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### Introduction

#### **PURPOSE OF THE FRAMEWORK**

THIS DOCUMENT SETS OUT A
FRAMEWORK VISION FOR THE
FUTURE DEVELOPMENT OF THE
TOLLGATE AREA OF STANWAY.
IT ENCOURAGES HIGH QUALITY
DEVELOPMENT PROPOSALS
THAT WILL ENHANCE THE
QUALITY OF THE PUBLIC REALM
AND TOWNSCAPE; THAT SEEK TO
CREATE AN INTERCONNECTED
ENVIRONMENT; AND THAT
CONTRIBUTE TOWARDS A
VIBRANT AND SUCCESSFUL
'HUMANISED' URBAN
DISTRICT CENTRE.

The aim is to create a sustainable and balanced place as the heart of the Stanway Growth Area and to transform the character of the Tollgate area to become a stimulating, attractive and economically vibrant hub for the growing population, building on its success as a retail and commercial destination.

The document provides a framework to help shape a new high quality place, aimed at integrating new development proposals and creating new connections with the existing communities within the immediate area, the wider Colchester urban area and the town centre.







THE FRAMEWORK VISION
WILL HELP INFORM FUTURE
DEVELOPMENT SO THAT SPACES,
BUILDINGS AND ACTIVITY ARE
HARMONISED TO CREATE AN
ENVIRONMENT THAT PEOPLE
WILL WANT TO VISIT, WORK IN
AND ENJOY.

In terms of the character of future developments, the vision is expected to provide the framework for quality pedestrian, cycle and public transport connections with adjacent developments/communities and exhibit good 'green' credentials.

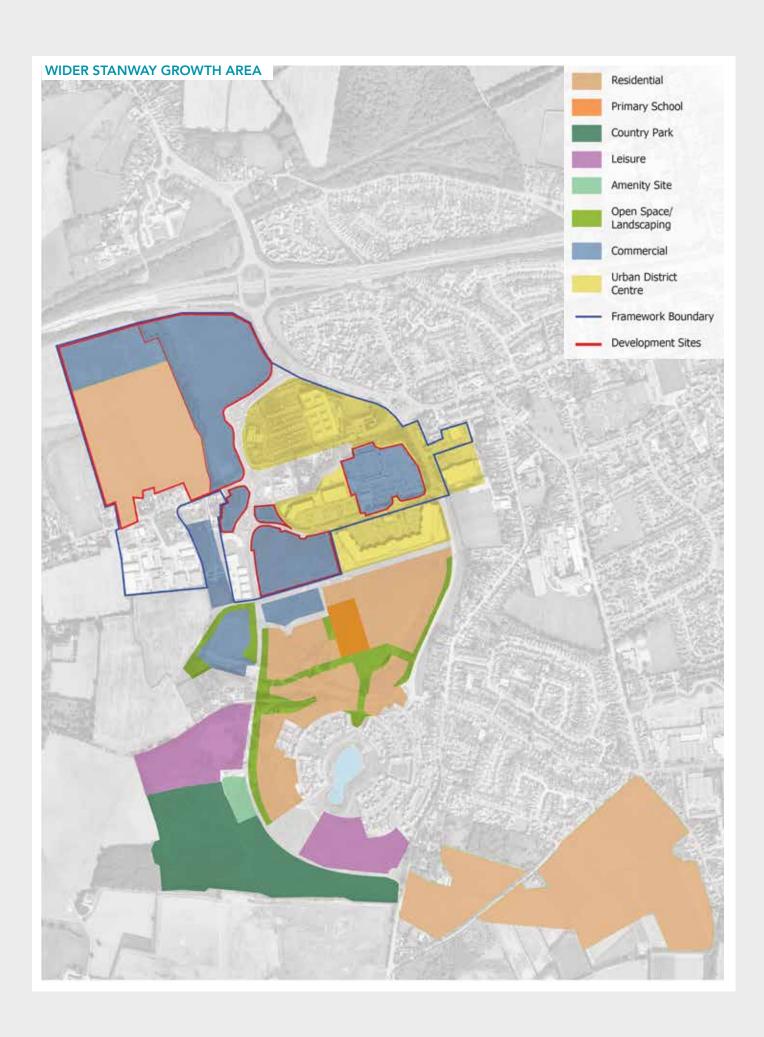
The Framework will provide the basis for future development driving economic growth, reflecting the Tollgate area's location within the Stanway Growth Area and as a Gateway to Colchester.

