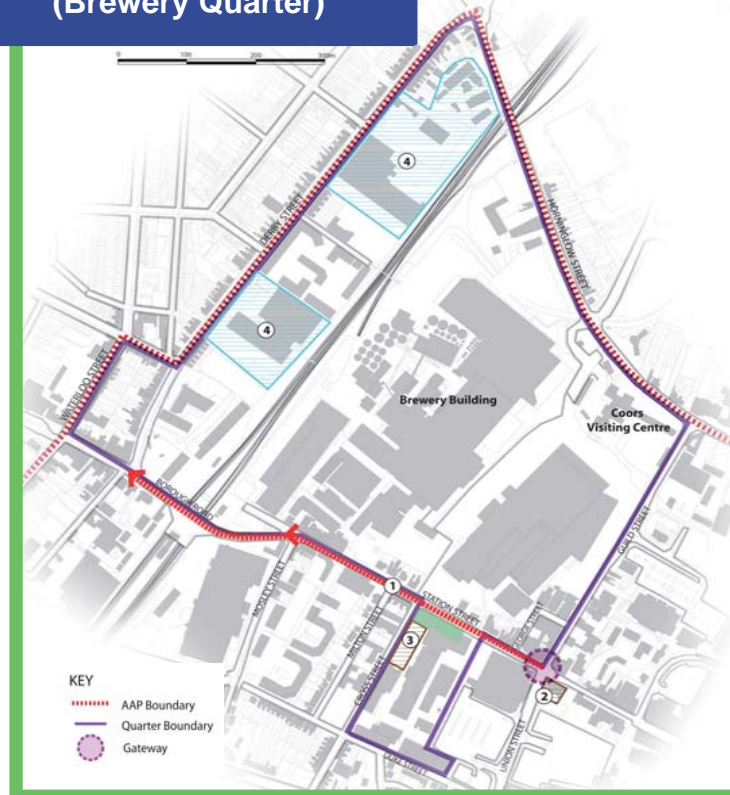


BURTON TOWN CENTRE AREA ACTION PLAN

Northern Quarter (Brewery Quarter)

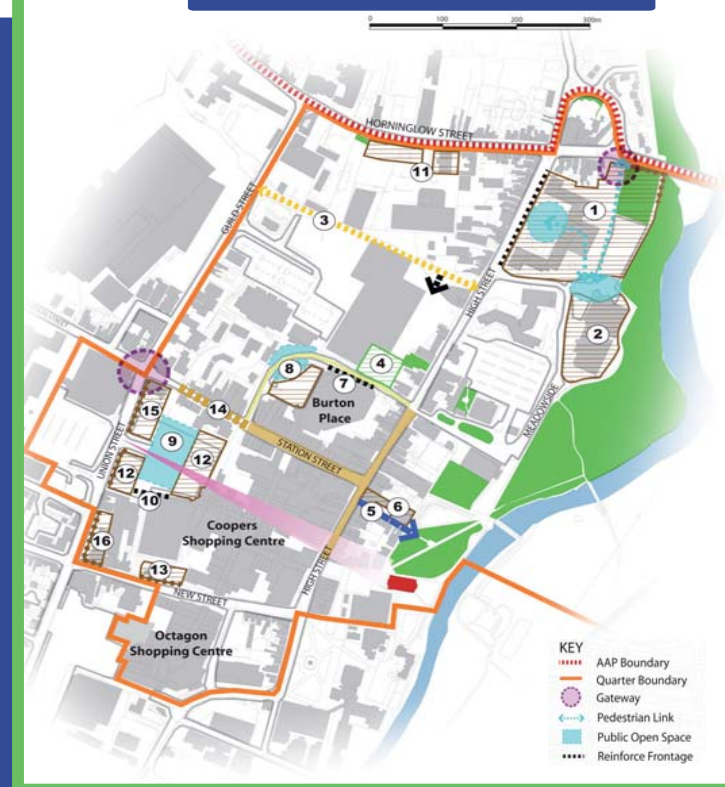


The northern quarter contains key features of the town's history in the form of the brewery buildings and associated visitor's centre.

Possible opportunities:

- Environmental improvements to Station Street to improve connectivity to train station?
- Redevelopment opportunity at corner of Station Street and Guild Street?
- Cross Street: opportunity to extend existing Coors technical building into high quality mixed use office and retail development?
- Redevelopment opportunity into mixed use office and residential development?

Eastern Quarter (Retail Quarter)



The eastern quarter contains the main retail elements of the town centre. It contains all three of Burton's shopping malls, Coopers Square, Burton Place and The Octagon.

