

**Cabinet: October 8<sup>th</sup> 2012**

**ITEM: 6 (b)**

**Appendix A: Draft West  
Chirton South Development  
Framework**

# North Tyneside Council

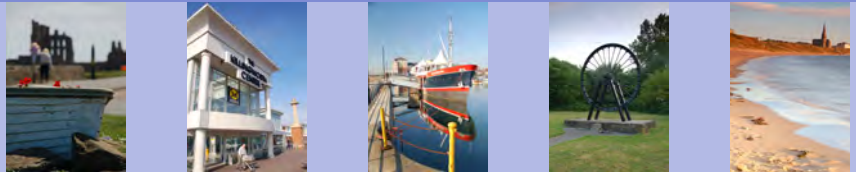
## West Chirton South Masterplan



North Tyneside Council

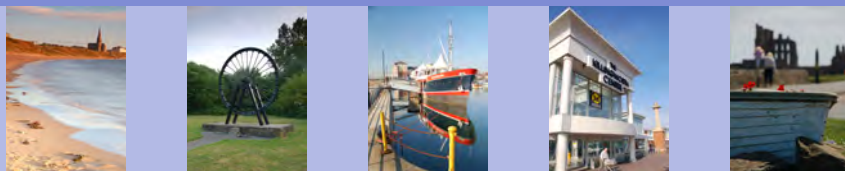
October 2012





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# Introduction and Background



## Introduction and Background

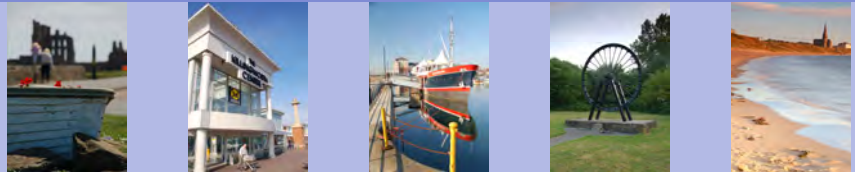
### Introduction

- 1 This draft masterplan looks at the future of the West Chirton South industrial estate and adjoining retail park. In formulating the masterplan the Council have carefully considered the complex nature of the area, vacant land and buildings and the relationship between industrial uses and housing.
- 2 The masterplan recommends a mixed use scheme for West Chirton South comprising retail, commercial, housing and sports and leisure uses. The masterplan reflects the aspirations of local people and has been developed in partnership with a range of key stakeholders. The coordinated approach that has been adopted will ensure the development of the site is undertaken in an integrated manner that will maximise the regeneration impact.
- 3 The masterplan does not set out detailed layouts for development and the recommendations are not a set of final plans. Instead this document should be used as a flexible tool that permits incremental development and accommodates potential changes in conditions. The intention is to encourage economically feasible development.
- 4 The masterplan is intended for use by those involved in the development process for West Chirton South. It will also assist the Council in the use of any statutory powers and enable a comprehensive approach to the redevelopment of the area.



### Public Consultation

- 5 A public consultation process took place over 12 weeks, from 7<sup>th</sup> October 2011 until 3<sup>rd</sup> January 2012. During the consultation tenants and landowners on the site, residents within the area, Council service areas and statutory consultees were consulted. Drop in events were held at Norham Community High School on Tuesday 22<sup>nd</sup> November and at the Coast Road Library on Thursday 24<sup>th</sup> November 2011. Consultation was also undertaken with students at Norham Community High School. Over 1600 consultation questionnaires were circulated and over 200 returned with comments. This revealed the desire to regenerate the area and improve it by rebuilding some of the industrial units, introducing new housing and improving shopping provision for the site.



