

Town and Country Planning report

to support and explain a planning application
(resubmission) for the residential conversion and new
build residential on a site at Hursts Yard, Bank Street,
Cheadle, Staffordshire

for J.P.Properties

Suitability or otherwise of site as an employment site

addressing reason for refusal 2 of application 09/00923/FUL

Report 2 of 3

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development advice | planning applications & appeals | policy submissions | project management

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Glossary

Extract from 1987 use classes order.

PART B

Class B1. Business. Use for all or any of the following purposes:-

(a) as an office other than a use within class A2 (financial and professional services);

(b) (for research and development of products or processes;

or (c) for any industrial process being a use which can be carried out in any residential area without detriment to the amenity of that area by reason of noise, vibration, smell, fumes, soot, ash, dust or grit.

Class B2. General industrial.

Use for carrying on of an industrial process other than one falling within class B1 above.

Class B8. Storage or distribution.

Use for storage or as a distribution centre.

1 Reason for refusal on employment grounds

The reason for refusal stated the following:

2.The applicant has not demonstrated that the application site is unsuitable for further employment use, nor have any details been provided about the relocation of existing employment uses on the site and what impact the loss of this site would have on overall availability of employment land within Cheadle. The application is therefore considered to conflict with 'saved' policy E7 of the Staffordshire Moorlands Local Plan.

The officers report to committee included the following observation on this point:

In addition to the above concerns it is noted that the application site benefits from a number of existing small-scale employment uses, and no information has been provided to support the application in terms of the site's suitability (or unsuitability) for further employment use. The recent Staffordshire Moorlands Employment Land Study recognised that smaller employment sites make an important contribution (25%) to the total supply of employment land. However, no details have been provided about the relocation of these businesses and the impact of the loss of this site on overall availability of employment land within Cheadle. This is a further area of concern with the current submission and in the absence of a detailed analysis from the applicant it is considered that the proposal is in conflict with policy E7 of the Local Plan.

2 Relevant national planning policy

Planning Policy Statement 4 (Planning for Sustainable Economic Growth) urges council's to plan for the growth or contraction of business uses and make effective use of land. They are urged to consider a flexible approach and to take into account evidence of need and type and size of sites required to meet that need. They are not urged to protect all employment land.

3 Development Plan policy

The adopted development plan contains the following relevant policy provisions. They are material planning considerations against which, together with other material policy provisions, the application must be weighed. They are:

Staffordshire Moorlands Local Plan

Local plan policy E7 (saved) states the following:

DEVELOPMENT INVOLVING THE LOSS OF EXISTING EMPLOYMENT SITES WILL NOT BE PERMITTED EXCEPT WHERE IT CAN BE SHOWN THAT THE LOCATION IS UNDESIRABLE IN ENVIRONMENTAL OR TRAFFIC TERMS AND WHERE AN ALTERNATIVE SITE IS AVAILABLE.

Policy E8 is also material to this application. It states the following:

THE REDEVELOPMENT OF DISUSED EMPLOYMENT LAND OR BUILDINGS FOR NEW EMPLOYMENT USES WILL BE ENCOURAGED IN APPROPRIATE AREAS WHERE THIS IS CONSISTENT WITH OTHER PLANNING POLICIES

Staffordshire Structure Plan policies

Locational Factors for New Sites

E3 In addition to the requirements of Policy D1, new employment sites should be located where the requirements of those firms most likely to be accommodated on them can be met. In all cases, regard should be given to:

- (a) the availability of utility services;
- (b) access to the strategic highway and rail networks for the distribution of goods and services;
- (c) the presence of a nearby potential workforce;
- (d) the capability of being served by public transport;
- (e) the availability of pedestrian and cycle links between the site and adjoining residential areas;
- (f) the capability of existing services being able to be extended or improved to allow for future site expansion, when and if appropriate;
- (g) avoiding the sterilisation of mineral reserves;
- (h) the ability to reuse previously developed land.

6.30 The modernisation of indigenous industry and support of small firms is at least as important to the local economy as the attraction of inward investment. It is important, therefore, to ensure that the supply of land includes a range of possibilities for local firms to modernise by allowing them to expand within the same location or move to new sites of a quality which matches their aspirations. Where there is no alternative, this may include greenfield opportunities where needed (subject to environmental and amenity considerations and under the same restrictions applied to inward investment), provision for 'bad neighbour' uses and a good range of reclaimed or otherwise improved land, and buildings suitable for reuse. When considering development proposals in more sensitive rural or Green Belt areas, development will need to have regard to the other relevant policy provision.