Possible opportunities:

- (1&2) Riverside opportunity to create high quality gateway development involving town centre uses including retail?
- Opportunity to re-open historic street and improve permeability within this area?
- Opportunity to reinforce and extend existing green space?
- Environmental improvements to Andressey Passage and improve access to memorial gardens?
- Convert disused buildings into high quality mixed use office development?
- Re-open frontage from Burton Place?
- Public realm opportunity on Burton Place car park? Rationalise access to rooftop car park?
- Coopers Square - public realm opportunity on Coopers Car Park?
- Reinforce frontage onto new proposed square? Extend rooftop car park?
- Redevelopment opportunity - into office / residential units?
- Extension of Coopers Shopping Centre to enclose proposed Coopers Square?
- Opportunity for retail development?
- Extension of the pedestrian area on Station Street?
- Opportunity to create a new landmark building at the corner of Union Street & Station Street? This would reinforce frontage onto Union Street & enclose the proposed Cooper Square
- Improvements to create a better gateway with partial redevelopment if possible?

Introduction

Burton Town Centre is entering an exciting and challenging period.

Up to 2026 there will be opportunities for major improvements to the town centre. We would like your views on how the town centre should be improved. What do you currently like about the centre, what would you want to change and what would you like to see protected and improved?

Burton is already a successful centre. However, it needs to continue to improve in order to successfully compete with neighbouring centres. To achieve this, improvements will be needed in the quality an number of shops, congestion and parking issues will need to be resolved, and facilities and environment enhanced.

The Regional Spatial Strategy for the West Midlands is currently setting new and ambitious housing targets. This could mean for the Borough anything between 6,000 and 16,500 homes (whilst we are modelling 20,000 new homes in 2001-26 we are likely to be required to go as high as 17,500. This equates to around 16,000 additional houses yet to be built 2006 - 26. Clearly this presents a great opportunity for Burton Town Centre to increase and improve its facilities.

Issues & Options Consultation

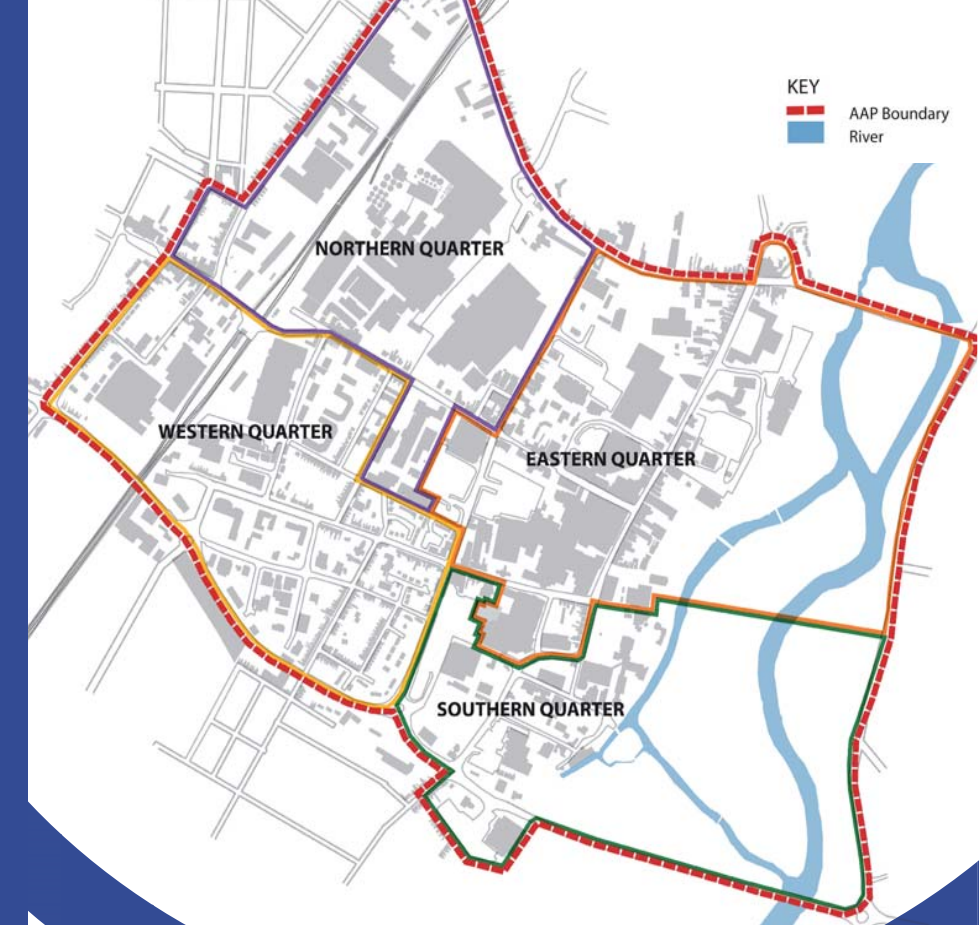
To guide this growth and capture the opportunity the Borough Council has embarked upon producing a Town Centre Area Action Plan (AAP).

