

Centres and Employment Topic Paper

Colchester's Core Strategy



Colchester Borough Council

November 2007

Contents:

1. Introduction	2
2. National & Regional Policy	2
3. Evidence and Information	3
4. Key Issues	6
5. Employment Delivery	11
6. Core Strategy Provision	14

Appendices:

- a. Glossary**
- b. References**

1.0 Introduction

This Centres and Employment Topic Paper compiles the information, appraisals and outcomes that have underlined the centres and employment components of the Core Strategy. The paper also reflects the plan-making process and Sustainability Appraisal that have contributed to the formation of the Core Strategy.

This paper analyses the national planning policy and local evidence base on retail, employment and town centre issues and provides background analysis to support the centre and employment policies.

This report looks at traditional employment and retail land uses, but also considers the complexities of regeneration and mixed use development.

2.0 National and Regional Policy

The following national policies guide the Core Strategy in regard to centres and employment:

- PPS1 Delivering Sustainable Development
- PPG4: Industrial, Commercial Development and Small Firms
- PPS6: Planning for Town Centres

PPS1: Delivering Sustainable Development requires the efficient use of land and gives priority to the regeneration of previously developed land.

PPG4 requires business developments to be located to minimise the length and number of trips, especially by motor vehicles, and encourage more energy efficient modes of transport.

PPS6: Planning for Town Centres indicates that Core Strategies should:

- develop a hierarchy and network of centres
- assess the need for further main town centre uses and plan to accommodate them
- focus development in the town centre and plan for expansion if necessary
- promote the vitality and viability of the town centre

PPS6 identifies the following as main town centre uses:

- retail
- leisure and entertainment
- offices
- arts, culture and tourism

PPS6 then sets out the sequential approach for accommodating main town centre uses as follows:

- first, locations in the existing town centre
- edge-of-centre locations that are well connected to the town centre

- out-of-centre sites which are linked by a range of transport modes to the town centre.

2.1 East of England Plan

The East of England Plan requires (Policy E1) Colchester Borough Council to provide an enabling context for approximately 14,200 jobs between 2001 and 2021 to support the growing population and economy. The EEP also identifies Colchester as a Regional Centre (Policy E5)

Policy E2 requires local authorities to identify, provide and safeguard land appropriate for employment developments in order to delivery these jobs. The policy emphasises the importance of this land being at accessible and sustainable locations.

Policy E3 also requires local authorities to identify regionally strategic employment locations at key centres of development and change including Colchester.

3.0 Evidence & Information

Colchester Borough Council commissioned the following studies to inform the centre and employment aspects of the Core Strategy and LDF:

- The North Essex Authorities Retail Study 2006
- The Colchester Employment Land Study 2007
- Haven Gateway Employment Land Study (December 2005)

3.1 Haven Gateway Employment Land Study (2005)

The Haven Gateway Employment Study¹ considered that 14,200 jobs could be provided in Colchester in the following employment sectors:

Employment Sector	Employment change needed to achieve EEP target
Agriculture	- 500
Manufacturing	- 1500
Electricity gas and water	- 200
Construction	+ 500
Distribution	+ 500
Retail	+ 2400
Hotels and catering	+ 2300
Transport and communication	+ 500
Banking, finance and other business services	+ 3500
Public admin & defence	- 100
Health & Education	+ 5300
Other services	+ 1500
Total	+ 14,200

The Study calculated that business development (including offices, warehousing and industry etc) could provide roughly 5000 jobs. Assuming

¹ Haven Gateway Partnership, *Employment Land Study Final Report*, December 2005

that business development would be located on 'employment land', the Study projected that an overall net requirement for 5.1ha (17.3ha gross) of employment land over the plan period.

The Study recommended that 34.6ha of land be made available for business development over the plan period. This recommendation comprises 17.3ha of gross requirement, plus 50% to account for variations in density and another 50% to account for variations in quality. The gross figure is employed rather than the net figure because declining manufacturing land may be redeveloped for housing and mixed use development. In 2005, the Borough had a surplus of 96.8 hectares of employment land, indicating that a surplus of 62.2ha could remain at the end of the plan period.

3.2 Colchester Employment Land Study 2007

The Colchester Employment Land Study² considered that approximately 151,000sqm of gross floor space (90,000sqm net) could be needed by business development between 2004 and 2021. The review indicated that this development could provide 5,687 jobs in Colchester.

