

# Derby Road Corridor

## A MASTERPLAN FOR REDEVELOPMENT

### 2010 - 2030



Consultation Draft 2010



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**Foreword by Cllr. J Jessel (Deputy Leader for the Built Environment)**

*“THE REDEVELOPMENT OF DERBY ROAD CORRIDOR IS A PROJECT OF STRATEGIC IMPORTANCE. IT WILL SIGNIFICANTLY IMPROVE THE AREA AND THE ECONOMIC PROSPERITY OF EAST STAFFORDSHIRE.*

*OUR PLAN IS TO REGENERATE THE DERBY ROAD AREA AND CREATE A NORTHERN GATEWAY INTO BURTON UPON TRENT OF WHICH WE CAN BE PROUD. THE PROJECT WILL INCLUDE NEW EMPLOYMENT OPPORTUNITIES, NEW HOUSING AND IMPROVEMENTS TO EXISTING HOUSING. THE ROAD SYSTEM WILL BE IMPROVED TO REDUCE TRAFFIC CONGESTION AND ATTRACTIVE LANDSCAPING WILL BE INCLUDED AS PART OF OUR VISION TO DEVELOP BURTON UPON TRENT AS THE CAPITAL OF THE NATIONAL FOREST.*

*I AM PROUD TO PRESENT THIS DRAFT MASTERPLAN, WHICH WILL ACT AS A GUIDE FOR DEVELOPERS AND ENTREPRENEURS TO INVEST IN BURTON UPON TRENT, AND I LOOK FORWARD TO SEEING THOSE AREAS OF LAND, WHICH ARE EITHER REDUNDANT OR UNDER-USED, FINALLY REALISE THEIR DEVELOPMENT POTENTIAL.*

*OVER THE COMING MONTHS, WE WILL BE ASKING YOU TO OFFER YOUR VIEWS ON THE THREE CONCEPTS INCLUDED IN THE THIS DOCUMENT. THIS WILL ENSURE THAT WE HAVE A WIDE AND VARIED CONTRIBUTION TO THE VISION OF A DERBY ROAD CORRIDOR EVOLVING OVER THE NEXT 20 YEARS.*

*PLEASE TAKE TIME TO GET INVOLVED. YOUR VIEWS ARE IMPORTANT TO US.*

*WE HAVE SEEN HOW THE DELIVERY OF CENTRUM 100 HAS PROVIDED NEW JOBS TO THE TOWN AND SIGNIFICANTLY IMPROVED THE SOUTHERN GATEWAY INTO BURTON UPON TRENT FROM THE A38. THE UTTOXETER REGENERATION PROGRAMME AND DELIVERING NEW DEVELOPMENT AT BARGATES ARE ALL PART OF OUR EXCITING PLANS TO MAKE EAST STAFFORDSHIRE **THE PLACE TO LIVE**”.*

### 1.1 Purpose of the Masterplan

East Staffordshire Borough Council has produced this Masterplan Document to inform a coordinated re-development of Derby Road. We hope that this document will inspire developers and encourage them to realise the ambition of this strategic gateway into Burton upon Trent. This Masterplan intends to provide the private sector with the confidence to invest in development projects, with the Council setting out appropriate uses for each parcel.

The masterplan will guide the structure and content of future development along the corridor, and specify the level of quality expected from future development in terms of design, materials and contribution to climate change.

Partners, stakeholders and members of the public will be asked for their views on this document.

### 1.2 Status

The masterplan will be adopted by East Staffordshire Borough Council following a period of consultation. It will be a tool for developers to prepare detailed designs for proposals along the corridor, and assist planning delivery team to determine planning applications.

This document will be a contributory to the Core Strategy and any relevant Supplementary Planning Document.

### 1.3 Introduction to the Derby Road corridor

Derby Road is a strategically important gateway into Burton upon Trent. Visitors coming into the town from the Northeast of the region or from the nearby cities of Nottingham and Derby will exit the A38 at Clay Mills and travel along the length of Derby Road to either Hawkins Lane or Horninglow Road if they are heading for the Town Centre.

First impressions have a strong impact on any traveller. There is an opportunity to present a strong sense of Burton upon Trent's brand of being the "Capital of the National Forest" to visitors, and to promote as Burton being a pleasant place to live, work and play. It should be noted that Clay Mills Junction itself is outside the National Forest.

We can only achieve this aspiration by attractive, appropriate development.

### 1.4 Objectives of the development

The key objectives of the re-development of the Derby Road corridor are:

- Provide a focus for investment
- Deliver an attractive route way into the Town
- Achieve an appropriate mix of uses that contribute towards the economic performance of the Town
- Provide appropriate transportation links from the A38 to Horninglow Street and along Derby Street, to cope with the projected growth of the Borough
- Provide people coming to the Town with a strong sense of Burton's brand
- Improve the "kerb appeal" of buildings likely to remain over the next 20 years.
- Achieve appropriate environmental sustainability standards
- Deliver new jobs and homes

### 1.5 Structure of the Masterplan

The Masterplan is presented in sections:

Sections 1 - 2 consider the background, context and relevant policies

Sections 3 - 4 introduce Derby Road now and the vision for its future

Sections 5 – 7 set a framework for future development

## 1.6 Visioning Event

The process of creating a Masterplan began in February 2010 with a workshop that produced a “vision” of Derby Road corridor in 2030. Delegates from a wide spectrum of backgrounds, skills and experience, working in small groups, were invited to suggest ideas of the opportunities the corridor could realise over the next 20 years. “Blue-Sky” thinking was encouraged. The ideas generated by each group were processed and considered within the context of specific relevant parameter, such as planning policy and technical constraints. The collective outcomes from this event form the basis of this draft Masterplan.

## 1.7 Contacts

All contacts with regard to this Masterplan should be addressed to:

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## 2.1 Introduction to Burton upon Trent

Burton upon Trent is a place with exceptional heritage. Straddling the River Trent, it grew up as a historic crossing point. The town is synonymous with brewing and it was with the unique qualities of the calcium rich waters in aquifers beneath the town that fuelled its growth as a centre for brewing. The industry grew rapidly in the early 19<sup>th</sup> century to a national and international complex, with the town built alongside the breweries. Today, only two major commercial brewers remain, with Molson Coors and Marstons still operational. However, the town remains an important sub-regional economic player, being the largest settlement in East Staffordshire with a population of around 65,000 people. Manufacturing and distribution are presently Burton's core industries.

Burton upon Trent aspires to be the capital of the National Forest. This has various spin-offs of growth objectives, all of which will gradually establish the "Capital of the National Forest" brand, including

- Plentiful green areas of quality open space for people to enjoy,
- Strong green infrastructure development, including corridors linking developments to each other as well as the town centre
- Using key assets such as the River Trent, the canal network, other watercourses, and parks that help link the urban area with the wider landscape, making them the focal point of new development
- Achieving or even exceeding the government target for implementing Code Level 6 for sustainable homes by 2016
- Introduction of higher-end employment uses, perhaps taking advantage of new technologies relating to "green" energy provision
- A strong leisure image, building on the new National FA Centre

## 2.2 Growth and the Growth Point programme

The Council recognised that Burton needed to grow if it was to prosper. There was a strong will to boost the area's competitiveness and achieve a "step-change" in economic performance. Therefore, in 2007, East Staffordshire decided to be part of the Government "Growth points" initiative. This provides financial support to local communities who wish to pursue large-scale, sustainable growth.

Last October, Cabinet adopted a Growth Point Programme. This document defines five projects the Council will deliver over the next three years, and sets out how and when each project will be delivered, including governance arrangements. The five chosen projects represent a cross-cutting element to East Staffordshire's growth aspiration. Two are brownfield regeneration schemes, two relate to improved infrastructure and the one improving the number of decent homes.