## Background

- 6** West Chirton South industrial estate excluding the retail park is designated within the Councils Unitary Development Plan for employment uses. The site is characterised by large areas of vacant land and many of the buildings are old and not suitable for the needs of the modern occupiers. It is generally accepted, taking into account the long history of vacancies on site and the availability of employment land elsewhere in the borough that new schemes for solely industrial development are unlikely to come forward.
- 7** The new statutory policy framework, the Core Strategy is currently being prepared and will provide the basis upon which planning decisions are made for the borough. The majority of the site, excluding Tesco and the retail park has been identified within the Councils Draft Core Strategy Preferred Options document as being suitable for a mix of uses including housing. This has been supported by community consultation.
- 8** West Chirton South industrial estate and the surrounding commercial area are in need of a comprehensive redevelopment scheme. However, redevelopment of the whole site is made more challenging by the fact that it is in multiple ownership, with in excess of 20 freeholders and leasehold tenants. Should planning applications come forward for the site in the short term, where there is no clear strategic framework in place, there is a strong possibility that piecemeal developments would prevent the optimum regeneration and rejuvenation of the whole of West Chirton South. Therefore a masterplan is needed to establish the parameters for a strategic regeneration of the area.

# The Site



## The Site

- 9 The site is approximately 30 hectares in size. Nearly half of the site is available for development (cleared) and is in a poor state. Existing premises are in variable condition and include:

Extensive industrial estate developed in the 1940s with a range of brick built buildings of varying quality and a number of open undeveloped or cleared areas.



Retail park adjacent to the Coast Road. There are six units of which only one is occupied.



A large Tesco Extra store that employs 300 people.





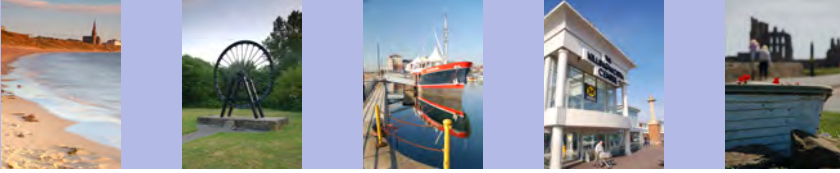
Bugatti Industrial Park in the middle of the site with frontage to Norham Road.



