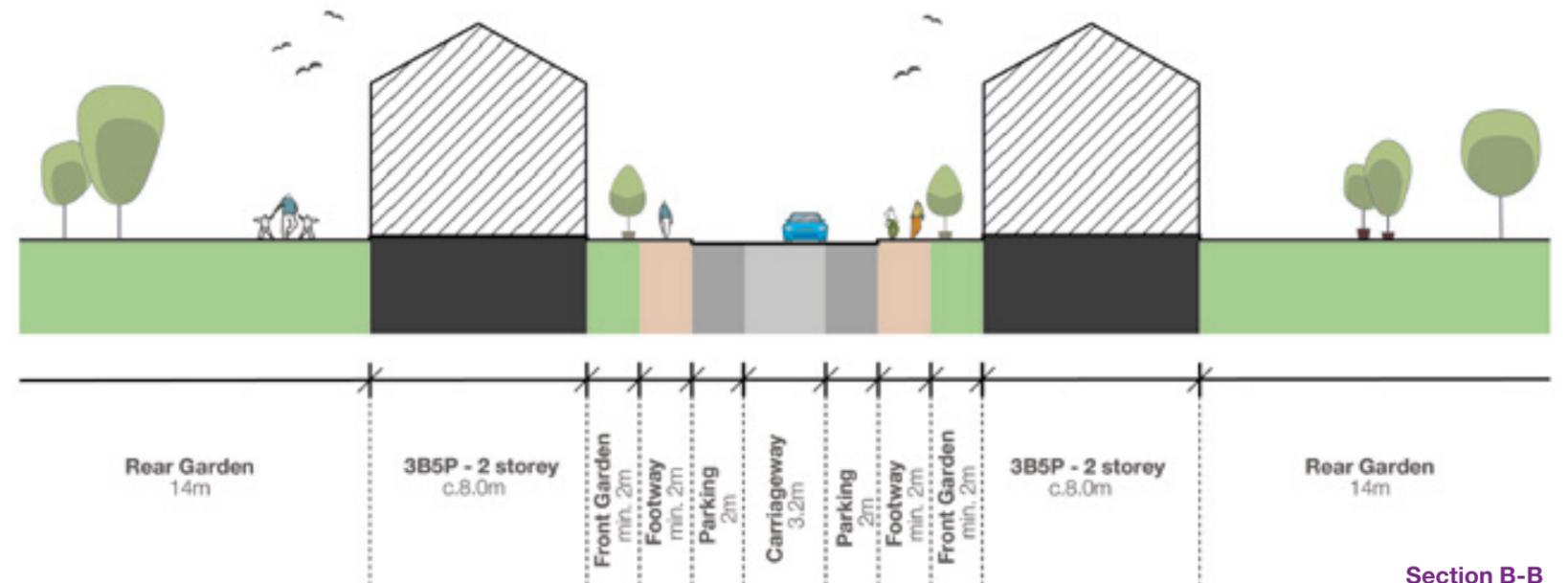
Where residential uses will be adjacent to key arterial routes, architectural and landscape solutions should be implemented to ensure that noise does not impact the quality of the living environment, and residential amenity is protected from any potential noise and visual impacts.



Fig. 51  
Key Plan - The Hollies



Section A-A



Section B-B

## Character Zones

### The Hollies - Scale, Density and Form

#### Low and medium density

The Hollies has the potential to support a mix of residential typologies, including a medium rise building in the south-east corner, providing a beacon to denote the Station Walk. This building should serve as local landmark for The Hollies and help residents and visitors navigate towards Station West intuitively.

Within The Hollies, storey heights ranging from 2 to 4 storeys are anticipated.

#### A sense of place

The Hollies should provide a fine grain typology of housing creating a modestly scaled environment that is well-suited for families. Creating high quality open space has a direct impact on the well-being of residents, from physical benefits to environmental benefits such as improved air quality, access to sunlight/daylight etc. Benefits for the community's well-being, such as perception of safety and a sense of civic pride should also be prioritised.



#### Key

-  Site Boundary
-  The Hollies Boundary

**Fig. 52**  
Massing and density for The Hollies

## Character Zones

### The Hollies - Public Realm and Public Space

The Hollies will be a residential-led neighbourhood that embraces the close proximity to the mainline station and the Lake. The Lake offers a unique opportunity for an integrated and connected blue-green realm with footpaths and play areas and more diverse leisure uses.

Sensitive design will deliver public realm improvements, which should include the provision of high-quality paving, the planting of boulevard trees and the installation of street furniture, including cycle parking. The public realm should be appropriate for its location, incorporating hard and soft landscape and accommodate pedestrian and cycle movement, whilst ensuring that vehicle movements, vehicle access and parking do not dominate.

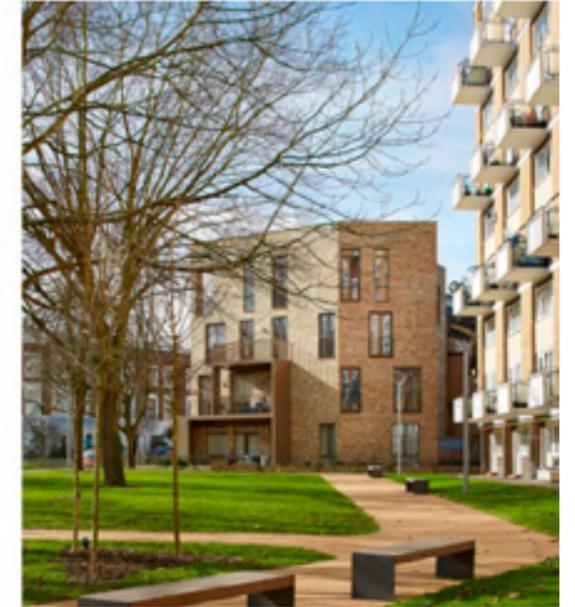


**Fig. 53**  
Indicative Landscape Strategy for the Hollies



## Character Zones

### The Hollies - Public Realm and Public Space



Top Left: Almenbolig, Copenhagen  
Top Centre: Marmalade Lane, Cambridge  
Top Right: Ely Court, London  
Bottom Left: Port Loop, Birmingham  
Bottom Right: North Ravenswood Avenue, Chicago

# Character Zones

## The Hollies - Public Realm and Public Space



Top Left: Signal Townhouses, London  
Top Right: Alconbury Weald, Cambridgeshire  
Bottom Left: Leaf Street, Manchester  
Bottom Right: Marmalade Lane, Cambridge

# Lakeside



## Character Zones

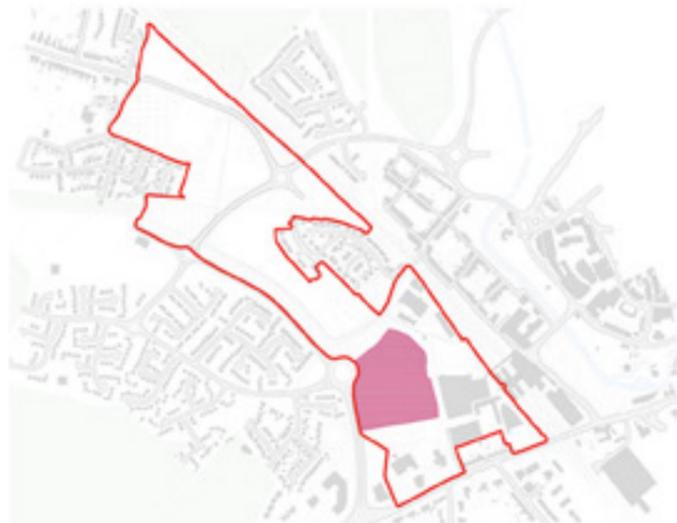
### Lakeside - Introduction

**A linear park in the Lakeside Character Zone provides open space at the centre, as well as on-site attenuation in the form of a naturalised swale at the northern and southern ends.**

This park sits at the heart of the character area, with townhouses to the west and east, and overlooked by the apartment block to the south - affording views to the enhanced Lake in the north. Where the zone abuts Castlefields (road), there is the opportunity for the apartment block to step up in height and this apartment block should be delivered to accommodate ground floor commercial units.

Residential units have been located within the Lakeside character area to respond to the adjacent residential developments at St Modwens to the east and Burleyfields to the west.

The masterplan shows indicative apartment block gauges that generate an efficient double loaded corridor at upper floors and are flexible to accommodate a variety of uses at ground floor level, which will create an active frontage to both Castlefields (road) and Station Walk.