#### FRAMEWORK AREA

The Framework area includes the extent of the existing Urban District Centre and adjacent land allocated for development. These development sites extend to some 29 hectares (72 acres) and are all in private ownerships. As such they are capable of being brought forward in the short to medium term.



"New developments should be designed to drive economic growth, and deliver benefits and improved life opportunities for local people as well as those in the wider community and Colchester as a whole..."

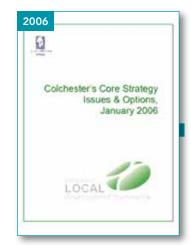


#### FRAMEWORK OBJECTIVES

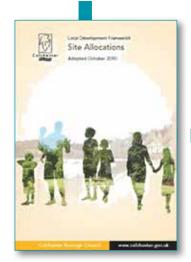
The Framework has the following objectives:

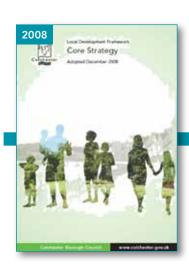
- To define an ambitious framework Vision for Tollgate and the wider growth area;
- To identify the principles which will achieve the high quality design and public realm required to create an effective Framework for the future development of the various sites, including footpaths and cycleways;
- To define a broad Framework as a basis for the development of more detailed proposals;
- To identify opportunities for public transport improvement and increase connectivity with the wider Stanway area and the rest of Colchester;
- To encourage sustainable development founded on delivering economic growth and job creation; and
- To identify clear next steps for the future development of the Tollgate area, involving informing future evidence base material and plan reviews; helping determine planning applications; and assisting delivering the overall Vision.

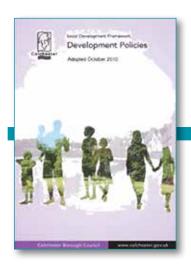
"...a collaborative approach between the landowners, Colchester Borough Council as the local planning authority and the local community."



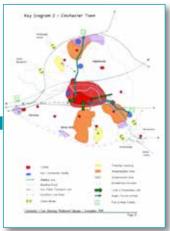


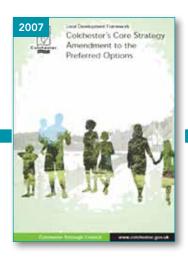




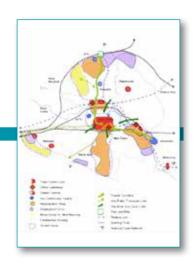




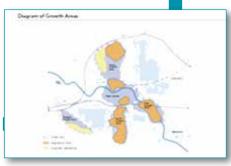




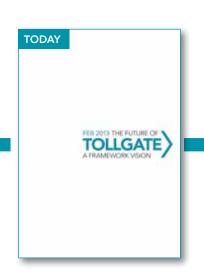


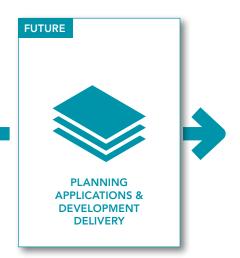












#### **OVERVIEW OF PROCESS**

The Framework Vision has been documented by Barton Willmore LLP and reflects a collaborative approach between the key landowners and Colchester Borough Council as the local planning authority.

A communication and consultation strategy was undertaken that embraced and encouraged the involvement of ward members, the Parish Council and the local community in the preparation of the Vision and to help guide decision making on related subsequent planning applications.

#### FRAMEWORK STATUS

Following review by the Local Plan Committee, the Framework will have the status of a material consideration in the determination of future planning applications.





