

Whitby Business Park Area Action Plan

Adopted Plan

November 2014



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Alternative Format Document

On request this and other Local Plan documents will be made available in large copy print, audio cassette, Braille or languages other than English. If you require the document in one of these formats please contact the forward planning section at the address below:

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Whitby Business Park AAP Adopted Plan

1 Introduction

Why Prepare an Action Plan?

1.1 Whitby Business Park ⁽¹⁾ currently occupies a site of approximately 23 hectares on the southern outskirts of Whitby to the north east of the A171 (see context map below). It is accessed from the A171 via three separate estate roads: Cholmley Way, Fairfield Way and Enterprise Way. Part of the Business Park is within the North York Moors National Park and the planning function for the site is therefore split between Scarborough Borough Council and the National Park Authority. This creates potential challenges in ensuring that the development of the Business Park is dealt with as a 'whole' and that planning applications are determined in a consistent way.

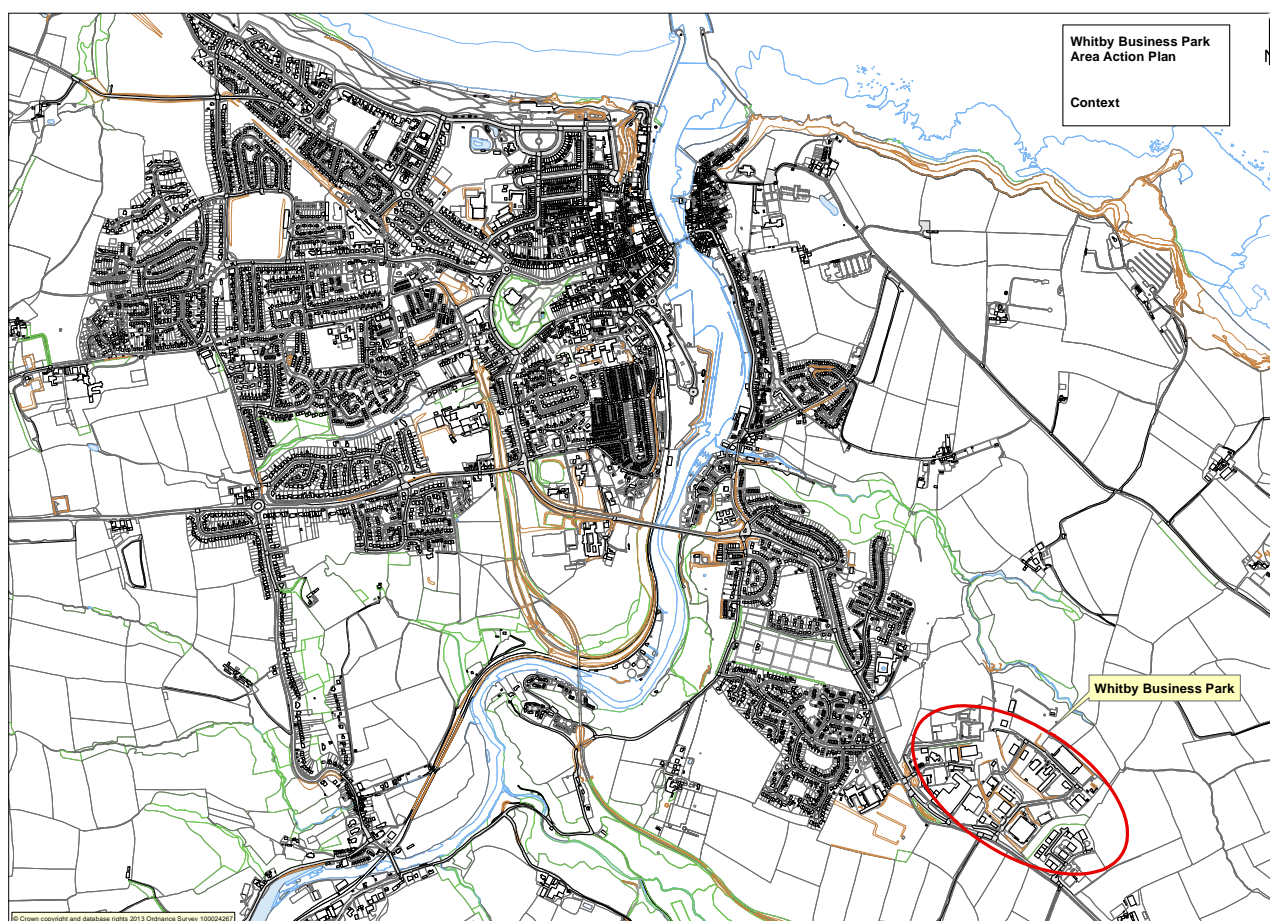


Figure 1 Context Map

1.2 Both local planning authorities therefore resolved to produce a joint 'Area Action Plan' covering the Business Park as a whole. The Plan is a recognition of the strategic importance of the Business Park in relation to other employment sites in Whitby and in seeking to consolidate and enhance the site it addresses a number of operational issues including highway layout, the

¹ Note: a number of different names are used in connection with the site including Stainsacre Lane Industrial Estate and Whitby Business Park. For the purposes of this document the term 'Whitby Business Park' has been adopted.

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amount and type of employment land that will be needed in the future and potential environmental improvements. The purpose of this Area Action Plan is to produce a comprehensive strategy that helps ensure that the Business Park can make an increasingly important contribution to the economy of the area, providing jobs and services in the locality. The York, North Yorkshire and East Riding Local Enterprise Partnership (LEP) is a public private partnership that supports the growth of businesses and good quality jobs. The improvement and expansion of the Business Park will contribute to objectives in the LEP Strategic Economic Plan which seeks to support small businesses and maximise new opportunities.

1.3 It is important to ensure that land is available both for new businesses that want to locate in Whitby, and for existing local businesses who want to expand and adapt their premises to meet changing needs and aspirations, helping to contribute to an expansion of the area's employment and skills base. A thriving Whitby Business Park, with capacity to expand and capture local economic opportunities will be pivotal in meeting these objectives.

1.4 It is important to note that this Area Action Plan has been created in response to the issues presented by the Business Park, its current and future operational requirements and the potential to bring about improvements to the way in which it functions. The development of an offshore wind farm at Dogger Bank may also stimulate the need to provide more serviced land for industries that will support that development. The Area Action Plan does not represent the entire economic strategy for Whitby and its surroundings, which will be addressed further in other parts of the Borough Council's Local Plan as well as in the North York Moors National Park's policy framework.

What is an 'Area Action Plan'?

1.5 All local planning authorities are required to produce a Local Plan to provide policies and land allocations to inform all planning related decisions. Area Action Plans are targeted documents that can address specific geographic areas where change is likely to take place, and can ensure co-ordination of decisions and investment. Under Regulations 5 and 6 of Part 3 of the 2012 Plan Making Regulations,⁽²⁾ Area Action Plans are considered to be a 'Local Plan' and must be prepared following the same procedures.

1.6 The Area Action Plan will ultimately form part of Scarborough Borough Council's Local Plan and the North York Moors National Park Authority's Local Development Framework, and all future planning decisions relating to the Business Park will be informed by its contents.

1.7 The Area Action Plan covers the period up to 2026, but the policies will be monitored to assess their effectiveness and continued relevance. A review of this Area Action Plan would be triggered if monitoring suggested the Plan's objectives were not being met, or if circumstances suggested the Plan's contents were outdated.

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Relationship to other plans and strategies

1.8 All applications for planning permission would be considered against the adopted policies in Scarborough Borough Council's Local Plan and the North York Moors National Park Core Strategy and Development Policies, as well as the policies in this Area Action Plan. The adoption of the Area Action Plan will supersede Policy I2 of the Scarborough Borough Local Plan 1999 and the Proposals Map.