**Fig. 54**  
Key plan for Lakeside



**Fig. 55**  
Aerial view for Lakeside

# Character Zones

## Lakeside - Quantum of Development

### Character Zone Area

2.9 Ha

### Residential Development Plots

1.6 Ha

### Number of homes

Up to 145

### GIA of non-residential space:

Up to 1,400 sqm

### Density (dwellings/hectare)

91

### Key

-  Site Boundary
-  Lakeside Boundary
-  Residential
-  Commercial/Workplace/retail/F&B
-  Active frontage



**Fig. 56**  
Indicative land use for Lakeside. The layout and location of identified uses are subject to change.

## Character Zones

### Lakeside - Transport, Accessibility and Permeability

The Lakeside Character Zone has a direct frontage with the new Lakeside link, providing a new vehicular connection into the site via a new arm of the Martin Way roundabout. This link is likely to be a single carriageway link of around 6.5m wide. The southern perimeter of the Character Zone is comprised of Station Walk, which will provide access to properties for vehicles as well as a more strategic walking and cycle route.

Lakeside Character Zone will be home to a mix of residential apartments and townhouses. Other than via Lakeside and Station Walk, these will be served by narrower gauge streets designed for people to cycle and walk safely, with vehicular access restricted to residents and their servicing and delivery requirements. Street design should be cognisant of high-quality public realm space designed to reduce vehicular speeds and make streets safe for all. Carriageway widths for these routes could be as narrow as 3.2m in places, with widened sections for passing places and on street parking areas provided in discrete locations.

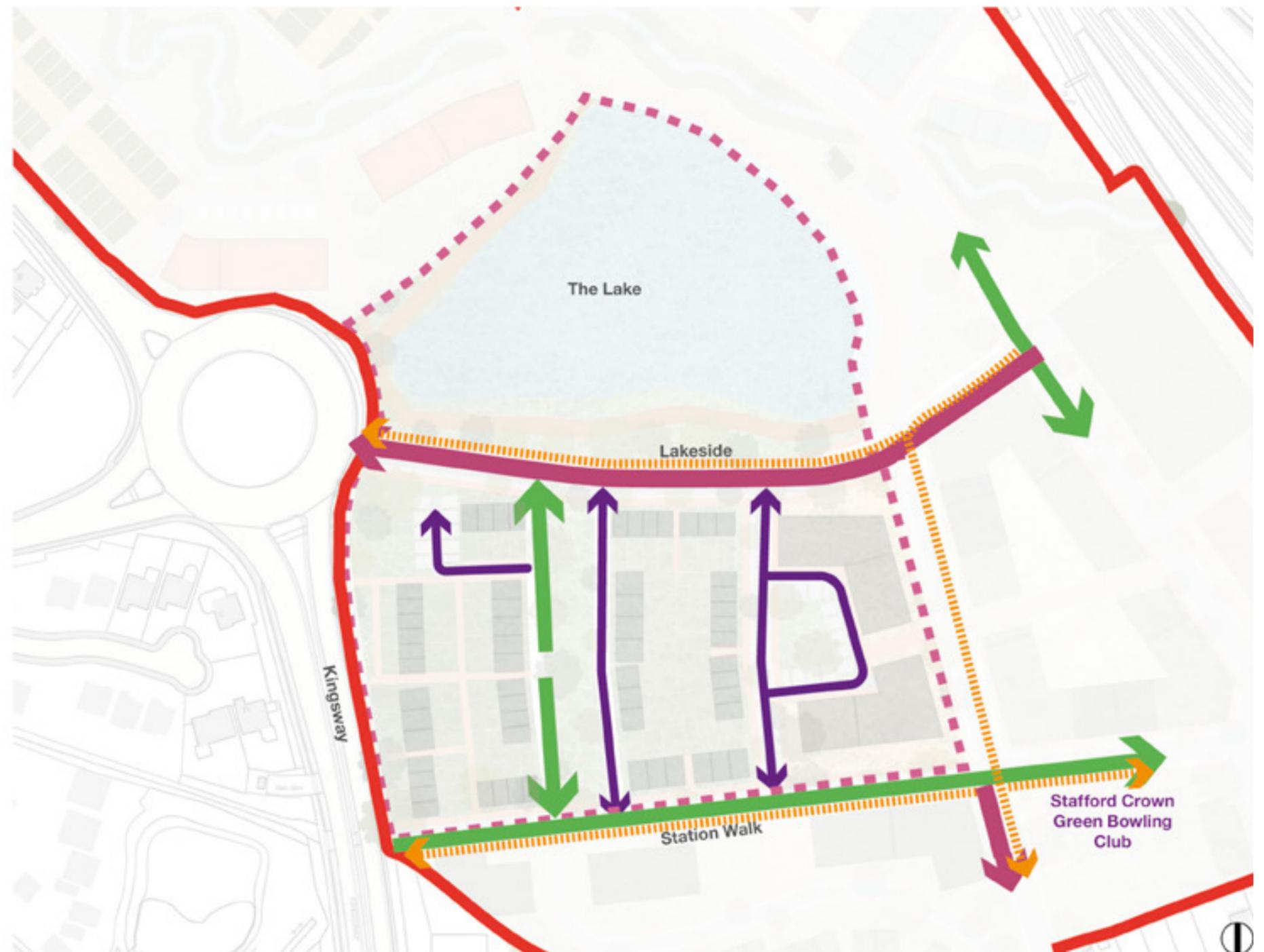
The east-west connectivity for pedestrians and cyclists should be enhanced by a new access from Martin Drive into the Gateway. This utilises an existing access point that is currently underutilised. This link, which was described in the Station West Character Zone, will run to the south of the Lakeside Character Zone.

Car parking for residential apartments will be limited in comparison to more peripheral locations within the SRF area, similar to the Station West Character Zone in terms of the accessibility to non-car modes. Parking for the townhouses is proposed to be in the order of one space per dwelling, comprised of a mix of on-and off-street parking.

Cycle parking should be provided within the residential apartment blocks, and the townhouse design should encourage the ability to store cycles within the properties.

#### Key

-  Site Boundary
-  Lakeside Boundary
-  Primary route
-  Quiet way
-  Cycle highway
-  Shared surface



**Fig. 57**  
Connectivity routes for Lakeside

# Character Zones

## Lakeside - Land Use

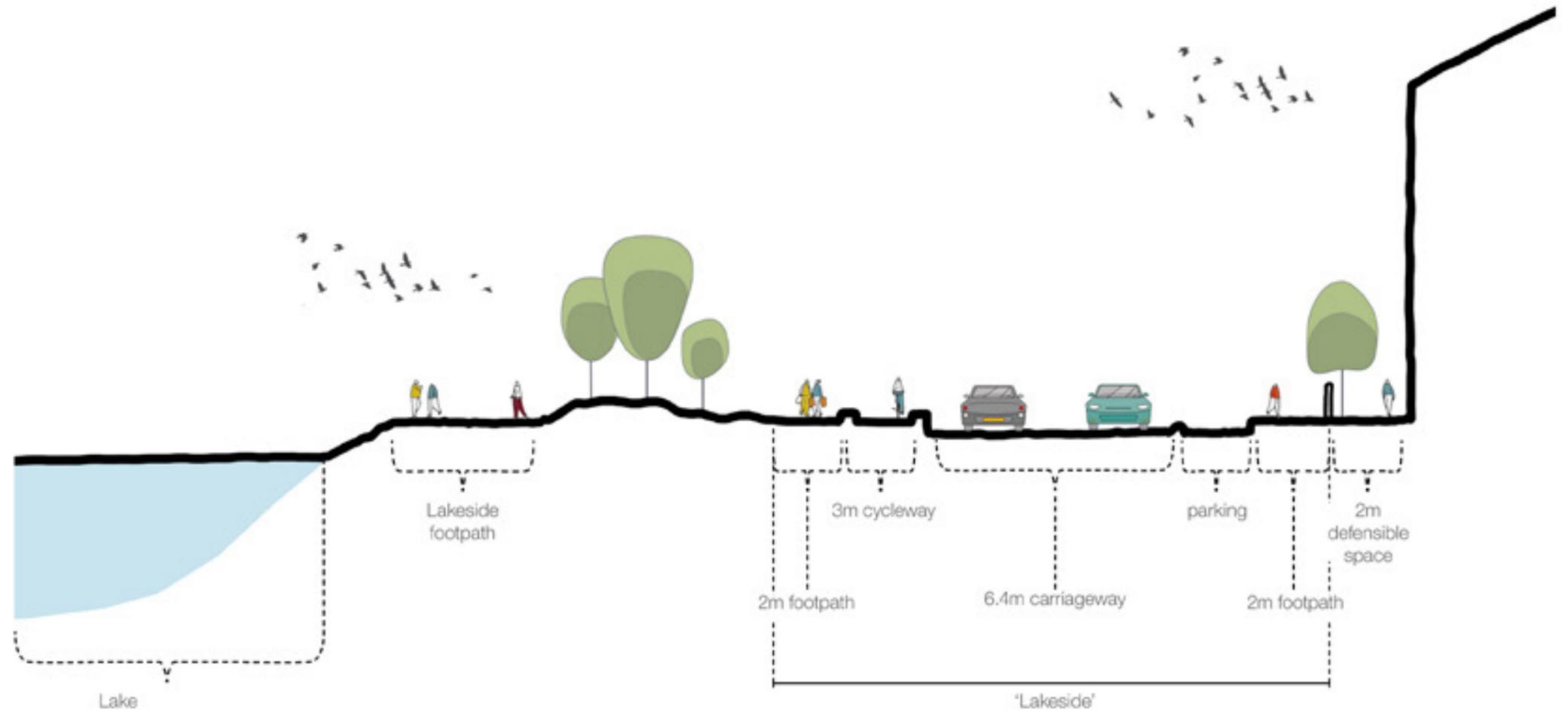
Lakeside is located in close proximity to the proposed enhanced Lake, affording residential units along the water's edge excellent views across the water and up to the Doxey Brook in the north. Medium-rise buildings on the corner of Lakeside and Castlefields offer views over the Gateway and serve as local landmark to add character to the space, and assist pedestrians navigating through this area towards the Lake.