## 2.3 Local Development Framework (LDF)

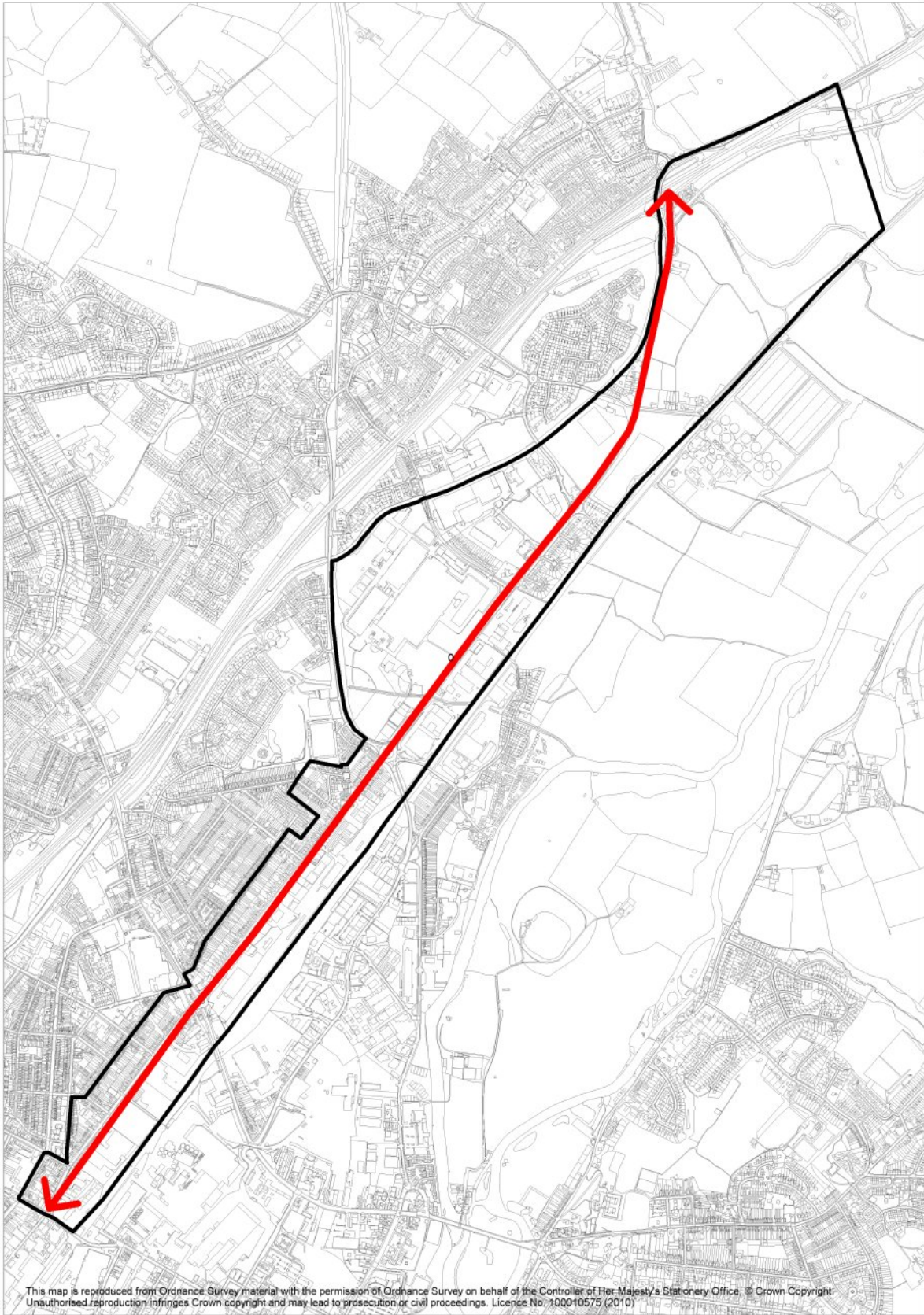
East Staffordshire recently announced its revised programme for producing the strategic planning framework that will shape development within the Borough over the next 20 years. Our Planning Policy team will publish a 'pre-publication' consultation document for the Core Strategy, including the Council's preferred option, later this year. This document will determine the scope of development. strategic level. The emerging Regional Spatial Strategy suggests 13,000 new homes for East Staffordshire, 11000 of which should be in Burton upon Trent, for the period 2006-2026, a significant level of growth. This Masterplan will accord with the emerging Core Strategy, and other planning policies, ensuring that its proposals sit comfortably within the local development framework.

## 2.4 Climate change

In 2009, East Staffordshire published its climate change and energy efficiency Strategy. Each local authority is tasked with reducing its 1990 level of carbon emission by 80% by the year 2050. This is a serious challenge that will require substantial life-style changes as well as informing a new specification for the building fabric. However, care will need to be taken to integrate these new modern methods of construction into the local environment where this type of design may have not sit well with the existing vernacular.

# 3 DERBY ROAD TODAY

## 3.1 Location



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**Location of Derby Road**



### 3.2 Extent - Clay Mills Junction to Borough Road

Derby Road runs south / south-west, from the A38 at Clay Mills Junction, towards the centre of Burton upon Trent. Visitors to the Town Centre can turn left onto Hawkins Lane or continue along Derby Road until the junction with Horninglow Road. At this point the Derby Road becomes Derby Street and continues to the western side of the Town's urban area up to Borough Road. The entire length of the corridor between Clay Mills Junction and Borough Road will be the subject of the masterplan, as shown outlined red on the plan above.

The overall scale of the Masterplan reflects our growth potential. The Council has deliberately aimed at the more ambitious target of the entire length of the corridor rather than address the specific redundant parcels along Derby Road. We will seek to deliver the Plan in incremental steps.

### 3.3 History

Derby Road, in part, follows the route of Rykneld St, a Roman road. It was formerly the route of the original A38, a main artery, passing through Burton upon Trent south-west to north-east, linking East and West Midlands, prior to the current dual carriageway being constructed in the 1960s. The arrival of the railway in 1839 saw a period of unprecedented growth and from around 1865 residential dwellings began to form an urban extension of Burton towards Derby. The land between Derby Road and the railway was predominantly allotment land, with some sidings to service the breweries and their warehousing. A small number of these warehouses remain and are now listed buildings.

Over the 20<sup>th</sup> century, additional development, further extending along Derby Road, began to take shape. Over a period, the land use evolved as more employment developments began to emerge, mainly based around manufacturing industries such as engineering.

More recently, car showrooms began to appear, particularly on the length of road nearer the A38 junction at Clay Mills. These uses remain vibrant today.

The masterplan will help to shape the vision of the corridor rather than allow fragmented development to take place, and promote harmonious development as well as providing certainty for investors.

### 3.4 Character of the Area

The Derby Road Corridor goes through three wards; Stretton, Eton Park and Shobnall.

As highlighted in the last Census (2001) and more recently the Official Labour Market Stats, there are many similarities in the characteristic of Eton Park and Shobnall. Stretton has a separate characteristic to Eton Park and Shobnall. Details are provided below.

#### Demographics

- There is a higher Black & Minority Ethnic population in Eton Park and Shobnall than Stretton
- All three wards have a lower proportion of children
- Within Eton Park and Shobnall there is higher ratio of women to men, which explains why majority of residents stay at home to look after the family/home and a small percentage of residents provide unpaid care.
- All three wards have a significantly lower proportion of residents over the age of 75 years than the Borough as a whole.

#### Employment

- Stretton had a high proportion of residents in employment and unemployment is significantly high within Eton Park and Shobnall.
- Of those residents that do work, most residents work in low paid jobs such as process, plant or machine operative. In comparison, Stretton has a higher proportion of residents who hold managerial or senior official posts.