Preferred Scenario Forecasts by Sector

B-Use	Total Jobs in 2021	% growth per annum	Change in total jobs 2004-2021	Employment Densities (Sq.m per Job)	Additional Floor space by 2020 (sq.m)
B-Use Banking, Finance and Insurance (BC)	17,722	2.0	4,804	19	91,285
B-Use Construction (BC)	4,681	2.0	1,271	5	6,356
B-Use Distribution and Wholesale (BC)	4,930	0.7	521	50	26,030
B-Use Manufacturing (BC)	4,003	-2.8	-2,302	27	-62,164
B-Use Other Services (BC)	3,946	2.5	1,288	19	24,469
B-Use Transport and Communications (BC)	3,340	0.2	105	27	2,837
TOTAL	38,622	1.0	0	-	8,8813
Jobs created	-	-	7,989	-	-
Jobs lost	-	-	-2,302	-	-
Net change in jobs	-	-	5,687	-	-
Gross floor space demand	-	-	-	-	150,977
Gross floor space vacated	-	-	-	-	-62,164

Assuming relatively low floor space to site area ratios of 6:10 for offices and 4:10 for other business developments, the requirement equates to a gross land requirement of 28.9ha (14.2ha net).

Floor space Requirements by B-Use Class

	Additional floor space requirement		Vacated floor space	
B-Use Class	% of total	Floor space (sq.m)	% of total	Floor space (sq.m)

² Lambert Smith Hampton, *Colchester Employment Land Study*, February 2007

Office (B1a & B1b)	70.1%	105,818	15.0%	- 9,325
Factories (B1c, B2 & Sui Generis)	13.0%	19,593	85.0%	- 52,839
Warehousing (B8)	16.9%	25,565	0.0%	0
TOTAL	100.0%	150,977	100.0%	-62,164

Employment Land Requirements by B-Use Class

	Additional floor space requirement			Vacated floor space	
B-Use Class	Plot ratio	% of total	Employment land (sq.m)	% of total	Employment land (sq.m)
Office (B1a & B1b)	0.6	61.0	176363	10.5	-15541
Factories (B1c, B2 & Sui Generis)	0.4	16.9	48983	89.5	-132,099
Warehousing (B8)	0.4	22.1	63914	0.0	0
TOTAL	-	100	289,260	100	- 147,640

The Colchester Employment Land Study identifies a range of 'employment land' sites that could accommodate employment requirements in Colchester up to 2021, based on a range of assumptions. However, the allocation of specific sites will be determined by the Site Allocations DPD after further analysis of the issues and options, such as development densities, regeneration and mixed use development.

3.3 North Essex Authorities Retail Study 2006

The North Essex Authorities Retail Study 2006 investigated growth in consumer expenditure within the catchment of Colchester's town centres, and calculated the corresponding demand for net internal retail floorspace. The Retail Study forecast demand for approximately 7,676sqm of convenience floorspace and 59,220sqm metres of comparison retail in Colchester Town between 2006 and 2021. The Retail Study also identified demand for some modest retail growth in Tiptree, West Mersea and Wivenhoe during this period.

	Convenience Retail (Net)	Comparison Retail (Net)	Total Retail (Net)
Colchester Town	7,676	59,220	66,896
Tiptree	82	163	245
West Mersea	45	128	173
Wivenhoe	-6	132	126
Colchester Borough	7,796	59,643	67,439

3.4 Hotel Study

The Borough Council commissioned a hotel market demand appraisal in Colchester, which was completed in 2007. The study identified demand for 270-390 hotel bed spaces between 2006 and 2015 to serve the leisure and business travel market. The table below provides information on the type, location and timeframes associated with potential hotel development opportunities.

Hotel Type	No of rooms	Development timeframe	Location
Boutique hotel	20-40+	Immediate opportunity	Town Centre, ideally around the Cultural Quarter development
Limited 3 star concept/branded budget	50-100	Immediate opportunity	Town centre / edge of town centre (e.g. vineyard gate)
Limited 3 star concept/branded budget	50-100	2008 to 2010	Out-of-town (e.g. north or east of Colchester near main road)
Large branded 3-4 star hotel	150+	2010 to 2015	Out-of-town (adjacent to A12 junction, football stadium and business park)

3.5 Summary of Evidence

Overall the evidence base indicates that Colchester needs to accommodate the following development to deliver a large portion of the jobs needed to support growth:

- 67,400 sqm of net internal retail floorspace (2006-2021)
- 106,000sqm of gross office floorspace (2004-2021)
- 45,000sqm of other gross business floorspace (2004-2021)
- 270-390 hotel bed spaces (2006-2015)

Some recent developments and approvals already seek to satisfy these requirements, including the University Research Park (outline planning permission for 37,000sqm of gross office/business floorspace) and the Vineyard Gate Shopping Centre proposal (approximately 35,000sqm of net retail floorspace proposed).

