

**BARTON
WILLMORE**

SOUTH OF BLACKPOOL ROAD
POULTON-LE-FYLDE

Masterplan
January 2021

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1 INTRODUCTION

This Development Framework has been prepared to demonstrate the development potential of land off Blackpool Road, Poulton-le-Fylde (the Site). The Masterplan has been produced in conjunction with landowners, developer interests, Wyre Council and other key stakeholders.

The Masterplan Site is located within Poulton-le-Fylde, south of Blackpool Road and west of the B5267 (Poulton Road/ Tithebarn Street), and to the immediate north of Poulton-le-Fylde Town Centre.

The majority of the Site is identified within the Wyre Local Plan as allocation SA1/6 Land (South of Blackpool Road Poulton-le-Fylde. Policy SA1/6 allocates the Site for 300 dwellings, a new primary school and a car park to serve Poulton-le-Fylde Town Centre.

For the purposes of the Masterplan additional land extending to c.2.11ha, which has been identified to accommodate a new primary school. This enables the Site to deliver the required 300 new homes set within the Local Plan.

This Development Framework has been prepared to address the requirement of the Local Plan for the Site to be developed in accordance with a masterplan-led approach. As such, this document will be a material consideration when the Council is considering planning applications for the Site.

1.1. DOCUMENT PURPOSE

This document presents a detailed assessment of the policy for the site and its physical context. In doing so, it identifies the key constraints and opportunities that will influence the Site's development.

A Masterplan Vision and Objectives for the Site have been presented, informed by guidance set within Policy SA1/6, the site assessment process, through ongoing discussions with Council Officers and through public consultation on a Draft Masterplan (Appendix 1).

The Masterplan presents an approach to key issues such as access, landscape, and drainage, and establishes design principles that will be used to guide future development.



2 UNDERSTANDING THE SITE

This section sets out the findings and recommendations from site investigation and technical studies which have been undertaken.

2.1. LOCAL CONTEXT

Figure 2 shows the Site's location in relation to its surrounding context, including local amenities and transport infrastructure.

2.1.1. Local Amenities

The Site is located in close proximity to Poulton-le-Fylde Town Centre (c.800m from the centre of the Site) and Carleton (Castle Gardens) Local Centre (c.750m from the centre of the Site).

Given the proximity of these two centres, the Site benefits from excellent accessibility to nearby services and facilities.

In addition, Blackpool Town Centre is located c.5.5km to the south west of the Site. The town serves as the primary service hub on the Fylde Coast and has within it further higher order services.

2.1.2. Public Transport

Existing bus services, currently operating along Blackpool Road (No.14), and Poulton Road (No.12 and 24), provide connectivity to Blackpool town centre, Fleetwood, Cleveleys, Poulton-le-Fylde town centre, and Victoria Hospital. The nearest bus stops to the Site are shown on figure 5.

In addition, the Site is c.1.1km from Poulton-le-Fylde Railway Station, which provides regular services to Blackpool, Preston, Manchester, York, Liverpool and Leeds.

2.1.3. Walking and Cycling

The Site is accessible to the local footpath network, and existing footways along Blackpool Road and Poulton Road are suitable for use by pedestrians.

There is a Public Right of Way (PROW) that dissects the southern section of the Site between Blackpool Road and Berry's Lane connected via a footbridge over Horsebridge Dyke (ref. 2-2-FP 13).

To the east of the Site, there is a local cycle route running along The Avenue, Shirley Heights and Derby Road.

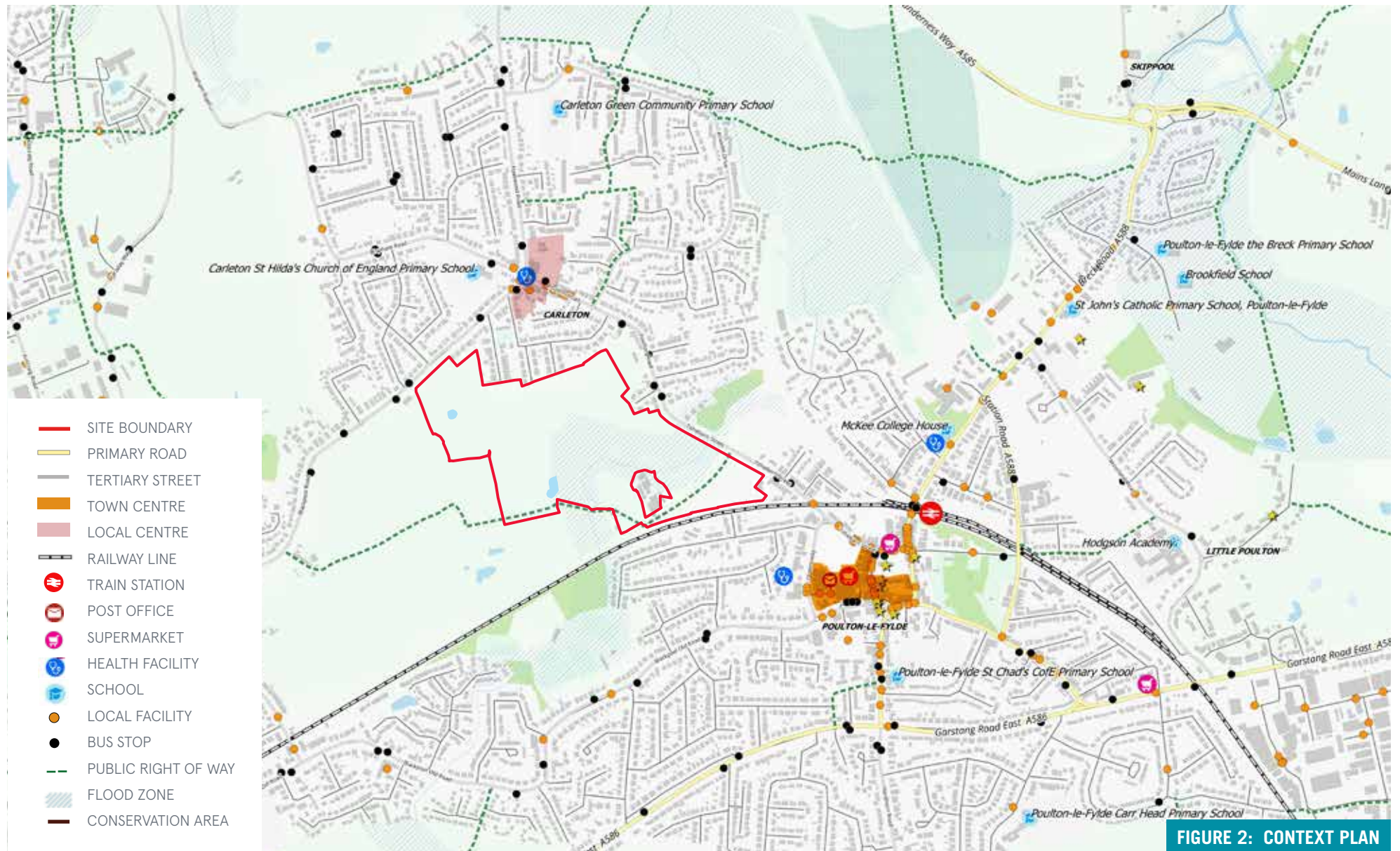


FIGURE 2: CONTEXT PLAN

2.1.4. Local Character

The surrounding area exhibits a varied mix of architectural styles and ages, including residential development dating from the late 19th Century to a significant amount of mid to late 20th century housing, and the occasional pocket of more modern growth.

The surrounding townscape comprises the following notable characteristics:

- Predominantly two-storey housing with some single storey and dormer bungalows. Isolated examples of apartment blocks.
- Common materials for external walls include red brick and white render. Some older properties feature stone.
- Variety in roof heights with traditional roof styles predominating, including low pitched and hipped roofs
- Boundary treatments include a mix of low stone walls, hedgerows or soft landscaping.
- Some more modern houses include open boundaries to the street.
- Traditional architectural detailing on some of the older properties include, stone casement windows and doors, finials and ridge tiles, stone quoins, bay windows and porches.
- Occasional grass verges, with trees are present within residential streets.
- Poulton-le-Fylde Conservation Area is located to the south of the Site.





