

Fact Sheet

DEVELOPMENT TYPE: RESIDENTIAL

DEVELOPMENT NAME: VICTORIA GROUND, STOKE ON TRENT

NO IMAGE AVAILABLE

Location: The site is located facing the A500, close to Stoke town centre with the primary access from Boothem Old Road.

Description: Victoria Park is the site of the former stadium and car parking areas of Stoke City Football Club and is a total of c.15 acres gross, with c.11.6 acres net developable.

Previous owner: Stoke City Football Club

Website: www.stmodwen.co.uk

Site History: St. Modwen acquired the site in 1997 as part of the funding package for the new Britannia Stadium developed at the nearby Trentham Lakes site. A number of factors have delayed the development of the site, including uncertainty about the effect of the A500 improvements and the initial preference by the Council for a major office development.

In 2006 the principle of housing development on the site was agreed and St. Modwen was granted outline planning permission for a housing scheme on the whole site in 2007 but that scheme did not proceed due to the recession. A planning application for 113 new homes on part of the site was submitted in December 2012.

Project highlights: The development of the first part of the site will deliver much needed executive family homes to the area. The project will also bring visual, environmental and economic improvements for the benefit of new and existing communities, including the creation of hundreds of new jobs through the construction of the homes. The proposed plans will also include one acre of open space and a children's play area.

Approximately 6.5 acres will remain for development when the first phase proceeds. The remaining site has excellent frontage to the A500 and is suitable for residential / appropriate main road uses.

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Key project milestones:

- Outline planning permission granted for a housing scheme in 2007 (the scheme was rendered not viable due to the recession).
- Planning application submitted with Persimmon Homes in December 2012 for 113 new homes, which will include a mix of two-storey semi-detached, detached and terrace housing. The plans also include an acre of open space and a children's play area.