

AECOM

locality

the power of community

Uttoxeter Neighbourhood Plan

The Maltings and Trinity Square Regeneration Areas

September 2024

Delivering a better world

Quality information

Prepared by	Checked by	Approved by
Tom Royles	Michael Holt	Nick Beedie
Senior Urban Designer	Associate Director	AECOM Approver

Revision History

Issue no.	Issue date	Details	Issued by	Position
1	05 July 2024	Full draft	Michael Holt	Associate Director
2	12 August 2024	Full draft review	Tina Jeffery	Town Clerk
3	12 August 2024	Final draft to Locality	Michael Holt	Associate Director
4	2 September 2024	Final draft to the group	Michael Holt	Associate Director

This document has been prepared by AECOM Limited ("AECOM") in accordance with its contract with Locality (the "Client") and in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AECOM and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AECOM, unless otherwise expressly stated in the document. AECOM shall have no liability to any third party that makes use of or relies upon this document.

Contents

1	Introduction	5	4	The Maltings	22
	1.1 Background	5		4.1 Site features and character	24
	1.2 Design process	6		4.2 Summary of issues and opportunities	32
	1.3 Stakeholder engagement	7			
2	Context and site analysis	8	5	Trinity Square	34
	2.1 Broader context	9		5.1 Site features and character	36
	2.2 Observing the town centre	14		5.2 Summary of issues and opportunities	43
3	Vision and principles	16	6	Site-based codes and guidance	46
	3.1 Vision statements	17		6.1 Creating the codes	47
	3.2 Design principles	20		6.2 Comprehensive overview	48
				6.3 Site-based codes	49
				B. Movement	50
				C. Nature	52
				D. Built form	54
				E. Identity	58
				F. Uses	60
			7	Summary and next steps	62



Introduction

01

1. Introduction

AECOM has been commissioned to produce a neighbourhood masterplan for The Maltings and Trinity Square. The masterplans are aligned to the Uttoxeter Design Code document, which sets out guidance and codes for the whole Neighbourhood Area.

1.1 Background

The East Staffordshire Borough Council Local Plan 2012-2031 identified several strategic sites for regeneration. This includes: The Maltings as part of the town centre regeneration through policy SP20, SP21, and SP22; and, Trinity Square as an area for strategic housing growth, and the adjacent Bamfords site proposing 257 new homes through policy SP4, SP11 and SP12.

Both of these sites are covered in the Uttoxeter Design Code and Guidance document, under Character Area CA1, with consideration made to the authority-wide codes in that document.

While both sites fit within the Town Centre Settlement boundary, The Maltings and the northern part of Trinity Square are within the Uttoxeter Conservation Area, including Listed and locally listed buildings. The Neighbourhood Masterplan will set out community-led aspirations to support regeneration and growth in the town centre, across both sites.

The masterplan vision and options in this document present an illustrative 'best case' for what could be achieved on the allocated site; it should not be viewed as a proposed development.

Negotiations regarding the design best practice set out in this document would need to be had with developers when applications or proposals are in development.

This document has been subject to consultation and as such carries considerable weight in decision making.

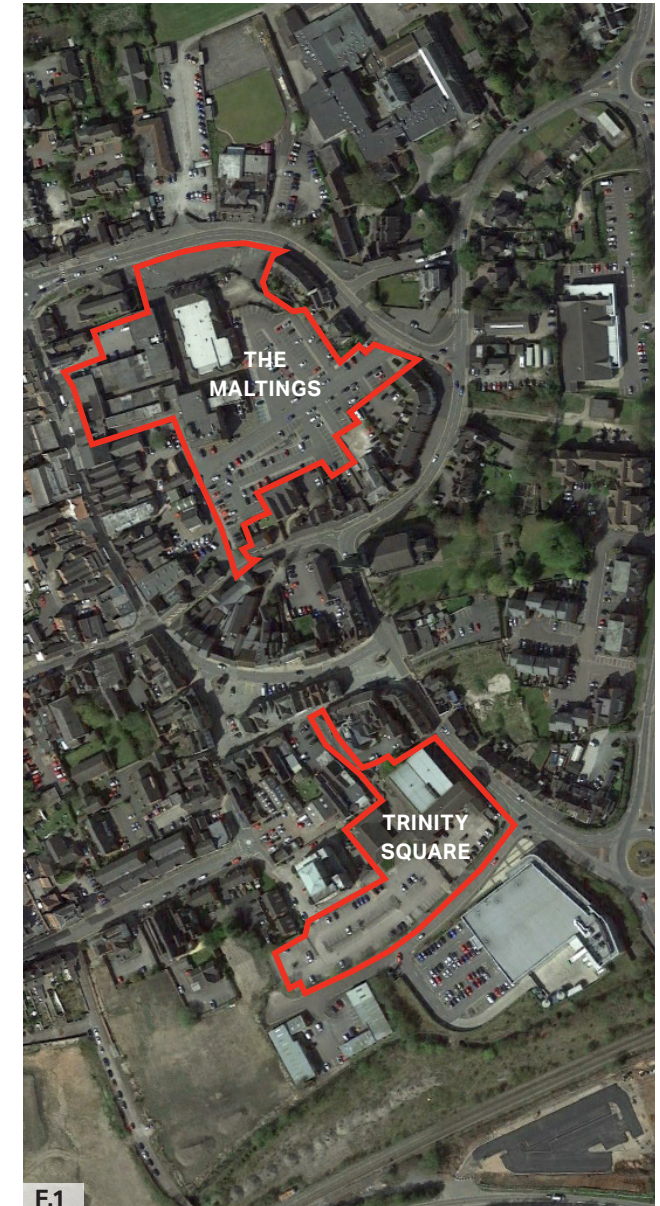


Figure 01: Aerial view outlining the study areas for both masterplan sites.

1.2 Design process

Site visits were conducted on 21 February 2024 as part of the Design Code character study, developing character areas and an evidence base. During this period, AECOM analysed previous studies such as the Masterplan Plus (2020) document and subsequent 2021 consultation to establish items to take forward and issues to address in this document.

Studying previous work led to the proposition that the two separate sites be considered in the holistic context. This document proposes that the connections between The Maltings, Market Place, Bridge Street, Trinity Square, train station, and Racecourse are crucial to creating a vibrant, connected and attractive town centre for visitors and residents alike.

Bringing together the Conservation Area and Town Centre boundaries within the CA1 Town Centre character area in the design code was agreed and approved by the Steering Group and Town Council ahead of producing the final Design Code document.

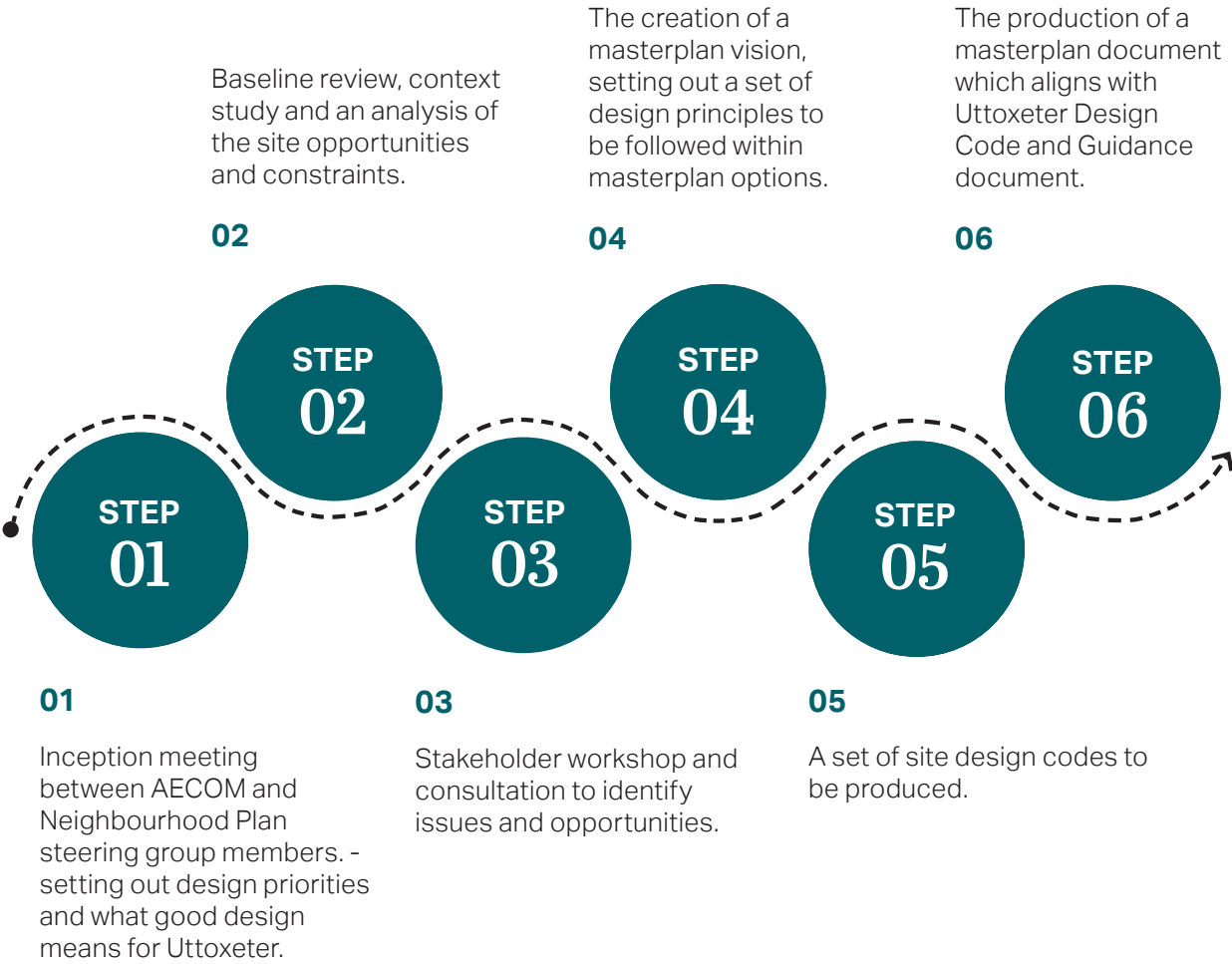


Figure 02: Neighbourhood masterplan production process

A further site visit occurred as part of the stakeholder engagement workshop on 27 June 2024. This included further photographic studies and investigations into the issues, opportunities and observations across both sites. The workshop culminated in co-designed strategic vision and design principles for the sites.

This document begins with an overview of the broader context and then investigates the two sites, creating options and recommendations for each site. However, these are two sites within the town centre and this documents considers both in turn..

This document has resulted from a collaborative effort reflecting the priorities of the Steering Group. The document may be used to aid consultation with residents or users and guide decision makers on any future development for the two sites.



Figure 03: A selection of images from the stakeholder engagement workshop and consultation.

F.3



01889 560818
www.mydentist.co.uk

Context and site
analysis

02

2. Context and site analysis

2.1 Broader context

Uttoxeter is a historic market town situated on the eastern side of Staffordshire adjacent to its border with Derbyshire. Uttoxeter Racecourse is a notable attraction for visitors to the town, on land to the east and south east of the town.

The surrounding area is rural. The urban area is bisected by the rail line and Picknal Brook with the majority of Uttoxeter's built up area located to the north of the railway.

The town is 22.5km from Burton upon Trent via the A50 and the A38, 22km from Stafford via the A518, 25km from Stoke-on-Trent via the A50, and 32km from Derby via the A50 and the A38.

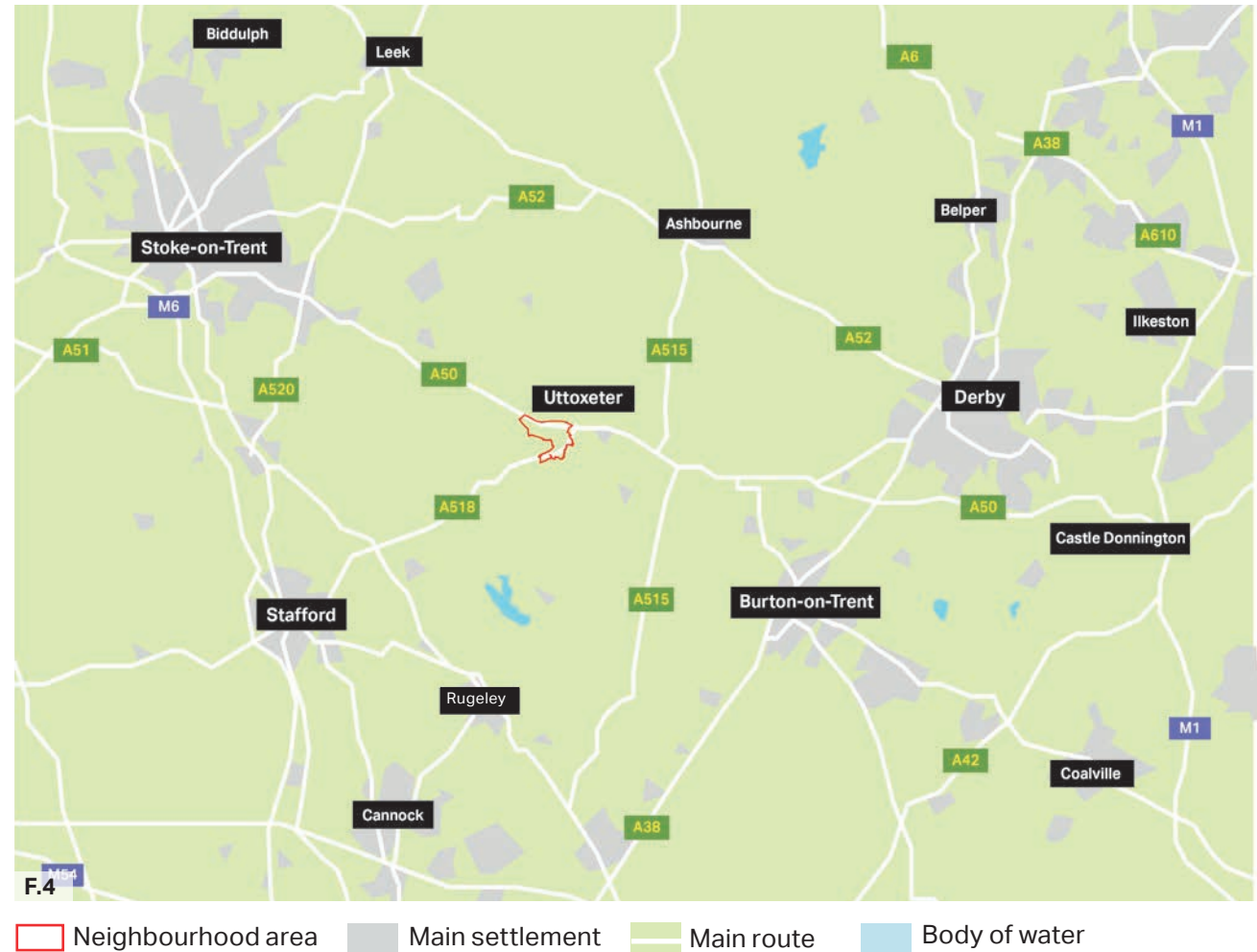


Figure 04: Diagram showing Uttoxeter's broader context

2.1.1 Context overview

According to the 2021 census, Uttoxeter has a population of 13,741. Uttoxeter is one of East Staffordshire's main urban areas and a major employment hub. Many residents travel less than 10km to work and it is likely that the majority of the 34.6% work within the town. JCB is a large-scale employer.