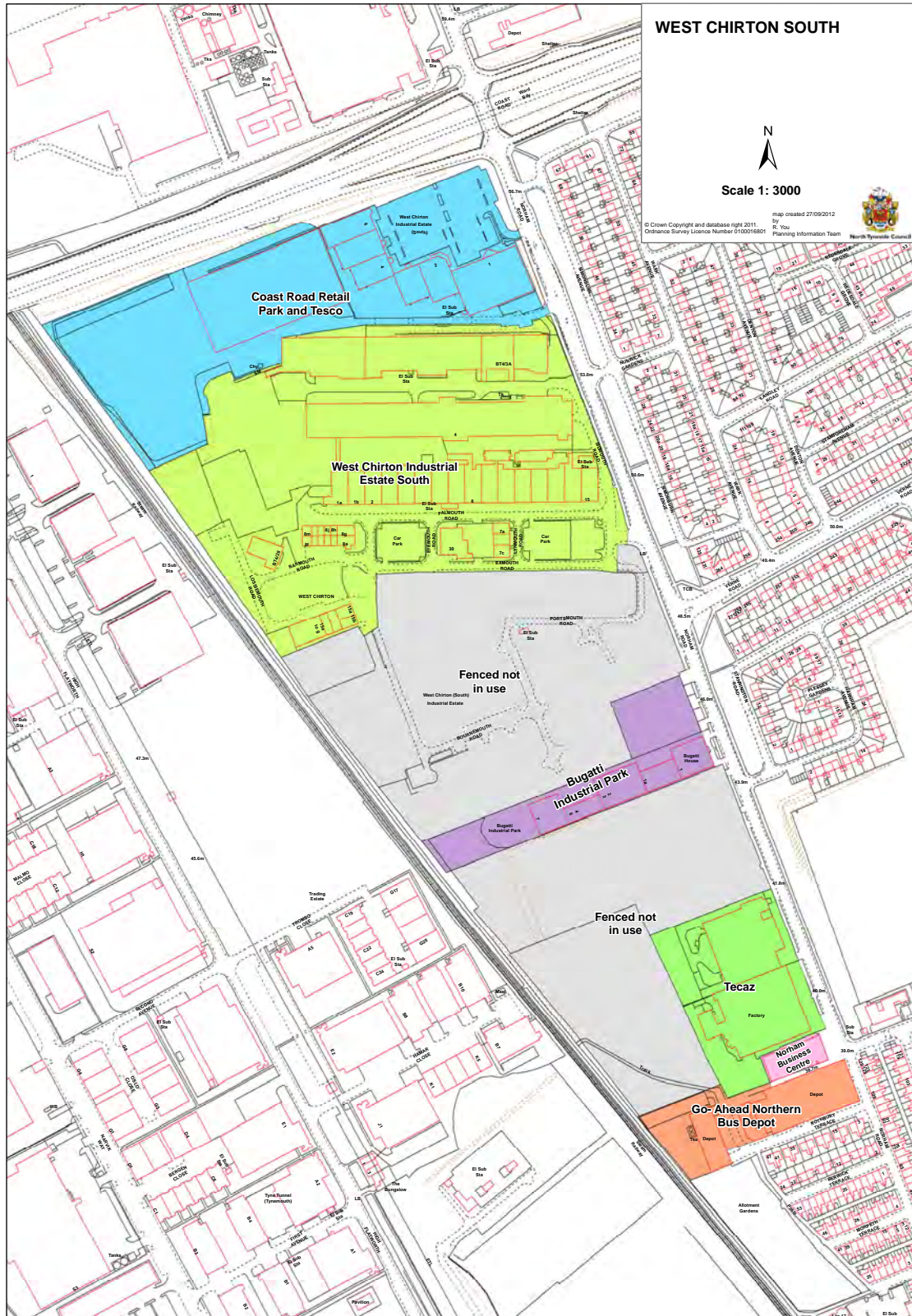
Various commercial premises to the south of Norham Road including the Go-Ahead Bus Depot, Tecaz and Norham Business Centre.



# The Site



10 The layout of the existing uses on the site are illustrated on the plan below:







## Site Context

**II** West Chirton South is located to the south east of North Tyneside and is predominantly employment with retail users to the north. Within the wider area there is a mixture of uses that have been defined by transport links and historic changes.

### East of the site:

All access to the site is gained from the east. Here lies the main residential community of West Chirton along with Norham Community Technology College. Housing is relatively stable and popular.



### West of the site:

To the west is the Tyne Tunnel industrial estate, which is separated from West Chirton by a wagonway and North Tyneside Steam Railway that is part of the Stephenson Railway Museum. The wagonway is well used and provides a connection that links the communities either side of the Coast Road.



### South of the site:

To the south are allotments and housing. Some new development has recently been constructed at the southern edge of the wagonway. Transport links are very good to the south with the Tyne Tunnel being easily accessible.

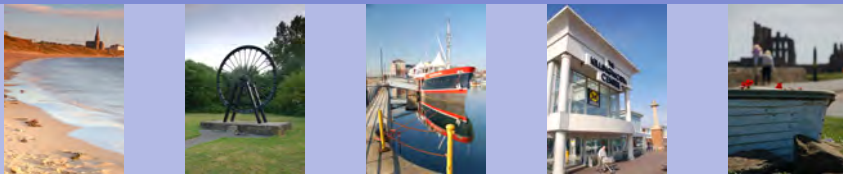


### North of the site:

The north borders the Coast Road giving business good visibility and access to North Tyneside, Newcastle and the wider area.