1.9 The National Planning Policy Framework was published by Government on 27th March 2012. It emphasises the role of the planning system in contributing to building a strong, responsive and competitive economy and supporting sustainable economic growth. It notes that Plans should recognise and address barriers to investment such as a poor environment or lack of infrastructure, identify strategic sites, support existing sectors and plan for the expansion of clusters of specialised industries. It is considered that this plan fully meets all those objectives. Although the statutory Development Plan remains the starting point for decision making, the NPPF establishes a presumption in favour of sustainable development which has three dimensions – economic, social and environmental.

Policy 1

Presumption in Favour of Sustainable Development

When considering development proposals the Authorities will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. They will always work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

Planning applications that accord with the policies in this Area Action Plan (and, where relevant, with policies in neighbourhood plans) will be approved without delay, unless material considerations indicate otherwise.

Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Authorities will grant permission unless material considerations indicate otherwise – taking into account whether:

- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or
- Specific policies in that Framework indicate that development should be restricted.

1.10 Paragraph 115 of the National Planning Policy Framework also states that great weight should be given to conserving landscape and scenic beauty in National Parks which have the highest status of protection. The conservation of wildlife and cultural heritage are important considerations in all these areas and should be given great weight.

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1.11 The Yorkshire and Humber Plan (the Regional Spatial Strategy) was published in 2008. It provided an overarching strategy for the region as whole, addressing issues such as housing provision and economic development. The Plan was formally revoked by Government on 22 February 2013. Nevertheless the Plan provided some of the initial impetus and context for the development of this Area Action Plan and therefore Appendix A draws out some of the key elements of regional policy that formed the background to this Plan.

1.12 The York, North Yorkshire and East Riding Local Enterprise Partnership has produced a Strategic Economic Plan which sets out how it works with partners to optimise economic opportunities and achieve business growth. Five priorities are put forward to achieve this:

- Profitable and ambitious small and micro businesses;
- A UK leader in food manufacturing, agriculture and biorenewables;
- Driving growth in our towns and the City of York;
- A workforce with the skills that businesses need to grow;
- An economy that is well connected to its markets.

1.13 The provision of additional employment land at Whitby Business Park will contribute to all the priorities in the LEP Plan by providing opportunities for existing businesses to re locate to larger premises and encouraging new businesses into the town thereby creating new jobs and diversifying and strengthening the town's employment base.

1.14 The North York Moors Core Strategy and Development Policies document was adopted in 2008 and is the principal document within the Authority's Local Development Framework. It sets out a series of policies to inform decisions to be taken in respect of planning applications and Core Policy H supports more employment development at Whitby Business Park.

1.15 Scarborough Borough Council adopted its Local Plan in 1999. The Local Plan contains Policy I2 which allocates 2.78 hectares of land in the Scarborough Borough area of the Business Park for further development. Around 1 hectare of that allocation has been developed. Relevant objectives within the Local Plan that this Area Action Plan seeks to realise include the creation of conditions that will allow the economic base of the Borough to continue to diversify, develop a robustness and increase employment opportunities. These also seek to improve accessibility of local communities to employment opportunities, to attract new industry and keep existing firms in the area by providing an adequate supply of land for industrial and business development. In addition the Plan seeks to encourage well designed industrial developments in attractive settings with good public transport services and good access to the main road network.

1.16 Scarborough Borough Council is currently working on a replacement for the 1999 Local Plan. As part of the work started on the Local Development Framework a 'draft' Core Strategy was produced by the Borough Council in 2009. The draft Core Strategy noted that Whitby Business Park is of particular importance, providing essential employment land and jobs in the northern part of the Borough, whilst also recognising that highways, access and environmental issues exist which must be addressed if it is to provide increased employment for Whitby and its hinterland. In order to respond to the Government's reforms to the planning system the Local Development Framework is now being rebranded as a 'Local Plan', covering strategic policy, land allocations and more detailed development management policies. A draft Local Plan was published for consultation in the Spring/Summer of 2014. The Borough Council remains

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committed to the production of a separate Area Action Plan for Whitby Business Park given the pressing need for a joint approach to the development of the site, and considers that the Area Action Plan accords with the principles and objectives within adopted and emerging local policy.

Content of the Proposed Whitby Business Park Area Action Plan

1.17 The Area Action Plan is divided into a number of chapters. The 'Spatial Vision and Objectives' seeks to distill the range of issues covered by this strategy into a clear, concise list of priorities.

1.18 This is followed by seven thematic chapters:

- Developing the Business Park – explain the potential for the Business Park to be expanded, and the types of uses that are considered appropriate;
- Business and Industrial Land - identifies locations for expansion of the Business Park;
- Retail and leisure - sets out how proposals for further retail development at the Business Park will be dealt with;
- Environment and Appearance – seeks to establish a higher quality appearance and more cohesive 'feel' for the Business Park, including the concept of 'green infrastructure' linking through the site;
- Accessibility – identifies opportunities for increased mobility and access to and within the Business Park including by walking and cycling to better serve businesses and their clients;
- Infrastructure – outlines the potential for energy generation, water management and information technology improvements; and
- Implementation – sets how the Area Action Plan will be delivered and the funding arrangements for the necessary infrastructure works.

1.19 Each of the above chapters provides context to the issues being addressed and policies indicating the current approach to each issue. Other relevant documents are also referred to (and expanded upon in Appendix A).

Implementation and Monitoring

1.20 The Area Action Plan is intended to produce tangible benefits to existing and new businesses and the area as a whole. It is important to monitor progress to ensure that the strategy as a whole and individual policies are proving effective. Appendix C sets out a series of indicators that will be used for monitoring.

Sustainability Appraisal

1.21 All planning documents must comply with the requirements of the EU Directive on Strategic Environmental Assessment (SEA) and must be subject to Sustainability Appraisal (SA). This means testing objectives, strategies and policies at each stage of the process to

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assess their potential impact on environmental, economic and social objectives and, where necessary, making changes to ensure sustainability. A separate Sustainability Appraisal of the Area Action Plan has been published.

Habitats Regulations Assessment

1.22 A Habitats Regulations Assessment has also been carried out as part of production of the Area Action Plan. The conclusions of this assessment should be referred to in the consideration of any planning applications for development at Whitby Business Park.

1.23 The Habitats Directive requires an assessment to be undertaken for plans and projects that are likely to have a significant effect, alone or in combination with other plans and projects, on one or more European sites. The first stage of this is screening, to ascertain whether or not there is likely to be a significant effect. The key principle is to adopt the precautionary approach and to preserve the integrity of sites.

1.24 The Screening Assessment concluded that an Appropriate Assessment was required in relation to effects from increased vehicular movements and increased levels of activity. This is contained in a separate report which has been published alongside the Area Action Plan.

2 An Economic Profile of the Whitby Area

2.1 The coastal area statistics demonstrate under-performance when compared to the rest of North Yorkshire. The Whitby Labour Market Area incorporates the seven wards of Danby, Esk Valley, Fylingdales, Mayfield, Mulgrave, Streonshalh and Whitby West Cliff, and has a population of nearly 25,100 people (Census 2011).

2.2 Key elements of the employment profile of the area are as follows:⁽³⁾

- The distribution, hotels and restaurant (42.1%) and public administration, education and health (24.7%) sectors account for two thirds of all employment;
- The majority of businesses are small (71% employing 1-4 people), with these accounting for 23% of all employees;
- There is a high incidence of self employment;
- A higher than average percentage is employed in 'lower level' occupations;
- In 2011 the economic activity rate was 66.6% which was the second lowest of any labour market area and notably below that of North Yorkshire (71.9%). This is however influenced by the demographics of the area (e.g. it has an older population and the figures are based on all those between 16-74 years old);
- In November 2013 13.8% of all working age people were on work-related benefit (below the district level of 14.7%, but notably higher than the sub-region (8.6%), 2.5% claiming job seekers allowance;
- In terms of travel to work patterns, the Local Market Area sees a net outflow of nearly 2000 jobs, primarily to other parts of the district (700 people), Ryedale (400+) and to areas to the north, particularly Redcar and Cleveland (800+).