The High Street has been pedestrianised with a one-way road system and limited vehicular access. The stores along High Street are a mix of independent stores and larger chains. Many shopfronts are original or have a brick veneer covering original timber framed structures. Uttoxeter has several supermarkets, with an Asda, Aldi, Lidl, Tesco, and Waitrose, which is adjacent to the Trinity Square site.

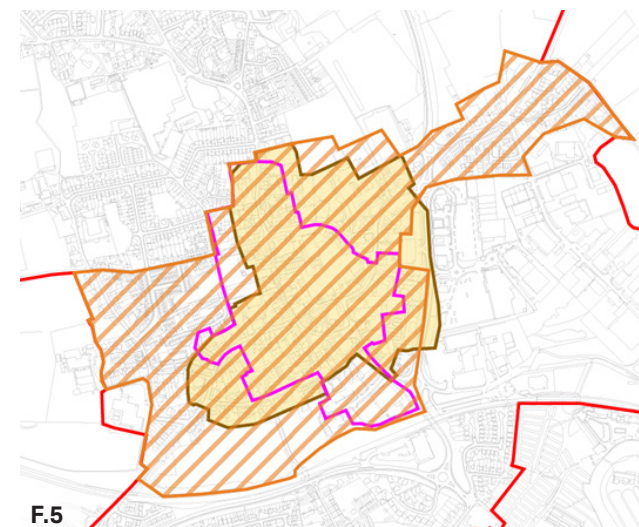
The oldest part of the town is designated as a Conservation Area and distributes around High Street, Market Place, Carter Street and Balance Street.

The Conservation Area does not encompass the majority of the Trinity Square site but this is covered by the Town Centre Boundary. The Uttoxeter Design Code and Guidance document combines these areas in the CA1 boundary which covers a greater extent of area.

Both The Maltings and Trinity Square sites are historically important to the development of Uttoxeter.

The Maltings is a 1.756-hectare site, currently with several vacant lots in a 1960s retail development, bus station, and car park bounded by the rear of residential properties.

Trinity Square is a 0.838-hectare site, with car parking, vacant stores, and existing healthcare facilities. The sites are both gateways to the town centre



F.5

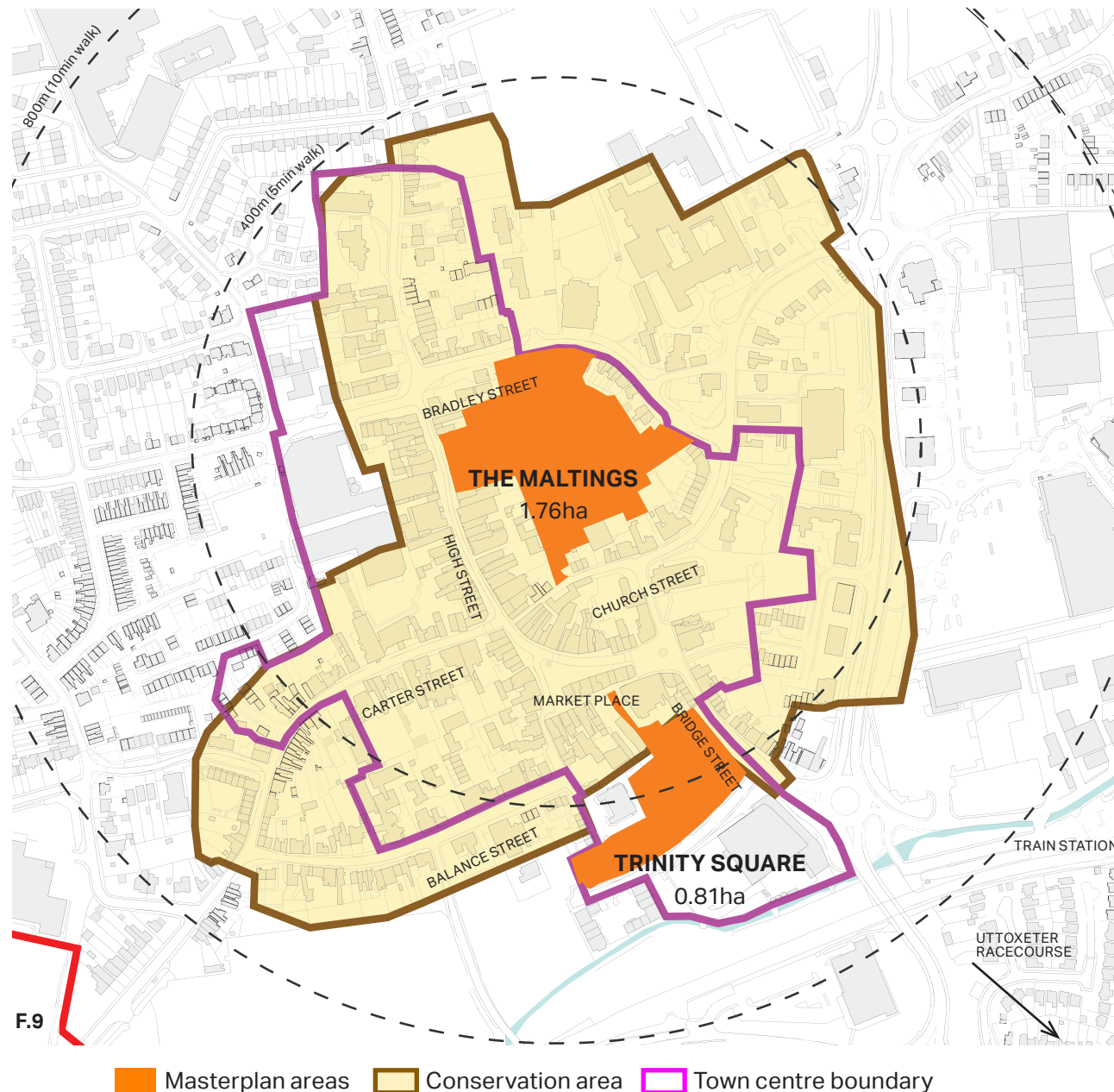
Figure 05: CA1. combines the town centre, masterplan sites, and extends beyond the conservation area boundary. This is to enable future development to consider key aspects for quality design that relate to the historic core.

Figure 06: Carter Street is one of the earliest routes running east-west, with heritage assets and views.

Figure 07: Waitrose at the corner of Bridge Street and Trinity Road is a gateway location.

Figure 08: Traditional timber framed buildings are in Market Place and Market Street.

Figure 09: Both sites are within 5 mins walk and centrally located to the town centre.



2.1.2 Historical context

The Staffordshire Extensive Urban Study: Historic Character Assessment (October 2011) report for Uttoxeter suggests that the earliest settlement was focused around two routes: a north-south alignment formed by High Street, Market Place, Market Street, and the former Spiceal Street which perhaps led to an early crossing over the Picknal Brook; and a north-east route formed by Hockley Road, Carter Street, Church Street and Derby Road.

Uttoxeter's development is a unique example of a complex and composite medieval town. Its original settlement was likely centred around two oval areas: one to the south west formed by Carter Street, Market Place, Market Street and Balance Street; the other to the north east formed by Church Street, Bradley Street and High Street. These were perhaps enclosures of some form, possibly farms or greens with settlement around their edges.

A period of intensification in the Norman period culminates with the creation of the town in the mid-13th century centred around the church of St Mary's, Market Place, and Bridge Street down to a crossing point of the Picknal Brook. It is likely that burgage plots lined the major streets of High Street, Balance Street, Market Place, Market Street, Back Lane, Bridge Street, Church Street and Bradley Street at this time.

Census data from 1801 to 1901 shows a 70% increase in population numbers, with the increasing population housed in the intensification of the central area with extra housing added to existing plots. An example of this intensification was notable in a simple ribbon development comprising short lengths of terrace and semidetached houses towards the railway station down the southern end of Bridge Street and along Brookside.

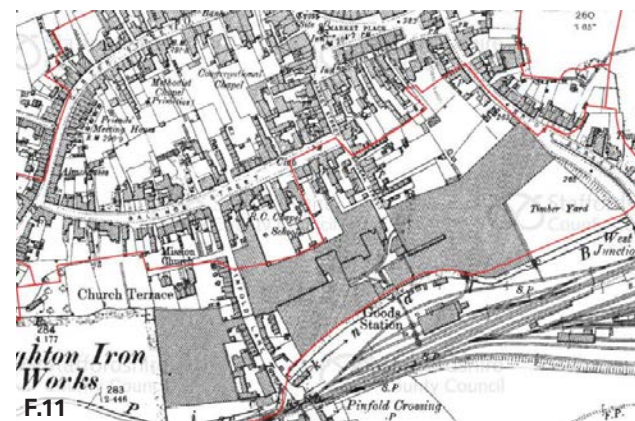
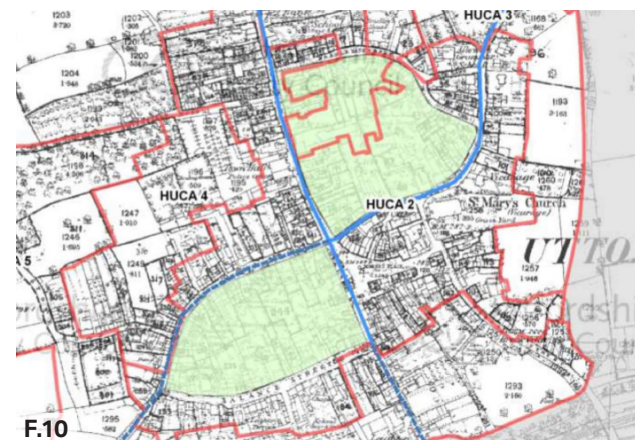


Figure 10: The Maltings was within an enclosure, at the intersection of High Street and Church Street.

Figure 11: Trinity Square was part of the Leighton Iron Works.

Above maps courtesy of Staffordshire Extensive Urban Survey.

Looking back at the formation and intensification of Uttoxeter, it is evident that the current Maltings site was a key component of the town. It was bounded by major streets such as Bradley Street, High Street, and Church Street as well as being linked to neighbouring settlements via Bridge Street and Carter Street.

Burgage plots were generally narrow with buildings set with their gable end on to the street to allow maximum access to the commercial core. Some of the present-day plots (and in some cases the buildings themselves) align to the burgage plots, most notably 20-26 High Street.

Several of the existing buildings within the historic core have surviving portions of medieval timber frames, often hidden behind later brick cladding. Examples of this can be found at 25 and 27 Market Place, 31 Market Place and 2 Market Street.

25 Market Place is of particular interest as it retains what was probably the cross passage of a high-status late-14th century, open-aisled medieval hall with a 15th century wing attached.

Towards the end of the 19th century, the town had established industries in fulling cloth, jewellery making, calico and linen weaving, lace making and clock case making. The primary industrial complexes of particular importance were Bamford's agricultural machinery manufacturers to the south of the town centre - including the site for Trinity Square - and Bunting's Brewery on what is now known as The Maltings. These two sites are therefore formative in the history of the development of place.

A major refurbishment of the town centre was completed in 2009, improving High Street, Market Place, Market Street, Queen Street, and Carter Street.



Figure 12: Gable-fronted shops along High Street are traditional shop fronts .

Figure 13: 25 Market Place/4 Market Street is of historical interest.

2.2 Observing the town centre

Strengths

- A mix of styles ranging from medieval with timber frontage, Victorian warehouses, Elizabethan houses/shops, postwar residential, and an art deco health centre.
- Setbacks in most areas are small, with some retail units spilling directly on to High Street, reinforcing a strong sense of enclosure.
- Active frontages and traditional shopfronts contribute a positive street scene.

Weaknesses

- The Maltings and Trinity Square have high vacancy rates, providing an unappealing retail experience. Neither site is in-keeping with local character. Land assembly may prove difficult.
- Both sites are part of gateways to the town centre. Neither site is optimised from a user experience perspective.
- Several unrealised plans create a lack of trust with communities.
- A lack of green space or places to sit negatively contribute to the experience of the town centre. The town centre is not attractive, notably to young people.



Opportunities

- Ensuring these assets are optimised is paramount to successful regeneration. On High St there is a stark contrast between the characterful historic buildings and the mid-20th century development. The Wheatsheaf Inn (54 Bridge St) is an example of early 19th century style in disrepair.
- Building on existing documents will ensure information is not lost. Understanding the potential for a design code and a neighbourhood masterplan as embedded within the local planning policy framework supports implementation.
- The train station is isolated, active travel links could be improved. Bridge Street is a connector for visitors to the racecourse it could be a gateway.
- Uttoxeter could capitalise on its market town status with offering other markets.

Threats

- Land ownership across the two sites makes it difficult to find a universal approach for regeneration, this may negatively impact the potential for a comprehensive masterplan.
- Underutilised sites and piecemeal development.
- Several documents issued simultaneously may lead to stasis and prohibit delivery.
- Consultation fatigue for communities and business owners who have been consulted on 3 different documents across 2020-2024.