An assessment of properties fronting the two primary roads bounding the Site identified the following notable characteristics:

B5268 (Blackpool Road)

- Mixture of two storey and single storey detached and semi-detached houses, short runs of terraces, dormer bungalows and “true” bungalows.
- Generous and uniform set-back from the street, featuring either gardens or parking.
- Boundary treatments mainly include hedges or low brick walls.
- Materials and details include red bricks, pitched roofs, chimneys and bay windows.



B5268 (Blackpool Road)

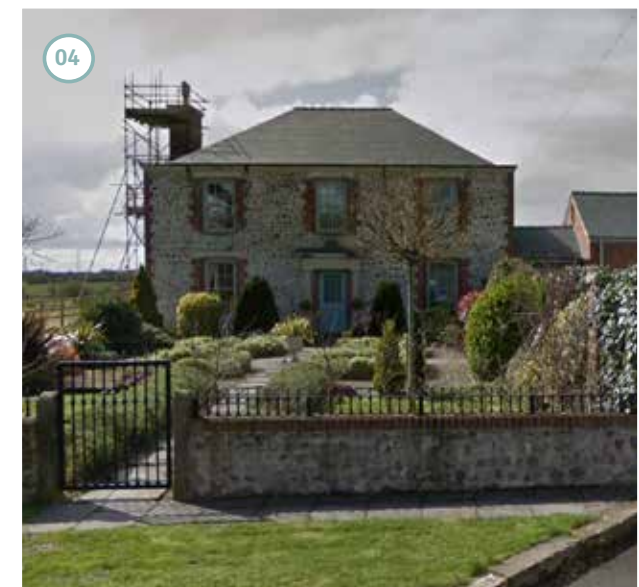


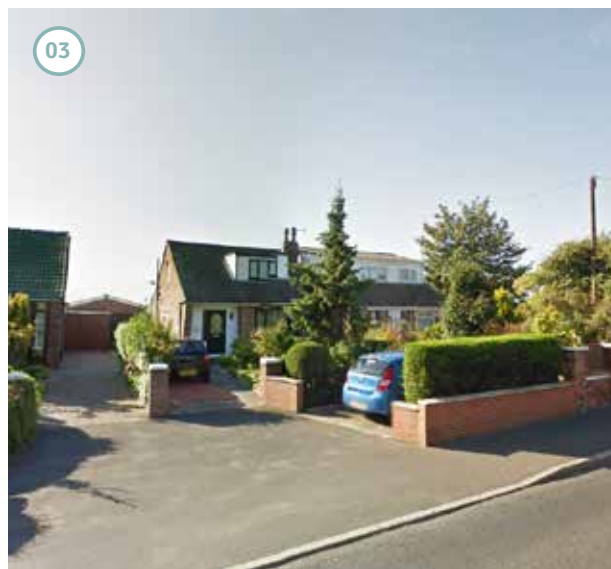
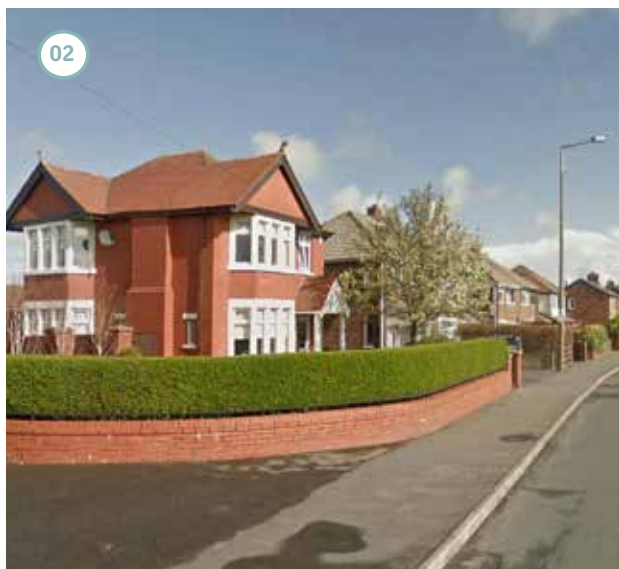
B5267 (Poulton Road/ Tithebarn Street)

- Mixture of 1.5-2 storey dwellings
- Modest front and rear gardens (typically 10m each).
- Uniform frontage, with front gardens typically bound by low brick walls, and containing either side or front on-plot parking.
- Planting in front gardens, mainly consisting of low bushes and shrubs.
- Dwellings are mainly constructed with red brick, and feature pitched roofs with dormer windows and chimneys.



B5267 (Poulton Rd/ Tithebarn St)





At the point of submitting planning application(s) for the Site, design and access statement(s) should provide more detailed understanding of the predominate urban characteristics to guide and justify elevation treatments and development layout. This process will inform and justify the proposed design rationale for the Site, including proposed materials, elevation treatments and the development layout.

Key townscape principles that should inform residential development proposals within the masterplan area, include:

- Building heights to range from 1 storey bungalows to 2/ 2.5 storey houses.
- Materials to include red brick and white render.
- Potential to provide a variety of roof types, including pitched and hipped roofs.
- Boundary treatments could include a mix of low stone/brick walls, hedgerows or soft landscaping.
- Traditional architectural detailing could include stone casement windows and doors, finials and ridge tiles, stone quoins, bay windows and porches.
- Occasional grass verges with trees would be acceptable.
- Green buffer to the Blackpool Road frontage.
- Roof materials could include red and grey tones.

2.2. SITE APPRAISAL

2.2.1. Site location and surroundings

The Site, which extends to c.19.54 Ha of greenfield land is located to the north west of Poulton-le-Fylde. It is located south of the B5628 (Blackpool Road) and west of the B5267 (Poulton Road/Tithebarn Street), to the immediate north of Poulton-le-Fylde town centre.

The northern and eastern boundaries of the Site follows existing road infrastructure and residential development. The southern boundary is defined by the Blackpool North to Preston railway line, adjacent to the built-up area of Poulton-le-Fylde, including the town centre.

To the west of the Site are agricultural fields, which separate the Site from further residential development.

Until recently the majority of Site was in active agricultural use, and it surrounds existing farm buildings accessed via Berry's Lane (1).

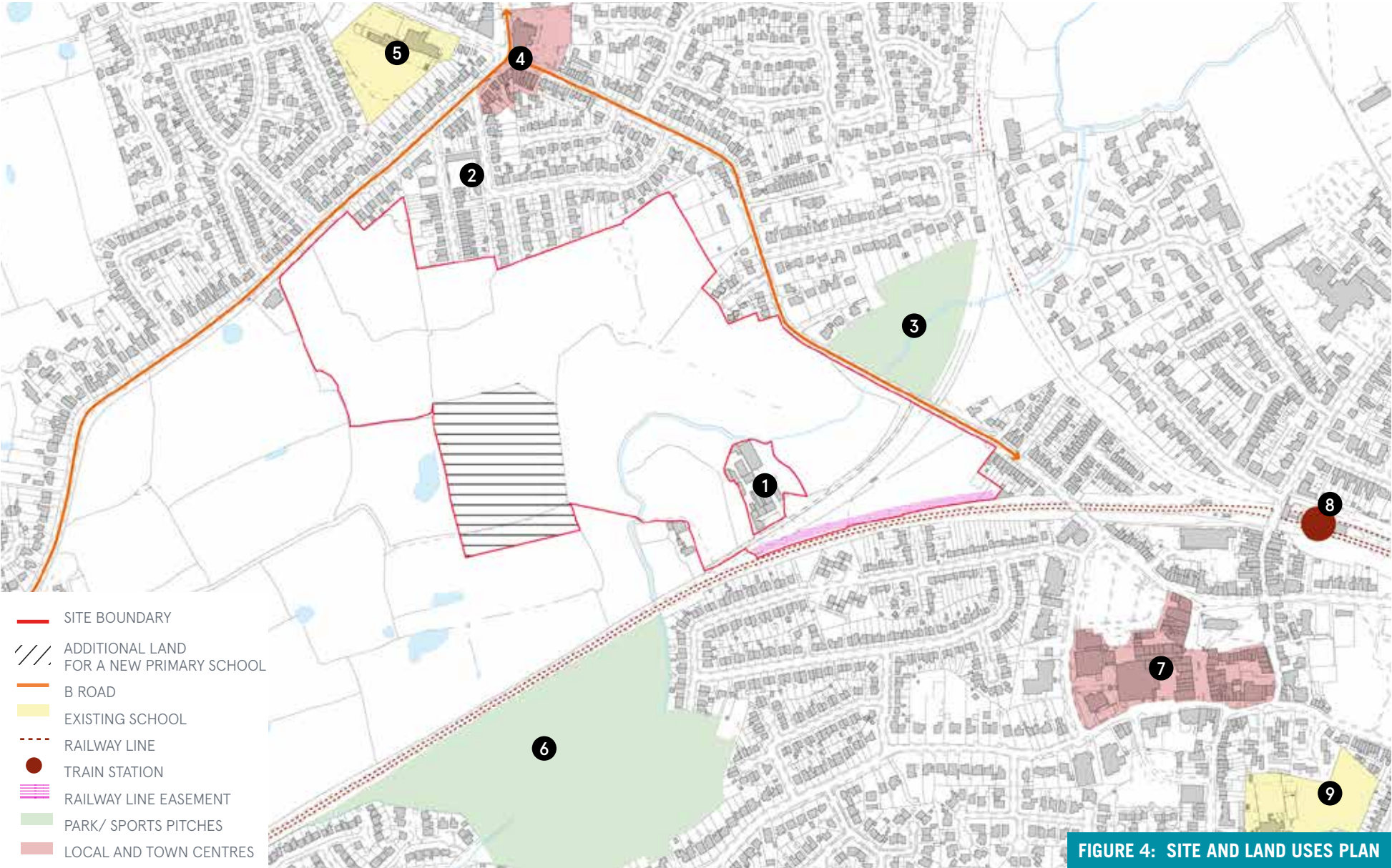
In addition, there are several notable buildings and destinations near to the Site (see figure 4):