3 Census, unemployment and travel to work data (York and North Yorkshire Economic Assessment 2010 Scarborough Local Authority District Profile, January 2011).

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2.3 In its existing form Whitby Business Park comprises around 23 hectares of land, and accommodates around 40 local businesses in units ranging in size from 100 sq m to 5,000 sq m. The Business Park provides accommodation for a range of sectors including food manufacturing, advanced manufacturing, IT, engineering, recycling and, more recently, retail. Some of the businesses at the Park are key local employers. One of the operators on the Park employs some 133 employees. It is estimated that the Business Park employs 17% of the working age population within Whitby (source SBC). It is clear that the Park is both an important and successful location for business. With carefully planned improvements and extensions to the Park, this success can continue and it is anticipated that more businesses will be keen to locate within this prime employment site. In terms of land use, the existing businesses fall within the 'B' Use classes which are as follows:

B1 – light industry that can be carried out in a residential area, offices (other than financial and professional services such as banks or estate agents), research and development of products and processes.

B2 – industrial use that does not fall into class B1 (but excludes incineration, chemical treatment or landfill or hazardous waste).

B8 – storage and distribution of goods, such as warehousing.

3 Spatial Vision and Objectives

3.1 The Spatial Vision and Objectives seek to provide a clear steer as to what the Area Action Plan is striving to achieve and influence.

Whitby Business Park Spatial Vision

'To provide a well planned, extended and improved Business Park to meet the needs of the local economy and community into the future and reinforce Whitby's role as a Principal Town by expanding and enhancing the range of employment opportunities that the Business Park presents to Whitby's economy.'

3.2 At the heart of the vision is a strong desire to raise the profile of Whitby at the local and regional level as a well connected, business friendly town fit for the twenty first century.

3.3 The Whitby Business Park Area Action Plan reflects the commitment of both local planning authorities to work with partners to achieve the overall spatial vision and objectives.

Area Action Plan Objectives

3.4 The objectives set out below will help to measure progress towards achieving the vision for Whitby Business Park over the period to 2026. They stem from the consultation responses that were received to the Discussion Paper and Draft Plan and also the Feasibility Studies for the Business Park. They also relate back to the overall spatial vision. The Plan's objectives are:

1. To make Whitby Business Park a more attractive destination and facilitate expansion of the site to support Whitby's role as an employment centre and to provide more employment opportunities in the town.

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2. To improve vehicle and pedestrian movement through the Business Park by connecting the major roads within the site and provide a choice of transport modes to/from and around the Business Park by creating cycle and pedestrian routes linking it with the local highway network and the rest of the town.
3. To identify where there are problems with the capacity of the infrastructure serving the site, in particular drainage, electricity and broadband and deliver improvements to those services to address existing problems and open up new land for development and expansion of the Business Park.
4. To improve the quality of the environment at the Business Park and respect its setting within the National Park by requiring a high standard of design for all new development which includes landscaping to reinforce the network of green infrastructure through the site together with good quality signage and street furniture.
5. To create a low carbon Business Park by incorporating sustainable design and construction into all new buildings and offset carbon emissions by requiring a proportion of the energy required for new development to come from renewable sources where practical and viable.

4 Developing the Business Park

4.1 One of the main aims of the Area Action Plan is to make additional land available to bolster the role of the Business Park in terms of stimulating investment and creating job opportunities that will benefit the town and its surroundings. Two considerations are important. Firstly, the Business Park's ability to meet what could be termed 'indigenous' needs - providing an environment that caters for the changing needs of local businesses (both on the Park already and in the wider area). Secondly, the effectiveness of the Business Park in catering for potential new investors coming to the area.

4.2 The economy of Whitby has traditionally relied on the fishing and tourist industries, however over recent decades the fishing industry has been in decline and there are concerns that much of the work in tourism is low paid and seasonal. Both Scarborough Borough Council and the North York Moors National Park Authority are keen to promote new employment sectors and encourage a wider skill base through new technology enterprises which could create a greater range of employment opportunities for local people.

4.3 Due to a combination of its topography and location on the edge of a National Park, allied to the strong relationship the town has with its landscape setting, there is limited scope for the concentration of employment generating land uses in and around the town of Whitby. Nevertheless there is a need to ensure that there is sufficient developable land available in order to support a diverse economic base for the town. The allocation of land for employment generating uses will ensure that demand can be met in the future. The plan-led allocation of land also plays an important role in the protection of the historic setting of Whitby and the Business Park's location adjacent to and within a designated landscape, as it will help to prevent the spread of development in a manner which may harm the special landscape qualities through focusing development in areas of less sensitivity.

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4.4 In developing the Local Plan for that part of the Borough outside the North York Moors National Park, the Borough Council will explore whether additional ‘employment providing’ land is required for Whitby above and beyond that being proposed within this Area Action Plan.

5 Business and Industrial Land

Introduction

5.1 It is hoped that the provision of serviced land for the expansion of the Business Park, will help to attract technology and research enterprises into Whitby, which will bring a range of new and diverse employment opportunities for local people.

5.2 Another important consideration relates to the types of operations that should take place in the Business Park. Policies in previous Local Plans tended to seek to limit uses to ‘traditional’ industrial and commercial activities (in planning terms those falling under classes B1 – offices, research and development, light industry, B2 – general industry and B8 – storage and distribution). Other uses (in particular retail) were viewed as acceptable only when ancillary to uses in those ‘B’ classes. However, in recent years major retailers (Homebase and Sainsbury’s) have successfully made the case for other uses under national planning policy and gained planning permission accordingly. This Area Action Plan provides the opportunity to address the role of wider commercial activities, and provide a plan led approach that seeks to find an appropriate balance of uses on the Business Park.

Objectives

5.3 Safeguarding existing and expanding the amount of employment land at Whitby Business Park meets the following Area Action Plan Objectives;

Area Action Plan Objective 1

To make Whitby Business Park a more attractive destination and facilitate expansion of the site to support Whitby’s role as an employment centre and to provide more employment opportunities in the town.

Area Action Plan Objective 4

To improve the quality of the environment at the Business Park and respect its setting within the National Park by requiring a high standard of design for all new development including landscaping to reinforce the network of green infrastructure through the site together with good quality signage and street furniture.

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Policy 2

Allocation of Additional Employment Land (Use Classes B1, B2 and B8)

Approximately 14 hectares of additional land is allocated to facilitate the expansion of Whitby Business Park, as shown on the Policies Map. Proposals for new development falling within Use Classes B1 (light industry that can be carried out in a residential area, offices other than financial and professional services such as banks or estate agents, research and development of products and processes), B2 (industrial use that does not fall into class B1 (but excludes incineration, chemical treatment or landfill or hazardous waste)) and B8 (storage and distribution of goods, such as warehousing) will be permitted within the allocated sites and the Business Park as a whole as shown on the Policies Map. Other uses will only be permitted in accordance with specific policies within the Area Action Plan, or where they would be ancillary and complementary to the overall commercial operation of the Business Park.

5.4 In 2008, King Sturge was commissioned by Yorkshire Forward to undertake a study entitled 'Yorkshire Forward Rural Business Space Study'. The purpose of the Study was to help Yorkshire Forward make informed decisions of where there is likely to be greatest demand for rural business space provision.