The AAP will form part of the Council's Local Development Framework which will be the new 'Development Plan' for East Staffordshire. It is expected to be finalised in 2009.

Early work has commenced on the AAP identifying key issues and options facing the Town Centre. This period of consultation on the Issues and Options will last until the end of September 2007. Everyone's views will be considered before preparing a Preferred Option for the town centre.

To find out more information you can visit the Council's web site (www.eaststaffsbc.gov.uk) where the full Issues and Options Report can be viewed and downloaded. Look out for the opportunity to comment on the Core Strategy too - the strategy guiding development in the whole Borough over the next 20 years. You can also find out more about both our forthcoming exhibitions, see details in ES News or on the website. Please take the time to fill in the attached questionnaire and return it to the address on the bottom of the questionnaire. Alternatively you can complete the on line questionnaire at the above web address.

Burton Town Centre Area Action Plan - Proposed Boundary



Alternative formats of this publication are available upon request. Please contact us to discuss an appropriate format at local.plans@eaststaffsbc.gov.uk alternatively call Glenn Jones or a member of the Planning Policy Team on 01283 505645

Key Themes

9 Key Themes have been developed for the town centre:

1. Restructuring & Redevelopment;
2. Retail & Residential Investment;
3. Connection to the Riverside;
4. Arts & Cultural Heritage;
5. Learning & Enterprise;
6. Attraction of Visitors;
7. Image & Marketing;
8. Access & Movement; and
9. Meeting the Challenges of Climate Change & Sustainability;

Shopping and Leisure

Population increases of between 10% to 16% can be expected in the Borough up to 2026. This would generate a very substantial increase in demand for shopping. Retail floorspace could therefore grow by as much as 50% to 75%.

Spending on leisure is predicted to grow by 35% up to 2021. There is opportunity to capture this growth through provision of better and more appealing restaurants, pubs and cafes as well as commercial facilities like bingo and bowling.

Access & Movement

Burton currently experiences problems with the local road network resulting in significant levels of congestion, particularly during the weekday evening rush hour and on Saturdays. If major population growth occurs in and around Burton, these problems will increase unless new traffic management measures are put into place and alternative, more sustainable travel options are provided. Access to car parking within the town centre is one of the main influencing factors on traffic flow within Burton. The rationalisation of relocation of some of the car parks within the town centre could greatly assist in improving traffic management in the town centre. Potential options would be to:

- Remove the existing Coopers Square (central) car park, relocate the car parking spaces elsewhere within the town centre and redevelop the land for mixed use purposes;
- Remove the surface car parking at Burton Place car park and re-configure the rooftop car park to accommodate some or all of the surface spaces;
- Extend the Coopers Square car park (accessed from New Street); and
- Construct a multi-storey car park on the New Street car park (accessed from Lichfield Street).

On-street car parking in Burton also contributes to traffic management problems.

Although most of the bus stops within the town centre are located on New Street, Burton lacks a clearly defined bus interchange or station. One of the aims of the AAP is to encourage more sustainable travel to and from Burton. In order for this to happen, investment in public transport is necessary. There is a large residential catchment within close proximity to the town centre and there is potential to improve cycling and walking links to the town centre through the provision of a safe and attractive network.

Employment & Education

Although traditional industries have declined, the Town Centre continues to be an important source of employment. Public sector services and the retail and leisure sectors currently dominate employment opportunities in the Town Centre.

The provision of office schemes is not currently proving attractive to developers. A long term ambition should perhaps be to make office schemes more popular in the centre by improving transport and the quality of the town centre environment and services.

There are a number of old industrial areas in the town centre. In some cases they detrimentally affect the environment of adjoining areas. The redevelopment of some of these sites for non industrial uses may help improve the urban environment and image of the town centre. To achieve this, businesses will need relocation to more suitable alternative sites within the Borough.

Burton College is a successful and growing establishment. It provides vibrancy to the town centre as well as improving over the long term the skills base of the Borough. Their ambitions to expand in the Town centre should be encouraged.

