

1 Introduction & Key Objectives

Elland's Context

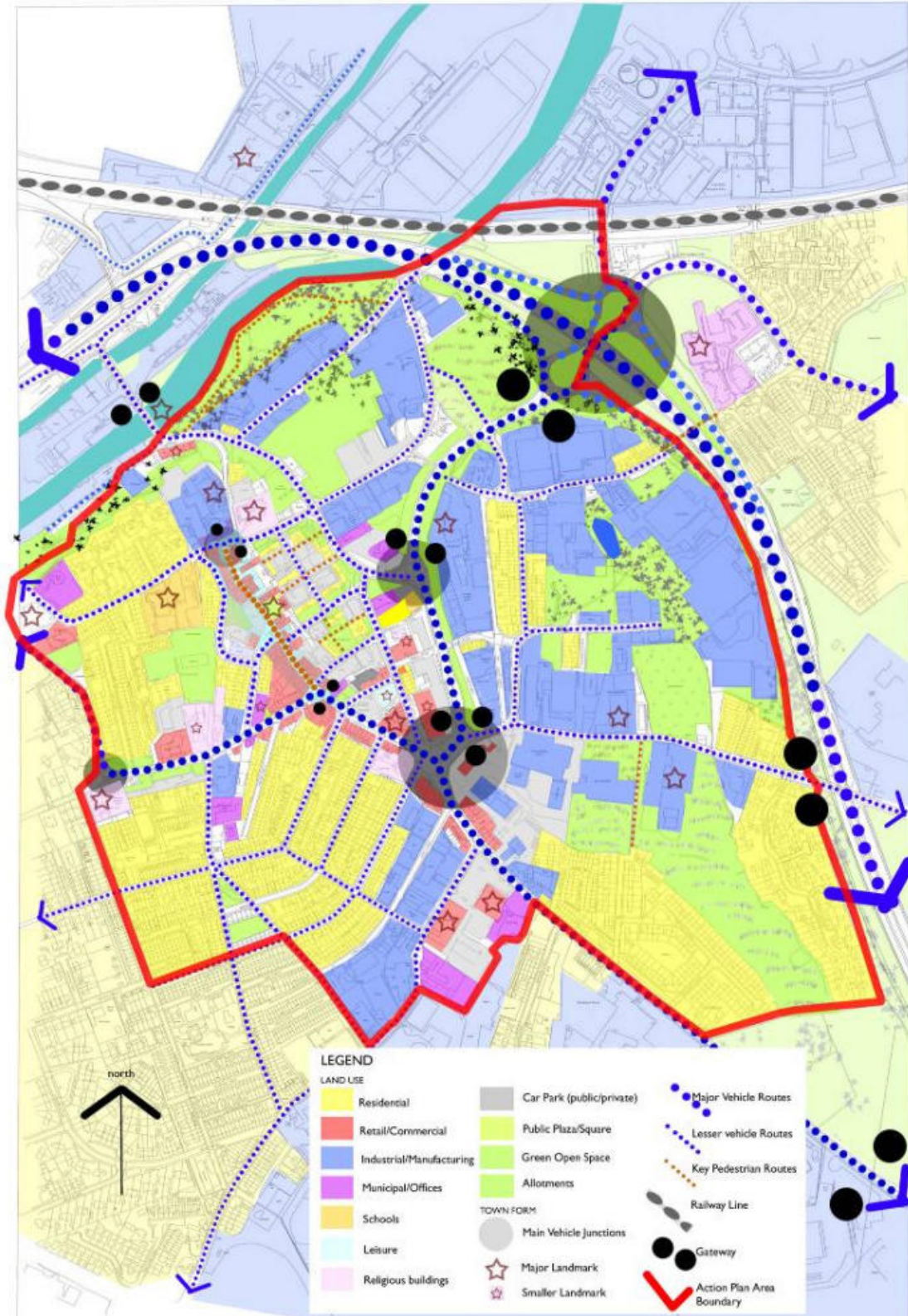
- 1.1 Elland is a traditional West Yorkshire market town that has struggled to prosper in the face of major economic change. The town's industrial base has declined and a number of sites are underused and derelict.