## 3 DERBY ROAD TODAY

- There is a strong employment and residential mix within these wards, thus a higher proportion of residents travel to work by bike/foot in Eton Park and Shobnall.
- Stretton is located near the A38 clay mills junction thus a majority of residents own more than one car and drive to work in neighbouring towns and villages.

### *Housing*

- Eton Park and Shobnall have a higher number of households renting from an RSL, (predominantly Trent and Dove) compared to the town's average.
- Stretton on the other hand has a higher proportion of owner occupied households.
- In terms of tenure within these wards, there is a high proportion of pensioners living alone, single person and also lone parent households within Eton Park and Shobnall.

### **3.5 Ownership**

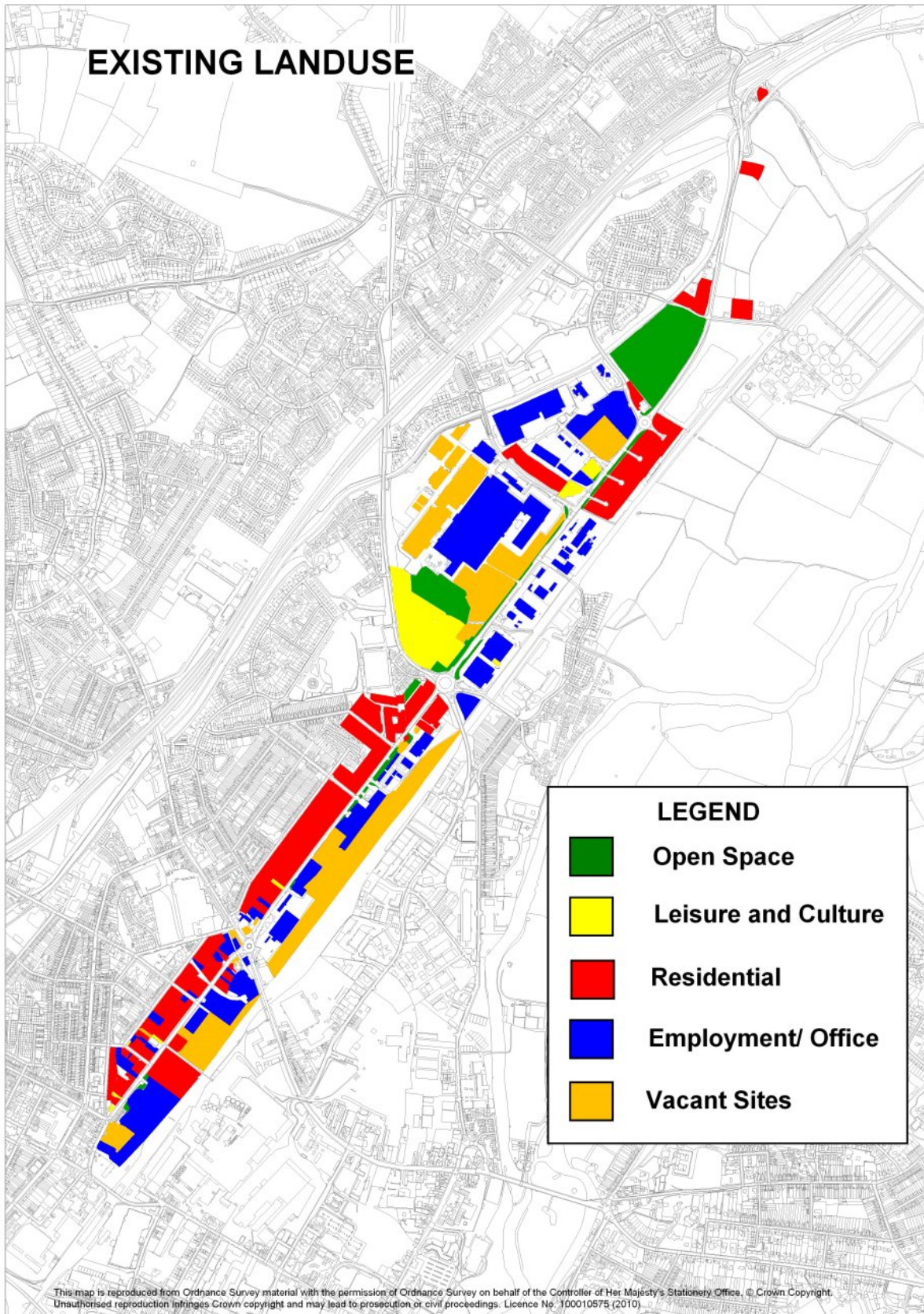
Ownership along the corridor is complex with many individual proprietors having land interests along its length. This strengthens the argument for having a masterplan to coordinate all future development along Derby Road. This will provide developers with increased certainty on land use and should attract more private sector investment to begin to assemble small tranches of land into development parcels.

### **3.6 Archaeology**

As the corridor follows the old Derby Road, formerly known as Rykneld Street, there could be a higher risk of the existence of archaeological artefacts. The majority of the corridor is previously developed land, so the ground will almost certainly have been disturbed. Any development proposals will include a desk-based assessment for the whole site. Further investigation is likely to be required.

### **3.7 Existing buildings and uses**

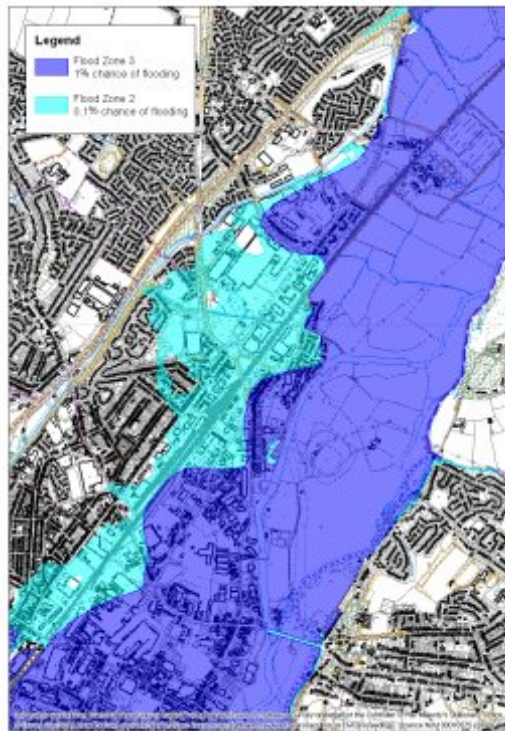
Presently, Derby Road is mainly homes and businesses. Mature residential dwellings mainly front the western side of the corridor. On the eastern flank, between the road and the railway is a mixture of offices, car show rooms and engineering works as well as some residential development. Some are in good condition and are thriving businesses. However, there is likely to be an increase in developer interest to secure opportunities when we return to an increasingly favourable economic climate.



Existing Land Uses

### 3.8 Flooding

As part of its evidence base for the Local Development Framework, the Council has prepared a Strategic Flood Risk Assessment for the borough and this shows that much of the corridor is within flood zones 2 and 3. The masterplan will indicate the flood risk areas, as published by the Environment Agency and set out in the SFRA. Although these areas are shown as zones 2 and 3, much of this area is protected by existing flood defences. However, new development will need to accord with PPS25 and use appropriate mitigation measures such as raised ground floor levels to ensure compliance.