The background image shows a two-story brick building with a ground-floor storefront. A sign above the entrance reads 'THE MALTINGS'. To the right, a large, colorful mural is visible on the wall. A dark teal circle is overlaid on the center of the image, containing the text 'Vision and principles' and the large number '03'.

Vision and
principles

03

3. Vision and principles

3.1 Vision statements

Vision statements were created in a co-design process in an workshop with key stakeholders. By understanding existing conditions, stakeholders were asked for the observations of the sites, which were then used to create the vision.

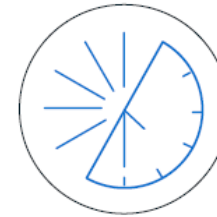
The vision statements address specific local aspirations, issues, and opportunities, as well as advocate for quality development processes and outcomes. They seek to outline how the sites will develop in the future.



Welcoming and safe

The Maltings and Trinity Square sites are gateways to the town. Successful redevelopment will ensure they are not disconnected from other places. Integrating development creates safe, and welcoming spaces and provides a sense of place and civic pride.

Gateways can be landmark arrival moments. All development must consider the aesthetic impact beyond the site boundary. All new development must consider views/vistas and through sightlines. Good quality development must maximise comfort, amenity, safety, and opportunities for activity, inviting people to spend time and interact.



Attractive and vibrant

Uttoxeter has a distinctive cultural context, its rich heritage creates a sense of civic pride and belonging. Each site requires an authentic and respectful response to its townscape character and topography.

Development must be human-scaled and celebrate and preserve distinct features. Well-designed development enhances, protects, and maintains a place, making it visually interesting, dynamic, vibrant, and inviting.



Accessible and legible

Each site must integrate with the existing footpaths and routes in their surrounding area. All new development will create well-connected, walkable neighbourhoods through access to shops, workplaces, open space, community facilities, and services.

Development will promote active travel, modal choice and provide cycling amenities such as routes, storage and racks. Prioritising pedestrians and those of all abilities is paramount. Creating greater permeability through and between sites is vital to enabling developments to create a network of places.



Green and sustainable

Sustainability is no longer an optional extra but a fundamental aspect of whole-of-life design. Sustainable and high-performing built outcomes are better for health and wellbeing and contribute to social equity by reducing resource consumption and running costs, while enhancing comfort and usability.

All development must minimise consumption of energy, water, and natural resources. New developments will ensure biodiversity and nature are integral parts of a development's early stages. Developments must create a cohesive network of green spaces and blue systems and include greenery such as trees, plants, green roofs, green walls, green verges, green islands, waterways.



Flexible and inclusive

Sites should be planned to accommodate a diverse and integrated range of land uses in an intensive configuration. Creating places that mix activities in a variety of configurations will enable the development of high-quality outcomes.

Development must work well for a wide range of purposes to maintain flexibility, accommodate multiple uses, and respond to daily activities. A range of experiences should be provided for within places. All new development must enable the efficient use of land and multi-functionality of places and spaces. Development should not prohibit or close-down options but rather enable and promote adaptability both at the individual building and site scale.



WH
S

Hump 15 yds
→
Humps 150 yds
←

Birds BAKERY

Is
A Family Shoes
Is

Microsoft
Office

Barben

Barben

REPAIR

Saddlers
CAFE
Traditional Food
Home Cooked /
Freshly cooked to order!
Friendly Service
Dogs Welcome

HUFF
PUFF
25% OFF FOOD
ANY TIME

3.2 Design principles

Design principles help to shape the overall pattern of any future development, identifying the key issues and opportunities across both sites and ensuring that any proposals are integrated with the local context.

This multi-layered approach will help to deliver robust and connected new places which can adapt over time.

Each principle outlines a particular challenge described by stakeholders in the workshop. Each principle will be featured in the design codes for the sites.



Improving access and legibility

Connecting places with safe and easy to navigate routes or paths will improve legibility and enable permeable places to flourish. Successfully linking existing paths or PRowS and connecting different sites

Creating active places with green streets

Development will improve green and blue infrastructure provision. New green spaces are paramount, as well as street trees (where possible), and planting/vegetation. Sustainable Urban Drainage Solutions should be a feature of new development.

Addressing key routes and gateways

New development will address key routes and gateways, ensuring arrivals/gateways are appropriate, considering building heights, scale, proposition, landmarks is key; servicing vehicles and access points are important aspects.

Respecting the edges and ensuring active frontages

Future development will respect existing edges and respond appropriately to context. Proposals must have active frontages, vibrant streets with no blank facades, creating consistent building lines to strengthen the streetscene

Supporting active travel and enabling modal choice

Movement networks enable everyday life and deliver goods and services. Development will promote active travel, public transport, modal choice and provide cycle routes to create equitable and accessible movement around and between places.

Promoting diverse and inclusive places

Development will create people-focused, inclusive places. It will include a proportion of community focused land uses (residential/cultural/retail/co-work/food & drink/markets/medical). These uses should respond to existing community amenities near the site.

Embracing heritage and character

Local character differentiates places, giving it an identity. Heritage and character should guide changing environments to ensure they are sympathetic to valued features and maintain high quality design.

Embedding energy, heat & power

To ensure future generations can thrive, how we use energy in our homes and buildings must be considered in all future development. Development will adopt an 'environment first' approach to design to ensure the town can optimise a shift towards low carbon and renewable energy generation.





The Maltings

04



Figure 14: Masterplan area in context showing key amenities, frontages, green spaces and paths.



4. The Maltings

4.1 Site features and character

The masterplan area is approximately 1.756-hectare central to the town on its eastern edge. It is broadly square, bounded by significant routes and roads. On its northern edge, the site is bounded by Bradley Street, which runs into Church Street along the eastern and southern edges. Along the western edge, the site abuts High Street. The land within the site is predominantly flat with minimal level change.



1

Looking south at the entrance to High Street.
Bollards and signage indicate vehicle restrictions

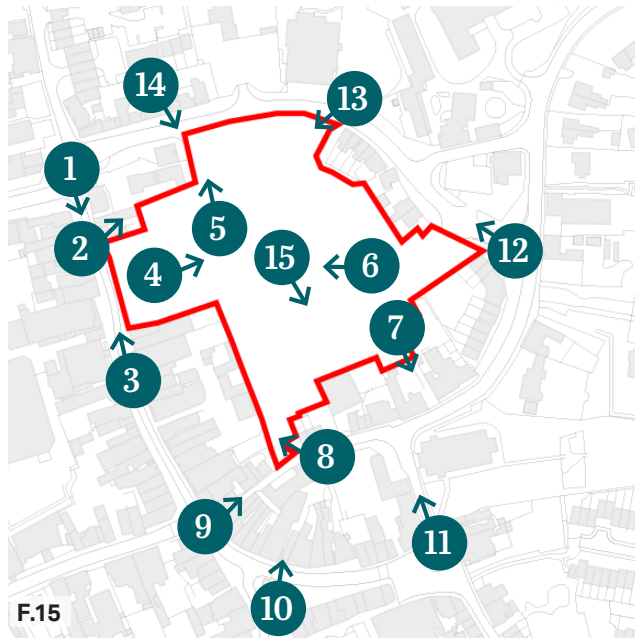


Figure 15: During the initial site visit, a photographic study captured the site context, streets, and surrounding edge conditions.



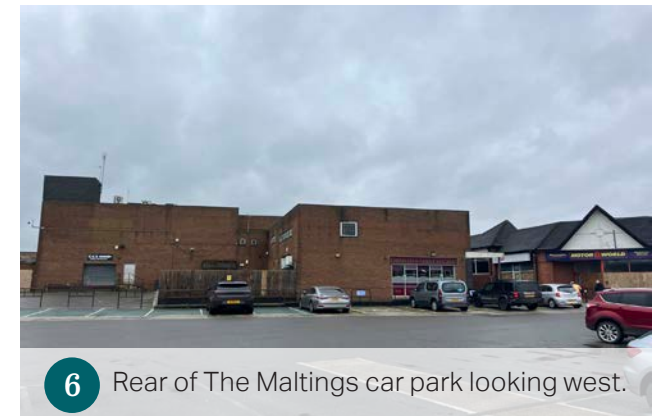
2 Entrance to service area at High Street.



5 View north along Iceland supermarket.



3 Enclosure and heritage along High Street.



6 Rear of The Maltings car park looking west.



4 Vacant shops and covered walkways.



7 Site-through link looking south.



8 Service/parking entrance at Church Street.



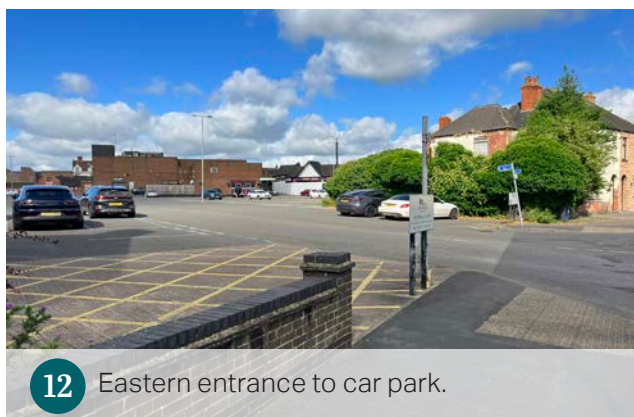
11 View from Market Place on Bridge Street.



14 Long views of the church at bus station.



9 Laneways connecting High Street to site.



12 Eastern entrance to car park.



10 View from Market Place with laneway.



13 Looking west along Bradley Street.



15 Cycling parking provision at ESBC car park

The following text and maps set out a summary of the surrounding context, alongside an analysis of the site's existing issues and opportunities.

Site history

The Staffordshire Extensive Urban Study: Historic Character Assessment (October 2011) report for Uttoxeter outlines the earliest settlement was focused a north-south route along High Street intersecting with a north-east route along Church Street. At this time, The Maltings is identifiable as an oval area, likely for agricultural use, bounded by Church Street, Bradley Street and High Street.

As the town develops, this area becomes the core of the medieval town in the mid-13th century. The main elements of the medieval townscape remain: the market place, church, and burgage plots. These plots were laid out around the historic streets and are largely intact today.

Like many market towns Uttoxeter had a strong brewing tradition, which intensified from the late 18th century. The largest brewery fronted High Street on the site of the present-day Maltings Shopping Centre. The High Street Brewery was founded by Thomas Earp and Edward Saunders in the early 19th century.

The Maltings Shopping Centre is a 1960s development, currently in need of regeneration. It has little regard for local character and the majority of shops are vacant aside from Iceland supermarket.

Heritage assets

The historic environment contributes strongly to the aesthetics of the surrounding area.

The Maltings falls entirely in the Uttoxeter Town Centre boundary and Conservation Area, which was designated in 1970. There are no designated heritage assets within the site boundary. There are 54 listed buildings within the wider area, of which four are of Grade II* status. There are 4 Listed buildings in the adjacency, notably Charles House on High Street (opposite the Maltings), Bradley House, Bank House Hotel and 3 Church Street.

The earliest identified domestic architecture is mostly located on the western and southern sides of Market Place, dating to between the late 14th century and 17th century.

All these buildings have some visible timber framing which were refaced in brick during the 19th century.

There is the potential for below ground archaeological deposits to survive associated with the medieval town. However, the Maltings development may have removed much of this evidence. Further assessment of any archaeological interests would be required as part of any future development plans.

Land use and edge condition

The site comprises two separate parcels: the Maltings Shopping Centre (and service areas) and surface parking for 238 spaces, on land owned by East Staffordshire Borough Council (ESBC).

The entrance to the Maltings has prominent frontage on High Street, a pedestrianised retail area. The town's bus station is located on Bradley Street.

There are sensitive edges along the eastern and southern aspects, where the site is bounded by the rear gardens of homes and businesses.

The site has multiple landowners and competing agendas make it difficult to facilitate future development.

Routes and access

Bradley Street and High Street abut the site. Vehicular access bisects the site, accessed from Silver Street and Church Street. Opposite the Silver Street is the Thomas Alleyne's High School.

Church Street extends to connect with the intersection of High Street, Market Place and Carter Street. The western section of Church Street is a single lane accessway with bollards.

Several vehicular access points lead off the ESBC car park to private yards and car parks located to the west and south.

There are pedestrian links through the existing Maltings retail from High Street towards Iceland supermarket. Service areas are accessed via High Street, which means the pedestrianisation of the street is compromised. Relocating this service area entrance could help better connect future development with the surrounding road network and improve safety.

An existing pedestrian link from Church Street, between Bank House Hotel and the opticians may be an opportunity to improve connectivity between Market Place and the site. There is also the potential for establishing a pedestrian link between Carter Square and the site.

Careful consideration should be given to the additional demand that new development could place on surrounding routes.

Public transport

Local bus routes 32, 32X, 63, 401, 402, 402A, 403, 405, 406, 411, 841, X41, and Swift run from the bus station along Bradley Street. This is adjacent to the Bradley House heritage asset.



Figure 16: Old Saddler's Yard passageway enables permeability and connections.