4. Key Issues

The East of England Plan set out an employment target of approx 14,200 jobs for Colchester (2001 – 2021). In order to plan and manage the delivery of the EEP jobs target Colchester BC needs to ensure that it is facilitating the delivery of employment developments at the most sustainable locations. In some cases this may involve the allocation of new land near the A12 to accommodate new warehousing and distribution development. In other cases, the Council will need to facilitate regeneration of previously developed land in the Town Centre to accommodate new retail and office development. The following discusses some of the key issues associated with facilitating employment delivery in Colchester.

4.1 Employment Diversity

The employment target of approx 14,200 jobs will be delivered through a diverse range of sectors, with differing land use requirements. The Haven Gateway Employment Study³ set out how these jobs could be provided in Colchester in different employment sectors (see table below).

Employment sectors such as retail are clearly linked with particular land use classes (A1) and have clear locational requirements (town centre). On the

³ Haven Gateway Partnership, *Employment Land Study Final Report*, December 2005

other hand jobs in the construction and transport sectors can be spread across a range of land uses and locations. The table below provides a general indication of the relationship between employment sectors and land use, which also have implications for the spatial location.

Employment Sector	EEP jobs change 2004-2021	Primary Land Use Class
Agriculture	- 500	
Manufacturing	- 1500	B2
Electricity gas and water	- 200	
Construction	+ 500	
Distribution	+ 500	B8
Retail	+ 2400	A1
Hotels and catering	+ 2300	A and C1
Transport and communication	+ 500	
Banking, finance and other business services	+ 3500	A2 and B1
Public admin & defence	- 100	B1, C2 & D1
Health & Education	+ 5300	D1
Other services	+ 1500	A2 and B1
Total	+ 14,200	

4.2 Access and Location

Different employment developments require different forms of access, and are therefore suited to different spatial locations.

The main town centre uses identified in PPS6 (e.g. retail, offices and entertainment) are focused on the town centre so they are highly accessible by a range of transport modes and also greatly benefit from the synergistic effects of mixed use environments. Offices have high employment densities and retail and entertainment uses attract large numbers of people. The Town Centre is the most accessible location for the surrounding residential catchment. Also these uses do not create impacts that are incompatible with a mixed use environment.

Warehouse and industry developments have low employment densities, few customers/visitors and create impacts (e.g. noise and heavy vehicles) that are less appropriate in mixed use environments. These developments generally need good access to the strategic road network and ports etc to facilitate supplies and deliveries. All business also need a range of transport links that optimise access for the workforce catchment, customers, and other businesses.

The table below provides an indication of employment developments that are suited to the Town Centre and other mixed use centres. The table also identifies those uses that are suited to Employment Zones, which should generally be located at the urban fringe near to strategic roads. The secondary land uses identified in the table may be acceptable under some circumstances, offices for example must take a sequential approach that gives priority to the Town Centre and edge-of-centre locations. Whilst

residential is generally supported in Town Centres except where it involves a loss of employment capacity or community facilities.

Appropriate Land Uses

	Town Centres and other mixed use centres	Employment Zones
Primary Land Uses	A1 – Shops A2 – Financial and Professional Services A3 – Restaurants and Cafes A4 – Drinking Establishments A5 – Hot Food Take-Away B1a – Offices B1b – Research and Development, Studios, Laboratories, Hi-tech C1 – Hotels D1 – Non-residential Institutions D2 – Assembly and Leisure	B1b – Research and Development, Studios, Laboratories, Hi-tech B1c – Light Industry B2 – General Industry B8 – Storage and Distribution
Secondary Land Uses	C2 – Residential Institutions C3 – Dwelling House B1c – Light Industry Sui Generis	B1a – Offices D2 – Assembly and Leisure Sui Generis

4.3 Regeneration of the Town Centre

A large part of the EEP employment target needs to be delivered through regeneration and mixed use development in and around the Town Centre. Colchester Borough Council has a strong and successful regeneration program and the Core Strategy identifies 5 regeneration areas:

- St Botolphs
- East Colchester
- The Garrison
- North Colchester
- North Station

All these regeneration areas will make significant contributions to the delivery of the EEP employment target.