- (2) Carleton Crown Green Bowls Club (c.360m from the centre of the Site);
- (3) Tithebarn Park (c.240m);
- (4) Carleton (Castle Gardens) Local Centre (c.450m);
- (5) Carleton St Hilda's CofE Primary School (c.470m);
- (6) Poulton FC sports pitches (c.480m);
- (7) Poulton-le-Fylde Town Centre (c.750m);
- (8) Poulton-le-Fylde Train Station (c.800m); and;
- (9) Poulton-le-Fylde St Chad's CofE Primary School (c.940m).

In addition Carleton Green Primary School lies approximately 650m north of the site (see figure 2).

2.2.2. Site identified for a new Primary School

The Masterplan area includes some 2.11 ha of open land adjacent to the boundary of the allocated site (SA1/6) to accommodate a new primary school up to two form entry in size in accordance with the Council's Infrastructure Delivery Plan. This land lies within the settlement boundary of Poulton-le-Fylde and is not allocated or designated for any other use (commonly referred to as "white land"). It shares the same land characteristics as the allocated site and contains no known constraints to development.



2.2.3. Highways

The site is bound by the B5628 (Blackpool Road) to the north and B5267 (Poulton Road/ Tithebarn Street). Both roads provide the potential to provide vehicle access to the Site.

An existing vehicle access point is available via Berry's Lane, subject to detailed discussion on highway design with the Local Highway Authority.

Initial highways appraisal work has indicated the proposed development can be served via the following vehicle access points:

- 2 x priority junctions from the B5628 (Blackpool Road); and
- 3 x priority junction from the B5267 (Poulton Road/ Tithebarn Street).

2.2.4. Blackpool North to Preston railway line

The Blackpool North to Preston Railway borders the southern boundary and includes a 20m no development easement.

2.2.5. Utilities

There are no other utilities within the Site boundary. All supporting infrastructure such as gas, electricity, broadband and water are within the direct vicinity of the Site and easily accessible.

The proposed development of the Site is likely to require a new sub-station and foul water pump station (incl rising main). The potential location for this infrastructure has been shown on the plan opposite.

2.2.6. Landscape Character and Viability

The Site forms part of the Fylde Landscape Character Area, and comprises of gently undulating, poorly drained farmland, with hedgerows that are in variable condition.

Views of the Site are experienced from residential properties overlooking the Site and views from Highways, the Railway and the Public Right of Way.

The Site's landscape character is strongly influenced by a variety of adjacent residential land uses.

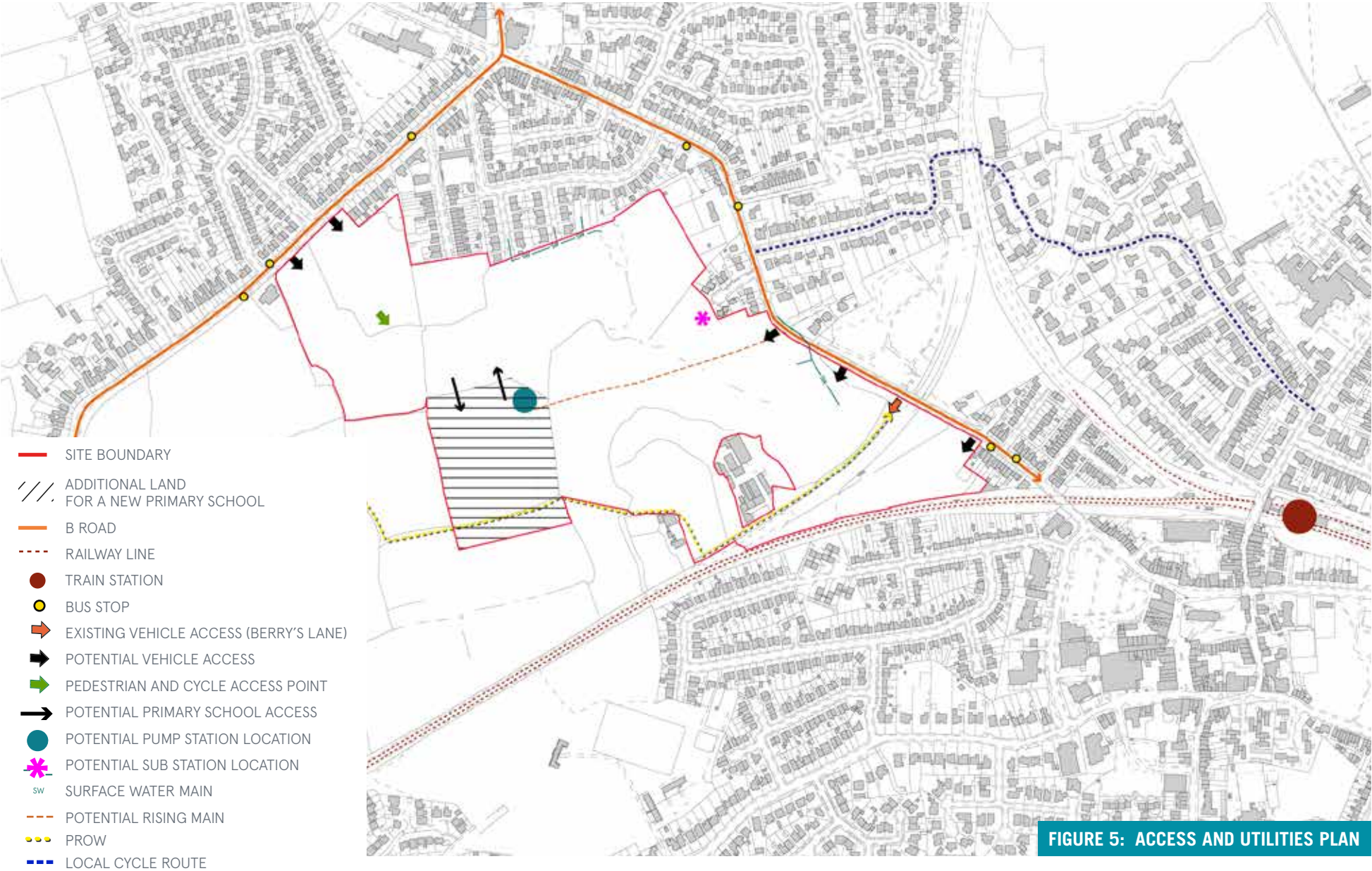


FIGURE 5: ACCESS AND UTILITIES PLAN

2.2.7. Trees and Vegetation

The Site comprises several fields of improved grazed pasture with broken hedgerows and occasional trees.

The northern Site boundary, with Blackpool Road, includes a well-maintained mixed species native hedgerow that is in good condition. Three trees and a small woodland are subject to a Tree Preservation Order (TPO).

The north eastern boundary, with the B5267, includes an outgrown hedgerow. There is also a broken hedgerow running around the rear boundaries of properties that front onto The Crescent.