5.5 The Study concluded on a number of key points which have helped to inform the scale of the extensions at Whitby Business Park. In summary these are:

- Within the administrative boundaries of Scarborough there is medium demand for employment workspace. This broadly equates to a requirement for an additional 9,290 –18,580 sq m of workspace;
- Looking at Whitby specifically, the Study estimated that there is latent demand for 5,481 sq m of employment workspace. When projected forward this increased to 5,853 sq m within 11 years (i.e. by 2020);
- The need for private sector investment within the area is high; The need for regeneration within the area is medium;
- Within the Scarborough Borough area the Study concludes that there is limited availability of larger units for businesses;
- The Study concludes that developers are more likely to be attracted to prominent sites with good access; and
- King Sturge recommends that Whitby is considered an area in need of intervention.

5.6 The Employment Land Review carried out in 2006 on behalf of Scarborough Borough Council concluded that most of Whitby Business Park was occupied but there was a need to safeguard the existing employment land for future use. The review also identified that previously allocated land at the Business Park had not been developed because it was not serviced. The long lead in times that prospective businesses face in terms of applying for planning permission and constructing sites means that many are forced to look for alternative sites away from Whitby.

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For these reasons the retention and expansion of Whitby Business Park is important to ensure that there are a range of opportunities for new businesses to locate in the area in the future and to maintain its importance as a source of employment in the northern part of the borough. The bulk of operations within the Business Park will remain those falling within the 'B' use classes. There may be instances where other uses may be acceptable, if they would complement the overall operation of the Business Park. An example could be a crèche or similar facility that would offer some service to existing users.

5.7 An important driver to securing the extension to Whitby Business Park is related to the forthcoming wind turbine development proposed at Dogger Bank. Located some 70-90 miles off the Yorkshire Coast, Dogger Bank will be the world's largest offshore wind farm costing over £40bn and with up to 2,000 turbines producing in excess of 10% of the UK's predicted energy requirement for the next 40 years. Development of the site is currently in the consenting stage and approvals are expected in 2014. Construction of the wind farm will then commence from 2015 onwards with completion proposed around 2022.

5.8 With the development of this site and others located in North Sea waters will come huge employment and economic growth opportunities for the UK in the servicing, supply and maintenance of these sites their equipment and personnel. (This new industry will employ an estimated 40,000 - 80,000 people once established). Whitby, having the closest operational port to Dogger Bank has the opportunity to supply some of this service and maintenance activity. Having available business land to support the potential port and supply chain activity for this sector will therefore prove critical.

5.9 Planning permission is being sought for the development of a potash mine some four miles to the south of Whitby within the North York Moors National Park which would represent a major industrial development within the protected area. Whilst this would bring economic benefits to the local area through direct and indirect employment, it is currently being assessed against local and national planning policies which presume against such a development in a National Park unless there are exceptional circumstances of national interest. Whilst the decision may have a bearing on the nature of business uses that may come forward on the Business Park itself, it has no bearing on the need to progress this Area Action Plan and deliver the necessary improvements to both infrastructure and land availability.

Development Considerations

5.10 Three parcels of land have been identified with development potential, and the following information provides guidance on the main issues that need to be addressed if the sites were to be developed:

5.11 Site 1 Guidance:

- Located within the North York Moors National Park so development must take account of the landscape setting and special qualities of the National Park;
- Ensure that all proposed new buildings are low in height and scale and appropriately sited in order to retain the long distance views and historic setting of Whitby Abbey;
- 6 metre wide easement for existing high voltage cabling across the proposed development will be required and will only be invoked if the line is diverted. The cost of relocating or undergrounding the line will be met by developers;

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- Due to the higher elevation of this site, improvements to reinforce existing water supplies will be required. To provide water for non domestic use, the developer would be required to make a contribution towards system improvements;
- Due to the presence of a watercourse on the site, careful management will be needed to ensure that any development is not detrimental to water quality or the ecology of the watercourse in line with the Water Framework Directive.

5.12 Site 2 Guidance:

- Access to the telecommunications mast must be maintained;
- High buildings may interfere with efficiency of transmissions from the telecommunications mast so will not be considered appropriate within close proximity of the mast site and further discussions with the operator of the mast will be required to ensure that proposed buildings and other structures do not interfere with transmission;
- Ensure that all proposed new buildings are low in height and scale and appropriately sited in order to retain the long distance views and historic setting of Whitby Abbey;
- The Drainage Authority should be contacted with a view to establishing a suitable watercourse for the disposal of surface water;
- A watercourse is located through the north side of the site and any development should be designed to ensure that access to the watercourse is retained for maintenance purposes and that there is a 'buffer' area between the watercourse and any new buildings which could provide opportunities for biodiversity and recreation ;
- A Flood Risk Assessment will be needed to accompany proposals for new development; and
- There is evidence of ridge and furrow remains on a north west – south west alignment with furrows spaced approximately 5 metres apart.

5.13 Site 3 guidance:

- Work will be required to reinforce the existing water supply for non domestic use;
- There is a 125mm diameter public sewerage pumping main recorded to cross part of the site. A stand-off distance of 3m at each side of the pumping main centreline will be required. Foul water will need to be pumped from a new on site sewage pumping station to the head of the public foul/combined water sewer in Stainsacre Lane approximately 5 m from the site; and
- A Flood Risk Assessment will need to accompany proposals for new development;and
- Any development that is adjacent to the watercourse should be designed to ensure that access to the watercourse is retained for maintenance purposes and that there is a 'buffer' area between the watercourse and any new buildings.

Other Relevant Documents

5.14 A number of policy documents were referred to in formulating these policies and these include:

- National Planning Policy Framework;
- Scarborough Local Plan; and
- North York Moors National Park Core Strategy.

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6 Retail and Leisure

Introduction

6.1 Whitby Business Park has traditionally been used for 'employment' land uses (B class), such as light industry. However in recent years in common with many other Business Parks around the country some existing businesses have expanded into retail sales which are ancillary to the existing enterprise. The Borough Council has also received speculative enquiries about new purely retail developments. In retail planning policy terms Whitby Business Park is classed as out of centre and in principle retail development in this location is contrary to the existing Development Plan policies of both Local Planning Authorities.

Objectives

6.2 Planning for a mix of uses at the Business Park meets the following Area Action Plan objective:

Area Action Plan Objective 1

To make Whitby Business Park a more attractive destination and facilitate expansion of the site to support Whitby's role as an employment centre and to provide more diverse employment opportunities in the town.

Policy

6.3 The Town Centre remains the focus for retail development in Whitby, however the Plan recognises that during the Plan period the case may be made for a retail development which is unable to find a suitable or available town centre or edge of centre site. It should be noted that any new retail proposal would be required to meet the sequential tests set out in the National Planning Policy Framework which seeks to protect the vitality and viability of town centres such as Whitby.

6.4 If a retail proposal were to come forward which has clearly proven it meets the sequential test then it should be confined to a defined site to ensure the majority of the Business Park remains in employment use. It is considered that the most suitable location for new retail development is along Stainsacre Lane adjacent to the existing retail units and this is shown on the Policies Map.

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Policy 3

Retail Development

Retail Development will not be permitted unless:

- a. **The retail use is ancillary to an operation that falls within Use Classes B1, B2 or B8; or**
- b. **The proposed use cannot be accommodated in Whitby Town Centre or in a sequentially preferable location such as edge of centre, will not have a significant adverse impact on the viability and vitality of the Town Centre and complies with all other aspects of national retail planning policy;**
- c. **There will be no conflict with the overall operation of the Business Park or other elements of the Area Action Plan; and**
- d. **It can be accommodated within the identified area for retail uses shown on the Policies Map.**

6.5 Past retail studies including the 'Scarborough Borough Retail Study (December 2007)' Scarborough Borough have concluded that Whitby town centre displayed strong indicators of vitality and viability and compares reasonably with competing centres and even larger sub regional centres such as Scarborough. However, the studies have pointed to weaknesses in terms of a lack of diversity, limited multiple representation exacerbated by a shortage of suitable units, congestion and limited car parking facilities.