Some of these regeneration areas involved the mixed use redevelopment of employment land. Although there was a loss of employment land, the overall employment delivery can be improved through the integration of service and information based employment into mixed use environments. The evidence indicates that industry and manufacturing based employment, which tends to occupy large amounts of land, will decline significantly over the plan period. However, service and information based employment is projected to grow substantially and the regeneration of existing employment land can help deliver an urban environment that is attractive to businesses in growth sectors.

Regeneration of previously developed land in and around the Town Centre will need to make efficient use of land to deliver new retail, office, hotel, cultural and entertainment developments during the plan period. The evidence indicates that Colchester will need to accommodate approximately 67,000sqm (net) of new retail floor space (2006-2021), 106,000sqm of new office floor

space (2004-2021), and 270-390 new hotel rooms (2006-2015). In accordance with PPS6, the Council needs to plan for the deliver of much of this development within the Town Centre or through an expansion of the Town Centre.

4.4 Redeveloping Surplus Employment Land

Colchester currently has an oversupply of employment land, including sites that are low quality. The current supply of employment land in Colchester includes a number of small sites in residential areas and near the Town Centre. Some of these sites are not well-located for industry and warehousing developments. These sites offer regeneration potential and may be suitable for housing and mixed use redevelopments. Overall there is potential for a significant amount of existing employment land to be redeveloped for housing or mixed use. Some employment land, including land at the Hythe, has already been identified for regeneration purposes. The Core Strategy also identifies a new regeneration area around North Station, which includes significant areas of employment land (e.g. Cowdray Centre). Specific sites will be identified in the Site Allocations DPD, however the evidence base provides us with an indication by identifying low quality employment sites that are not needed to meet future employment requirements.

The regeneration of these low quality or unnecessary sites will help deliver new housing and employment outcomes, but the Council also needs to ensure that sufficient land of good quality remains available as Employment Zones to accommodate future business needs during the plan period.

4.5 Centre Hierarchy

National planning policy requires local authorities to set out hierarchy and network of centres to accommodate main town centre uses (e.g. retail, office and entertainment). A hierarchy is designed to optimise accessibility of shops, employment and services to Colchester's residents and visitors.

The Town Centre is at the top of the hierarchy and provides shopping, employment and services that draw people from the regional, borough and local catchments. The Town Centre provides the best range of transport options, including bus, rail, car, walking and cycling, to support its position in the hierarchy.

District Centres provide shops, employment and services to moderate sized catchments, such as Tiptree or Highwoods. Rural District Centres provide for the needs of the local town as well as a broader rural catchment, but do not usually draw from a borough wide or regional catchment. Some Urban District Centres are large retail parks (e.g. Tollgate and Turner Rise), and which are no longer desirable outcomes as their location and scale can undermine the vitality and viability of the Town Centre. These retail parks involve a low quality built form, use land inefficiently and encourage car based travel, which exacerbates traffic problems and climate change. The LDF needs to manage change in these Urban District Centres to create more mixed and sustainable centres, which contribute positively to the surrounding community.

Local Centres provide shops, employment and services to local walking catchments. Local Centres are important to provide local needs, support local identity, reduce the need to travel and create sustainable communities.

4.6 Sustainable Locations for Office Developments

Offices (use class B1a) form a large part of the overall business demand in Colchester during the plan period. The Colchester Employment Study indicates that approx 106,000sqm of gross new office space needs to be delivered between 2006 and 2021. Traditionally, offices have been located in Town Centres, which were easily accessible to the workforce catchment. However in the later half of the 20th Century, out-of-centre office parks became common as a result of car based travel patterns, low development costs, as well as congestion and redevelopment constraints in Town Centres.

PPS6 states that offices are a main town centre use and requires local authorities to plan for the delivery of office demand in the Town Centre, or through an expansion of the Town Centre. If these options are not achievable, than out-of-centre options are to be considered in order to ensure employment delivery. National Planning Policy takes this approach because the high employment densities and low amenity impacts associated with offices suit accessible and mixed use urban environments. Employees can easily access work by a range of transport modes and also interact with other businesses and services, with lower traffic and greenhouse gas implications than an out-of-centre office park.