# Vision for West Chirton South



## Vision for West Chirton South

- 12** The masterplan establishes the principles for redeveloping the area with the aim to create conditions for businesses to flourish and provide social and economic benefits to the local community. To achieve this it proposes a mixed use scheme for West Chirton South comprising retail, commercial, housing and sports and leisure uses. This mix of uses along with better access and linkages will ensure that the site becomes a fully integrated and positive addition to the urban area, with the support of the local community.
- 13** Specific aims of the regeneration are to:
- Provide a good quality environment for existing business.
  - Attract new business and job opportunities.
  - High quality new housing that reflects the needs of the local community.
  - Improved road infrastructure.
  - New and improved community facilities.
  - Reconnect the site with the wider area and improve visual amenity from Norham Road.

### Local Landmark - Tesco Chimney





## Site Issues and Opportunities

- 14** The following issues and opportunities need to be carefully considered within the future regeneration of West Chirton South. Any planning application should demonstrate how it has addressed the issues and maximised the opportunities for the site.

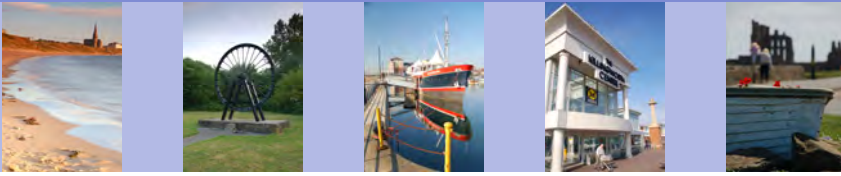
### Issues

- The buildings on the site provide a poor first impression.
- Additional retail floorspace will need careful consideration so it does not adversely affect the local or town centres.
- The vacant land that is fenced off is a very poor standard and is subject to vandalism and anti social behaviour.
- Traffic congestion is a concern along Norham Road.
- The relationship between new housing and employment uses need careful consideration to ensure there are no adverse effects on either.
- Tesco is poorly located being set back from Norham Road making it difficult to walk to.
- Properties on Rothbury Terrace face onto the Bus Garage and residents have experience problems from noise.
- Consideration needs to be given to the prior extraction of minerals in line with NPPF.