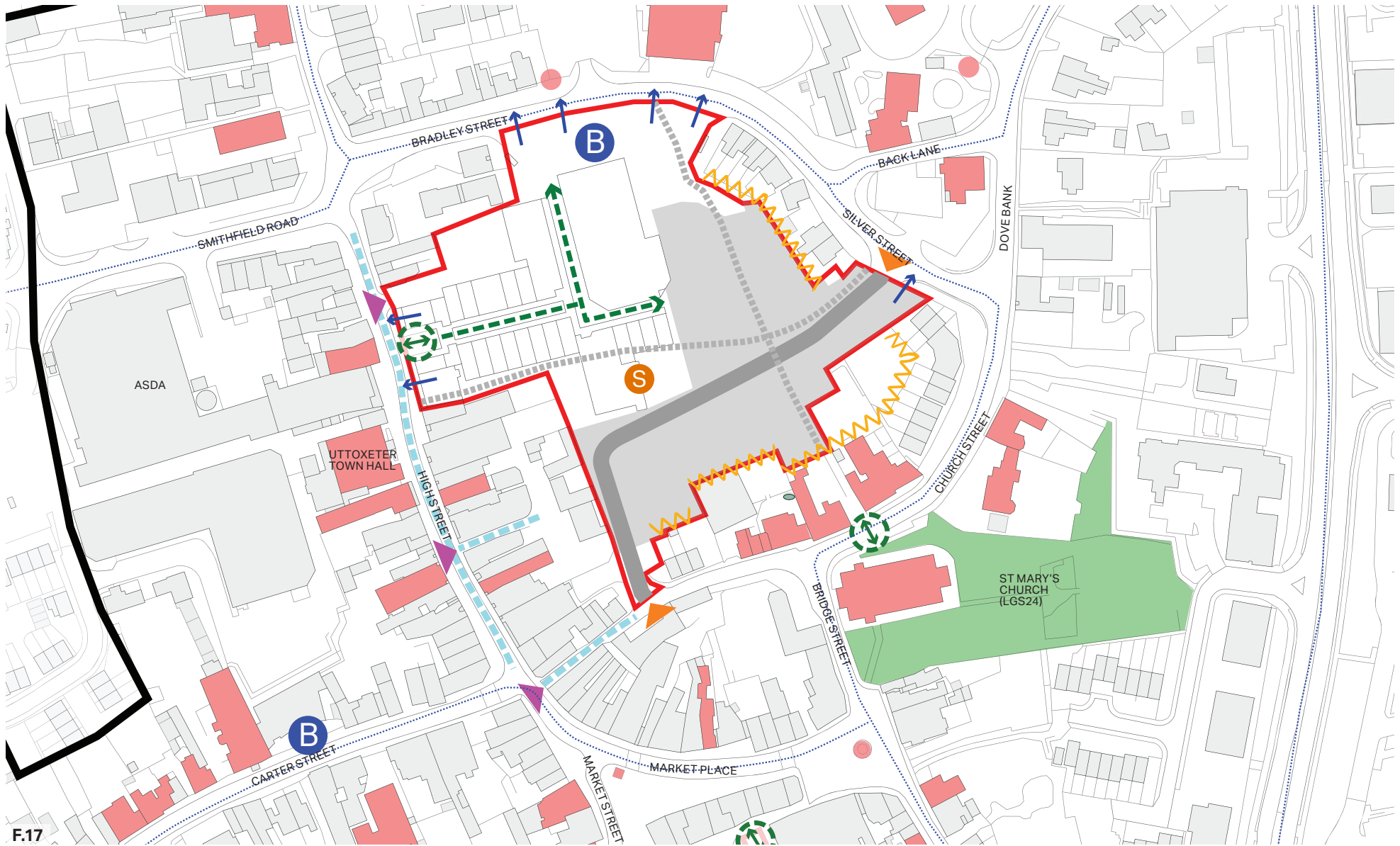


Figure 17: Masterplan area illustrating edges, routes, access and key assets.

- | | | | | |
|--|---|--|--|--|
| Masterplan area | ▲ Vehicular access | ▲ Service access | --- Desire lines | ● TPO |
| Heritage assets | --- Restricted access | ⚡ Sensitive edge | --- Footpath | ● Bus routes |



F.18

Figure 18: The existing Maltings site has vacant shops, poor public realm and limited greenery.

Buses provide wider connections to Hanley, Stoke, Stafford, and Derby as well as to the Alton Towers tourist attraction.

There are public toilets located on Bradley Street, next to bus station lying outside of the site boundary.

Public Rights of Way (PRoWs)

The only notable footpath connects Church Street and Market Place. It is a narrow alleyway that does not interact with the entrance to the site on Church Street. Footpaths are disjointed across the broader vicinity, creating better footpaths would be beneficial to legibility, permeability, and connectivity. Note: there are other pedestrian routes to the site that are not all PRoW's

Flood risk

The site is relatively flat with a minimal level change. According to Environment Agency assessments, the site sits within Flood Zone 1 and has a low probability of flooding from rivers and sea.

However, there are several areas identified as having a low risk from surface water flooding in the long term. These are generally along roads but also within the southern aspects of the service area parking off High Street.

Utilities

There has been no technical information received in the baseline analysis for this document. As such it is unclear what utilities are on site or below ground. From site visits, a substation is evident on the surface car park and a primary connection point at the corner of the Maltings site and the service entrance.

Trees and planting

Tree cover across the site is minimal. Due to the uses as a car park, it is predominantly hardstand surface with no trees or planting. Bradley Street is similarly lacking in street trees and planting. Small amount of planting is evident in the Maltings through planters.

Most trees are within property boundaries at the rear of residential properties. Within the property boundary of the Listed building at 3 Church Street is TPO-293.



 **AECOM**
CARTERS SQUARE

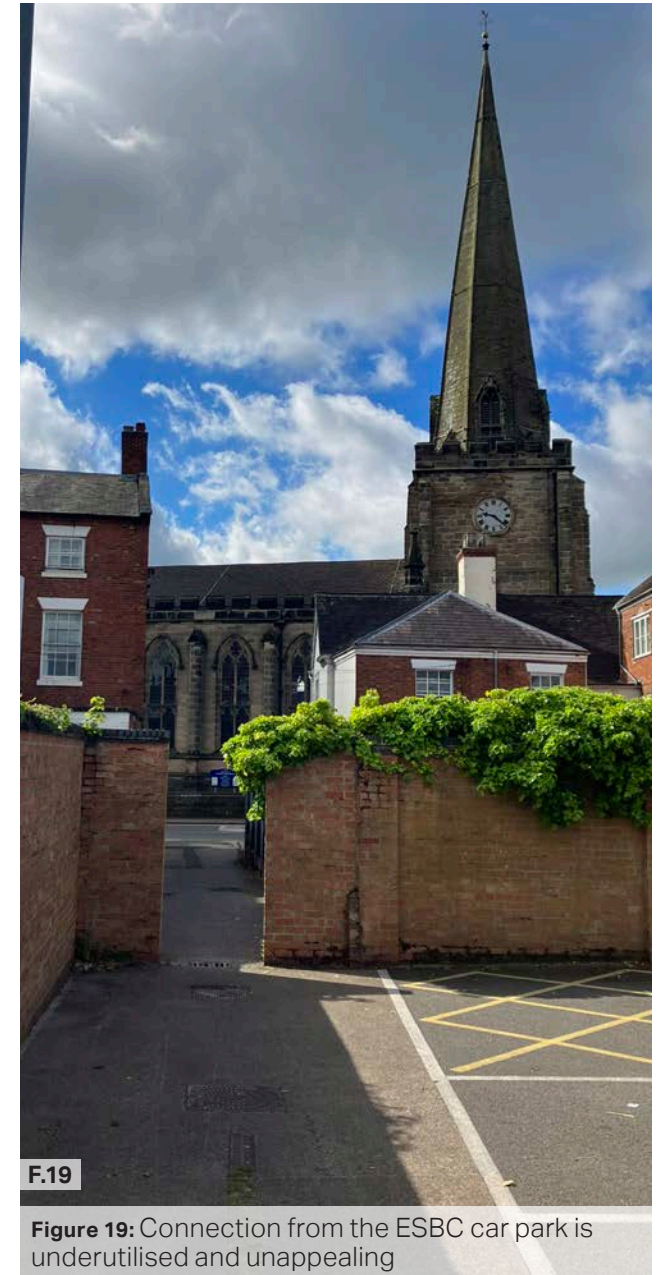
 **Uttoxeter Co-operative Funeral S**

4.2 Summary of issues and opportunities

The following table summarises the strengths, weaknesses, opportunities and threats within the masterplan area.

Strengths:	Weaknesses:
- Proximity to existing amenities including shops, supermarkets, retail park, and night-time economy. - Surrounding context has Listed buildings, several traditional shopfronts, and timber framed buildings providing distinctive character. It is important to reinforce character and context. - High Street has a continuous building line tight to the pavement. Reinforcing this idea at the Maltings site would create a consistent edge condition. Bradley Street would benefit from a stronger building line to street enclosure. - Active frontages are a strong feature and should be encouraged. - Bus station provides connections to neighbouring settlements. - Proximity to employment opportunities.	- High vacancy rates in the shopping centre, providing an unappealing retail experience. - The site is a key part of the town centre, it is dominated by car parking. - Servicing and parking for businesses is restricted at the rear of the Maltings. - A lack of green space or places to sit negatively contribute to the experience of the town centre. - Permeability across the sites is not currently effective. Medieval alleyways are underutilised. - Pedestrianisation on High Street is compromised by vehicular access during daytime for service access. - Areas of surface water flood risk within the site could lead to future flooding issues if not considered and managed. - Traffic and road quality issues surrounding the site which would need support from the local authority to address.

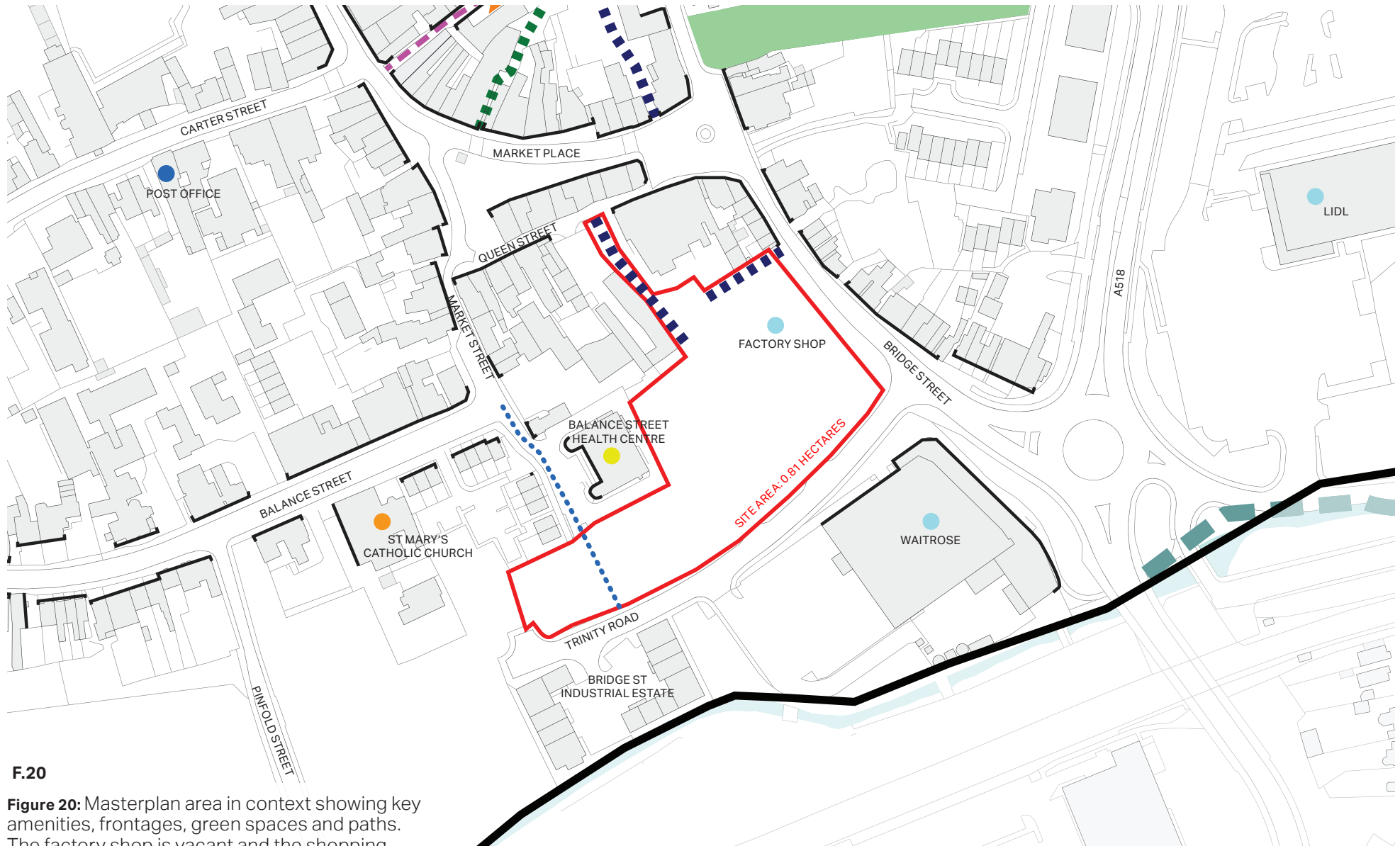
Opportunities:	Threats:
• Optimise views to St Mary's Church, notably looking south at bus station. • Improve public realm, reinforcing sense of enclosure and incorporating green or blue infrastructure. • Reconfigure service areas to improve pedestrian safety. • Provide covered spaces for markets or arts and culture events. • Improve connections between the southern edge of the site and Market Place, the church, and Bridge Street. • Expand site boundary to include stores along High Street to create continued, active frontage. Potential for a new connection between Carters Square and The Maltings. • Review car parking and ensure it is appropriate for future development. • Reintroduce finer urban grain with provision of retail along High Street. • Reinforce or reconfigure points of access to the site and join pathways, cycle routes and walks.	• New development does not consider the housing mix or parking impact of new development – exacerbating and not improving connectivity. • New development not responding to the distinctive character of the town. • If development is phased, there is a risk of only partial construction of shared facilities such as paths and open spaces





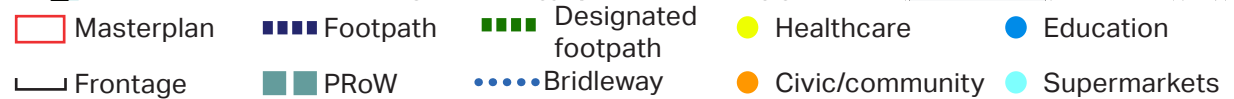
Trinity Square

05



F.20

Figure 20: Masterplan area in context showing key amenities, frontages, green spaces and paths. The factory shop is vacant and the shopping court includes a hairdressers, dentist, greek restaurant a cake shop and ballet school, all still businesses operating from the site.