6.31 It is likely that some land or buildings suitable for good quality industrial development will also be attractive for other uses. While proposals for alternative uses will be dealt with on their merits, having regard to market requirements, the priority will be to ensure a continuing stock of land and buildings attractive to Class B users, so that opportunities for inward investment and modernisation of existing industry are maximised.

Management of Traffic

T11 Traffic management measures, urban traffic control and information systems will be introduced, where necessary, to:

- (a) control the volume and speed of traffic;
- (b) ensure the most efficient use of highway capacity on the Strategic Highway Network;
- (c) improve conditions for public transport operators and promote the use of public transport;

- (d) reinforce the road network hierarchy and control use of unsuitable roads by non-local traffic;
- (e) minimise the impact of traffic in residential and other environmentally sensitive areas;
- (f) improve safety;
- (g) enhance the environment and convenience for people with disabilities, pedestrians and cyclists;
- (h) provide safe, attractive and direct walking and cycling routes, particularly to schools;
- (i) enable road space in town centres to be allocated so as to reflect the respective needs of disabled people, pedestrians, cyclists, public transport, emergency services and delivery vehicles;
- (j) support demand management initiatives.

Local Roads T13

The priorities for local roads will be to:

- (a) improve safety for all users;
- (b) improve facilities for people with disabilities, pedestrians, cyclists and buses;
- (c) reduce the impact of motor vehicular traffic on people and environmentally sensitive areas.

8.51 In contrast to the Strategic Highway Network, the main purpose of local roads is to provide access to all types of development by foot, bicycle and motor vehicles. Through the implementation of the transport policies in this Plan, the aim is to improve safety for all users of local roads and enhance the environment of areas where people live and work. This will be achieved by encouraging people to walk, cycle and use the bus; regulating traffic movements through traffic management measures; and implementing appropriate land use development policies. Detailed policies and strategies will be developed through the local transport plan process.

These policies seek to promote the protection and provision of good quality employment sites. Good quality employment sites do not include those which have the following features:

- Not in desirable location because of traffic concerns.
- Sites that have no room for expansion.
- Sites that have a poor relationship with other land uses such as residential.
- Sites and uses that are damaging to the character of Conservation Areas or the setting of Listed Buildings.

Furthermore sites need not be protected if other more suitable sites are available. These conditions all apply to this application site and this proposal. Accordingly it is clear that this proposal is development plan compliant in this regard

4.0 Cheadle masterplan

This plan considers this to be an opportunity site and suitable for residential use.

The masterplan is examined in other submissions supporting this application and repetition is avoided here. However 2 key extracts are worthy of note in this context. They relate to the scope of the brief for the production of the plan and comment on the suitability of the uses in this location. They read as follows:

“The aim of the Masterplan is to address the need to reinforce Cheadle within the sub-region, in defining it as an interesting and distinctive place to visit, shop, live and work. The principle objectives supporting this aim are:

- To identify employment opportunities through the redevelopment of vacant and underutilised land and property*
- To identify the potential to increase resident and visitor expenditure*
- To strengthen the town’s role as a service and retail hub.*
- Additional objectives specific to Cheadle are: y To prepare proposals that will enhance access to, and the setting of, St Giles (RC) Church (Pugin’s Gem) and the Market Place*
- To identify the feasibility of securing visitor accommodation in Cheadle Town Centre and identifying where this should be located, in order to benefit from the proximity of Alton Towers and the Churnet Valley*
- To propose and assess options for improving the flow of vehicular traffic in Cheadle Town Centre*
- To identify suitable uses or enhancements for ten opportunity sites (see Brief Study Area plan).”*

page 72 includes the following comment:

Town Centre West includes the Carlos Close and Hurst’s Yard opportunity Sites. Both provide valuable land for additional housing close to the heart of the Town Centre. Development suggested in the Masterplan will be low density and small scale in keeping with adjacent housing areas. The regeneration of Hurst’s Yard will see the removal of a small number of businesses that are mostly inappropriate to a town centre setting.

This site is identified in the masterplan as a housing site and not an employment site. This proposal accords with the provisions of the Cheadle masterplan in general and specifically with regard to its examination of suitable employment sites.

5.0 Staffordshire Moorlands Employment Land Survey

This report was undertaken by Atkins and Lambert Smith in order to provide the council with a robust evidence base for the formation of planning policy in the emerging LDF.

