



Report of:	Meeting	Date
Councillor Michael Vincent, Planning and Economic Development Portfolio Holder and Marianne Hesketh, Corporate Director Communities	Cabinet	13 January 2021

South of Blackpool Road Masterplan

1. Purpose of report

- 1.1** To seek approval of the Masterplan for Local Plan allocation SA1/6 South of Blackpool Road.

2. Outcomes

- 2.1** An approved Masterplan that will be a material planning consideration in the consideration of planning applications on the site.

3. Recommendations

- 3.1** That the South of Blackpool Road Masterplan be approved.
- 3.2** That powers be delegated to the Head of Planning Services to make minor editorial amendments and corrections if necessary to the Masterplan prior to publication.

4. Background

- 4.1** The adopted Wyre Local Plan (2011-2031) requires residential and mixed use site allocations proposing more than 50 dwellings to be brought forward in line with a masterplan approved by the council. To inform the masterplan process the council has produced 'Guidance on the Preparation of Masterplans'. This was approved by Cabinet on 5 September 2018 and was updated on 9 May 2019 (approval granted under delegated authority to the Portfolio Holder). It has been used by officers with landowners, developers and other interested parties to inform the development of masterplans to date.

- 4.2** This report seeks approval for the masterplan relating to Local Plan site allocation SA1/6 South of Blackpool Road. The site is a residential allocation having a capacity of 300 dwellings. The allocation also requires land to be made available for a new primary school and town centre car park.

5. Key issues and proposals

- 5.1** The Local Plan allocates land south of Blackpool Road as described above at 4.2.
- 5.2** The allocation policy for SA1/6 lists a series of Key Development Considerations, of which the first is that: “The site is to be brought forward in line with a masterplan to be produced covering the whole of the allocation. The masterplan must be agreed by the Council prior to the granting of planning permission for any part of the site”.
- 5.3** The masterplan process has followed that set out in the masterplan guidance referred to above and has been led by Story Homes, in general co-operation with the other landowner and developer parties.
- 5.4** The masterplan for SA1/6 is a detailed document that provides the physical and policy context, describes a vision and objectives for the masterplan, establishes key design principles, establishes the masterplan framework which identifies the broad location of the different land uses, indicates how the movement network will function, provides key principles relating to the provision of infrastructure, and provides a framework for delivery.
- 5.5** Developing the South of Blackpool Road Masterplan has involved engagement with stakeholders and the wider community. A draft masterplan was subject to public consultation between 16 December 2019 and 24 January 2020, including a “drop-in” session with developers and council officers on 17 January 2020.
- 5.6** The consultation involved notifying those individuals and organisations on the local plan consultation database of the draft masterplan and providing the opportunity to comment using official comment forms. Story Homes produced a summary leaflet that was distributed in the local area. Paper copies of the masterplan, comment form and summary leaflet were made available at Poulton-le-Fylde Library and the Civic Centre. The masterplan and consultation material were made available on the Story Homes web site and via the council’s own planning policy masterplanning web pages. The consultation was publicised via a press release and social media. Respondents were able to return comment forms to the council electronically, by post and through a ballot box located at Poulton-le-Fylde library.

5.7 The council received 119 responses from residents and organisations. The vast majority of the responses expressed a strong objection to the principle and scale of development. The majority of responses expressed a concern with the impact of existing traffic congestion, considering that the existing highway network around Poulton-le-Fylde is not designed to host the scale of development proposed. Many responses also expressed a strong concern at the loss of greenfield land and loss of habitat. However the site is allocated in the adopted local plan and as such the principle has already been accepted.