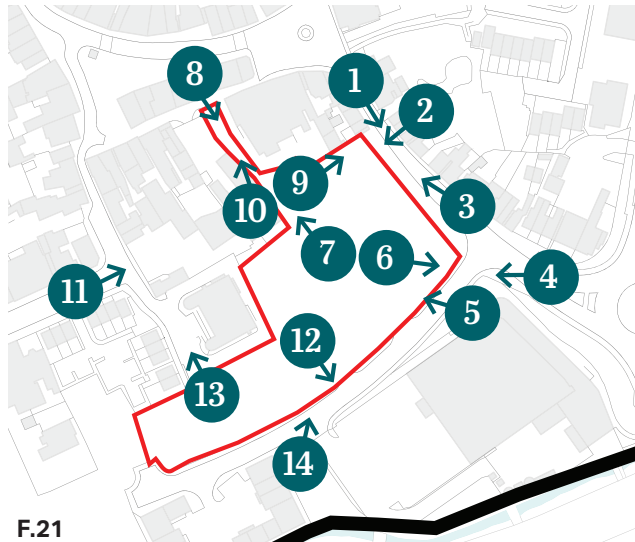
5. Trinity Square

5.1 Site features and character

The masterplan area is an approximately 0.81 hectare site on the southern edge of Uttoxeter town centre. It is broadly rectangular, defined by Bridge Street on its eastern edge and has adjacency to Picknal Brook along its southern aspect. It is the gateway to the town centre for visitors to Uttoxeter Racecourse or using the nearby train station.

The land within the site slopes fairly significantly from north to south and has retail uses on site but the shops are largely vacant. There is a medical centre immediately bordering the western edge of the site.





F.21

Figure 21: During the initial site visit, a photographic study captured the site context, streets, and surrounding edge conditions.



2 Footpath from Bridge Street.



5 View west of Balance Street Health Centre.



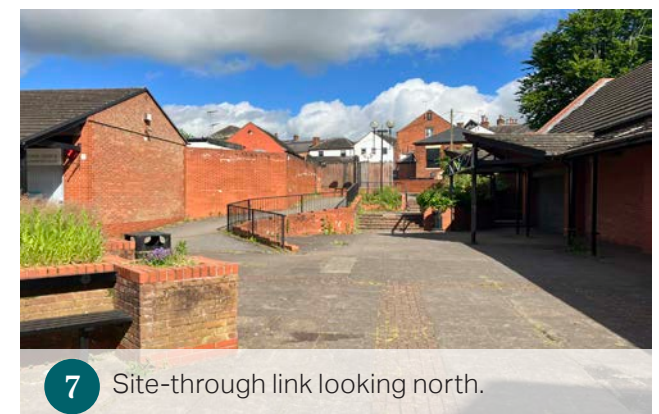
3 Blank facade and pavement parking.



6 Trinity Square car park looking southeast.



4 Corner at Trinity Road and Bridge Street.



7 Site-through link looking north.



8 Footpath and accessway on Trinity Walk.



10 View from site to Queen Street.



13 Looking north along Market Street.



9 Bridge Street to Trinity Square footpath.



11 Garage at Balance Street and Market



12 Level change at the car park looking south.



14 Car park looking towards St Mary's Church.

The following text and maps set out a summary of the surrounding context, alongside an analysis of the site's existing issues and opportunities.

Site history

The site and its surroundings have seen considerable change during the late 20th and early 21st century. It was once the heartland of industry for Uttoxeter as the site of the late 19th century Leighton Iron Foundry, part of Bamford's Limited, and by the 1980s formed part of the JCB works. As the industry vacated, large swathes of undeveloped land remain, some of which will come forward in planning applications.

On the western aspect of the site boundary is the Balance Street Health Centre, this building probably dates to the 1950s. Given its location adjacent to Bamford's Ltd, it is likely that it formed part of the larger complex possibly having been built as offices. The East Works is now known as Trinity Square, including the adjacent light industrial units and Waitrose.

In The Staffordshire Extensive Urban Study: Historic Character Assessment (October 2011), it is suggested that settlement was present either side of Pinfold Street, which is likely to have been at least post-medieval.

The original site of Alleyne's High School, dating to the 17th century, also lay within on the western side of Bridge Street.

The northern section of the area, lying off Balance Street and what had been Spiceal Street formed part of the medieval town where burgage plots had been laid out. The urban grain is a distinctive and important part of the broader area and provides a connection with Market Place and High Street.

The area to the southern edge, nearest to Picknal Brook, formed part of a field system until the late 19th century.

Heritage assets

There are no designated heritage assets within the site boundary and few legible heritage assets in the area. However, the Archaeological Briefing Note completed for the site in 2017 highlights a non-designated heritage asset - the buried remains of an Iron Age and Roman Settlement across the southern half of the site.

The site also lies within an area known to contain post-medieval, and prehistoric remains. As such, further assessment

of these archaeological interests would be required as part of any future development plans.

There are also no designated heritage assets within the immediate vicinity of the site, although St Mary's Catholic Church and the neighbouring Vernon House on Balance Street are significant heritage items. Market Place has several heritage assets, accessible to the site via the old route of Market Street, which runs alongside recent infill development and the health centre. The Wheatsheaf is a heritage asset on Bridge Street and is due to be renovated.

The location of Waitrose supermarket sits atop what may have been the original Tithe Barn as well as the grammar school.

The Uttoxeter Town Centre Conservation Area only includes Trinity Walk, branching from Queen Street and does not include the bulk of the southern portion. This area is within the Town Centre Boundary and is also covered by the Uttoxeter Design Code character area 01.

Due to the adjacency of the conservation area and the heritage assets of St Mary's Church and Market Place, any new development must consider visual impact. Height, materials and built form will need to positively relate to local character analysed and set out in the Design Code document.

Land use and edge condition

There is a mix of uses in the area including residential terraced houses along Bridge Street and Balance Street, big box retail and industrial along Trinity Road, healthcare on Market Street, and shops and food and beverage businesses alongside Trinity Walk and Queen Street. The mix of uses in the vicinity is important and should be retained and enhanced with possible F1 and F2, C and E classes being considered for this site.

The site has multiple landowners, some of which may not be local to Uttoxeter or the neighbouring areas, which creates difficulty when considering development for the site.

The edge condition along Bridge Street is of particular significance to a successful outcome for this site. It has an oversized pavement that is currently dominated by parking.

This has negative visual connotations, which is intensified by large blank facades and an overbearing sense of scale. Buildings along Bridge Street tend to spill out directly on to the footpath.

There is a site level change and established trees along Trinity Road provides opportunity for built form along this edge to be separated from the road. There is a sensitive edge surrounding the Balance Street Health Centre. There is a repair garage next to the health centre, accessed via Balance Street.

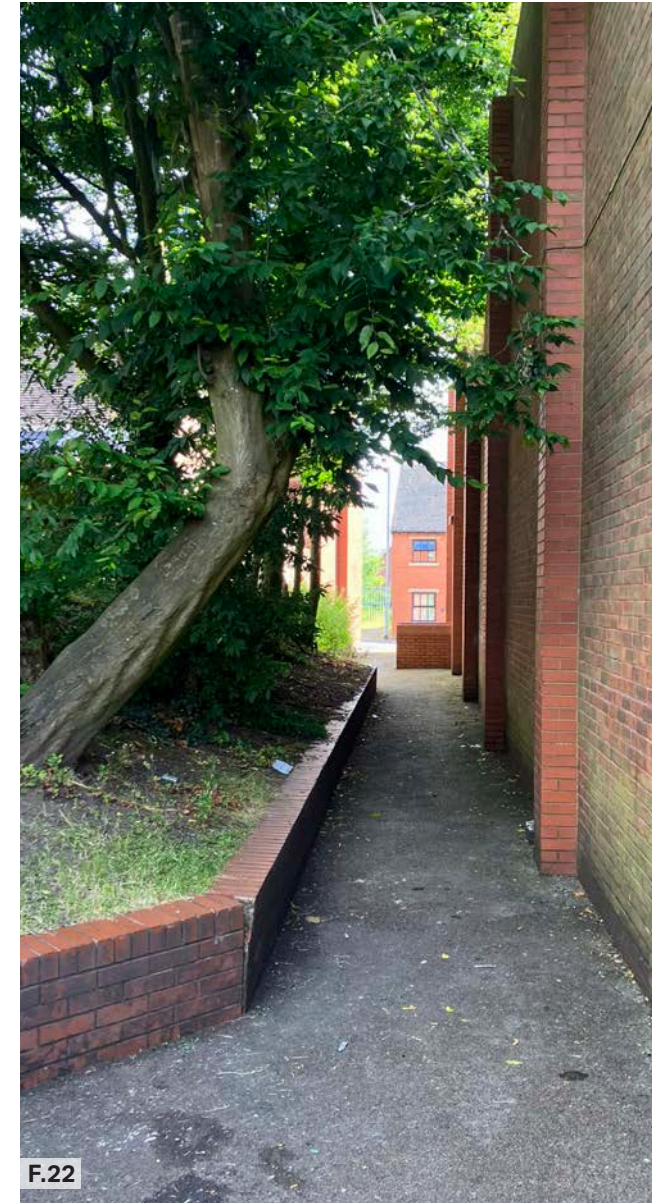
Routes and access

Bradley Street and High Street abut the Bridge Street and Trinity Road flank the site with vehicular access to a car park on Trinity Road and with restricted access off Market Street. Segregation of vehicular traffic and pedestrians is paramount to any future development.

The site slopes north to south, which is a significant consideration for future development regarding pedestrian access.

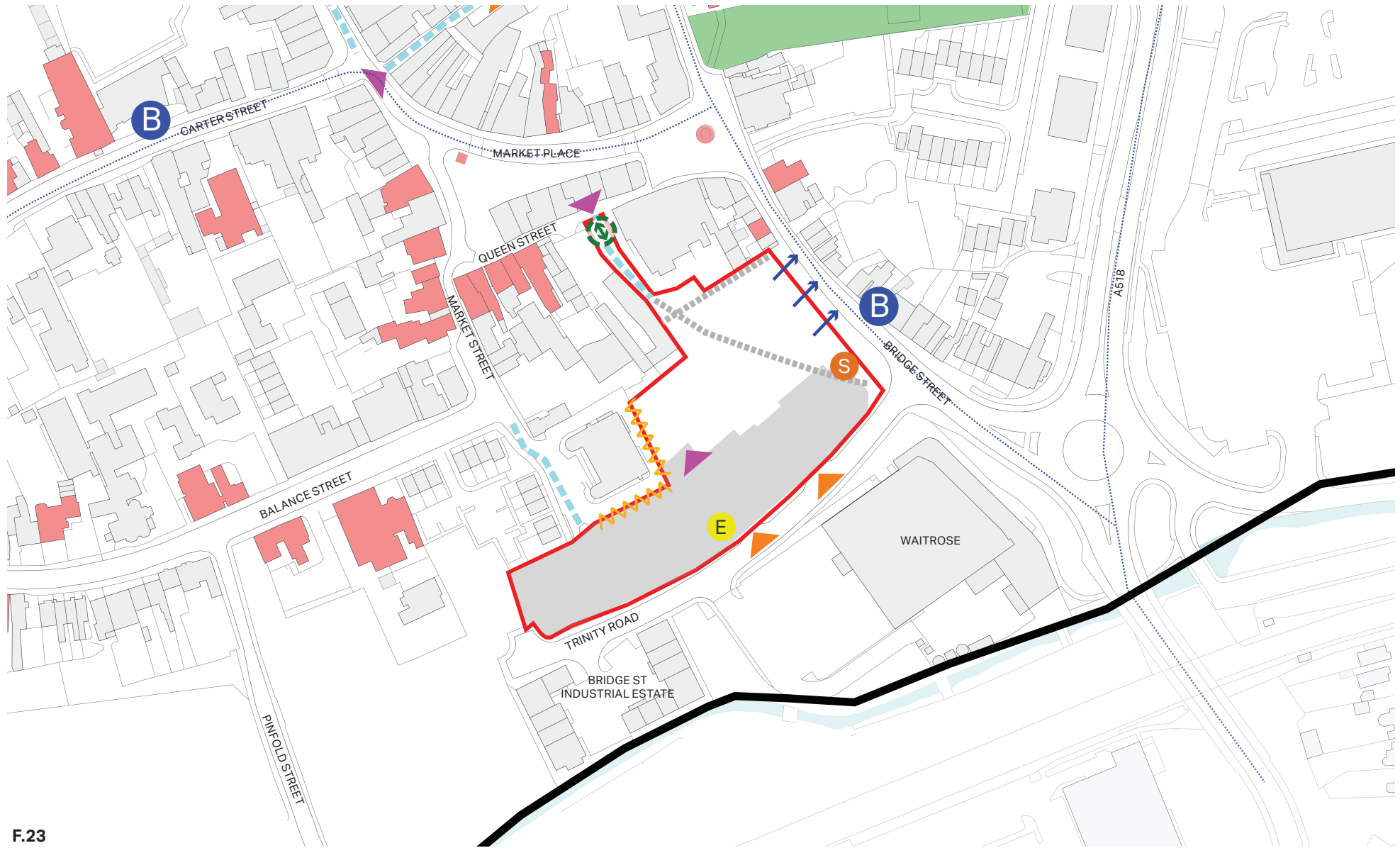
There are pedestrian links through the existing Trinity Square shopping centre. A footpath from Bridge Street is narrow and has no passive surveillance nor adequate lighting, making the space uninviting and an opportunity for anti-social behaviour. If this pedestrian link was carried through the site to connect to Balance Street, it would increase permeability and connectivity of the site as well as provide opportunity for the health centre to expand on the site of the garage.

The pedestrian route through Trinity Square has a ramped access and stairs leading to Trinity Walk and on to Queen Street. Trinity Walk is flanked by a The Old Swan pub and Heart of Siam restaurant, as well as a car park for visitors.



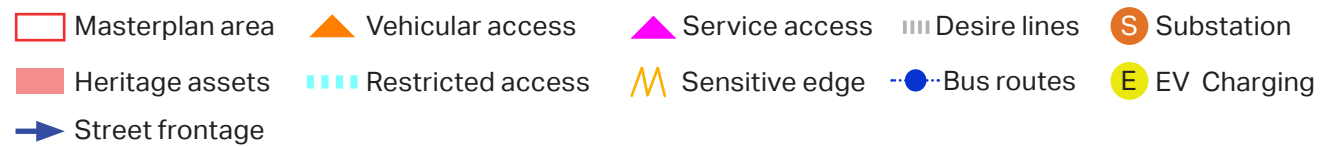
F.22

Figure 22: Footpath from Trinity Square to Bridge Street is has no passive surveillance



F.23

Figure 23: Masterplan area illustrating edges, routes, access and key assets.