The report was finally released to the council in August of 2006. Since then there has been a considerable adjustment to the market as a result of the global financial crisis, recession in the UK and around the world and austerity measures introduced to begin rebuilding a solid financial basis. The report must be weighed having regard to these more recent events.

The study examined 37 employment sites and a total of 297 ha of land was assessed.

The study did not look at Hursts Yard itself. It did indicate that there were many smaller sites not examined but which could provide an additional 25% of additional employment land.

The review of future business needs (para 1.5) identified the following:

Review of Future Business Needs

We undertook a business survey of a representative sample of local businesses and undertook a detailed assessment of socio-economic conditions. The key findings were:

- ◆ *Staffordshire Moorlands is over dependent on the public sector for employment. It is therefore important for the LDF to assist in accommodating the needs of the private sector in order to grow the private sector employment base in future. The distribution, hotels & restaurants sector, the second largest employer, continues to grow and therefore planning and economic policy should help provide suitable sites. Despite manufacturing appearing very competitive, the industry as a whole is in continual decline.*
- ◆ *Staffordshire Moorlands District Council needs to proactively assist in offering a wide portfolio of employment sites and premises in terms of size;*
- ◆ *There is a need to adopt a plan for downsizing and closure possibilities as well as new and expanding sectors particularly to encourage the development of business activities with good growth prospects;*

- ◆ *Banking, financial and other business activities are under-represented. This will require addressing issues of image and pursuing regeneration initiatives in the town centres which can assist in creating occupier office markets;*
- ◆ *The majority of future demand for employment floorspace is likely to be generated by SMEs; and,*
- ◆ *The level of entrepreneurship is comparatively rather low in the District. In response, policies should aim to encourage entrepreneurship and improve the rate of start-ups and provide appropriate premises. The skill level of the workforce should be improved to attract higher level employment and as a result increase the access to higher wages and employment opportunities in the longer term.*

The report examines the existing employment land stock and the need to provide more space for the economy to modernise and move away from its reliance on manufacturing and into finance and office space. This assessment may now need adjustment in the light of economic conditions and current political ambitions to rebalance the economy more towards manufacturing.

The report observes the following (para 3.3):

3.3 North Staffordshire and Staffordshire Moorlands

The Integrated Economic Development Strategy for the North Staffordshire Conurbation (2005) states that North Staffordshire, consisting of Stoke-on-Trent, Newcastle-under-Lyme and Staffordshire Moorlands, is behind in providing employment facilities and the conurbation needs to expand from its manufacturing base to allow the economy to modernise. The Strategy identifies that this could be achieved through the development of service activities associated with manufacturing such as design, ICT functions, management functions, sales and service.

Staffordshire Moorlands was a thriving silk, textile and dyeing industry, at its height in the nineteenth Century, which has subsequently resulted in a large number of obsolete mill premises following the decline of such industries in this Country. The majority of these mills are located by water courses for industrial purposes and therefore sites may have contamination issues. The mills typically have a footprint that occupies about 90 per cent of the site area. The internal layouts are not fit for modern requirements and the servicing is on

narrow terraced streets. Car parking is not provided on former mill sites unless adjacent land has been more recently acquired.

Within Staffordshire Moorlands, there is the proposed development of a Business Park at Blythe Vale on a greenfield investment site comprising 14.5 acres (5.9 ha) in phase 1 with future expansion land to 117 acres (47.3 ha). Buildings are designed to specific occupiers needs from 15,000sq ft (1,393.5 m²). The site is also well located on the A50 M1-M6 link road and is 7 miles south east of Stoke-on-Trent City Centre. The site is also within 9 miles of junction 15 of the M6. The site is owned by St Modwen Developments.

InStaffs produce a Property Market Trends report every six months for the whole of Staffordshire. The most recent document, which covers the October 2005 to March 2006 period, made the following observations about the Staffordshire Moorlands Property Market:

- ◆ *in terms of enquiries, Staffordshire Moorlands had only 3 per cent of the total traditional enquiries for the County and 8 per cent of the total Internet enquiries;*
- ◆ *the average industrial rent across the district was £2.50 per sq ft (psf);*
- ◆ *the average office rent across the district was £6.56 psf;*
- ◆ *the average land price was £156,000 per acre; and,*
- ◆ *of the limited number of enquiries that were received a third were for industrial units under 10,000 sq ft*

The report examined Cheadle and noted its reliance on the agricultural sector. It noted that there was no significant office market in Cheadle.