Overall the Site is very poorly enclosed by fragmented hedgerows. This applies to both boundary hedges and those sub-dividing the fields. Many sections of hedgerows are supplemented with post and wire or timber post and rail fencing.

There are a limited number of substantial, mature trees, growing on field boundaries. Sycamore is the most frequent species, with lesser numbers of Ash, Beech and Willow. The trees are important landscape features both visually and for their wildlife value.

The use of the Site for grazing has generally limited the ground flora. Field edges, hedge bases and ditch lines contain a slightly more diverse range of plants.

The Site also includes a Tree Preservation Order (TPOs) covering two clusters of trees on land south of Berrys Lane.

2.2.8. Ecology

A preliminary ecological assessment has been undertaken in accordance with the relevant wildlife legislation, Natural England guidance, the principles of the National Planning Policy Framework, local planning policy and best practice.

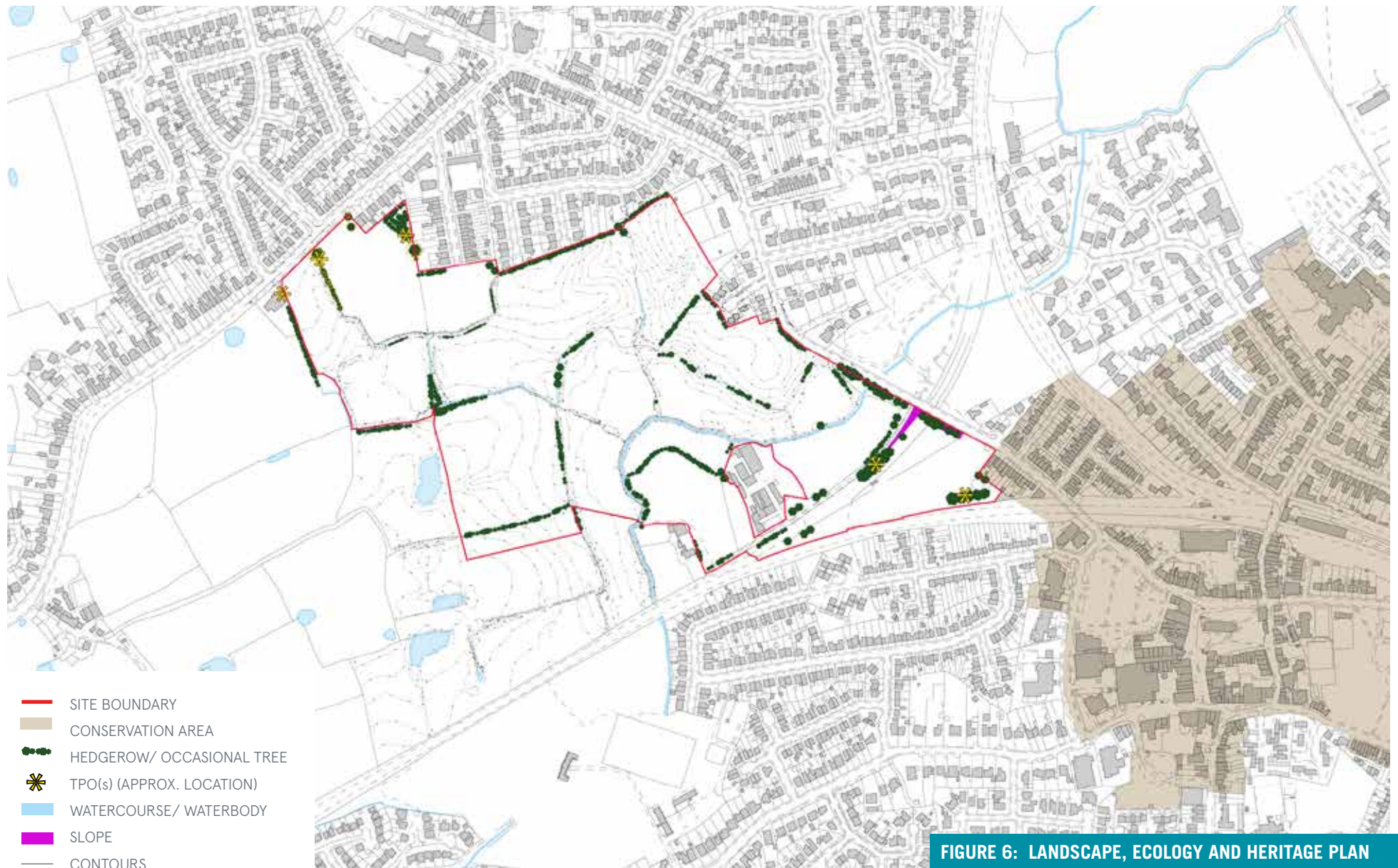
Retention of trees and hedgerows at the site boundaries will be required where possible, particularly at the site boundaries. In instances where there is an unavoidable loss of hedgerows, this will be compensated for by the landscape proposals both within the residential areas and public open space. The protection of trees on the site boundary and landscaping will promote structural diversity in both the canopy and at ground level and will encourage a wider variety of wildlife to use the Site.

There is potential for Great Crested Newts to be present within the ponds across the site. Detailed assessment of these ponds will be required at the planning application stage and appropriate mitigation/protection will be agreed with the relevant authority.

The nearest protected ecological site is the Biological Heritage Site located c.300m to the south west of the Site (Woodhouse Farm Swamp and Ponds). Wyre Estuary Site of Special Scientific Interest (SSSI) is located circa. 2.3km to the north east of the Site and Morecambe Bay European Protected Nature Conservation site is located circa. 3.5km to the north of the Site.

2.2.9. Heritage

At its closest point (south eastern corner) the masterplan area lies directly adjacent to Poulton-le-Fylde Conservation Area (originally designated 1979). More broadly, the masterplan area where it is fronted by Tithebarn Street forms a part of the approach to the Poulton Conservation Area. The Conservation Area includes number of listed buildings although these are located in the town centre and are not proximate to the site. Whilst the masterplan area does not encompass any known heritage sites, the Historic Environment team at Lancashire County Council has commented that finds in the wider Poulton area indicate that there is significant potential for as-yet undiscovered remains of prehistoric to Romano-British date to be present in the general area. Although a matter for consideration at planning application stage, future developments proposals within the masterplan area affecting the historic environment will be expected to have regard to Wyre Local Plan Policy CDMP5 Historic Environment and the Local Plan objective of protecting and enhancing the borough's heritage assets.



2.2.10. Topography

Site levels fall from the northern, southern and eastern boundary towards Horsebridge Dyke, which is the lowest area of the Site at c.5m AOD. The highest point of the Site is located at the boundary with Blackpool Road at c.10.5m AOD. The levels rise to 7.5m AOD at Poulton Road/ Tithebarn Street.

2.2.11. Field Drains and Ponds

Numerous field drains cross the Site, generally forming field boundaries, in association with hedgerows.

One pond is located near the northern boundary of the Site. It comprises a marshy area (which is considered likely to dry annually) and an approximately 50m² area of open water at the pond's northern end. Vegetation is present on the banks of the pond.

Two ephemeral pools are present within the Site. Both pools are water filled shallow depressions which dry out on an annual basis and do not have any defined banks.

2.2.12. Flood Risk and Drainage

The majority of the Site lies within an area predominantly designated by the Environment Agency as Flood Zone 1 and is outlined to have a less than 1 in 1,000 (<0.1%) chance of flooding in any year. However, the lowest areas of the Site, towards Horsebridge Dyke are mapped as Flood Zones 2 and 3.

2.2.13. Horsebridge Dyke

The site is bounded to the south (in part) by Horsebridge Dyke (Main River). The watercourse flows from the south, emerging from beneath the railway line and running along the southern boundary of the site turning east before flowing beneath Tithebarn Street and through Tithebarn Park. From here the watercourse continues to flow in a north easterly direction prior to discharging to the River Wyre at Skippool Creek approximately 2km to the north east of the site.