### Residential development

A range of accommodation is anticipated to meet the requirements of residents of all ages, including families. Apartments, townhouses and maisonettes will be provided to ensure a mix of housing types. Residential development will benefit from close proximity to Stafford Station, the Lake and public realm amenities. Active frontages should be prioritised to support varied and safe streets.

### Setting the framework for high quality housing

Housing for families should be provided throughout Lakeside as part of a balanced mix of housing types. Family housing will contribute to a less transient population, which will add to the vibrancy of neighbourhoods and help create stable and balanced communities. Appropriate housing options for families will be supported by a high-quality green linear park running perpendicular from the Lake to create a truly sustainable, family-friendly neighbourhood.



**Fig. 58**  
Key Plan - Lakeside

Section A-A

## Character Zones

### Lakeside - Scale, Density and Form

#### Medium density

Although historically, the housing developments to the east of the station comprise of terraced housing, newer developments to the west of the station typically comprise of low density, semi-detached housing.

Within Lakeside, the development should be characterised by medium density development comprising townhouse and low-rise apartment blocks, with a tighter urban grain, similar to the Hollies. Development adjacent to the Lake should respect its setting and character.

Setbacks from the primary routes give a sense of space and privacy, whilst ensuring that close-knit neighbourhoods are encouraged. Where the site abuts Castlefields, there is the opportunity for the apartment block to step up in height and should be delivered to accommodate ground floor commercial units. This will provide an active frontage and support varied and safe streets.

Within Lakeside, storey heights ranging from 2 to 5 storeys are anticipated.



#### Key

-  Site Boundary
-  Lakeside Boundary

**Fig. 59**  
Massing and density for Lakeside

## Character Zones

### Lakeside - Open space / public realm

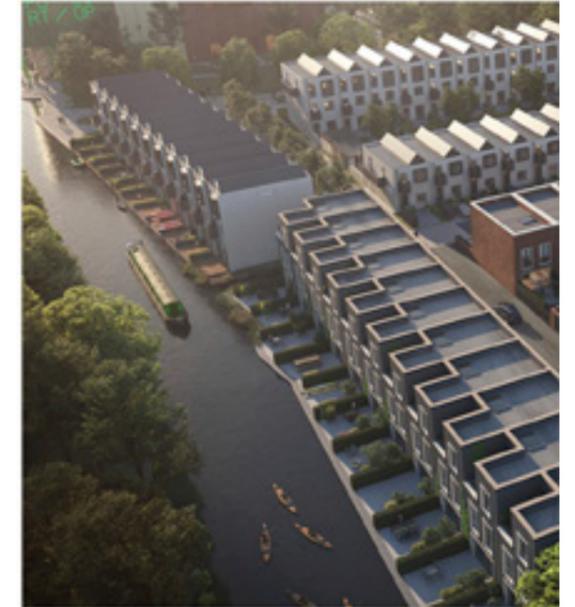
A high quality public realm is pivotal to enhancing built form, interconnecting neighbourhoods and creating environment for activity. The public realm should be appropriate for its location, incorporating hard and soft landscaping and accommodating pedestrians and cycle movements whilst ensuring vehicle movements, vehicle access and parking do not dominate.



**Fig. 60**  
Indicative Landscape Strategy for Lakeside

## Character Zones

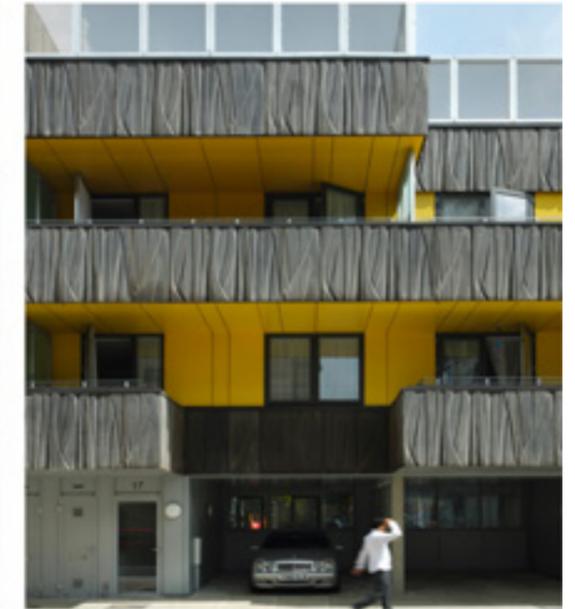
### Lakeside - Public Realm and Public Space



Top Left: Western Riverside, Bath  
Top Centre: Port Loop, Birmingham  
Top Right: Port Loop, Birmingham  
Bottom Left: Old Ford Road, London  
Bottom Right: Barking Riverside, London

# Character Zones

## Lakeside - Public Realm and Public Space



Top Left: Hulme Leaf, Manchester  
Top Centre: Rochester Riverside, Rochester  
Top Right: James Voller Way, London  
Bottom Left: Barking Riverside, London  
Bottom Right: Goldsmith Street, Norwich

## Character Zones

### Castle Engine Works - Introduction

Castle Engine Works champions a commercial-led, mixed-use approach, centred around the new Institute of Technology, and alongside this providing smaller maker terraces in which to promote an innovative new community of start-ups that looks to anchor the commercial offering in the centre of the framework area.

It is vital that proposed uses complement the existing uses within the framework area and don't compete with the existing commercial offer in Stafford town centre. The site must look to provide new space to accommodate growing commercial and business opportunities in Stafford.

The focal point will be Newcastle and Stafford Colleges Group's Institute of Technology, which will be situated within Castle Engine Works. This will anchor the area's role as a hub for innovation and skills, attracting businesses which see benefits from co-locating close to local sources of talent.



**Fig. 61**  
Key plan for Castle Engine Works



**Fig. 62**  
Aerial view for Castle Engine Works



## Character Zones

### Castle Engine Works - Transport, Accessibility and Permeability

Castle Engine Works lies to the north of the Station West Character Zone. This Character Zone is centred around the existing Stafford College Technology Centre.

The Stafford College Technology Centre is accessed via Castle Street. This is a relatively narrow route which arrives at the site via a rail bridge across the West Coast Mainline, and is a no-through route to vehicular traffic to the west of the Technology Centre entrance. Castle Street also provides access to the new residential development north of Castle Street that has been developed by St Modwen. Castle Street is not proposed to provide car access to development in the Castle Engine Works character area, although the potential to open up the link as a bus only route (subject to operational and commercial viability) should be further explored.

Whilst vehicular traffic is prohibited beyond this point, the Castle Street alignment continues to afford a strong east-west cycle and pedestrian link through to Martin Drive. This route is currently a popular connection for cyclists and pedestrians between the town centre and the residential areas to the west of Stafford.

The proposals for this Character Zone are for the Technology Centre to be accompanied by smaller maker terraces for commercial use. These would require some servicing and delivery access, that could potentially be via the rear of the Technology Centre (via Castle Street) or via connection through from the Station West area.

Parking provision in this area will be centred around consolidating what already exists on the Technology Centre site. Any car parking provided for the new commercial uses should be relatively limited, as these units could make use of the MSCP. Cycle parking should be provided in a secure, convenient location close to the entrances of the new commercial units.

#### Key

-  Site Boundary
-  Castle Engine Works Boundary
-  Primary route
-  Quiet way
-  Possible Bus Only Link



**Fig. 64**  
Connectivity routes for Castle Engine Works

## Character Zones

### Castle Engine Works - Scale, Density and Form

There is an opportunity for medium-scale buildings to sit alongside lower buildings closer towards the Lake, responding to the existing buildings within the Stafford College Technology Centre. This finer grain mixing of use will ensure a robust and resilient future for Castle Engine Works that complements the adjacent Stafford College Technology Centre.

Proposals are being brought forward for the Institute of Technology to form part of Newcastle and Stafford College Group's estate in this location.



