



ATKINS

Woodville to Swadlincote Town Centre Area Action Plan

Issues and Options Consultation

February 2007

South Derbyshire District Council is currently preparing proposals for the future development of the area of land between Woodville and Swadlincote Town Centre. This land contains a number of previously used (brownfield) sites and provides an opportunity to bring new jobs and prosperity to the area. Development will be made possible through the construction of the 'Swadlincote Regeneration Route' - a road linking Occupation Lane to Swadlincote Town Centre and by-passing the Clock roundabout.

The Council has, with the support of the Derby and Derbyshire Economic Partnership, commissioned development consultants Atkins to prepare initial ideas on development options for the area.

In due course, the Council will incorporate detailed proposals into a formal document known as an 'Area Action Plan' (AAP). No decisions have been taken yet and YOUR views are very important in drawing up the AAP. This leaflet provides an opportunity to say how you think the area should change in the future. Please use the form enclosed to make your comments. Further copies of the form are available on the Council's website at www.south-derbys.gov.uk You can also comment by e-mail to: planning.policy@south-derbys.gov.uk

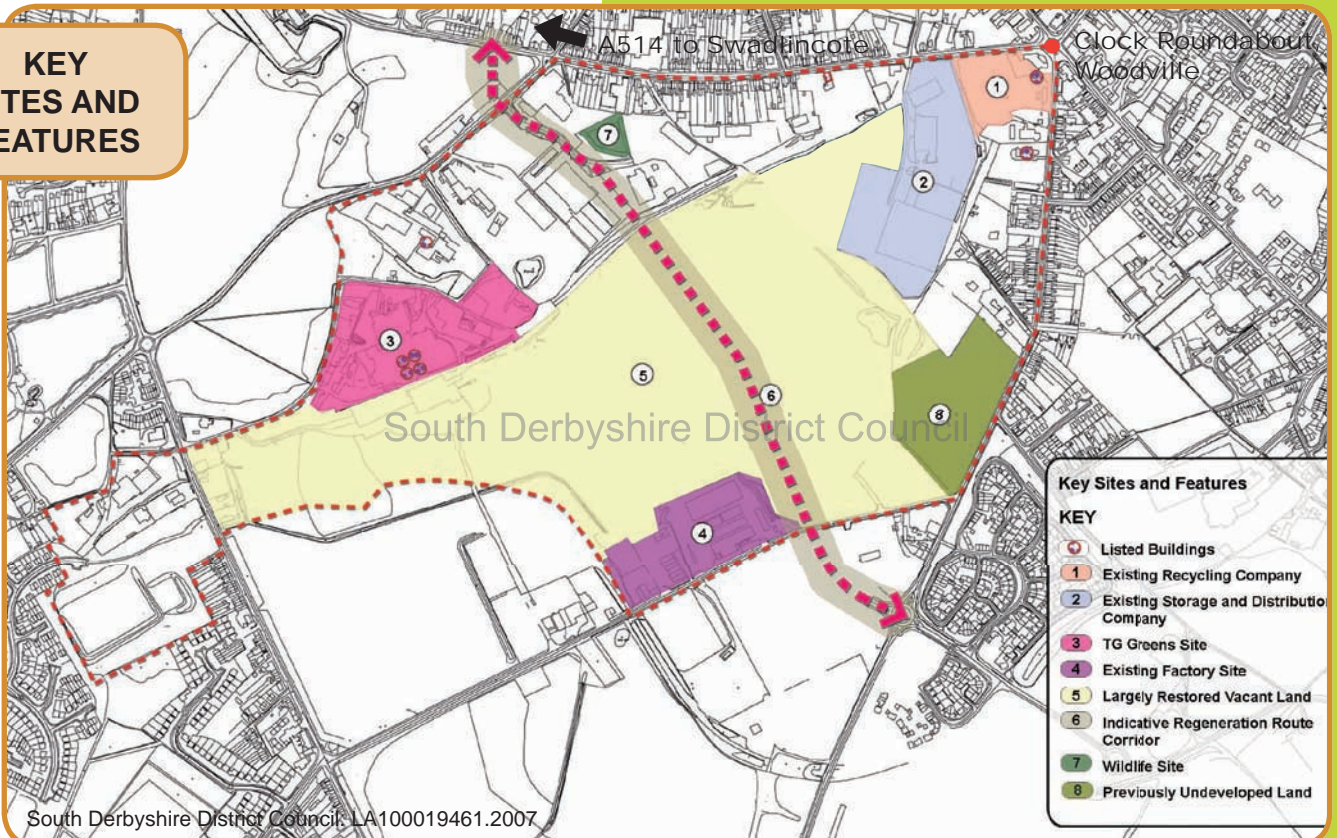
Responses must be received by Friday 23rd March 2007.