Environment Agency Flooding Map

## CHALLENGES AND OPPORTUNITIES 4

### 4.1 Benefits and Challenges of a Masterplan

Benefits	Challenges
<ul style="list-style-type: none"> <li>• Derby Road is a strategic transport corridor into Burton upon Trent so any regeneration to this area would have a positive impact on the image of East Staffordshire.</li> <li>• Regenerating Derby Road could increase the commercial value of some of the properties.</li> <li>• Use of ESBC staff skills and resources to draw down external funding to deliver regeneration schemes delivered along Derby Road.</li> <li>• The delivery of regeneration schemes is likely to create employment opportunities, thus create “local jobs for local people” and encouraging trading between local firms.</li> <li>• Growth Point Funding is available to deliver part of the regeneration scheme.</li> <li>• This is a strategic bus route into Burton, thus regenerating the area could improve the service along this route.</li> <li>• Any new physical development will need to support the government agenda of low carbon footprint.</li> <li>• Burton upon Trent is identified by the Region as an Impact Investment Location, and therefore a priority for regional investment.</li> <li>• Regeneration of Derby Road would enhance the visual quality of the corridor from both the road and the railway.</li> <li>• Opportunity to rationalize land use, bring back into use derelict land.</li> <li>• An opportunity to improve the green infrastructure, and contribute towards the Council’s energy efficiency strategy</li> <li>• Positive social and economic impact of regenerating the Derby Road corridor</li> <li>• Help improve the borough’s economy and help deal with the current economic downturn, by creating jobs, encouraging trade within the construction industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Land ownership is piecemeal. Therefore, a plan is required to ensure regeneration of this corridor is coherent.</li> <li>• The scheme would need to be delivered in phases, any delays could have a detrimental impact on the delivery of the scheme and subsequent cost implications.</li> <li>• The scheme is likely to raise expectations of adjacent and neighbouring landowners in the hope of any regeneration scheme will increase land value.</li> <li>• Colin Buchanan report, “many people’s main impression of the area comes from travelling along this corridor and it is not an overly positive one.” This position though could well attract funding.</li> <li>• Mixed ownership of the residential properties makes it difficult to deliver an enveloping scheme.</li> <li>• New employment or residential premises may have a detrimental impact on the transportation pressures along the Strategic Corridor.</li> <li>• It is a strategic corridor into Burton so failure to regenerate this corridor could have a detrimental impact on Burton’s image.</li> <li>• Given the current economic climate land owners may struggle to let out new industrial units, the revenue implications may be such that landowners may prefer to have a derelict site rather than pay rates on an empty property.</li> <li>• The Derby Road corridor is a strategic transport link any development of new industrial units is likely in increase traffic thoroughfare, increase traffic congestion could have a detrimental impact on the deliverability of the project, the environment and political and financial support for this project.</li> <li>• Budget threats</li> <li>• Traffic congestion at peak times</li> <li>• Carbon emission is very high along this strategic corridor.</li> <li>• The cost implications of identifying and mitigate any land contamination.</li> </ul>

## 4 CHALLENGES AND OPPORTUNITIES

Benefits	Challenges
<ul style="list-style-type: none"> <li>• Development could encourage investment in the residential areas and subsequent increase in residential value.</li> <li>• Colin Buchanan Report <i>“targeting improvements along this route can have major positive impact on the residential areas opposite.”</i></li> <li>• Colin Buchanan Report <i>“This route would also benefit from enforcement action against the proliferation of signage on many of the businesses.”</i></li> </ul>	<ul style="list-style-type: none"> <li>• Private landowner’s fail to support the regeneration of the Derby Road corridor could affect delivery.</li> <li>• Some land uses may need to be relocated. Due to the nature of the business, it may be difficult to find a suitable alternative site.</li> </ul>

### 4.2 Economic challenges

This masterplan does not intend to promote development along the corridor that could have an adverse effect on the existing local economy. Particularly during times of economical difficulty, it is vital to support businesses that continue to prove viable. However, there is a need to ensure that business along Derby Road is able to take advantage of economic opportunities. There would appear to be an over-reliance on manufacturing along the corridor, although a small number of office uses are beginning to establish. This plan would encourage a diversity of business types to ensure that there is a more balanced profile of economic uses.

A key challenge for this corridor is moving the economy from its current manufacturing-led form towards a employment sector which is more economically resilient, but does not detract from potential offers in the Town Centre.

## 5.1 Overview from “Visioning Event”

The visioning event held on 2<sup>nd</sup> February 2010, produced a set of core themes of what delegates considered important objectives on any Derby Road corridor redevelopment masterplan. The common themes included:

- A strong entrance statement to welcome visitors into the town
- The corridor support Burton’s “brand” of being the capital of the National Forest. This is best achieved by the development of green spaces near Clay Mills and appropriate planting along Derby Road.
- Transportation along the corridor needs to be appropriate to meet the needs in 2030 when the town reaches its designated level of growth.
- Maximising development opportunities, ensuring a good mix of development uses.
- Introducing landmark buildings or public art at suitable locations

A common view expressed by partners at the visioning event was the creation of a strong landscaping statement along the Derby Road corridor. This can be achieved by the creation of a “boulevard” along the corridor. Developers will be asked to contribute towards the creation of this scheme.

## 5.2 Transportation

Delegates at the Visioning event agreed that the A38 junction at Clay Mills would appear to be inappropriate given the level of growth the town is expected to see over the coming years. Clearly, this is anecdotal rather than factual and a technical study will ascertain the exact requirements for this junction. The Highways Agency working in collaboration with Staffordshire County Council will commission a technical study as part of the Local Development Framework, as part of the Review of the Strategic Road Network for the A38 Corridor.

This Transportation Study should address issues such as an appropriate junction design at Clay Mills that would serve an expanded Burton in 2030. These issues include permeability and how Derby Road links into other routes, the impact of additional traffic flows on the corridor and nearby route, (with particular focus on junctions such as the Derby Turn) and suggest methods of transportation other than the car which are proven to be realistic and deliverable.

## 5.3 Housing

The emerging Regional Spatial Strategy (as amended by the Panel report) sets East Staffordshire a target of 13,000 new homes from 2006 – 2026, suggesting that 11,000 will be located in Burton upon Trent. The actual number of new homes in Burton will be determined following consultation on the Councils emerging Core Strategy, due to take place later in 2010. Many of the new homes will be on brownfield sites, i.e. land that has been previously developed. Derby Road offers a strong potential for such development, with existing communities based along its entire length. Building new homes within existing communities along Derby Road is encouraged. The mix of residential development proposals is critical, not only to ensure delivery (i.e. accord with market demand), but also in terms of ensuring that the overall housing and regeneration need in this part of Burton upon Trent is met.

## 5.4 Employment

Jones Lang LaSalle completed a review of the employment land sites and allocations within the Borough of East Staffordshire in August 2009. This work included a study of the commercial viability of each employment land parcel, including those along Derby Road. This report concluded that there is a need for employment use along the corridor. Some business could prove unviable over the coming years. There is also the potential for parcels of land, presently used for employment or left vacant that could convert to alternative uses by 2030. We will seek to protect existing employment, and therefore sites that are currently in employment will not be proposed for alternative uses unless they were significantly underused or able to be accommodated elsewhere in the Borough.

## 5.5 Green Infrastructure and Leisure

There is a growth point project to improve sustainable transportation in Burton upon Trent. The national cycleway network presently enters the town near Clay Mills. The sustainable transportation project, which is being delivered by the County Council, will extend this route into the town and link with a number of additional routes that will be created by 2012.

The proximity of the canal to the corridor near the A38 provides an opportunity to enhance the natural environment for walkers and other visitors. Strategic planting and the creation of new footways could achieve this. This opportunity should be exploited and would be in tune with our aspiration to be the capital of the National Forest.

Such permeable links for pedestrians and cyclists should be designed to be safe and link into a viable network.

### 5.6 Sustainable Communities

The 2004 EGAN report, commissioned by the Government, defines eight components required for a sustainable community.