#### Key

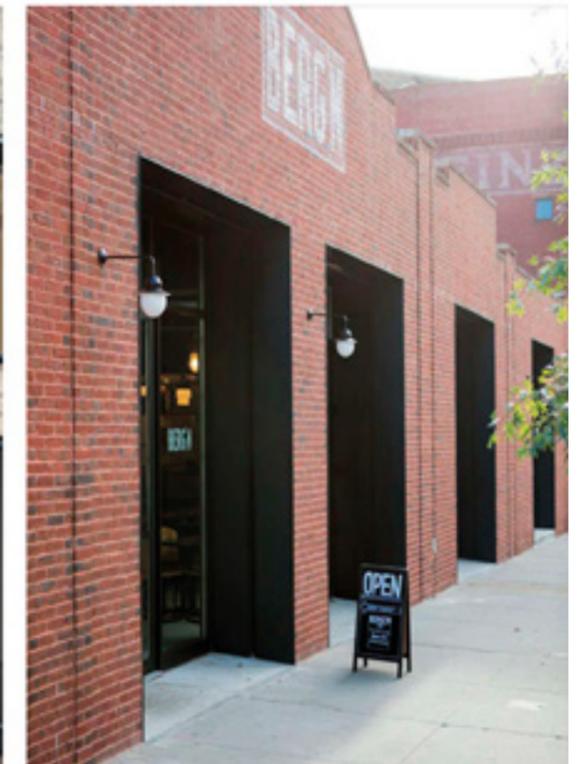
-  Site Boundary
-  Castle Engine Works Boundary
-  Retained and Refurbished existing buildings
-  Proposed buildings

**Fig. 65**  
Massing and density within Castle Engine Works

## Character Zones

### Castle Engine Works - Public Realm and Public Space

Castle Engine Works should deliver high quality commercial accommodation and public amenities, including high quality public realm and spill out spaces within this framework area in order to create a desirable location to work and spend leisure time.



Top Left: Sloane Street, London  
Top Right: Coal Drops Yard, London  
Bottom Left: East Quay, Somerset  
Bottom Centre: Foundry Mews, London  
Bottom Right: Berg'n, New York

# Marling Terrace



## Character Zones

### Marling Terrace - Introduction

**Marling Terrace takes its name from the old marl pits that dot the Staffordshire countryside. Marl pits allowed farmers to 'sweeten' their poorer soils with the naturally occurring lime-rich sub soils that lie underneath, long before modern artificial fertilisers were used. These forgotten and obsolete pits have long since filled with water and now form important habitats for wildlife.**

Marling Terrace puts the Doxey Brook centre-stage, weaving it through the houses and opening out into green open spaces creating a natural edge to these areas and providing a counterpoint to the bounding footways and roads. The neighbourhood celebrates the front door moment, encouraging a community that, whilst benefiting from the natural surveillance proximity brings, also cherishes those front door interactions with neighbours.

The Doxey Brook forms a central and significant feature of the site; the relationship between the brook and the roads that provide access to the houses that overlook it were key to the development of the masterplan.

Marling Terrace comprises apartment blocks and townhouses, with the Doxey Brook weaving down through the centre of the site. Residential units have been located within Marling Terrace to respond to the adjacent residential developments within St Modwens and Burleyfields.

Subtle changes in surface texture provide delineation between pavements, parking and carriageways, prioritising pedestrians and cyclists over vehicles and promoting an open hard landscaping vision for carriageways, rather than a 'roads only' approach.



**Fig. 66**  
Key plan for Marling Terrace



**Fig. 67**  
Aerial view for Marling Terrace

# Character Zones

## Marling Terrace - Quantum of Development

### Character Zone Area

6.8 Ha

### Residential Development Plots

4.3 Ha

### Number of homes

Up to 305

### GIA of non-residential space:

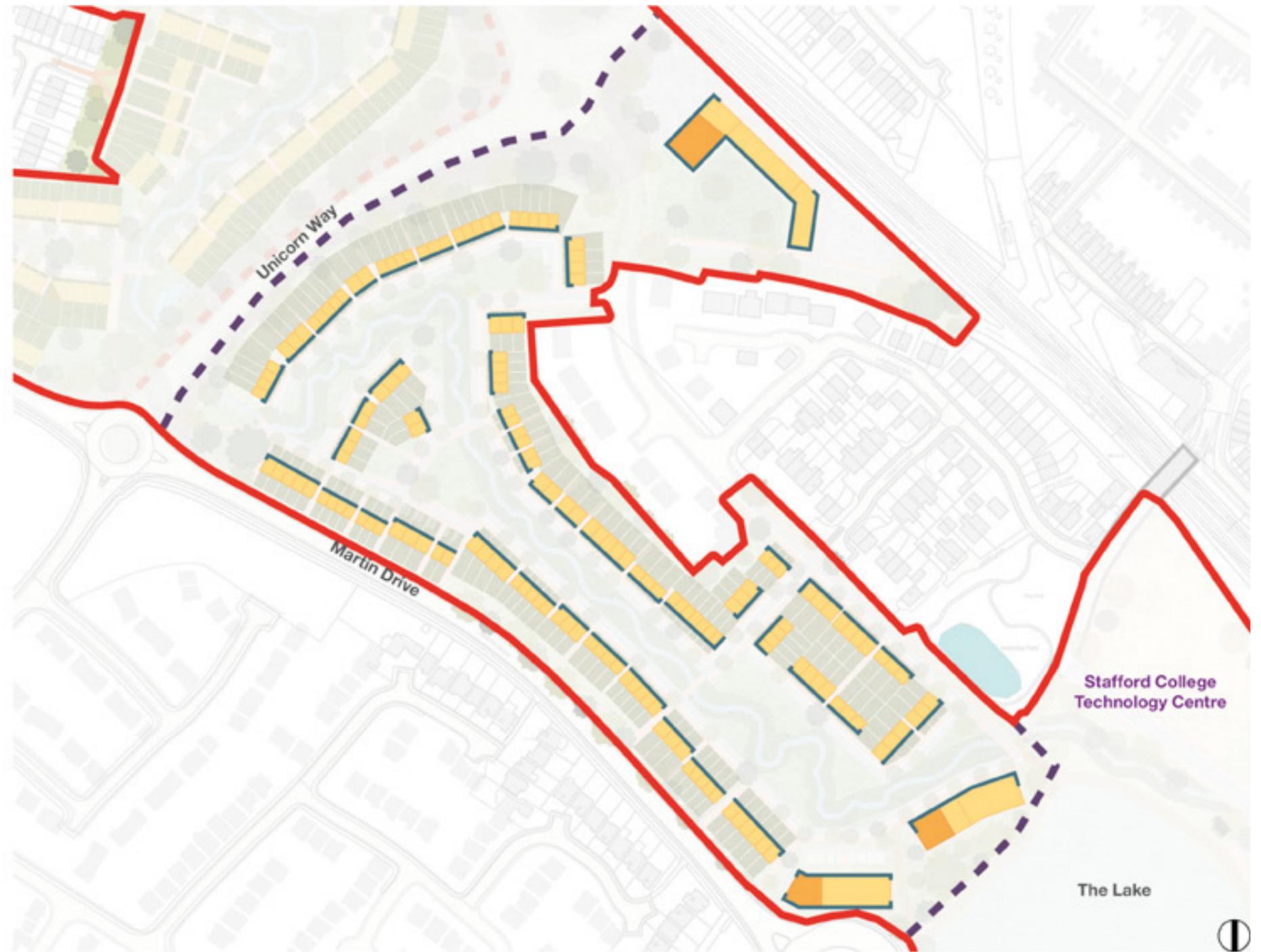
Up to 1,700 sqm

### Density (dwellings/hectare)

71

### Key

-  Site Boundary
-  Marling Terrace Boundary
-  Residential
-  Active frontage
-  Commercial/Workplace/retail/F&B



**Fig. 68**  
Indicative land use for Marling Terrace. The layout and location of identified uses are subject to change.

## Character Zones

### Marling Terrace - Transport, Accessibility and Permeability

The Marling Terrace Character Zone is bounded on the northern and western sides by Unicorn Way (part of the SWAR) and Martin Drive.

Marling Terrace Character Zone will be home to residential accommodation in the form of townhouses and residential apartments. These are proposed to have vehicular access from Unicorn Way to the north – either via a southern arm of the Doxey Road roundabout or via a suitable new access point.