What's Happened so Far?

The Council has already talked to some local businesses and other organisations in the area. From these discussions, we have identified the key features

and opportunity sites in the area. These are shown on the plan below:

KEY SITES AND FEATURES



Through its consultations with local businesses and others, the Council has identified a number of detailed issues and opportunities which will help to guide the contents of the AAP including:

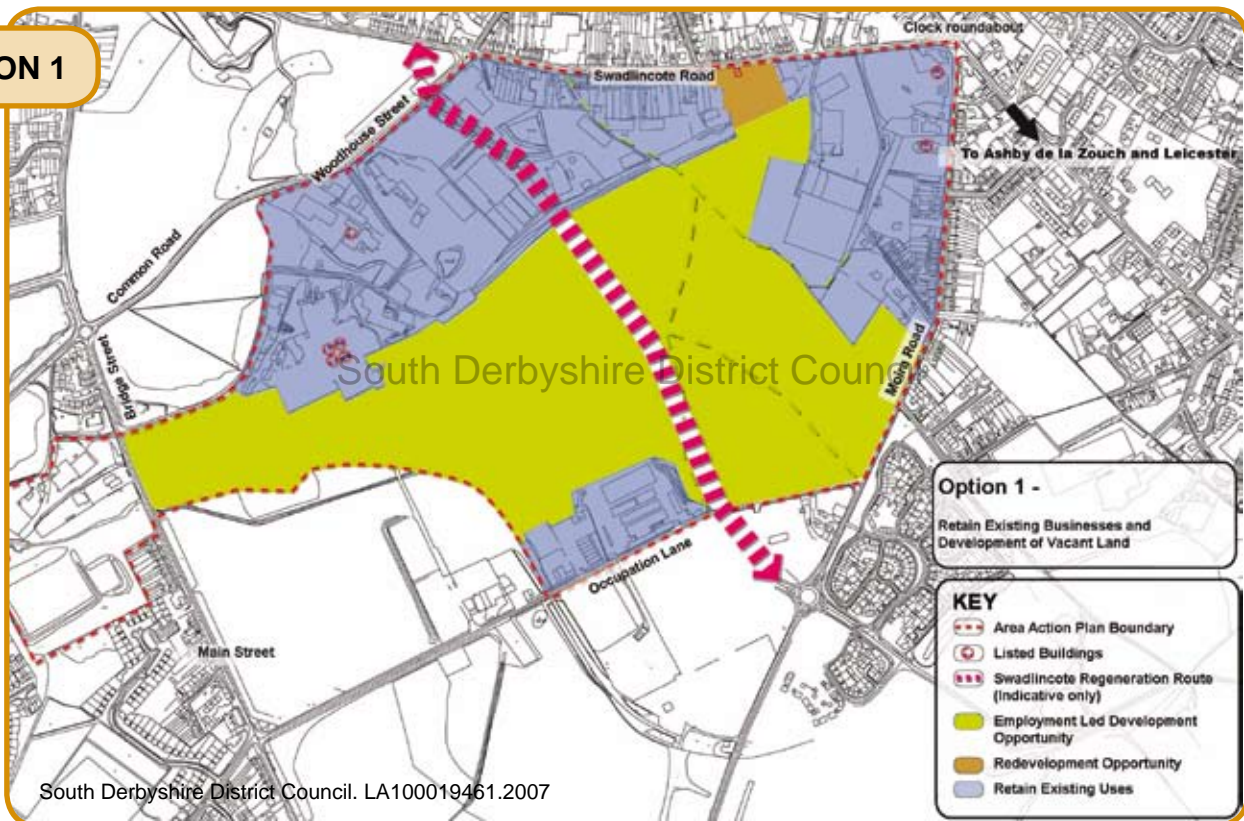
- Opportunities for using the Swadlincote Regeneration Route to open up land for development and relieve congestion
- Opportunities for the relocation of some existing businesses and improving the attractiveness of key gateway sites
- The need for a wide range of sites for employment use
- Concern over the loss of existing industrial sites in the wider Swadlincote area to other uses such as housing
- The need to 'green' the area and make the most of the site's location in the National Forest
- The need to retain important historic buildings and structures