# Stanway's Growth & Tollgate Today

THE STANWAY GROWTH AREA HAS SEEN SIGNIFICANT NEW DEVELOPMENT COMING FORWARD OVER THE PAST 30 YEARS, FOCUSSING ON RETAIL-LED COMMERCIAL DEVELOPMENT WITH TOLLGATE AT THE HEART OF THE AREA MEETING MUCH OF COLCHESTER'S GROWTH NEEDS. IN RECENT YEARS EXPANSION HAS BEEN RESIDENTIALLY DRIVEN ALTHOUGH THE AREA HAS CONTINUED TO ENHANCE ITS STRONG RETAIL & COMMERCIAL PRESENCE, EXPANDING FURTHER WITH THE OPENING OF THE SAINSBURY'S SUPERSTORE ALONGSIDE OTHER COMMERCIAL DEVELOPMENTS.

#### 1. TOLLGATE EAST

Tollgate East was developed between 1985 and 1991 and comprises a mix of commercial uses including Fenn Wright estate agents and Seapets pet supplies, alongside a Homebase store.

#### 2. TOLLGATE CENTRE

Opened in 1989 the Retail Park includes tenants such as Allied Carpets, Harveys, Iceland and Next Home. Drive-through McDonalds and Boots are also present as well as Costa which opened in 2012.

#### 3. TOLLGATE WEST

Tollgate West opened in 1995 and contains four large retail units currently occupied by Bennetts Electrical, Currys/PC World, B&M and Staples. Alongside the retail offer at Tollgate West are the Zen Clinic and Tollgate Medical Centre, opened in 2005, and a Frankie & Benny's restaurant opened in 2009.

#### 4. TOLLGATE BUSINESS PARK

The Tollgate Business Park was constructed in 2010, providing Use Class B1, B2 and B8 floorspace.

#### 5. SAINSBURY'S

Sainsbury's have been represented in the Tollgate area since 1985. The new store opened in December 2010. The previous Sainsbury's store site is currently vacant having been cleared in 2011.

#### 6. LAKELANDS

This area to the south of Tollgate comprises the phased residentialled development of an area referred to as Lakelands. 200 homes as part of Phase 1 have been completed whilst planning permission exists for Phase 2, comprising an additional 600 homes (planning permission extended in 2012).





FUTURE DEVELOPMENT IS ALSO EXPECTED TO BE FOCUSSED ON NEW HOUSING ON THE SOUTHERN AND WESTERN FRINGES OF STANWAY GROWTH AREA. THE IMPETUS FOR FURTHER DEVELOPMENT ACTIVITY HAS BEEN STIMULATED BY THIS INCREASING LOCAL POPULATION AS WELL AS THE COMPLETION OF THE NORTHERN LEG OF THE STANWAY WESTERN BY-PASS AND THE SIGNIFICANT NEW DEVELOPMENTS ALONGSIDE THE NEW ROAD.

The aim is to encourage a coordinated Vision, setting the framework for the subsequent development and re-development of these strategically important sites and to help ensure that those proposals are delivered in a way that is consistent with the approach set out in Colchester's adopted Local Plan. In addition, proposals are intended to identify local infrastructure links and connectivity between existing uses and future developments.

#### 7. STANE PARK

Allocated for commercial employment development and located at a key 'gateway' to the growth area, the site has the potential to accommodate a 'place changing' significant development that will assist in the delivery of transport infrastructure improvements.

#### 8. WYVERN PARK

Allocated for residential and commercial employment development.

#### 9. TOLLGATE WEST

Allocated for commercial employment development and centred between the Western Bypass and Tollgate Centre, the site has the potential to provide key links between the adjacent District Centre, Lakelands and Tollgate Business Park to the West.

#### 10. FORMER SAINSBURY'S SITE

Allocated for commercial employment development, the former Sainsbury's Site sits at the centre of Tollgate. The site provides

the opportunity to consolidate the existing District Centre to create a focused, integrated heart to the growth area.

#### 11. FLORAL ACRES

A smaller site allocated for commercial employment development to provide further facilities to serve the area, complimenting the offer of the District Centre. Development here should include a mix of uses and seek to manage the transition to the wider residential areas beyond.

"A number of development sites have the potential to accommodate the future growth of Stanway, in particular the central Tollgate area. The Vision sets the framework as a guide for the future provision of mixed commercial and residential development with associated community and leisure uses along with car parking. This will provide place changing development that will help drive the economic prosperity of the area through high quality, thoughtfully designed, landscaped and integrated proposals."



















