

<b>Title of Report:</b>	<b>Park Way Planning Brief</b>	<b>Item 12</b>
<b>Report to be considered by:</b>	<b>Executive</b>	
<b>Forward Plan Ref:</b>	EX0740	

<b>Corporate Plan Priority:</b>	<b>CP10: Creating attractive and vibrant town centres</b>
The proposals contained in this report will help to achieve the above Corporate Plan priority by: <i>setting a clear framework against which to determine planning applications on a key town centre site</i>	

**Purpose of Report:**

To present Members with the Park Way Planning Brief for adoption as Supplementary Planning Guidance (SPG).

**Recommended Action:**

- 1) That the Park Way Planning Brief, incorporating changes following consultation, that is attached to this report is adopted as Supplementary Planning Guidance.
- 2) That the Parkway and the Wharf Policy Statement and Development Brief 1988 supplementary planning guidance be withdrawn.

**Reason for decision to be taken:**

- The Park Way Planning Brief once adopted as SPG will be a material consideration in the determination of planning applications and a key component in taking forward the Newbury 2025 vision and the redevelopment of the Park Way site.

**List of other options considered:**

- As indicated in the report

**Key background documentation:**

- Newbury 2025 – A Vision for Newbury Town Centre
- West Berkshire District Local Plan 1991-2006
- West Berkshire Retail & Leisure Study 2003

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## **Implications**

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<b>Policy:</b>	The West Berkshire District Local Plan contains a policy on the potential redevelopment of the Park Way and Wharf areas. The Park Way Planning Brief provides further guidance on the implementation of Policy SHOP.2
<b>Financial:</b>	None arising from the adoption of the Park Way Planning Brief.
<b>Legal:</b>	The SPG will be a material consideration in the determination of planning applications proposing development on the site.
<b>Property:</b>	The Council is the owner of a significant part of the site.
<b>Risk Management:</b>	No issues arise from this report.

## Supporting Information

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### 1. Background

- 1.1 This report returns to the Executive the Park Way Planning Brief for agreement and adoption as supplementary planning guidance, following deferral of the item at the 8<sup>th</sup> April Executive.
- 1.2 Appendix 12(c) sets out the draft planning brief, as a 'tracked changes' document. The brief is as previously reported to the 8 April Executive, except for minor changes to ensure the brief makes correct reference to the emerging Structure Plan including reference to draft policy relating to energy efficiency and renewable energy (as set out on pages 21 – 22 and paragraphs 31, 32 and 36 of Appendix 1 of the brief), correctly shows an additional paragraph as a tracked change (para 4.7, bullet 6, page 28) and more accurately reflects the Council's requirement for removing vehicles in Northbrook Street and Bartholomew Street North (Page 2, bullet point 4). Additionally, in line with the requirements of government planning policy guidance (PPG12), the brief has been amended to include a statement of consultation at Annex A.
- 1.3 A Planning Brief, covering both Park Way and the Wharf was prepared in 1988 (*Parkway and the Wharf Policy Statement and Development Brief, Newbury District Council, August 1988*). This brief offers very little guidance and is not considered to comply with what would nowadays be considered as good practice. Since its preparation no significant developments have occurred within the area covered by the brief. Because of the extent of the Park Way site it is unlikely that a single scheme would come forward to develop the whole of the site. Consequently the Council needs to set a framework against which to consider any planning applications submitted on the site. Without this it would be difficult to ensure compatibility between schemes, ensure that the overall viability of developing Park Way is not jeopardised and that the opportunities that such a major town centre site presents are maximised. It was considered that the 1988 Brief needed to be updated to reflect the Newbury 2025 vision and to support Policy SHOP 2 of the West Berkshire District Local Plan 1991 – 2006 within a more up-to-date context.
- 1.4 The Council Executive on September 25 September approved the preparation of a Planning Brief for the Park Way site and completion of the public consultation process by March 2004
- 1.5 The draft Park Way Planning Brief was released for consultation on 16 January 2004, for a six week period expiring on 27 February. The planning brief is an integral part of the Council's strategy for taking forward the future redevelopment of Park Way and also represents an important step in progressing the Newbury 2025 Vision, which aims to secure the long-term vitality and retail needs of Newbury by co-ordinating the many opportunities and requirements that exist.
- 1.6 The Brief proposes a mixed-use development of the Park Way site, with emphasis towards large retail units to attract major stores and retailers to the town. There is also the potential for cafes and coffee shops, and a residential element is proposed which will include a proportion of affordable housing. The brief also proposes the re-provision of the existing surface parking on Park Way, and enhanced bus facilities and pedestrian and cycle access. There should be a new pedestrian bridge across the canal, an enhanced canal-side, an enhanced frontage to the highly-valued Victoria Park, and improved walkways from the park through Park Way to Northbrook Street. Development of the site is expected to consolidate the conservation area status of the town, complementing the existing listed buildings and blending well with the established character of Newbury

- 1.7 Given the significance of the Park Way site, it has been important to ensure that consultation on the draft brief has been inclusive of all interests and the Council undertook an extensive consultation exercise. In the region of 580 consultees were contacted directly, including Vision partners and stakeholders, landowners and leaseholders, local residents and other neighbouring occupiers, and other statutory and non-statutory consultees including neighbouring authorities, English Heritage, The Government Office for the South East and local MPs. Copies of the draft planning brief were also made available for inspection at all West Berkshire libraries and the Council's offices at Market Street, Avonbank House, Faraday Road and Pelican House and was available to view on the Council's web site. Public exhibitions were also displayed at Newbury Library and the Council's Market Street offices.
- 1.8 Twenty-eight responses were received in response to the consultation. A summary of the responses received is included at Appendix 12(a).
- 1.9 Officers consider the relatively low level of responses to the draft brief is an indication of the support for the brief. Officers do not consider there to be need for significant changes to the brief arising from the consultation responses. However, a number of amendments to the Brief are proposed in response to detailed issues raised by consultees. Other amendments are also proposed in the interests of clarity and to improve the layout of the document.
- 2.0 The Council's response to the representations received, and changes made to the brief in response to the representations are set out at Appendix 12(b), along with an explanation of the reasons for the changes. Additionally, in order to see the proposed amendments within context, a 'tracked changes' version of the planning brief has also been prepared. This is set out at Appendix 12(c)

## **Appendices**

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Appendix 12(a) - Draft Park Way Planning Brief – Summary of consultation responses

Appendix 12(b) - Schedule of Changes with Reasons

Appendix 12(c) - Park Way Planning Brief - Tracked Changes version (*Please note that due to the size of this Appendix it has not been included in the agenda. A copy can be found in the Members' Room or on request from Anne Hunter by telephoning 01635 519241 or by e-mail at [ahunter@westberks.gov.uk](mailto:ahunter@westberks.gov.uk)*)

## **Consultation Responses**

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<b>Local Stakeholders:</b>	See main body of report
<b>Officers Consulted:</b>	Nicky Linihan- Mardon, John Ashworth
<b>Trade Union:</b>	N/A