1. **Governance** (*Well-run communities with effective and inclusive participation representation and leadership*)

Ensuring that new areas of growth are designed to “absorb” into existing communities, rather than being perceived as big development, isolated from the existing build-form

2. **Transport and Connectivity** (*Well-connected communities with good transport services and communications linking people to jobs, health and other services*)

Ensuring the transport network can adequately service new growth in a sustainable manner

3. **Services** (*Public, private and community and voluntary services that are accessible to all*)

Producing well-defined masterplans, which include proposed and existing local community facilities

4. **Environmental** (*Providing places for people to live in an environmentally-friendly way*)

Adopting strong planning policy to ensure that new homes contribute towards the Council's climate change agenda

5. **Equity** (*Fair for everyone in our diverse world and for both today's and tomorrow's communities*)

Having developments which include a wide range of tenures and housing mix

6. **Economy** (*A thriving and vibrant local economy*)

Ensuring that developments are economically led, and incorporate sufficient business and leisure opportunities

7. **Housing and the Built Environment** (*High-quality buildings*)

Adopting strong design codes to set out the design principals for new development, such as quality of materials

8. **Social and Culture** (*Active, inclusive and safe with a strong local culture and other shared community activities*)

Using Section 106 or a Community Infrastructure Levy to require new development to include facilities that encourage shared community activities, quality open space and “lifetime Neighbourhoods”

Sustainable communities are promoted at National level. As long as National planning guidance continues to support this policy, East Staffordshire will require development proposals to demonstrate strong support of Sustainable Communities.



Proposals for development should accord with the Council's Adopted Design SPD. This can be found on the East Staffordshire's website under:

[www.eaststaffsbc.gov.uk/services/pages/planningpolicylocaldevelopmentframework.aspx](http://www.eaststaffsbc.gov.uk/services/pages/planningpolicylocaldevelopmentframework.aspx)

This document sets out how the proposals should refer to a site and context audit, and the associated methodology.

### **6.1 Development style**

Designs should create a strong structure for development, with careful consideration to the relationship to new or existing blocks, how they are arranged and how routes pass through the development. Only after this process should the positioning of individual buildings be considered.

Frontages of buildings and blocks should face outwards, overlooking public areas. The inside of blocks is suitable for private uses, such as gardens or servicing areas.

Proposals need to demonstrate how traffic, particularly pedestrian mobility, moves around the development. Designs should encourage people to move about on foot by creating an appropriate urban structure and network of streets.

The creation of pedestrian links from the development to public transport points along Derby Road should be considered.

### **6.2 Frontages**

Elevations along Derby Road should be distinctive and relate to the existing buildings on or near the proposed development in terms of their height, scale, form and massing. Within the development area, variety in height and composition is key in establishing distinctive form.

Generally, building along Derby Road will be set back further from the highway than those buildings within the development itself, where building lines closer to the street edge are more appropriate.

At appropriate locations along Derby Road, taller buildings which create the opportunity to form a strong building line will be encouraged.

### **6.3 Landmark buildings**

At specific points along the corridor, as shown on the land use plans, landmark buildings will be required.

These buildings should stand out in terms of their originality, and imaginative architecture will be encouraged. Generally, these structures should be taller than the surrounding buildings and have a higher standard of material finish.

At the entrance points off Derby Road, into a development, buildings should help to create distinctive features and local landmark buildings

### **6.4 Details pallet**

Building materials should be chosen that match the local context in terms of type of material, colour, texture and detail. The use of locally sourced traditional materials is specifically encouraged.

### **6.5 Public Realm Landscaping and Street furniture**

Within the development areas, public realm areas will be created as part of the proposal in accordance with the Borough's planning policy. The quality of the public realm is a significant part of the development, which will help determine the success of the scheme. The use of a green "square" within a residential street provides the opportunity for people collectively to enjoy that part of their development, whilst providing the opportunity to create strong kerb-appeal to prospective purchasers.

The quality of the hard landscaping and highway surfaces and furnishings should be attractive and easy to maintain.

## 6 DESIGN

The Council's recently adopted Design SPD provides information for Architects to ensure that proposals are to the required standard.

### 7.1 **EcoHomes / BREEAM**

Residential dwellings will be required to meet the following Code for Sustainability Levels:

Homes built between 2010-12            Code Level 3

Homes built between 2012-15            Code Level 4

Homes built after 2015                    Code Level 5

Commercial properties must achieve BREEAM “excellent” rating for environmental assessment.

### 7.2 **Waste Management**

A sustainable waste management strategy will be required for each development. All buildings should incorporate waste recycling facilities. Household recycling and collection will need to be demonstrated on a plot-by-plot basis at the time of the detailed or reserved matters planning application.

Waste recycling should be available during the construction period. Refer to document CIRIA SP134 “*Waste Minimisation and Recycling in Construction*”.

### 7.3 **Water**

All buildings should incorporate water efficient appliances. Measures to reduce domestic water consumption should be designed into each dwelling or business unit. Low water usage irrigation systems should be installed in private landscaped areas. Wastewater management systems for each building, including rainwater collection and grey water systems are encouraged.

### 7.4 **Sunlight / Daylight**

Development proposals will be designed to meet the standards and guidelines set out in BRE Digest 209 “*Site Layout for Sunlight and Daylight; A guide to good practice*”.

The detailed design of each development will ensure that a sufficient sunlight/daylight environment is retained and the impact upon the sunlight/daylight on the existing residents along the corridor is unduly affected by new development.

### 7.5 **Noise**

The impact of construction noise and vibration on noise sensitive development will be assessed using BS5228 part 1 1997 and Part 4 1992. Control measures to minimise noise and vibration impact using “Best Practicable Means” will be adopted as described by these standards. Potential noise impact of plant on nearby noise sensitive properties will be designed using the criteria in BS 4142 1997.

Daytime and night time noise levels at residential properties must be within noise exposure Categories A and B as described in PPG Note 24. If noise levels are within Category C, mitigation measures will be used if necessary to make residential developments acceptable if there are first extenuating reasons for approving residential development.

### 7.6 **Materials and Modern Methods of Construction (MMC)**

The Council encourages the use of locally available materials, including the recycling of existing materials from buildings on site.

Modern Methods of Construction, which can limit the impacts of development on the environment, will be encouraged where appropriate. However, the final proposal must ensure that the character of the surrounding area is enhanced, and not compromised by the use of MMC.

## 8 SPATIAL CONCEPTS

There are three spatial concepts. Each concept promotes strategic transformation of the corridor. The main underlying elements include:

- Improvements to the transportation system, including works to the existing highway at specific points and enhancing pedestrian links and improve permeability.
- Environmental enhancements, including ways to improve the energy efficiency of both new and existing buildings.
- Enhancement of visual appearance to make the journey along the corridor a more pleasant experience, and could be achieved by landscaping, group repair of existing properties, street lighting, landmark buildings etc.
- Gateway Improvement, by creating an attractive entrance into the Town by landscaping, signage, and an appropriate junction with the A38 at Clay Mills.

### Concept One

This keeps the Derby Road corridor mainly in its current land use form. It identifies the vacant development opportunities, and recommends uses for these parcels. A high quality design feature is proposed for the roundabout at Princess Way. Development behind the existing Pirelli plant will be required to front the Canal and to demonstrate excellent design quality.

### Concept Two

This promotes more mixed-use development, including additional high-quality office use. It suggests highway improvements by introducing off-road parking solutions to the existing dwellings. There could be adaptations to the existing highway to include a cycleway along Derby Road. The visual appearance to the corridor would be improved, including the introduction of high-quality street furniture and landscaping (both soft and hard). The large parcel at Pirelli would be mixed-use residential and employment, again with high quality designed building fronting the Canal, and including green-space within the development that is of sufficient size to offer practical use for the residents.

There would be improvements to the existing housing stock and to the poorer elements of the existing business units. Landmark buildings would front the roundabouts at Princess Way and Derby Turn.

The area of land between Derby Road and the railway between Princess Way and Derby Turn roundabouts would be predominantly reserved for employment use.