5.8 A summary of the issues raised will be published on the Wyre Council website alongside the final masterplan.

5.9 Compared to comments relating to the principle of development and its local impact, there were relatively few comments on the content of the masterplan itself. Of these, some strong themes emerged from the consultation centred on:

- Highways and movement
- School provision
- Green infrastructure and ecology
- Design and layout
- Heritage

5.10 It is noted that the purpose of a masterplan is not to provide a detailed scheme for development. As such elements have to be seen as “indicative” or “illustrative”. Nevertheless, the masterplan framework establishes by way of a plan and narrative the location of the key uses, areas of land and habitat to be protected from development, general access and highway arrangements and the broad location of the green infrastructure. Key features of the South of Blackpool Road Masterplan are:

- Residential-led development with land identified to be reserved for a primary school and car park to serve Poulton-le-Fylde town centre.
- A large area of green infrastructure and open land centred primarily along the length of Horse Bridge Dyke.
- Internal access route between Blackpool Road and Poulton Road.

5.11 As noted above, many of the concerns raised through the consultation relate to the principle of development and the impact of development on the local area. However, save for an area identified for educational use, the masterplan area is allocated for development in the Local Plan and hence the principle of development and its scale is already established. The area set aside for a primary school is of similar character to the allocated area and has no special or specific designation that would prevent its development based on known information. Hence there have been no major amendments arising from the consultation affecting the principal uses and their location within the masterplan area. However, the consultation responses and a review of the document has led to a

number of detailed amendments to provide a clearer structure and more substantial explanation of the masterplan strategy involving:

- Site appraisal - additional wording on ecology regarding the need for detailed assessments at the planning application stage to identify any impact on Great Crested Newt populations.
- Site appraisal - substantially stronger description of the connection between the site and heritage importance referencing the proximity to the conservation area and the need to take into account potential archaeological remains.
- The need to access green infrastructure from across the site added to the list of considerations.
- Additional objective to ensure that climate change is a development consideration.
- Additional objective to support the need for the co-ordinated delivery of infrastructure across the site.
- Additional wording in the masterplan framework to make clear how the land designated for a new primary school will be integrated into the wider residential scheme including reference to separate entrance and exit points and a drop off area and also clarification that there should be appropriate fencing to separate any new school and attenuation ponds.
- Revised section on green and blue infrastructure to provide a clearer expression of the strategy, emphasising the green and blue principles, a more detailed expression of the requirement for green infrastructure including the amount of green infrastructure to be provided differentiated from the land to remain open, a stronger emphasis on the link between green and blue infrastructure, including Sustainable Drainage Systems and the link between green infrastructure and the movement network, and reference to the need to design for inclusive play.
- A new section detailing a blue infrastructure and drainage strategy including the incorporation of new drainage principles.
- A significantly more detailed description of the access and movement strategy establishing the importance of connectivity within the site and potential to divert the Public Right of Way to access the school land and green infrastructure.
- Additional reference to ensure the spine road is designed to provide a self-enforcing 20mph speed limit and allow a bus service to operate along its length.
- More detailed description of the street hierarchy including reference of the need for the spine road to be designed to discourage its use as a short cut.
- The inclusion of a section on infrastructure and delivery that establishes key infrastructure principles.

- 5.12** It is noted that the Local Plan has been subject to a sustainability appraisal and equality impact assessment. Whilst the development of the allocated site subject to the Masterplan will not in itself have significant implications on matters of sustainability, climate change and equalities, these have been considered as part of the local plan process.

Financial and legal implications	
Finance	There are no financial implications arising directly from this report.
Legal	If approved, the Masterplan will be a material planning consideration in the consideration of planning applications on the site.

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

risks/implications	✓ / x
community safety	x
equality and diversity	✓
sustainability	✓
health and safety	x

risks/implications	✓ / x
asset management	x
climate change	x
ICT	x
data protection	x

Processing Personal Data

In addition to considering data protection along with the other risks/ implications, the report author will need to decide if a 'privacy impact assessment (PIA)' is also required. If the decision(s) recommended in this report will result in the collection and processing of personal data for the first time (i.e. purchase of a new system, a new working arrangement with a third party) a PIA will need to have been completed and signed off by Data Protection Officer before the decision is taken in compliance with the Data Protection Act 2018.

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List of background papers:		
name of document	date	where available for inspection
None		

List of appendices

Appendix 1 - South of Blackpool Road Masterplan

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