## Planning Context

## THE PRINCIPLE OF DEVELOPMENT IN THE TOLLGATE AREA IS WELL ESTABLISHED THROUGH ADOPTED PLANNING POLICIES

The wider Stanway area is designated as a Growth Area in the Core Strategy with Tollgate being identified as an Urban District Centre. Several sites have been identified to contribute to the delivery of housing and new jobs and the creation of a compact, mixed use community.

The Core Strategy identifies large areas surrounding the centre for housing (up to 1,800 units) as well as for employment growth up to 36,500 sq.m of B1 business uses and up to 45,100 sq.m of Industry and Warehousing within a designated Strategic Employment Zone. The majority of these allocations have been rolled forward from the 2004 Local Plan.

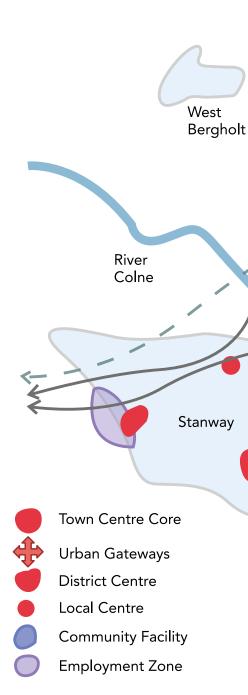
#### **MOVING FORWARD**

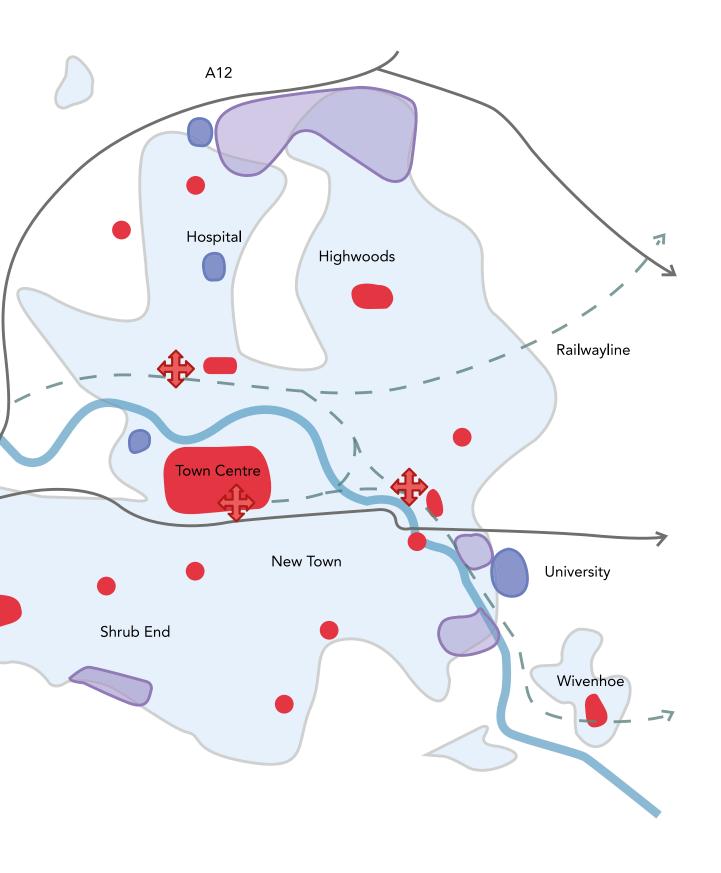
It is now considered to be an appropriate time to begin a review of development opportunities for these sites to ensure their development for commercial purposes responds appropriately to needs for, and changes in patterns of, shopping, transport, leisure, and employment. This will shape the function, activity and design of the urban centre and other places.