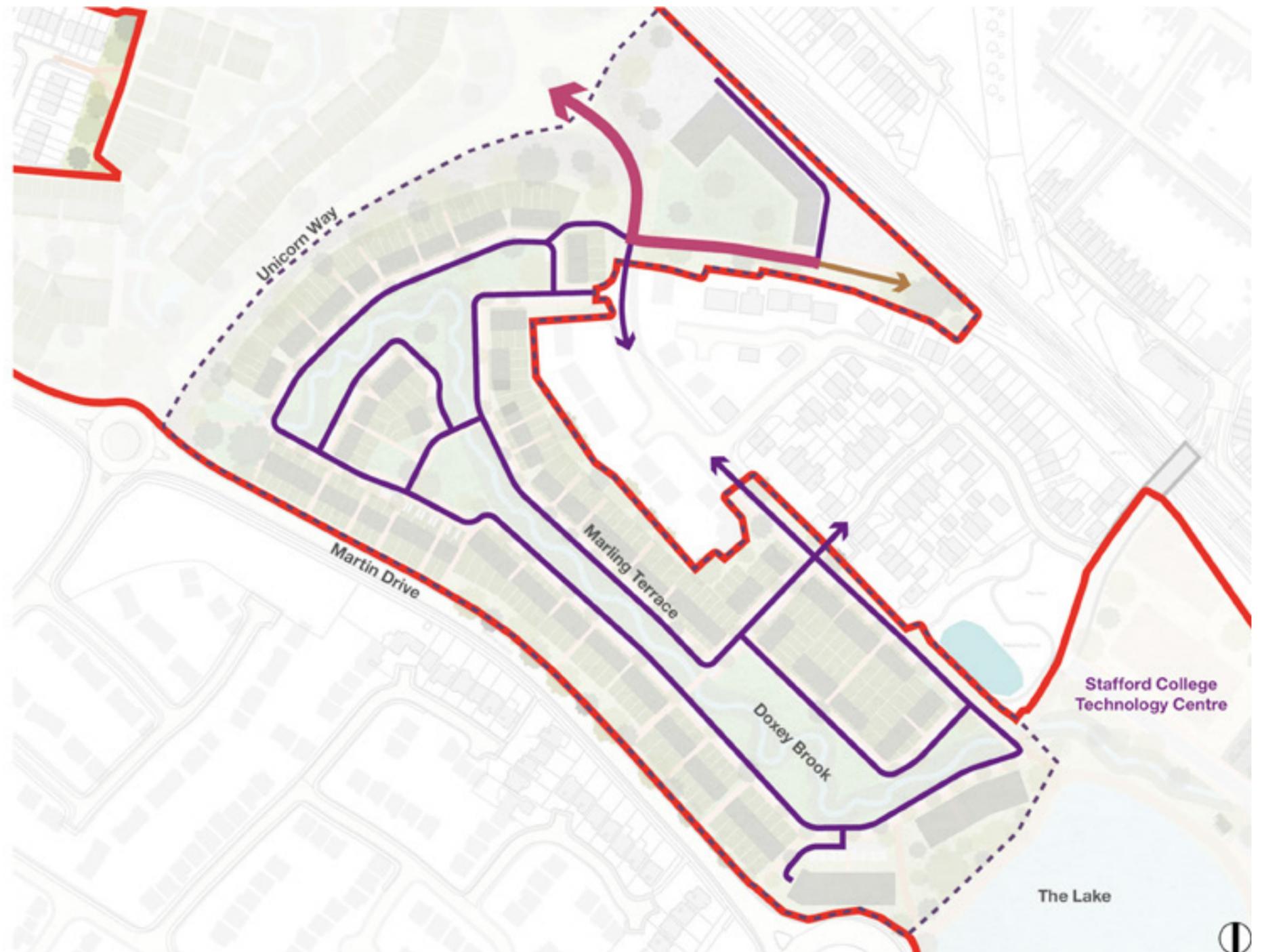
The dwellings themselves will be served by narrow streets designed for people to cycle and walk safely, with vehicular access restricted to residents and their servicing and delivery requirements. Street design should be cognisant of high-quality public realm space designed to reduce vehicular speeds and make the streets safe for all. Carriageway widths for these routes could be as narrow as 3.2m in places, with widened sections for passing places and on street parking areas provided in select locations.

The ability for cyclists and pedestrians to cross Unicorn Way will be crucial in terms of connecting Marling Terrace and the other Character Zones closer to the station to Wicketgate. Options for crossing this route, should be at-grade and direct, in line with LTN 1/20 design guidance.

Parking for the townhouses is proposed to be in the order of one space per dwelling, comprised of a mix of on-and off-street parking. Parking for the residential apartments will need to be considered on a site by site basis, mindful of sustainable travel accessibility and proximity to the station. Cycle parking should be provided within the residential apartment blocks, and the townhouse design should encourage the ability to store cycles within the properties.

#### Key

-  Site Boundary
-  Marling Terrace Boundary
-  Primary route
-  Quiet way
-  Network Rail Access



**Fig. 69**  
Connectivity routes for Marling Terrace

# Character Zones

## Marling Terrace - Land Use

### New Residential-led community

Marling Terrace is located in close proximity to the town centre and key public transport nodes where opportunities for a residential-led area should be developed. A new access point, which could be provided directly from the roundabout at Unicorn Way, will further help to animate the street level, and different types of residential properties will help to foster a balanced community.

Given the area's excellent connectivity, employment opportunities and proximity to extensive green space, Marling Terrace is proposed to be the focus for new, high quality housing within the study area. A broad range of house types, sizes and tenures will be provided in order to create a vibrant new community that meets the needs of a large cross section of society for existing and new residents in Stafford.

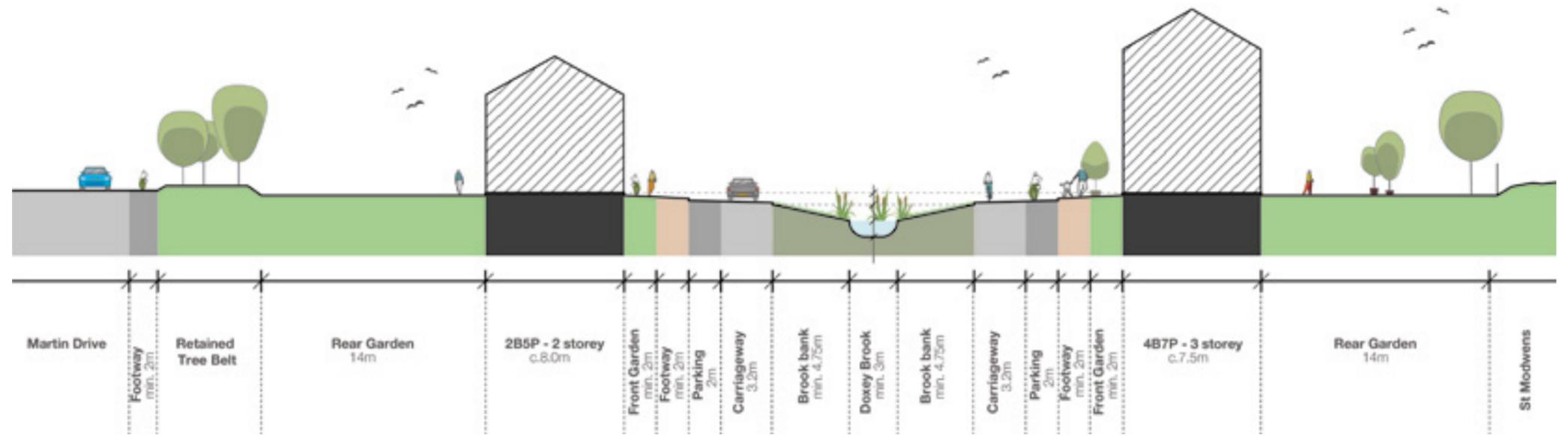
Marling Terrace comprises of apartment blocks and townhouses, with the Doxey Brook weaving through the centre of the site. The apartment blocks address the Lake, Martin Drive roundabout and Unicorn Way to articulate their masses, and link back to the townhouses within Marling Terrace.