F.24

Figure 24: Trinity Walk, looking towards the site from Queen Street is functional but unappealing.

Public transport

Local bus routes 32, 402, 403, 405, and X41 run adjacent to the site on Bridge Street, providing wider connections to Hanley, Burton-on-Trent, Stafford and Alton Towers. The closest bus stop is located at the corner of Trinity Road and Bridge Street to the east of the site.

Public Rights of Way (PRoWs)

There are no PRoWs or cycleways on the site. The closest PRoW runs alongside the train station and terminates at the A518/Brookside Road roundabout. Linking up to wider networks would greatly improve the use and vitality of the site.

Flood risk

The site slopes north to south and has a gradual level change which becomes more apparent towards Picknal Brook. According to Environment Agency assessments, the site sits within Flood Zone 2 and has a medium risk of flooding from surface water flooding, which is likely to occur in Trinity Square and along streets. There is a very low risk of flooding from rivers and sea.

Utilities

There has been no technical information received in the baseline analysis for this document. As such it is unclear what utilities are on site or below ground. From site visits, a substation is evident on the corner of Trinity Road and Bridge Street. There is a Electric Vehicle Charging Station on the surface car park.

Trees and planting

Generally, tree cover across the site is minimal. However, there is a notable band of trees and planting along the southern edge of the site on Trinity Road that provides a vegetative buffer between the site and Waitrose and Bridge Street Industrial Estate.

There is no soft landscaping or trees on the car park but the footpath connecting Bridge Street and Trinity Square as well as Market Street have established trees. Creating a greener and more biodiverse area would help to connect the site with the neighbouring Picknal Brook and provide much needed green space.

5.2 Summary of issues and opportunities

The following table summarises the strengths, weaknesses, opportunities and threats within the masterplan area.

Strengths:	Weaknesses:
• Eastern edge of Bridge Street has a continuous building line tight to the pavement. Reinforcing the idea on this site would create a consistent edge condition and sense of enclosure. • Proximity to existing amenities including health centre, shops, racecourse, train station, retail park, and night-time economy. • Surrounding context has notable Listed buildings providing distinctive character. It is important to reinforce character and context.	• The site does not generally have much greenery or public space. • Bridge Street is an unappealing route of entry to the town centre. • The blank facade on Bridge Street is unattractive and overbearing. • On-street parking along Bridge Street is uninviting to the visitor or user, with an oversized pavement that is dead space. • Separation is an issue along Market Street and Balance Street Health Centre. • Lack of arrival moment, current Factory Store is a visual detractor to visitors to the town. • Alleyway from Bridge Street to Trinity Square is not well overlooked and unsafe. • Poor quality public realm, signage, and wayfinding. • Passageway to Queen Street is uninviting and there are conflicts between servicing vehicles and pedestrians.

Opportunities:	Threats:
• Create a gateway with a landmark building or space at the intersection of Trinity Road and Bridge Street. • Reinvigorate Bridge Street with active street frontage with ground floor uses. • Create a mixed use development that encourages people to dwell through activities and experiences. • Make green/public space at the heart of Trinity Square and a Green corridor along Picknal Brook to connect with development at Pinfold Street. • Create a network of footpaths, PRoWs, cycle ways and improve green or blue infrastructure. • Pedestrian link between Bridge St and Balance St – opportunities for the health centre to expand. • Improve wayfinding / signage • Improve pedestrian connections, i.e. east-west from Bridge Street through to Balance Street, and north-south from Queen Street to Trinity Road.	• Site assembly may be an issue with multiple landowners and absent landlords, and requires existing occupier relocation with the factory store and Trinity Square businesses. • Site topography may prohibit certain uses or design outcomes. • New development does not consider the housing mix or parking impact of new development – exacerbating and not improving connectivity. • New development not responding to the distinctive character of the town. • If development is phased, there is a risk of only partial construction of shared facilities such as paths and open spaces • Maintenance of soft landscaping would be prohibitive to a developer or client.







Site-based codes
and guidance

06

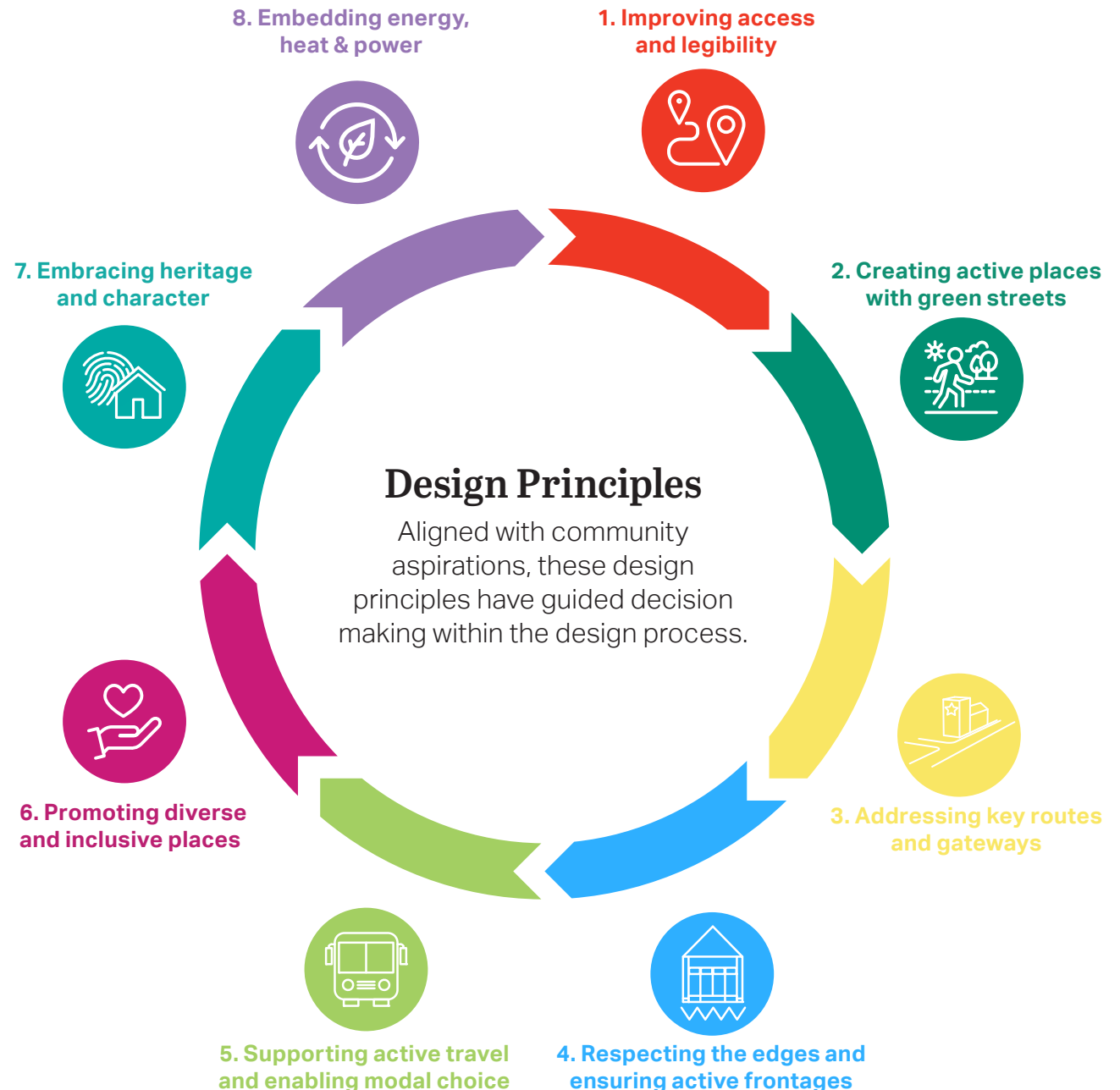
6. Trinity Square

6.1 Creating the codes

For the masterplan sites to be successfully developed, it is important that local people and their knowledge is harnessed so that the most significant issues for local people become central to future development.

The Vision statement and Design Principles were created in a co-design process involving key stakeholders. The engagement workshop was pivotal in framing issues and opportunities and helped generate the site-based codes.

The 8 design principles for good design must be addressed in any future proposal for development on either of these sites.



6.2 Comprehensive overview

Understanding the two sites as a comprehensive whole of town picture is important to ensuring that the developments are complementary to the town centre.

Market Place is the epicentre of the town and ensuring its future will be enabled by developing these two sites in a holistic manner.

Consideration must be made for the connections that extend beyond site boundaries, for the pressing need for a network of green and blue infrastructure, the arrival sequences, and the built form, materials and detailing.

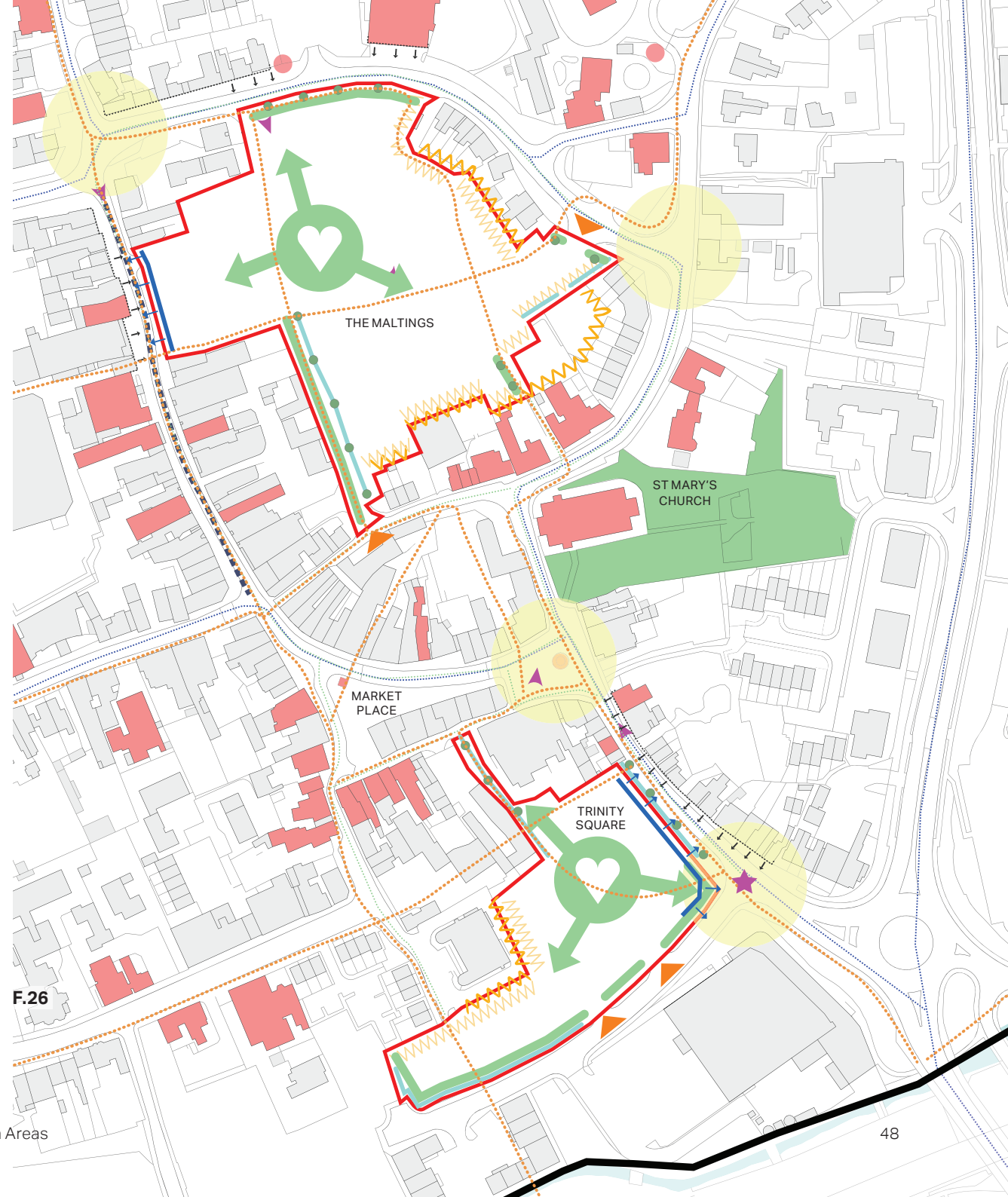


Figure 26: An overview of both sites showing how the key aspects of the codes can combine.

6.3 Site-based codes

This section illustrates a series of design codes for both sites including - movement, nature, built form, identity and use.

Each code item is been underpinned by the vision and design principles, which were co-designed with stakeholders and local people.

The following codes are applicable to both sites, seeing the sites as a comprehensive 'whole town picture'. They should be read in correspondence with any of the area-wide codes in the Uttoxeter Design Code document. Character analysis of the Character Area 01 - Town Centre will be useful to proponents.

The categorising of the codes into letters ranging from B-F are a result of the Design Code document structure.

The codes can be collated from this document and the Design Code by the proponent when developing a proposal.

The five code items are:

B **Movement**

C **Nature**

D **Built form**

E **Identity**

F **Use**



Movement

6.3.1 Streets and paths

Many of the town's early routes are still active today: High St, Church St, Carter St, Bridge St, and Pinfold St. Street layouts are typically organic with narrow streets and alleyways a feature. High Street has a continuous building line tight to the pavement, which are typically narrow. Pedestrianisation is a feature on High Street, however traffic is evident during exempt hours compromising the pedestrian experience and safety. The train station is isolated and the bus station is not well connected to the main activity areas of High Street. Trinity Square's southern aspect is the gateway to the town, adjacent to the Racecourse and the axial Bridge Street is a connector for visitors to the town centre.

Buildings typically form continuous streets with servicing accessed via rear accessways. Public car parks are prevalent and do little to improve the character of the town. Footpaths do not link up to a wider network and the permeable snickets or alleys from High Street or leading to Queen Street are not appealing.

The following codes apply to development proposals on both sites:

B1 – Streets

- Bridge Street gives access to the edges of both sites. It is a secondary route that intersects with the multi-functional High Street and the key route at Bradley Street. Any future development must address Bridge Street with active frontages and street trees as well as active travel links.
- Key junctions could be treated with differentiating material (for example block paving) to reduce vehicle speeds and road noise, and help create a sense of place.
- Separation between cyclists/ pedestrians and vehicles is key along streets.