6.6 The 'Scarborough Retail Study Update 2012' updates the market share tables for comparison goods that were produced in connection with the previous Scarborough Retail Study and Sainsbury's supermarket application. There is also a qualitative assessment of current comparison goods shopping patterns and provision in the town centre to ensure that the scale of any proposed retail allocations at the Business Park would not adversely impact town centre businesses and the vitality of the town centre. As a result of using later/lower population and expenditure figures the study identifies considerably less current expenditure and much lower growth in expenditure than the Scarborough Retail Study that was based on pre-recession forecasts. Therefore, any proposals for retail development in the area shown on the Policies Map will need to be supplemented by evidence that enables the determination of any application against the tests set out within national planning policy.

Other Relevant Documents

6.7 The following documents have been referred to throughout the preparation of these retail policies;

- National Planning Policy Framework;
- Scarborough Local Plan;
- North York Moors Core Strategy.

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Public House and Hotel

6.8 In developing the Area Action Plan interest has been forthcoming for the location of a public house and hotel facilities to serve the Business Park and immediate locality. Across the country it is increasingly common-place to see these types of uses alongside Business Park activities. With regard to the public house element, it is also noteworthy that the 'east side' of the town does not have this type of facility beyond the central area. There is therefore also the potential for a public house to serve the resident community in the eastern part of the town. With this in mind, an area of land with the potential to accommodate a public house has been identified at that part of the Business Park that is best related to the residential areas in the immediate vicinity. This also ensures that 'B' use classes remain further away from such areas where the potential for disturbance and amenity issues may be more acute. Similarly land adjacent to the potential public house site has been identified as having scope for a hotel. Whitby remains a vibrant and vital visitor destination, and visitor spend remains central to the overall health of the local economy. It is considered that a new medium sized hotel located adjacent to the Business Park would primarily help boost the attractiveness of the Business Park to investors and businesses there. As such competition and impact on existing accommodation providers in more central areas is predicted to be modest.

Policy 4

Public House and Hotel

The land shown on the Policies Map is allocated for public house and hotel uses (Use Classes A4 and C1). Proposals of this type will be supported in these locations where the scale is commensurate with local needs, and the design ensures there is no potential for conflict with the overall operations of the Business Park now or in the future, or gives rise to unacceptable amenity impacts.

7 Environment and Appearance

Introduction

7.1 The Business Park sits across a broad ridge of higher ground to the south east of Whitby within open agricultural land to the south and immediately adjoining the built up area of the town to the north. A large part of the site is within the North York Moors National Park. The agricultural land to the east is open and undulating, rising to the headland and Whitby Abbey to the north east. Proposals for the site must take into account this landscape setting and the historic context of Whitby and these will influence the type of development considered appropriate for the site. There are networks of green infrastructure extending from the open countryside through and around the site. These present opportunities for more 'greening' of the Business Park to improve its environment.

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7.2 The Business Park has a mixture of industrial units of differing architectural styles and materials which have been developed over the last 30 years in an incremental fashion. The layout follows the configuration of the main access roads serving the site. The later stages of development in the 1980s off Enterprise Way introduced smaller scale buildings with a distinctive appearance. The most recent buildings, Bothams Bakery, the Homebase Store and most recently the new Sainsbury's unit are larger scale and more contemporary in appearance and have transformed the frontage of the Business Park alongside the A171. Overall there is a need to raise the standard of new building design and materials and create a more cohesive and contemporary identity for the site.

7.3 Despite the dominant 'industrial' nature of the buildings and uses at the Business Park, it has a network of green spaces through and around the site and it is surrounded by open countryside. In the central area the topography forms a pronounced stream corridor with semi improved grassland, thicket and shrub and tree planting. Semi natural woodland is present along Spital Beck to the north and east of the site with a block of plantation woodland between Fairfield Way and Enterprise Way. Managed amenity grassland is present in landscaped areas across the Business Park and around commercial units and these are usually planted with specimen trees. Managed hedges of relatively uniform structure are present as field boundaries across the site although there are also hedges in a poor state of repair with many gaps. There are three watercourses on and adjacent to the site, the most significant of which is Spital Beck which runs along the eastern boundary of the Business Park.

7.4 These landscape features together with its landscape setting provide the framework for creating a network of green infrastructure in and around the Business Park which will help to enhance its setting, improve the quality of the environment within the site as well as providing opportunities for informal recreation for employees and visitors.

7.5 There are no designated sites for nature conservation on or in the immediate vicinity of the Business Park. Despite the presence of industrial uses, the trees, hedges and watercourses through and around the Business Park provide potential suitable habitat for a number of species. An Ecological/Landscape Management Plan prepared as part of the Feasibility Study found that the woodland, hedges and sloping banks along Spital Beck represent suitable habitat for badgers and an abandoned sett was found in one of the hedges at the north of the site. No signs of otters were found although these have been seen on Spital Beck and are known to be present in the wider River Esk Catchment. A variety of nesting birds were observed on the site. The hedges and woodland along Spital Beck and in the northern part of the 'green corridor' provide suitable habitat for bats.

Objectives

7.6 The following objective is relevant to improving the environment at the Business Park.

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Area Action Plan Objective 4

To improve the quality of the environment at the Business Park and respect its setting within the National Park by requiring a high standard of design for all new development which includes landscaping to reinforce the network of green infrastructure through the site together with good quality signage and street furniture.

Policy 5

Design and Appearance

Consistent and high quality design including measures to minimise energy use will be sought for all new development. The scale, height, massing, form and materials of new buildings must be compatible with surrounding buildings and with the landscape setting of the Business Park and new signage, street furniture and lighting will be expected to comply with the specifications and principles set out in further guidance to be provided by the local planning authorities. Proposals should ensure that they do not harm the historic setting of the town, Whitby Abbey or the setting of the National Park.

7.7 Key to the future success of Whitby Business Park is the establishment of a higher quality and more cohesive environment, in particular the street scene frontage to the A171 Stainsacre Lane to replace the development boundaries that have been formed over time in an ad hoc manner and enhancing the A171 frontage on the Business Park will also improve the main entrance to Whitby. A key objective for future development is to maintain a consistent approach to the frontage development, and intervening development plots, boundary treatments, the announcements of entrances, signage, access points and the overall cumulative visual impact of the Business Park. This can be achieved by the production of a detailed 'Design Brief' which will be prepared to supplement this Area Action Plan in conjunction with key stakeholders. The Design Brief will also seek to ensure that the scale, form and height of any new development on the Business Park does not harm the setting of Whitby Abbey or the historic setting of the town itself. The Design Brief to be prepared for the site will include guidance on how the layout and design of the extended areas, green infrastructure and highway improvements should include 'secured by design' features to minimise the potential for crime and ensure that there is a safe and secure environment at the Business Park.

7.8 The public realm strategy prepared as part of the Feasibility Study identifies the potential for improved physical access to the north and to utilise both the adopted highway footpath and informal pedestrian links linking the pedestrian user through the site from east to west. The existing Public Right of Way (PROW) will be diverted to pick up the proposed highway infrastructure and to follow the realigned footpath associated with the new road access. A maintenance regime will be developed in liaison with businesses and other stakeholders.

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Policy 6

Biodiversity and Green Infrastructure

Proposals for the overall expansion of the Business Park and where appropriate individual development proposals will be required to create a linked network of green infrastructure through and around the site.

Proposals for the development of the Business Park will be required to provide an appropriate level of protection to legally protected species, maintain and where appropriate enhance conditions for priority habitats and species identified in the Scarborough and North York Moors Biodiversity Action Plans, and mitigate against any necessary or unwanted impacts through appropriate habitat creation, restoration or enhancement on site or elsewhere.