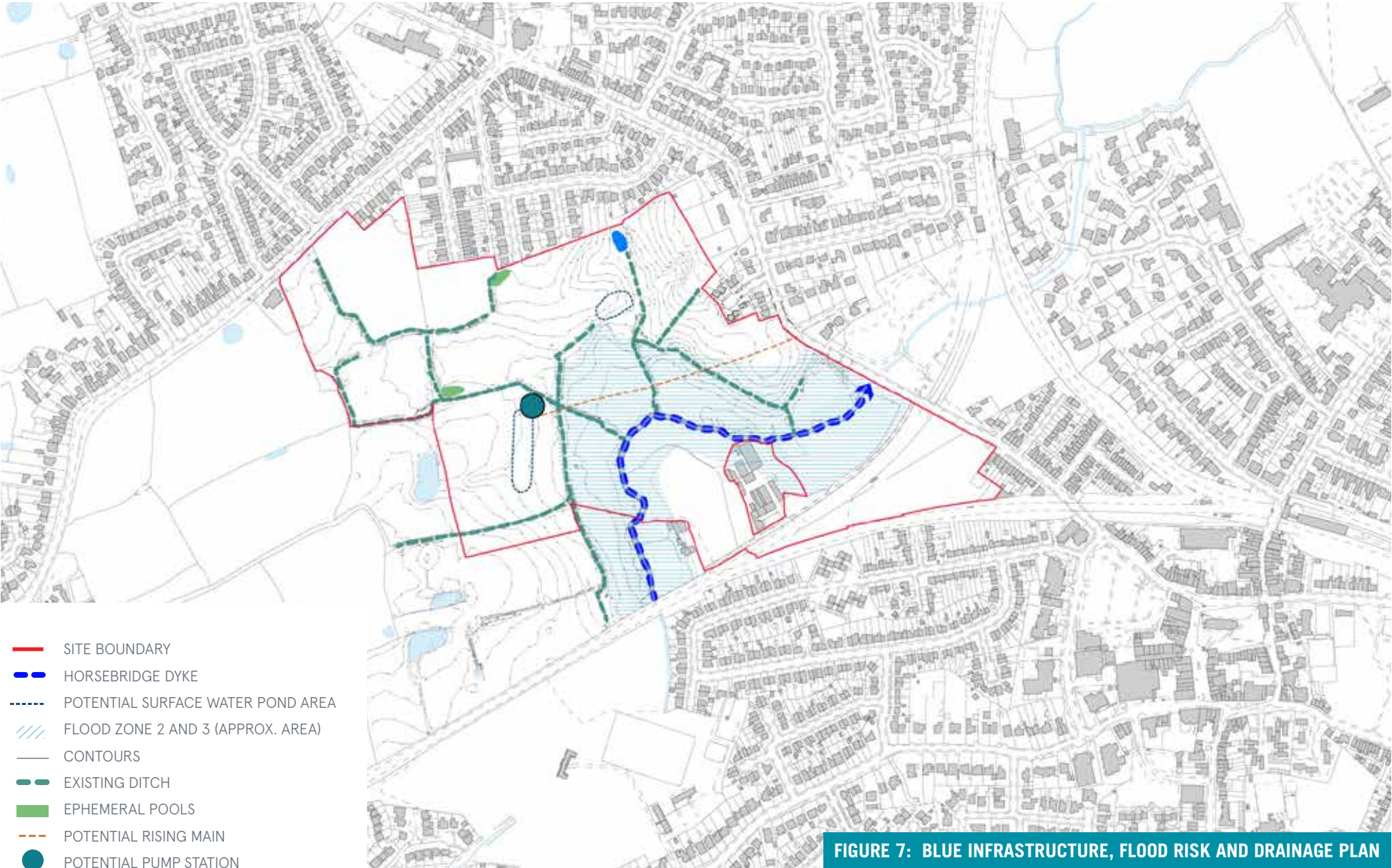


FIGURE 7: BLUE INFRASTRUCTURE, FLOOD RISK AND DRAINAGE PLAN

2.3. OPPORTUNITIES AND CONSIDERATIONS

The plan on the opposite page identifies important opportunities and considerations that will influence the design of the Site.

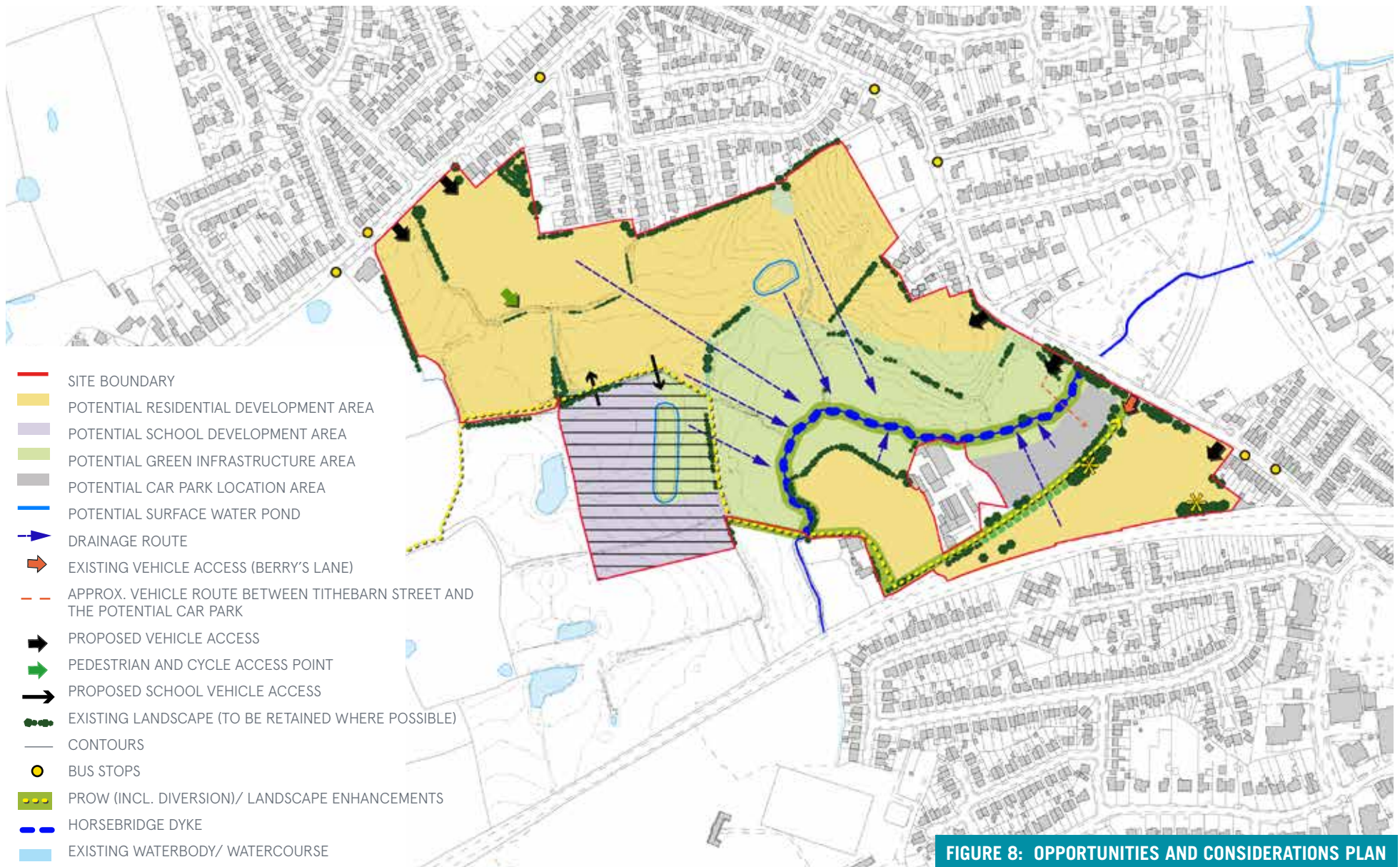
The opportunities and considerations identified are underpinned by the ongoing technical assessments presented through this document and discussions with Council Officers.

2.3.1. Considerations

- Provision of new vehicular and pedestrian access points into the Site, along Blackpool Road and along Poulton Street/ Tithebarn Street.
- Vehicle access from Berry's Lane.
- Access to the PRow.
- Vehicle access to serve the proposed new car park.
- Existing land uses, including surrounding residential development.
- Settlement growth patterns and existing residential densities.
- Local vernacular and character.
- Heritage including archaeology.
- Existing landscape features.
- Movement desire lines and public footpaths which cross the Site, including the PRow.
- Retention and integration of Horsebridge Dyke.
- Retention and integration of existing drainage ditches and pond(s).
- Avoidance of residential development within Flood Zone 2 and 3.
- Site high and low points.
- Existing utilities.
- Avoidance of PRow through school site due to safeguarding.
- Access to Green Infrastructure from across the site.