#### STANWAY PARISH PLAN

In addition to the Borough Council's Local Plan, the Stanway Parish Plan and Design Statement identifies a number of key objectives for the future development of the area, consistent with this Framework. Whilst not forming part of the statutory Development Plan, it does represent views of the local community, has been adopted by the Council and shows a desire to see:

- Public engagement in all major development proposals
- Developments that provide new or improved existing walking and cycling networks to enhance links between Stanway and Colchester
- Appropriate infrastructure to accommodate new development
- New residential development providing a mix of housing type and tenure
- New leisure and community facilities
- Improvements and expansion of shopping choice whilst not conflicting with Colchester town centre
- A range of new commercial developments (including incubator units)









### The Vision

THE STANWAY GROWTH AREA WILL BE AN AREA WHERE PEOPLE WANT TO LIVE, WORK, SHOP, PLAY, AND VISIT. TOLLGATE, AT THE CENTRE OF STANWAY, WILL BE AN ATTRACTIVE AND ACCESSIBLE DESTINATION FOR COMMERCIAL USES COMPLEMENTING PLANS FOR THE WIDER GROWTH OF STANWAY

The vision builds on a number of 'key principles' which focus on the integration, links, and accessibility of the vision area. These are the:

- Need to integrate disparate elements of existing area to promote sustainable travel patterns;
- Need for improvements to public realm and community focus;
- Need for co-ordinated and joined up approach to future infrastructure delivery; and
- Need for the flexible and responsive future land use planning of the area.

#### **CONSULTATION**

In order to shape the vision, and as a key part of the consultation strategy, Colchester Borough Council ran a consultation event during July/ August 2012, including a public exhibition. The results of the exercise enhanced our understanding of how Tollgate is perceived and used today but also what improvements residents would like to see delivered in the future.

The responses showed that the vast majority of people visiting the Tollgate area did so to shop, purchase fuel or for work, with most people visiting by private car. Visitors who did drive and who

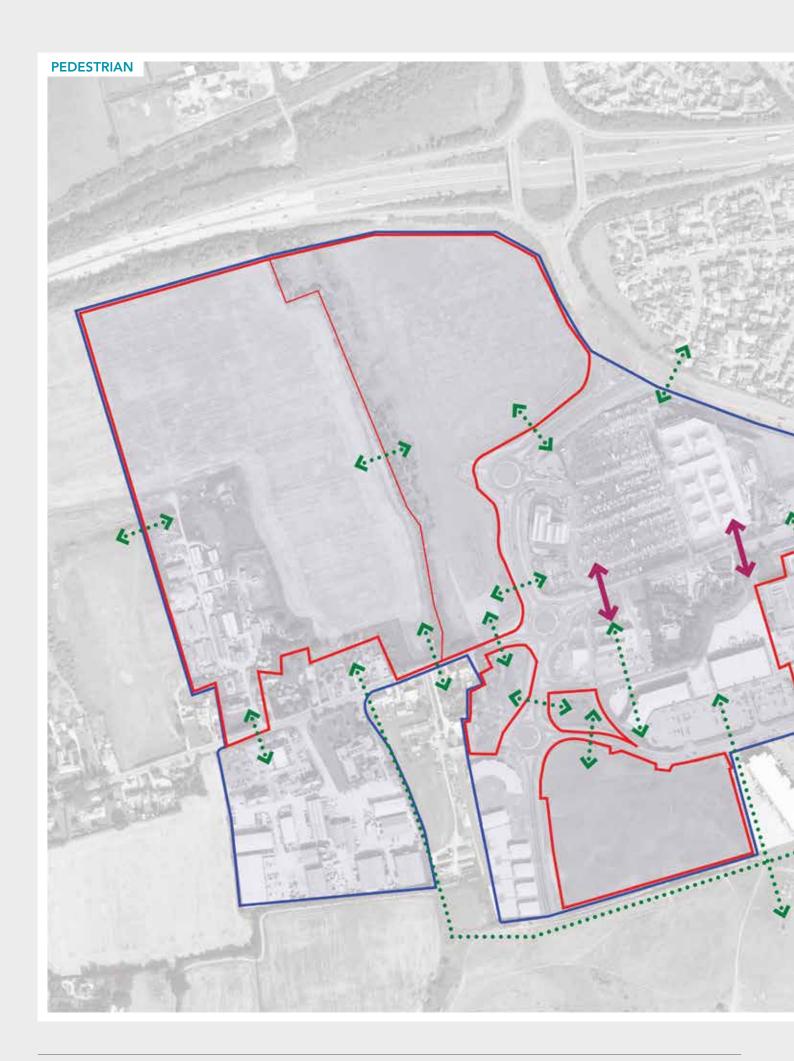
visited more than one shop/facility mainly walked between locations albeit a large proportion drive between facilities. Those visitors cited the need for more footways, safer footways, safer crossing points within car parks and over roads as the main factors deterring them from walking between facilities. These improvements form a key plank in the delivery of the Framework.