Housing

The town centre has become increasingly popular with house builders with property prices in some cases doubling in the last five years. Town centre living can be very helpful in creating a vibrant 24 hour environment and provide natural surveillance to public spaces. In addition, building more houses within the town centre and other urban areas reduces the need for green field development.

Built Environment

A detailed urban design appraisal has been undertaken to assess the urban and environmental qualities of Burton's town centre. This process was essential to identify locally distinctive patterns of development, landscape qualities and elements that contribute to Burton's character and identity. A number of issues were identified:

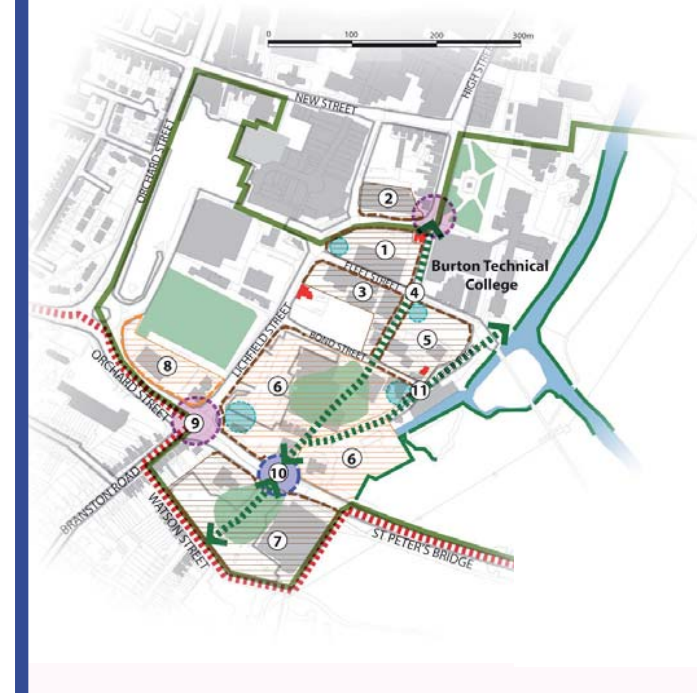
- Burton's riverside and landscape setting;
- The relationship between the town centre, the riverside and the washlands;
- Existence of key views and vistas;
- The existing street and building patterns and spaces and the relationship between those;
- The barrier of the railway line dividing the town into two: a civic area and the rest of the town centre;
- The existence of locally distinctive and historic buildings that reinforce both a "sense of place" and local identity; and
- The use of local materials, building features and detailing which are key to enhancing Burton's distinctiveness.

For the purposes of the AAP, the town centre has been divided into 4 quarters; north, south, east & west.

A number of options are being considered for each of the quarters which seek to provide improved retail, employment, residential, educational and leisure uses whilst also improving the character and visual appearance of the town centre. In addition, the options seek to provide improved public transport and pedestrian facilities. The potential options for each of the 4 quarters are shown overleaf.

BURTON TOWN CENTRE AREA ACTION PLAN

Southern Quarter (Education Quarter)



The southern quarter contains Burton Technical College and is characterised by a mixture of high quality public spaces and buildings of mixed qualities and car parks. Opportunities exist to reinforce the educational character of this quarter:

POSSIBLE OPPORTUNITIES

2. Relocate existing retail use to appropriate site and redevelop area into Skills & Educational Centre?
3. Redevelop vacant building on Lichfield Street into high quality office/retail development?
4. Relocate existing uses and re-appropriate the site for educational purposes or student accommodation?
5. Potential pedestrian link across Burton College Campus and establish connection to site 7?
6. Reinforce frontage and redevelop vacant buildings into mixed use office development?
7. Relocation of retail outlets into appropriate location and redevelop into student housing and educational buildings?
8. Redevelop for mixed use development?
9. Enhance key gateway? Landmark building?
10. Possible link to existing residential area?
11. Enhance and reinforce linkages to riverside?

The Western Quarter is dominated by housing and employment activities.

Possible opportunities:

2. Improve the attractiveness of Burton train station. Modernisation and environmental improvements to Station area?
3. Environmental improvements and rationalisation?
4. Creation of a landmark building at key gateway site?
5. Creation of a possible route to improve connectivity and permeability within the area?
6. Redevelopment opportunity to create high quality office development and improve frontage onto Moor Street?
7. Create high quality residential development to complement the Boulevard residential development and replace poor quality workshops and warehouses?
8. possible creation of a green space within this area?
9. Improved pedestrian connectivity across Evershed Way and enhance key view towards Brewery house?
10. Redevelopment opportunity? to reinforce frontage onto Curzon Street?

Western Quarter (Housing/Industrial Quarter)