7.9 It is proposed that over the longer term, a circular walk is established through the site periphery. This will form the basis of an improved amenity for local business employees and local residents to gain better access to the Business Park. This circular link will follow a new 'green corridor' route which will be established as part of future expansion. Accompanying this strategy are proposals to increase structure planting using native species of local provenance associated with the new highway infrastructure. This will assist in softening the visual and landscape impact of the new road infrastructure when viewed from elevated viewpoints to the west and south west.

7.10 Potential actions in respect of green infrastructure improvements include:

1. New permissive footpaths through and around the Business Park
2. Diversion of the existing public right of way in the south east corner of the site
3. Additional planting on the south east and north east boundaries of the site.

7.11 Biodiversity Action Plans have been adopted by both the National Park Authority and Scarborough Borough Council and the Scarborough Biodiversity Action Group. They set out priorities for specific habitats and species in individual action plans. Each Action Plan considers conservation issues and suggests conservation measures through a series of targets and actions. An overall priority for the North York Moors Biodiversity Action Plan is to help habitats and species adapt to climate change.

7.12 In order to mitigate any adverse effects associated with new development, the Ecological Management Plan prepared as part of the Feasibility Study recommends that a number of surveys may need to be carried out in support of planning applications to ensure adequate safeguards with regard to protected species are in place.

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8 Accessibility

Introduction

8.1 The Business Park is located approximately 2km to the south east of Whitby Town Centre. The site is bounded to the west by the A171 which links Middlesbrough with Scarborough. There are three separate access roads off the A171 into the site –Cholmley Way, Fairfield Way and Enterprise Way. These are all cul de sacs which means that it is necessary to return onto the A171 to pass from one part of the Business Park to another. As a consequence, this increases the number of vehicle movements at the junctions with the A171 leading to issues with capacity and highway safety.

8.2 In terms of pedestrian access, there is a continuous footway on the west side of the A171. On the east side of the carriageway there is a break in the footway between Fairfield Way and Enterprise Way. There are wide verges on both sides of the A171 which segregate the pedestrian footway from the carriageway. The access roads into the Business Park generally have a footway on at least one side of the carriageway, however many are not constructed or maintained to an acceptable standard. Prior to the construction of the Sainsbury's unit the only pedestrian crossing place on the A171 was a puffin crossing near Eskdale Road. This has now been augmented by a further pedestrian crossing adjacent to the retail unit.

8.3 The A171 is subject to a 30mph speed limit along the site frontage. To the south east of the Business Park it becomes subject to the national speed limit.

8.4 A public right of way runs from the south east corner of the Bothams site alongside the site boundary and then past the north east boundary to Hawsker Lane. An informal footpath has also been created through the open area running through the middle of the site between the two 'arms' of Fairfield Way. There are no dedicated cycle routes to or through the site.

8.5 Whitby Railway Station is approximately 2.2km to the north of the site in the town centre. Direct services operate to Middlesbrough on the Esk Valley Railway giving access to the national rail network and to Pickering on the North Yorkshire Moors Railway (primarily a tourist/leisure service).

8.6 There are two bus stops located on the west side of the A171 opposite the junctions with Cholmley Way and Fairfield Way and one on the east side at Fairfield Way. The site is well served by buses Monday to Saturday operating every 30 minutes and the Business Park is a 10 minute journey from the town centre. However, the separate access roads and lack of turning facilities prevent buses from going into the Business Park. There are two businesses on the site that operate a dedicated bus service for their employees due to their shift patterns being outside of the operator's normal service times.

8.7 The Sainsbury's store operates a Monday to Saturday 'Hopper' bus service connecting the town to the new store, with the potential for an hourly service running from 9am to 6pm.

8.8 Overall the site is in a location which can be accessed by sustainable modes of transport in addition to the private car. However, improvements to the highway infrastructure including better provision for pedestrians and cyclists would enable more sustainable modes of travel to and from the site as well as allowing better vehicular access.

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Objectives

8.9 The following objectives will be met by improving the accessibility of the Business Park as well as promoting a choice of more sustainable modes of transport:

Area Action Plan Objective 2

To improve vehicle and pedestrian connectivity through the Business Park by connecting the major roads within the site and provide a choice of transport modes to/from and around the Business Park by providing cycle and pedestrian routes linking it with the local highway network and the rest of the town.

Area Action Plan Objective 3

To identify where there are problems with the capacity of the infrastructure serving the site, in particular drainage, electricity and broadband and deliver improvements to those services to address existing problems and open up new areas for development and expansion of the Business Park.

Policy 7

Highways Improvements

Proposals for new development on Whitby Business Park will be expected to contribute to the delivery of the key highway improvements and additions to the highway network as shown on the Policies Map .

All proposals will be expected to be supported by full detailed designs that accord with the provisions of the Design Brief for the Business Park.

8.10 A series of important improvements to the highway network within the Business Park have been identified as shown on the Policies Map as follows:

1. The construction of approximately 225 metres of new road or cycleway/footpath to link the end of Cholmley Way to the northern most spur of Fairfield Way.
2. The construction of approximately 240 metres of new road to link the end of Enterprise Way with the eastern most spur of Fairfield Way together with an extension of Enterprise Way to provide access to Site 1.

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3. The construction of approximately 115 metres of new road from the north west end of Fairfield Way to provide access to Site 2.
4. Improvements to the road alignment at the eastern end of Fairfield Way to enable Heavy Goods Vehicles to manoeuvre safely.

8.11 The key highway improvements include connecting up the access roads which will enable traffic to enter and travel around the site without having to return onto the A171. The construction of new sections of road is needed to enable access to land on the perimeter of the Business Park to expand the site. Any new roads must be constructed to adoptable standards and the adoption of the existing road network will also be sought through development proposals for the site. The Design Brief to be prepared for the site will include detailed guidance on ensuring a high quality road layout which takes into account the ecology of the site and provides for enhancement where appropriate and also provides for appropriate drainage arrangements.

8.12 As part of the Feasibility Study a Traffic Impact Assessment was carried out to assess the operation of the local highway network during weekday morning and evening peak periods. It concluded that extending the Business Park would not have a demonstrable harmful impact on the existing highway network. The junctions onto the A171 are operating well within capacity at present and will not require improvement subject to the access roads within the site being connected up.

8.13 At present the eastern end of Fairfield Way cannot easily accommodate two way HGV movements without conflicts with other traffic occurring. The proposals will increase the radii of the junction thereby assisting HGVs to manoeuvre.

8.14 Planning applications were submitted in respect of the key road connections in 2012. The appropriate consents have been obtained and funding is in place to deliver these key infrastructure improvements.

8.15 Some informal footpaths have been created through and around the edge of the site and it is proposed as part of Policy 6 that these should be designated as permissive paths to provide pedestrian links within and around the site as well as providing opportunities for informal recreation for employees at the Business Park.

Policy 8

Sustainable Travel

Proposals for the expansion of the Business Park and individual development proposals will be expected to make provision for more sustainable modes of travel to and from the site including details of how pedestrian and cycle facilities will be incorporated into the new development and how the Business Park can be better accessed by public transport.

8.16 Key actions identified include:

1. Footpaths to adoptable standard as part of the improvements to the highway layout;

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2. A new section of footpath on the east side of the A171 to provide a continuous footway between Fairfield Way and Enterprise Way;
3. Diversion of the existing Public Right of Way which runs to the south east of the site as shown on the Policies Map; and
4. New footpaths through the centre of the site linking Enterprise Way with Fairfield Way and permissive footpath on the north east boundary of the site.

8.17 A Travel Plan aims to reduce the number and length of journeys by single occupancy private car and to encourage other more sustainable modes of transport. A comprehensive Travel Plan for the whole Business Park will be required as part of any overall scheme for the site. Measures such as providing staff with travel information packs, providing bus and train time-tables in offices, the provision of real-time bus stop information will be welcomed, as well as the provision of shower and changing facilities for those wishing to travel to work by bicycle. There are a wide range of potential mechanisms and further discussion with the appropriate officers at Scarborough Borough Council and the National Park Authority are encouraged.

