

**Ryedale District Council**

**Ryedale Plan- Local Plan Strategy**

**Local Plan Strategy with Main Modifications and Additional Modifications**

**Text only version**

**5 September 2013**

## SECTION 3 – ASPIRATIONS AND STRATEGY

it is currently defined and will be carried forward as the Proposals Map is updated.

- 3.10 Development Limits for settlements define the boundary within which development in principle will be generally acceptable. These were originally defined in the Ryedale Local Plan (2002) and are carried forward into this Plan. They will be reviewed where appropriate, as part of the process of preparing the Local Plan Sites Document, the Helmsley Plan or Neighbourhood Plans and will be redefined to incorporate new land allocations identified through these documents. The Ryedale Local Plan (2002) also identified Town Centre Commercial Limits as a policy tool to guide new retail and commercial development at the towns. These are also carried forward into this Plan and will also be reviewed and where appropriate, redefined as part of the process of preparing the Local Plan Sites Document, the Helmsley Plan or Neighbourhood Plans.
- 3.11 Stamford Bridge abuts the District boundary with the East Riding of Yorkshire. As a relatively substantial settlement with strong public transport links, Stamford Bridge is recognised by the East Riding of Yorkshire Council as a Rural Service Centre. As part of their emerging Local Plan, the settlement will be a location for limited new development. In view of the close proximity of the built up area of Stamford Bridge to the boundary between both authorities the District Council will work closely with its neighbour to ensure that all opportunities to consider the growth of the settlement as a whole are fully and consistently considered.

### **Malton and Norton**

- 3.12 Together, Malton and Norton form the largest settlement in the District and they are Ryedale's Principal Town with a joint population just over 12,000. The towns are home to key facilities such as the railway station and the District hospital and they have the greatest concentration of employers and shops.
- 3.13 Developing the role of Malton and Norton offers the potential to harness significant economic benefits for the District. The towns occupy a strategic location between York and Scarborough. The A64 provides a direct road link and the towns have good public transport links with the City of York and Scarborough, both of which are accessible by rail in just over twenty five minutes. The towns provide an excellent location for those businesses that need to be attracted to Ryedale in order to help diversify the local economy as well as for indigenous new and expanding businesses.
- 3.14 A key element of this Strategy is that Malton and Norton play a more strategic role both for the District and in terms of their relationship with the City of York. The aim is to capitalise on the proximity to York's successful economy in order to try and stimulate economic links and the growth of specific sectors in Ryedale such as science/knowledge based activity. The Strategy is not to compete with the City of York but to provide for those businesses that need good links to York and attractive surroundings but which do not require a location in the city itself. The approach represents a good opportunity to diversify the economy of the Principal Town and in doing so to create wider economic benefits and employment choices for Ryedale as a whole.
- 3.15 Within Malton and Norton, much of the post war housing growth has occurred at Norton, stretching out along the Scarborough, Beverley and Langton Roads. As a result the pattern of development has moved away from the town

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centres, particularly Malton Town Centre. This Plan seeks to rebalance the twin towns by placing a greater focus, (albeit not exclusive) on locating new development at Malton, with an immediate focus on the release of Greenfield sites around Malton. At the same time work will be undertaken to determine the viability of the large 'Woolgrowers/Yorkshire fertilisers' site in Norton. This site is one of the largest Brownfield sites in Ryedale and the largest Brownfield site at the Principal Town. It occupies a prominent, central location between the two towns and is an important gateway site when approaching Malton and Norton by rail. The site is vacant and derelict and has been considered for development for a number of years but it has proved difficult to redevelop, mainly as a result of constraints associated with flood risk, contamination and restricted access, which have prevented it coming forward to date.

- 3.16 In addition to the latter, there are several other Brownfield sites within the Malton and Norton Rail/River Corridor that are currently underused or which are vacant or derelict. They detract from the appearance of the towns and their redevelopment would provide an excellent opportunity to reinforce physical and visual links between Malton and Norton. Many of these sites are constrained for a number of reasons, including highway capacity and flooding. Although this Strategy will, in accordance with national policy, look to locate development outside of areas at risk of flooding, this must be balanced with a need to ensure development is located in accessible locations. For these reasons, the re-use of these central Brownfield sites will be encouraged for appropriate uses and in accordance with national policy on flooding.
- 3.17 Malton Town Centre provides a cultural and economic focal point at the twin towns. The largest town centre in Ryedale, it is a vibrant centre with a wealth of independent retailers which together with a rich, historic built environment create a genuine market town feel. Enhancing Malton Town Centre is integral to the Strategy of developing the role of the twin towns as

Ryedale's Principal Town. The redevelopment of key sites and buildings, public realm improvements, an improved choice of shopping and the creation of a stronger evening economy are examples of the opportunities that will help to improve and revitalise the Town Centre. The arc of underused buildings and spaces which wraps around the north of town provides an excellent opportunity to accommodate a mix of new uses to support the existing town centre. Ensuring that future changes at the Town Centre complement and respect the qualities that are integral to its character, such as high quality independent retailing and the quality of the built environment, will be key to success.