2.3.2. Opportunities

- Sustainably integrate the site into the existing town.
- Create a high quality and legible development which is sympathetic to local vernacular and existing densities.
- To create a place which respects the character of the Site and the natural environment, provides a comprehensive, fully inter-connected green infrastructure network.
- Provide accessible and appropriate Green Infrastructure including play for children and young people.
- Create new housing choice, providing a range of housing types, sizes and tenures.
- Enhance and supplement pedestrian/ cycle connections in the area, integrating the Site with the existing public footpath network and PRow.
- Provide land for the provision of a new primary school.
- Provide land for the provision of a new car park to serve Poulton-le-Fylde Town Centre.
- Create development that incorporates energy and water efficiency measures.
- Divert the PRow to avoid school boundary and promote connectivity between land south of Berrys Lane and land to the north.



3 MASTERPLAN VISION AND OBJECTIVES

This section sets out the Vision for the Site and the Masterplan Objectives.

3.1. VISION

To create a new sustainable neighbourhood to Poulton-le-Fylde that is integrated into the existing fabric of the town and wider landscape in terms of its design and layout, including pedestrian and cycle connectivity to key local facilities. The development will have a strong identity that responds positively to the local context. It will be a 'green' place that incorporates a range of integrated landscaped and green spaces that will provide formal and informal recreation opportunities accessible to new and existing residents.



3.2. MASTERPLAN OBJECTIVES

The development of the Site should respond positively to the following objectives.

3.2.1. Integrating and Legibility

- Create a new sustainable neighbourhood which is integrated socially and physically with the existing town.
- Deliver a new car park serving Poulton-le-Fylde town centre and land for a new primary school, ensuring that these uses are locationally and functionally appropriate.
- Create a movement network for pedestrians and cyclists that promotes safe connectivity with the existing built and natural environment, whilst taking the opportunity to enhance and improve access to the existing PRow.
- Provide highway infrastructure that is fully integrated with the movement network for pedestrians and cyclists, and is designed to ensure the safe movement of traffic and other road users/ cyclists and pedestrians.

3.2.2. Character and Identity

- Create a development that respects and responds to its location, including the relationship to the existing built form, views through the Site, the proximity of Poulton-le-Fylde Conservation Area and the nature and quality of boundary treatments.

3.2.3. Landscape and Public Realm

- Where possible, retain existing landscape features to help create a high quality environment, which preserves ecological habitats and networks, facilitates the movement of species and populations, and provides for net biodiversity gain.
- Deliver a high quality and safe public realm that includes landscaping and green infrastructure to serve both new and existing residents.
- Deliver green infrastructure that contributes to a well-designed, safe and healthy living and working environment, including ensuring appropriate connections with neighbouring green infrastructure.

3.2.4. Drainage

- Ensure that flood risk, drainage and the provision of drainage infrastructure is appropriately managed throughout the lifetime of the development, including having regard to the local plan surface water drainage hierarchy.
- Ensure that sustainable drainage techniques are integrated into, and enhance, the green infrastructure and biodiversity network where possible.

3.2.5. Homes and Sustainability

- Build a range of homes of different types, sizes and tenures to meet the different needs of the borough's communities in a varied, well designed and attractive environment.
- Avoid unacceptable adverse impacts on the amenity of occupants and users of surrounding or nearby properties, whilst securing a good standard of amenity for the occupants and users of the proposed development.
- Take opportunities to address any relevant issues arising from climate change and to minimise the use of resources, including energy consumption.

3.2.6. Infrastructure

- Ensure that infrastructure – including that relating to water and highways – is delivered and co-ordinated in such a way as to support sustainable development across the masterplan area.

4 MASTERPLAN FRAMEWORK

This section sets out the Masterplan Framework for the Site

This section describes the uses to be developed on the Site and the proposed strategy for landscape, drainage and, access and movement.

It also includes a number of design principles relating to the layout and appearance of the proposed development that will be used to guide the development of the Site in a manner consistent with the overall Vision and Objectives.

3.2.7. Land Use

The various land use elements of the masterplan include:

Primary School

Approximately 2.1 hectares of land is to be reserved for a two form entry primary school. The precise boundary for the school site and scale of the school is to be agreed with the Local Education Authority at an appropriate point in time. The design of the school should include separate entrance and exit points and a “drop-off” area unless an alternative approach is agreed with the relevant bodies.

The provision of additional land for a new primary school is outside the SA1/6 allocation, however it is on undesignated land within the settlement

boundary of Poulton-le-Fylde and there are no known constraints to development. The location of the school will ensure that the full Local Plan housing allocation of 300 dwellings can be delivered on the Site.

The school will be suitably fenced off to separate the school land from the adjacent attenuation pond.

Car Park

Approximately 1 hectare of land has been identified for the provision of a car park for 100 car parking spaces (incl. four covered spaces for motorcycles) and land to accommodate a further 100 + 4 spaces. Detailed assessment will be required to finalise the location and design.

It is acknowledged the proposed car park area is located in Flood Zone 2 and 3, however, it is deemed to be the most appropriate deliverable location close to Poulton-le-Fylde Town Centre.

Residential

The proposed residential area shown on figure 9 opposite extends up to c.11.5 hectares. This has the potential to deliver 300 dwellings in total.

In accordance with the Wyre Local Plan and the latest version of the National Planning Policy Framework, the density of development on the Site should take into account its locational context, dwelling mix and the need to make the best use of the Site.

Proposed dwellings should be a maximum of 2.5 storeys in height to reflect the predominant scale of existing housing surrounding the Site.

The dwelling mix should, where possible, include a range of housing typologies including, apartments bungalows, townhouses, semi-detached, and detached houses.

The tenure mix should also include 30% affordable housing.

The proposed development should also reflect Wyre Local Plan Policy HP2 in relation to the requirement for 20% of the Site capacity to be of a design suitable or adaptable for older people and those with restricted mobility.

Green and Blue Infrastructure

The Green and Blue strategy establishes the basis for delivering key local plan policy requirements relating to the provision of Green Infrastructure, landscaping, and the integration of ecological and natural features.



FIGURE 9: MASTERPLAN FRAMEWORK

4.2.1. Green and Blue Infrastructure Principles

The key landscape and ecological features for the Site include:

- 1 The retention and incorporation of existing trees, hedgerows and woodland, where possible.
- 2 Potential landscape enhancements to Berry's Lane.
- 3 The potential for the provision of tree lined primary residential streets (outside residential curtilages).
- 4 The provision of a network of connected green space and public open space.
- 5 The provision of a sustainable drainage features designed to manage surface water run off across the Site.
- 6 The provision of formal and informal play.
- 7 The preservation of trees protected by Tree Preservation Orders and new tree planting (incl. landscape and green frontage to Blackpool Road).
- 8 Railway line easement and potential planting.
- 9 Potential to divert PRoW to the north of the school land (see Figure 11) to provide improved access to the main area of Green Infrastructure (including play provision) from the area south of Berrys Lane.

The overarching Green and Blue Strategy is designed to:

- Maintain and integrate existing landscape features such as trees and hedgerows.
- Support the development of blue infrastructure including Sustainable Drainage Systems with surface water attenuation provided at low points within the site.
- Provide an opportunity for amenity/recreation areas and play areas, well integrated with new housing and easily accessible.
- Accommodate a network of pedestrian and cycle connections.

Green Infrastructure

The total amount of GI to be delivered will be based on the requirements set out in policy HP9 of the Local Plan. At this stage, it is estimated that the allocated 300 dwellings will require some 2.64ha of GI. The actual figure will be established at the relevant planning application stage(s) and will depend on the total dwellings proposed and the housing mix. The Masterplan shows approximately 8ha of green infrastructure. This includes c.4.3ha of land centred on Horsebridge Dyke to remain free of built development due to flood risk, plus formal and informal areas of public open space, ponds, structural planting, retained trees and hedgerows, SuDS and ecological mitigation.

Provided the total amount of GI provision referred in the policy is secured, there is flexibility as to the typology of that provision. This Masterplan proposes GI in the form of amenity green space, natural/semi-natural space and play areas for children to be delivered in the form of a connected network of green and on-street corridors where possible.

The retained land to the south of the public open space north of Horsebridge Dyke will be maintained by the current landowner and fenced off by a stock proof fence with boundary treatment details to be agreed through the planning application stage.