### Compatible uses

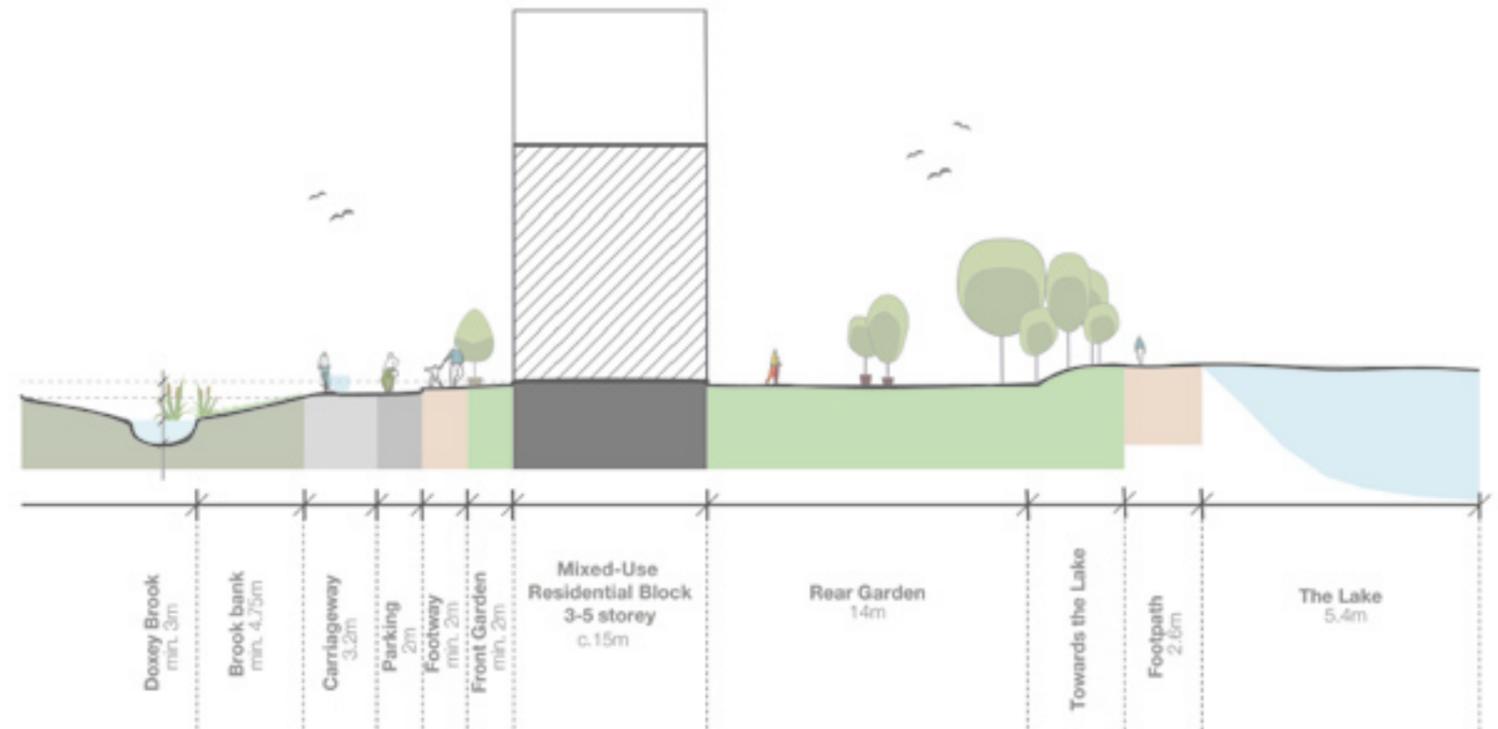
Where residential uses will be adjacent to key arterial routes, architectural and landscape solutions should be implemented to ensure that noise does not impact the quality of the living environment, and residential amenity is protected from any potential noise and visual impacts.



Fig. 70  
Key Plan - Marling Terrace



Section A-A



Section B-B

## Character Zones

### Marling Terrace - Scale, Density and Form

#### Low to Medium Density Development

The proposals for Marling Terrace should reflect the existing massing, street scale and character of the local neighbourhood providing terraced housing and small apartment blocks in the centre of the development and towards the rail edge, where the land steps down at Unicorn Way and an apartment block would be appropriate. Development adjacent to the Lake should respect its setting and character.

#### Form

Townhouses and terraced houses will be located at the centre of the neighbourhood providing a family orientated environment. These houses will include garden spaces and will provide a pleasant and attractive setting, while benefiting from improved connections to the city centre and adjoining neighbourhoods.

Within Marling Terrace, storey heights ranging from 2 to 5 storeys are anticipated.



**Fig. 71**  
Massing and density within Marling Terrace

## Character Zones

### Marling Terrace - Public Realm and Public Space

#### Proposed linear park along the Doxey Brook

Proposals should break down existing barriers in the study area and improve connectivity by creating stronger links between Marling Terrace, Wicketgate and Station West. Existing pedestrian and cycle infrastructure will be enhanced through the removal of existing barriers to movement, improved route continuity and accessibility through and within the framework area; stronger key linkages to surrounding areas and pedestrian/ cycle network and better legibility.

The aspiration is to create an environment which encourages people to walk and cycle more regularly, particularly through enhancements to the Doxey Brook and that improves the permeability of the area. A new linear park is proposed along the rerouted Doxey Brook; this will be designed to be of a high quality, incorporating new public realm as appropriate.

#### Pocket Parks

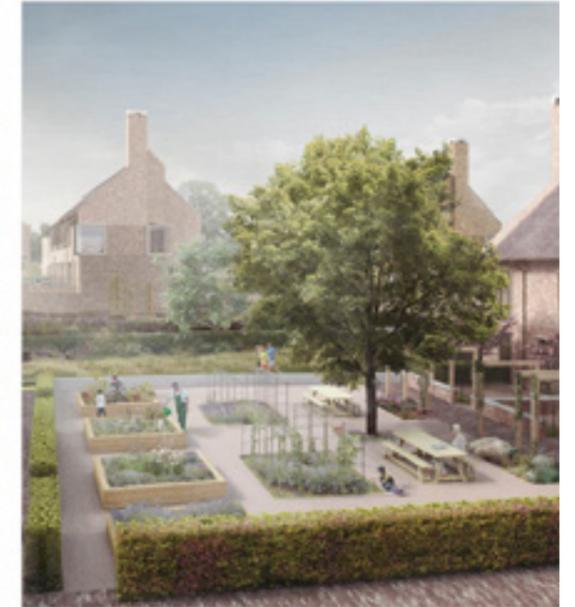
The domestic scale of Marling Terrace allows for public and private garden spaces which weave between the streets. Pocket parks will be promoted in this zone, providing an extension of the wider green infrastructure.



**Fig. 72**  
Indicative Landscape Strategy for Marling Terrace

## Character Zones

### Marling Terrace - Public Realm and Public Space



Top Left: Barking Riverside, London

Top Centre: Rubicon, Cambridge

Top Right: Canalside Housing, Swindon

Bottom Left: Rochester Riverside, Rochester

Bottom Right: Canalside Housing, Swindon

## Character Zones

### Marling Terrace - Public Realm and Public Space

#### Create a High-Quality Public Realm

A high-quality public realm will create a more coherent sense of place with a diverse range of street typologies and character of spaces. This will be achieved through the provision of high-quality routes, civic spaces and green spaces. Other measures will include the improved permeability for pedestrians and cyclists, ensuring that all new and upgraded parts of the public realm achieve the highest quality design.



Top Left: Newhall Be, Harlow

Top Centre: Corner House, London

Top Right: Wilderness Mews, Sevenoaks

Bottom Left: Bruksgården, Höganäs, Sweden

Bottom Right: Goldney Road, London

# Wicketgate



## Character Zones

### Wicketgate - Introduction

**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, and the shared green squares created by drawing the houses back from the vehicular 'quiet ways'.**

The zone adopts the design principles that have been used throughout the masterplan but utilises some shared surface treatments to help slow traffic, alongside the use of narrower gauge roads, wide pavements, flexible parking arrangements and a range of house typologies.

New pedestrian routes link into the surrounding developments and establish routes across the previous cricket pitch that will help protect the existing openness whilst also providing clear, and safe pathways for all users. Similarly, new pedestrian, cyclist and vehicular connections are suggested to link into Campion Grove in the new development north of Burleyfields to encourage interaction between the sites and to link them together.

Wicketgate has the potential to be a residential development that focuses on creating active frontages through the typologies of the townhouses and their arrangement. Any development proposals will need to be reflective of the previous heavy industrial uses of the land.

Within Wicketgate, storey heights ranging from 2 to 3 storeys are anticipated.



**Fig. 73**  
Key plan for Wicketgate



**Fig. 74**  
Aerial view for Wicketgate

# Character Zones

## Wicketgate - Quantum of Development

### Character Zone Area

6.1 Ha

### Residential Development Plots

3 Ha

### Number of homes

Up to 175

### Density (dwellings/hectare)

58

### Key

-  Site Boundary
-  Wicketgate Boundary
-  Residential
-  Active frontage



**Fig. 75**  
Indicative land use for Wicketgate. The layout and location of identified uses are subject to change.

## Character Zones

### Wicketgate - Transport, Accessibility and Permeability

Wicketgate is bounded on the southern and eastern sides by Doxey Road and the new Unicorn Way (part of the SWAR). Wicketgate is the northernmost Character Zone within the SRF and a key challenge in taking this site forward is to ensure it is not considered peripheral to the remainder of the masterplan site.

Wicketgate has the potential to provide new townhouses. These will be served by narrow streets designed for people to cycle and walk safely, with vehicular access restricted to residents and their servicing and delivery requirements. Street design should be cognisant of high-quality public realm space designed to reduce vehicular speeds and make the streets safe for all. Carriageway widths for these routes could be as narrow as 3.2m in places, with widened sections for passing places and on-street parking areas provided in select locations.