Picture 1 Elland Name Sign



- 1.2 On the positive side, Elland has excellent trans-Pennine links, and with its dramatic setting and fine Victorian architecture, has tremendous potential to attract inward investment that could act as a catalyst for the town's revival. Indeed, there is currently a significant amount of development interest to the south of Elland Town Centre.
- 1.3 This Supplementary Planning Document (SPD) focuses on a large central area of Elland, referred to as Central Elland. Central Elland is the area edged red on the plan referenced Figure 1. Some parts of this document refer to "the Town Centre", which refers to the area of Central Elland consisting of Southgate, Northgate, Timber Street and the Town Hall Triangle. These areas can be viewed on the plan referenced Figure 11 (Areas 4-6.)
- 1.4 Whilst there are numerous positive elements to Central Elland, it is considered that some aspects of the area are dysfunctional. Parts of Central Elland have been transformed through recent changes of use, economic decline, demolitions, insensitive building design and highways planning. This has led to the disjointed and unsustainable development of the settlement's central area, affecting its vibrancy and viability.
- 1.5 This document is intended to address some of the planning-related issues affecting Central Elland, and to encourage the area's regeneration and sustainable development.
- 1.6 **Figure 1** indicates the boundary of Central Elland, along with its land uses, gateways and transportation routes.

Figure 1 Site Analysis



Objectives of the Supplementary Planning Document

- 1.7** The SPD strives to reflect the need to create a sustainable community through the active participation of local people in the planning process. Accordingly, the SPD stems from a previous analysis of issues and options, underpinned by widespread consultation within the community. The SPD examines the study area spatially and identifies issues, solutions, and key locations where a focus of investment and change could produce significant improvements to both the economic well being and appearance of the town.
- 1.8** The SPD's core objective is to encourage the regeneration and sustainable development of Central Elland, providing guidance and area development briefs to this end. Whilst the land use policy considerations for Central Elland are established in the RCUDP (Replacement Calderdale Unitary Development Plan), there are important considerations such as the urban form, its spaces, character, and linkages between, and within, the component parts of Central Elland that the SPD will address.

The primary objective of the SPD is to encourage the regeneration and sustainable development of Central Elland.

The SPD is essentially a regeneration-led planning tool and will encourage the regeneration of Central Elland by:

- i) Providing useful background information about the area, intended to enhance the area's regional and national profile;
- ii) Identifying and addressing the barriers to regeneration, including urban design, accessibility, aesthetic and other issues;
- iii) Providing a supplementary planning framework in which principles are established and issues identified, intended to guide developers and achieve higher quality and more sustainable development in future;
- iv) Providing development briefs for seven key areas of Central Elland, which will include textual and diagrammatic site analyses, and indicative development proposals. These can contribute to the regeneration of Central Elland in the following ways:
 - They will contribute to a general understanding about the issues affecting the area, and offer potential solutions to these.
 - They will prove useful to the local community, providing inspiration and ideas, and generating a feel-good factor about the area's future development.
 - They will prove useful to potential investors, who can use the information provided to identify potential development sites and understand the issues affecting them. This information will offer cost savings to developers, reducing the need for them to employ property and planning consultants. The SPD will therefore make it easier and more cost effective for investors to choose Central Elland.
- v) Employing text and a range of useful diagrams and images, making the information and guidance provided easier to consume.

This objective is supported by Policies GP1 and GP4 of the RCUDP.

Key Principles

Key Principles for the Future Development of Central Elland

The following key principles set the context for the future development of the area. Central Elland should become:

- A vibrant and sustainable place that people want to live, work in and visit;
- A place that provides services and amenities locally, and provides convenient, high quality public transport facilities for when people do need to leave the area;
- A high quality and attractive urban environment in which local distinctiveness is valued and encouraged;
- A cohesive place in which people are able to move safely and efficiently between the various key areas, especially by sustainable means.

These key principles and objectives underpin the SPD, and set the basis for a consideration of issues and solutions in Chapters 4-6.

These principles are supported by Policies GBE1, GP1, GP4 and GT1 of the RCUDP.