### Concept Three

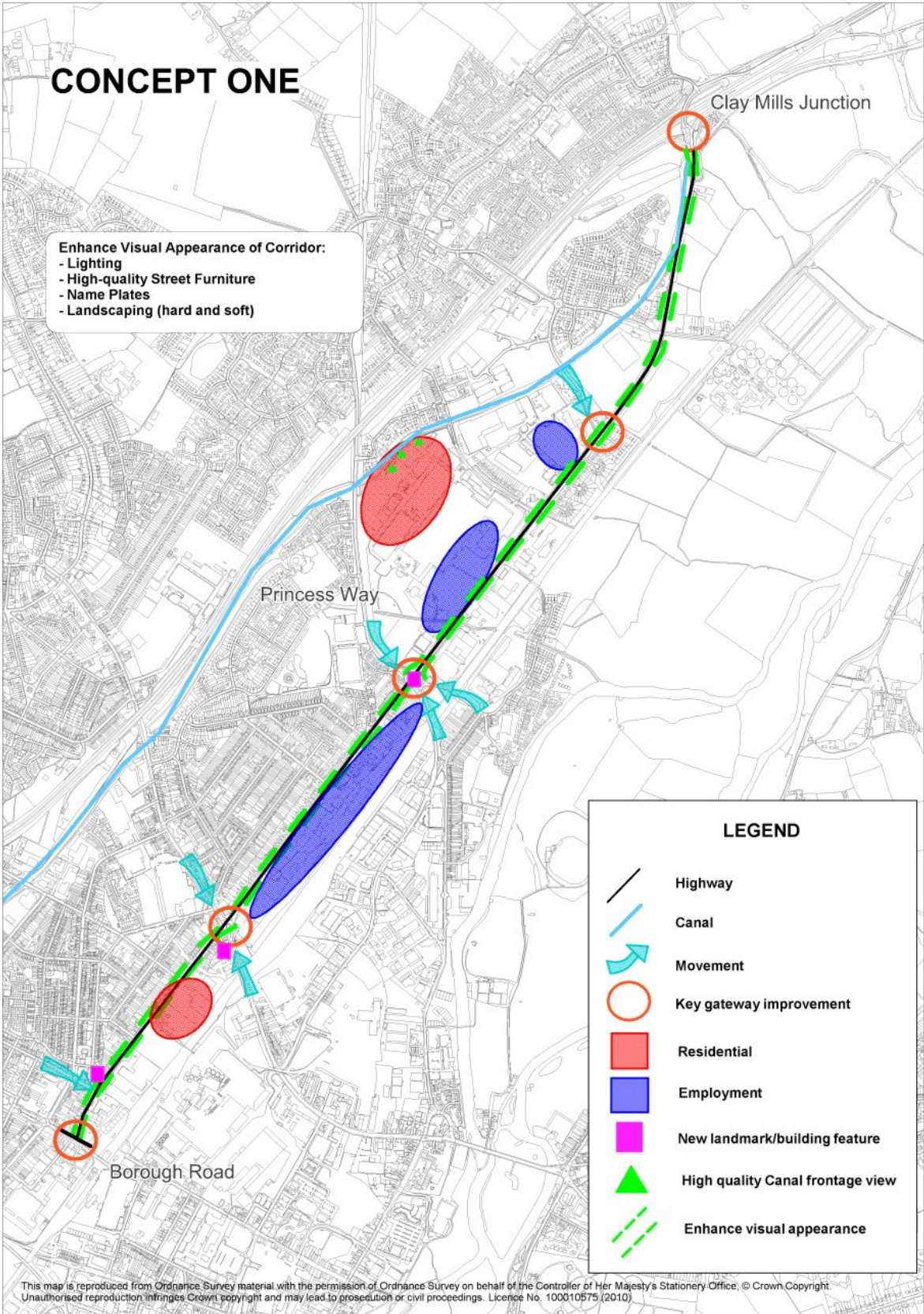
This suggests a higher residential element within the mix, including changes of existing employment land use to residential. It promotes a more graded development mix, with the land nearest to the A38 allocated for employment and residential use becoming predominant further into the urban core. It suggests a park and ride facility near Clay Mills junction with improved public transportation links into the town, reducing carbon emissions in the area. A new highway route would link the residential development parcels. A small retail development is proposed to front the Derby Turn roundabout. The Pirelli parcel would be a mixed-use scheme including high quality office and perhaps a hotel. Again, high-quality development would be required to front the Canal.

The visual appearance to the corridor would be improved, including the introduction of high-quality street furniture and landscaping (both soft and hard). The piece of land between the canal and Derby Road would be opened up to put both arteries into one, newly landscaped corridor, to maximise the visual impact to the traveller.

The existing houses along Derby Road would be the subject of a group repair, improving the visual and functionality of the buildings and bringing any properties into decent homes standard.

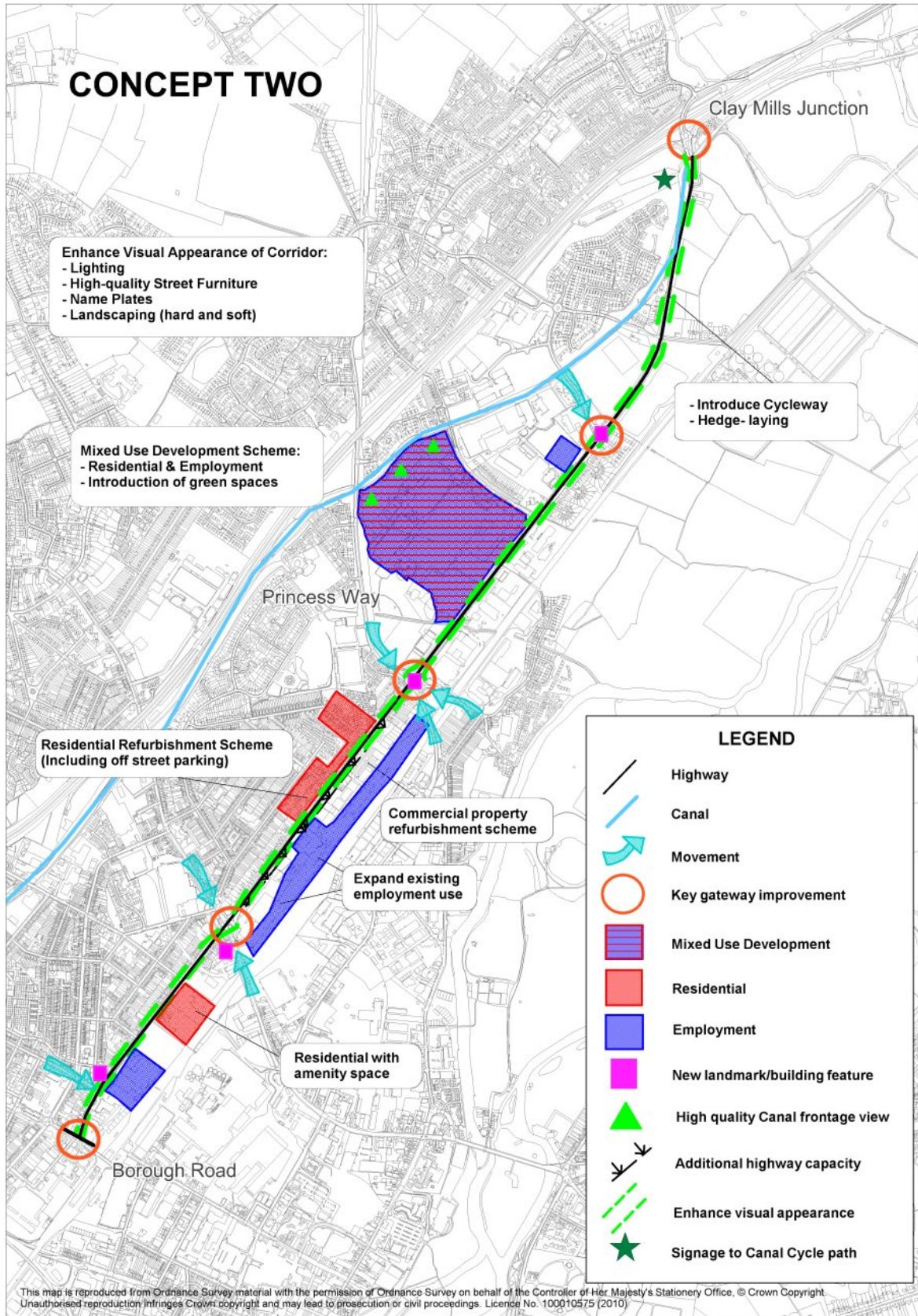
The area of land between Derby Road and the railway between Princess Way and Derby Turn roundabouts would be predominantly reserved for residential use.