Cheadle

Cheadle experiences a local market dominated by the agricultural industry and many occupiers tend to be from this sector. There are several industrial estates located around Cheadle in the Draycott Road and New Haden area producing a major location for employment development. International manufacturing firm JCB has recently opened a large plant on the outskirts of Cheadle in addition to existing premises on Oakamoor Road. A number of manufacturing businesses that supply JCB are located in the vicinity.

Industrial rents are £3.50 to £4 psf with freehold values at £50 psf. There is no supply of freehold units and again it could be expected that smaller freehold units would be successful in this location. Land values of £75,000 per acre reflect the local market. In terms of office development there is no significant market in Cheadle with the offices that do exist occupied by small professional occupiers.

In the event that one or more of the larger companies decided to relocate elsewhere there would be a need to explore the potential for similar companies to come into the area and take advantage of the highly skilled workforce. In such circumstances it is unlikely that such a large company would be found and an amount of retraining would need to be pursued. There is a cycle for such movement within concentrated areas such as Staffordshire Moorlands which has previously been seen when looking at the history of the area and the dominance of collieries and manufacturing in the area.

The most significant employer outside the urban areas is Alton Towers.

The report identified 4 major employment sites within Cheadle itself. These are:

- JCB at Leek Road
- JCB at Oakamoor Road,
- New Haden/Brookhouses,
- Dilhorne Road/The Green

The report did not identify Hursts Yard as a specific employment site.

On page 4-14 the report identifies the amount of new development within and across the employment sectors. It was noted that no new general industrial land had been developed in the last 5 years. The only new development was for a specific end user or (and mainly) for high quality business park uses.

The report summarised the existing supply of employment land on page 4-21

Summary of Existing Employment Land Supply Section

The database was used to help identify the issues relating to the future role of the 37 employment sites and the key findings are as follows:

- ◆ *The total area of the sites assessed amounted to 297 hectares and each varied in size considerably. A further 74 hectares equal to 25 per cent is believed to exist on sites too small for inclusion in this study;*
- ◆ *Of the 37 sites that were assessed, 29 contained some proportion of either vacant employment land or opportunity land. Twelve sites contained some vacant employment land, totaling 18.4ha, whilst 19 sites contained opportunity land, totaling 124ha. Intensification at existing locations was observed as possible on a large number of sites with vacancy observed on both previously developed and greenfield land.*
- ◆ *A total of 210 employment premises were identified within the assessed sites. Of these, approximately 95 per cent were occupied and 5 per cent vacant. Sites with a town centre location contain the largest amount of vacant floorspace, with 4,919 m² (37.0 per cent of all vacant floorspace in the District). Sites within the urban edge were assessed to contain 4,240m² of vacant floorspace (43 per cent of the total vacant floorspace in the District).*
- ◆ *Factories accounted for the overwhelming majority of B-class floorspace (72.1 per cent), warehousing accounted for 24.7 per cent of the total floorspace.*
- ◆ *Sites for Specific Occupiers occupy the biggest proportion of employment land in the District (35.9 per cent), with a total of 54.4 ha. There are a number of very large sites which contain Sites for Specific Occupiers, including the JCB Plant on Leek Road (site no.17) and Bolton Copper Works (site no.30).*
- ◆ *The most common size of premises is between 1,000 and 2,000 m², with 33.7 per cent of premises assessed within this category. The largest sites are located within the Countryside where there is more space and less intrusion into residential amenity. Smaller sites generally tend to be located on the Edge of the Town Centre, although some are located within smaller settlements.*
- ◆ *The only premises developed in the last five years were those at Victoria Business Park.*

- ◆ *Just over half of buildings were observed to be in a 'good' state of repair. Employment sites within the urban area were largely assessed to be in poorer quality, with sites within an urban area considered to be generally fair.*
- ◆ *Staffordshire Moorlands is relatively remote in terms of it operating as a business location with lack of access to the strategic road network being observed.*

The report undertook to contact businesses to assess their own needs. The findings are reported at page 5-9 as follows:

Summary of Business Needs

Staffordshire Moorlands is over dependent on the public sector for employment. It is therefore important for the LDF to assist in accommodating the needs of the private sector in order to grow the private sector employment base in future. The distribution, hotels & restaurants sector, the second largest employer, continues to grow and therefore planning and economic policy should help provide suitable sites. Despite manufacturing appearing very competitive, the industry as a whole is in continual decline which implies that policies should also have regard to:

- ◆ provision of land and premises fit for the purposes of modern occupiers including those engaged in light industrial activities;
- ◆ offering a wide portfolio of employment sites and premises in terms of size; ◆ adopt a plan for downsizing and closure possibilities as well as new and adopt a pro-active approach to encouraging the development of business activities with good growth prospects;
- ◆ Banking, financial and other business activities are underrepresented. This will require addressing issues of image and pursuing regeneration initiatives in the town centres which can assist in creating occupier office markets;
- ◆ The majority of future demand for employment floorspace is likely to be generated by SMEs;
- ◆ It is worth highlighting that there was a low response when asked how much additional floorspace businesses are likely to need to accommodate their expansion plans, so

reducing the robustness of the results of this question. However, the averages produced and used in the forecasts are inline with what we have seen in other studies;

- ◆ Expansion and consolidation land and premises also need to be provided for larger occupiers. This will be particularly important for established businesses in the area that are planning to expand locally or respond to changing market circumstances. It is important for the local authority to foster good relationships with major local employers to help retain them in the District. The supplier networks are quite widely spread but businesses tend to serve the local market; and,
- ◆ The level of entrepreneurship is comparatively rather low in the District. In response policies should aim to encourage entrepreneurship and improve the rate of start-ups and provide appropriate premises. The skill level of the workforce should be improved to attract higher level employment and as a result increase the access to higher wages and employment opportunities in the longer term.

The later part of the report evaluates a range of employment scenarios. It is respectfully suggested that these need to be viewed with considerable caution in the light of economic and political events since the report was prepared.

The report suggest that an additional 18.4 ha of employment land is required and that in the main this will be needed for class B1a and class B1b uses.

The report examined at its conclusion and recommended that additional employment land (8.7 ha) could be found in Cheadle on a large accessible site at New Haden/Brookhouses.

Cheadle

There were no sites of high potential for retention as employment sites allocations in Cheadle or any sites to be released. The only site of note in Cheadle was the New Haden/ Brookhouses site which is a significant employment site in the District with 35.0 Ha of employment land of which 8.7 Ha was recorded as opportunity land and identified for retention subject to further investigations/known constraints. Therefore, we would advise the District Council to consider additional allocations for employment land & premises in Cheadle.

My conclusion on the employment land study

The report needs to be tempered against prevailing political and economic conditions which have change the employment market since the report was prepared. Having allowed for this the report does raise some matters that are relevant to this planning application and redevelopment proposal.

- There is a low level of entrepreneurship in the area. This can be assisted by starting small home based business. This is relevant to this proposal as new houses with up to date internal electronics and wireless and internet capability can provide good bases to start small-scale home business from.
- There is no significant office demand in the area.
- There is an over-reliance on manufacturing jobs.
- The Staffordshire Moorlands is characterised by reliance on 3 major employers in JCB, Britannia and Alton Towers.
- In the future an additional 8.7 ha of employment is likely to be needed to meet expected employment land needs. This can be found at New Haden/Brookhouses
- There is no new (last 5 years) industrial development in Staffordshire Moorlands.
- Land and buildings for employment uses and which is modern and fit for purpose will be required.

6 Existing employment provision on site (see Appendix)

The facts about the existing employment uses on the site are as follows:

- There are only now 3 businesses operating out of Hursts Yard itself as one has now moved premises. The vacant units are not in fit state to re-let.
- The other 3 tenants in Hursts Yard are still trading although all have indicated that they are aware of the proposals to relocate or to close the yard on cost grounds.
- The traditional brick and tile mill building has only ever been used in very small part (about 8% of available space) as a florists store room. The rest of the building is not safe to rent out nor does it have the configuration or is it of a standard that is attractive or suitable for any business use. It is not viable to spend any money on this building
- Rents received are very poor. This income is measured against management and maintenance cost plus the opportunity cost of lost interest payments. There is no financial incentive to keep this yard open for employment purposes.
- There are no government grants or assistance to assist keeping this yard open and trading.
- The applicant/owner has chosen not to terminate the short hold agreement with the above tenants or to close they yard and clear the site as they lawfully could do.
- The applicant and site owner has 2 other employment sites within Cheadle which are vacant. They are prepared to hold these available for a reasonable period and at a fair rent for any of the 3 uses to displaced if this planning application is allowed and development commences.
- The housing market is flat and showing further deflationary signs. Accordingly and not withstanding that the property will be offered to the market as soon as planning permission is granted there is little prospect of existing tenants needing to relocate for at least 12 months and more likely 3 or 4 years given economic forecasts.

This provides about 300 sq metres of employment space at present. The units are in a very very poor state of repair and are only in use by the present tenants because the rents are so low.