Policy 9

Parking

Any new development, including proposals for change of use will be expected to provide on site parking for staff and visitors in line with parking standards.

The design and layout of new parking provision will be required to take into account the safety and security of users and those with mobility issues. The overall aim will be to minimise the amount of car parking resulting from new development through the encouragement and use of more sustainable modes of transport.

The landscaping, environment and layout of existing parking on the site should be included within proposals for the overall expansion of the site and individual development proposals.

8.18 Parking within the Business Park is, at times, problematic. Some of the more established operations do not offer sufficient on-site parking, meaning that some staff and visitors park on the road side, which further restricts movement throughout the Business Park. Discussions will take place with businesses to identify solutions to existing parking problems; those solutions could include the more efficient use of existing land and the provision of new off-street parking. All new development on the extended Business Park will be required to provide parking in accordance with local authority standards so as not to exacerbate the existing situation.

8.19 The current parking standards are those which can be found on the North Yorkshire County Council Website.

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9 Infrastructure

Introduction

9.1 The Area Action Plan allocates further sites for development to the north, south and east of the existing Business Park. One of the Plan's main objectives is to improve the existing infrastructure at the Business Park in order to provide serviced land for new businesses. There was a general consensus from earlier consultation that the Business Park should be modernised to attract new employment opportunities and investors to Whitby. One of the ways in which new occupiers can be attracted is through ensuring that the Business Park offers reliable infrastructure which is in line with modern technologies. In relation to broadband, BT will be upgrading the fibre optic infrastructure, providing superfast fibre to the cabinet of up to 25Mb, over the next 12 to 18 months. In order to secure necessary infrastructure improvements, financial contributions will be sought from future developments. A co-ordinated approach towards such contributions between the two local planning authorities and Highways Authority will be developed. Chapter 10 of this Plan sets out more information on the proposed means of delivery aspects of the strategy.

9.2 In terms of the improvements of the accessibility of the site and the expansion of the allocated area the current proposals will necessitate a number of possible diversions and extensions to the existing utility services on the Business Park.

9.3 The extension and improvements to the Business Park provide an ideal opportunity to look at how energy can be supplied and used in a sustainable manner by the businesses on the site which will also contribute towards mitigating the effects of climate change. The use of renewable or low carbon energy, alongside energy efficiency measures, is seen as key to reducing the emissions which contribute towards climate change. In addition, many modern businesses are keen to reduce their impact on the environment and, this aside, the use of renewable and low carbon energy will usually reduce the energy costs to occupiers.

Objectives

9.4 The following objective will be met through the Area Action Plan;

Area Action Plan Objective 3

To identify where there are problems with the capacity of the infrastructure serving the site, in particular drainage and electricity and deliver improvements to those services to address existing problems and open up new area for development and expansion of the Business Park.

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Area Action Plan Objective 5

To create a low carbon Business Park by incorporating sustainable design and construction into all new buildings and offset carbon emissions by requiring a proportion of the energy required for new development to come from renewable sources.

Policy 10

Drainage

Development for new floorspace should be accompanied by drainage strategies to ensure that there is no adverse impact on surrounding land as a result of inadequate drainage capacity. The use of Sustainable Drainage solutions will be encouraged.

9.5 The development site is identified by the Environment Agency as lying within Flood Zone 1 and therefore it is considered to be at low risk from flooding. The Strategic Flood Risk Assessment does not include any incidences of flooding in the past at the Business Park, however there may be localised issues arising from the development of individual sites that will need to be addressed.

9.6 There are three watercourses located in or bordering the site which discharge into the Spital Beck and due to the restriction in the run-off rate from the existing green field areas it will be necessary to provide on-site attenuation of the surface water flows. Discharge of surface water flows will be into the watercourses located on and around the site with surface water sewers being required to control surface water run-off within the site. A detailed topographic survey should be carried out to assess how each site can be drained.

9.7 There is an existing foul water pumping station positioned to the eastern side of the Business Park, however further liaison will be required with Yorkshire Water to ascertain the spare capacity within the existing public foul sewers. This information will allow assessments to be carried out to identify levels of development which would trigger the requirement for upgrades to the existing system.

9.8 For these reasons all applications are required to provide full details of an appropriate drainage strategy so that the authorities can determine planning applications in the knowledge that there will be no drainage capacity issues either within the Business Park or on any adjacent land. The information obtained from further survey work will need to be included in any subsequent masterplan for the expansion of the Business Park.

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Policy 11

Energy

All new developments of 200 square metres or more will be required to meet the highest BREEAM standard (or its successor) that is feasible and viable for that type of development on the site proposed.

9.9 The Business Park has a role to play in reducing its emissions by minimising energy use in the first instance and by meeting a proportion of its energy needs from renewable or low carbon technologies where this is both practical and viable. It is expected that energy efficiency measures and the need to minimise the use of energy will be integral to the design of the development as required by other policies in this Area Action Plan and that renewable or low carbon energy will be used to provide the resultant energy requirements.

9.10 The expansion of the Business Park provides an opportunity to incorporate renewable or low carbon energy technologies into all new developments at the site, including redevelopment of and extensions to existing units. Both authorities will seek to ensure that the technologies installed to meet the policy will not have an unacceptable visual impact on the setting of the Business Park or historic setting of Whitby. It may be possible to provide a single installation to serve a group of buildings developed at the same time. Details of the technology to be provided to meet the policy requirements will be required as part of any planning application.

9.11 The National Park Authority's Renewable Energy Supplementary Planning Document provides further advice on available technologies.

Other Relevant Documents

9.12 The following documents were reviewed throughout the preparation of these infrastructure policies:

- National Planning Policy Framework;
- Scarborough Local Plan;
- North York Moors Core Strategy;
- North York Moors Renewable Energy Supplementary Planning Document.

10 Implementation of the Area Action Plan

10.1 In relation to funding, all resources required (£3.5m) are now in place to deliver the project.

10.2 A loan of £2.5m has been secured from the York, North Yorkshire and East Riding LEP through the Growing Places Fund (GPF). This takes the form of part grant/part loan with at least £1.9m of this having to be repaid over the next 5 years.

10.3 A further £1m of grant funding has also been secured from the Coastal Communities fund.

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10.4 With this finance in place all of the critical road infrastructure, drainage and services works can be undertaken. In return for undertaking this work and opening up the proposed development land the Council will levy a charge of 33.33% of realised development value of the resulting development sites in return. The money generated through these transactions will be utilised to pay back the GPF loan.

10.5 In the event of any surplus being generated this will be ring fenced for investment in economic development initiatives.

10.6 Key infrastructure works covered within the proposals include the establishment of the road and services infrastructure shown on the Policies map to include necessary services and landscaping. The total cost of these works is in the region of £3.5m.

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Appendix A Other Relevant Plans and Strategies

National Planning Policy Framework

The NPPF has replaced Planning Policy Statement 4 since the first stage of consultation on the Area Action Plan. The NPPF states that planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21st century, support existing business sectors and plan for the location and expansion of clusters of knowledge, creative or high technology industries. Policies should identify and address potential barriers to investment including poor environment and lack of infrastructure.

Plans should be underpinned by an evidence base which assesses the existing and future supply of land available for economic development and whether it will meet identified needs including the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including retail and leisure development.

In relation to retail development, the NPPF states that policies should promote competitive town centre environments and set out policies for the management and growth of centres over the plan period. Town centres should be recognised as the heart of communities with policies to support their viability and vitality. A sequential test should be applied to applications for main town centre uses that are not in an existing centre and not in accordance with an up to date Plan. Main town centre uses should be located in town centres, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. Applications for retail, leisure and office development outside of town centres above a threshold of 2,500 sq m (or locally set threshold) should include an assessment of the impact of the proposal on existing, committed and planned public and private investment and on town centre vitality and viability.