### Opportunities

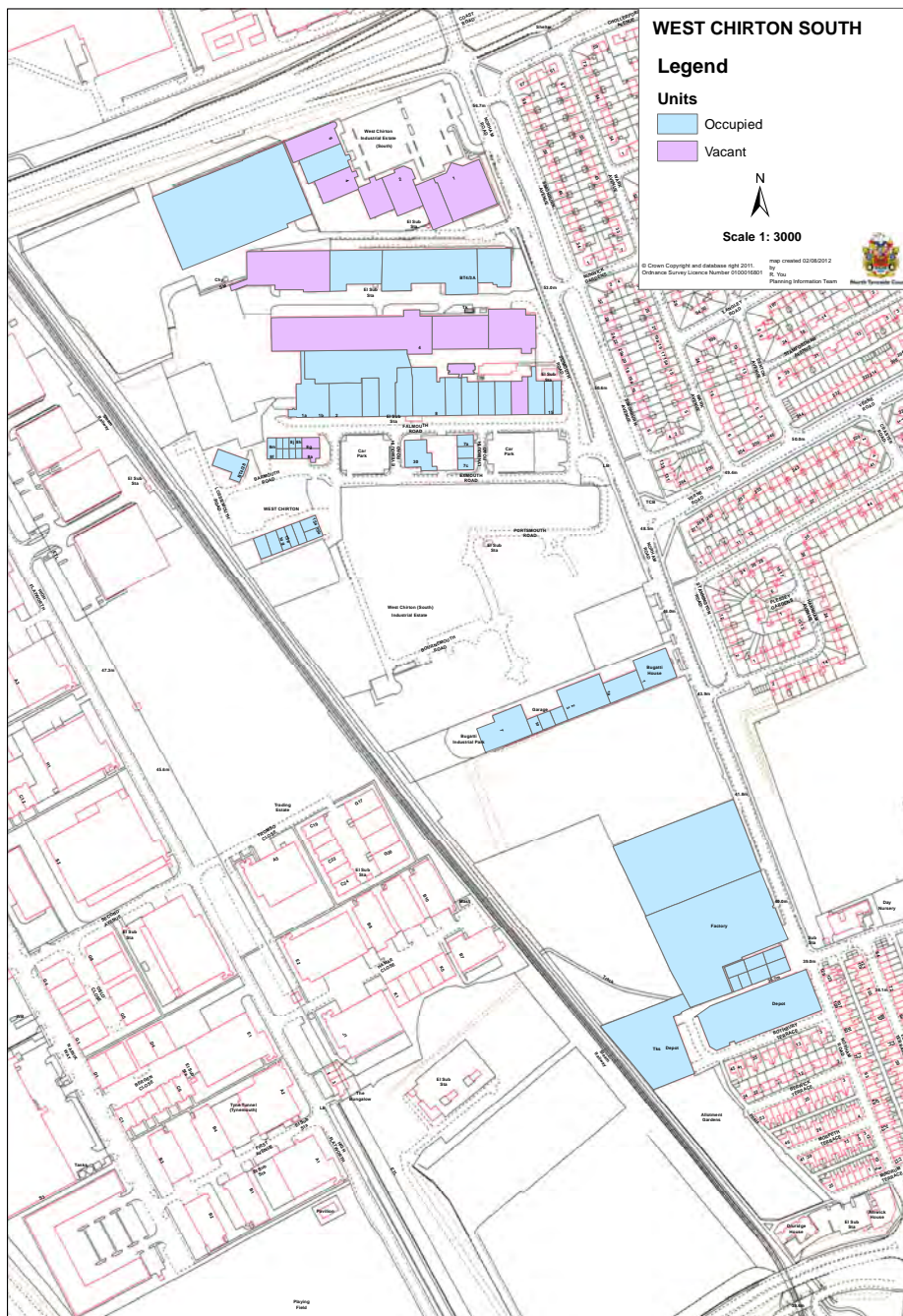
- The area presents an opportunity for significant regeneration and re-establishing it as an integral part of the urban area.
- Potential to improve both pedestrian and cycle connections to the wagonway at the west of the site.
- The second Tyne Tunnel makes the location a potentially favourable place for business aided by the success of Silverlink and Cobalt developments.
- The site offers a good location with low cost rent for business.
- Economically there will be short term construction jobs and longer term employment opportunities.
- By reconfiguring the site it can provide much needed private and affordable housing.
- The north part of the site was a former munitions factory during WW2 and still has a chimney that is a well-known landmark for the many Coast Road users.

# Occupancy



## Occupancy

- 15 Employment uses and business are more successful than the environments physical appearance suggests. Many businesses are happy being located within West Chirton South and have successfully adapted and developed their premises and many are capable of growth despite the evident disadvantages in the locations image. The plan below shows the main areas of vacancy are the central 1940's block and the retail park.