In recent years, Council has granted planning permission for a number of large out-of-centre office park developments, which already provide more capacity than is likely to be needed by 2021. Outline planning permissions for the University Research Park, Cuckoo Farm and Stane Park provide over 110,500sqm of business floor space (predominantly B1).

The challenge for the LDF is to try to facilitate regeneration of rundown and underdeveloped sites in and around the Town Centre (e.g. Cowdray Centre) to delivery high quality office developments at sustainable locations. Secondly, the LDF also needs to optimise connections between the Town Centre, transport nodes and urban fringe employment nodes. The North and East Transit Corridors will provide high quality and sustainable links between the Town Centre, rail stations and North Colchester and Essex University respectively. Identifying Strategic Employment Zones and supporting these with quality transport links is crucial to support sustainable employment delivery.

4.7 Infrastructure Improvements

The Haven Gateway Employment Land Study identified that only a small portion of Colchester's employment land was considered to be good quality. This was largely due to location issues and infrastructure constraints. In order to resolve this issue, a range of infrastructure improvements are planned to facilitate employment delivery in the Strategic Employment Zones, the Town Centre, and in regeneration areas. The Park and Ride facilities, Transit Corridors and rail station improvements will facilitate access to the Town

Centre and support the delivery of new retail, office and hotel developments. A new junction with the A12 will facilitate business development in North Colchester. Recent improvements to the road network at Stanway will also support new business development.

5. Employment Delivery

In order to provide 14,200 new jobs, the Borough Council needs to ensure that employment developments can be accommodated through the provision of undeveloped land and the regeneration of previously developed land.

5.1 Retail

The Haven Gateway Employment Study estimates that approximately 2,400 jobs will be delivered through the retail developments in Colchester between 2001 and 2021. The Retail Study undertook a more detail investigation of retail demand in Colchester and identified a need for approximately 67,000sqm of retail floor space in Colchester Town between 2006 and 2021. The Study also recommends that additional retail provision is needed in the Rural District Centre between 2006 and 2021, as follows:

- Tiptree – 245sqm (net)
- West Mersea – 173sqm (net)
- Wivenhoe – 126sqm (net)

Employment sectors such as retail are clearly linked with particular land use classes (A1). Retail developments also have clear location requirements. PPS6 states that retail development is a main town centre use and should take a sequential approach that gives priority to the town centre. Local scale retail development will be supported in district and local centres, but the majority of the 67,000sqm will be focused in Colchester Town Centre. Therefore, Colchester BC needs to plan to accommodate most of this retail development either within the town centre or through an expansion of the town centre.

A significant proportion of this retail requirement will be delivered in the St Botolphs Regeneration Area. The Vineyard Gate planning application involves 46,450sqm of gross floor space and is scheduled for completion in 2013. This could involve approximately 35,000sqm of net retail floor space, although this has not yet been finalised. Additional retail development is likely to be delivered in the Cultural Quarter and the various Regeneration Areas.

Colchester's Core Strategy will support new retail developments that take a sequential approach and give priority to the Town Centre. Retail developments in district and local centres will be supported where the scale and type of development is consistent with the intent of the centre and will not undermine the viability and vitality of the Town Centre or create unsustainable travel patterns.

The Site Allocations DPD will facilitate retail redevelopment by identifying particular sites with potential for new retail development and intensification, particularly in and around the Town Centre.

5.2 Offices (B1a & B1b)

The Colchester Employment Study 2007 indicates a need for approximately 106,000sqm of office floor space (use class B1a & B1b) in Colchester between 2004 and 2021.

The recently approved proposals for the University Research Park (36,000sqm approved), Cuckoo Farm (38,000sqm approved) and Stane Park (36,560sqm approved subject to Sect.106) provide combined capacity to accommodate over 100,000sqm of business floor space (predominantly office/B1). There are also a number of other uncompleted approvals for office development at Tollgate, Crown Interchange, Severalls and the Garrison.

Major B1 Planning Permissions	Approximate Floor Space
Cuckoo Farm	38,000sqm
University Research Park	36,000sqm
Stane Park	36,560sqm

Therefore, approved developments in Colchester already provide adequate capacity for projected office (B1) development during the plan period, although these approvals have not yet been constructed.