As part of the GI provision an equipped children's play area (such as a LEAP) will be provided, with the approximate location illustrated on figure 10. Recreation and play space should be designed to cater for a range of ages in a manner that provides inclusive and safe play, including the use of natural surveillance, whilst having regard to the amenity of existing and future residents. Detailed sections plans should be submitted as part of any detailed planning applications.



FIGURE 10: GREEN AND BLUE INFRASTRUCTURE FRAMEWORK

Blue Infrastructure and Drainage Strategy

Policy SA1/6 of the Wyre Local Plan states that residual surface water from the development of the allocation should drain to the River Wyre via Skippool Creek and Horsebridge Dyke. Policy CDMP2 establishes local plan policy on flood risk and surface water management. This includes a hierarchy of methods for managing surface water. In this context, the proposed development should consider the potential to deliver attenuation ponds. By incorporating these drainage features, the Site wide drainage design will prevent flooding to the development or others, provide ecological benefits and provide a level of treatment to the water before being discharged into Horsebridge Dyke.

The drainage strategy for the whole of the Site is as follows:

- Surface water drainage from the whole allocation should drain to Horsebridge Dyke as per Policy SA1/6.
- Drainage solutions for hydrologically connected land parcels within the allocation should be designed to be complementary and meet the requirements of the overall drainage strategy.
- Individual development parcels should seek to incorporate existing drainage features on Site, including the ponds and existing drainage ditches.
- Any proposed Sustainable Drainage System (SuDS) features should be designed to provide sufficient volume to attenuate flows from the 1 in 100 year event, plus a 40% climate change event.
- Foul water drainage should be discharged to the existing public sewer network located in Tithebarn Street to the east of the development and to Blackpool Road to the north. A pumping station and rising main will be required to discharge foul water flows from the development.

Each planning application submission should be supported by an appropriate foul and surface water drainage strategy, which should address how the proposal accords with the overall strategy established by this Masterplan.

The expectation is that the approach to foul water drainage will minimise the need to pump foul water and the number of foul water pumping stations minimised. No surface water shall discharge to the existing public sewers either directly or indirectly unless agreed with the relevant agencies.

4.2.2. Access and Movement Strategy

The access and movement network should be designed to support safe walking and cycling and support connectivity between the existing town and new development, and between new development parcels. This is an important aspect of creating “organic” growth. The movement and access network should also be part of creating a safe and high quality environment that promotes health and well-being and provides access to green infrastructure within the site and the Public Right of Way network. Pedestrian and cycle permeability between different development parcels will encourage residents to walk to the facilities and services on offer at Carleton and Poulton-le-Fylde town centre. Individual planning applications should be consistent with this overall strategy.

As part of the strategy to ensure good connectivity between different development parcels and between the site and surrounding area, there should be appropriate pedestrian and cycle access between the land parcels that front Blackpool Road (including emergency access if necessary) and between land parcels adjacent to Berrys Lane and the remainder of the allocation where possible. With regard to the latter, as part of the movement strategy the Masterplan indicates an option for the diversion of the existing Public Right of Way north from Berrys Lane towards and around the land identified for a new school (subject to the appropriate regulatory process). This will provide improved access from the southern parts of the site to the school and to the Green Infrastructure located north of Horsebridge Dyke and should be constructed to an appropriate standard suitable for the intended type and extent of use.

Figure 11 shows the Site can be accessed through streets and off-road pedestrian and cycle routes.

Site Access

New junctions to serve the proposed development will be provided from the B52678 (Blackpool Road) the B5267 (Poulton Road/ Tithebarn Street), including:

- 2 x priority junctions from B5268 Blackpool Road;
- 1 x priority junction from the B5267 (Poulton Road);
- 1 x priority junction from the B5267 (Tithebarn Street); and
- 1 x existing junction with Berry's Lane, subject to discussions with the Highway authority around its suitability.

The spine road linking Poulton Road to Blackpool Road should comprise a 6m carriageway with 3.5m cycle-link and 2m footpath. It should be designed to provide a self-enforcing 20mph speed limit. The spine road should also be designed to allow a bus service to operate along its length. Elsewhere, the primary residential streets should comprise a 5.5 metre wide carriageway, with 2 metre wide footways on both sides of the internal roads.

Access points will also need to have visibility splays of 2.4m x 59 metres in both directions.

Any future detailed application must provide adoptable footways which connect to the existing footway along the B5268 (Blackpool Road) and the B5267 (Poulton Road/ Tithebarn Street).

Off-site highway improvements

Any future detailed application must consider the potential requirement for off-site highways works, including contributions to the Poulton Mitigation Strategy as set out in the Wyre Local Plan.

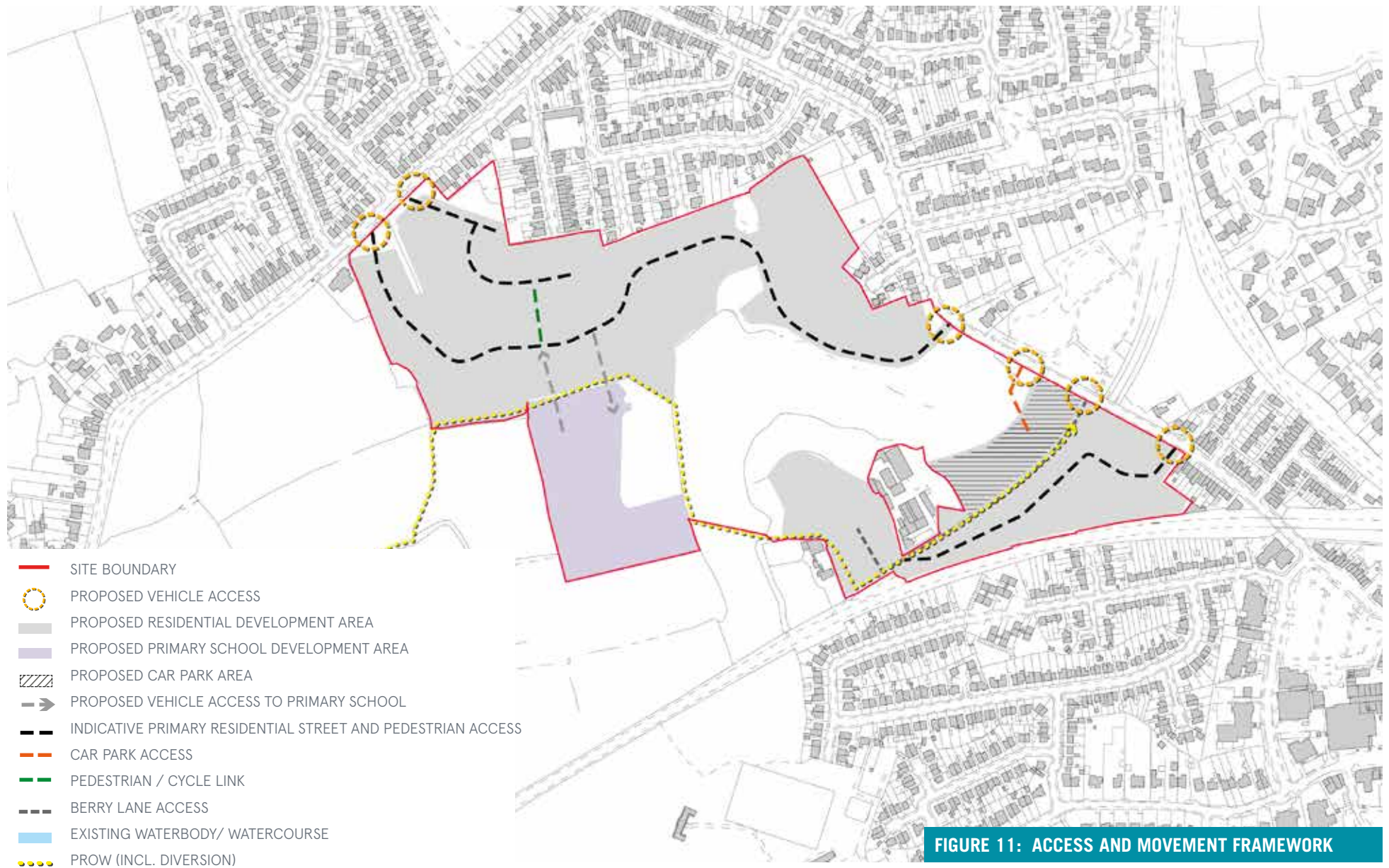
Parking

The proposed development should provide a range of on-plot parking solutions including frontage, side of parking and integral garages.