- The need to improve cycle and pedestrian access to the area
- The need for better bus services to the area
- Pedestrian safety on Swadlincote Road and Moira Road
- The need for a mix of types of development within the area
- The need for better training and skills facilities in the area

The following three broad options have been identified which would address the issues referred to above in different ways.

An important element of all three options is the development of the 'Swadlincote Regeneration Route'. This will enable land to be opened up for new jobs and development and assist in relieving Moira Road and the Clock roundabout from through traffic – particularly HGVs. Please bear in mind, however, that the precise alignment of the route is currently being investigated and the route shown on the leaflet is indicative at this stage.

OPTION 1

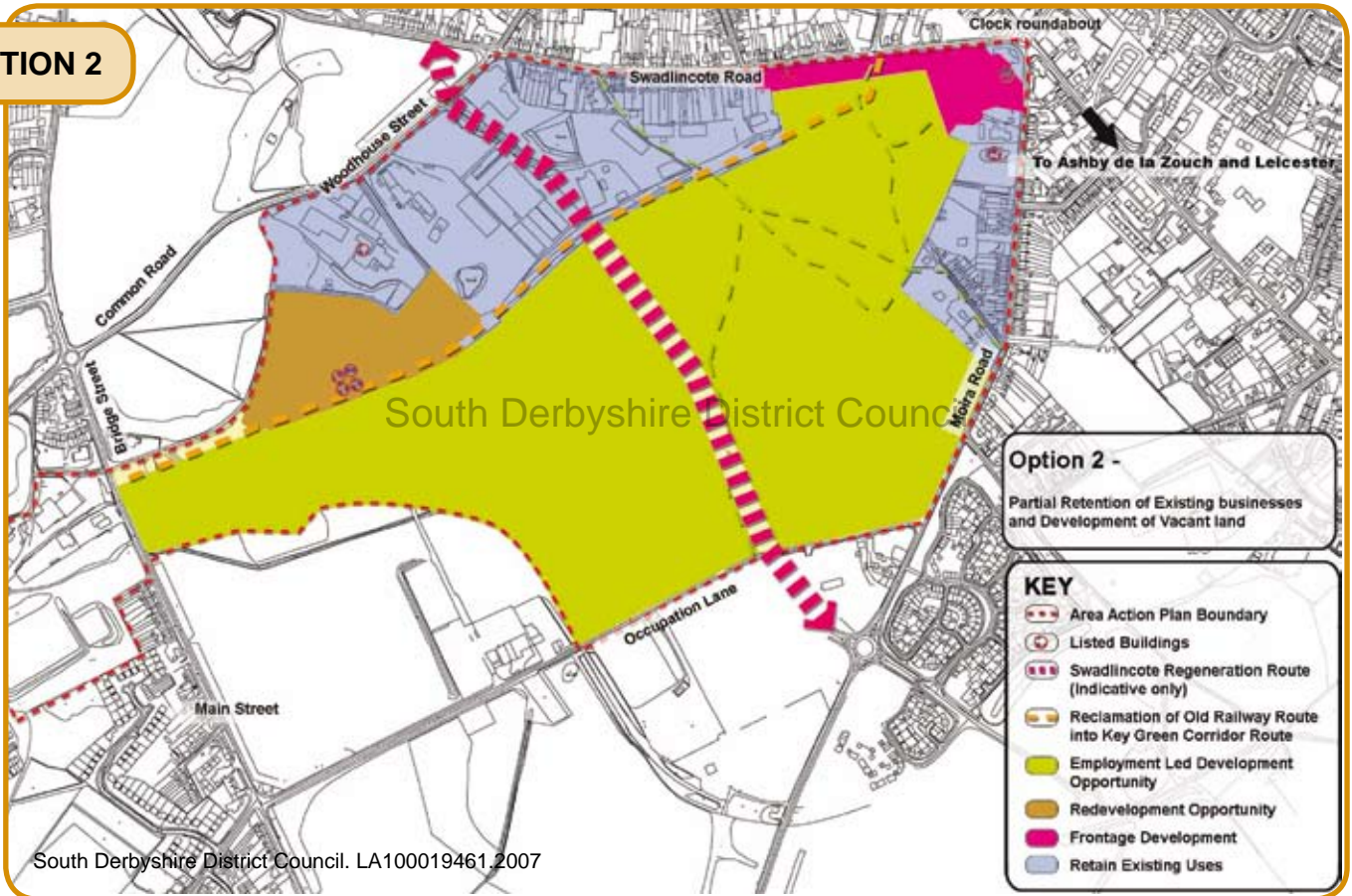


RETAIN EXISTING BUSINESSES AND DEVELOPMENT OF VACANT LAND

Option 1 entails the retention of all existing business areas, and development of any vacant areas within the boundaries of the Area Action Plan. Opportunities under this option could include

- The development of land for employment uses including a range of small and large business units.
- Protection and enhancement of areas of wildlife interest
- Bringing forward high quality development such as housing or leisure on prominent road frontages such as Swadlincote Road and Moira Road
- Providing leisure facilities, high quality open space and tree planting
- Accessing major traffic generating businesses from the Swadlincote Regeneration Route, reducing congestion on the 'Clock roundabout' particularly by HGVs.