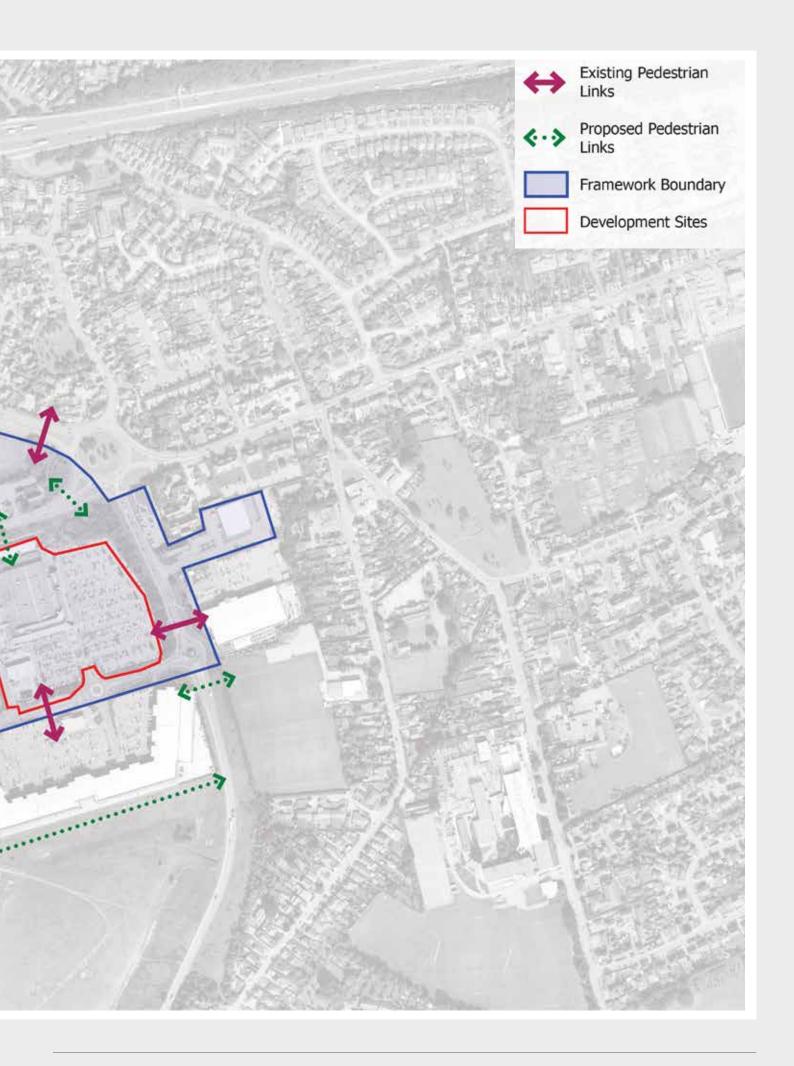
Looking forward and responding to questions in terms of how Tollgate could be improved, the key areas included:

- Provision of open space,
   landscaping and pedestrian areas
- Improved leisure facilities including a cinema, gym, restaurants and café
- A wider variety of shops and an improved retail offer
- Enhanced community facilities