The three concepts are shown on plans below.



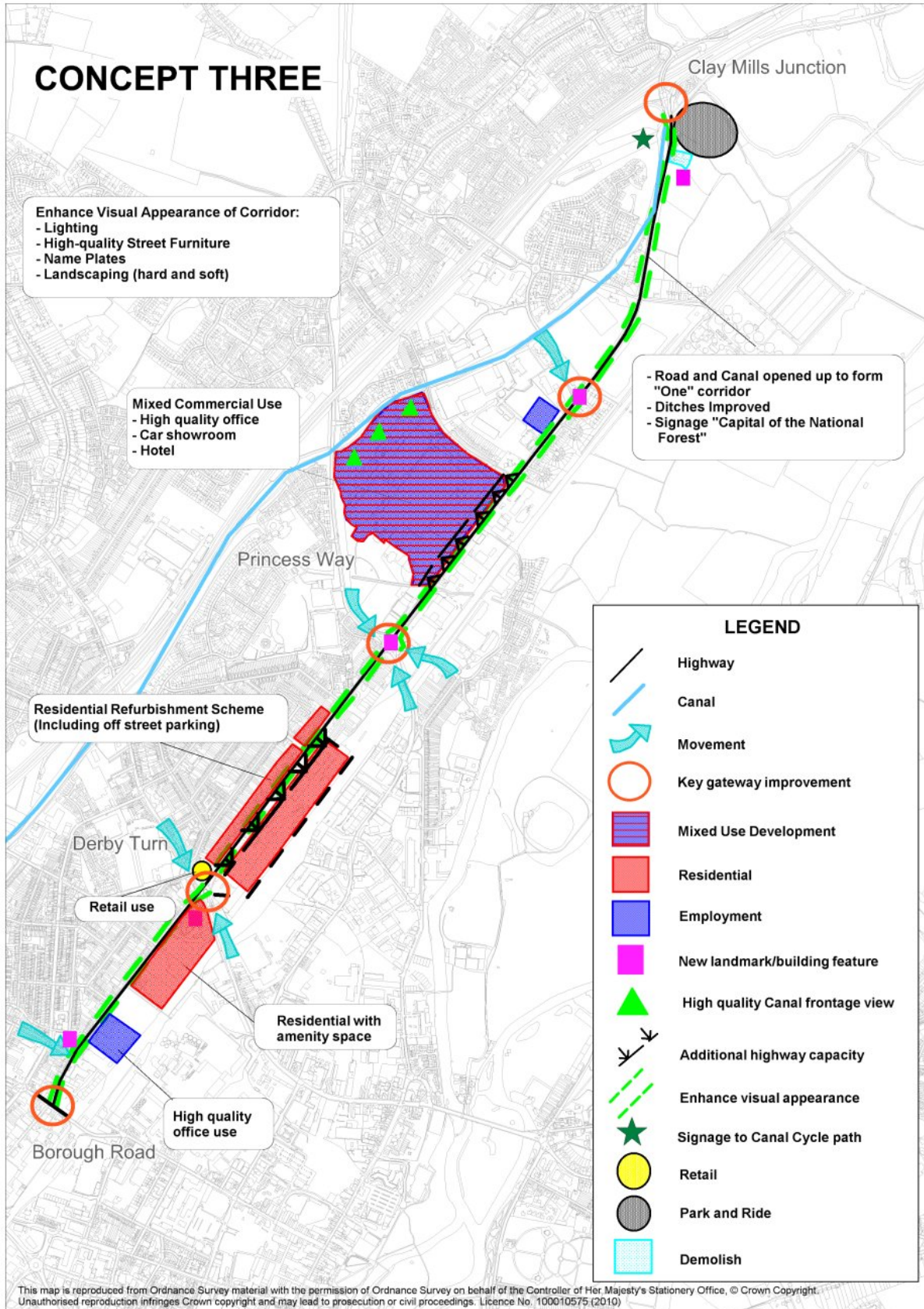
Concept One

# 8 SPATIAL CONCEPTS



Concept Two

SPATIAL CONCEPTS 8



Concept Three

# Location of Phase One

## Landscape Masterplan Description

10. Remove remainder of hedge to roadside due to Proximity to the road and poor condition. Re-grade and re-seed along the roadside. Prune the trees to the rear of the hedge and clear any rubbish etc to allow fragmented views.

11. Lay this section of hedge in the local style with Hazel poles and a woven Hazel rail. Gap up with Hawthorn as necessary. If space allows, plant as roadside trees (*Tilia cordata* Greenspire)

12. Consider installation of tarmac driveways and tree planting/seeding to soft landscaped areas between. Presently loose stone/soil without kerbing.

13. Additional tree planting of *Tilia* species as above to the junction and side roads.

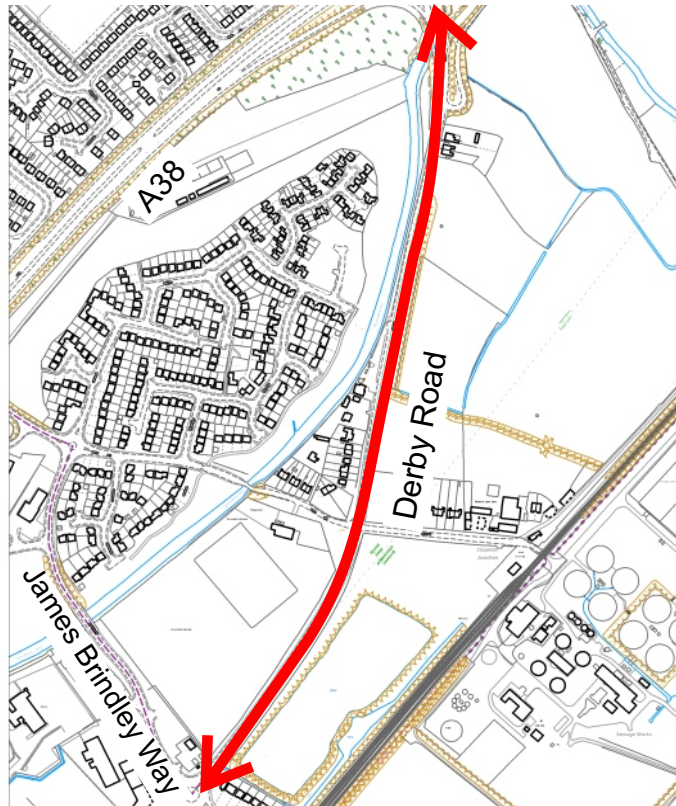
14. Possible re-grading of grass verge which is uneven to give a neater finish to existing clipped hedgerow to the park. Plant up with bulbs and re-seed.