OPTION 2



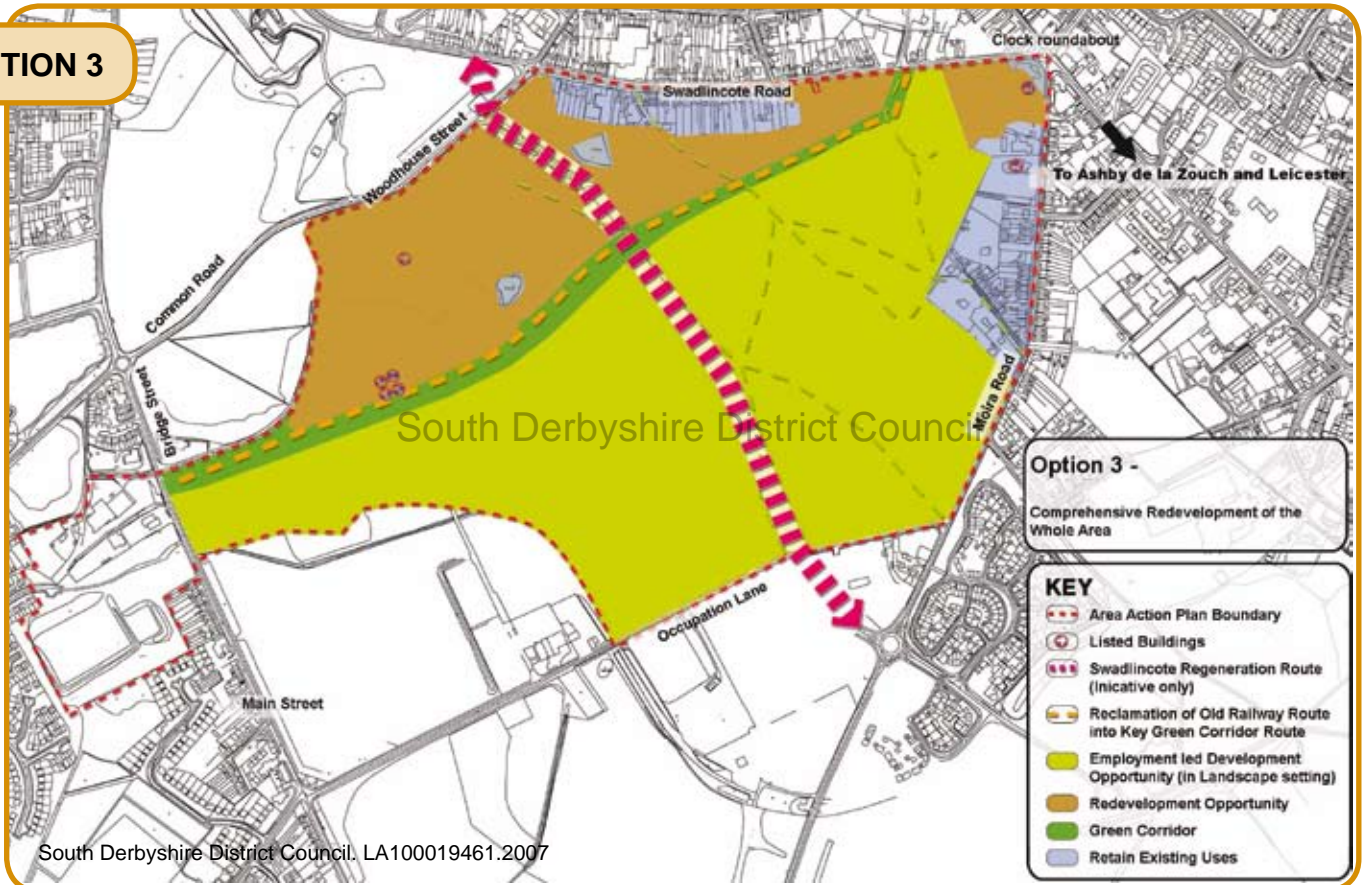
PARTIAL RETENTION OF EXISTING BUSINESSES AND DEVELOPMENT OF VACANT LAND

Option 2 entails the retention of most existing businesses but would promote the relocation and/or redevelopment of some key sites.

Opportunities under this option could include those outlined for Option 1, and in addition:

- Re-using existing TG Green site and buildings – possibly for employment, other commercial, community or training uses
- Relocating the major recycling and haulage operations (in the vicinity of the Clock roundabout) – possibly within the AAP boundary
- Redeveloping the above sites in ways which would improve the appearance of this high profile route into Swadlincote town centre
- Establishing an east-west green cycle way and pedestrian route along the former railway line

OPTION 3



South Derbyshire District Council. LA100019461.2007

COMPREHENSIVE REDEVELOPMENT OF THE WHOLE AREA

Option 3 involves the most change. It would mean the redevelopment of all existing areas currently occupied by businesses, for economic development and possibly a range of other commercial, community and leisure uses. This option would be likely to require the compulsory purchase of private land.

Opportunities under this option could include:

- Major redevelopment of the area providing modern purpose-built development in a high quality landscaped setting
- Retaining and enhancing historically important buildings and other key features such as the former railway line

- Establishing an east-west green cycle way and pedestrian route along the former railway line, (as in option 2)
- Development of a wider range of types of employment, including along the green route, possibly including live/work units and environmentally friendly offices and workshops
- Providing open space and wooded areas with high quality cycling and pedestrian links to new development

What happens next?

We will consider carefully all the comments made and work up a 'preferred option' in more detail which will then be published for further public consultation towards the end of the year.

Anyone making comments on the draft Area Action Plan will be kept informed over progress. Details are always kept up to date on the Council's website at: www.south-derbys.gov.uk

If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, Braille or audio format upon request. Phone 01283 595795.