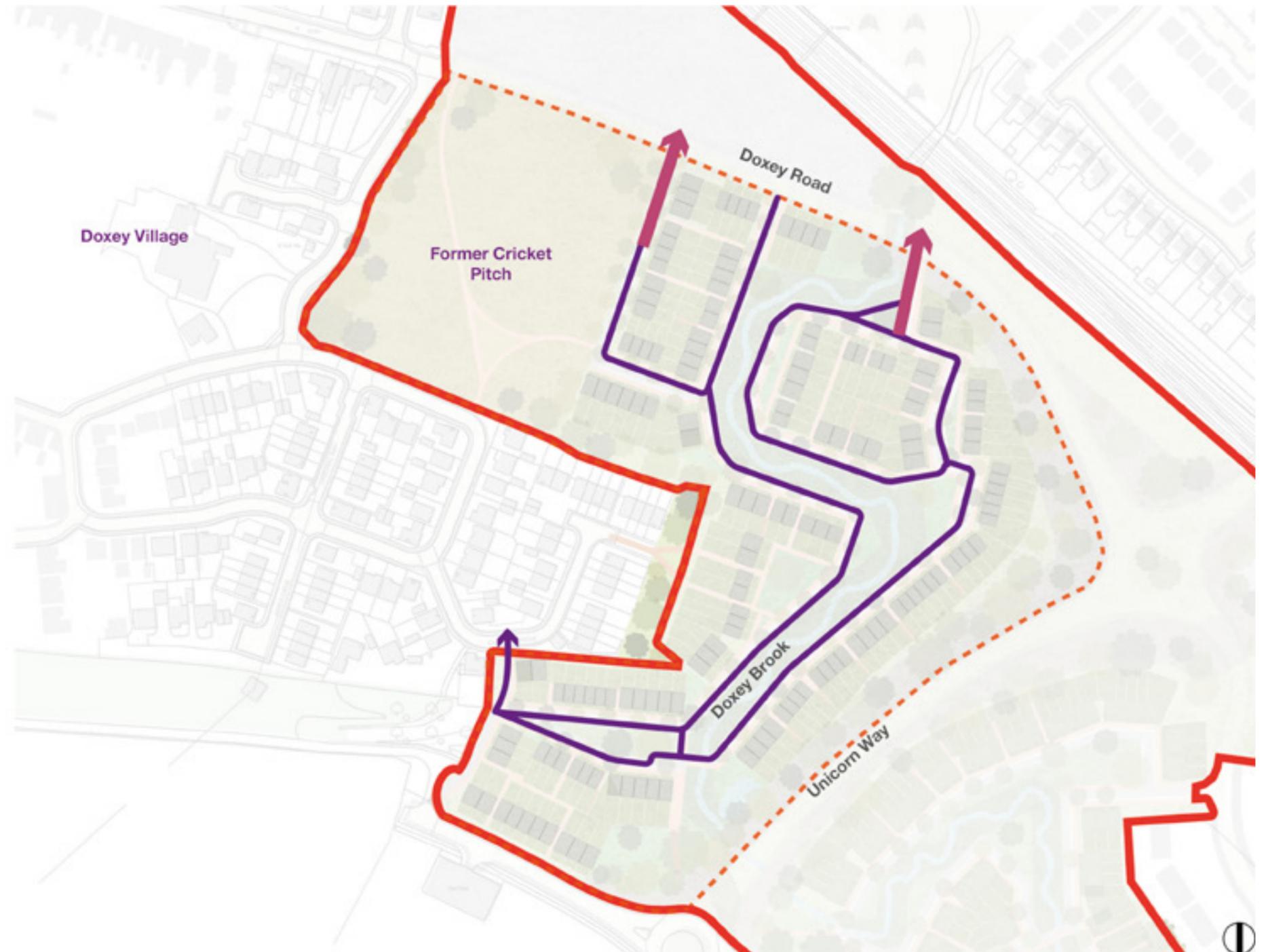
The ability for cyclists and pedestrians to cross Unicorn Way will be crucial in terms of connecting Wicketgate with the other Character Zones, and in particular direct connections to the station. Options for crossing this route, should be at-grade and direct, in line with LTN 1/20 design guidance.

Parking for the townhouses is proposed to be in the order of one space per dwelling, comprised of a mix of on-and off-street parking.

Cycle parking should be provided within the residential apartment blocks, and the townhouse design should encourage the ability to store cycles within the properties.

#### Key

-  Site Boundary
-  Wicketgate Boundary
-  Quiet way



**Fig. 76**  
Connectivity routes for Wicketgate

# Character Zones

## Wicketgate - Land Use

Wicketgate is located in close proximity to the town centre and key public transport nodes, where opportunities for a residential-led area could be developed. New access points from Doxey Road will further help to animate the street level, and different types of residential properties will help to foster a balanced community.

### Residential development

Residential developments will be predominately townhouses, at a higher density than the developments close by in Burleyfields. New pedestrian, cyclist and vehicular connections should aim to link into Campion Grove in the new development north of Burleyfields to encourage interaction between the sites and to link them together.

### Active frontage

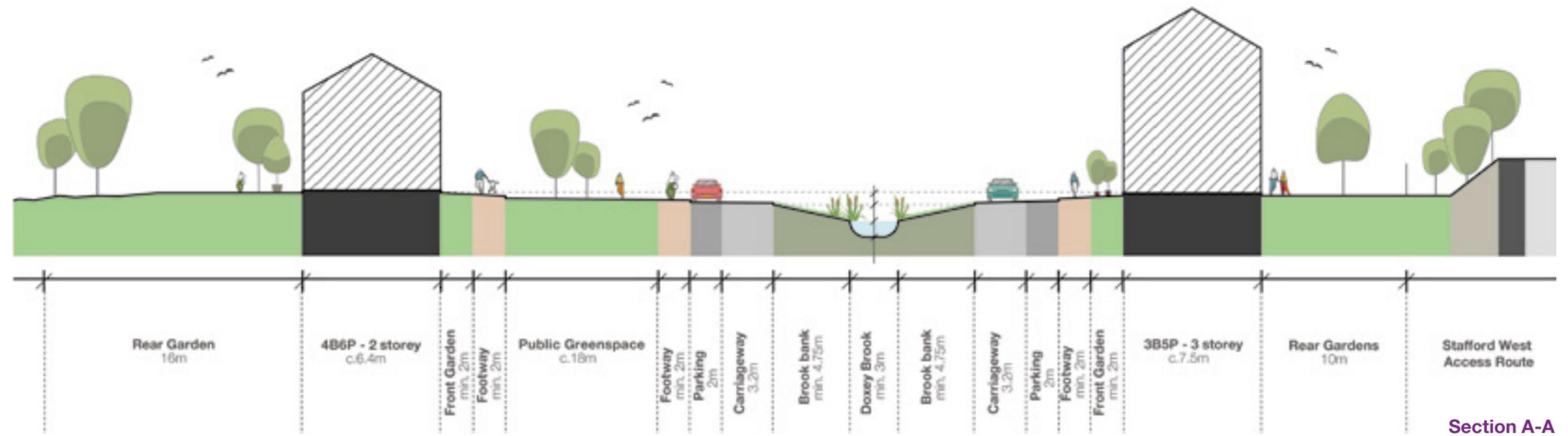
Active frontages should be provided along key routes such as Doxey Road and Unicorn Way, to support varied and safe streets in areas of increased footfall.

### Compatible uses

Where residential uses will be adjacent to rail and key arterial routes, architectural and landscape solutions should be implemented to ensure that noise does not impact the quality of the living environment, and residential amenity is protected from any potential noise and visual impacts.

### Flexibility of uses

Development proposals put forward within this SRF are indicative and will be subject to further detailed technical work and viability assessment to ensure that development is deliverable within the context of former uses of the land. Proposals for alternative land uses should consider their role in contributing towards the delivery of the key regeneration principles established in this SRF. Supporting technical evidence must be provided at planning application stage to demonstrate the acceptability of any alternative use.



Section A-A



Fig. 77  
Key Plan - Wicketgate

## Character Zones

### Wicketgate - Scale, Density and Form

#### Density

Proposals that demonstrate a compact approach to low-rise housing whilst encouraging medium densities will be supported to encourage sustainable use of land and optimised siting of all properties. Legible layouts that promote active frontages onto public spaces, with positive definition of key routes and entrance points into the zone, should be provided. In lower-density areas such as Wicketgate, there is potential for zero carbon heating and cooling to be achieved through solar PV electricity generation and heat pumps to individual dwellings.



**Fig. 78**  
Massing and density for Wicketgate

## Character Zones

### Wicketgate - Public Realm and Public Space

#### Delivering new green spaces and links

As part of the Green-Blue Infrastructure, a series of new green links should be provided alongside the realigned Doxey Brook that draw together the landscape principles of flood alleviation, water management; and, enhanced public recreation into the heart of the new neighbourhood. Proposals should incorporate green routes with safe and comfortable walking and cycling provision.