Unfortunately, none of the approved developments or other employment sites identified in the Study are located near the Town Centre and do not offer high levels of accessibility. It is important, for both sustainability and town centre vitality reasons, to ensure that new offices and business are delivered in the town centre and not only at the urban fringe. Therefore the Core Strategy should not support further office development in employment zones at the urban fringe. The Strategy will seek to facilitate the delivery of new office development in and around the Town Centre in accordance with PPS6.

In particular, the North Station Regeneration Area is identified for the delivery of approx 40,000sqm of gross new office/B1 floor space. This will be achieved through the regeneration and intensification of existing business premises at the Cowdray Centre and sites around North Station. The North Station Regeneration Area SPD and the Site Allocations DPD will facilitate the delivery of the new office developments at this highly accessible location.

5.3 Other Business Developments (B1c, B2 & B8)

The Colchester Employment Land Study indicates a need to accommodate 45,100sqm of gross new floor space of manufacturing (B2) and warehouse (B8) developments between 2004 and 2021. Assuming a floor space to land

ratio of 0.4:1 is achieved in these developments, then 11.3ha of land will be required.

Table 4.4: Employment Land Requirements by B-Use Class

B-Use Class	Additional Floor Space Requirement (sqm)	Vacant Floor Space (sqm)	Plot ratio	Additional Employment Land Requirement (ha)	Vacated Employment Land (ha)
Factories (B1c, B2 & Sui Generis)	19,593	-52,839	0.4	4.9	-13.2
Warehousing (B8)	25,565	0	0.4	6.4	0

Manufacturing and warehousing developments need good access to transport infrastructure, as well as being accessible to the workforce catchment. These developments also involve impacts (e.g. noise and heavy vehicles) that are not consistent with residential or mixed use environments. The Core Strategy needs to direct this development towards the best quality employment land at the most sustainable locations.

In broad terms, the employment zones in North Colchester and Stanway offer good access to the strategic road network and are also reasonably well connected to the town centre and workforce catchments. The Colchester Employment Land Study considered that sites in these 2 areas offered good opportunities for business development. Furthermore, infrastructure improvements, such as the new A12 junctions in North Colchester and the Western Bypass at Stanway, will significantly improve access to the A12.

At present, there is an ample supply of undeveloped employment land at these 2 strategic locations, including:

- Cuckoo Farm, North Colchester - 19.8ha
- Tollgate, Stanway – 11.37ha
- London Road, Stanway – 4.75ha

Planning permission has been granted for approximately 29,900sqm of warehousing (B8) and 70,500sqm of manufacturing (B2) at Cuckoo Farm (19.8ha). The Flakt Woods development (18,370sqm of mainly B2 floorspace) has already been completed at Cuckoo Farm, and the Easter Group development (18,100sqm of mainly B2 floorspace) is currently under construction.

Local scale business developments and businesses that need a rural location will be supported in local and rural employment zones, however major new warehousing and manufacturing should be located in the Strategic Employment Zones at North Colchester and Stanway. Furthermore, other employment zones that are rundown and/or low quality could be identified in the Site Allocations DPD for regeneration to deliver housing and mixed use developments.