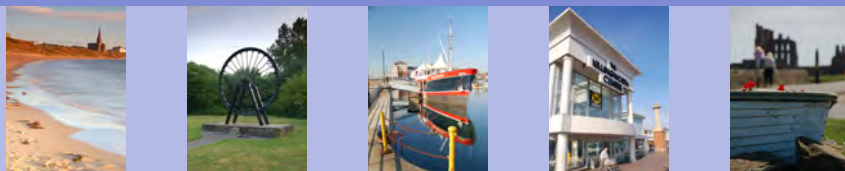


## Land Ownership

16 The property rights are fragmented which are illustrated on the plan below:



# Land Ownership



## Key Land Owners

- 17 The major owners with interests key to the area are:
- 18 **Tesco:** Tesco Stores Limited and St James Securities are working in partnership to bring forward regeneration proposals. They have already invested in redevelopment plans for the area and are supportive of the overall regeneration. Tesco have been in discussions with all major landowners for the past 2 years and are continuing dialogue.
- 19 **Northern Trust:** The Trust are supportive of mixed use redevelopment of the area and have considered their site within this. A planning application was submitted in 2008 for a mixed use scheme. The application raises issues about the relationship of new homes and the surrounding commercial properties and it is therefore desirable to have a comprehensive masterplan in place before the application is determined.
- 20 **Modrec Ltd:** Supportive of the overall regeneration of the area and the development of a masterplan. Previous marketing of employment land for commercial / industrial use has been unsuccessful and now consider it to be appropriate for housing purposes to link to the existing housing to the south.
- 21 **Go Ahead Group:** The bus depot is adjacent to residential properties and gives rise to disturbance in the evenings and early mornings and at present compromises regeneration plans. The relocation is desirable to enhance the residential environment and there is a willingness by the bus company to do this.
- 22 **Tecaz:** Tecaz are willing to relocate to a no-worse position on a suitable sized site with road frontage to Norham Road as part of the overall redevelopment.

## Compulsory Purchase Order

- 23 Previously negotiations to secure collaborative working between the parties have been unsuccessful. The fragmented ownership and respective interests of the individual landowners has contributed significantly to the failure to deliver this site for redevelopment. A positive future for West Chirton South can not be formulated without those with interests in property within the site working together. If this continues to be unsuccessful then the Council will need to consider their statutory powers to facilitate the regeneration through a Compulsory Purchase Order.
- 24 The compulsory purchase would:
- Enable comprehensive development and regeneration to proceed.
  - Ensure that works for infrastructure, environmental improvements and the formation of the development site can take place at an early date.
  - Enable the timely management and delivery of the project.
- 25 This option would be a last resort but if taken the Council would work together with those parties affected by the order to ensure that any disruption or disturbance is kept to a minimum.

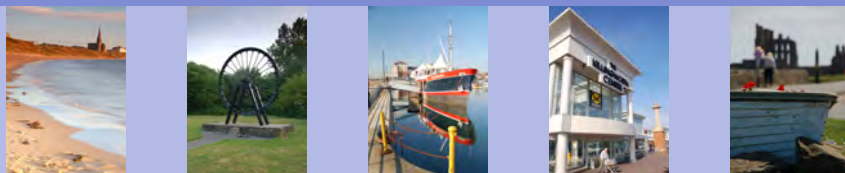


## Masterplan Zoning

26 The plan below illustrates the principles that underpin the masterplan:



# Masterplan Zoning



## Overview

- 27** As previously mention the masterplan does not set out a blueprint for development but shows how the area can work for the better in the future and what needs to be coordinated and controlled to achieve this.
- 28** In order to secure new and complimentary uses within the site the masterplan has established 3 zones of use. The exact boundary for each use is flexible and will be subject to detailed and ongoing discussions with the stakeholders. It is intended that these zones will blend into the surrounding urban environment, be sustainable, achievable and transform the vacant and poor quality land into an important asset for North Tyneside.
- 29** Each of these zones should be attractive and accessible to all. Links should be made east to west to ensure that existing and new residents are able to walk and cycle through the site and link into the strategic route along the North Tyneside Steam Railway. Strategic landscaping should also frame the site and help to integrate the separate built forms and encourage desire lines and recreational routes to be formed to the benefit of the wider community.

## Highway Improvements

- 30** Any redevelopment will need to include highway improvements. Exact details will be dealt with when site layouts are formed, however accessibility issues will be considered early on to allow redevelopment proposals to be properly formulated and for developers to conform with certain requirements. It is important that the site is operated in a sustainable manner and therefore a robust travel plan should be implemented for the uses on the site.
- 31** Potential highways improvements alongside the redevelopment include:
- Improvements to the Coast Road bridge to deal with enhanced traffic flows.
  - New access arrangements along Norham Road such as a roundabout at the junction of Verne Road.
  - Provision of suitably located pedestrian crossing facilities on Norham Road.