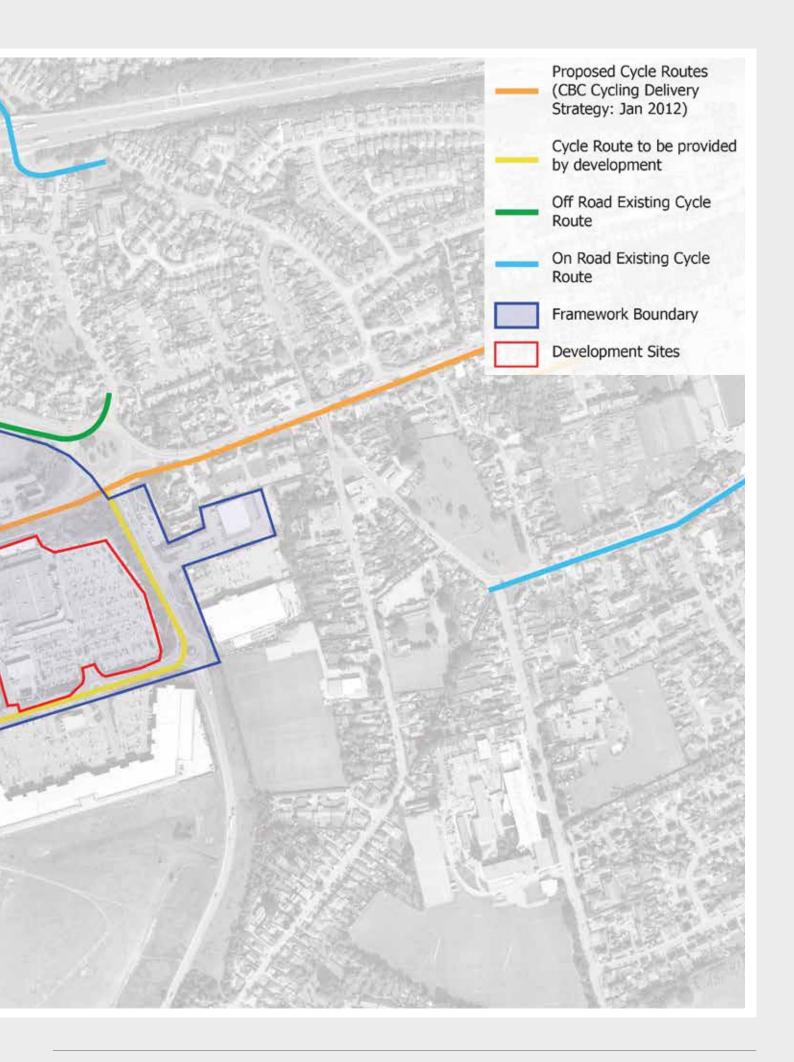
These improvements accord with and corroborate the findings of the Stanway Parish Plan.

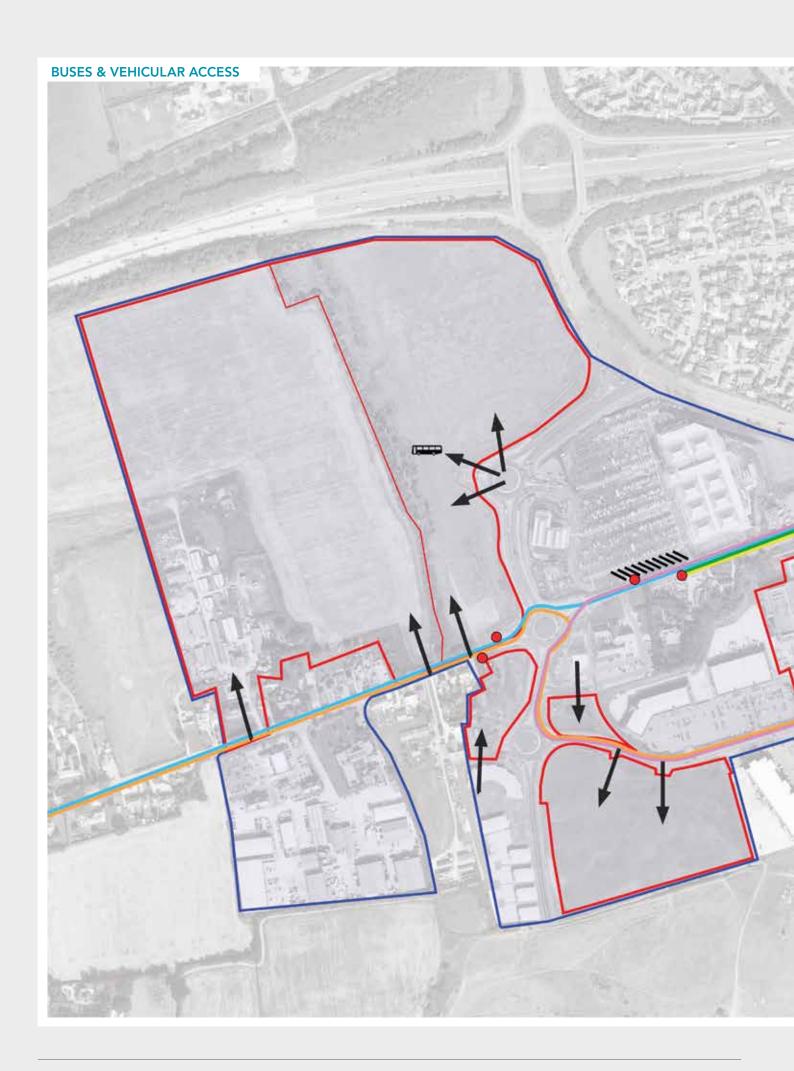
The following plans respond to the key issues raised and make a broad response to the consultation. More detailed work on uses and specific design ideas will follow in tandem with the long-term review of the Colchester Local Plan.