B2 – Services and utilities

- Service lanes give rear access to shops facing High Street and Queen Street. These routes could be shared surfaces that limit vehicle speeds and prioritise pedestrian and cycle movement. They could become part of wider connections to neighbouring spaces. They should remain separate from any other use of the routes.

B3 – Car and cycle parking

Parking solutions will include:

- On plot parking to the front of properties accessed from a shared surface road
- Parking courtyards, where secure gated and overlooked
- Integral garages <15% of the parking on offer.
- Retain parking on both sites unless otherwise demonstrated.

B4 – Connectivity

- All development must improve natural surveillance and seek to improve the safety and lighting features in existing footpaths, notably running from Bridge Street to Trinity Walk.
- New development must enhance the existing footpaths, alleyways, or routes and seek to link up with existing PRowS to enable permeability and develop a pedestrian-cycle network. All paths must be connected to other paths and form a network.

- Enhancing links with the neighbouring developments is paramount to successful outcomes. Additional pedestrian and cycle routes which respond to desire lines or accessways to help create a joined up network and, for example, better connect Trinity Square to the train station are encouraged.

B5 – Active travel

- Both sites are near to public transport stops and local centres and as such are encouraged to consider meaner maximum parking standards rather than broad-brush minimums to encourage active travel - this is dependent on improved bus services.
- Development should cater for public transport options, including buses, trains, cars, cycling, mobility scooters and e-scooters as appropriate.
- Aligning direct, convenient active travel routes with green infrastructure and low-traffic routes is key to their safety and attracting modal-shift.



Primary Design Principles:

- Improving access and legibility.
- Supporting active travel and enabling modal choice

Additional Design Principles:

- Creating active places with green streets and open space.
- Addressing key routes and gateways.
- Embracing heritage and encouraging characterful development.

Please refer to B – Movement in the area-wide design codes in the Uttloxeter Design Codes and Guidance document for additional codes.

Figure 27: Diagram showing connectivity between places through pedestrianised routes and shared surfaces.



Nature

6.3.2 Green infrastructure and soft landscaping

Across the town centre, public spaces are generally well maintained with a variety of hardstand textures and colours. However, there is very little green or blue infrastructure on streets or in public spaces and soft landscaping is not typically a feature in either The Maltings or Trinity Square sites.

Connecting the two sites, Market Place is historically significant but dominated by parking, and Dr Johnson's Memorial and War memorial at Queen Street are bounded by bollards – neither has any planting or trees. There is little evidence of any sustainable drainage systems (SuDS) in either masterplan location.

The following codes apply to development proposals on both sites:

Figure 28: Diagram showing trees and landscaping to stitch together the green infrastructure network.

C1 – Green infrastructure

- Generous green spaces as well as soft landscaping must be provided in both masterplan sites.
- Green spaces should be accessible and visible to all users and not concealed within or behind developments.
- Good quality open green spaces and multi-functional open space networks that serve many purposes (going for a run, dog-walk, biodiversity etc.) are encouraged. Green spaces should connect different places and be part of the movement network.
- Linking green and blue spaces with public spaces, notably Picknal Brook, can create active recreation and movement corridors for all-round health and can stitch together neighbouring developments at the JCB site.
- Gardens / thresholds must closely match the dimensions of neighbouring plots to maintain the character of the street. Larger setbacks that add green to the streetscene may be allowed for suitably significant buildings, e.g. of a civic nature.

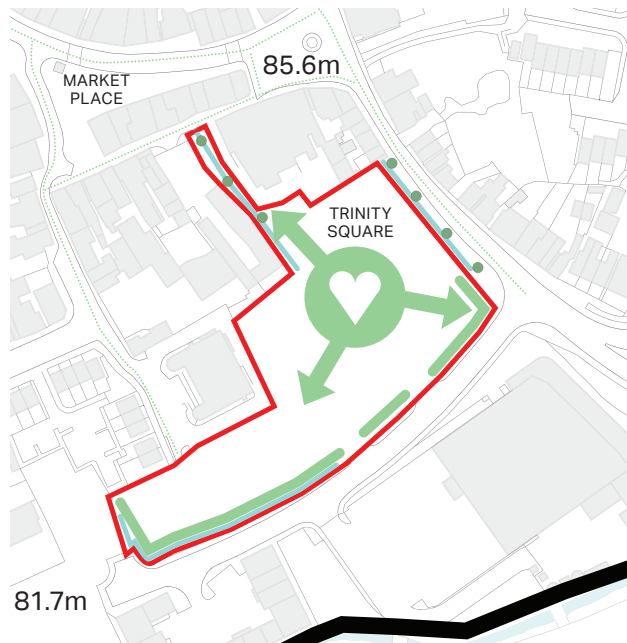
C2 – Trees

- All new streets should have street trees, wherever possible, to moderate climate and make them attractive to look out at from homes, to walk and cycle on, and as a community setting.
- A green buffer including trees and low planting could be placed on the outer edge of Trinity Square to create a transition to Picknal Brook.

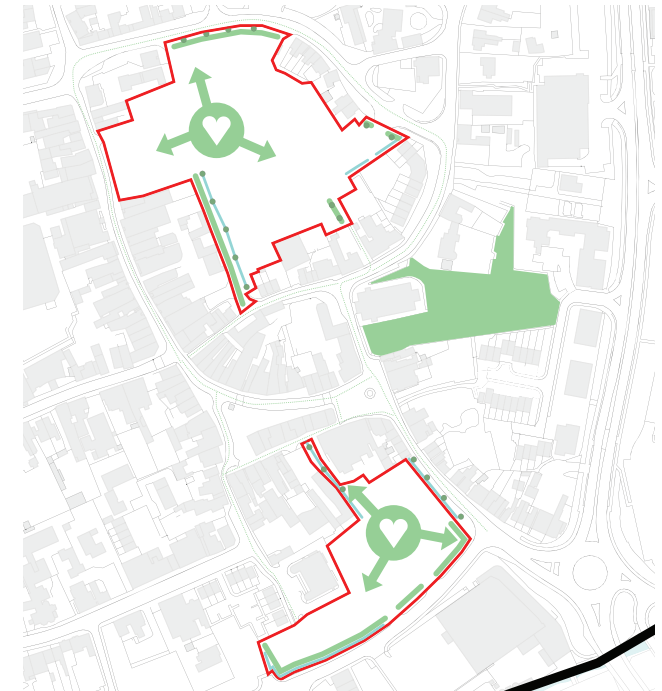
C3 – Water sensitive urban design

- Detention and attenuation basins may be required in the Trinity Square site and significant space should be allowed. Raingardens or swales can follow streets and edges, where possible.
- Site slopes at Trinity Square can be enabled as part of sustainable drainage systems and should become a design feature.
- A drainage feasibility study must be provided, which determines options for how sites will be drained in line with SuDS principles, and identifies potential land take and locations for any required storage.

C Nature



Public space
 Trees
 Green streets
 Site boundary
 Green edges
 SuDS
 XX.Xm Spot levels
 CA1 boundary



Primary Design Principles:

2. Creating active places with green streets and open space.

Additional Design Principles:

1. Improving access and legibility.
6. Promoting diverse and inclusive places.
7. Embracing heritage and encouraging characterful development.
8. Embedding energy, heat & power.

Please refer to C – Nature in the area-wide design codes in the Uttoxeter Design Codes and Guidance document for additional codes.



Built form

6.3.3 Building lines, layout and frontage

The pattern of streets across both sites is a tight-knit, dense urban grain with an irregular grid layout and the bisecting historic routes of High Street, Church Street, Carter Street and Bridge Street. There is a concentration of listed buildings and historical assets and landmarks in the vicinity such as St Mary's Church and the war memorial at Market Place. There is a mix of residential and retail uses on the sites with neighbouring healthcare uses in Trinity Square.

Buildings in this area are typically attached / terraced or civic/healthcare buildings. Buildings are typically 2-3 storeys, with the Balance Street Medical Centre an anomaly at 4 storeys.

The following codes apply to development proposals on both sites:

Figure 29: Diagram showing built form and active frontages to High Street and Bridge Street

D1 – Building line

- Where the site boundaries interact with existing streets, building frontages must address the street and there should be a consistent and continuous building line – this occurs along High Street and Bridge Street.

D2 – Layout and density

- Buildings will form a perimeter block to address all sides of the frontage and create secure service areas within the block.
- Building orientation on plot must not create a 'saw-tooth' relationship to the street and must generally follow the existing building line on the street with widening and narrowing allowed to create interest or provide well-defined and managed green spaces.
- The size and layouts of plots and position of buildings on plots should relate to the typical arrangement on the street or area within which development is located, maintaining or re-establishing the historic urban grain or burgage plots, which are narrow and long.

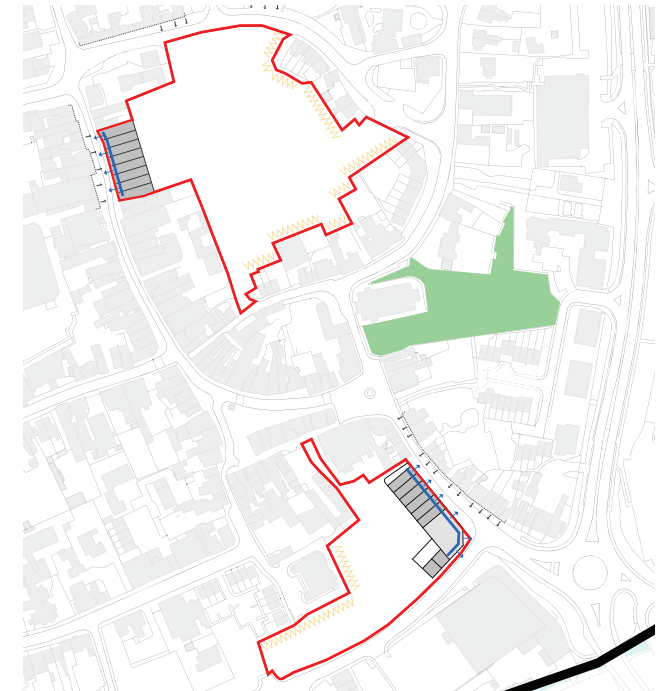
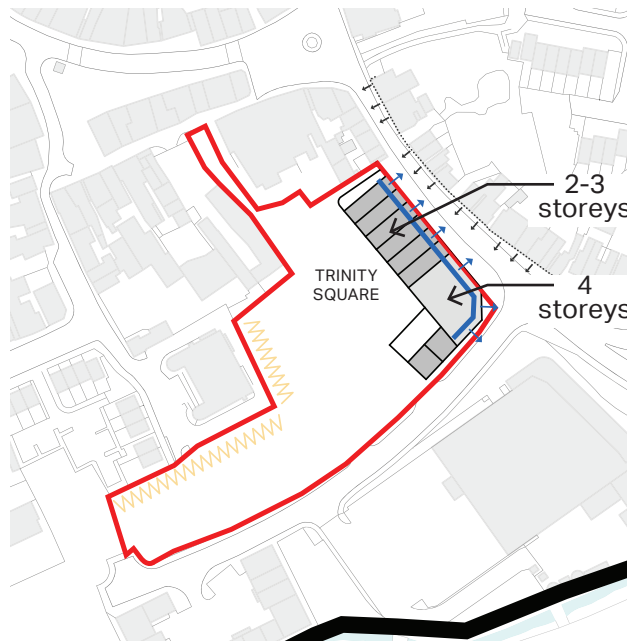
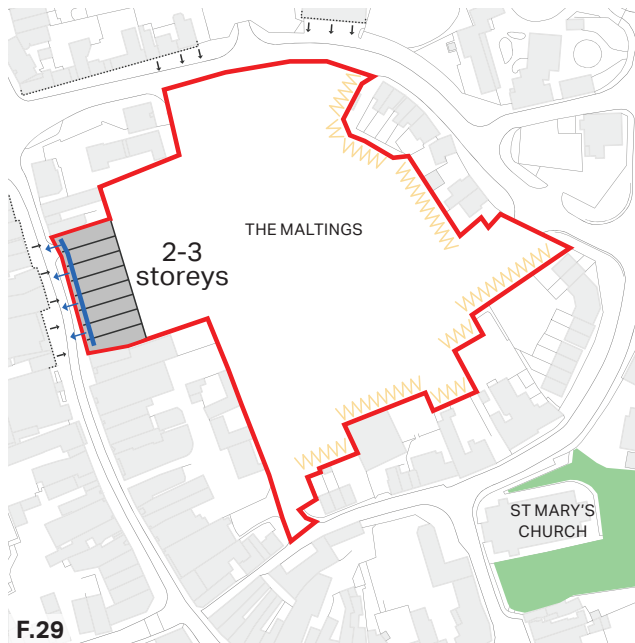
D3 – Back-to-back distances

To encourage tighter urban grain, back-to-back distances must be reduced where practical.

- There must be no more than 10m, between the dwelling and the rear boundary.
- The allowance for a total back-to-back distance including other uses must be no less than 20m and no greater than 40m.

Where dwellings differ in scale or finished floor level by a metre or greater, the back-to-back distance must be increased in separation by 2m for each additional 1m of elevation, this is applicable in all cases.

D Built form



Primary Design Principle:

4. Respecting the edges and ensuring active frontages.

Additional Design Principles:

- 3. Addressing key routes and gateways.
- 6. Promoting diverse and inclusive places.
- 7. Embracing heritage and encouraging characterful development.

Please refer to B – Built form in the area-wide design codes in the Uttoxeter Design Codes and Guidance document for additional codes.



Built form

6.3.4 Active frontages

Bringing together appropriate activities to ensure streets are active and well overlooked will contribute greatly to safety and comfort

The appropriate arrangement of space in front of buildings for retail or leisure use, building frontage, and internal layouts must also be considered when creating active frontages.

There is an increased likelihood of people walking when there's plenty to see and do, and streets feel safe.

Streets in town centres must support the highest levels of active frontages and opportunities to dwell close to shops.