The site owner is a local family who is proud of the fact that by retaining this site in employment use since their acquisition of the site and that they have been able to assist local businesses in starting up. The buildings and physical fabric of the site is now in such a poor state that the issue to be addressed is whether the site is suitable for further and significant investment to bring it up to a satisfactory standard. This exercise does not pass even the most basic of evaluations.

The site cannot continue in its present state. Rental levels are barely above the costs on managing the site and meeting the financial obligations that run along with it such as site insurance, rates and general repairs and maintenance. The site is presently a financial liability for the applicant and they cannot continue to maintain it. They are not renting out units as they become vacant and they will probably need to bring existing agreements to a close at an appropriate point in the future.

7.0 Views of local agent

Mr Phil Cope (MRICS) of local agents , Donald Cope and Company has been contacted regarding the short and long term prospects of this site for employment purposes.

He has confirmed that because of the state of the site and buildings that only 'low grade' employment uses may be attracted to it. These uses require very low or even nil rents to sustain their businesses.

The site is further hampered by a very limited vehicular access and proximity to houses. The lack of any visibility in the wider streetscene is a serious hurdle to any potential site occupant.

He has considered whether the site could be redeveloped as an employment site in the future but considers there is no chance of this being viable. He notes the following main problems with this site:

- 1 The site cannot be seen from outside.
- 2 The site has a very very poor vehicular access.
- 3 The site is close to housing making it very unsuitable for a range of industrial type uses.
- 4 The high cost of redeveloping the site would not be justified based upon any likely rental returns
- 5 There is no market driven need for any speculative office development
- 6 There is suitable and better employment land available in Brookhouses/New Haden and Dilhorne Road.

8 Conclusion, evaluation criteria and what can lawfully be done

The site has some limited employment use on it at present. It is not however viable for this use to continue other than in the short term. This report identifies numerous and sound planning reasons why this site should not be retained in its present state or be considered as potential employment site in the future.

It is useful in assisting this opinion to measure the site against the criteria favoured by the council's advisor who prepared the Employment Land study of 2006

Evaluation criteria

The report identified for evaluation criteria as expanded upon below. In addition a heading of suitability has been added to provide a full evaluation checklist

Accessible

The site is generally in an accessible location for some business uses. However those that rely on large deliveries do not favour such central locations because of congestion and traffic problems.

There is a bus stop near to the site and plentiful public car parking is available within the town.

It is a major draw-back that the site cannot be accessed with a range of vehicles and only cars and small vans can enter under archway which frames the site entrance. Site egress is very poor with very limited visibility.

It would be theoretically possible to access the site via Meadow Drive but this is considered to wholly unacceptable from a planning and political perspective as the use of Meadow Drive, which is a residential cul-de-sac, would be incompatible with a redeveloped employment use.

Sustainable

The site is within a sustainable location

Available

The site would not be available for redevelopment for a business use in the future. The applicant and site owner considers that the constraints on the site are so great and overwhelming that they would prevent any consideration of a potential redevelopment for a business use.

Whatever decision is taken with respect to the present application the existing business will in due course need to relocate as the benefits derived from renting out the units is not meeting the costs of managing and owning the site.

Marketable

The applicant has owned the site for a number of years. They have noticed a decline in interest from potential tenants because of uncertainties over the future of the site, its lack of visible presence, very poor access and very state of the buildings. Their agent has advised them that there is no demand for office space within the town of Cheadle and industrial uses seek more accessible and modern accommodation than this site could provide.

There is no long term market demand for this site.

Suitable

The site is constrained. Because of the proximity of houses it would not be possible to run the site on a 24 hour basis and any noisy activity or any activity which changes the character of the area will receive complaints from residents in Meadow Drive and Bank street.

The former mill at the front of the site has very poor access and is in a very poor state of repair. It is not suitable for any significant employment use for which there is a proven or likely market.

The site lies with a Conservation Area and adjacent to a Grade 1 Listed building. Any new development for employment would require a very high standard of design , site layout and materials. This need for design quality would add markedly to development costs and therein rental prices.

There is no evidence of such a high rental market in Cheadle

Conclusion

The following main conclusions can be drawn:

- This site is not considered suitable for retention in its present state as an industrial site
- The site is not considered suitable for redevelopment for any employment generating uses.
- There is land already identified within Cheadle to meet the projected needs for employment land and the applicant already has 2 other suitable available sites that may be of interest to any tenant
- The loss of this small employment site would not offend or be in contravention of national planning policy of the development plan which seeks only the provision and protection of suitable employment sites.