5.4 Hotels

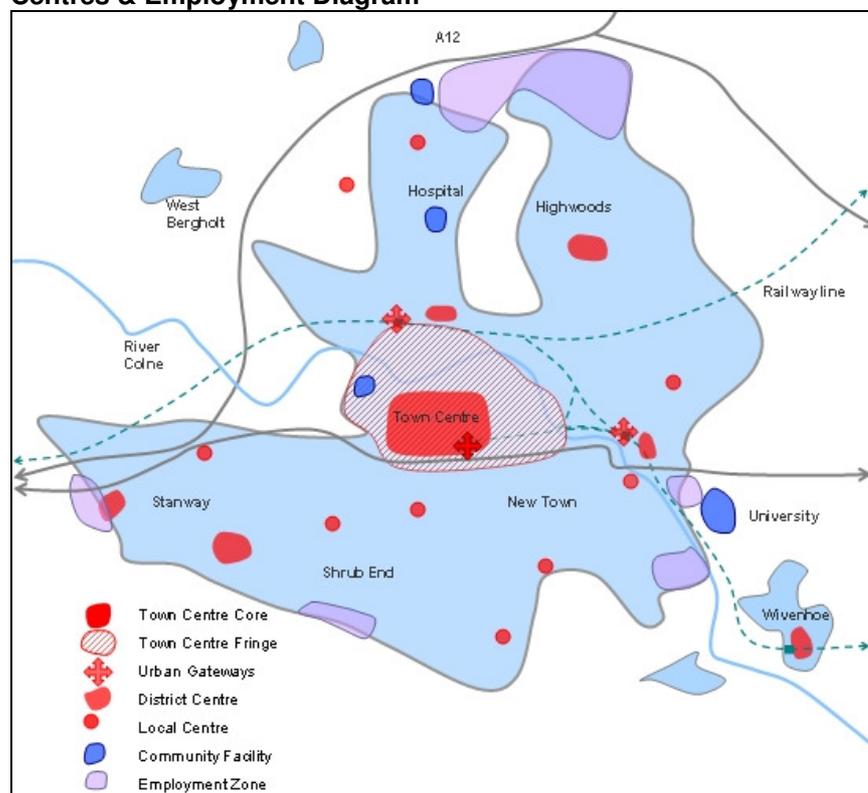
The Hotel Study identified demand for 270-390 hotel bed spaces between 2006 and 2015 to serve the leisure and business travel market in Colchester.

The study identified the type, location and timeframe associated with these potential hotel development opportunities. The Core Strategy will support the development of hotels in Colchester, and will encourage these hotels to be located in the Town Centre or alternate locations with sustainable access to the Town Centre (e.g. North Colchester)

6. Core Strategy Provision

This section provides a summary of the centre and employment provisions in the Core Strategy. The diagram below provides a conceptual illustration of mixed use centres and employment zones in Colchester Town

Centres & Employment Diagram



6.1 Town Centre

The Core Strategy seeks to expand Colchester's Town Centre to facilitate development around North Station and other areas with excellent access to the historic core. The Core Strategy will also facilitate the delivery of the following economic development in the Town Centre during the plan period:

- 67,000sqm (net) of retail floorspace, predominantly in the Town Centre (2006-2021)
- 40,000sqm (gross) of office floorspace (Use Class B1) predominantly in the North Station Regeneration Area. (2004-2021)
- 270-390 hotel bed spaces, encouraged to locate in the town centre.

6.2 Other Mixed Use Centres

The Core Strategy supports mixed use development (including retail, offices and housing) in other centres. Employment development should be small to medium in scale and should not compete with the Town Centre. These developments should be of a scale and design that is oriented towards meeting the needs of local catchments and should not support unsustainable travel patterns.

The Core Strategy only denotes broad locations. The exact locations and boundaries of mixed use centres will be detailed in the Site Allocations DPD.

6.3 Strategic Employment Zones

The Core Strategy identifies Strategic Employment Zones (SEZ) at North Colchester, Stanway and the University Research park. The Strategy will also support the delivery of the following economic development at these SEZ locations:

- 45,000sqm (gross) of business floorspace (excluding B1), predominantly in the Strategic Employment Zones (2004-2021)
- Existing commitments for approximately 110,000sqm (gross) of B1/office floorspace

6.4 Local Employment Zones

Local Employment Zones will accommodate small and medium enterprises that provide local employment and businesses that need a rural location. Major new warehousing and manufacturing developments should be located in the Strategic Employment Zones. Some existing employment zones that are rundown and/or low quality could be identified in the Site Allocations DPD for regeneration to deliver housing and mixed use developments.

The Core Strategy only denotes broad locations. The exact locations and boundaries of employment zones will be detailed in the Site Allocations DPD.

Centres and Employment Hierarchy

	Hierarchy		Indicative Location*
Mixed Use Centres (Policy CE2)	Town Centre	Town Centre core	Colchester's historic Town Centre
		Urban Gateways	North Station Colchester Town Station Hythe Station
		Town Centre fringe	Land surrounding the Town Centre core.
	District Centres	Rural District Centres	Tiptree West Mersea Wivenhoe
		Urban District Centres	Highwoods Tollgate Peartree Road Greenstead Road Turner Rise
Local Centres	Neighbourhood Centres and Local Shops	Specific sites to be identified in Adopted Proposal Maps (Site Allocations DPD)	
Strategic Employment Zones		North Colchester Stanway University Research Park	