The following codes apply to development proposals on both sites:



D4 – Active frontage

- Buildings on corners or with significant street frontage will not have blank facades of either frontage – this is most notable on Bridge Street. This will create a positive streetscene with active streets that provide visual interest and everyday amenities.
- Sensitive edges along the southern edge of The Maltings car park and adjacent to Balance Street Medical Centre will require development to respect existing buildings, comply with privacy distances and not provide public spaces immediately adjacent.
- Buildings should respond to the local character and immediate building heights to ensure development is appropriate in scale and proportion to street enclosure. Building heights should be under 3 storeys or match the scale unless there is a special justification for a landmark building, possibly at Trinity Road / Bridge Street.
- Buildings types will generally match the predominant type on street i.e.. attached frontage / outward facing development block or terrace form.



Built form

6.3.5 Phasing

Development, and in particular new housing should be delivered in a timely way by formulating and following a phasing strategy.

The following codes apply to development proposals on both sites:



D5 – Phasing

If site delivery is predicted to take 36 months, or longer, (this includes the period of any enabling works), a phasing strategy must be provided illustrating:

- Proposed development in each year including quantum (e.g. number of houses), mix of development (e.g. housing mix), road infrastructure, areas of public open space, and other facilities.
- Risks to implementation (e.g. ecology, service agreements etc.).
- Actions to mitigate delays noted future connections required to expand development are understood and factored into the proposed network.



Identity

6.3.6 Respecting character and celebrating assets

There is a mix of architectural styles ranging from medieval with timber frontage (notably 2 Market Street), to Victorian warehouses, Elizabethan houses/shops, postwar residential, and the art deco style of the Balance Street Medical Centre. High Street has several surviving traditional shopfronts, which are sometimes concealed. On High St, there is a stark contrast between the characterful historic buildings and the mid-20th century development, which are much less richly detailed than the traditional shopfronts.

Local character and design quality will be prominent features for any future development on either site. Understanding material and colour palettes, detailing and appearance are key features for any proposal.

The following codes apply to development proposals on both sites:

Figure 30: Diagram showing gateway locations, key routes and views.

E1 – Design response

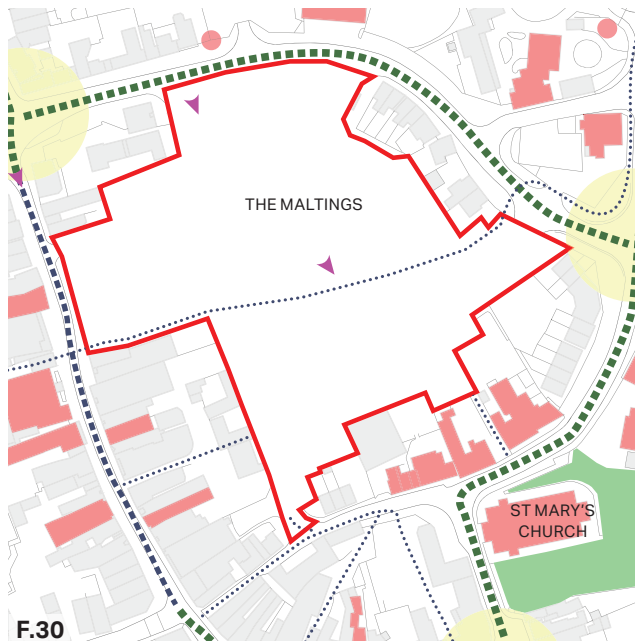
- New developments must respect the architectural context of their surroundings. This includes using materials, colours, and design elements that reflect the local heritage, such as Staffordshire blue engineering brick, red brick, granite, and timber facades and accents.
- Respect and integrate the historic elements of the town centre in new developments. This includes improving connections to Market Place by maintaining historic street patterns (snickets and main routes), and incorporating traditional design elements, such as gable fronts on main streets and, where applicable.
- Where buildings are closely related (i.e.. shops along High Street or terraces along Bridge Street) the materials and details must closely match in an authentic fashion or be a contemporary interpretation of the architectural style to create unity across the frontage.
- Where appropriate, incorporate modern materials and construction techniques that enhance energy efficiency and durability. Ensure these materials blend aesthetically with the traditional materials.

- Incorporate traditional architectural details that complement the existing built environment. This includes features such as cornices, fascia, clerestory windows and transoms, stallrisers, pilasters and recessed doorways. For more information, refer to the ESBC Shopfronts SPD (2019).
- Building with minimal detailing, mean proportions and openings will not be allowed under any circumstances even if that is the predominant style within the existing street or site vicinity. Poor design or existing precedents when design failed to capture the essence of Uttoxeter's historic town centre must not be used as justification for future design.

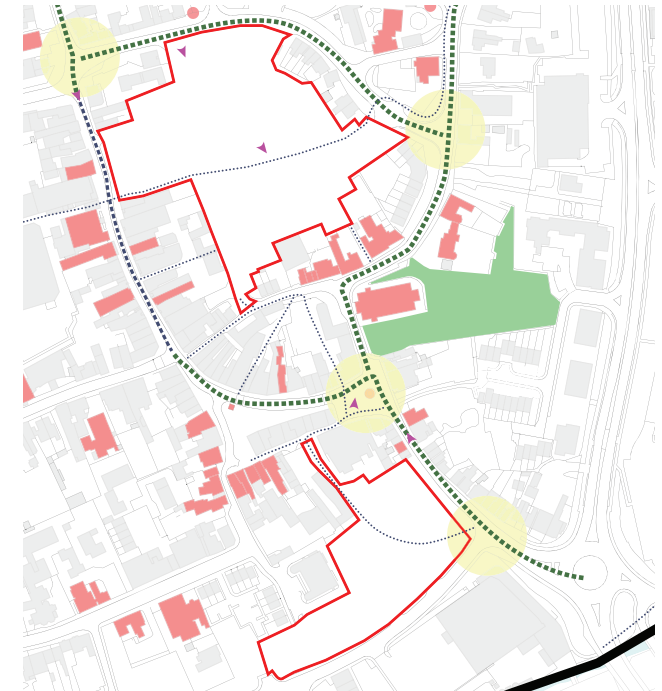
E2 – Gateways

- Ensure new development at key gateways or arrival points are of the highest design quality and announce an arrival, considering materials, appropriate building heights, scale, proposition, and servicing vehicles and access points.
- Views, view corridors and vistas should be celebrated, such as St Mary's Church spire.

E Identity



- F.30**
- | | | | |
|-----------------|----------------|--------------|---------------|
| Heritage assets | Key routes | Desire lines | Site boundary |
| Gateways | Pedestrianised | Key views | CA1 boundary |



Primary Design Principles:

3. Addressing key routes and gateways.
7. Embracing heritage and encouraging characterful development.

Additional Design Principles:

2. Creating active places with green streets and open space.
4. Respecting the edges and ensuring active frontages.

Please refer to E – Identity in the area-wide design codes in the Uttoxeter Design Codes and Guidance document for additional codes.

F Uses

6.3.7 Land uses

The Maltings and Trinity Square vicinity is largely residential and retail in use with pockets of religious, educational and healthcare uses, notably Balance Street Medical Centre. There is a strategic allocation for housing, which adjoins with part of the site boundary at Trinity Square. Trinity Square sits outside of the Uttoxeter Conservation Area but within the town centre boundary. However, both sites are within Character Area 01 in the Uttoxeter Design Code and are party to all guidance within the area-wide design codes.

The town centre should be a vibrant, active and enticing place to visit, whether it is a tourist for visitor experiences or local resident for everyday activities.

The following codes apply to development proposals on both sites:

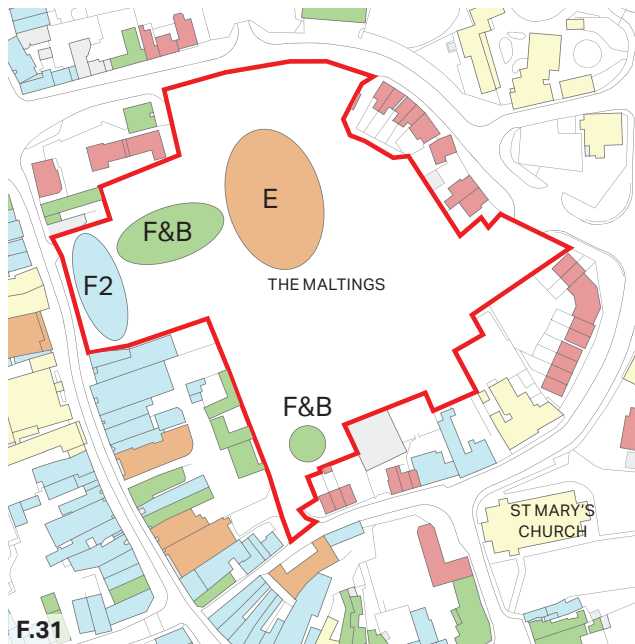
Figure 31: Diagram showing the range of uses and indicative illustration of potential uses

F1 – Land Use

- Uses such as shops, food and beverage, and community facilities are appropriate for Trinity Square.
- At The Maltings, residential and retail uses are most appropriate, with some provision of food and beverage, office, or community facilities. All uses must be complementary to existing amenities and services.
- Create a new gateway building at the intersection of Bridge Street and Trinity Road with F1 or F2 uses. Building heights at this location can be 4 storeys.
- The land use and ground floor development parameters within the Trinity Square masterplan area should allow the potential for local shops and community facilities to form part of the offer, particularly as the area is a key focal point on route to the railway station.
- Ensure employment uses are blended into mixed use development; located on the ground or first floor and 'outward' facing with a good relationship to surrounding uses;
- New public squares at Trinity Square or The Maltings, will provide events or market stalls. Surrounding buildings should be no higher than 2.5-3 storeys and be proportional to open space.
- Community facilities must be multi-functional, supporting various activities and events.
- Reduce the need for proprietary security measures such as fencing or other means that would create a 'negative edge'.
- Older persons accommodation will be located close to amenities including public transport, shops, and community provisions.
- Retail must have flexibility, smaller plot sizes - in-keeping with burgage plots - may enable independent businesses on High Street
- Ensure community facilities are designed to be inclusive, catering to all age groups and abilities.
- Demonstrate long-term maintenance can be implemented.
- Consider any conflicts between residential and other land uses where mixed-use development is proposed. Sensitive design and mitigation are required.

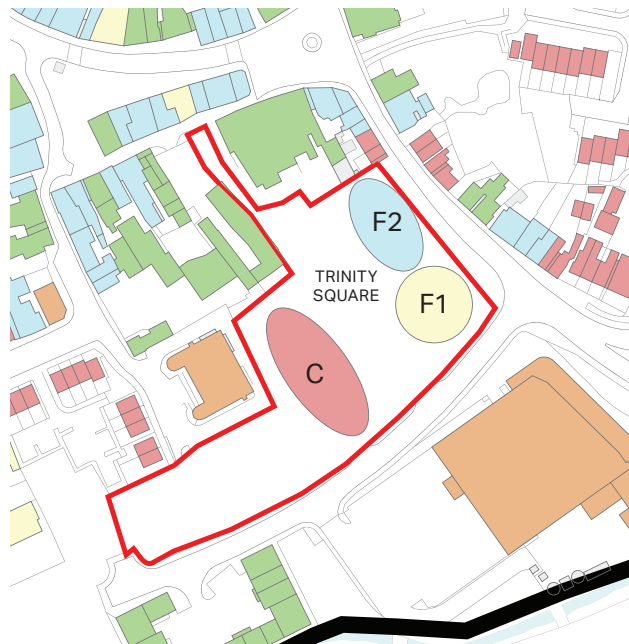


Uses



F.31

 C class	 F1 class	 Sui generis
 E class	 F2 class	



Site boundary

CA1 boundary



Primary Design Principles:

6. Promoting diverse and inclusive places.

Additional Design Principles:

1. Improving access and legibility.
2. Creating active places with green streets and open space.
3. Addressing key routes and gateways.
4. Respecting the edges and ensuring active frontages.

Please refer to F – Uses in the area-wide design codes in the Uttoxeter Design Codes and Guidance document for additional codes.

7. Summary and next steps

The Uttoxeter Neighbourhood Masterplan (NMP) document provides an analysis and site brief codes for the potential layouts of The Maltings and Trinity Square. This document should be read in conjunction with the Uttoxeter Design Code and Guidance document, which outlines the Character for both sites as well as stipulates mandatory area-wide codes that must be considered when developing on these sites.

This document is based on high-level analysis of the town’s site context, issues and opportunities and was developed in conjunction with the Neighbourhood Steering Group and town councillors.

The NMP communicates what makes these places special and what the community needs to help them flourish.

The document seeks to increase public confidence and establish trust in the system that decisions are based on local needs and desires and will provide places local people feel proud.

The codes and guidance seek to ensure common design issues are identified to improve the quality of submissions and reduce complex negotiations. A workshop with stakeholders determined the vision statements and design principles, which led to the development of a suite of codes for the two sites. This multi-layered approach will guide future development on the sites focused on movement, nature, built form, identity, and uses.

The Town Council will use this document to embed the design policies within the Neighbourhood Plan.

Developers should also observe this document to understand the strategic objectives and codes to ensure design quality is achieved.

Users	How this document helps
Applicants, developers, & landowners	Demonstrates Local Planning Authority's design expectations.
	Identifies what local people value and ensure proposals reflect needs and character.
	Increases planning and viability certainty, enabling new opportunities.
Local Planning Authority	Assists in assessing planning applications. The codes should be discussed during any pre-application stage.
	Enables high quality development in the appropriate locations to support Local Plan delivery.
Town Council	Set local guidelines and a comprehensive, integrated process aligned with policy areas.
	Assists with assessing planning application and in pre-application.
Statutory consultees	Assists with commenting on planning applications.

Table 01: Potential users

About AECOM

AECOM is the world's trusted infrastructure consulting firm, delivering professional services throughout the project lifecycle — from planning, design and engineering to program and construction management. On projects spanning transportation, buildings, water, new energy and the environment, our public- and private-sector clients trust us to solve their most complex challenges. Our teams are driven by a common purpose to deliver a better world through our unrivalled technical expertise and innovation, a culture of equity, diversity and inclusion, and a commitment to environmental, social and governance priorities. AECOM is a *Fortune 500* firm and its Professional Services business had revenue of \$13.2 billion in fiscal year 2020. See how we are delivering sustainable legacies for generations to come at aecom.com and [@AECOM](https://twitter.com/AECOM).