Appendices

Appendix A	Existing business uses on site
Appendix B	Other newer employment sites in Cheadle
Appendix C	Typical modern industrial unit needs and layout
Appendix D	Google earth images of the site

Appendix A

Existing business uses on site

On site at present are the following:

Unit 4	storage of a single car only	no employment
Unit 5	car repairs	1 person employed
Unit 5a	storage only use	no employment
Unit 6a	car repairs	1 person employed
Unit 6b	furniture maker	2 people employed
Unit 7	vacant	no employment
Unit 10	storage only	no employment

Total employed at present 4

NB The applicant owns 2 additional small sites in the town and which are suitable for employment use. These are vacant but as their quality better have higher rates. These may be suitable for an existing tenant who wishes to relocate.

Appendix B

Other newer employment sites in Cheadle



TO LET

**Unit 1
New Haden Industrial Estate
Draycott Cross Road
Cheadle
Stoke on Trent
ST10 2NP**



**Warehouse, workshop unit and yard
G.I.A. 16,496 Sq.Ft./1,532.48 Sq.Ms. (or thereabouts)
Operators Licence for 16 vehicles
Pallet capacity 2,400 approx
23 Ft./7.13 Ms. to Apex height/
20 ft./6.27 Ms. to haunch internal
Concrete yard approaching 16,000 Sq.Ft./1,486.4 Sq.Ms.
Roller shutter door height 4.6 Ms./15 Ft.
Rent: £2.25 per Sq.Ft. per annum**

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DESCRIPTION

Warehouse / workshop building extending to some 16,496 Sq.Ft./1,532.48 Sq.Ms. with excellent eaves height of 6.27 metres/20 Ft. It has the capacity for 2,400 pallets combined with a parking area approaching 16,000 Sq.Ft./1,486.4 Sq.Ms. It provides superb storage opportunities but the building lends itself to many other uses subject to planning. There may be further yard space available by separate negotiations.

LOCATION

Draycott Cross Road runs South West from the Huntsman Public House on the outskirts of Cheadle. The A50 trunk road is accessible via Tean or Blythe Bridge.

ACCOMMODATION

Warehouse
G.I.A.: 16,495 Sq.Ft./1,533.1 Sq.Ms.

SERVICES

Mains water, electricity and drainage are understood to be connected but have not been tested.

ASSESSMENT

Interested parties should make their own enquiries to establish the likely costs of occupation, e.g. rates, utilities etc.

TENURE

Leasehold for a period of years upon terms to be negotiated.

RENT

£2.25 per Sq.Ft. per annum

COSTS

The ingoing tenant to be responsible for the Landlord's reasonable legal costs incurred.

VAT

All prices quoted are exclusive of, but may be subject to V.A.T

VIEWING

By arrangement with Louis Taylor Commercial
01782 260222

Simon Palmer F.N.A.E.A

SP/CK/2009-01-26/145327

Louis Taylor for themselves and for the vendors or lessors of this property whose agents they are give notice that (i) the particulars are set out as a general outline only for the guidance of intending purchasers or lessees, and do not constitute, nor constitute part of an offer or contract; (ii) all descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are given without responsibility and any intending purchasers or tenants should not rely on them as statements or representations of fact but must satisfy themselves by inspection or otherwise as to the correctness of each of them; (iii) no person in the employment of Louis Taylor has any authority to make or give any representation or warranty whatsoever in relation to this property.



TO LET

**Unit 3
New Haden Industrial Estate
Draycott Cross Road
Cheadle
ST10 2NP**



**Workshop/Warehouse premises
G.I.A. 4,924 Sq.Ft.
Roller shutter door access
18 Ft. to eaves
25 Ft. to apex
Three phase electricity
Plus yard area
Rent: £22,500 per annum**

**COMMERCIAL AGENCY • LEASE RENEWALS • RATING •
RESIDENTIAL AND COMMERCIAL VALUATIONS • SURVEYS • MANAGEMENT**

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Telephone 01782 260222 • Fax 01782 287874
www.louis-taylor.co.uk • email: all@louis-taylor.co.uk



DESCRIPTION

A new build warehouse / workshop facility with profiled insulated sheet cladding and three phase electricity. Externally there is a yardage area.

An additional yard area may be available by separate negotiation.

LOCATION

Draycott Cross Road runs South West from the Huntsman Public House on the outskirts of Cheadle. The A50 trunk road is accessible via Tean or Blythe Bridge.

ACCOMMODATION

Workshop/Warehouse : 4,924 Sq.Ft.

SERVICES

Mains water, electricity and drainage are understood to be connected but have not been tested.