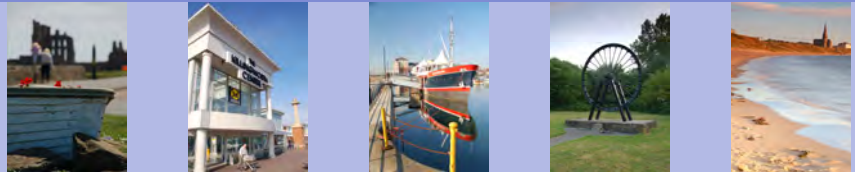
## Zone 1: Economic Development Area

- 32** The north of the site is identified for employment use. This has the potential to deliver opportunities for industry in combination with manufacturing and services as well as retail and commercial premises. Redevelopment will need to carefully consider the configuration of land to maximise the visibility and proximity to the Coast Road and improve access and parking. Key parts of this zone will include:

## Commercial and Retail Hub

- 33** The Coast Road retail park is now effectively redundant, however there is retail provision on other parts of the site and there is potential to upgrade this to provide a hub of activity within high quality surroundings that can drive the overall regeneration forward.





- 34** The configuration of the site lends itself to larger scale, commercial / retail next to the Coast Road where it can maximise visibility and accessibility. This area would also offer the opportunity for Tesco to reconfigure their site to improve access and parking. Proposals involving retail will be required to undertake a retail impact and sequential assessment. Proposals that involve a net increase in retail floor space will be considered but only where the Council are satisfied that it will not detrimentally impact on local town and district centres.

## Industrial Park

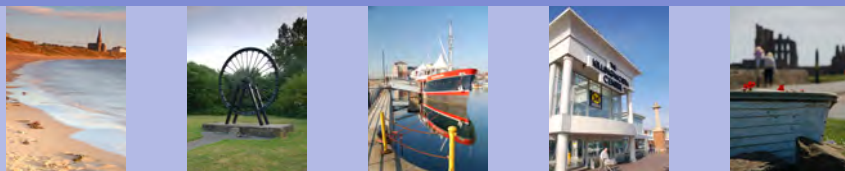
- 35** The industrial estate currently has a poor physical appearance, however it is home to many successful small businesses that will be encouraged to prosper within the area. Some industrial units need to be modernised or redeveloped to improve the image of the area and allow existing business to have a sustainable future while also providing an attractive location for new business.

## Zone 2: Sport and Leisure

- 36** The middle of the site is identified for open space and new pedestrian routes to link in with the existing wagonway to the west. Opportunities to create a hub for the sporting facilities should be pursued that could include sport pitches, changing facilities and a pavilion. The open space will act as a buffer between the employment and residential area, avoiding any potential conflicts between the uses.

## Zone 3: Residential Quarter

- 37** It is proposed to develop an area of high quality housing to the south of the site. The residential element should link with housing further south and create frontages onto Norham Road. There is potential for up to 420 units contributing to the required 5 year supply of land for housing and reducing the need to build on greenfield sites. This would also help to deliver a range of housing including affordable housing that reflects the needs and aspirations of the local community.



## Implementation

**38** The implementation of the masterplan will require further work with stakeholders to ensure its successful delivery. Further strategies that will need to be put in place include:

- Details of funding and finance
- Possible land disposal mechanisms
- Indicative timetable and phasing requirements
- How and where powers of compulsory purchase may be used
- Potential partners and delivery models
- Options for infrastructure provision and delivery

**39** The phasing of the regeneration is a vital component given the size of the area, phasing has to take account of funding and land ownership constraints. Any redevelopment scheme will also have to take account of the cross funding necessary to ensure major infrastructure improvements are deliverable to the benefit of the whole site. Critical mass of development will be crucial to secure infrastructure improvements and to relocate / compensate for the removal of some existing uses on site.

**40** The Council will look to identify the projects that can be delivered at the earliest opportunity to help create investor and community confidence, change perceptions of the area and set a benchmark for design quality. However, the large scale implementation of the masterplan will depend on a longer, rolling programme of investment.

### Assessing Development Proposals

**41** The Council will continue to deal with planning applications in the area in the light of relevant planning policy and in the context of this masterplan.