15. Remove vegetation to edge of lake to create views in and provide new galvanised access gate and timber pedestrian gate and post and rail fencing. Extend the picnic area by removing some bramble and re-seed.

15. Trees to roadside are being taken over by ivy in the canopy. Cut down ivy and remove from canopy as much as possible. Raise canopy to 3m where possible and remove deadwood to the canopy to give a tidy appearance.

16. Formalise the entrance to the lake using post and rail fencing and a pedestrian field gate.

17. Formalise the entrance to the public park using an appropriate gateway feature.



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### Further Information

Comments can be made by writing back to:  
Corinne O'Hare  
East Staffordshire Borough Council  
Millers Lane, Derby Street  
Burton upon Trent  
Staffordshire DE14 2NS

Or you can also complete the consultation through Limehouse: <http://eaststaffsbc-consult.limehouse.co.uk/portal>

**Comments back please by Friday 1st July 2011.**

For more details please visit :  
<http://www.eaststaffsbc.gov.uk/Services/GrowthPoint/Pages/DerbyRoadLandscapingPlan.aspx> or contact  
Laura Hunt on 01283 508844 or  
email:[laura.hunt@eaststaffsbc.gov.uk](mailto:laura.hunt@eaststaffsbc.gov.uk) or  
Corinne O'Hare on 01283 508734 or  
email:[corinne.o'hare@eaststaffsbc.gov.uk](mailto:corinne.o'hare@eaststaffsbc.gov.uk)



## Public Consultation on the Derby Road Masterplan- Phase One





## Derby Road Corridor Masterplan

Derby Road is a strategically important gateway into Burton upon Trent and provides an opportunity to present Burton upon Trent's brand of being the "Capital of the National Forest" to visitors, and to promote Burton as being a pleasant place to live, work and play.

The Derby Road Masterplan (adopted March 2011) will inform a coordinated re-development of Derby Road and will inspire developers and encourage them to realise the ambition of this strategic gateway into Burton upon Trent.

The Masterplan will guide the structure and content of future development along the corridor, and specify the level of quality expected from future development in terms of design, materials and contribution to climate change. The main underlying elements also include improvements to the transportation system, environmental enhancements, enhancement of visual appearance, and gateway improvement.

## Phase One of the Masterplan

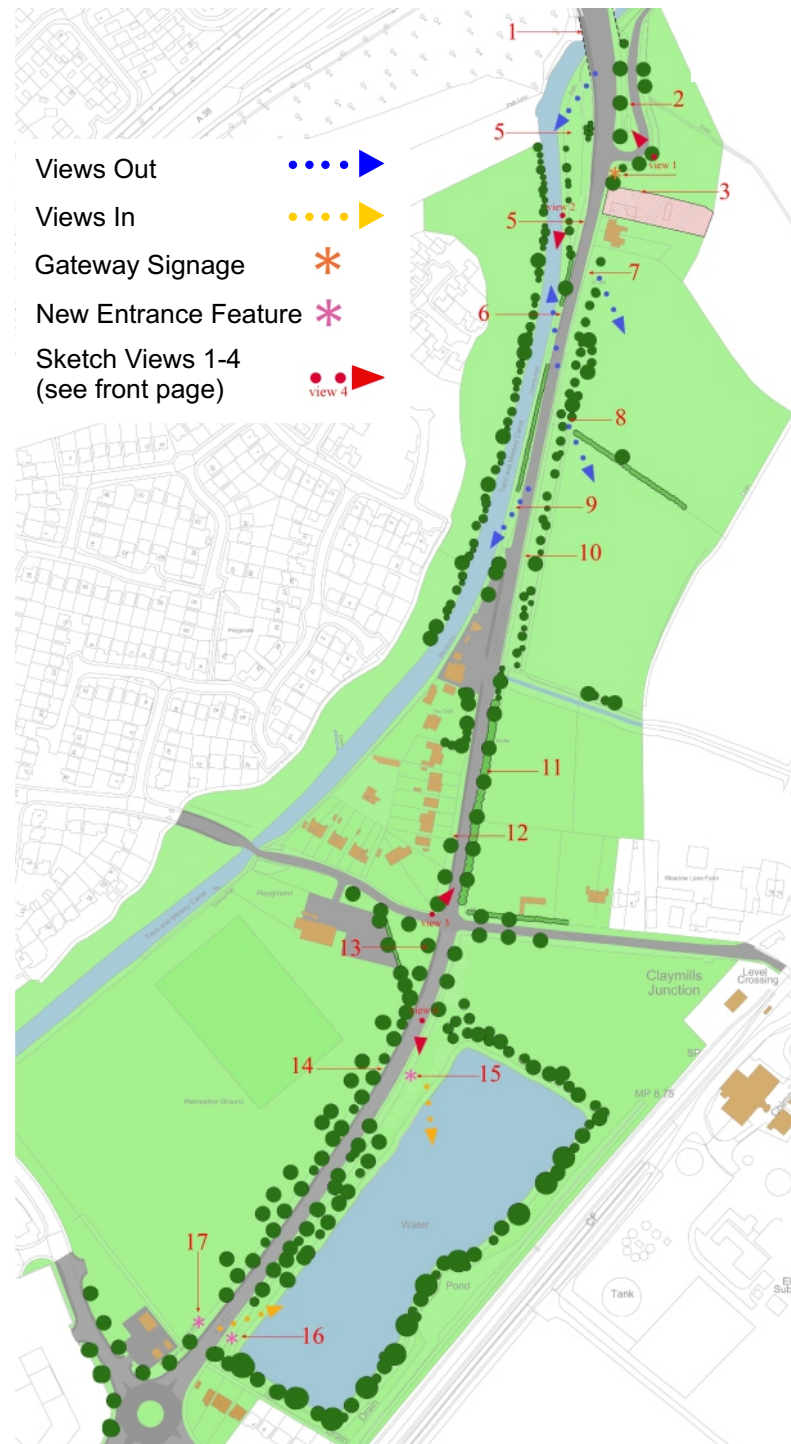
For the first phase of the Derby Road Corridor Masterplan East Staffordshire Borough Council are looking at improving the A5121 into Burton (from the A38 junction to James Brindley Way) as a gateway into the town.

A draft landscape masterplan has been produced and the work will involve hedge laying, some tree and hedge removal, tree, shrub and bulb planting.

**We are looking for your views on the landscape masterplan. In particular:**

Are there any elements of the masterplan that you do not like?

Has the masterplan missed anything out that you would like to be included?



## Landscape Masterplan Description

1. Railings to bridge to be treated for rust damage and painted dark grey.
2. Three Small Cherry trees to be replaced with four Lime trees (*Tilia cordata*). Low groundcover under trees and bulb planting.
3. Screen fencing to proposed development plot with Climbing plants.
4. Proposed "Welcome to Burton Gateway To The National Forest" signage.
5. Proposed removal of privet hedge and much of the understorey scrub/bramble to leave isolated trees and areas of grass allowing better views of the canal. Crown lift trees where appropriate and re-grade soil locally to suit. Replace opening with post and rail fence.
6. Start of existing clipped mixed hedge to remain and maintained as existing. Remove a 25 metre section of hedge to allow views down canal. Replace with post and rail fence and grade soil and add bulbs and reseed.
7. Remove section of hedge due to age and close proximity to road. Re-grade locally and remove rubbish and prune remaining vegetation to rear of hedgerow allow views to the distant fields. Re-seed as necessary.
8. Remove hump to allow view of pumping station and re-grade/re-seed.
9. A further break of 25 metres in the existing hedge to allow views down the canal in this location and the stand of Silver Birch on the opposite bank. Re-grade and re-seed and erect post and rail fencing to close the gap. Remove the large tree stump.

# DERBY ROAD-VISUALISATIONS



Sketch View 1



Sketch View 2



Sketch View 3



Sketch View 4