Regional Spatial Strategy (RSS) (May 2008 – 22 February 2013)

The Regional Spatial Strategy for Yorkshire and Humber defined Whitby as a 'Principal Town' in the settlement hierarchy and emphasised its role as such in being the main local focus for housing, employment, shopping, leisure, education, health and cultural activities and facilities. An aspect of this is for development plans to 'ensure that the town provides the main focus for employment development in rural areas', and 'enhances the vitality and viability of town centres.'

In addition, the RSS further strengthened the requirement of the development plan to ensure the availability of sufficient land and premises in sustainable locations in order to meet the needs of a modern economy and ensure a suitable range and choice of employment land, sites and premises available over realistic timescales to meet the needs of businesses, both for locally generated growth and 'inward' investment.

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Appendix B Feasibility Studies

To inform this Area Action Plan and future development in and around the Business Park funding was obtained from Yorkshire Forward in 2010 to commission a series of Feasibility Studies covering the following subject matters:

- Highways
- Drainage Constraints
- Public Realm and Landscape Design
- Ecology Management Plan Existing Services / Utilities Energy Renewables Strategy

Each of these studies addressed the current situation within the Business Park, and identifies particular constraints and opportunities and the potential costs of certain courses of action.

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Appendix C Implementation and Monitoring

In order to monitor the implementation of the policies in the Area Action Plan and ensure that its objectives are being delivered, the following tables set out the proposed indicators for the monitoring framework. It will be necessary to combine data from both Scarborough Borough Council and the North York Moors National Park Authority to show progress for the Business Park as a whole. This will be done through the respective authorities' Authority Monitoring Report.

Employment Land

Indicator	Baseline 2013	Source	Target 2026	Delivery Mechanism
Total amount of additional employment floorspace developed by type (B1, B2 and B8)	18 hectares 63,000 sq m	SBC/NYMNPA Development Management Records	Deliver planned expansion of 14 hectares	York, North Yorkshire and East Riding LEP, NYMNPA, SBC and developers
Number of additional jobs created	1400	SBC/NYMNPA Development Management Records	2000	York, North Yorkshire and East Riding LEP, NYMNPA, SBC and developers

Table C.1 Employment Monitoring

Retail

How will the objectives be delivered and by whom?

Indicator	Baseline 2013	Source	Target	Delivery Mechanism
Retail floorspace on Business Park as a % of overall developed floorspace	5,867sqm (convenience and comparison)	SBC/NYMNPA Development Management Records	Ensure that employment use remains the dominant land use type on the Business Park	York, North Yorkshire and East Riding LEP, NYMNPA and SBC

Table C.2 Retail Monitoring

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Environment and Appearance

Indicator	Baseline 2013	Source	Target	Delivery Mechanism
Production of Design Brief and Implementation	N/A		Complete Design Brief by 31.12.14	NYMNPA and SBC
Number of businesses providing/ contributing financially to green infrastructure and green spaces.	0	SBC/NYMNPA Development management records	Increase	S106 contributions secured by NYMNPA and SBC

Table C.3 Environment Monitoring

Accessibility

Indicator	Baseline 2013	Source	Target	Delivery Mechanism
% of workforce using particular modes of transport	To be inserted	Survey to be carried out	Reduce % of car use	NYMNPA and SBC

Table C.4 Accessibility Monitoring

Infrastructure

Indicator	Baseline 2013	Source	Target	Delivery Mechanism
% of Business Park served by superfast broadband	To be inserted	NYNET	100% Business Park served by superfast broadband	British Telecom, Developers and NYNET
Amount of on-site renewable energy generation capacity	45 KW	SBC/NYMNPA Development Management Records	Increase	NYMNPA and SBC

Table C.5 Infrastructure Monitoring

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Appendix D Policies Map

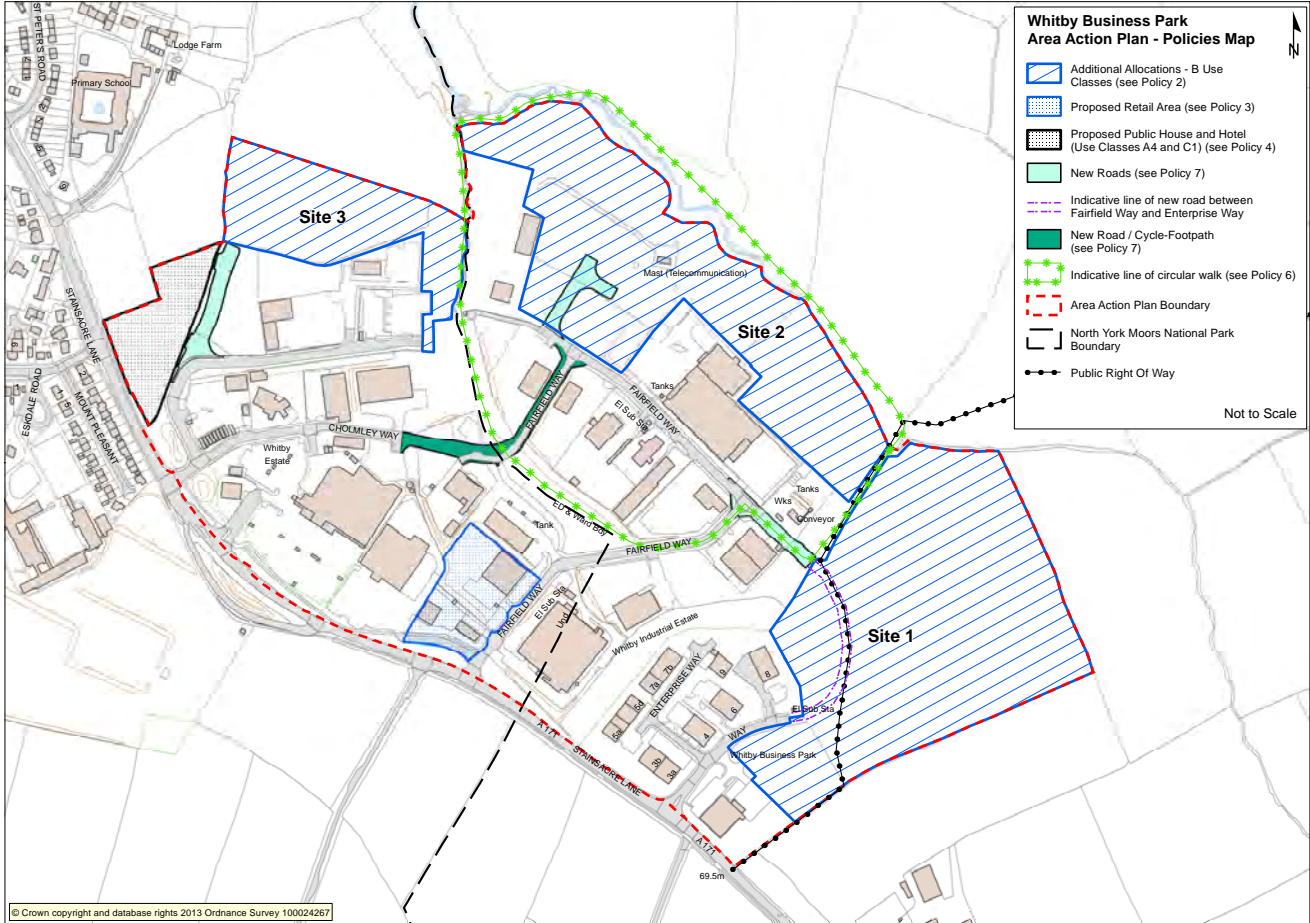


Figure 2 Policies Map



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