#### Enhancing the Doxey Brook and providing access to the waters edge

The proposals should connect with the Doxey Brook by re-routing the brook into the centre of the zone, and naturalising its alignment and channel by introducing meanders and planting. It is anticipated that the brook will become a unique and integrated part of the site, which is fully utilised by both maximising the number of properties fronting it and also providing brook-side open green spaces.

#### Pedestrian and cycle routes

New pedestrian routes link into the surrounding developments and should establish routes across the former cricket pitch that will help protect the existing openness whilst also providing safe, clear, and stable pathways for all users.



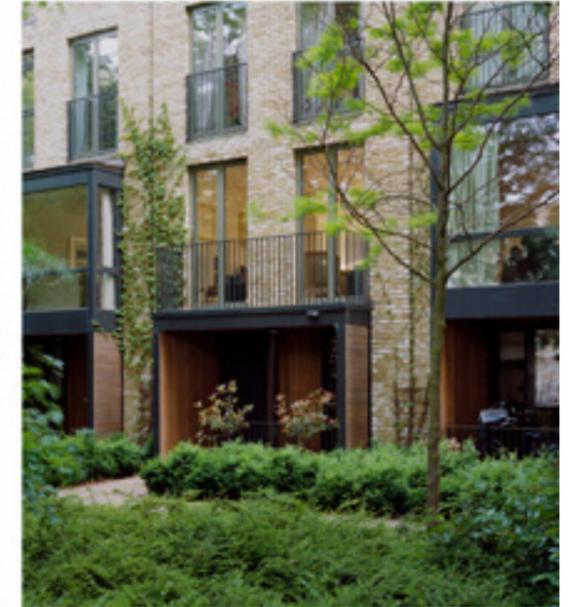
**Fig. 79**  
Indicative Landscape Strategy for Wicketgate

## Character Zones

### Wicketgate - Public Realm and Public Space

#### Connection to the Doxey Brook

Within Wicketgate, there should be a relationship between the Doxey Brook and public green space such as the former cricket pitch. This will be retained as open space, allowing local wildlife to flourish and enabling access for people to enjoy. This will be retained as open space, with options for its enhancement being explored going forward. The proposals should allow for green spaces to directly adjoin the brook, whilst others should be stepped back and form their own separate spaces. Where the latter occurs, footpaths should be provided around the full perimeter of the green space, as well as at strategic locations across the green areas to tie in with pedestrian ways connecting into the wider proposals.



Top Left: Manox, Manchester

Top Centre: Accordia, Cambridge

Top Right: Accordia, Cambridge

Bottom Left: Townshend, London

Bottom Right: The City Houses, Copenhagen

# Character Zones

## Wicketgate - Public Realm and Public Space

### Form

Townhouses and clusters of homes will be located at the centre of the neighbourhood providing a family orientated environment. These houses will include garden spaces and will provide a pleasant and attractive setting, while benefiting from improved connections to the town centre and adjoining neighbourhoods. The orientation of future residential development should avoid single aspect north facing apartments utilizing passive design principles to maximise daylight availability and natural ventilation potential.



Top Left: Abode, Great Kneighton  
Top Centre: Goldsmith Street, Norwich  
Top Right: Dujardin Mews, London  
Bottom Left: Horton Kirby Paper Mill, Kent  
Bottom Centre: Wildernesse Mews, Sevenoaks  
Bottom Right: The Gables, Crosby, Liverpool

## Character Zones

### Doxey Road - Introduction

Doxey Road could provide a light industrial / commercial-led development, providing the opportunity for a single occupier development such as a new home for Royal Mail.

The site should look to provide new space to accommodate growing commercial and business opportunities in Stafford.



**Fig. 80**  
Massing and density for Wicketgate



**Fig. 81**  
Aerial view for Wicketgate

# Character Zones

## Doxey Road - Quantum of Development

**Character Zone Area**

2.7 Ha

**GIA of non-residential space:**

Up to 2,700 sqm

### Key

-  Site Boundary
-  Doxey Road Boundary
-  Light industrial



**Fig. 82**  
Indicative land use for Doxey Road. The layout and location of identified uses are subject to change.

## Character Zones

### Doxey Road - Transport, Accessibility and Permeability

#### A strong boulevard

Doxey Road will become a strong boulevard, directly connecting the residential developments to Wicketgate with Marling Terrace and Station West to the south, and into the wider town centre of Stafford. It should benefit from public realm enhancements incorporating formal lines of tree planting, wide biodiverse verges and simple pedestrian spaces.



#### Key

- Site Boundary
- Doxey Road Boundary
- Primary route
- Indicative access point

**Fig. 83**  
Connectivity routes for Doxey Road

## Character Zones

### Doxey Road - Scale, Density and Form

The scale and massing should reflect the adjacency to the nearby residential units and primary frontages onto Doxey Road.

The area is largely comprising of poor quality, low rise industrial units housing a number of small businesses. The architectural quality of the built environment is decidedly poor with the existing industrial units not contributing towards promoting a positive character for the area. The current format is devoid of active frontages that positively interact with the streetscape or pedestrians. This area would benefit from a new development to create a vibrant employment-led neighbourhood, that would be attractive to a range of business occupiers.

#### Key

-  Site Boundary
-  Doxey Road Boundary
-  Proposed building



**Fig. 84**  
Massing and density for Doxey Road

## Character Zones

### Doxey Road - Precedents

It is anticipated that Doxey Road will provide new space to accommodate growing commercial and business opportunities in Stafford. The final use of these units will be determined once the tenants have been identified. It is anticipated soft landscaping is incorporated that is in keeping with the industrial urban character of the area, using trees to soften the boundary between the industrial units and Doxey Road. Where possible, activating the frontage onto Doxey Road would be encouraged. Some of the warehouse and industrial buildings provide large areas of enclosed space for multi-functional purposes, which should be 'quick wins' in any regeneration approach.



Top Left: Charlie Bigham's West, Somerset  
Top Right: Dream Factory, Rotterdam  
Bottom Left: Heating Infrastructure Project (HIP), Liverpool  
Bottom Right: Dream Factory, Rotterdam

## Phasing and Delivery

A phasing and delivery plan has been prepared to indicate the potential plot phasing of the proposals, reflecting on site constraints and opportunities, existing public sector land ownership and the necessary infrastructure (highway and social infrastructure) that is required to be in place in advance of key parcels coming forward.

### Infrastructure Delivery Strategy

Key infrastructure requirements to support the Stafford Station Gateway site, and will benefit all Character Zones, are as follows:

1. Ground work and remediation of key sites (subject to further site investigations which will need to be undertaken and could inform the ultimate development mix)
2. Re-alignment of Doxey Drain/Brook through the site
3. Implementation of Flood Risk Strategy and necessary future proofing
4. Creation of new public realm/ greenspaces
5. Utilities and energy infrastructure
6. Multi-Storey Car Park
7. New pedestrian linkway bridge to Stafford Railway Station
8. New access road into site off SWAR



**Fig. 85**  
Indicative masterplan for Stafford Station Gateway

## Phasing and Delivery

### Phase 1a

**The initial development parcel is anticipated to comprise Staffordshire County Council's existing ownership (former Saint Gobain Abrasives site) which is Character Zone known as Wicketgate.**

Levelling up Funding is being sought to support and enable this site to come forward early and will be used to remediate the site and prepare the land for development ahead of development plots coming forward.



#### Key



**Fig. 86**  
Phasing and delivery plan - Phase 1a



## Phasing and Delivery

### Phase 1b

**Phase 1b, which can happen concurrently with Phase 1a, is likely to comprise Station West.**

Stafford Borough Council will look to create development parcels in this location, focusing on high quality public realm and infrastructure, and amenity provision to set the benchmark for the remaining development phases to come forward.



#### Key

 Site Boundary

**Fig. 87**  
Phasing and delivery plan - Phase 1b



## Phasing and Delivery

### Phase 2 and Future Phases

**Phase 2 and later phases of the development will comprise the central portion of the site, leading up to Unicorn Way, subject to addressing some of the technical infrastructure requirements, including implementation of the flood risk strategy to unlock and enable these sites to come forward.**

Following the consultation on the Preferred Options document of the new Local Plan for Stafford Borough the project team will consider representations made in respect of the Stafford Station Gateway site allocation.

2023 will then see further, more detailed engagement with landowners and potential development partners ahead of the preparation of a planning application submission.



#### Key



**Fig. 88**  
Phasing and delivery plan - Phase 2



## Contact

If you would like to talk to the team at Stafford Borough Council please email [majorprojects@staffordbc.gov.uk](mailto:majorprojects@staffordbc.gov.uk)

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**WSP**