	Local Employment Zones	Specific sites to be identified in Adopted Proposal Maps (Site Allocations DPD)
--	------------------------	---

*Boundaries to be defined in Adopted Proposal Maps (Site Allocations DPD)

Appropriate Land Uses

	Mixed Use Centres (Policy CE2)	Employment Zones (Policy CE3)
Primary Land Uses	A1 – Shops A2 – Financial and Professional Services A3 – Restaurants and Cafes A4 – Drinking Establishments A5 – Hot Food Take-Away B1a – Offices B1b – Research and Development, Studios, Laboratories, Hi-tech C1 – Hotels D1 – Non-residential Institutions D2 – Assembly and Leisure	B1b – Research and Development, Studios, Laboratories, Hi-tech B1c – Light Industry B2 – General Industry B8 – Storage and Distribution
Secondary Land Uses	C2 – Residential Institutions C3 – Dwelling House B1c – Light Industry Sui Generis	B1a – Offices D2 – Assembly and Leisure Sui Generis

Indicative Employment Delivery

		Retail (2006-2021)	Hotels (2006-205)	B1/Offices (2004-2021)	Industry & Warehousing (2004-2021)
Town Centre		67,000sqm (net)	270-390 rooms	40,000sqm (gross)	
Strategic Employment Zones	North Colchester			38,000sqm (gross)	45,100sqm (gross)
	Stanway		36,500sqm (gross)		
	University of Essex		36,000sqm (gross)		

Appendix A – Glossary

Core Strategy - The Core Strategy will set out the long-term vision for Colchester and the strategic policies required to deliver sustainable development. It will also seek to protect and enhance the environment, as well as defining the general locations for delivering strategic development including housing, employment, retail, leisure, community and transport.

Greenfield Site - Land which has never been built on before or where the remains of any structure or activity have blended into the landscape over time.

Local Development Framework (LDF) - This is the term given to the portfolio of Local Development Documents, which will provide the framework for delivering the spatial planning strategy for the area.

Mixed Use Development – Development that comprises an integrated mix of land uses, including retail, business and residential.

Centres - Centres are mixed use places where we shop, work, learn, relax and live. A Centre is a collection of local shops, services and community facilities at the centre of both towns and urban neighbourhoods. Centres could range from a small parade of shops through to larger commercial areas providing a variety of services and facilities.

Previously Developed Land (PDL) (also known as Brown field land) - Previously developed land that is unused or may be available for development. It includes both vacant and derelict land and land currently in use with known potential for redevelopment. It excludes land that was previously developed where the remains have blended into the landscape over time.

Regeneration Areas – An area in the Borough identified on the basis of potential for brownfield land redevelopment, economic and social need and proximity to the Town Centre. The Regeneration Areas are key element in the aim of Colchester becoming a prestigious regional centre. Five Regeneration Areas have been identified across the Borough – St Botolphs, North Station, East Colchester, North Colchester and Garrison.

Sustainability Appraisal (SA) - An appraisal of the economic, social and environmental effects of a plan from the outset of the preparation process, so that decisions can be made that accord with sustainable development.

Town Centre - The Town Centre is cultural and commercial heart of the Borough. Colchester's Town Centre includes the historic core of Colchester, as well as the surrounding fringe areas that are characterised by a mix of retail, residential, office, community facilities and other uses often found in other Centres. North Station and Hythe Station will be major gateways to Colchester and are therefore considered to be another important element of the Town Centre.

Appendix B – References

National Planning Guidance

Planning Policy Guidance and Statements:

PPS1 – Sustainable Development (February 2005)

PPG4 – Industrial, commercial development and small firms (November 1992)

PPS6 – Town centres (March 2005)

Regional Policy and Studies

Government Office for the East of England, *East of England Plan: The Secretary of State's Proposed Changes to the Draft Revision to the Regional Spatial Strategy for the East of England and Statement of Reasons*, December 2006

Colchester Policy Documents

Colchester 2020, *Sustainable Community Strategy*, 2007

Haven Gateway Studies

DTZ Pieda Consulting, *Haven Gateway Employment Land Study*, December 2005

Colchester Studies

GVA Grimley, *North Essex Retail Study, Stage Two Report, Colchester Borough*, February 2007

Humberts Leisure, *Hotel Market Demand Appraisal and Sequential Site Assessment*, April 2007

Lambert Smith Hampton, *Employment Land Study*, May 2007