- 3.18 The twin towns will be the focus for new jobs, shops and homes in Ryedale over the Plan Period. These will need to be supported by infrastructure improvements and improved community and leisure facilities. Currently the towns experience acute traffic congestion which detracts from their appearance and attractiveness. A package of transport improvement measures has been identified and will be required in order to release additional capacity, manage congestion, and improve safety and air quality.
- 3.19 There are clear local aspirations for strategic transport improvements that will address congestion and improve connectivity between the towns. The Highways Authority, North Yorkshire County Council, has identified a range of strategic transport improvements which would help address these issues. These include: a junction at the A64 in the Broughton Road area; improvements to the A64 Brambling Fields junction, a second Rail/River crossing from York Road to the Woolgrowers site; improvements to the A64 junction at Musley Bank and a Scarborough Road to Beverley Road link. However, the estimated cost of these improvements runs in excess of £60 million. Depending on the specific selection and choice of new development sites, it is considered that the level of development

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identified for this Plan-Period can be accommodated based on the Brambling Fields junction improvement together with a package of associated traffic management measures, improvement to junctions within the internal network and improved cycling and pedestrian facilities. Further strategic transport improvements will be required to support the growth of the towns in the longer term and will be the subject of reviews of this Plan and future choices over the location and scale of growth, together with the availability of funding and agreement with the Highways Agency.

- 3.20 The Brambling Fields junction improvement will be fully funded by developer contributions. Public money is currently available in order to ensure the timely delivery of the scheme and to support additional growth as early as possible. Construction work on the scheme ran throughout 2012 and is now complete. North Yorkshire County Council and Ryedale District Council will recoup this funding from developer contributions using Section 106 Agreements prior to the introduction of the Community Infrastructure Levy which will be used to fund infrastructure provision and improvements in the longer term.
- 3.21 Focussing development at Malton and Norton is likely to increase the volume of traffic using the A64, especially in the York direction. This will be mitigated by encouraging the use of bus and rail travel, ensuring that new development is accessible to the bus rail interchange and that improvements to this facility are delivered. In addition, the District Council will work with the Highways Agency, the City of York and other neighbouring authorities as well as Town Councils to identify a package of improvements to the A64 to be funded through developer contributions and in time, the Community Infrastructure Levy. In the longer term it is anticipated that the strategy of diversifying the economy of the Principal Town will mean that a broader range of employment opportunities will be available locally,

reducing the need for some residents to travel to York or beyond.

- 3.22 In addition to aspirations to build links with the York economy, Malton and Norton have a rich historic and cultural heritage that are currently an ‘untapped’ resource. Their wealth of Roman, Medieval and Georgian heritage together with the strong cultural association with horse racing provide opportunities to further develop and diversify the economy.

### **Pickering, Kirkbymoorside and Helmsley**

- 3.23 Ryedale’s three other Market Towns are important local service centres for communities in the northern part of the District. Pickering and Helmsley also have an important role in supporting tourism, which has a strong influence in northern Ryedale and both towns play an important regional tourist role. New housing and employment development at each of the northern Market Towns will be focussed on addressing the development requirements of existing local and surrounding communities. This will be complemented by town centre enhancements and improvements to community and leisure facilities to benefit residents and visitors.
- 3.24 This Strategy aims to ensure that the scale of new development at each of these three towns reflects their individual roles and the range of services they provide as well as their accessibility. Of the three towns, Pickering provides the greatest range of shops, services and employment opportunities in the northern part of the District. The town is also an important public transport node with north-south connections between Malton and Whitby and east-west connections between Helmsley and Scarborough. In view of this, it is considered appropriate that Pickering accommodates a higher level of new development than both Kirkbymoorside and Helmsley.

## SECTION 7 - ENVIRONMENT

development and for some areas certain vulnerable uses may be precluded or, the mitigation measures needed to address flood risk may impact on the viability of development.

- 7.27 The majority of land in the District is in agricultural use and agricultural land in the area of Ryedale covered by this Plan generally falls within grades 2 and 3. Grade 2 Best and Most Versatile Land is predominantly located to the east and north east of Malton and Norton and also along the Great Wold Valley. Although agricultural land is a plentiful resource in the District, climate change places an increasing emphasis on the need to support local food production and it is important that as a resource, the loss of productive land, particularly the loss of the Best and Most Versatile Land is carefully managed and avoided when balanced against other sustainability considerations which will need to be taken into account in guiding new development.
- 7.28 Ryedale generally experiences low levels of air pollution. The notable exception to this is the Malton Air Quality Management Area (AQMA) which has been identified around the Butcher Corner junction in the centre of the town. The AQMA was declared in 2009 on the basis that current and predicted nitrogen dioxide levels were in breach of air quality objectives prescribed by air quality regulations. Air quality issues exist in this location mainly as a result of traffic congestion compounded by a narrow historic street pattern which restricts the ability of air pollutants to disperse, especially in certain weather conditions.
- 7.29 As the Principal Town in Ryedale, Malton and Norton will experience growth and development over the Plan Period and this does pose a challenge in terms of improving air quality and reducing vehicular emissions. The Brambling Fields strategic

junction improvement is designed to reduce through traffic and HGV movement in the constricted central road network through the towns. The Brambling Fields junction improvement and associated complementary traffic management measures are a key way in which the District Council and North Yorkshire County Council as Highway Authority are seeking to address air quality issues at Butcher Corner. Developer contributions to pay for this strategic improvement will be an important way in which development will be expected to mitigate the impact of increased traffic generation and associated air pollution.

- 7.30 Clearly, the type and location of new development will influence the traffic generation and the volume and pattern of vehicular movements. In identifying new development sites and managing development proposals, the Council will look to locate new development at the towns in locations which are accessible by non-car based modes of travel. The Council and North Yorkshire County Council will also aim to mitigate impacts on air quality through the provision of enhanced walking and cycling facilities and where appropriate will negotiate Travel Plan initiatives with developers to encourage reduced reliance on the car for local journeys or initiatives to facilitate the use of low emission vehicles.
- 7.31 Proposals for new development in or around the AQMA will be carefully considered to ensure that an acceptable environment can be provided for the occupiers of new development. Developers promoting development which would result in an impact on air quality will be required to demonstrate that the impact on air quality is acceptable and mechanisms are in place to mitigate adverse impacts.