Long rows of parking bays along the street should be avoided and landscaping should be used to soften areas of parking.

Hierarchy

Due to multiple land ownerships and developer interests it is likely that the masterplan area will come forward as separate development parcels. Nevertheless the overall street hierarchy should be designed to ensure good connectivity and permeability through the Site and with the surrounding street/road network. The masterplan shows the indicative route of the primary residential street (spine road"), which connects with the 52678 (Blackpool Road) and the B5267 (Poulton Road/ Tithebarn Street). This should provide the primary vehicle movement route through the Site, beyond which will be secondary residential streets, shared streets and private drives. The spine road should be designed in a manner that discourages "rat-running" through the new development.



4.2.3. Layout and Design Principles

Proposals for the Site will come forward in subsequent planning applications, where details relating to the layout and the scale and appearance of the buildings, will be considered. Development will be expected to be consistent with the relevant local planning policies as well as reflecting the Vision and Objectives of this Masterplan and the following design principles:

- 1 The Site should be delivered in a manner that creates an organic structure of discreet, human scale development parcels in an attractively landscaped setting.
- 2 Development should achieve a high quality environment, taking advantage of, and integrating with, existing landscape and identified biodiversity habitats.
- 3 It is important that the design and layout of the development promotes healthy living, including through the provision of accessible high-quality green infrastructure together with cycle and pedestrian routes and linkages internal to the Site and to the surrounding area.
- 4 Planting and landscaping should be used to shape the location and character of the built form, streets and open spaces, and to soften the impact of new development. Place making will be further reinforced through the design of hard and soft landscaping for individual plots.
- 5 The structure of the development should preserve key views, utilising opportunities provided by the orientation and design of streets, green spaces, houses and other development types.
- 6 Where tree and hedgerow loss is necessary, at least an equivalent amount of new mitigation planting of suitable species should be proposed. Suitable species must be proposed, particularly where tree and hedgerow loss is necessary.
- 7 Residential development should be of a density suitable to the surrounding context, having regard to the most appropriate location of different dwelling types and densities across the Site.
- 8 Dwellings for older people/mobility impaired should be appropriately located in terms of access to services, facilities and access routes.
- 9 There should be a legible structure of streets and where residents and visitors can intuitively find their way around the development.

- 10 Provide linkages with and between the residential and non-residential elements, including the new school, car park and green infrastructure. Where development parcels come forward through different developers, each parcel should contribute to good connectivity and permeability throughout the Site.
- 11 Adequate car parking should be provided in line with planning policy, but this should be sufficiently well-integrated.
- 12 The design of the public car park should accord with good practice and provide a safe environment for users.
- 13 There should be clear demarcation between the public, semi-public and private land.
- 14 Building orientation and layout – including corner-turning and dual aspect houses at key intersections – should be used throughout the site to create active frontages and natural surveillance / security over the public spaces, streets and footpaths / cycle routes.
- 15 Whilst it is important that the neighbourhood has continuity and a definable sense of place, it is also important for there to be a complementary and, where appropriate, contrasting palette of building elements and architectural details to achieve variety in appearance across the Masterplan area.
- 16 Careful attention should be given to the design of the interface between non-residential and residential uses within the Masterplan area and between new development and the existing town. Interface distances, building orientation, landscape screening should be used to ensure adequate privacy and amenity for the residents of new and existing housing.
- 17 Development in proximity to the Poulton-le-Fylde Conservation Area should be carefully designed to sustain and enhance the significance of the historic environment.
- 18 Sustainable drainage techniques should be integrated into the fabric of the development, including landscaping and the GI network, to create an appropriate surface water management regime.

4.2.4. Infrastructure and Delivery

Infrastructure is a term used to describe those services and systems required to enable a place to function effectively and efficiently. This Masterplan identifies a number of infrastructure requirements that are integral to the creation of sustainable development. These are focused on the following:

- Town centre car park
- Additional primary school provision
- Highways and movement
- Water including water supply and surface (including SuDS) and foul drainage
- Green Infrastructure and landscaping

In addition, connection to the gas and electricity network will also be required.

Infrastructure and its delivery should accord with the following infrastructure principles:

- Be appropriate and proportionate.
- Be delivered in a timely fashion that supports the new development at an appropriate stage.
- Be delivered in a co-ordinated fashion across separate development parcels to an agreed overarching strategy.
- Be capable of being appropriately funded such that risks to delivery are minimised.

Due to the size of the site and the quantum of development that is envisaged, the development of the allocated land at Blackpool Road is expected to be delivered over a time period in excess of five years. As the Masterplan area is in multiple land ownerships, with some development parcels physically separate from each other, it is recognised that separate planning applications will come forward for different areas of the site.

Planning applications will be expected to be supported in the usual way by appropriate documentation, such as Design and Access Statements, Transport Assessments, Ecological Surveys, Land Contamination Assessments, Flood Risk Assessments and Drainage Assessments. There should also be a statement setting out how the application accords with the vision, objectives, principles and detail of this masterplan, including necessary infrastructure. The statement should demonstrate how the proposal will be integrated with the wider site and, in particular, how it will enable the specific requirements of the masterplan to be met, such as the provision of the green and blue infrastructure and landscaping.

Given the importance of the co-ordination and integration of different development parcels, it is particularly important that applicants engage in pre-application discussions with the council and other relevant organisations such as infrastructure providers prior to submitting a planning application for any part of the site.

As this development is expected to take place over a number of years, it is acknowledged that it is difficult to predict with a high degree of certainty how and when the development will come forward. The delivery of the development and the necessary infrastructure will therefore be influenced by the timings of the submission and determination of planning applications for each Parcel.

However the necessary infrastructure must be delivered in a timely and effective manner in order to mitigate the impacts of the development and to create a sustainable extension. To meet the objectives of this Masterplan, applicants should demonstrate how proposals relate to the overall infrastructure strategy. In most cases the infrastructure will be directly delivered by the developer of the parcel in question. However, proposals should be informed by ongoing dialogue with appropriate infrastructure providers. Applicants should demonstrate a co-ordinated approach subject to appropriate agreements being in place for the delivery of infrastructure between different phases of development within the allocation where this is appropriate.

The Local Plan states that the development should include land for a new primary school plus land for a new car park to serve the town centre. The delivery of these uses will normally be the responsibility of the relevant infrastructure providers and financed from contributions made under s106 agreements secured against residential development that comes forward within the Masterplan area, plus any self-generated funding, unless an alternative arrangement is agreed with the Local Planning Authority.

As noted above, land within the Masterplan area is in separate ownerships with different developer interests involved in promoting separate land parcels it is difficult to predict the timescale involved in delivering a new school (if required) and car park as this will depend on sufficient development coming forward to generate the funds for their construction.

These matters, and any alternative options to deliver supporting infrastructure will require ongoing discussions with the relevant parties.

Management and Maintenance

The new development will include areas of communal benefit such as green infrastructure and Sustainable Drainage Systems. The management and maintenance of such uses will be determined at planning application stage but it is usual for a charge to be paid by occupiers of individual properties to a management company employed by the developer

5 CONCLUSION

This Development Framework has been produced to satisfy the Local Plan allocation SA1/6 (South of Blackpool Road Poulton-le-Fylde).

This document sets out a planning and design framework to guide the future development of the Site in line with Policy SA1/6. It shows the rigorous design process based on Assessment, Consultation, Evaluation and Design has been carried out. Moreover, it establishes a Vision and Masterplan Objectives for the Site and includes a series of design parameters and principles to help guide future, more detailed, design stages.

The Masterplan demonstrates how the Site can be developed, whilst respecting and integrating well with the existing settlement.

The Masterplan Framework provides for a significant amount of accessible green infrastructure, which will benefit both new and existing residents.



6 APPENDIX 1

CONSULTATION

A draft masterplan was the subject of a public consultation between 16 December 2019 and 24 January 2020. Comment forms were provided in paper and electronic forms. Responses from 119 organisations and residents were received to the consultation. A summary of the matters raised, the majority of which raise objection to the development of more housing, has been published on the Wyre council web site. Although there has been no major amendments arising from the consultation, a number of detailed amendments have been made to the final document to provide a clearer structure and narrative.

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