## Delivery

# THE VISION WILL BE DELIVERED THROUGH THE COLLABORATIVE PARTNERSHIP BETWEEN LANDOWNERS AND COLCHESTER BOROUGH COUNCIL

The Framework area has the potential through proper planning and the promotion of sustainable development of delivering economic growth and a wide range of jobs to the overall benefit of the area.

This will require a flexible and tailored approach to development management and policy interpretation and review to encourage a wider range of development opportunities to be delivered.

Development will be led by the private sector and will be required to provide appropriate infrastructure as well as demonstrating consistency with the Vision.

The Framework is adopted by Colchester Borough Council as a key material consideration in determining future planning applications.

#### **DESIGN PRINCIPLES**

Development proposals in the Framework area will be expected to enhance its place making qualities and have respect to the following key design principles:

- Enhancing the sense of place for the local community in Stanway as well as for Colchester and the surrounding area.
- Prioritising the linkage of development plots to encourage pedestrian and cycle movement



- » Provision of shared access for pedestrians and cyclists to surrounding residential neighbourhoods
- » Provision of routes following pedestrian desire lines to encourage easy movement between destinations
- » Ensuring appropriate levels of access and parking for cyclists.
- » Provision of high quality design, way marking and

landscaping to promote usage of non-vehicular links

- Ensure easy access to the existing public transport network
  - » Creation of a bus hub for Stanway
  - » Easy pedestrian access to public transport from other residential and commercial areas



#### **NEXT STEPS**

The Framework identifies the local infrastructure links, connectivity between the existing uses and future development sites which will ultimately drive forward the economic, community and environmental development of the Tollgate area.

It should act as a guide for the future provision of mixed commercial and residential development with associated community and leisure uses along with car parking, helping make the Tollgate area of Stanway a better place.

The Council will continue to review and update its plans and policies for commercial areas to ensure policies and allocations respond to changing national economic and social trends. Currently, the Council is carrying out a limited Focused Review of its adopted policies to ensure the necessary modifications are made to bring the plans into compliance with the National Planning Policy Framework. Over the longer term,

the Council will carry out a review of its policies and allocations. This two-stage process means that while this document is guided by current allocations and policies in the plan, its principles are also intended to be relevant to the Council's future review of its Local Plan policies and allocations which will direct long-term growth and development.

The Council's next steps are to:

- Consider the future planning strategy for the further economic growth and development of the Tollgate Urban District Centre in the context of existing planning permissions and adopted planning policy;
- Review site allocations for specific sites through the Local Plan review; and
- Use the Framework to guide and inform future planning applications in the Tollgate area as well as longer-term allocations and policies.

- Deliver high quality landscaping and design to a consistent theme across the Framework area
- Ensure opportunities for open space.
- Attain high levels of sustainable design and construction.
- Provide a range of accessible facilities serving both the local area and the wider community

"...the Growth Area has the potential through proper planning and the promotion of sustainable development of delivering economic growth and a wide range of jobs to the overall benefit of the area."