ASSESSMENT

Interested parties should make their own enquiries to establish the likely costs of occupation, e.g. rates, utilities etc.

TENURE

Leasehold for a period of years upon terms to be negotiated.

RENT

£22,500 per annum exclusive.

COSTS

The tenant to be responsible for the Landlord's reasonable legal costs.

VAT

V.A.T. will be payable on the rent.

VIEWING

By arrangement with Louis Taylor Commercial
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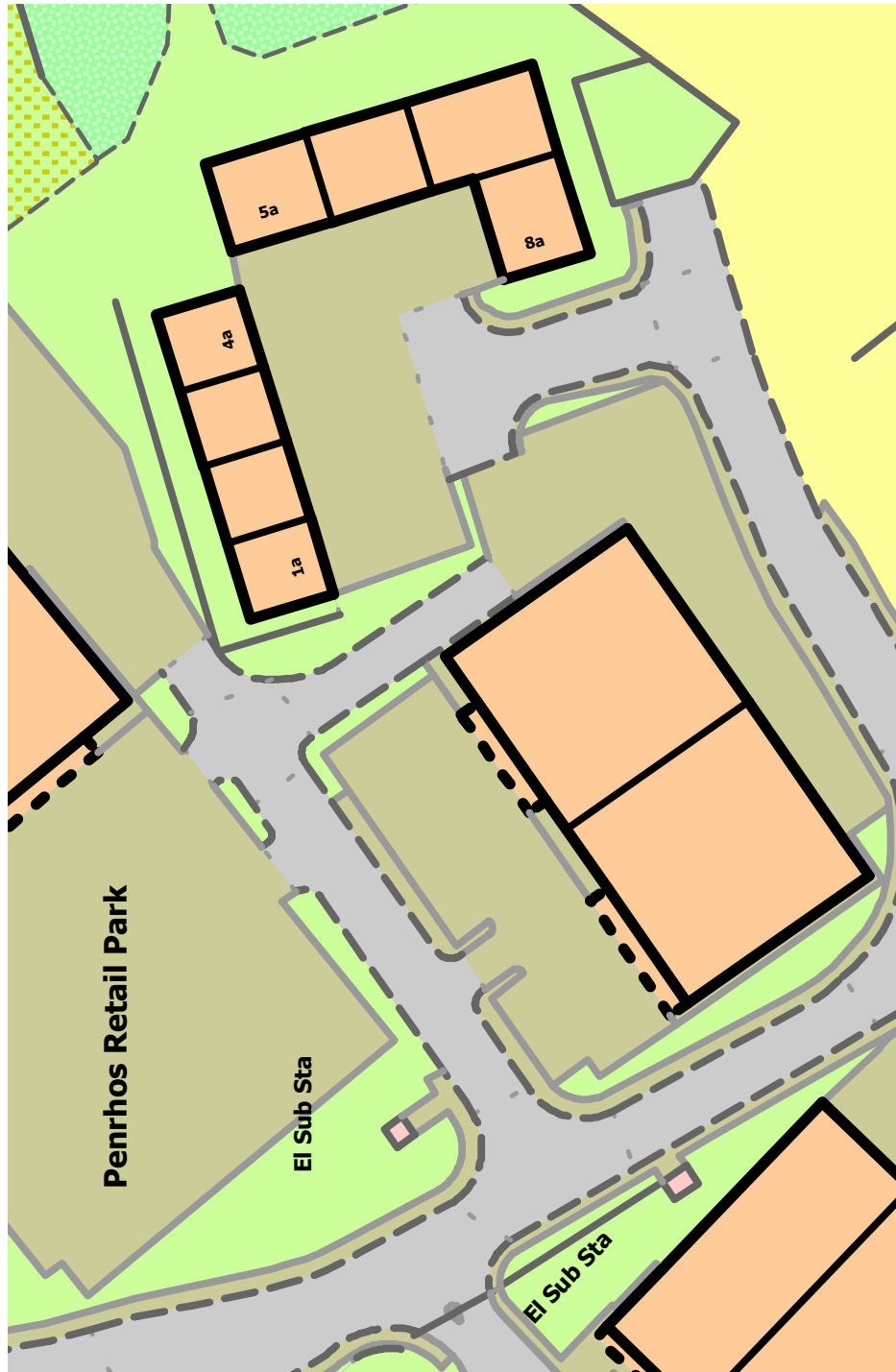
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Appendix C

Typical modern industrial unit needs and layout



Appendix D

Google earth images of the site

